

INVESTMENT OFFERING

GENERATIONAL OPPORTUNITY: HARPOLE'S HEARTLAND LODGE

10236 393RD STREET

Nebo, IL 62355

PRESENTED BY:

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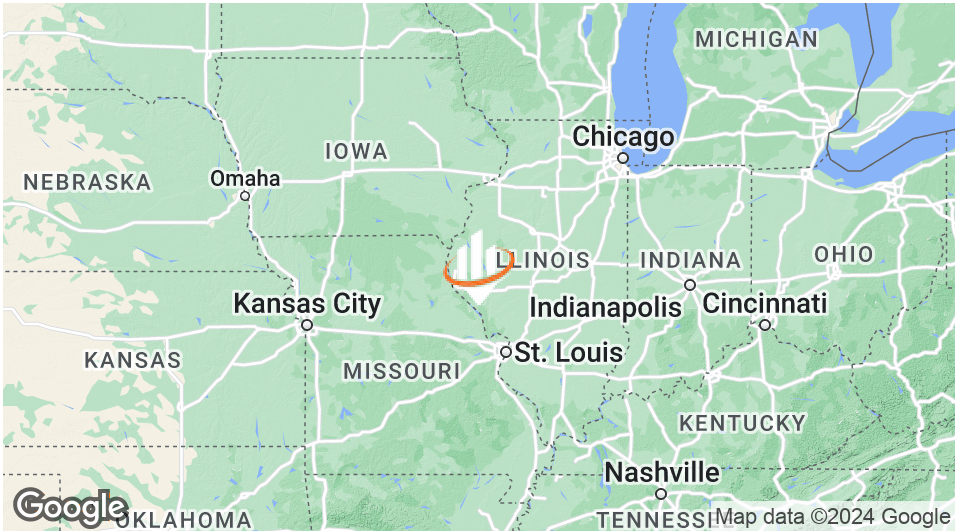
EMILIA MOLLE

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PROPERTY OVERVIEW



OFFERING SUMMARY

INVESTMENT STRUCTURE:	Negotiable
CAP RATE:	12.07%
UNITS (CURRENT)	32
UNITS (POTENTIAL)	20 Luxury Cabins, 150-170 RV Sites, 200 Tiny Homes, Larger "Second Homes"
LOT SIZE	1,386 Acres
WEBSITE:	heartlandlodge.com
MORE INFO:	northco.com

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SVN | Northco is pleased to present a one-of-a-kind investment opportunity in Harpole's Heartland Lodge, a world renowned, award-winning resort, outdoor enthusiast's dream, and hunting lodge that is set against the backdrop of the beautiful Mississippi River Valley in Nebo, Illinois ["HHL"]. HHL is the perfect blend of resort, hunting lodge and outfitter that offers premier outdoor excursions. Some of the offerings include ATV/SxS, whitetail deer, upland bird, waterfowl, turkey, and fishing along with numerous other activities that are available to guests. HHL is truly one-of a kind, generational investment opportunity in the heart of America.

INVESTMENT HIGHLIGHTS

- Investment Opportunity: Premier Midwest Resort and Hunting Lodge at a 12.07% cap rate
- World-renowned, year-round outdoor resort on 1,386 acres of land in Illinois in the Mississippi River Valley with significant growth and development potential
- There are approximately 35 million people within 300 miles, and prospective guests are more willing than ever before to visit drivable resort destinations like HHL. HHL is 80 miles northeast of St. Louis, MO, 78 miles southwest of Springfield. IL. 50 miles southeast of Quincy. IL. and about 4.5 hours from Chicago.

INVESTMENT HIGHLIGHTS



- World renowned, year-round outdoor resort on 1,386 acres of land in Illinois in the Mississippi River Valley with significant growth and development potential. HHL also leases approximately 2,500 acres for hunting.
- There are approximately 35 million people within 300 miles, and prospective guests are more willing than ever before to visit drivable resort destinations like HHL.
- HHL is 80 miles northeast of St. Louis, MO, 78 miles southwest of Springfield, IL, 50 miles southeast of Quincy, IL, and about 4.5 hours from Chicago.
- Accommodations include eleven (11) rooms and two (2) suites in the Original Lodge, and seven (7) rooms and suites in each of the Prairie Ridge & Sunset Valley Lodges. The Heavenly View cabin has four (4) rooms and there are four (4) private Luxury Cabins.
- Amenities include horseback riding, hayrides, bonfires, sporting clays, pistol shooting, fishing, ATV/OHV riding, golf [public courses are available for play nearby], hunting, bird watching, mountain biking, hiking, and much more.
- One of the best hunting lodges and outfitters in the country. Hunters nationwide know Heartland Lodge as a premier hunting lodge that is located in prime whitetail deer hunting territory, with some of the best upland hunting, including wild quail hunting and pheasant hunting along with waterfowl hunting along the Mississippi flyway.
- Among the vast array of amenities, the property is well-known for some of the best ATV and OHV riding trails in the United States, including a new 300 acre ATV/OHV park addition to the existing ATV/OHV park. Now a Certified Outfitter through the Polaris Adventures program.
- Orvis, Polaris and Shooting Sportsman endorsed.
- There is significant land available within the current property to continue to develop and also additional land available for purchase or lease in the area.
- Total replacement value of more than \$20 million

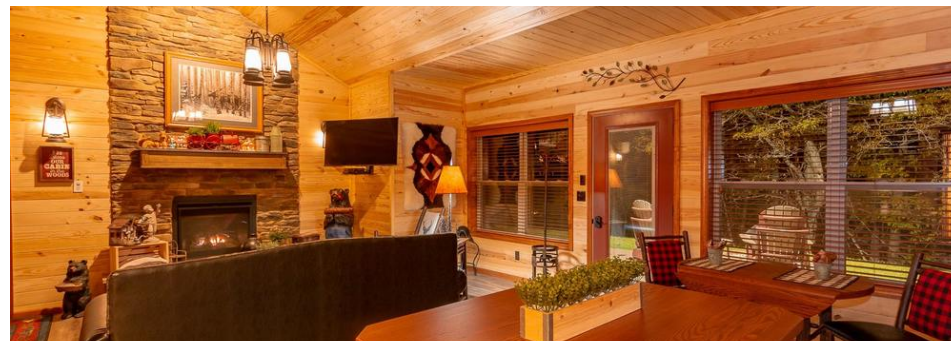
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INVESTMENT HIGHLIGHTS (CONTINUED)

- Extremely powerful in-house marketing machine: 1,203,953 total website visitors, 973,706 unique website visitors, an email list with 276,502+ contacts, a database with 87,000 names and addresses, and two Facebook/Instagram pages with 242,750 followers. In addition, HHL currently averages over 175+ email signups per day from the website and expects that to increase to over 200/day in 2023.
- There are national and historic attractions in Pike County, which is nationally known for Abraham Lincoln, the scenic outdoors, and hunting.
- HHL is partnered with Pheasants and Quail Forever on a Mentor/Mentee program. It will be a huge national promotion that will go out to all of their members and chapters.
- HHL attracts diverse types of guests: couples, business, families, individuals, friends, and more. Over 20,000 annual visitors and growing.
- Strong maintenance program – HHL has a rigorous daily, monthly and annual maintenance program.
- Impressive safety history – there have been very few accidents over the past 28 years.
- Barriers to entry for the industry are extremely high due to land acquisition and building costs, branding, loyal customers along with capital requirements. As a result there is very little competition.
- Loyal customer following with many repeat guests who make staying at HHL a part of their tradition.
- HHL celebrated its 28th anniversary in 2023!
- Entities: HHL runs the business operations of the resort; Harpole Properties Inc (HP) owns most of the large assets (land buildings, etc); Harpole's OHV Park LL (HOP) owns 684.88 surveyed acres, along with several buildings for an OHV/ATV park



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ADDITIONAL PHOTOS



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SVN | NORTHCO 6

LOCATION OVERVIEW



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HHL is located in Nebo, IL, which is centrally located in close proximity to a number of major metropolitan areas. Nebo, which spans Pike and Calhoun Counties, is a central location that is perfect for the more than 35 million people who live within several hours drive of the beautiful resort. Families, friends, and businesses all utilize the resort's unique setting for a relaxing escape. Major Interstate 72 is only 20 miles away and Highway 96 only 2 miles away.

The Property spans Pike and Calhoun counties. Here are the distances from larger cities:

St. Louis, MO – 80 miles northeast of St. Louis
Chicago, IL – 275 miles southwest of Chicago
Kansas City, MO – 239 miles northeast of Kansas City
Springfield, IL – 78 miles southwest Springfield
Quincy, IL – 50 miles southeast of Quincy
Hannibal, MO – 40 miles southeast of Hannibal

Nearby airports include Pittsfield (15 miles), Quincy (50 miles), Jacksonville (50 miles), Springfield (70 miles), St. Louis (80 miles).

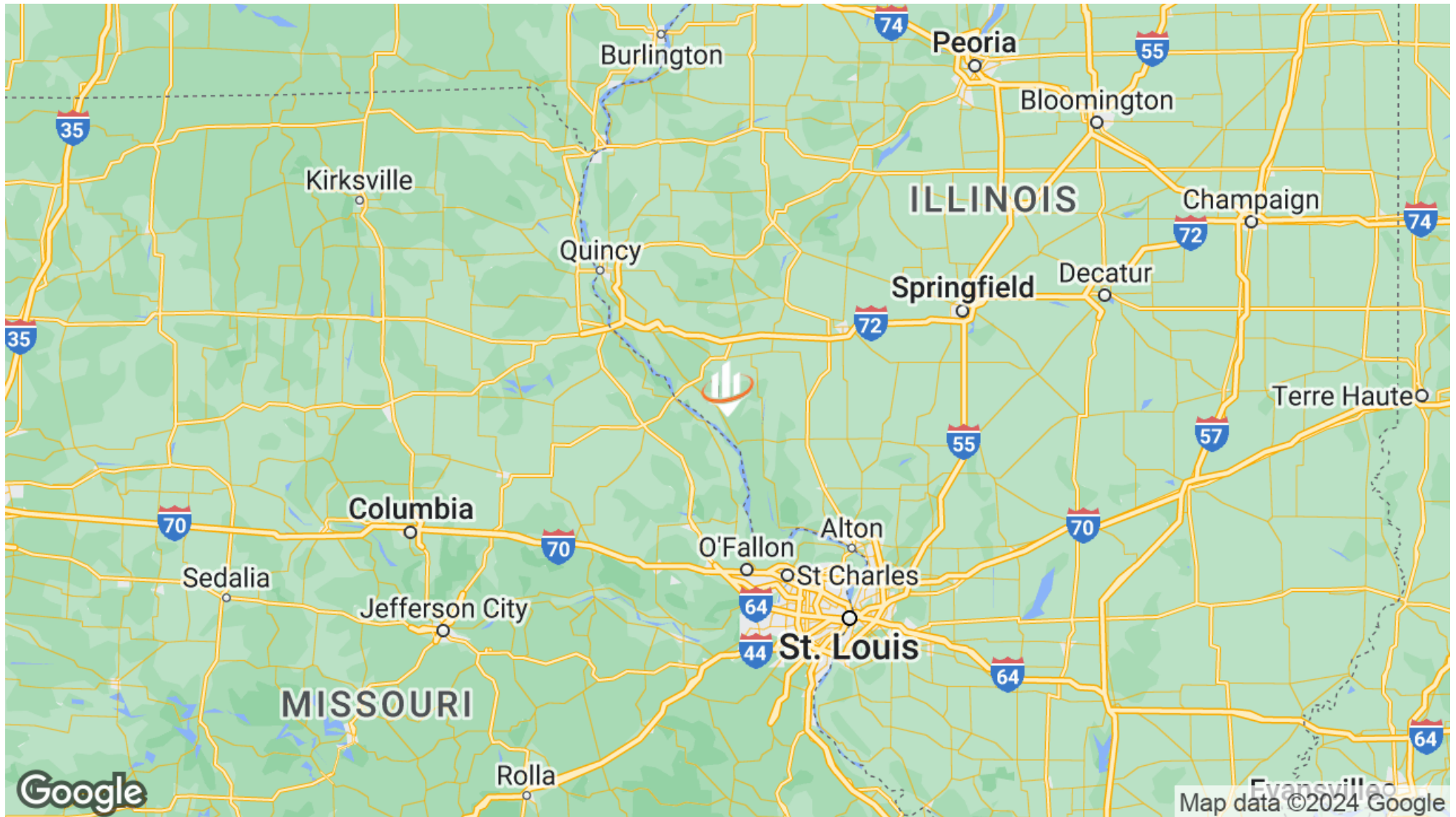
The numerous densely populated metropolitan areas within an [easy] day's drive make HHL an ideally located getaway for much of the Midwest.

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LOCATION MAP

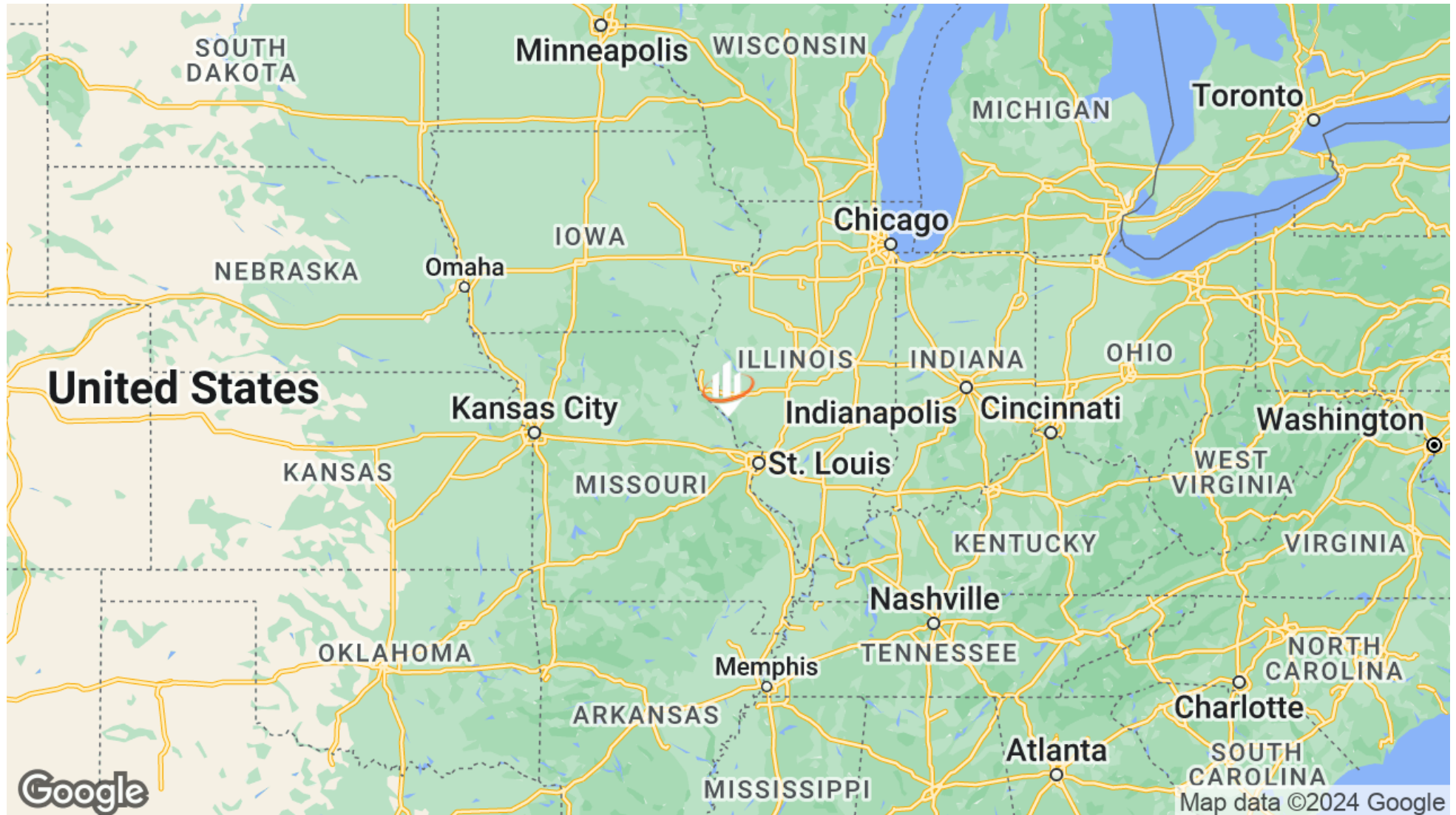


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REGIONAL MAP



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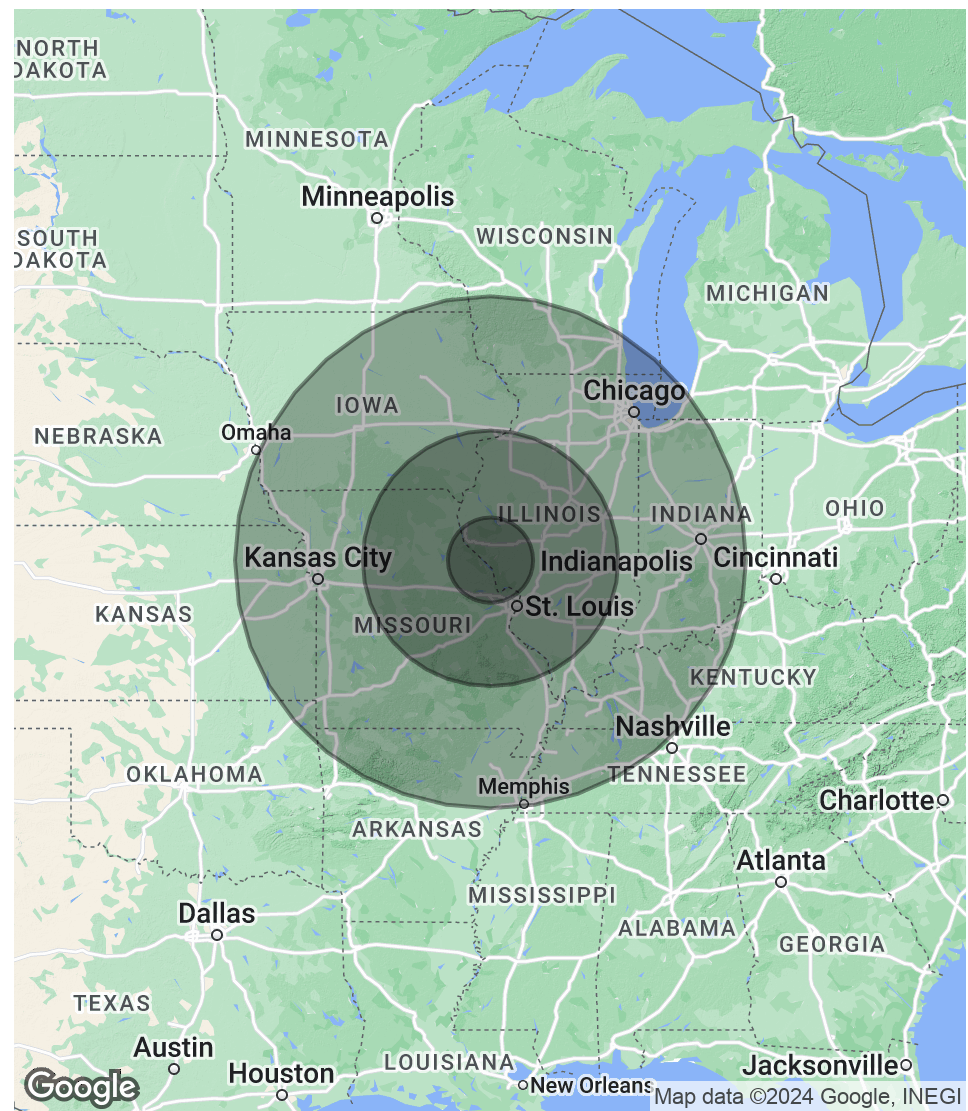
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DEMOGRAPHICS MAP & REPORT

POPULATION	50 MILES	150 MILES	300 MILES
TOTAL POPULATION	810,121	7,065,164	34,632,305
AVERAGE AGE	37.7	38.4	37.3
AVERAGE AGE (MALE)	36.6	37.3	36.2
AVERAGE AGE (FEMALE)	38.6	39.4	38.1

HOUSEHOLDS & INCOME	50 MILES	150 MILES	300 MILES
TOTAL HOUSEHOLDS	305,064	2,807,216	13,177,829
# OF PERSONS PER HH	2.7	2.5	2.6
AVERAGE HH INCOME	\$70,668	\$63,044	\$69,365
AVERAGE HOUSE VALUE	\$198,283	\$170,961	\$229,610

* Demographic data derived from 2020 ACS - US Census



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