

UNIQUE OPPORTUNITY | **FOR SALE**



1219 S. Main Street St. Charles, MO 63301

ENTERTAINMENT/HOSPITALITY

Kim Richter - 314.333.9844
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A RARE OPPORTUNITY TO ACQUIRE AN ESTABLISHED DESTINATION PROPERTY WITH EXISTING HOSPITALITY OPERATIONS, APPROVED MIXED-USE EXPANSION AND FUTURE DEVELOPMENT POTENTIAL.





FOR SALE

1219 S Main Street
St. Charles, MO 63301



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PROPERTIES**
building relationships . creating wealth



UNIQUE OPPORTUNITY TO BUY IN ST. CHARLES, MO!
SALE PRICE: \$5.9M



MAP DATA ©2021 GOOGLE

The Wine Garden is a unique hospitality and mixed-use investment opportunity in the heart of Historic St. Charles on 3.19 acres. The property offers a versatile mix of uses, including an approximately 1,500-square-foot Airbnb, a 3,000-square-foot winery, infrastructure-ready land for future expansion, and a 7,200-square-foot build-to-suit space ideal for a restaurant or a four-unit Airbnb with main-level retail. Combining existing revenue, approved growth opportunities, and a prime location, the property offers exceptional potential for continued hospitality, entertainment, and commercial development.

SALE PRICE: \$5.9M

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MP

McKelvey Properties | 17280 N Outer 40 Rd, Suite 201 | Chesterfield, MO 63005 | 636.669.9111 | www.McKelveyProperties.com
No expressed or implied warranty or representation is made as to the accuracy of the information contained herein. This property is submitted subject to errors, omissions, change of price, withdrawal without notice, prior lease or sale and any other listing conditions imposed by the principals.



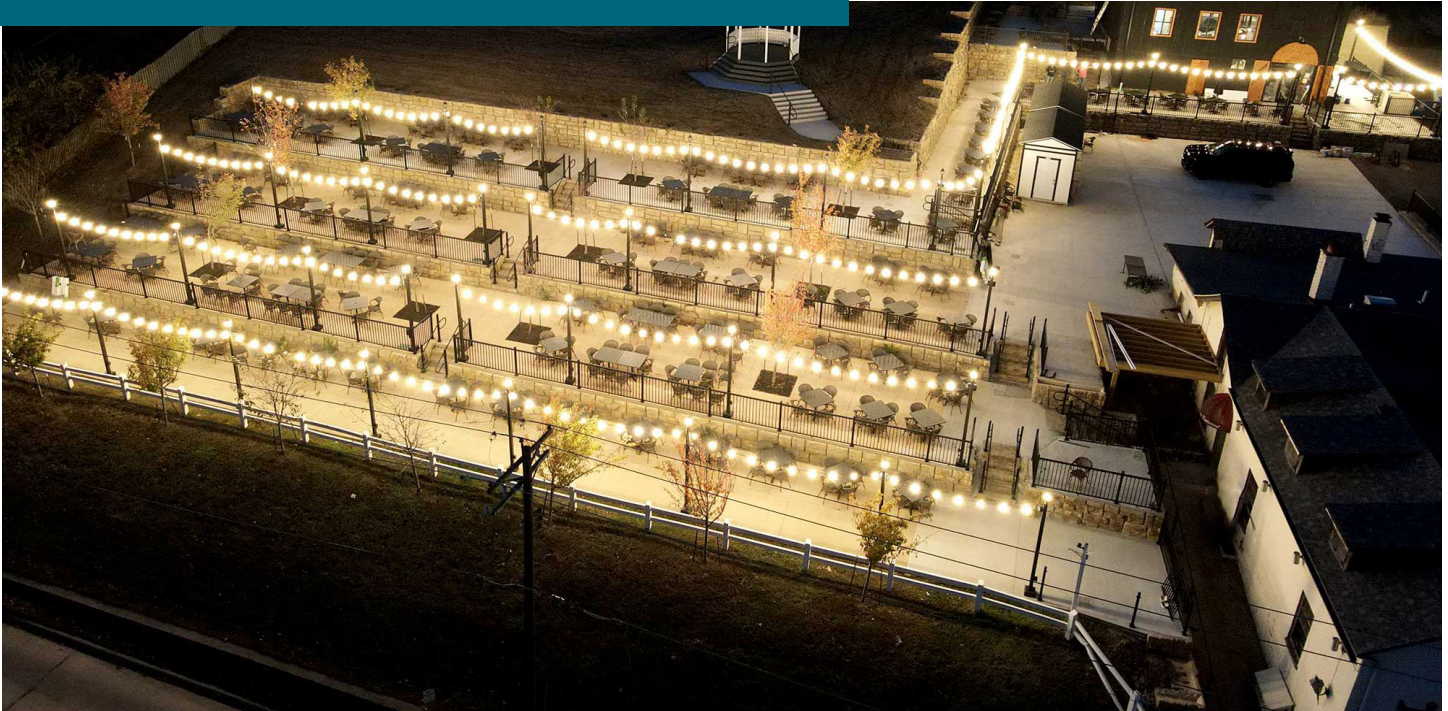
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STRUCTURE: THE WINE GARDEN



The Wine Garden serves as the centerpiece of the offering and creates the identity for the entire property. Designed as a destination for gathering, entertainment and hospitality, the venue offers an atmosphere that supports recurring customer traffic, private events and memorable guest experiences.

- Operating wine, bar and hospitality venue
- Outdoor gathering and entertainment areas
- Live music, private events and special programming
- Established destination identity and customer recognition
- Strategic South Main Street setting near major St. Charles tourism and entertainment demand
- Opportunity for continued brand growth, expanded programming and coordinated lodging packages

The Wine Garden is more than a single-use property - it is the operating and branding anchor for a broader hospitality campus.

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STRUCTURE: THE ON-SITE AIRBNB: "MUSIC HOUSE"



The existing on-site Airbnb provides an immediate lodging component within the property. Its location allows guests to stay near the Wine Garden while also enjoying convenient access to Historic St. Charles, area events and nearby entertainment.

- Existing short-term on-site lodging that complements the venue and event business
- House contains 4 bedrooms, 2 bathrooms, a full kitchen, living/gathering space, and can sleep 10!
- Potential accommodation for wedding parties, performers, event hosts and leisure travelers
- Opportunity for coordinated booking packages with Wine Garden events
- Additional income stream within the same ownership footprint
- Provides an operating model for future hospitality expansion

The lodging component extends the guest experience beyond the event itself and creates an additional reason for visitors to remain on the property.

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STRUCTURE: THE YELLOW BUILDING



The yellow building adds a near-term value-creation opportunity to the offering. The approved plan envisions a mixed-use hospitality concept combining short-term lodging with retail, creating additional activity and income within the existing property.

- Existing building included in the sale
- Pre-approved plan for Airbnb accommodations and retail use
- Mixed-use concept designed to complement the Wine Garden destination
- Potential to add lodging inventory without acquiring a separate site
- Retail component may support guest amenities, local makers, specialty goods or complementary hospitality uses
- Opportunity to move directly into design refinement, construction planning, and execution, (subject to verification of approvals)

This approved mixed-use concept provides a clear path to expanding both lodging capacity and on-site commercial activity.

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INFRASTRUCTURE-READY: DEVELOPMENT OPPORTUNITY



The offering also includes land intended for a future building expansion. Infrastructure has already been extended to support the planned area, reducing a key barrier to future development and creating a compelling long-term growth component.

- Future development area included with the property
- Pre-approved plan or concept previously advanced with the city
- Infrastructure extended to the future building area
- Potential for additional short-term lodging and complementary commercial uses
- Opportunity to expand the hospitality campus in phases
- Creates long-term upside beyond the existing operating improvements

Acquire the destination today. Execute the approved expansion. Preserve additional land for the next phase of growth.

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MAP VIEW AND DEMOGRAPHICS



PROPERTY DETAILS	WOULD BE PERFECT FOR	TRAFFIC COUNT	NEARBY BUSINESSES
Operating hospitality venue. Existing short-term rental. Approved expansion plans. Development-ready land. Multiple revenue opportunities. 3.19 Acres.	Hospitality Investors Boutique Hotel Restaurant, winery, or brewery Event/Wedding Venue Operators	77,283 VPD directly in front of the property.	Ameristar Casino + Hotel St. Charles Convention Center AMC Theatres Quick Trip Drury Hotel Bass Pro Chicken N Pickle Streets of St. Charles

DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
POPULATION	7,851	51,594	140,445
HOUSEHOLDS	4,026	22,788	60,496
AVERAGE INCOME	\$92,380	\$108,534	\$118,625

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