



OFFERING MEMORANDUM

ST. CHARLES PLACE

101 Commercial St. Historic Downieville, California

A GOLD RUSH LANDMARK BUSINESS

An operating historic saloon with two valuable liquor licenses, established revenue and the opportunity to become the next steward of a Downieville institution.

\$299,000

BUSINESS PRICE

\$2,500 / MONTH RENT

SALE INCLUDES | ABC TYPE 48 + TYPE 21 LIQUOR LICENSES



**COLDWELL BANKER
COMMERCIAL**

**GRASS ROOTS
REALTY**

LORE REYNOLDS-HAMILTON

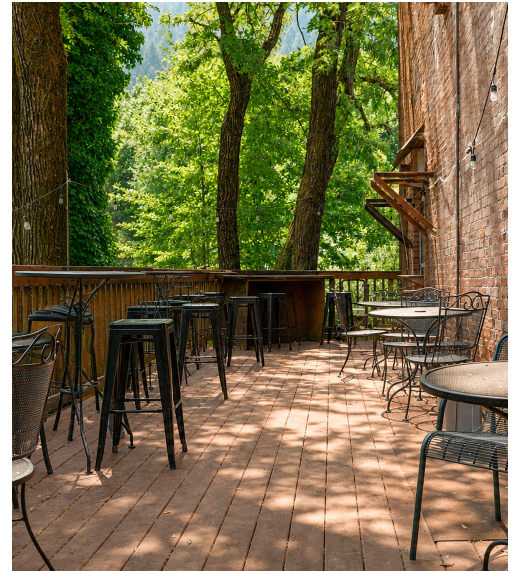
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BUSINESS OPPORTUNITY

The Town's Full-Service Historic Saloon



THE OPPORTUNITY

St. Charles Place is an established bar in the heart of historic Downieville, serving local patrons and visitors drawn to the rivers, trails and internationally known mountain-biking scene. The sale offers a recognizable name, an operating platform and two liquor licenses with both on-sale and off-sale flexibility.

\$299K

BUSINESS PRICE

2

LIQUOR LICENSES

\$2,500

MONTHLY RENT

\$325K

2025 REVENUE

INCLUDED WITH THE BUSINESS

- ABC Type 48 on-sale general liquor license
- ABC Type 21 off-sale general liquor license
- Established operating business and historic trade identity
- Opportunity to expand events, merchandise, food partnerships and marketing

Revenue Growth and Improved Profitability



\$325,245

TOTAL INCOME

\$232,174

GROSS PROFIT

\$63,350

REPORTED NET INCOME

2025 PROFIT & LOSS SUMMARY

Total income	\$325,245	100.0%
Cost of goods sold	(\$93,071)	28.6%
Gross profit	\$232,174	71.4%
Operating expenses	(\$169,415)	52.1%
Net ordinary income	\$62,759	19.3%
Other income	\$591	0.2%
Reported net income	\$63,350	19.5%

YEAR-OVER-YEAR

2024 revenue \$273,838 → 2025 revenue \$325,245 (+18.8%)
 2024 net income \$6,906 → 2025 net income \$63,350 (+\$56,444)

Returns Adjusted to the New Lease Rate



RENT NORMALIZATION

The 2025 P&L includes \$18,000 of annual rent. The offered lease rate is \$2,500 per month, or \$30,000 annually. The analysis below reduces reported 2025 income by the \$12,000 increase.

2025 reported net income	\$63,350
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Additional annual rent	(\$12,000)
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Adjusted annual earnings	\$51,350
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17.2%

UNLEVERED ROI

5.82x

PRICE / EARNINGS

0.92x

PRICE / REVENUE

At the \$299,000 asking price, adjusted 2025 earnings imply an approximately 17.2% unlevered return and a 5.82-year simple payback before financing, income taxes, working capital, inventory adjustments and buyer-specific compensation.

The Craycroft Building Is a Separate Sale



BUILDING AVAILABLE ONLY AFTER OR CONCURRENTLY WITH THE BAR SALE

CRAYCROFT BUILDING | \$639,000

The real estate is not available independently while the bar remains unsold. The buyer of St. Charles Place receives the first opportunity to acquire the building; if that buyer declines, the building may be offered following the business sale.

4,674 SF

BUILDING AREA

\$1,000

RESTAURANT RENT

3

OFFICE SPACES

~1,500 SF

UNDEVELOPED ATTIC

Lease the two vacant offices near \$500 per month each, retain the street-front office, or combine the upstairs offices into a live/work loft projected near \$2,500 per month. Estimated conversion cost: \$100,000-\$200,000, subject to feasibility and approvals.

Three Paths to Higher Income

ASSUMPTIONS | 5% vacancy • 25% operating expenses • Unlevered analysis • Buyer to verify

CURRENT OCCUPANCY	FULL OFFICE LEASE-UP	LIVE / WORK CONVERSION
GROSS RENT	GROSS RENT	GROSS RENT
\$46,200	\$58,200	\$78,000
EFFECTIVE GROSS	EFFECTIVE GROSS	EFFECTIVE GROSS
\$43,890	\$55,290	\$74,100
ESTIMATED NOI	ESTIMATED NOI	ESTIMATED NOI
\$32,918	\$41,468	\$55,575
5.15%	6.49%	8.70%*

RENOVATION-SENSITIVE RETURNS

Live/work total basis with \$100,000 build-out	\$739,000
Estimated cap rate on \$739,000 basis	7.52%
Live/work total basis with \$200,000 build-out	\$839,000
Estimated cap rate on \$839,000 basis	6.62%
Incremental NOI vs. stabilized office lease-up	\$14,108
Return on incremental \$100K-\$200K build-out	14.1%-7.1%



COLDWELL BANKER COMMERCIAL

GRASS ROOTS REALTY

A LEGACY READY FOR ITS NEXT STEWARD

ST. CHARLES PLACE

Acquire the operating saloon and its two liquor licenses today, with the opportunity to secure the historic Craycroft Building as the next step.

LORE REYNOLDS-HAMILTON

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Information is deemed reliable but not guaranteed. Financial figures are based on the owner-supplied P&L and stated assumptions. Buyer must independently verify the business, licenses, lease, property condition, rents, expenses, zoning, permits and conversion feasibility.