

Rocky Fork Acquisition Opportunity: Skiing, Snow-Boarding & Tubing Adventure Park with All-Season Outdoor Activities & Events Center, Retail & Rental, Multiple Food & Beverage Spaces

Todd McGreevy • Last updated Sep 4



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- **Location: North Western Illinois**
- **Established in the 1980's**
- **Under Current Ownership: 5 Years**

Newly Priced For On or Before November 30, 2026 Closing

- Original Price: \$3.5MM

New Price: \$2.5MM

Reason For Price Reduction:

- Seller acquired the business to retain and restore the legacy ski hill his family and children grew up with.
- Seller has fully restored the adventure park's infrastructure for all seasons, and provides a new owner a rock solid asset that can thrive in all seasons with the full-time focused year round operator.
- Seller has another very successful business <https://superiorseawalls.com/> which is one of the reasons Snowstar is so well fortified for the new owner.
- Seller now wishes to focus on his primary business and spend time with family.

Milestones & Deadlines:

- September 18, 2026 -- Dual Signed LOI
- September 25, 2026 -- Definitive Purchase Agreements Finalized
- October 15, 2026 -- Binding Purchase Agreements Signed
- On or Before November 30, 2026 - Closing with full ownership transfer

Previous Minimum Business Asking Price: \$3,500,000 included:

- \$1.6MM in FF&E, machinery, rental equipment, lifts, etc.
- \$0.40MM in Goodwill
- \$1.50MM in property
- \$20K in inventory

NOTE: New \$2,500,000 pricing provides an opportunity for Buyer to reallocate purchase pricing that is most effective for Buyer.

Background:

This Midwest outdoor recreation enterprise has a long track record of high profit margins during strong seasonal demand.

It is estimated to replicate the Business' 80+ acres with 30+ skiing terrain acres, 4 aerial lifts, 3 surface lifts, and 260+ foot drop amidst a 790+ foot terrain height along with the mechanical, electrical and environmental infrastructure, retention ponds, several publicly accessible buildings, plus the equipment maintenance and storage buildings on site would cost at least \$30MM.

Because this location is strategically located outside 100 miles of any potential competitor, has both family friendly and adult offerings and activities the business attracts both loyal repeat and first time visitors from several major metropolitan areas.

Current owners have upgraded maintenance and capital expenditures significantly in the five years since they acquired the complex. This includes 12 new snow making machine, Ski lifts, upper and lower level lodge updates, and more. And the SOPs for safety inspections, environmental testing and more have been modernized and fully documented by the new owners.

Having been in operation as one of the region's few winter skiing, boarding and tubing parks in this Midwest setting for over forty years the Business' brand is a house-hold name within a 100+ mile radius.

With this established brand, experienced staff, loyal customer base, and turnkey operation the Business provides a new owner a one-of-a-kind gem as far as Midwest ski parks go, plus significant potential for expansion into additional year-round activities, events, and hospitality services.

The following permits/licenses are required to run this Business: Liquor, Lift Inspection, Amusement, Health Department, and Sales Tax.

Support & Training:

- Seller will assist new owner in navigating the oncoming Winter 2025-26 season as required

Staffing:

- 100-150 part-time seasonal employees
- 2 part-time salaried employees
- 2 part-time working owners

Reason for Selling:

- Seller returning focus to primary business operations outside this industry.

Next Steps

Qualified buyers who complete the NDA form linked below will be provided detailed information about the opportunity via a Confidential Information Memorandum (CIM) 1.0, including:

- Financial Historical Summary and Analysis
- Tax Returns, Financial Reporting
- Depreciation Schedule and Equipment List
- Site Photos, Location, Website and more . . .

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NOTE:

This business is for sale by owner. The Owner has engaged Marigold Resources to market the business for sale and source qualified buyers; no broker fee is being paid for said services. Marigold will qualify all NDA signors' operational and financial capabilities to acquire this business and connect qualified buyers directly to the owners. Please do not contact the business directly with any questions. Direct all your questions to info@marigoldresources.com or call 563-424-5707.

The Seller is advised by

[Marigold Resources](#)

in Davenport, Iowa.

Please contact Marigold Resources at (563) 424-5707

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