



## INVESTMENT OFFERING MEMORANDUM

### The World's Tallest Thermometer

72157 Baker Blvd, Baker, CA 92309

#### 1. Executive Summary

An acquisition opportunity to own an irreplaceable piece of American roadside Americana and a dominant regional visual asset. Standing at **134 feet tall** (commemorating the record-high 134 temperature recorded in nearby Death Valley in 1913), the World's Tallest Thermometer is a landmark recognized by millions of travelers annually along the Interstate 15 corridor.

This offering includes the landmark sign structure, the underlying commercial acreage, and an adjacent retail/gift shop building, offering immediate potential for a flagship brand partnership, digital advertising modernization, or a specialized retail concept.

#### Investment Highlights

- **Irreplaceable Trophy Asset:** Zero competition for visual dominance in the Mojave Desert high-traffic corridor.
- **Massive Traffic Exposure:** Command positions along the I-15 freeway, capturing the eyes of over **20 million vehicles per year** moving between Southern California and Las Vegas.
- **Advertising & Sponsorship Play:** Exceptional potential to secure a high-paying corporate sponsor or convert the structure into a modernized digital billboard asset (subject to local billboard/signage ordinances).
- **Ancillary Retail Income:** Includes a fully functional retail storefront at the base of the monument, historically utilized for high-margin souvenir, food/beverage, or convenience sales.

## 2. Property & Site Specifications

**Property Type:** Specialty Commercial / Landmark Advertising Asset

**Tower Height:** 134 Feet digital LED display system

**Parcel Size:** 4.31 Acres

**Zoning:** Highway Commercial

**Frontage:** Direct exposure and frontage to Interstate 15 and Baker Boulevard

**Improvements:** 134-foot structural steel thermometer tower, detached retail gift shop, paved parking stalls, and perimeter monument lighting

## 3. Financial Breakdown & Underwriting Framework

To successfully underwrite a landmark asset of this nature, valuation is driven primarily by **ad space monetization (billboard metrics)** and **retail gross margins**, rather than traditional price-per-square-foot retail comps.

### Revenue Generation Channels

1. **Corporate Naming Rights & Sponsorship:** Pitching major consumer brands (e.g., beverage companies, automotive brands, or travel tech) for exclusive wrap or digital naming rights.
2. **Retail Storefront Operations:** High-volume sales targeting desert travelers, EV drivers charging nearby, and tour buses.
3. **Cellular & Telecom Ground Leases:** The 134-foot height provides an ideal elevation profile for macro cell tower or point-to-point wireless equipment leasing.

## 4. Location & Market Overview: The Gateway to Death Valley

Baker, California acts as the ultimate oasis and logistics chokepoint for the heavily traveled route between Los Angeles and Las Vegas.

- **The Travel Stop Phenomenon:** Virtually every traveler on the I-15 stops in Baker for fuel, food, or EV charging. The thermometer acts as the absolute center point of this commercial hub.
- **EV Infrastructure Synergy:** As the desert corridor expands its heavy-duty and passenger Electric Vehicle charging networks, dwell times in Baker are increasing, creating a captive audience for retail and on-site advertising.

- **Tourism Draw:** Positioned as the official "Gateway to Death Valley," drawing international tourism traffic heading north toward the National Park.

## 5. Due Diligence Checklist for Buyers

- **Structural Engineering Report:** Recent inspection of the steel tower framework, foundation stability, and wind-load ratings.
- **Signage & LED Tech Audit:** Evaluation of the existing digital LED lighting controllers, power pull, and energy efficiency metrics.
- **Billboard Ordinances:** Comprehensive review of San Bernardino County and Caltrans outdoor advertising regulations regarding digital message modification.