Bear Paw Resort

Birchwood, Wisconsin | Property, Operations, Rates & Equipment

Property Overview

Lakefront sunsets, days on the trails, and dinner at the resort's own bar and restaurant. Bear Paw Resort brings these Northwoods Wisconsin attractions together on approximately 14 acres near Birchwood, WI. Set along 300 feet of west-facing frontage on Lake Chetac, with channel access to Birch Lake and Little Birch Lake, this destination combines lakeside cabin rentals, seasonal camping, and a gathering place for guests and trail riders alike. The property features 79 full-hookup campsites with 50-amp service, 5 water-and-electric sites, 34 dock slips, and 5 furnished lakeside cabins, each with 3 bedrooms, 1 bath, and approximately 704-768 square feet. Wooded and open campsites accommodate trailers up to 40 feet, including traditional park models. ATV/UTV trail access and a location on a snowmobile trail put recreation within easy reach, while the bar and restaurant offers dine-in, carry-out, and outdoor deck and patio seating. An office/camp store, fish-cleaning house with freezers, laundry facilities, 24-hour bathhouse, playground, and picnic areas support the guest experience. Maintenance and operations buildings support the business behind the scenes. Tucked along a dead-end road approximately five minutes from downtown Birchwood, 25 minutes from Hayward, and 30 minutes from Rice Lake, the resort pairs a getaway setting with convenient access to shops, dining, golf, and regional events. Extensive improvements since 2018 and multiple revenue sources complement the established May-through-October operation. An opportunity to own the place guests return to for fishing trips, trail rides, sunset evenings, and another summer of memories.

Acres	**14+/-**
Total rental units/sites	89
Full hookup sites (50 amp)	79
Water and electric sites	5
Cabins	5
Dock slips	34

Select Utilities & Amenities

Water: Well (3)

Sewer: Septic holding tanks (several)

Wi-Fi: Yes

CATV: Yes

Laundry: Yes

Restaurant/bar: Yes

Water feature: 300’ lake frontage

Operating season: May to October

Business Overview

BEAUTIFUL SUNSETS AND AWESOME MEMORIES!

A destination campground with three compelling draws: docks on a Class A lake, access to 600 miles of UTV/ATV trails, and an on-site bar and restaurant. This combination brings boating, trail riding, and dining together in one location, with a strong seasonal rental history and seasonal rates of $3,000. Wooded sites and open spaces create a relaxed, family-friendly setting, accommodating trailers up to 40 feet and traditional park model units.

Tucked away on a dead-end road, the resort offers a peaceful getaway with convenient access to recreation and nearby communities. The main boat landing is just one minute away, a snowmobile trail runs through the property, and downtown Birchwood is only five minutes away. Hayward is a 25-minute drive, while Rice Lake's shopping and services are within 30 minutes. It's a location that gives vacationers room to unwind while keeping everyday conveniences within easy reach.

Highlights

Amenities

Bar and restaurant with dine-in and carry-out capability. An office/camp store offers branded merchandise, firewood, and snacks. Other amenities include dock rentals, a fish-cleaning house with complimentary freezers, bright and clean laundry facilities with vending machines, a 24-hour bathhouse and restrooms, a playground, and picnic areas.

Lake

Set on Lake Chetac, the resort features 300 feet of west-facing frontage, offering sunset views over the water. Channels connect Lake Chetac with Birch Lake and Little Birch Lake, giving guests more water to explore for fishing, boating, and leisurely cruises.

Area Attractions

The surrounding Hayward Lakes area captures the appeal of an "Up North" getaway, where days on the lake lead to stops at local shops, small-town restaurants, and waterfront gathering places. Families return year after year for the mix of Northwoods scenery, outdoor recreation, and familiar vacation traditions. Fishing, hunting, hiking, camping, boating, and golf offer plenty of ways to enjoy the area.

Regional draws include the Lumberjack World Championships, the American Birkebeiner, Cranberry Fest, and a full calendar of summer festivals. With access to 600 miles of ATV/UTV trails and abundant nearby lakes, the resort is positioned to welcome visitors from the Twin Cities, Madison, Milwaukee, and Chicago.

Buildings & Facilities

Restaurant and Bar

Full-service restaurant and bar facility. Amenities include Wi-Fi, arcade games, and a new outdoor deck and patio. Pizza, burgers, tap beer, full liquor, and bottle/can selections. To-go pizza options!

Dimensions are 44x30 (block foundation w/ crawl space, wood siding, asphalt roof, forced air furnace, central air, mini-split, fueled by LP). Concrete patio with fire pit and benches. Composite deck and railings (30x30). There's an outside walk-in cooler

Office

Built in 2020, with a simple reception desk in front and a back office for resort operations. Dimensions are 11x26 (wood siding, asphalt roof, and an a/c wall unit).

Laundry/Bathhouse

Brick-built laundry and shower house. The combined building was constructed in the 1970s and includes three washers, one dryer, four showers, four restroom stalls, sinks, storage, and a small well/operations space. Shower house is a storm shelter for the property. Dimensions are 23.5x31.5 (cement block construction, asphalt roof).

Cabins

Five cabins total. These are three-bedroom, one-bath cabins of approximately 704-768 square feet each, located lakeside on the property. They are large, clean, and comfortable. Cabins are furnished with bed linens. Amenities include Wi-Fi, flat-screen TV with cable, air conditioning, ceiling fans, full kitchens with new appliances, a microwave and coffee maker, dishes, utensils, pots and pans, and a charcoal grill for outdoor cooking. Average rent is $1,400 per week.

Boathouse

The property has a small 10-foot by 8-foot boathouse near the water that is used for resort operations storage, which has power for charging boats and signs.

Fish House

A new 14-foot by 22-foot fish-cleaning house was renovated in 2022. Includes two large chest freezers and one large upright refrigerator. Several sinks for fish cleaning and is served by it's own septic holding tank.

Well House

A 4x6 drilled well pump house that contains a well pressure tank. Has power but is not heated (only seasonal).

Equipment/Operations Building

A 20-foot by 20-foot operations building behind the bar was built in 2020 (vinyl siding, asphalt roof, radiant electric heat). It is currently used for bar and cleaning operations on the property. The building is insulated/heated with a back up heater for the resort to use as winter off-season storage. Heated space also built in a way to allow water to bar to be on in winter time for option if an owner wants to be open in the winter. Garage door with opener.

Maintenance Building

12x24 new pole building. Maintenance building for equipment storage and operations. Largest gravel parking lot added on north end for resort usage. This parking lot can also be used for winter rental storage opportunities. The building has power, water and internet for cameras and alarm system if needed.

Property, Zoning & Expansion

Easements and Encumbrances

- A right-of-way exists for the Ol Hayes Road that passes through the property.
- A DNR-protected wetland is located on the east side of the southern expansion.
- A 20-foot right-of-way is located on the north side of the overnight campsites for town access to the lake.
- The north end of the property has a no-tree-removal zone approximately 20 to 50 feet wide, based on the new plan approved in July 2021 for expansion.
- The park owns the wetland area. The township owns the road right-of-way and access right-of-way.

Flood plain: Not in a flood plain

Property taxes: $9890.84 (2025)

Elevation: Birchwood, WI: 1,329 feet

Zoning Designation

The business successfully had 100% of the property zoned RR-2 (Residential/Recreational Two), which is the zoning needed to operate as a resort in the county. Prior to 2019, the property was zoned incorrectly and was nonconforming. This was corrected in 2019. Eight additional seasonal sites were approved on the north property.

Utilities

- Electricity: The north 49 sites are all metered and served by three transformers.
- Office and shower house: One meter.
- Bar: One meter.
- Cabins: One meter.
- Overnight sites: One meter.
- The south 30 sites are all metered and served by two transformers; new service was installed in 2020.
- Water: Three Wells - Bar/South Campground Well, Shower House / North Sites Well, Cabin Well (Well added ion 2019 is continuous pressure commercial well head with contingency space if north well or cabin well stopped working)
- Sewer: Several Septic holding tanks

Operations

Operating Season

May to October. Water was set up in 2020 to allow the bar/restaurant to be open year-round. The business currently operates seasonally. The bar is open from Memorial Day to Labor Day.

Reservation System

Web-based reservation system and social media presence with more than 5,000 followers.

Profit Centers

Seasonal rentals, overnight rentals, cabin rentals, bar/restaurant sales, resort merchandise, firewood, and ice.

Employees/Work Campers

Staff is split into two groups: resort crew for outside work and maintenance, and bar staff.

- One maintenance staff - works April to October
- One to three Bar staff - works May to September

Events at the Business

Summer camping and UTV trail-stop events, weekly bar specials, Fourth of July event, pub crawl, fall leaf tour, UTV meetups, and fishing tournaments.

Upgrades

Since 2018, Bear Paw has undertaken an extensive remodeling project under new ownership. More than 1,500 projects were completed at the resort during the following three years. Bear Paw operates with an impeccable relationship with state, county, and local government. All buildings and structures have had work completed, and approximately 90% of the property has been overhauled.

Ideas to Increase the Business

- Raise rates on sites annually
- Fishing Opener (Advertise Cabin Rental Packages, Open Bar in April when sites open to catch early season and fishing opener)
- Fall weekend rentals for color leaf tours
- UTV Rider weekends
- Expand ads with Birchwood Bobcats
- Bands and Music in bar/deck/patio
- Bar open in Fall for Deer hunters
- Bar open in Winter for snow mobiling/Berki weekend
- Winter outdoor storage October to April in boat trailer and maintenance parking lots for trailers, lifts and docks
- Mini Storage built on north end of season camper rental storage
- Sell off cabins in Condo association

Rental Rates

Cabin Rentals

Three-bedroom lakeside cabins. Occupancy: 65% to 85%.

May long weekends $500 per weekend, Friday through Sunday

Dates listed: April 30–May 2; May 7–9; May 14–16.

May weekly rate $1,100 per week

Dates listed: May 16–22 and May 23–29.

June weekly rate $1,400 per week

Dates listed: May 29–June 25.

July weekly rate $1,500 per week

Dates listed: June 26–July 31.

August weekly rate $1,300 per week

Dates listed: August 1–September 4.

September weekly rate $1,000 per week

September long-weekend special $600 per weekend

Dates listed: September 9–12; September 16–19; September 23–26.

Additional weekly cabin guests $60 per guest

Pets $60 per week

Daily and Weekly Lakeside Campsites

Amenities include power (50/30/20 amp), water, Wi-Fi, picnic tables, fire pits, and a dump station. Occupancy: 50%.

Campsites 1–4 $50 per night

One RV, two adults, and their children under 18. Two-night minimum. Maximum camper size: 34-foot bumper pull.

Campsite 5, closest to lake $75 per night

One RV, two adults, and their children under 18. Two-night minimum. Maximum camper size: 40-foot bumper pull or fifth wheel.

Overnight $50 per night, plus tax

Extra person $5 per day

Dock slip rentals $25 per day

Firewood purchase, cash $30 per load

Seasonal Campsites

Seasonal campsites are available May 1 through October 15. They include full hookups: water, sewer, cable TV, and metered 50-amp electric service. Sites also include winter storage. Seasonal sites have access to extra off-site parking for guest vehicles and boat trailers so the sites are less crowded.

North Campground seasonal sites $2,600 per season

Sites range in size and are fully wooded.

North Campground premium seasonal sites $3,000 per season

Sites range in size and are fully wooded.

South Campground seasonal sites $2,600 per season

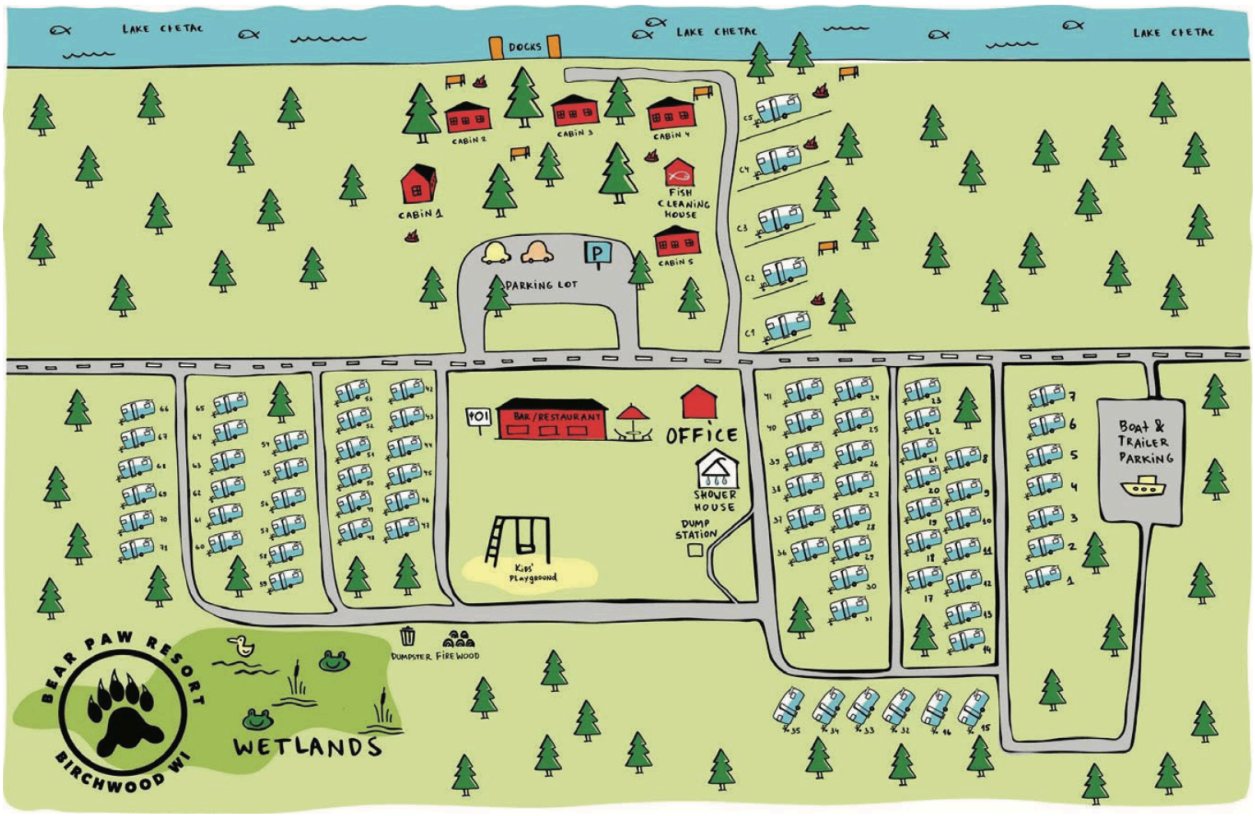
Brand-new south campground. Site sizes average 30 by 60 feet.

South Campground premium seasonal sites $3,250 per season

Brand-new south campground. Site sizes average 40 by 60 feet.

Average seasonal yearly rate $2,951

Resort Site Map



Site Map Labels

- Lake Chetac
- Docks
- Cabins 1–5
- Fish Cleaning House
- Parking Lot
- Bar/Restaurant
- Office
- Shower House
- Dump Station
- Kids' Playground
- Boat & Trailer Parking
- Wetlands
- Dumpster
- Firewood
- Seasonal and overnight campsites numbered on the map

Missing items on the site map: Well pump house, new storage building and maintenance building, there are 8 more campsites on the north side

Equipment & Personal Property

Cabins

- 15 sets of bed sheets, blankets, and pillows
- 30 replacement sets of blankets and sheets
- 5 microwaves
- 5 stoves
- 5 refrigerators
- 5 MrCool mini-split units
- 5 coffee pot/toaster sets
- 5 dining-room tables
- 5 flat-panel TVs
- 5 kitchen utensil sets
- 5 cabin décor sets
- 5 living-room sets
- 15 full-size bed sets
- 11 mixed picnic tables
- 5 charcoal grills
- Backup supplies for cabins

Fish Cleaning House

- 2 chest freezers
- 1 upright freezer
- Cleaning supplies

Operations Building

- Chest freezer x2
- Cleaning supplies
- Chemicals/Paint for Resort Buildings
- Upright Commercial Fridge
- Some Miscellaneous Bar/Restaurant supplies

Office

- Computer and monitor
- HP LaserJet scan/copy/fax
- HP color laser printer
- Vizio 40-inch TV/computer monitor
- Mini refrigerator
- Coffee maker
- Microwave
- Mini-split in-wall heater/air-conditioning unit

Bar/Restaurant

- Upright commercial refrigerator
- Upright commercial freezer
- 2 Panasonic commercial microwaves
- Clark broiler
- 2 Wilco commercial pizza ovens
- 2 Quick n' Crispy commercial air fryers
- Panasonic backup microwave
- Complete set of service dishes
- Complete set of pizza-service supplies
- Complete set of kitchen-cleaning supplies
- Chest freezer x2
- Upright glass-front soda refrigerator
- Micro Matic beer-tap system
- Micro Matic tap and gas system
- Complete back-bar service supplies
- Square iPad register system with drawer
- Keg-tap control system
- 5-foot by 5-foot walk-in keg/bottle cooler
- Samsung 65-inch curved TV
- Vizio 55-inch TV
- HP laser printer/scanner/copier
- Sony amplifier, audio source, and speaker switch
- SURAL FB tracker
- Three-compartment bar sink/dishwasher
- Complete set of glassware
- Bar service-station supplies
- Ice box/soda gun
- Manitowoc automatic ice machine
- Micro Matic beer tower
- 4 high-top tables with four chairs each
- Corner booth unit
- 2 table booths and benches
- 12 bar stools
- 3 mixed neon and operation signs
- Bar decorations and signs
- 12 deck table-and-four-chair sets
- 13 red umbrellas and bases
- 6 bar picnic tables
- Pizza Prep Fridge
- 16 foot roll top bottle cooler - replaced new in 2026

Outdoor Equipment

- Toro Twister service vehicle (UTV)
- STIHL weed trimmer
- Miscellaneous hand tools, including shovels and rakes
- Large and small shop vacuums
- STIHL leaf blower
- 16 picnic tables
- 53 fire pits
- Honda pressure washer
- Misc power tools
- Misc hand tools

Docks/Lakeside

- Custom aluminum-built Roll-In Dock system for 16 boats
- Flow Dock system for 6 boats
- Flow Dock system for 4 boats
- Flow Dock system for 12 boats
- All bumpers and cleats

Shower House

- Commercial coin-operated dryer
- 3 commercial coin-operated washers
- 3 miscellaneous tables
- 4 mixed fans
- Cleaning supplies

Miscellaneous Items

- Basic quarter-operated dry-goods vending machine
- Extra siding for operations building
- Resort toolbox
- Miscellaneous plumbing and sewer-line supplies
- Miscellaneous dock parts
- Miscellaneous maintenance supplies, including hoses, brooms, and mops
- Shed behind bar
- Miscellaneous yard games and décor
- Fourth of July yard tents
- Garbage cans
- Car storage cover for wood storage and misc ladder storage

Leased Equipment

- ATM
- 3 poker gaming machines
- 1 small touch-screen gaming machine
- 1 large full-screen touch gaming machine
- 1 TouchTunes jukebox
- Claw game
- Quarter pusher
- Duck machine
- 8-yard dumpster
- 6-yard dumpster
- 5 bulk propane tanks
- Airgas tanks for taps
- Lakeside portable toilet
- Coke service-gun system (as long as keep buying Coke it stays)