

Ruidoso Athletic Center

415 Wingfield St, Ruidoso, NM 88345

±18,632 SF Operating Fitness Facility
For Sale

Midtown Ruidoso — Highest Membership in
the Area

Preston Williams
575.621.2445
preston@1stvalley.com

Property Overview

Sale Price	\$3,100,000.00
Address	415 Wingfield St, Ruidoso, NM 88345
Property Type	Retail; Health Club
Building Size	±18,632 SF
Land Area	± 1.03 Acres
Stories	3
Zoning	C-1; General Commercial
Parking	92 Spaces
Year Built/Renovated	1941/2023
Building Class	B

Description

415 Wingfield Street is a ±18,632 SF commercial fitness facility situated on ±1.03 acres in the heart of Midtown Ruidoso, NM.

Originally constructed in 1941 and renovated through 2023, the property operates as the Ruidoso Athletic Club — the highest-membership fitness club in Ruidoso — offering a heated indoor lap pool, racquetball court, group fitness areas, sauna, hot tub, and 92 parking spaces.

Positioned adjacent to Wingfield Park and within walking distance of Midtown's dining and retail district, the site is at the center of one of New Mexico's premier mountain resort destinations.



Ruidoso Athletic Club

Ruidoso's Highest-Membership Fitness & Recreation Facility

The Ruidoso Athletic Club has been a cornerstone of the Ruidoso community since 1941, operating as the highest-membership fitness club in the area. The facility offers a comprehensive mix of fitness, wellness, and recreation programming — including 15+ weekly exercise classes, personal training services, and one of the only heated indoor lap pools in the region. Thoroughly renovated through 2023, the club continues to serve residents and visitors at the center of one of New Mexico's most active mountain communities.

Facility Amenities



Heated Indoor
Lap Pool;
32' x 75', 4 Lanes



Cardio & Weight
Training Zones



Group Fitness Room
15+ Weekly Classes



Racquetball Court



Sauna & Spa



Locker Rooms with
Showers

Event Designation



The Ruidoso Athletic Club has been selected as the headquarters venue for two world-class endurance events in 2026 — the **IRONMAN 70.3 Ruidoso** (July 12) and the **XTERRA World Championship** (October 8) — bringing national and international athletes and spectators directly to the facility.



Historical Financial Analysis

Line Item	2023	2024	2025	Average
Revenue	\$ 546,776	\$ 593,460	\$ 527,013	\$ 555,750
Cost of Goods Sold	\$ 55,883	\$ 82,796	\$ 66,235	\$ 68,305
Gross Profit	\$ 490,893	\$ 510,664	\$ 460,778	\$ 487,445
Operating Expenses	\$ 464,411	\$ 386,164	\$ 414,714	\$ 421,763
Net Operating Income (NOI)	\$ 26,482	\$ 124,500	\$ 46,064	\$ 65,682
Depreciation	\$ 808	\$ 0	\$ 0	\$ 269
Interest Expense	\$ 64,538	\$ 67,417	\$ 87,506	\$ 73,154
Net Income	\$ 24,025	\$ 115,293	\$ 44,353	\$ 61,224

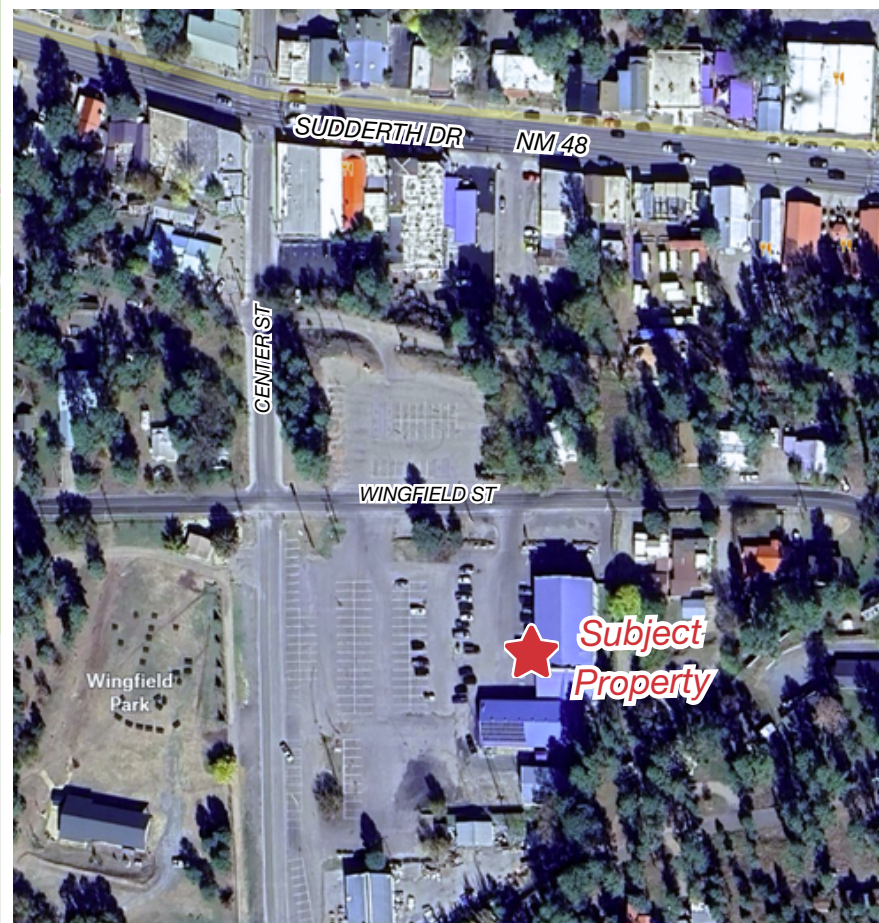
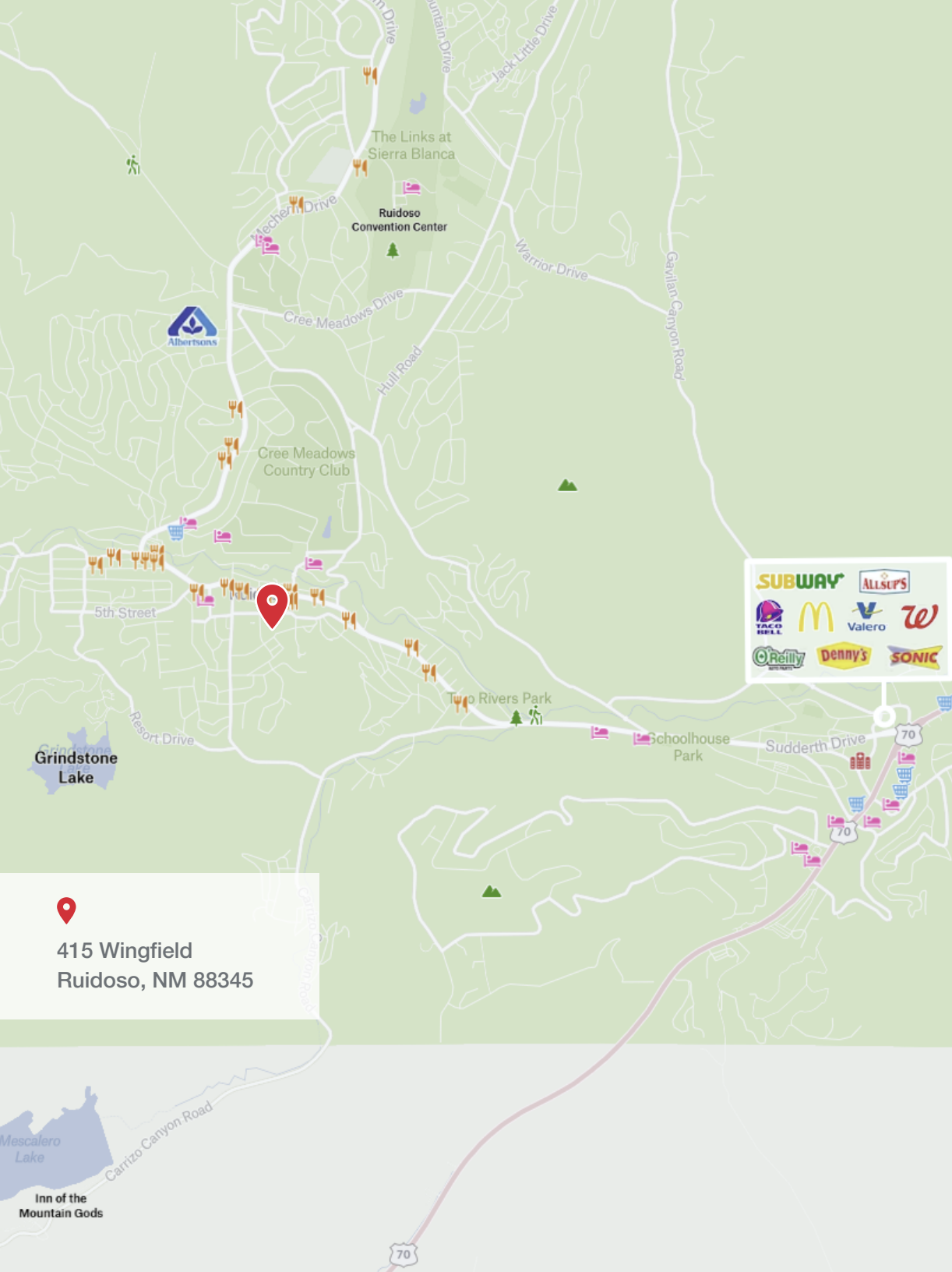
Normalization & Add-Back Adjustments

Adjustment Item	2023	2024	2025	Average
Interest	\$ 64,538.00	\$ 67,417.00	\$ 87,506.00	\$ 73,153.67
Taxes	\$ 11,696.00	\$ 11,156.00	\$ 10,987.00	\$ 11,279.67
Depreciation	\$ 60,853.00	\$ 0	\$ 0	\$ 20,284.33
Key Person Insurance	\$ 5,819.00	--	\$ 3,879.00	\$ 73,153.67
Adjusted EBITDA	\$ 169,388.00	\$ 203,073.00	\$ 148,436.00	\$ 173,632.33

Business Valuation	EBITDA Multiple	Value
Adjusted EBITDA	x 2	\$ 347,264.67
Adjusted EBITDA	x 2.5	\$ 434,080.83
Adjusted EBITDA	x 3	\$ 520,897.00

Location Overview

- Situated one block from Midtown Ruidoso's vibrant retail and dining corridor, drawing over 1.9 million visitors annually to one of New Mexico's most visited mountain communities.
- Directly adjacent to Wingfield Park, a primary venue for outdoor events, concerts, and community gatherings.
- Located in the Sierra Blanca Mountains of Lincoln County, approximately 125 miles northeast of Las Cruces and 75 miles north of Alamogordo, serving a growing regional outdoor recreation market.





Ruidoso, New Mexico

Ruidoso is a premier mountain resort community nestled in the Sierra Blanca range of south-central New Mexico, situated at approximately 6,900 feet elevation. Known as the "Village in the Mountains," Ruidoso draws about 2 million visitors annually, serving as the region's primary tourism, hospitality, and outdoor recreation destination. The village is located approximately 120 miles northeast of Las Cruces, 75 miles west of Roswell, and 100 miles north of El Paso, TX.

Ruidoso anchors Lincoln County (pop. ±19,500) and functions as the commercial hub for a broader trade area that includes Ruidoso Downs, Carrizozo, and surrounding rural communities. The regional economy is driven by seasonal tourism, gaming, equine racing, and a growing base of remote-worker and second-home residents.

LOCAL HIGHLIGHTS

- **#1 Best Small Town Cultural Scene**
USA TODAY 10Best Readers' Choice Award (2026 & 2025)
- **Home of the All American Futurity**
World's richest quarter horse race, held annually at Ruidoso Downs Racetrack
- **Lincoln National Forest**
Over 1.1 million acres of federally protected land, designated for year-round outdoor recreation
- **Ski Apache**
Southern New Mexico's only full-service ski resort; operating since 1961 on the slopes of Sierra Blanca Peak



Ruidoso attracts about 2 million visitors annually, supporting a robust hospitality, retail, and service sector year-round



Serves as the primary commercial and recreational hub for Lincoln County and the surrounding region



Growing remote worker & second-home buyer migration



Located on US-70, primary corridor connecting Roswell and Las Cruces

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For more information:

Preston Williams

575.621.2445 | preston@1stvalley.com

1st Valley

Commercial Real Estate Services, Worldwide.

Office: 575.521.1535 | www.1stvalley.com

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