

FOR SALE

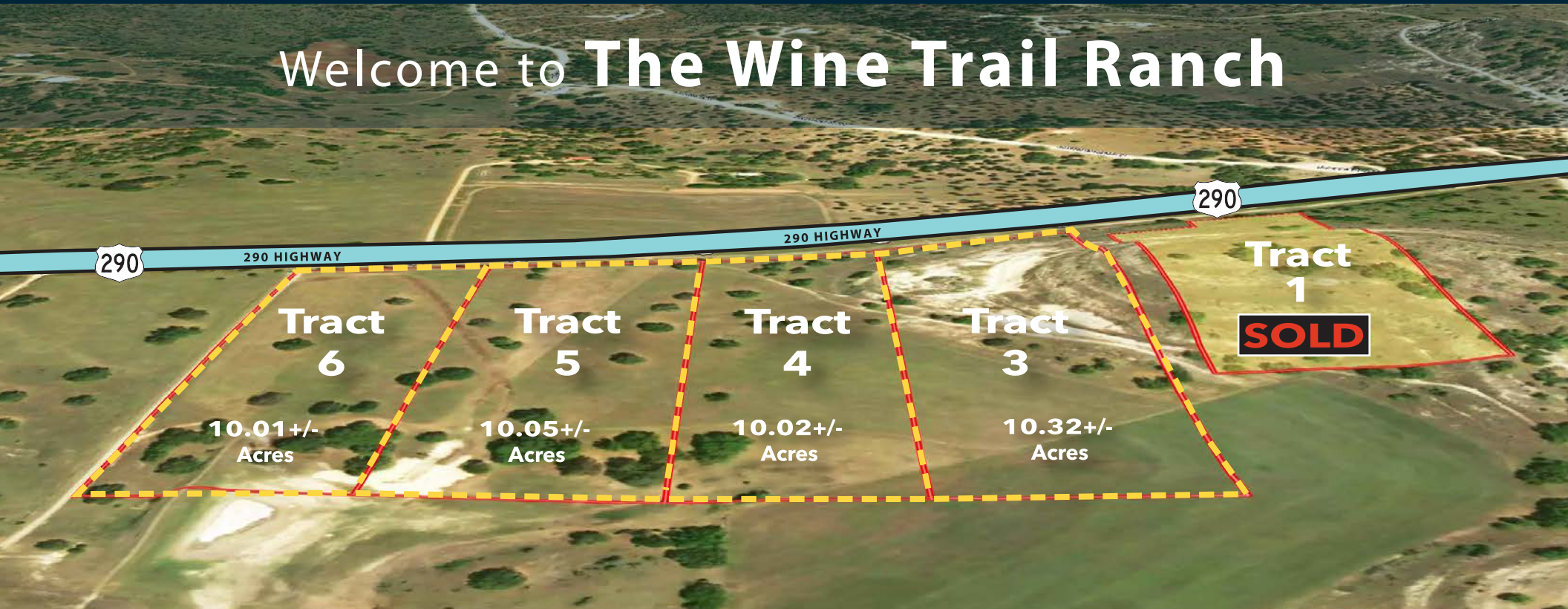
The Wine Trail Ranch

5541 W Hwy 290, Johnson City TX

Offering Memorandum



Welcome to The Wine Trail Ranch



Tract 6 - 10.01+/- acres, \$1,250,000

Tract 5 - 10.05+/- acres, \$1,350,000

Tract 4 - 10.02+/- acres, \$1,450,000

Tract 3 - 10.32+/- acres, \$1,550,000

Tract 1 - 10.02+/- acres -- SOLD FOR \$1,600,000

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THE OFFERING

Available 10+/- Acres Tracts

40+/- acres located on the booming Texas Wine Trail. With 1,440'+/- of frontage on Hwy 290 this site is an incredible location for your next business venture. Located in the heart of the Texas Hill Country and the Texas Wine Region, this site is surrounded by wineries and has excellent visibility. The property is completely unrestricted and has a very developable shape and development-friendly topography, as well as excellent groundwater in the vicinity. This would be an exceptional site for a hospitality venture and or winery/tasting room or other commercial use. Just 20 minutes from Fredericksburg, 5 minutes from Johnson City and less than 1 hour drive to Austin and San Antonio, this site can serve whatever you can imagine.

PROPERTY SUMMARY

LOCATION:	5541 W Hwy 290, Johnson City TX
SITE AREA:	40+/- Acres
FRONTAGE:	HWY 290
ZONNING:	None
Area Wineries	60+
TRAFFIC:	+/- 7,000 VPD
TOPOGRAPHY:	Development Friendly, Flat, and Gently Rolling
AVE HH INCOME (5-Miles):	-
UTILITIES:	Septic and Well needed, PWS
FLOODZONE:	No

40+/- Acres

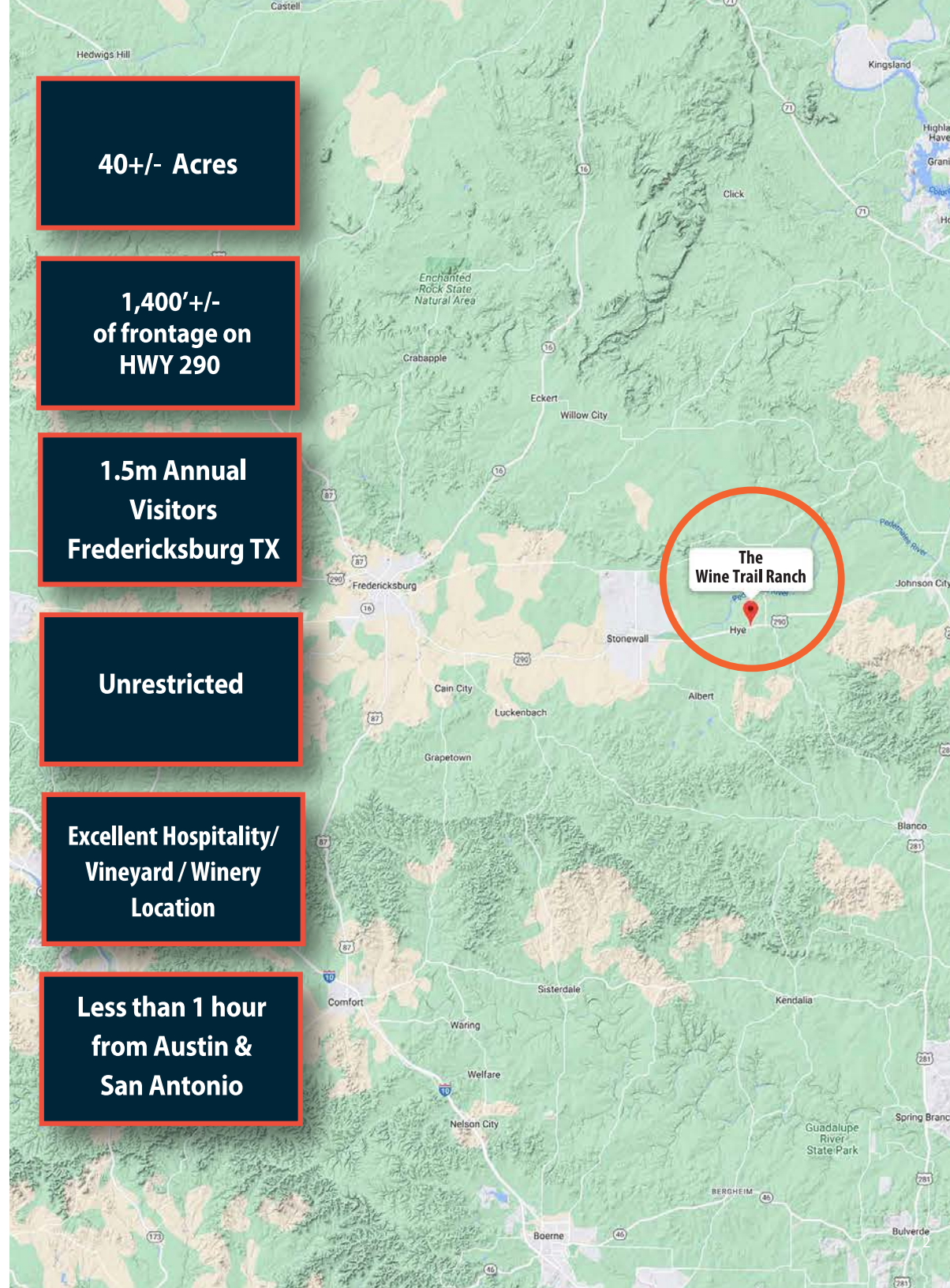
**1,400'+/-
of frontage on
HWY 290**

**1.5m Annual
Visitors
Fredericksburg TX**

Unrestricted

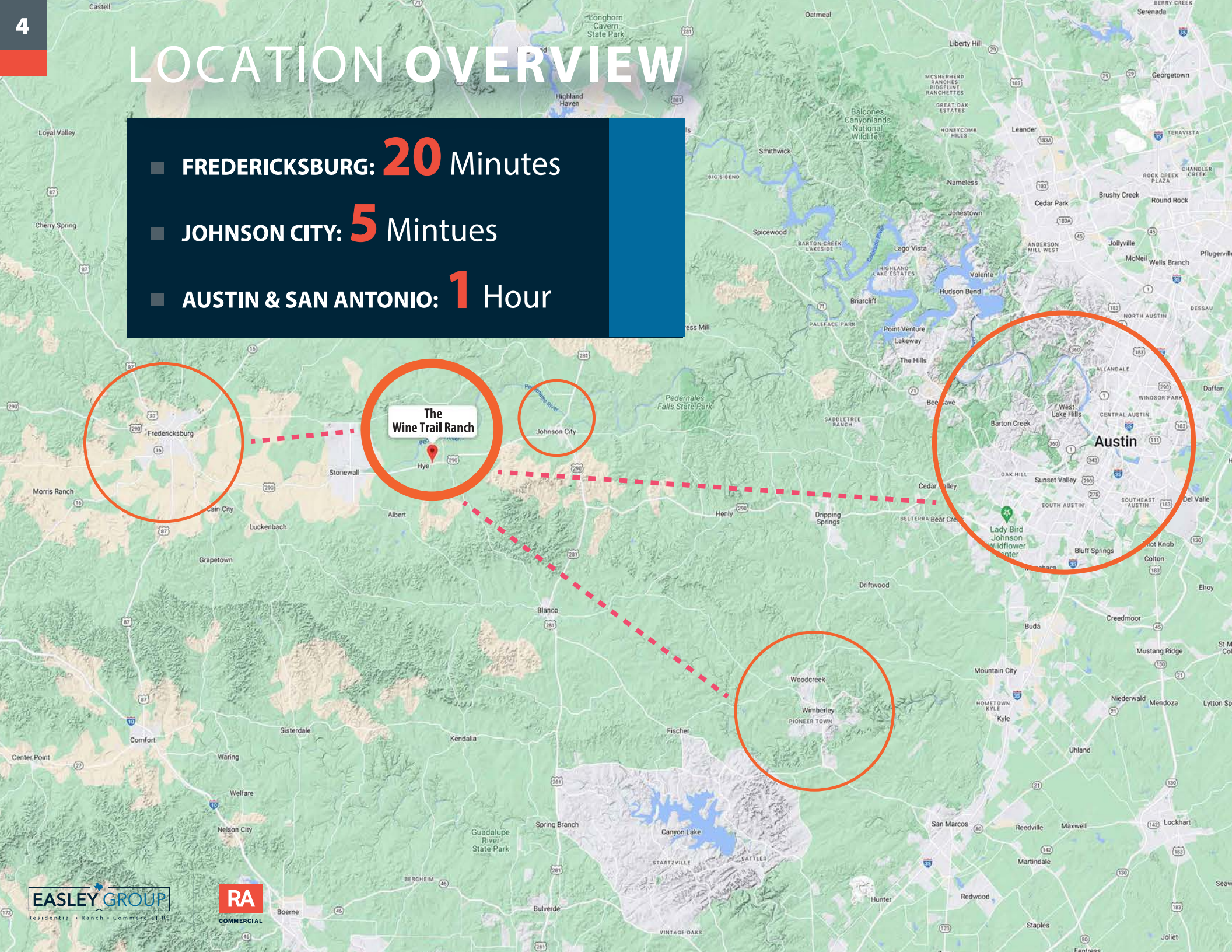
**Excellent Hospitality/
Vineyard / Winery
Location**

**Less than 1 hour
from Austin &
San Antonio**



LOCATION OVERVIEW

- **FREDERICKSBURG: 20 Minutes**
- **JOHNSON CITY: 5 Mintues**
- **AUSTIN & SAN ANTONIO: 1 Hour**



LOCATION OVERVIEW

Johnson City Texas is the gateway
to Texas Hill Country Wineries,
Distilleries, Breweries, Restaurants,
Shopping, Unique Places to Stay



Welcome to Texas Wine Country

The Wine Trail Ranch

TO MASON
TO LLANO
TO JOHNSON CITY
TO MARBLE FALLS
TO KERRVILLE
TO SAN ANTONIO
TO BOERNE
TO SAN ANTONIO

1 (830) 990-CORK (2675)
chisholmtrailwinery.com

2 (830) 990-8747
fbgwinery.com

3 (830) 992-3251
lostdrawcellars.com

4 (830) 990-8555
ranchoponte.com

5 (325) 628-3433
fiestawinery.com

6 (830) 997-7470
fourpointwine.com

7 (830) 644-2710
grapecreek.com

8 (830) 644-2829
torredipietra.com

9 (830) 644-2681
beckervineyards.com

10 (830) 644-2482
hilmywine.com

11 (830) 644-2539
woodrosewinery.com

12 (830) 644-2037
pedernalescellars.com

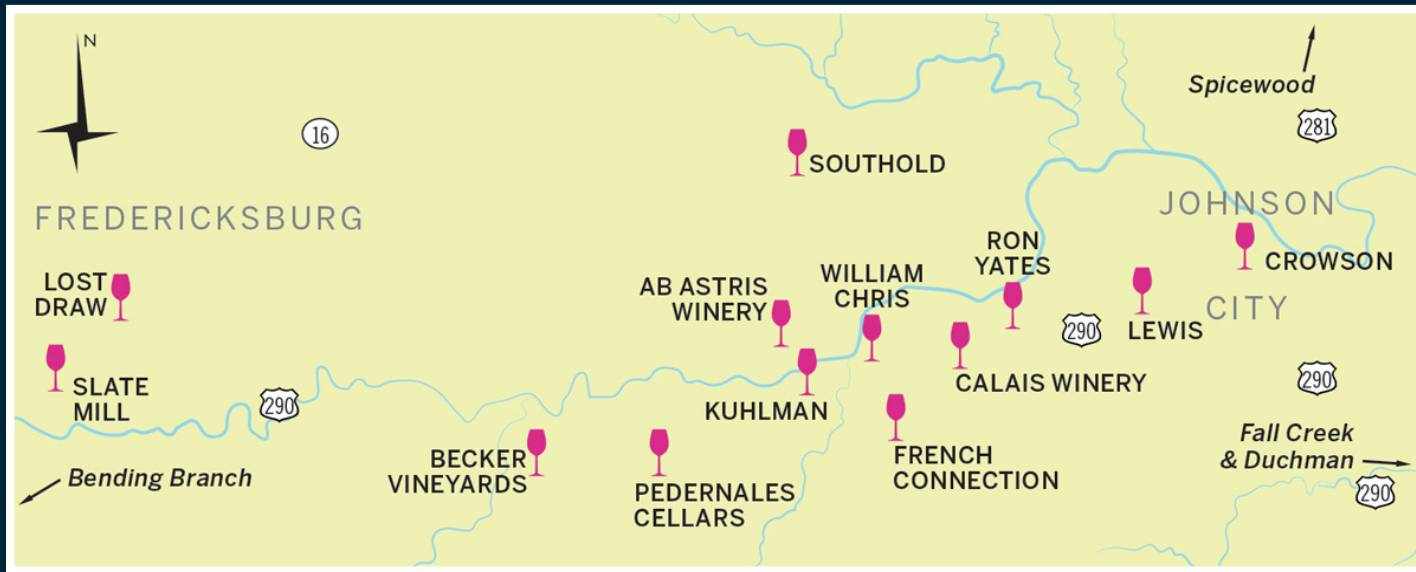
13 (830) 998-7654
williamchriswines.com

14 (855) HYE-WINE
hyemeadow.com

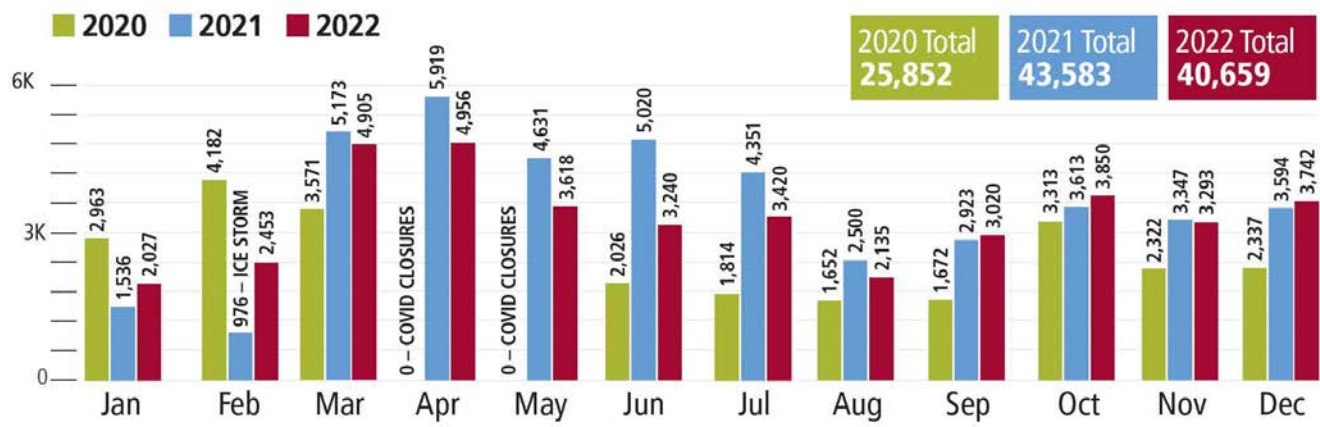
15 (830) 868-2321
texashillsvineyard.com

Visit Us!
WINE ROAD
FREDERICKSBURG
290
WINEROAD290.COM

LOCATION OVERVIEW



Visitor Information Center Visitation by Month (Fredericksburg)

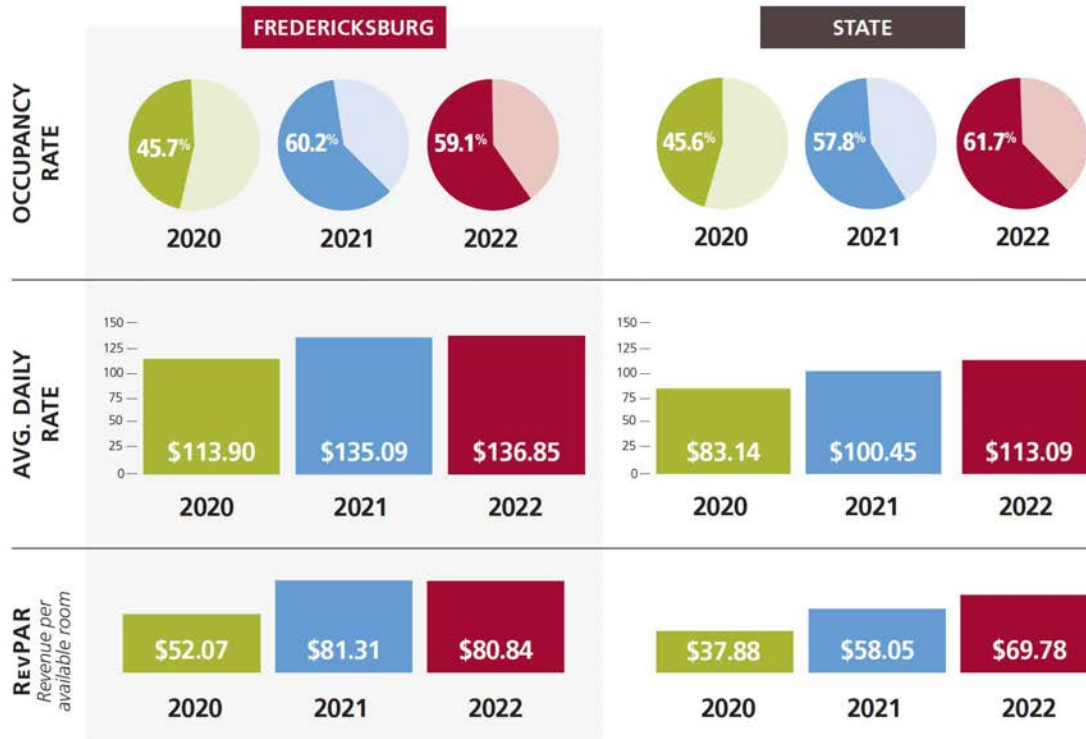


LOCATION OVERVIEW

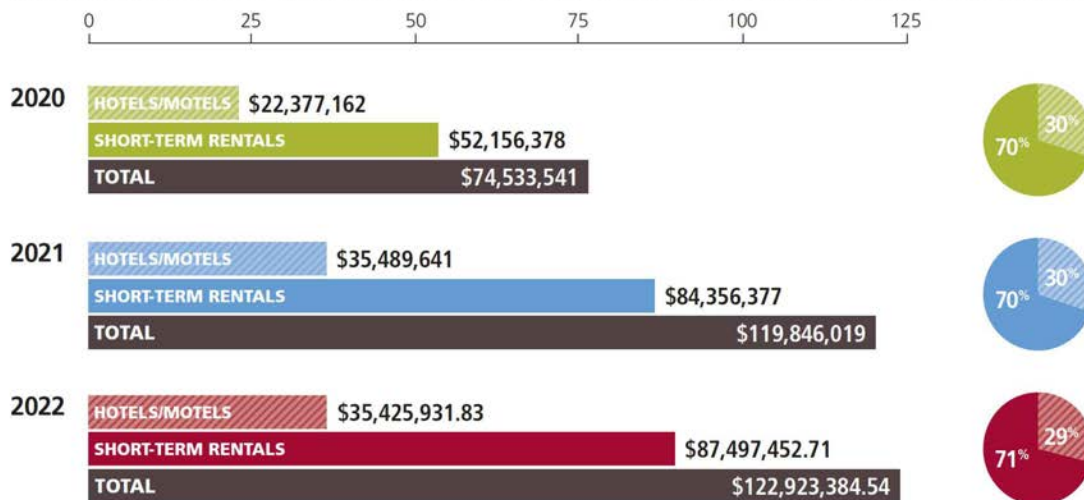
Wine Country

Hotel Performance

From the STR Report and Source Strategies (does not include short-term rentals)



Gross Lodging Receipts: Hotels vs. Short-Term Rentals



Wine Country

Gillespie County Economic Impact

TOTAL DIRECT TRAVEL SPENDING:
2020: \$130.8 million
2021: \$182.7 million
2022: \$187.5 million

 **2.6%**
INCREASE
2022 OVER 2021

DIRECT TAX RECEIPTS (BOTH LOCAL AND STATE):
2020: \$13.9 million
2021: \$19.9 million
2022: \$20.1 million

 **1%**
INCREASE
2022 OVER 2021

TOTAL DIRECT EARNINGS:
2020: \$31.6 million
2021: \$44.4 million
2022: \$49.5 million

 **11.5%**
INCREASE
2022 OVER 2021

From "The Economic Impact of Travel on Texas 1994-2021" Office of the Governor, Economic Development & Tourism
Primary research conducted by Dean Runyan Associates of Portland, Oregon

VisitFredericksburgTX.com Visitation

2020

1,190,306

UNIQUE WEB VISITORS

2021

1,664,230

UNIQUE WEB VISITORS

2022

1,730,432

UNIQUE WEB VISITORS

PROPERTY OVERVIEW

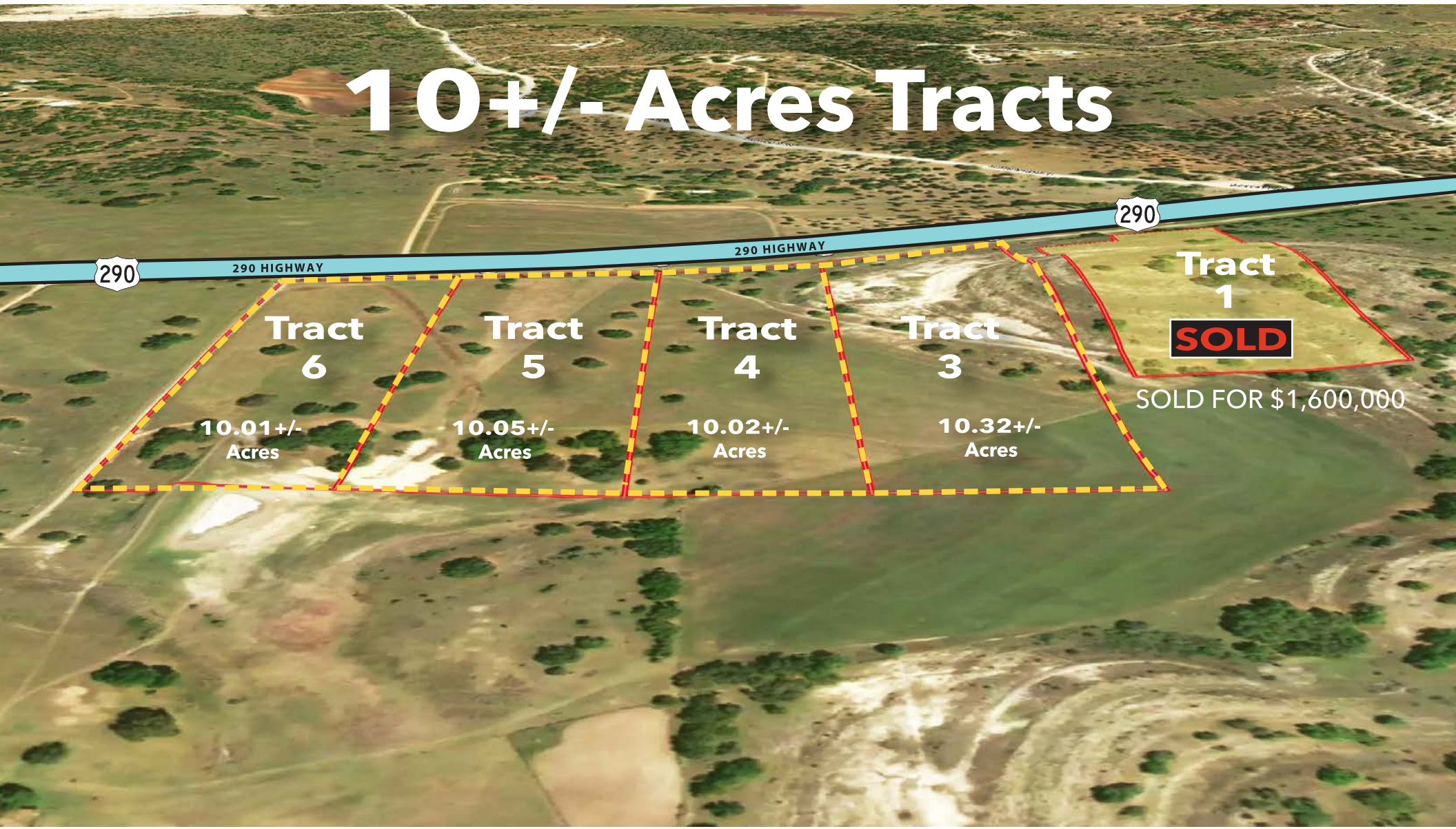


40+/- Acres - Unrestricted
1,400'+/- Hwy 290 Frontage



**The Wine
Trail Ranch**

10 +/- Acres Tracts





Balcones Land Co. Announces Sale of 218 Acres of Prime Texas Hill Country Land

Site will be home to a luxury private vineyard estates community & boutique hotel

JOHNSON CITY, TEXAS, UNITED STATES, January 25, 2024 /EINPresswire.com/ -- Balcones Land Co. announced the closing on the sale of 218 acres of its [Wine Trail Ranch](#) property between Fredericksburg and Johnson City, TX on Highway 290. The buyer, CB Wine Tourism out of Querétaro, Mexico, purchased the land and plans to develop [Puerta del Lobo USA](#), a luxury private estate development surrounded by vineyards that will include high-end amenities, such as a boutique hotel and upscale restaurants.



This prime land features excellent ground water, elevated topography, terraced land, and is the perfect location for Puerta del Lobo.

Balcones Land Co. is a Texas Land Development team that acquires and thoughtfully beautifies rural ranch land with the purpose of bringing the ranch way of life for more people to enjoy.

"We believe every property has a story to tell, and when we envision projects, we thoughtfully consider every element of the land - the topography, trees, wildlife, history - that gives each property its own legacy," said Chris Horne, Managing Partner of Balcones Land Co. "We are proud to have played a role in the legacy of this great area and are excited to see Puerta del Lobo come to life on this

“ We are proud to have played a role in the legacy of this great area and are excited to see Puerta del Lobo come to life on this beautiful piece of land in the Texas Hill Country.”

Chris Horne, Managing Partner, Balcones Land Co.

beautiful piece of land in the Texas Hill Country.”

The property features excellent ground water, elevated topography, and terraced land - all an ideal location for a vineyard and beautiful estate community in the Texas Hill Country. With great

visibility on Highway 290, this Blanco County gem sits just an hour's drive from Austin and San Antonio.

"The Texas wine country has been called the Napa Valley of the 1960s, and, though it's already booming, the potential for growth abounds," said Jose Luis Correa, CEO of CB Wine Tourism. "For someone looking to be a part of this growing market, the chances to find a prime piece of property along the heart of the wine trail in the Texas Hill Country are dwindling. With its expansive views, rolling topography, terraced land, and an abundance of lush, mature oak trees, as well as being a major tourist attraction, we know this land will be the perfect property for us to bring our Puerta del Lobo concept to Texas."

Puerta del Lobo is an established concept that's been operating successfully since 2014 in Querétaro, Mexico. Puerta del Lobo along the Texas Wine Trail will look to build on this success and provide 100, 1.5-acre lots with stellar views perfectly matched with producing vineyards. CB Wine Tourism will develop and construct high-end, luxury housing, with plans to start construction in 2024 or early 2025. Puerta del Lobo will also feature high-quality amenities, including an oenological park, music festivals, a boutique hotel, upscale restaurants, spa, fitness center, fresh food market, parks, trails, co-working space, a care clinic and more.

Balcones Land Co. notes that there are still 40 acres of this property available for purchase. With 1,440 feet of frontage along Highway 290 and unencumbered by zoning restrictions, the remaining tract is prime for commercial development. This property is one of several projects



Puerta del Lobo will provide 100, 1.5-acre lots with stellar views perfectly matched with producing vineyards.



With 1,440 feet of frontage along Highway 290 and unencumbered by zoning restrictions, the remaining available 40-acre tract is prime for commercial development.

PRESS RELEASE

Puerta Del Lobo Development

Balcones Land Co. is working on in the Texas Hill Country area. Balcones Land Co. recently announced the development of its [464 Ranch](#) project, a thoughtful ranchette community located in historic Johnson City, Texas that features 72 five-to-eleven acre lots and encompasses the natural beauty, abundant wildlife, and rolling topography of the Texas Hill Country.

For more information on the Wine Trail Ranch, please visit: <https://www.winetrailranch.com/>

For more information on Puerta del Lobo, please visit: <https://puertadellobo.com/>

About Balcones Land Co.

Balcones Land Co. takes pride in practicing responsible land management to ensure minimal impact on the ecosystems and environment that define the regions where they have projects. Our ethical and conservative approach is intentional to every audience we serve: to the buyers who are looking to purchase a lot within one of our communities; to the sellers who are considering selling us their land; and to investors who trust us with their assets.

For more information, please visit <https://www.balconeslandco.com/>

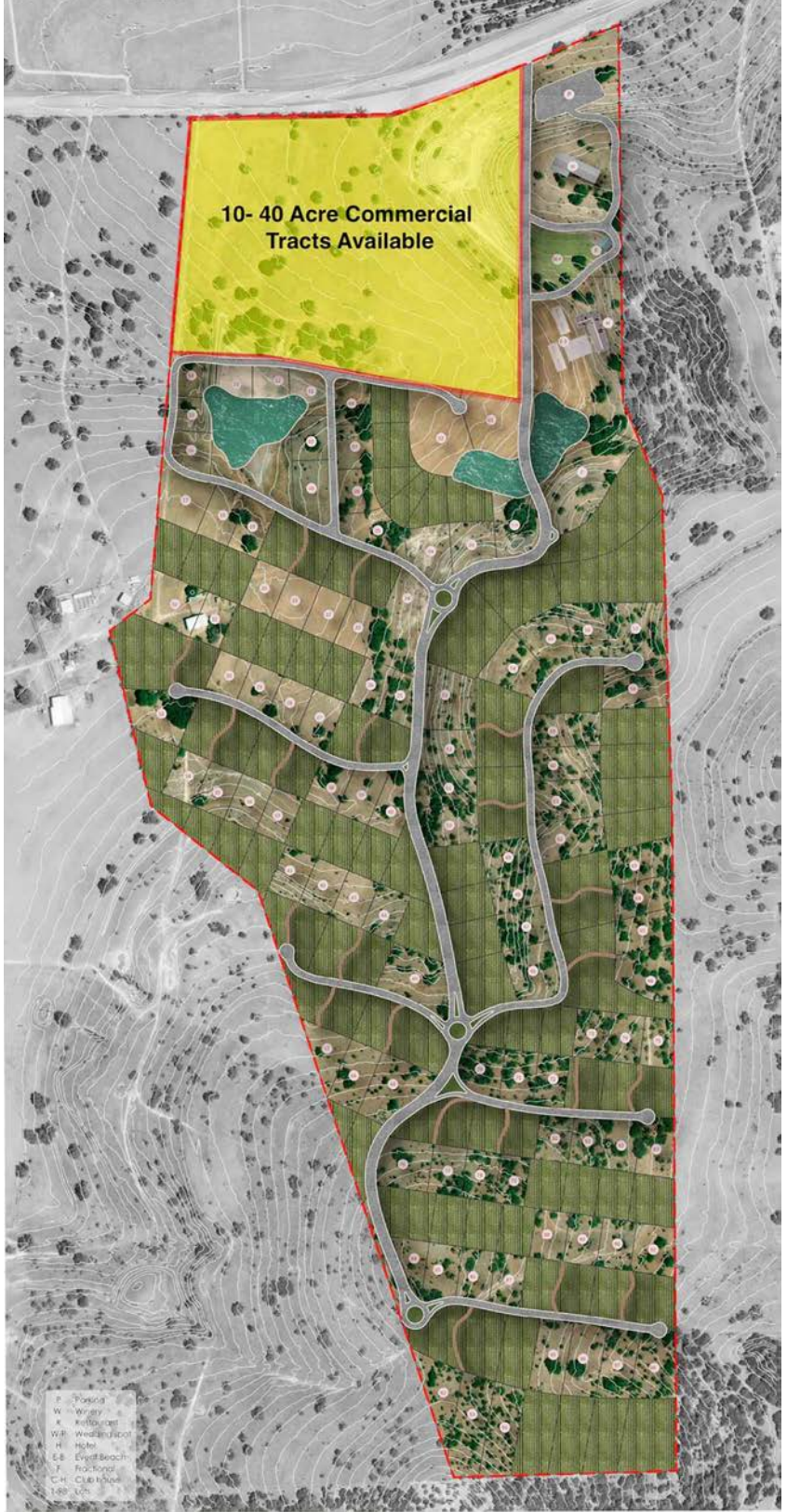
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