

# FOR SALE

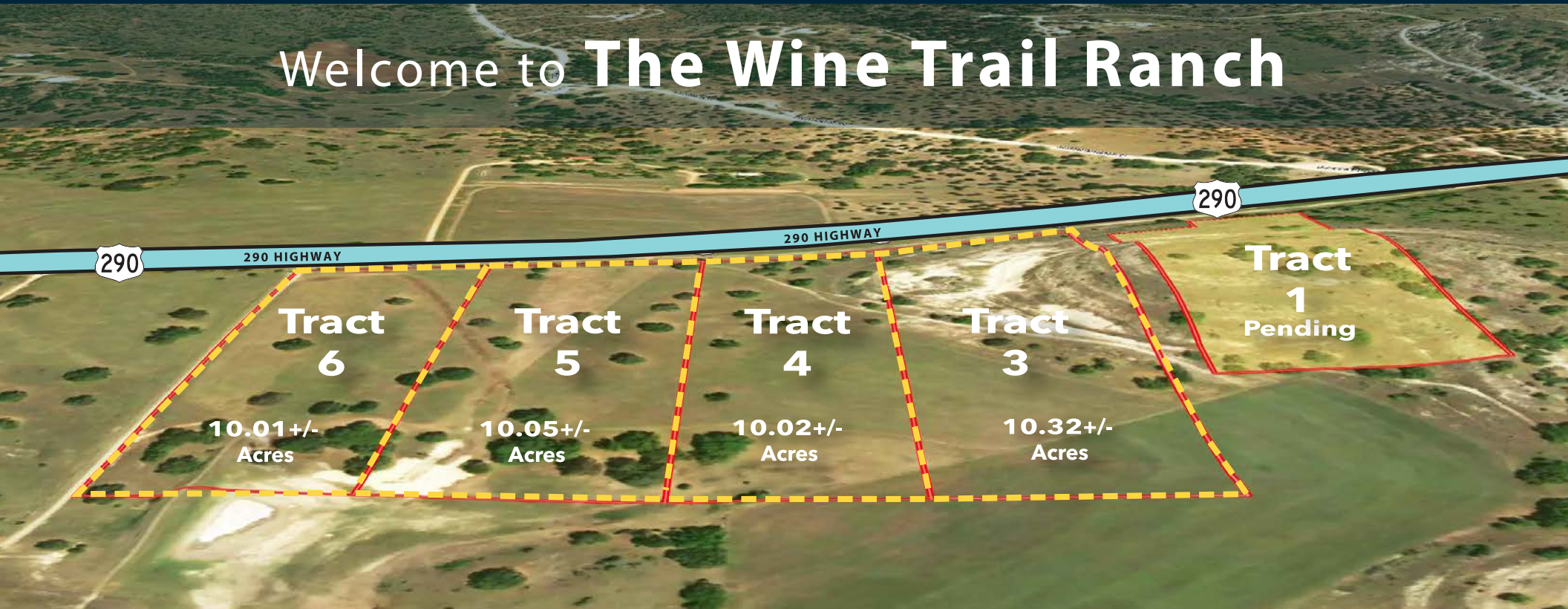
The Wine Trail Ranch

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, \$1,600,000 (pending)

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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. Just 20 minutes from Fredericksburg, 5 minutes from Johnson City and less than 1 hour from 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**

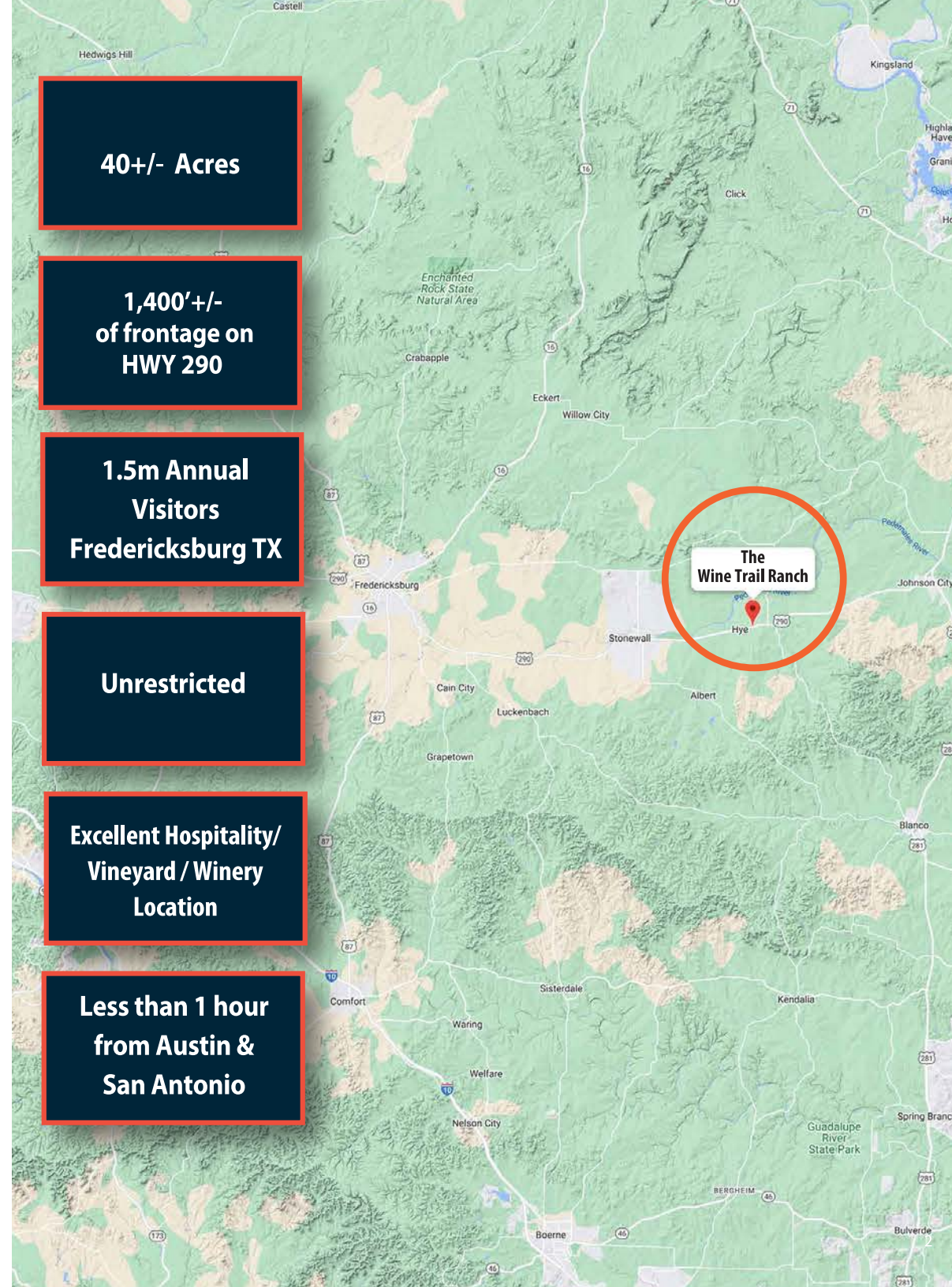
**1,400'+/-  
of frontage on  
HWY 290**

**1.5m Annual  
Visitors  
Fredericksburg TX**

**Unrestricted**

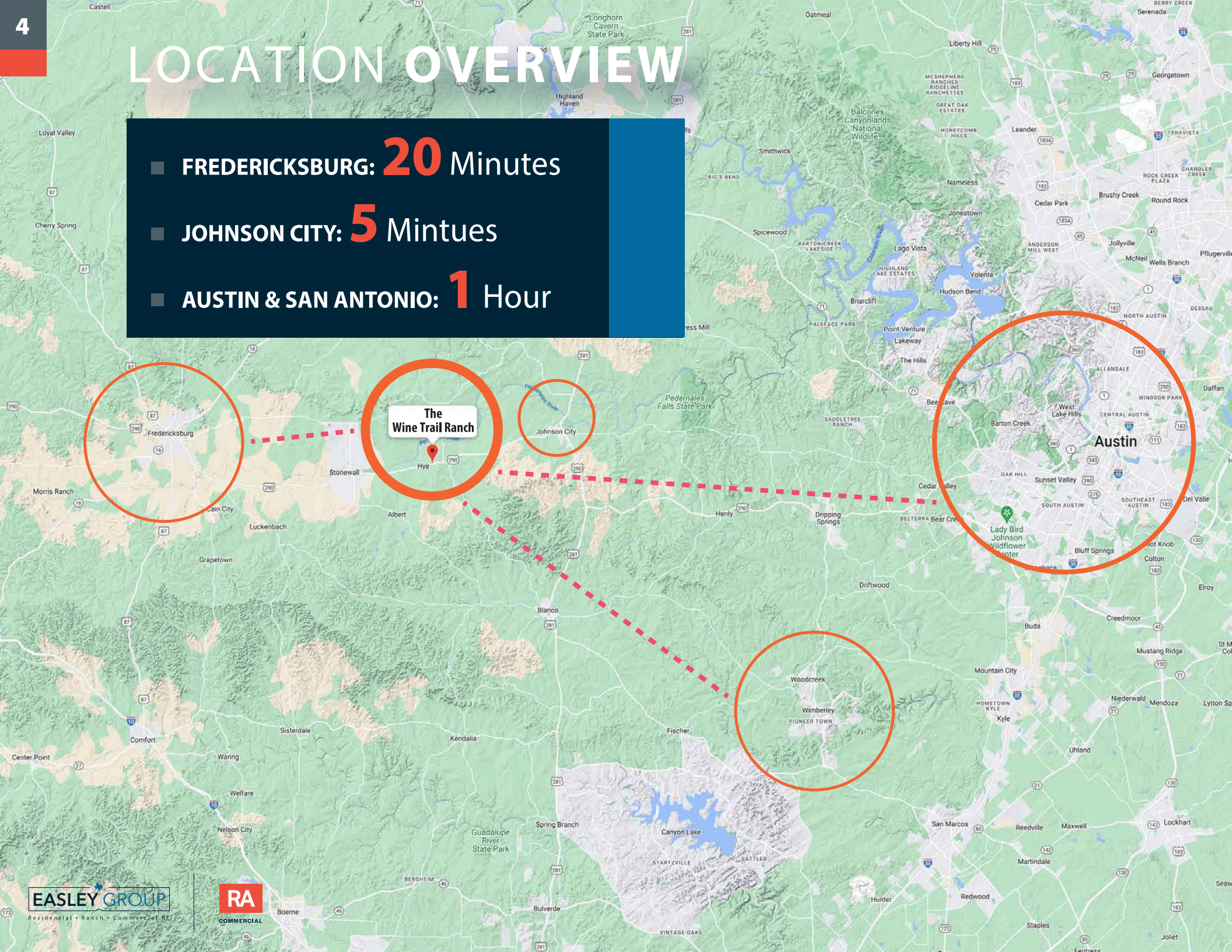
**Excellent Hospitality/  
Vineyard / Winery  
Location**

**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



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



5 (325) 628-3433  
fiestawinery.com



9 (830) 644-2681  
beckervineyards.com



13 (830) 998-7654  
williamchriswines.com



2 (830) 990-8747  
fbgwinery.com



6 (830) 997-7470  
fourpointwine.com



10 (830) 644-2482  
hilmywine.com



14 (855) HYE-WINE  
hyemeadow.com



3 (830) 992-3251  
lostdrawcellars.com



7 (830) 644-2710  
grapecreek.com



11 (830) 644-2539  
woodrosewinery.com



15 (830) 868-2321  
texashillsvineyard.com



4 (830) 990-8555  
ranchoponte.com



8 (830) 644-2829  
torredipietra.com



12 (830) 644-2037  
pedernalescellars.com

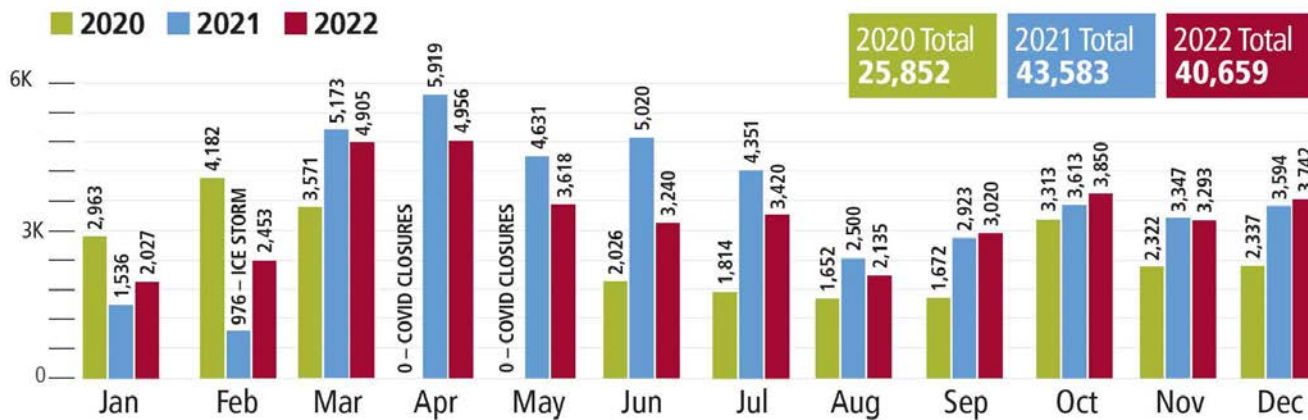


WINROAD290.COM

# LOCATION OVERVIEW



## Visitor Information Center Visitation by Month (Fredericksburg)

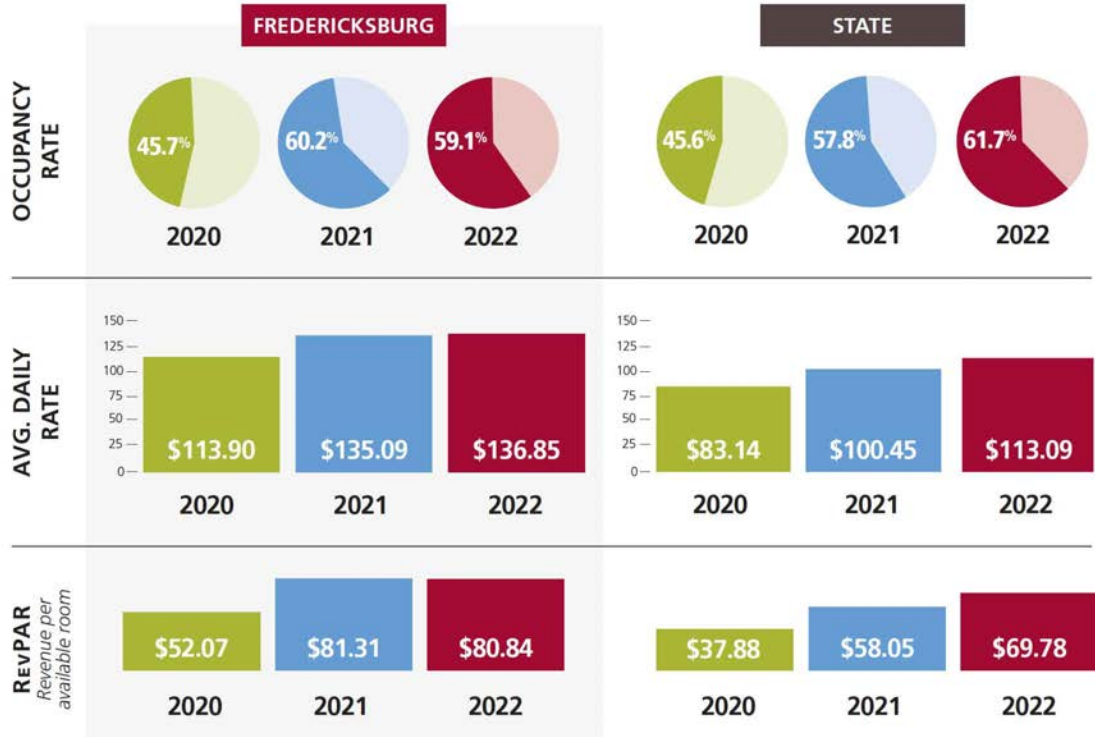


# LOCATION OVERVIEW

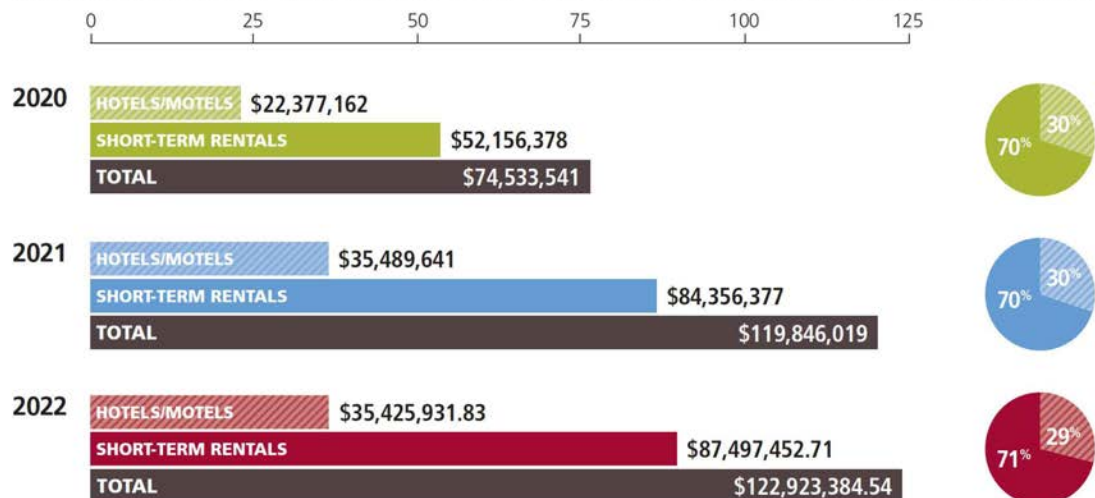
Wine Country

## 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**

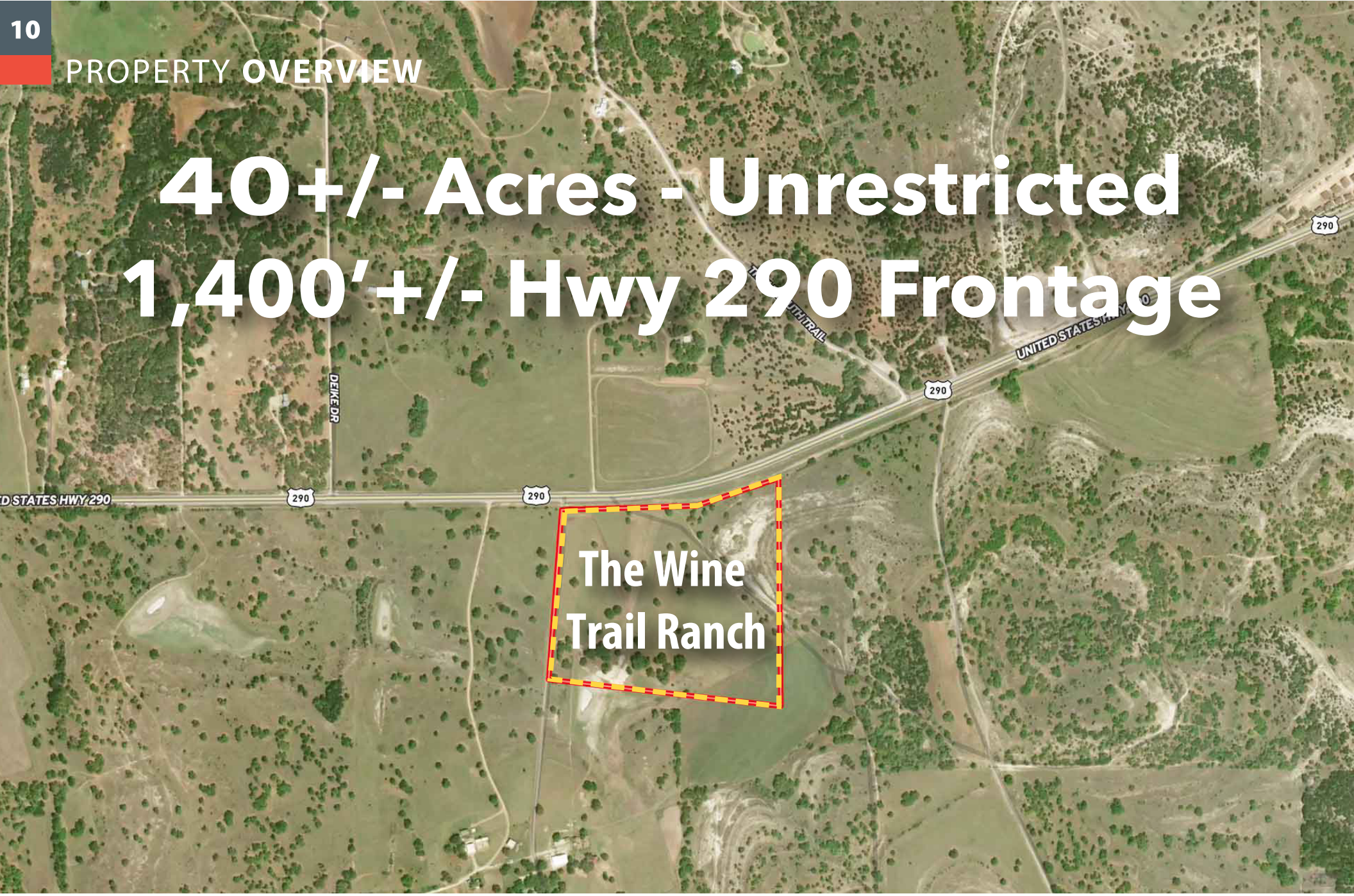
UNIQUE WEB VISITORS



# PROPERTY OVERVIEW

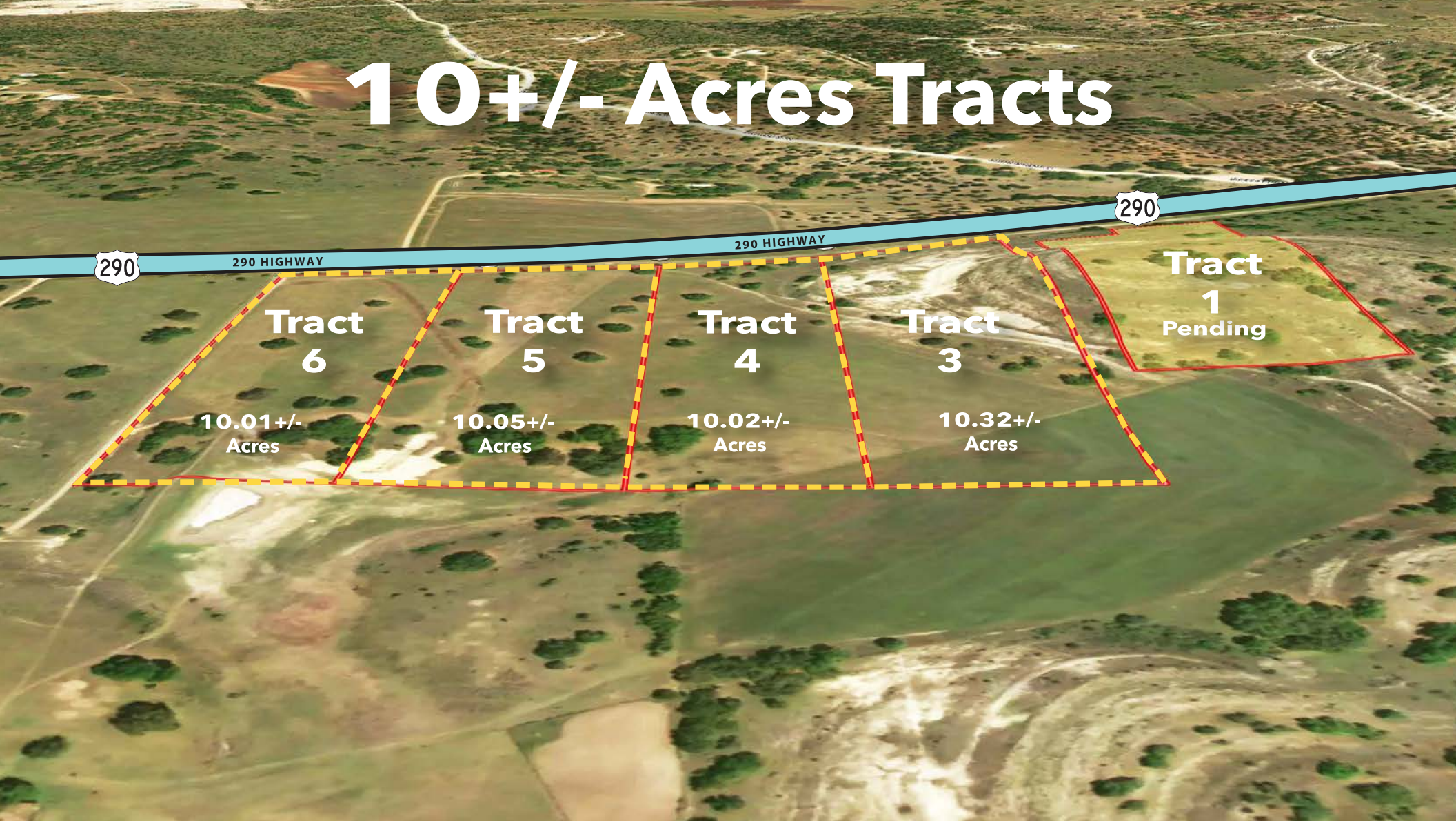


**40+/- Acres - Unrestricted**  
**1,400'+/- Hwy 290 Frontage**



**The Wine  
Trail Ranch**

# 10 +/- Acres Tracts



# CONTACT INFORMATION



Residential • Ranch • Commercial RE

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