

## **RV Business**

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# **RVBusiness<sup>®</sup>**

## **BREAKING NEWS**

### **Bella Terra Resort Caters to Class A Owners**



Construction of Bella Terra RV Resort, an upscale development catering to Class A motorhome owners, is under way in Gulf Shores, Ala. This digital image shows plans for the facility provided by Denver, Colo.-based Sagebrush Realty Development, which is developing a nationally branded chain of luxury motorhome resorts.

The property will include a clubhouse, pools, children's water play area, movie theater, a lake stocked for fishing, and business and fitness centers. Nightly rates will be about \$100 while lot prices will start at \$100,000. Sagebrush founders Robert Jacobsen, Chuck Smith and Tripp Keber project completion in late summer and hope to roll out new resorts every nine months to a year. The company said it will construct a series of resorts within pre-established regions throughout the country starting in the Southeast. As many as 27 sites are being considered for future Bella Terra resorts. The development firm also plans to forge a strategic relationship with a national hotel chain, according to Keber, who is Bella Terra's executive vice president of business development.