

Pelican

Newspaper

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Profile: *Pelican* is a free community newspaper. The paper features local news, information and stories about the area's people, places and events, from local restaurant and music reviews to financial and fishing advice.

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RV resort construction goes into high gear Special to the Pelican

Bella Terra developers have started building construction along with site development. Foundations for both the Bella Terra Welcome Center and Grand Clubhouse is under way.

Bella Terra of Gulf Shores has been selected as the first location for the developer, Sagebrush Realty Development's nationally branded chain of luxury RV resorts. More than 60 percent of phase one lots have been sold.

This project continues to make remarkable headway," said Chuck Smith, president of Sagebrush Realty Development. "We are committed to surpassing our owner's expectations and are pleased with the progress and development of this first luxury RV resort. We look forward to opening our doors and beginning the Bella Terra resort legacy."

The scheduled fall opening for Bella Terra comes at a time when RV ownership continues to increase as a result of the baby boomer generation.

According to the U.S. Department of Health and Human Services, baby boomers – the 78 million Americans born between 1946 and 1964 – represent almost 30 percent of the U.S. population. From 2000 to 2010 the number of Americans 55 to 64 years old will grow by 47 percent, making it the fastest growing population group in the U.S.

In fact, every seven seconds another baby boomer turns 50. That means more than 11,000 new 50-year-olds are added each day, creating the potential for a tremendous surge in the RV industry.

"These trends further drive our desire to introduce, accommodate and enhance the RV resort lifestyle experience," said Tripp Keber, executive vice president of business development for Bella Terra. "Our project offers an upscale product not currently available today. With the selection of the Gulf Shores locations, we're excited our owners are able to enjoy pristine beaches, fine dining and expansive shopping opportunities."

Bella Terra residents are able to choose from a variety of terraced, lakefront, pull-through and exclusive coach estate lots ranging from \$100,000 to \$225,000. Upscale amenities include concierge service, fitness center, private movie theatre, resort-style pool, Jacuzzis, business center and a myriad of recreational activities.

For project information on Bella Terra, visit BellaTerraRVResort.com or call (866) 417-2416.