



## HORSESHOE BAY RESORT.

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### HORSESHOE BAY RESORT: CHRONOLOGY (1968-present)

- 1968**
- Norman Hurd purchases tract of land known as the “Coke Ranch” from the Lupton family, Coca-Cola bottlers from Fort Worth
- 1969**
- Norman Hurd joins forces with cousin Wayne Hurd to develop the land
- 1970**
- The Lower Colorado River Authority (LCRA) lowers the level of Lake LBJ, offering a rare opportunity to transport earth-moving equipment to the area to deepen and reshape the waters’ edge
  - Development of the land begins, including the creation of miles of additional waterfront real estate
- 1971**
- Horseshoe Bay chosen as the name of the development, Lake LBJ Improvement Corporation forms and land sales begin in Horseshoe Bay Proper
  - The Yacht Club (main clubhouse), Slick Rock Golf Course (with temporary Pro Shop) and the private airstrip open
  - Original marina with eight boat slips opens
  - The pool and deck at the Yacht Club open
  - Additional Horseshoe Bay land purchased
- 1972**
- Land sales begin in Horseshoe Bay South
- 1973**
- Lake LBJ Investment and Horseshoe Bay Country Club, Inc. founded
  - Lake LBJ Municipal Utility District (M.U.D.) forms
  - Original Slick Rock Pro Shop opens
  - Marina expansion occurs
- 1974**
- Horseshoe Bay Property Owners Association and Lake LBJ Investment Corp founded
  - Liquor consumption legalized in Horseshoe Bay

- 1975**      • Club Corporation of America signs management contract with Resort for club operations
  
- 1977**      • Norman Hurd assumes management of Horseshoe Bay Resort and Members Club  
• Yacht Club expansion occurs and temporary Tennis Pro Shop opens  
• Horseshoe Bay Property Management Company forms
  
- 1978**      • Horseshoe Bay West opens and lot sales begin  
• The Horseshoe Bay Inn and the Norman C. Hurd Conference Center open
  
- 1979**      • Oriental gardens open
  
- 1980**      • New Tennis Pro Shop and covered courts open (covered courts removed in 2002)
  
- 1981**      • Ram Rock Golf Course and original Pro Shop open  
• Morris D. Jaffe, Jr. purchases waterfront property on Applehead Island  
• Horseshoe Bay North opens and lot sales begin
  
- 1982**      • Remodel and expansion occurs at Yacht Club boat dock
  
- 1983**      • New marina building opens with Ships Store and boat sales center (now home to the Palm Boutique)  
• Applehead and Applehead Island land sales begin
  
- 1984**      • Remodel of The Horseshoe Bay Inn
  
- 1985**      • Apple Rock Golf Course opens  
• Cap Rock Pro Shop and Pool open
  
- 1986**      • Applehead Island public opening
  
- 1987**      • Morris D. Jaffe, Jr. purchases 30% of Lake LBJ Investment from Wayne Hurd
  
- 1991**      • The Yacht Club whirlpool and pool bars open
  
- 1994**      • Construction begins on Whitewater Putting Course

- 1995
  - Whitewater Putting Course, an 18-hole par 72 Dwarf Bermuda grass putting facility, opens
- 1996
  - Morris D. Jaffe, Jr. purchases the remaining 70% of Lake LBJ Investment stock from Norman Hurd and The Jaffe Group acquires 100% ownership of Lake LBJ Investment
  - Ron Mitchell named President and COO of Horseshoe Bay Resort
- 1997
  - Bayside Spa & Fitness Club opens
  - Morris D. Jaffe, Jr. becomes CEO of Horseshoe Bay Resort
  - New greens at Slick Rock golf course open
  - Clay tennis courts open
- 1998
  - Renovated Slick Rock Clubhouse opens
- 2003
  - Construction begins on a seven-story hotel tower with 20,000 square feet of meeting and banquet space
  - The Jaffe Group partners 50/50 in hotel ownership with separate investor group and hire Marriott International to manage the property
- 2004
  - Morris D. Jaffe, Jr. named Chairman and Douglas Jaffe, III named CEO of Horseshoe Bay Resort
  - Horseshoe Bay Resort Marriott Hotel opens on October 7<sup>th</sup>
  - Centex Destination Properties (CDP) purchases prime resort waterfront real estate and begins developing a series of upscale mid-rise condominiums known as "The Waters at Horseshoe Bay Resort" and achieve the highest waterfront values ever in Horseshoe Bay history
- 2005
  - The citizens of Horseshoe Bay vote to incorporate into a Class A City under Texas Law on September 10<sup>th</sup>
  - Lake LBJ M.U.D. merges with newly-created City of Horseshoe Bay
- 2006
  - HB Texas Development Partners L.P. purchase 1600-acre tract known as the Hurd and TP Ranch and begin developing Skywater Over Horseshoe Bay to surround the fourth Horseshoe Bay Resort golf course, Summit Rock
  - Renovation begins at Horseshoe Bay Resort Airport & Jet Center, including expansion of the jetways and renovation of the terminal

## 2007

- G. Michael Thomas named President and COO of Horseshoe Bay Resort; Ron Mitchell named Vice Chairman
- *Air Horseshoe* charter jet service launches at Horseshoe Bay Resort with fleet of Dornier 328 aircraft
- Construction begins on Jack Nicklaus Signature Golf Course: Summit Rock
- Resort-managed rental program debuts updated property management company and introduces "The Waters on Lake LBJ" rental accommodations
- The Jaffe Group acquires 100% ownership of the Marriott Hotel
- Horseshoe Bay West renamed Cap Rock Estates
- USTA-designed program encouraging children age five to 10 debuts at Horseshoe Bay Resort and the *Andy Roddick Kids' Courts at Horseshoe Bay Resort* open
- Arrival of the 90-foot long, custom-made, 100-passenger dining yacht.

## 2008

- Horseshoe Bay Resort Marriott becomes a franchise property managed by Horseshoe Bay Resort.
- New casual dining restaurant, the Yacht Club Grill & Bar, opens.

Founded in 1971 and purchased by the Jaffe Group in 1996, Horseshoe Bay Resort is Texas' original lakeside resort. Located in the exquisite Hill Country, the 7,000-acre Resort offers three championship Robert Trent Jones, Sr. golf courses, and scheduled to open in 2009, a highly anticipated Jack Nicklaus Signature Golf Course, Summit Rock. Horseshoe Bay Resort also offers a made-to-scale, 18-hole par 72 Bermuda grass putting course, four swimming pools, a spa and fitness facility, a full-service marina, seven dining facilities, 12 adult tennis courts, and three USTA-sponsored kids' tennis courts. Accommodations include hotel rooms and suites (385 bedrooms) within the Horseshoe Bay Resort Marriott Hotel and adjacent Paseo villas and in addition 50 luxury lakefront condominiums available for rent at The Waters at Horseshoe Bay Resort. The resort also features a jet center with a 6,000-foot runway and private charter jet service via Air Horseshoe.

For more information on Horseshoe Bay Resort, please call 830-598-2511 or visit [www.hsbresort.com](http://www.hsbresort.com).

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