

Offering Memorandum: Kenny's Landing on Lake Tawakoni
38+ Acres Waterfront RV Park/Campgrounds & Marina
201 SH 276, East Tawakoni, Texas



List: \$2,995,500

Updates in this addition:

Page 20- Social Media 5 Star Review

FOR SALE

38+ WATERFRONT ACRES

214-274-7756

J.R. SMITH, BROKER

**1ST STRATEGIS**


**SCAN FOR
DETAILS**

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OFFERING MEMORANDUM

DISCLOSURE

This Offering Memorandum is provided for discussion purposes only and does not constitute an offer, contract, representation, warranty, or commitment by Seller, Broker, or any related party. All information contained herein is believed to have been obtained from sources deemed reliable; however, no representation or warranty, express or implied, is made as to the accuracy, completeness, reliability, or continued availability of such information. Buyer and/or Buyer's representatives are solely responsible for conducting their own independent due diligence, investigations, inspections, analyses, and verification of all matters related to the property, including, without limitation, acreage, boundaries, leases, zoning, utilities, entitlements, environmental conditions, governmental approvals, permits, licenses, financial information, operating history, development potential, and compliance with applicable laws, rules, and regulations. Buyer should rely exclusively on Buyer's own due diligence and professional advisors before making any decision regarding the property. Seller and Broker reserve the right to modify, withdraw, or discontinue discussions regarding the property at any time without notice.

The following due diligence notes relate to the 10+ acre SRA lease area and the 28+ acre deeded parcel. Buyer and Buyer's representatives are responsible for independently verifying all information. Neither 1st Strategis, LLC nor J.R. Smith, Broker/Owner, warrants or guarantees the accuracy, completeness, or reliability of information provided by current management, ownership, or any third party. The Owner may consider dividing the property; however, the Owner will not sell the 10+ acre SRA lease-area portion before the 28+ acre deeded parcel has been sold and closed. The Owner is open to offers, but the property is not being offered as a distressed sale.

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EXECUTIVE SUMMARY

Kenny's Landing is a rare Lake Tawakoni waterfront opportunity combining an operating campground and marina-style business, existing customer goodwill, long-standing local recognition, and meaningful expansion land. The offering includes approximately 10+ acres of Sabine River Authority lease area currently operating as a waterfront RV campground and marina-related destination, together with approximately 28+ acres of deeded land with frontage on FM 513. This combination gives a buyer both near-term operating infrastructure and longer-term development optionality.

Originally opened in 1978, Kenny's Landing has served generations of Lake Tawakoni residents, visitors, anglers, campers, and families. The site is more than a land position; it is an established lake-area name with almost 50 years of history, repeat customer awareness, and a story that can be refreshed rather than created from scratch. For a buyer, that history may support a repositioning strategy built around legacy, recreation, outdoor hospitality, fishing, events, RV camping, and future lake-oriented development.

The existing improvements include 35 operational RV pads reported to have electricity, water, and sewer, along with a bait shop, fishing dock, covered picnic areas, public restrooms, parking, and areas that may support expanded operations subject to verification and approval. The presence of sewer-served RV sites is a particularly important operational feature in a lake environment where utility capacity, environmental compliance, and septic limitations can affect future use.

The investment thesis is straightforward: acquire an iconic waterfront operating platform with existing infrastructure, established goodwill, regional drive-time access, and adjacent deeded land capable of supporting a larger future vision. Potential paths may include continued RV and campground operations, marina and lake recreation services, food and beverage activation where permitted, fishing tournament support, event programming, storage, cabin or hospitality concepts, faith-based or mission-oriented uses, or broader development of the 28+ acre tract. All potential uses, permits, licensing, utilities, lease terms, boundaries, acreage, zoning, and governmental approvals should be independently verified by Buyer and Buyer's representatives.

Primary opportunity: control a recognizable Lake Tawakoni destination with current operations, waterfront presence, sewer-served RV infrastructure, and an additional 28+ acre deeded growth potential parcel.

VALUE STACK

The pricing and opportunity should be evaluated as a collection of value components rather than as a single-purpose land sale. The buyer is not simply acquiring acreage; the buyer is evaluating a layered opportunity that includes real estate, operating infrastructure, lake access, brand history, customer recognition, and future development potential.

- **Waterfront operating position:** A lakefront campground and marina-style destination on Lake Tawakoni with existing public-facing operations and recreational use.
- **Existing RV infrastructure:** 35 operational RV pads reported to be served by electricity, water, and sewer, giving a buyer an operating base from day one.
- **Sewer as a strategic feature:** Sewer service may be a meaningful advantage for continued operation, compliance planning, and future expansion in a lake environment where septic limitations can affect use.
- **Legacy business and goodwill:** Kenny's Landing has operated since 1978 and carries name recognition, local history, customer memories, and repeat-use awareness that a new owner can refresh and reposition.
- **Lake recreation demand:** The site is positioned for fishing, RV camping, family recreation, boating support, day-use activity, tournaments, events, and other lake-oriented revenue streams.
- **Additional deeded growth land:** The 28+ acre deeded tract with FM 513 frontage creates flexibility for expansion, storage, hospitality, retreat, residential, or other concepts subject to buyer verification and approval.
- **Highway and regional access:** Access from State Highway 276 and proximity to the greater Dallas-Fort Worth drive-time market support weekend, seasonal, and repeat visitation.
- **Repositioning upside:** A buyer can potentially improve signage, branding, reservations, social media, events, amenities, pads, storage, food and beverage options, marina services, and guest experience.
- **Scarcity and optionality:** The combination of waterfront use, existing operations, sewer-served RV pads, goodwill, and adjacent deeded land is difficult to recreate.

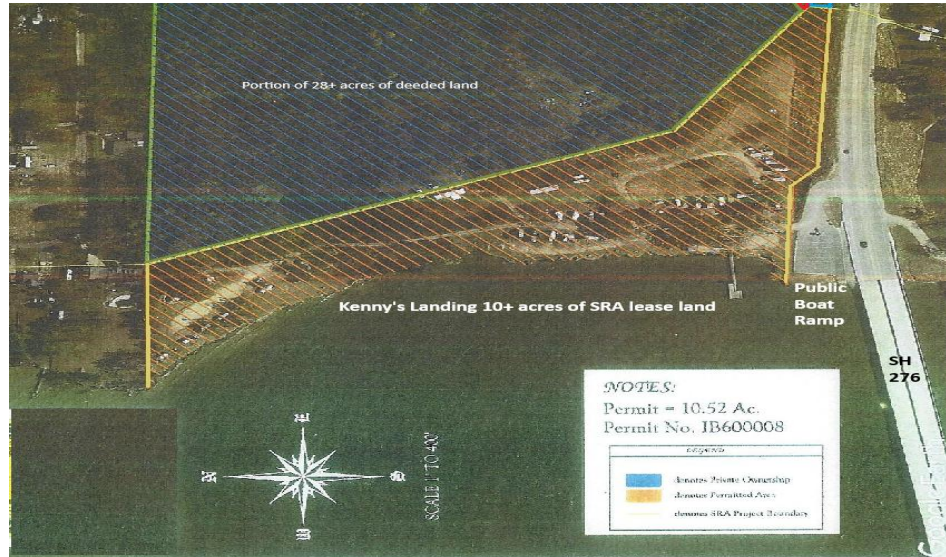
Bottom line: Kenny's Landing should be evaluated as an operating waterfront platform with history, infrastructure, and expansion potential—not merely as raw acreage. The value is in the story, goodwill, and existing business foundation along with a modern operating and development plan.

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INTRODUCTION

Welcome to Kenny's Landing, a 10+ acre waterfront campground and marina-style destination located on the east side of Lake Tawakoni, which is known as one of the best catfishing lakes in

Texas. Positioned near one of Texas' longest inland bridges, the site reportedly includes 35 operational RV pads equipped with electricity, water, and sewer, with access from State Highway 276. Other features include a



bait shop, fishing dock, covered picnic tables, a small stage area for live entertainment, public restrooms, parking, and room for potential expansion subject to buyer verification and applicable approvals.



Kenny's Landing, opened in 1978 by Kenny Reeder, has a long history of serving residents and visitors both inside and outside Texas. Online sources and social media reflect a long-standing customer base, including families, anglers, and lake-area visitors. This opportunity is more than a land acquisition; it is the acquisition of an iconic Lake Tawakoni landmark and operating business with nearly 50 years of history, goodwill, and repeat customer recognition. The property is approximately one hour from the Dallas-Fort Worth Metroplex, the largest population center in Texas and one of the largest metropolitan areas in the United States.

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In addition to the 10+ acre Sabine River Authority (SRA) lease area, the offering includes an undeveloped 28+ acre deeded parcel with frontage on FM 513. This location provides meaningful development potential, including possible retail-oriented uses along FM 513, subject to buyer verification and required approvals.



Potential uses for the deeded parcel may include expansion of the RV park, campground, motel and/or marina operations, storage facilities, and covered RV and boat storage. These uses align with the history of Kenny's Landing and could provide a foundation for both repeat and new customer demand. Lake Tawakoni hosts various fishing tournaments and year-round events, and the site may be enhanced to support and serve as a venue for those opportunities. (*1 Information regarding this property is included in Appendix "e.")

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GREAT POTENTIAL!

Additional concepts discussed for the property include high-end single-family residential development, tiny homes, or a new-concept retirement community. Certain retirement communities may include a range of services, including healthcare-related offerings. Under the right circumstances, this type of use could be attractive given the limited immediate healthcare options in the lake area. Another potential concept is a faith-based medical, rehabilitation, sanctuary, education, youth retreat, or outreach campus, with the campground supporting volunteer staff and congregation members. The Lake Tawakoni area may present meaningful opportunities for mission-oriented organizations seeking a service-based location.



Kenny's Landing is positioned for a renewed operating strategy, fresh investment, and potential expansion of its income-generating capabilities. Kenny's daughter is currently maintaining operations and would like to see her father's legacy continue, while also being ready to transition to other personal pursuits. She is available to answer questions as part of the due diligence process.

PATH OF DEVELOPMENT

This historic location offers significant opportunities and is well positioned within the path of development:

- ✓ State Highway 276 has been re-aligned from Rockwall and widened to handle the increased traffic.
- ✓ Development activity continues to move through Quinlan. The city sits at a regional crossroads and benefits from highway corridor traffic approximately one hour east of Dallas. Rockwall via I-30, Greenville via I-30, Lone Oak via Business Highway 69 and FM 513, Terrell via I-20 and Highway 80, and Emory via Business Highway 69 all help feed traffic into the Lake Tawakoni area through State Highway 276. Much of downtown Quinlan has been revitalized, with boutique restaurants and businesses occupying updated spaces. A large convenience store and gas station is also being built. In recent years, Walmart has built a Supercenter, a large car wash has opened, and national brands such as McDonald's, Burger King, and Subway have established locations in the market.



- ✓ West Tawakoni is experiencing revitalization, with existing buildings being updated and reopened for new business activity. Market discussions indicate that a major national residential developer may be planning a new 900-home development; this information should be independently verified by Buyer.
- ✓ Other nearby cities include Canton, known for its First Monday Trade Days, and Wills Point, a growing community along I-20.

FINANCIALS

Disclosure: The primary manager of Kenny's Landing has passed away, and his daughter has been working to reconstruct the available cash-business records. The financial information is limited and incomplete, but it represents the best information currently available from management and remains subject to buyer verification.

Income sources per owner and manager:

Reported income sources include 21 RV pad sites that rent for \$500 per month and 14 RV pad sites that rent for \$600 per month. Additional unverified or variable income sources may include tent-site rentals, access fees for fishing and swimming, and bait shop revenue. Prior revenue sources that may potentially be reactivated include food/grill operations, alcohol sales if licensing can be renewed.

Notes: Some RV pad sites have historically been occupied by long-term tenants, but management reports that all are now on month-to-month arrangements to accommodate new ownership. Other sites experience routine turnover from weekend visitors, lake-area event attendees, and similar users. Management advises that a formal rent roll is not currently available. The property has hosted nighttime events, such as live music by the lakeside, but management reports that attendance fees are not currently being charged.

Expense sources per owner and manager:

Reported expense sources include sanitation/trash pickup at \$197 per month, Kenny's Landing's portion of the monthly electric bill estimated at \$800 to \$1,000, 2025 ad valorem taxes of \$7,146, which include the 28+ acre deeded parcel, and a 2026 annual insurance bill of \$4,360, SRA lease is less than \$300 annually for the next 35 years.

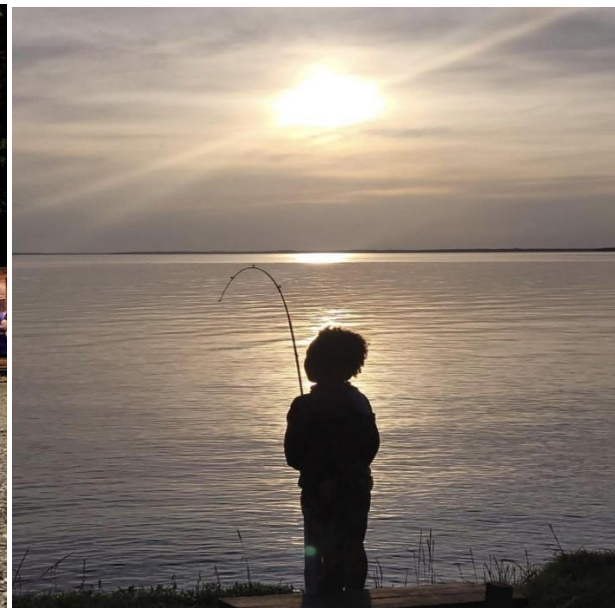
Pro forma (for discussion purposes only):

Gross Income estimated 100% occupancy	\$226,500
Vacancy rate, industry standard 15% to 30%	\$50,933 (at 22.5%)
Expenses, industry standard 35% to 45%	\$90,720 (at 40%)
Estimated Net Operating Income (NOI)	\$84,817
Cap rates:	8%=\$1,060,213 10%=\$848,170

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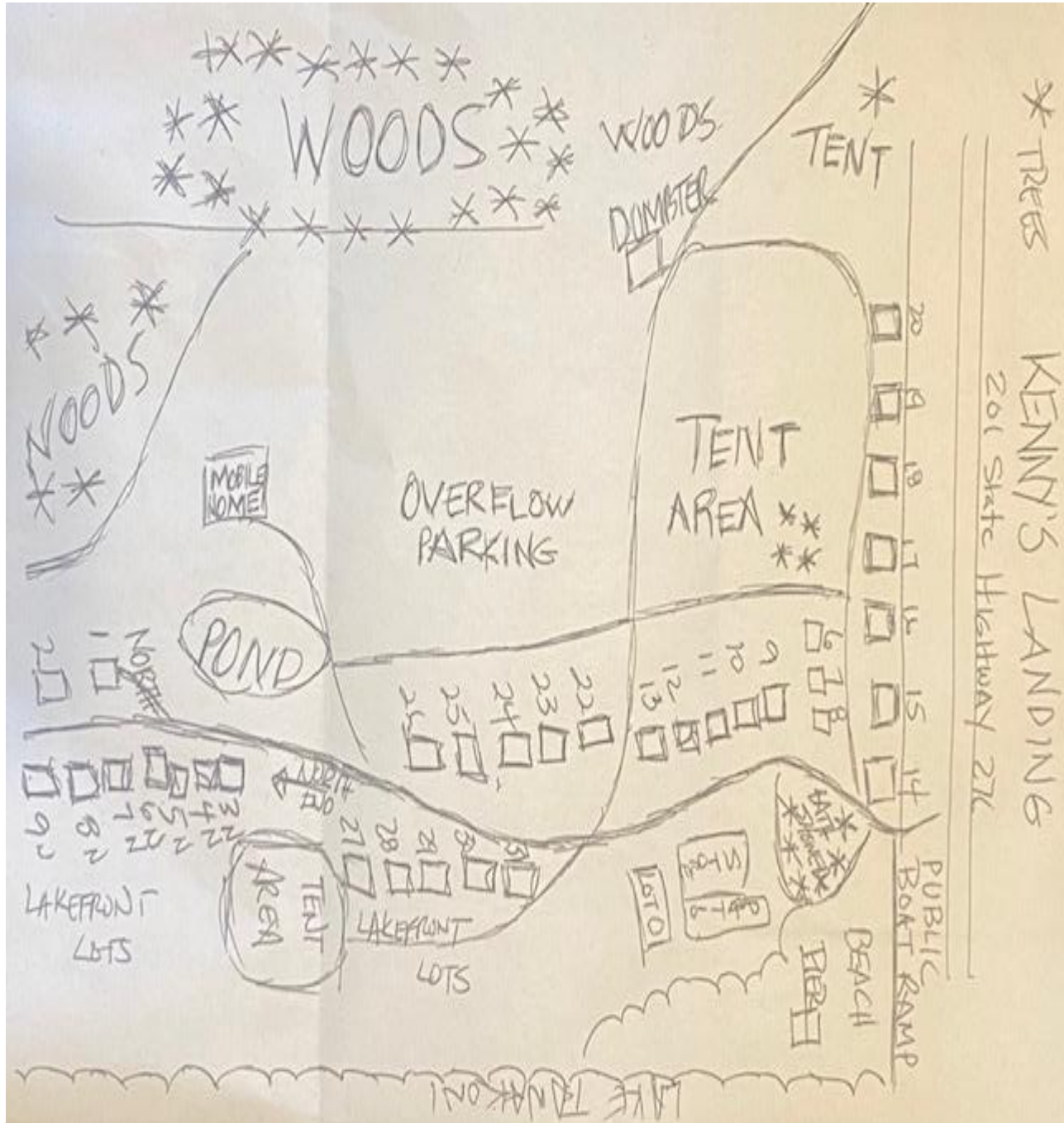
APPENDICES

- a) On-site manager's map
- b) Flood map
- c) 28+ acre survey
- d) Jurisdictions
- e) Adjoining property survey and notes
- f) Major retail ground breaking ceremony in West Tawakoni



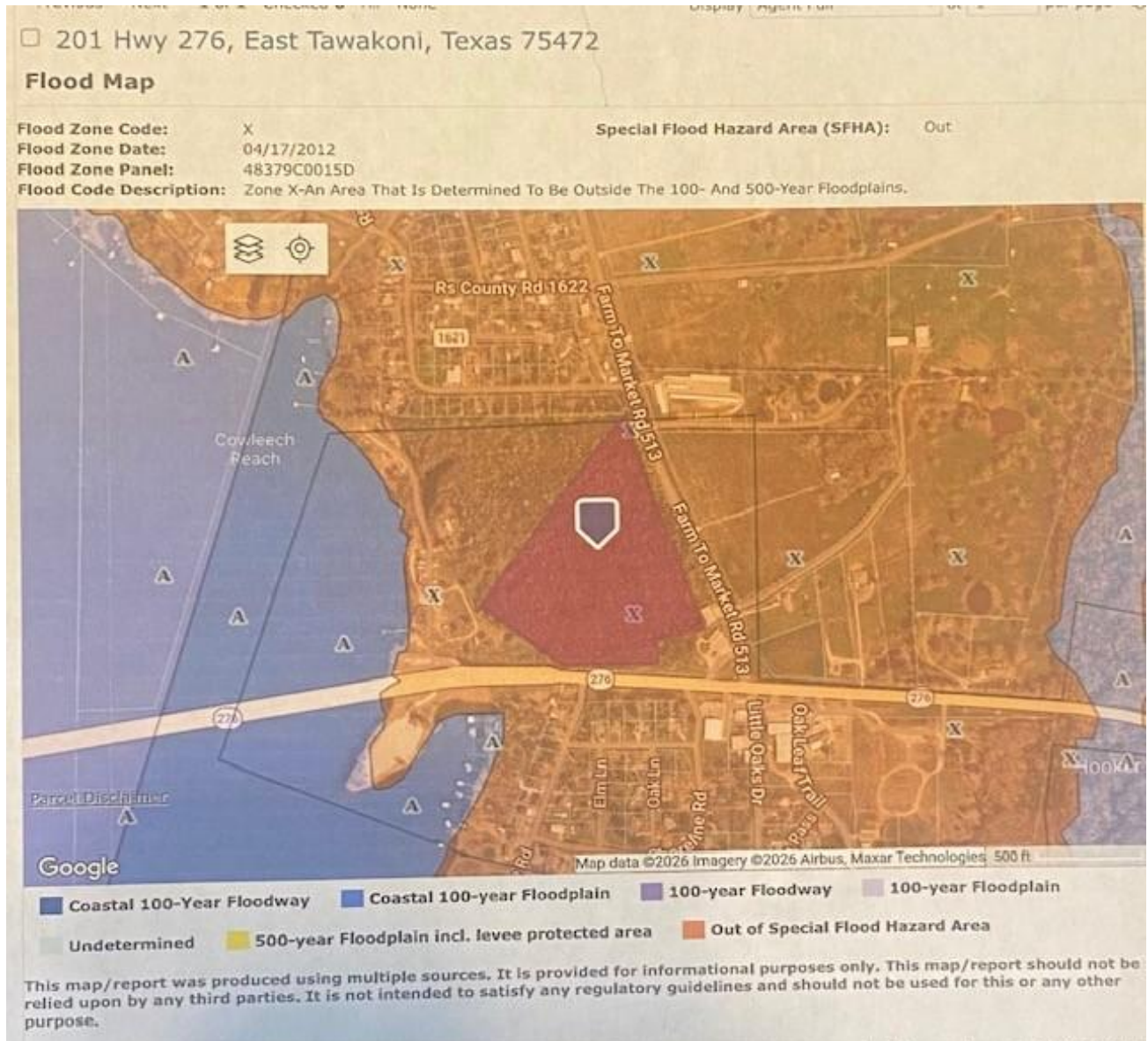
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MANAGER'S MAP

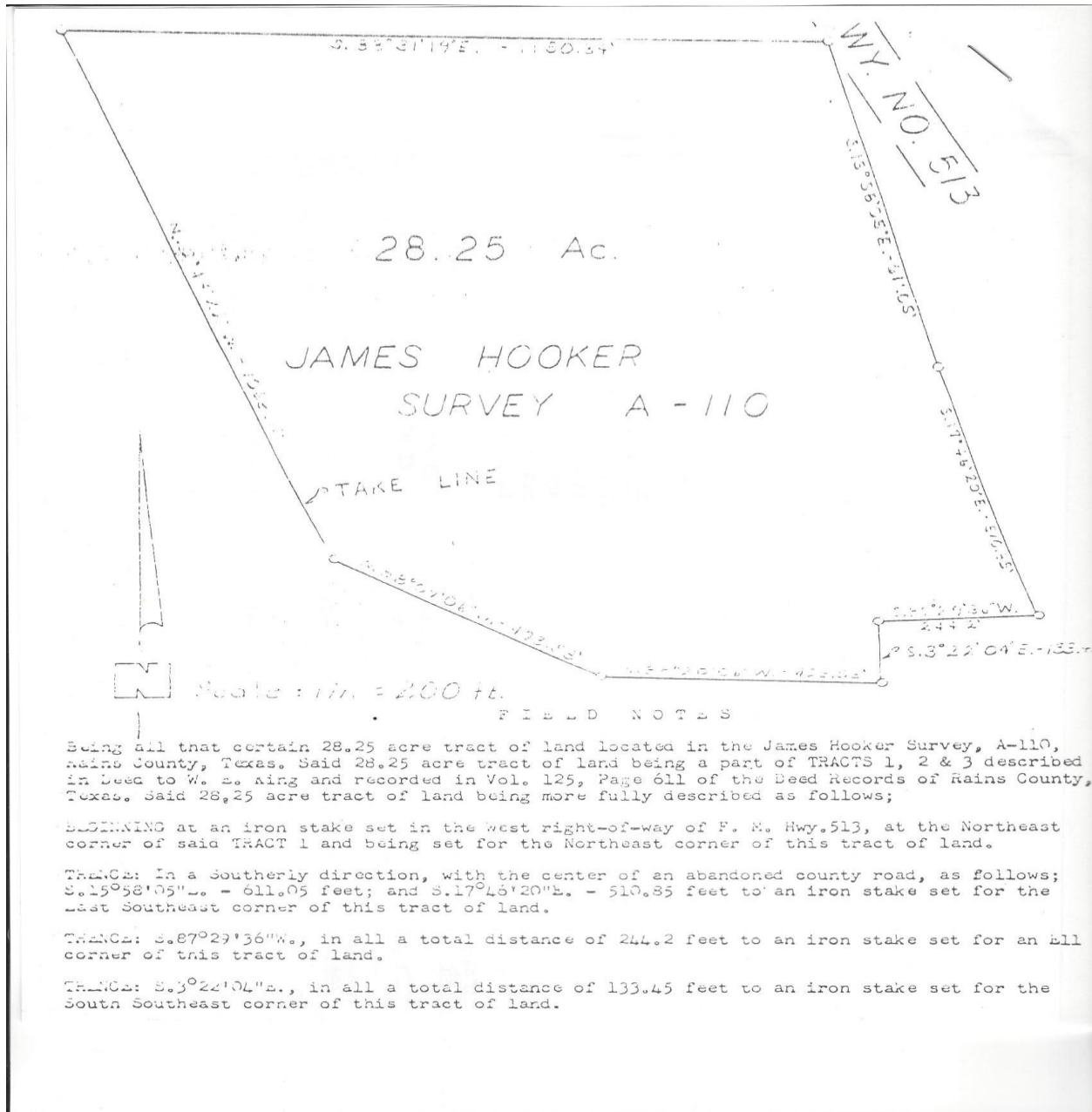


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MAXAR TECHNOLOGIES FLOOD MAP



28+ ACRES SURVEY



JURISDICTIONS

According to the managing partner of the LLC, approximately 35 years remain on the SRA lease; however, the financial terms have not yet been provided. While SRA lease terms are generally believed to be reasonable, all lease terms and conditions must be independently verified by Buyer. A copy of the lease was not available when this Offering Memorandum was prepared, but the Owner will provide one no later than the option period under an accepted contract. The reference to Kenny's Landing as a Marina stems from the SRA's definition of a public use of a commercial dock on SRA regulated land. This alone apparently is enough to maintain marina status under the SRA rules.

As a courtesy, we are noting the following jurisdictions which include, but may not be limited to:

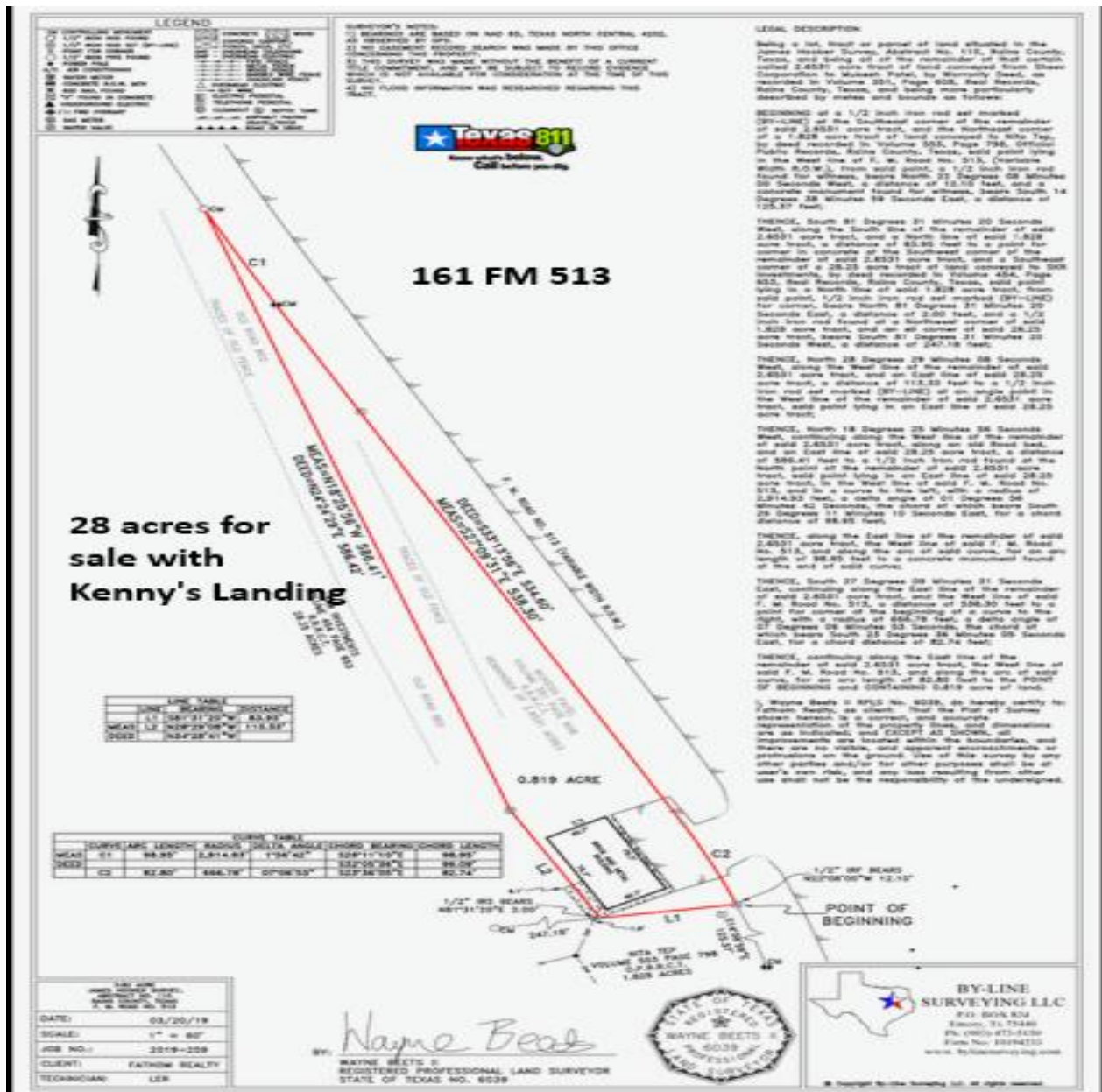
- The State of Texas Parks & Wildlife
- Texas Alcoholic Beverage Commission (Kenny's Landing previously held a license to serve alcohol; the license has expired, and any renewal potential should be independently verified.)
- Texas Commission on Environmental Quality
- Sabine River Authority, which may make the existing sewer service an important operational feature as septic inspection and enforcement become more active.
- Farmer's Electric Cooperative
- US Army Corps of Engineers are the entity that developed the lake in the 1950s.
- The City of East Tawakoni and Rains County will likely have significant influence over water and sewer utilities. The city is small and may have limited infrastructure resources, so planning and coordination should be addressed early.

Although multiple jurisdictions may apply, the site is currently in compliance with applicable requirements. All information contained herein remains subject to buyer verification.

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ADJOINING PROPERTY

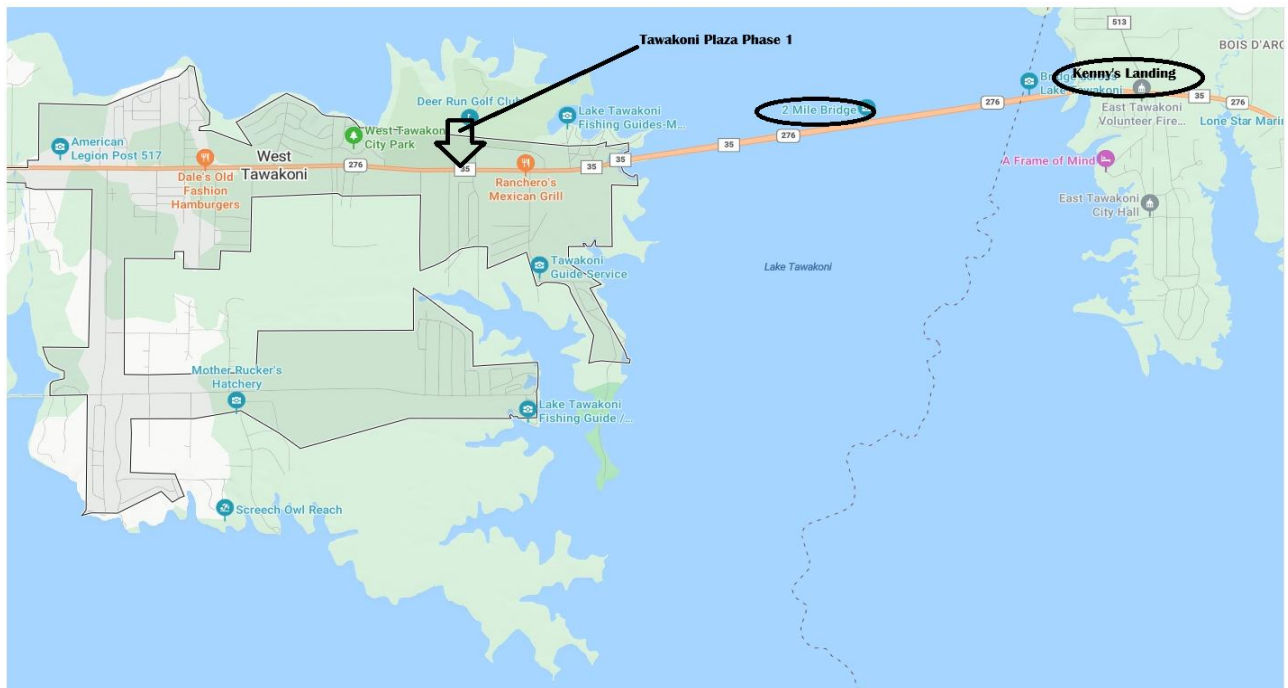
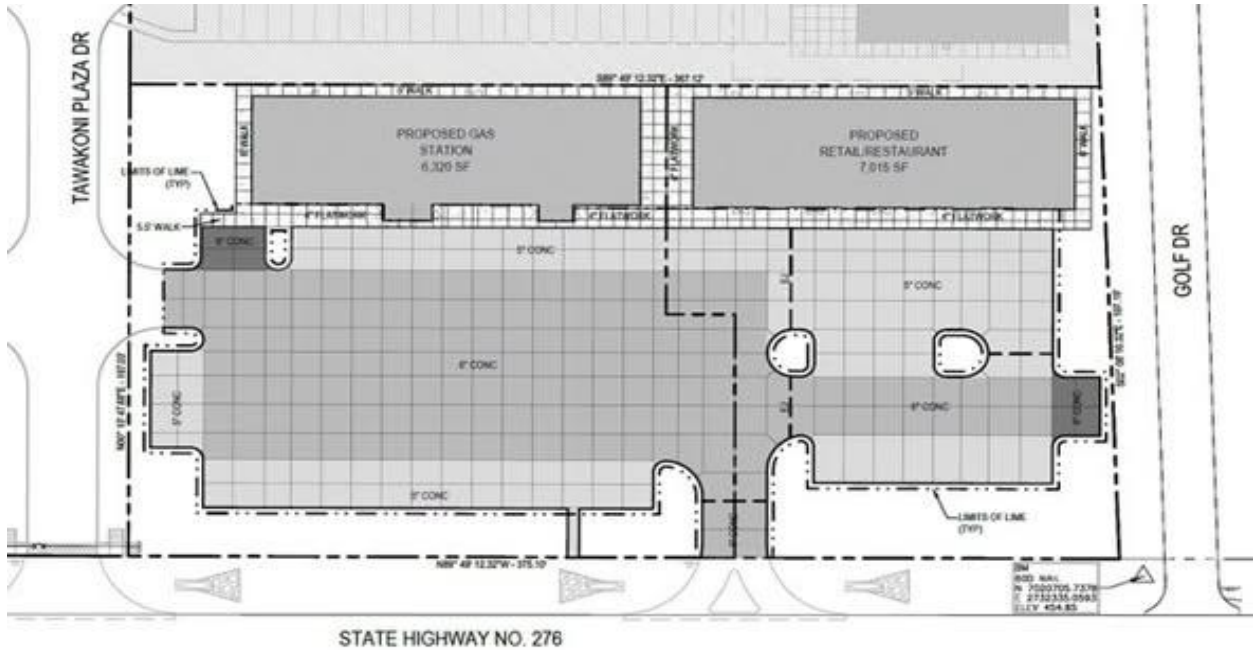
The adjoining property may also be available and could increase FM 513 frontage by as much as 700 feet. Full disclosure: this property is owned by 1st Strategis, LLC, J.R. Smith, Broker/Owner, and is not currently actively listed for sale.



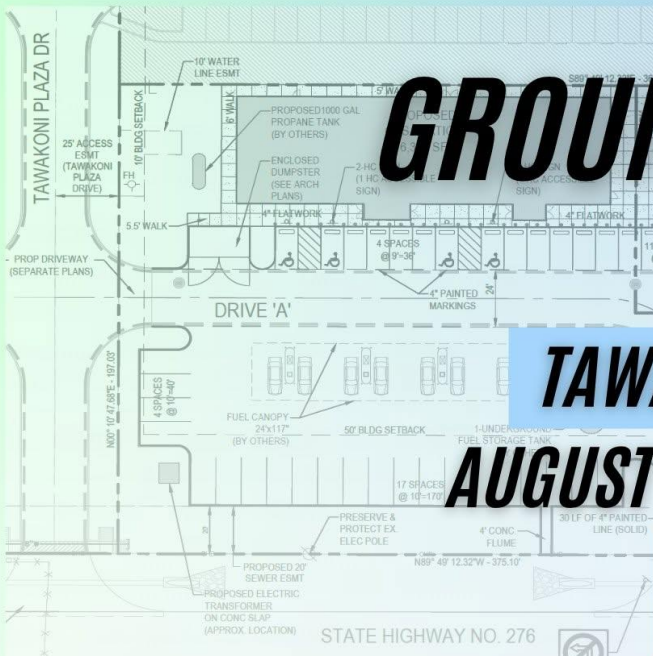
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Major Ground Breaking Ceremony

Tawakoni Plaza Phase I in West Tawakoni



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GROUND BREAKING CEREMONY

TAWAKONI PLAZA PHASE I

AUGUST 26, 2026 AT 9:00AM

**1636 E. HWY 276
WEST TAWAKONI, TX. 75474**

Let's Celebrate the start of West Tawakoni's newest development!

Phase 1 brings restaurant, retail, gas station, and liquor store projects. Hotel and residential developments on the way. We invite the entire community to join us and be part of this exciting beginning

- ✓ Restaurant
- ✓ Retail
- ✓ Gas Station
- ✓ Liquor Store



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Social Media Presence

One of the points I try to emphasize in this OM is an almost 50 years of good business practices that have added “good will” into the value of the investment that goes beyond the numbers on a spreadsheet. This 5 star review below was recently posted on Facebook. It truly represents one of many great reviews I have seen for RV park. There are more, if you have an account, I encourage you to take a look.

8:30

📶

📶

📶

<

Kenny's's post



Kenny's Landing Campground
49m · 🌐

👍👍 2

👍 Like 💬 Comment ➦ Share

<



June Hastings
1 review

⋮ ✕

★★★★★ 3 months ago

I'm not one to review but, I have to say this. I lived around the West Point, royse city, Quinlan, and Greenville area for almost 18 years. I've seen almost every camping option around tawakoni. Kenny's landing is the absolute best of all of them.

It's clean, it's maintained, no one's yelling or fighting or obviously intoxicated.

The owner, Miss. Crystal, will make you feel at home and welcomed the moment she meets you. We pulled in and she didn't ask for money nothing just immediately wanted to make sure we were situated and happily situated at that. We had to ask her "do you want our money?"

What she's doing there is something really awesome and, I can genuinely say we will be coming back for a very long time. One day, to hopefully live here.

❤️ 1

👍 Like 💬 Comment ➦ Share

The people who live there are beyond kind and friendly, you can tell it's a very close community that's been built here. Mr. Robert, a machine of a human, always fixing things making sure everything is at the top of its game. Mr. Dave and his body building blue heeler who welcomed us

with smiles and conversation.

When we set up our camping gear we not once at any point felt unwelcome, unsafe, or unsanitary.

There's water and electric and even showers and bathrooms you can use. Also, incredibly clean.

To wrap it up. This place will make you feel like the world outside the gates doesn't exist.

It's to good of an experience to not share with anyone. I recommend anyone, especially if you're sleeping in a tent, to come here.

👍 Like 💬 Comment ➦ Share