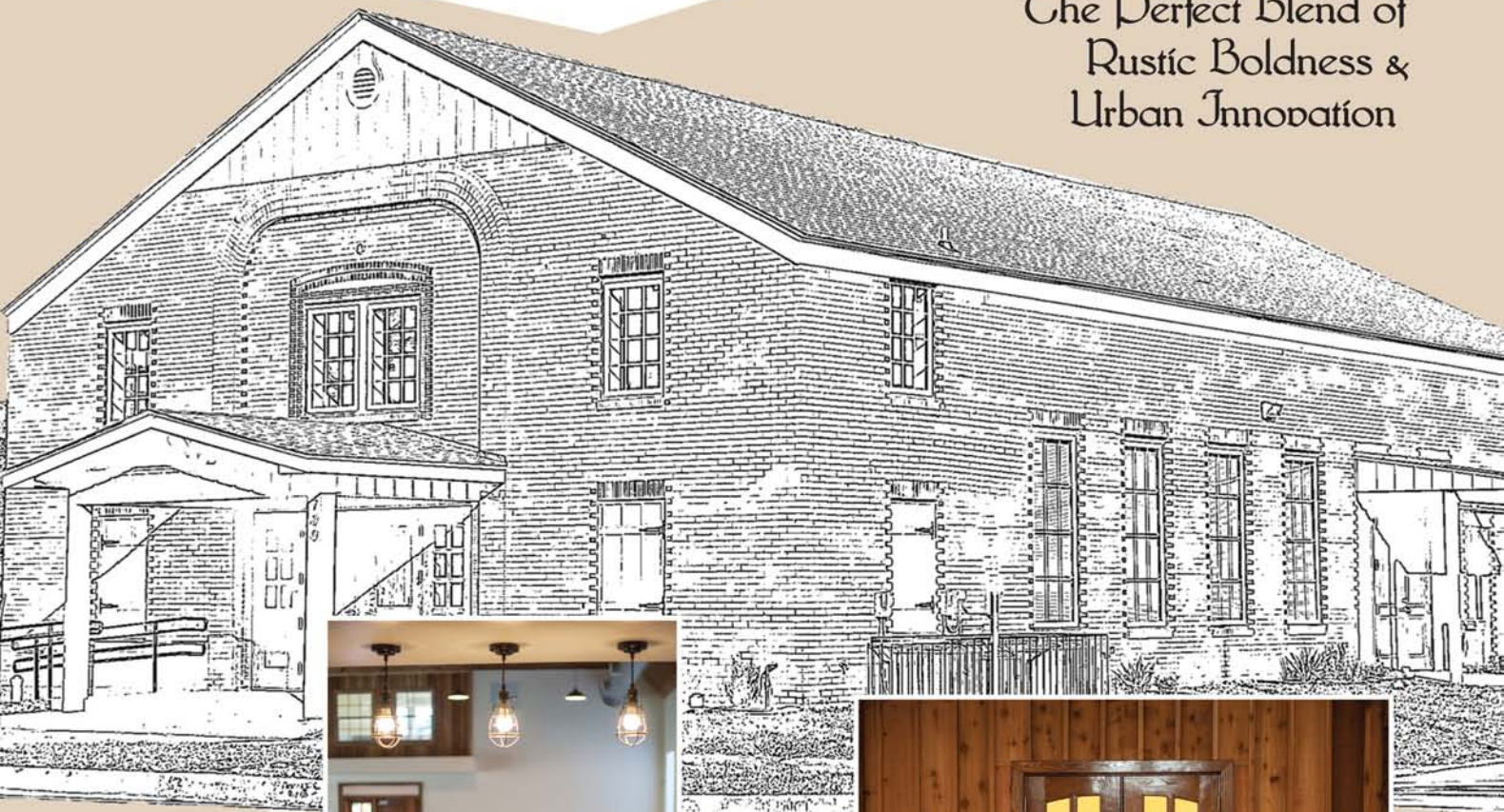


THE  
Old Church  
WINERY

The Perfect Blend of  
Rustic Boldness &  
Urban Innovation



700 N. MAIN ST. • McALLEN, TX



## Elegant. Unique. Warmly inviting.

The Old Church Winery, opening in January 2017, is a beautiful and distinctive venue. As the first urban winery in South Texas, a prime location in the heart of McAllen, wine bar, new fully equipped catering kitchen, striking architectural features, beautifully restored wooden beam ceiling, handicap accessibility, and 152-person capacity, The Old Church Winery is sure to quickly become a Valley favorite.

In fall 2017, The Old Church Winery will be ready to offer an urban wine tasting experience. Our climate controlled active wine room house barrels of wine at the optimal temperature so patrons can enjoy the luxury of creating their own custom wine blends. An ever changing selection of wines from Texas and California will ensure a treasure chest of styles from opulent merlots, to creamy white wines, and oaky pinot noirs.

We look forward to hosting wine-making parties, wine tastings, corporate meetings and special events. As the pioneering urban winery of the region, The Old Church Winery hopes to lead the creation of an urban wine trail in the Rio Grande Valley.



## Building On History

The building which would ultimately become The Old Church Winery was slated to become another casualty of urban growth - it was to be torn down and converted into a parking lot. The building had essentially been empty for the greater part of 8 years. Unless of course you want to count the family of raccoons that made the building their home.

Constructed in the 1940's, The Old Church Winery building was initially developed as - unsurprisingly- a church. The passage of time, and a change of many hands, gave the building a colorful history. It once served as a hobby shop and then became an Alcoholics Anonymous meeting center. Its last tenant was the highly lauded American sculptor, Douglas Clark, who had converted the building into a studio and residence.

And then it was empty once again.

Dilapidated, and seemingly at the end of its journey, the verdict had been solemn and definitive - tear it down. That was of course until McAllen Chamber of Commerce fatefully intervened.

Where others saw a desolated old church,



Steve Ahlenius, President of the McAllen Chamber of Commerce, saw the potential to provide the City of McAllen a unique experience, the first of its kind in the region. So was birthed the idea of The Old Church Winery.

Now, after an investment of \$195,000, McAllen Chamber of Commerce has beautifully renovated the Old Church and given it a new life. Bright picture windows, rustic wood doors and cedar accents, an exceptional sound system, a freshly restored floor, brand new air conditioning units, and upgrades to bring it to code, a building nearly forgotten to time is to be the catalyst of a new era.

### Heart of the City - More Than Urban Redevelopment

The Heart of the City is so much more than just buildings and businesses. It's more than an economic development initiative. It is living history. Our downtown draws on the past yet celebrates the growth of our community.

Home to the dynamic Art District, Historic District, the celebrated Archer Park, a thriving downtown, and an electrifying Entertainment District, the spirit of McAllen truly lies in the Heart of the City. With more than two dozen

art galleries, a 30,000 square foot Tuscan-style retail facility that houses studios and creative firms, speciality restaurants, the Casa de Palmas Renaissance Hotel, the McA2 Creative Incubator, and a bevy of specific features and destinations that continue to be a significant tourism draw, the Heart of the City offers both residents and visitors a sense of community identity, culture, place, and belonging.



As the third building to be repurposed by the Chamber, with the first and second iteration of the Creative Incubator taking the first two spots, The Old Church Winery is set to contribute significantly to the opportunities for cultural, leisure, community, and business activities that the area offers.

The McAllen Chamber of Commerce is dedicated to identifying new and creative initiatives to continue the prosperous and robust growth of the downtown. With visitors and locals contribut-

ing hundreds of millions of dollars to the local economy, innovative redevelopment projects like the Old Church Winery will have a ripple effect impacting, everything from quality of life to jobs to tourism. There is definitely new blood in the Heart of the City and McAllen is now more alive than ever.

## Innovation From the Ground Up - Developing Entrepreneurs, Driving Innovation

McAllen is the regional powerhouse of South Texas with focused effort on the quality of life as well as economic and community development. As the 5th largest MSA in the State of Texas, and one of the fastest growing metropolitan regions in the nation, the McAllen area has become a destination with first-rate commercial, retail, industrial, medical, and educational facilities.

The Old Church Winery is an excellent example of the innovative partnerships the McAllen Chamber of Commerce has helped to foster, with the support of the City of McAllen, City Commissioners, private businesses, and other civic organizations.



Over the last decade, the Chamber has been a champion for business innovation. They nurture startups by offering programs that to attract, retain, and spur entrepreneurs, artists, and inventors to effectively bring their ideas to fruition. Initiatives include:

- The I & E Network which provides monthly meeting opportunities for investors and entrepreneurs.
- The Innovation Grant Awards program that stimulates product innovation and business creation with grants totaling \$50,000 annually.
- The McAllen Business Plan Competition, in partnership with McAllen Economic Development Chamber, which awards \$7500 to the best new, independent, and for-profit venturer.
- Latina Hope Network that facilitates opportunities for Spanish speaking micro-entrepreneurs.
- The Idea Place initiative for innovators developing their ideas.
- The Tech Place collaborative workspace environment for start-ups and pre-launch ideas.
- The Food Truck Park optimally designed for food entrepreneurs.
- Size Up McAllen and much more.

With a great track record and meaningful, productive working relationships with the City of McAllen, the McAllen Economic Development Corporation, private businesses, and other regional chambers, the McAllen Chamber doesn't just renovate, it innovates from the ground up.