

George and Rich Hincapie say they plan to make extensive renovations to the former La Bastide property, including the addition of a pool. The brothers hope to draw cyclists as well as the general public. STAFF FILE

Hincapies buy inn, land

Brothers say renovated facility will also be cycling center

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Rich Hincapie said Tuesday he and his brother, George, have bought the La Bastide property in northern Greenville County, with plans to reopen the inn and its restaurant and bring the vineyards back to life.

The purchase price wasn't disclosed, but Rich Hincapie said the brothers will invest "several million dollars" in the purchase, renovations, landscaping and additions — including a pool — to the property formerly owned by Jim Anthony's Cliffs Communities company.

The goal is to establish a training destination for cyclists and athletes but also to keep "the integrity of what it was — the restaurant, hotel destination and just not cyclists or triathletes," Rich Hincapie said.


George Hincapie


Rich Hincapie

"It really would be open to anyone," he said. "We would encourage the normal public to go up there and enjoy it like it once was."

He said the catalyst for the Hincapie brothers was a need for a facility catering to cyclists, but also offering bike rentals and organized camps, Rich Hincapie said.

George Hincapie is a professional cyclist who in 1999 started the Hincapie Cycling Team in Greenville to develop nationally and internationally competitive cyclists.

Rich Hincapie formed Hincapie Sports LLC to promote cycling races in the Southeast.

In 2002, the brothers launched Hincapie Sportswear, a Greenville-based company that makes custom clothing and accessories for cycling teams and clubs.

Rich Hincapie said the brothers bought the La Bastide property from The Bank of Travelers Rest, which had acquired the closed inn at an auction.

The bank, which had foreclosed on the property, paid $200,000 and said it would resell the inn and adjoining land. Bank President Bruce White confirmed the sale to the Hincapies.