



**CHAMP**

*Heritage, Cultural, and Agritourism*

*Free Peer-to-Peer Mentoring*

**Expand or Improve Your Public-Facing Attraction**

## The Mancos Project, Montezuma County

### Project:

The Mancos Project is a high altitude athletic training program rooted in the Mancos Valley of Southwest Colorado.

### Mentor: Sara Martinelli

Sara Martinelli, along with her husband, is the owner of the company Three Leaf Concepts, a Boulder restaurant group that operates 7 restaurants, a catering company, and an organic farm, Three Leaf Farm. Sara has a degree from the University of Colorado in Anthropology and is a Certified Medical Herbalist.



*"Your mentor is an advocate in your field; they've already gone through what you've experienced, in one way or another, and their wisdom is invaluable. As it only takes your time to apply and dialogue with your mentor, it is not only worth it, but a great investment in yourself as a business, bent to improve."* Andrea Brewer, Wellness Director and Owner



### CHAMP Project:

Their CHAMP project focused on developing a sustainable business plan that outlined the development and marketing of programs and services. The Mancos Project was interested in transitioning into a self-sustained center for athletes, while also opening it up as a wellness center and farm-to-table inn, with classes ranging from cooking to permaculture design courses.

### CHAMP Project Deliverables:

- A business plan template that integrates the three business concepts, high altitude training; the inn, ranch and yurt stays; and farm-to-table wellness, was created.
- A marketing plan was developed to define the unique attributes of the business, target markets,

marketing opportunities and language to articulate The Mancos Project offerings.

- Verbal coaching was provided on ideas specific to business lines, in particular, the farm-to-table and wellness products.

*"We are very satisfied, as we implement the advice we were gifted on the daily to help us navigate running our business as a married couple. Our marketing plan has given us focused clarity to move step by step*

*through building our presence locally, regionally and globally." Andrea Brewer, Wellness Director and Owner*



#### **Words of Encouragement for Peers:**

*"Be open about your goals with your mentor. It was really refreshing to approach our mentor as a brand-new enterprise, and be met with compassion and understanding as to the amount of effort it has taken and will continue to need to grow to the levels we hope for. That, more than anything, has fed us through the longest, emotionally challenging season to date: that not only someone understood, but believed in our abilities and gave us the honest, uplifting feedback*

*of what it will really take to get where we're hoping to be in 10-15 years." Andrea Brewer, Wellness Director and Owner*

#### **Has your new venture inspired further expansion with your project or others in your community?**

*"Yes. Our participation in CHAMP has given us the confidence and know-how to continue to build our business in a sustainable manner. The clarity that information produces has allowed us to see and pursue opportunities within our communities that dove-tail with and feed our business." Andrea Brewer, Wellness Director and Owner*

#### **About CHAMP**

The Cultural, Heritage/Agritourism Mentor Program, or CHAMP, exists to stimulate the development of high-quality cultural, heritage and agricultural tourism experiences for travelers in Colorado. CHAMP is a FREE peer-assistance and training program for farms and ranches, businesses, museums, attractions and organizations that want to improve or expand their own cultural, heritage tourism or agritourism offerings.

#### **To Learn More or Apply to the Program**

Please visit the CHAMP website: <http://industry.colorado.com/champ-program>

**Questions?** CHAMP Coordinator: Kara Penn | [kara@missionspark.org](mailto:kara@missionspark.org) | 303.579.2219