

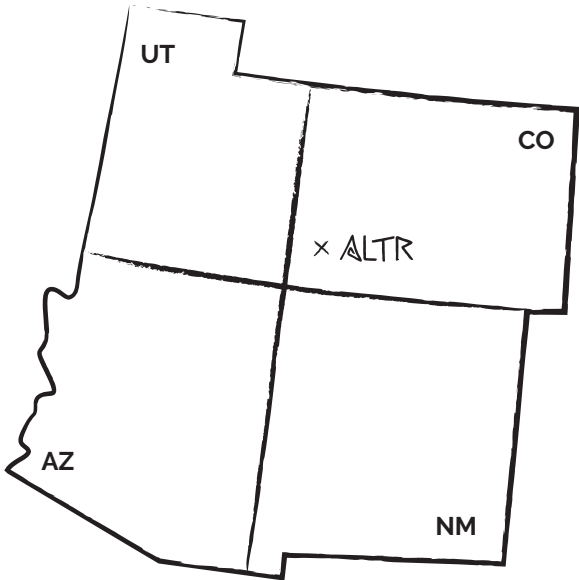


Ancestral Land Trust and Retreat

The Ancestral Land Trust and Retreat (ALTR) is a non-profit 501(c)(3) organization that is seeking to purchase and manage 38 acres of land in Cortez, Colorado. Located in the McElmo Canyon along the southern border of the Canyon of the Ancients National Monument, ALTR will manage the property and holdings in accordance with the "Rights of Nature". Rights of Nature principles recognize the natural environment's rights to exist, flourish, and be restored. Grounding management and operations in these principles will integrate ecological, economic, and social spheres in sustainable daily practice.

The "KPBnB" has been on the market since 2016 and is currently listed at \$995,000. The current owners acquired the property in 2003 and have run it as a prosperous tourism business for nearly two decades. They have reached retirement age and are eager to pass the property on to the next generation of stewards. ALTR will infuse new energy and ideas into the property, integrating land, culture, and community.

The 38-acres include an 11-bedroom, 14-bath complex that hosts tourism, group retreats, workshops, educational programs, and community outreach seminars. In addition to the main house and four cabins, there are RV and camping sites, a large meeting room, and on-site housing for workers.



Our Vision

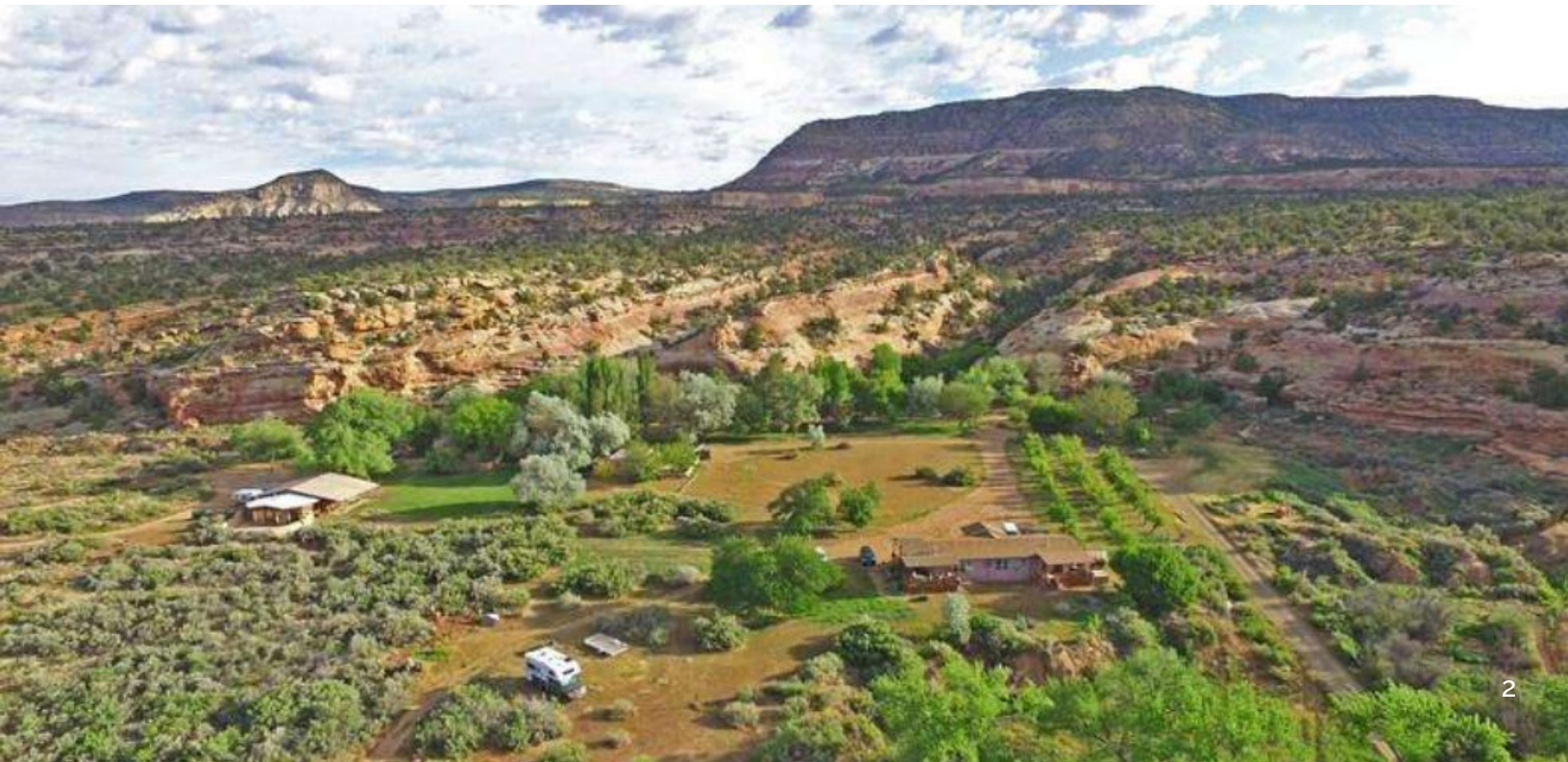
We envision a **transformation** of the existing bed and breakfast into a wellness and educational retreat. By shifting the focus to longer stays and events, we will tap into the growing demand for **restorative experiences** in rural environments. The expansion of outdoor meeting facilities will complement the existing event space, allowing for a greater variety of **educational and professional gatherings** in a safe and flexible space.

As part of the educational mission of ALTR, the Retreat will function as a practicum site for **New York University's Tisch Center Sustainable Tourism Laboratory**. ALTR will host practicums and seminars for students, who will learn the theory and practice of sustainable tourism and event management. ALTR will offer endowed fellowships for hospitality and tourism students to spend a season working in the Retreat, with room, board, and stipend.



As part of ALTR's commitment to the Rights of Nature, we will undertake an assessment of the land and its resources, with the goal of **restoring natural ecosystems**. As part of this restoration, we will create vegetable and herb gardens that make use of greywater systems. The agricultural sector of ALTR will provide sustenance for the hospitality enterprise which in turn will contribute fertilizers and recycled water.

The seasonal products of the farm will be used in the **Kitchen Collaborative** in service of the event and hospitality program. Farm products will be sourced and traded within a regional farming





network, reducing carbon consumption and energy expenditure. While conducting outreach programs to improve regional food access and education, the Kitchen Collaborative will be grounded in the region's culinary traditions. A **Chef-in-Residence program** will operate the kitchen as part of a Culinary Fellowship. We envision a renovation and expansion of the kitchen facilities to include indoor/outdoor space, bread making, and open-air seating.

Ancestral Land Trust and Retreat will operate a **Wellness Center** where practitioners of massage, native medicines, and meditation practices can work collaboratively. ALTR's incorporation of well-preserved ruins of the Ancestral Puebloan culture into different healing practices will be an integral part of restoration and wellness experiences.

ALTR will offer space for writers-in-residence as part of the **Rudolfo Anaya Southwestern Literature Fellowship**. Indigenous and regionally based writers will receive a stipend to work on projects, host writing seminars for local schools, and offer lectures on their craft. Writers-in-residence are offered a stipend and accommodation with the goal of fostering the development of indigenous writers and regional literature.





The Back Story

The KP BnB began as a retirement site for the Kelly family in the 1960s and evolved into a signature Bed and Breakfast. Over the past forty years, Kelly Place has established its tourism niche, growing into a prosperous seasonal enterprise.

Located on the Colorado Plateau at an altitude of 6,100 ft (2033 meters), the land is 10 miles southwest of Cortez, Colorado. Situated within the Four Corners' stunning landscapes, ALTR is close to Mesa Verde and Canyonlands National Parks, is adjacent to Canyon of the Ancients National Monument. It is a key spot along western **tourism** routes and far enough from major cities to be attractive to those looking for **rural repose and rejuvenation**.

Current revenue is derived from educational groups, events (weddings and parties), rentals from the 11-room bed and breakfast, camping and RVs—a 44-bed capacity. The 38 acres, along with its existing infrastructure, Ancestral Puebloan archeological site, and bed and breakfast are included in the sale.

In the current travel climate, when people are looking for authentic experiences in safe, uncrowded, rural venues, reinvigorating and transforming the KP BnB is happening at an opportune time. By honoring the Rights of Nature, we propose an **alteration of the norm**, creating a lasting transformation of people, society, and the land.



The Proposal

- + The Ancestral Land Trust and Retreat (ALTR) proposes to purchase the parcel of the “KP BnB” and its holdings.
- + Operation of ALTR and its holdings will be in accordance with the principles of the Rights of Nature.
- + ALTR will operate the holdings as a not-for-profit organization.
- + ALTR will use the revenues generated on the property to invest further in the property, sustain ongoing fellowships, and eventually acquire neighboring holdings that can be incorporated into the Land Trust. A priority will be an adjacent 36-acre parcel.
- + ALTR is governed by a voluntary (unpaid) Board of Directors. The Board operates on principles of consensus-building and inter-generational governance. In addition to managing the property’s legal and financial affairs, the Board is responsible for the Trust’s overall stewardship and management, which includes the hiring of land stewards, farmers, hospitality managers, and laborers.

Why it works

The coronavirus pandemic has highlighted the need for creative ways of engaging with a rapidly changing world; this project can be part of the **paradigmatic shift of 2020** and beyond. Sustainability does not mean self-reliance. It requires the creation of an interdependent web of enduring and resilient social, environmental, and economic relationships. This is precisely what ALTR is uniquely situated to facilitate.

By organizing the purchase of land under the umbrella of a non-profit entity, ALTR creates the possibility for **placing land in trust**, building a **community-based governance** structure, and stewarding the land in perpetuity. The Trust's income-generating tourism and hospitality sector will be the first of its kind to operate using these principles in the USA.

While there has been a downturn in tourism due to Covid-19, there is every indication that domestic tourism is rebounding. There is also strong evidence that **rural tourism** is seeing the greatest increase in demand. Transforming the Kelly Place will allow the property to be self-financing within its first year of operation; that, in turn, will facilitate a rapid expansion of activities once group and educational travel reemerge. The site is already

well-known for hosting travel groups, photography workshops, and seminars - these groups will return in the coming months and years. The addition of fellowships and professional opportunities for students will infuse ALTR with energy and new ideas; a (re)creative process from which sustainable practices emerge.

There is a strong connection between holding the land in trust and ensuring the site's ability to sustain itself as a viable entity. By **reimagining** the existing bed and breakfast concept as a **laboratory and practicum site for sustainable tourism** and hospitality practices, the project will put its educational mission into practice on a daily basis. The Trust's association with NYU's Tisch Center of Hospitality helps to ensure that our core principles will be part of the learning experience for future generations of students.

The site is impeccably situated on the high desert plains of Colorado. It is bordered by a national historic site and thousands of acres of public lands. It is also close enough to urban areas that air transportation, services, and supplies are easily accessible. It offers rural repose, stunning natural beauty, a functional infrastructure, and deeply rooted cultural context.





Next Steps

- + ALTR is **raising capital funds** for the purchase of the property, the initial outlay to cover key upgrades to infrastructure, and salaries. All contributions are **tax deductible** under 501(c)(3) provisions. As soon as sufficient funds are raised and due diligence completed, an offer will be made for Kelly Place.
- + ALTR will be financially **self-sufficient within a year**, with all profits reinvested into programs, infrastructure, and the acquisition of adjacent properties. The ALTR Business Plan is available upon request.



Five Year Plan

YEAR 1 : ASSESS, ADJUST, AND ACCLIMATE

- + BnB continues to bring in revenue through tourism, with an increasing focus on attracting groups.
- + Development of outdoor meeting spaces and expansion of “glamping” infrastructure.
- + Assess infrastructure strengths and deficiencies:
 - Land Steward will produce reports at intervals agreed to with the Board on:
 - Buildings:
 - Electricity
 - Water
 - Sewage
 - Kitchen (with expansion into outdoor kitchen space)
 - Land and Water Assessment
 - Agricultural Survey and planning
 - Trails and Activities mapping
 - Archeological Survey
- + Community Engagement

YEAR 2 : SHIFTING THE MODEL, PLANNING FOR CHANGE

- + Reduce “casual tourism” to a maximum of five guest rooms when groups are not present. Move towards a model of extended stays, week-long seminars and group retreats.
- + Master Plan developed and financed by end of year
- + Writer-in-residence program launched
- + Chef-in-residence program launched
- + Land Placed into Trust
- + Community farming and educational programs launched

YEAR 3 : CONSTRUCTION AND CONSOLIDATION

- + Expansion of winter season tourism
- + Glamping installations
- + Outdoor Kitchen
- + Expansion of outdoor meeting and event spaces
- + Conversion of outbuildings to studio spaces
- + Expansion of community based programs
- + Transformation of water and sewage infrastructure

YEAR 4 : PRACTICE AND PERMANENCE

- + Achieve balance in tourism and events
- + Consolidation of fellowships
- + Agricultural continuity
- + 100% renewable energy
- + Deepening cultural networks and community ties
- + Board Elections

YEAR 5 : FRUITS OF THE HARVEST

- + Consolidation of yearly retreats and tourism cycle
- + More complete integration into Cortez farming, water management, and cultural networks
- + Host national symposium on the Rights of Nature and tourism
- + Increase fellowship endowments
- + Expand educational offerings within Cortez
- + Farm delivers 75% of hospitality needs