



# Colorado Residential Mountain Resort & Hospitality

## *The Tree Farm Mixed-Use Project*



## The Tree Farm Design Concept:

- Designed for year-round live-work-play lifestyle and living experience.
- Making the Luxury resort, residential, & retail experience eco-friendly by integrating the mountain environment into the design concept.
- The Tree Farm development provides easy access to four world-class resorts all within minutes of each another – close proximity to Aspen Mountain, Aspen Highlands, Buttermilk and Snowmass.
- Waterfront and Mountain views.
- Lake front resort and hospitality amenities.
- Health, Wellness and Sports recovery center



- Year-round outdoor recreation activities:

- Fishing
- Hiking
- Water skiing
- Snow and cross-country skiing
- Mountain bike and road biking
- Outdoor services and equipment rentals
- Retail shopping
- Restaurant dining
- Bar and café nightlife



Willits  
Town Center

WHOLE  
FOODS

Hotel

Lot C-1

A - Lots

Lots B-2 & B-3

Lot B-1

SLIFER  
SMITH &  
FRAMPTON

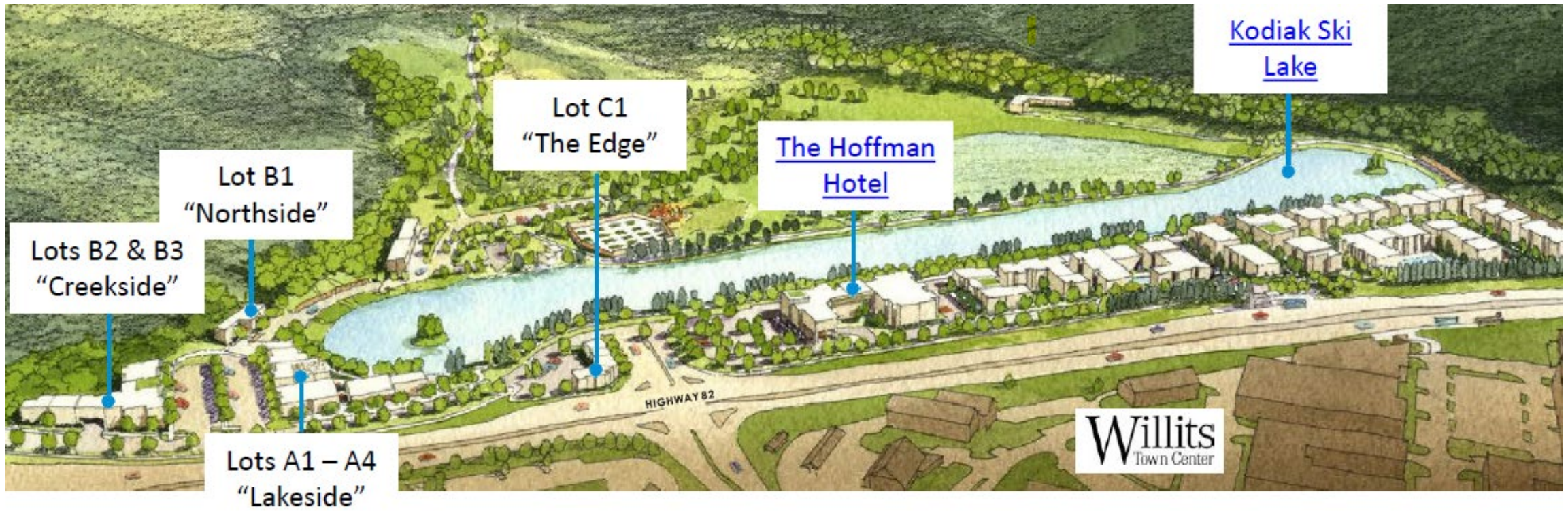
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GLOBAL PROPERTIES

COMMERCIAL SALES + LEASING + DEVELOPMENT + ENTREPRENEURIAL EXPANSION

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The **Tree Farm** is a 42.9 acre mixed-use project located in Eagle County, Colorado located within the Roaring Fork Valley near El Jebel and Basalt, with easy access to Aspen and Snow Mass world-class ski resorts. This new live, work, stay and play community is a model for energy efficient and sustainable design in the Roaring Fork Valley. No other project in the region offers lakeside views, dining, residences and trails all in one place.





**Willits**  
Town Center



## Details

PUD Total Acres	42.91
Open Space Acres	22.2
Open Space Percent	52%
Maximum Net SF	514,193
Maximum Residential Net SF	379,635
Maximum Dwelling Units	340
Maximum Overall Dwelling Units/Acre	7.9
Maximum Allowable Commercial Net SF	134,558
Maximum Single-Use Retail Space Net SF	30,000



Downzone to Resource  
Zone District

The Tree Farm PUD  
42.9 acres

KODIAK  
LAKE

State Highway 82

RFTA BRT Station

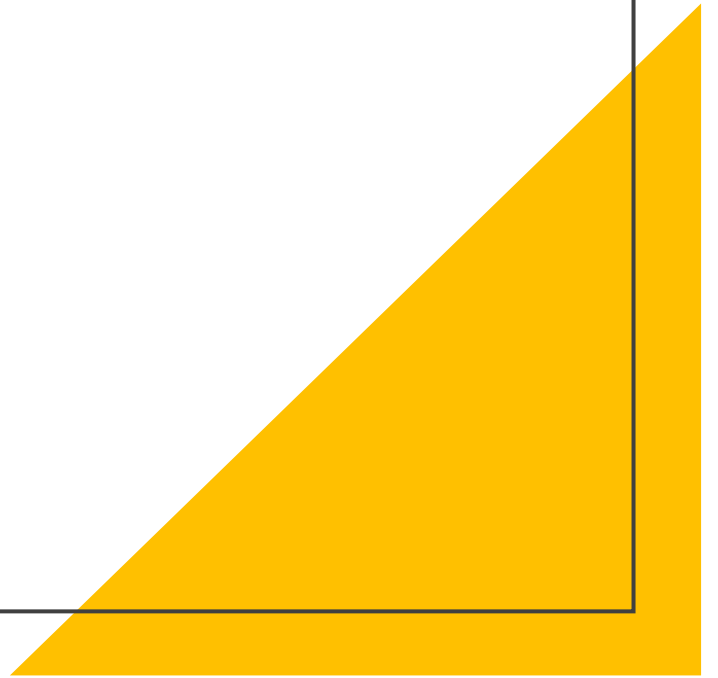
East Valley Rd.

Hurst  
Property

Lot B1 "Northside"		Lot B2 & B3 "Creekside"		Lot A1 - A4 "Lakeside"		Lot C1 "The Edge"	
Parking	Surface	Parking	Underground and Surface	Parking	Underground and Surface	Parking	Surface
Building Use	Free Market Residential	Building Use	Free Market Residential	Building Use	Free Market Residential & Commercial	Building Use	Affordable (Deed Restricted) Residential & Commercial
Total Units	6.00	Total Units	35.00	Total Residential	14.00	Total Residential Units	10.00
Unit Mix	2.00 1 Bd 1Ba 2.00 2 Bd 2Ba 2.00 3 Bd 3Ba	Unit Mix	4.00 Studio 14.00 1 Bd 1 Ba 15.00 2 Bd 2 Ba 2.00 3 Bd 2 BA	Unit Mix	1.00 1 Bd 1 Ba 7.00 2 Bd 2 Ba 4.00 2 Bd 2 & 1/2 Ba 1.00 3 BD 3 Ba 1.00 3 Bd 3 & 1/2 Ba	Unit Mix	10.00 1 Bd 1 Ba
Acerage	0.14	Acerage	0.61	Acerage	0.59	Acerage	0.46
Stories	3.00	Stories	3 Above Ground 1 Below (Garage)	Stories	3 Above Ground 1 Below (Garage)	Stories	2.00
Total SqFT	7000.00	Total SqFT	42737.00	Total SqFT	36494.00	Total SqFT	10763.00
				Residential SqF	23217.00	Residential SqFt	5238.00
						Commercial SqFt	5525.00



## **Mono Hospitality Group — Overview:**



### **Hospitality at The Tree Farm:**

With the Roaring Fork Valley as its backdrop, the Tree Farm Development promises a unique and unparalleled hospitality experience.

### **Capturing the Market with Mono Hospitality Group:**

Recognizing the immense potential of Tree Farm's captive audience, Mono Hospitality Group has meticulously crafted a range of elite dining and beverage venues. Our aim? To ensure that a significant portion of the visitors' dining expenditure remains within our precinct.

**Innovative Dining Cluster Design:** Drawing inspiration from the bustling food corridors of Italy and Japan, Mono Hospitality introduces a revolutionary "cluster" design for its restaurants. This layout serves a dual purpose:

- **Magnetic Synergy:** The age-old adage, "Nothing draws a crowd like a crowd," holds true -positioning our dining establishments in close quarters, we create a magnetic pull. Guests can effortlessly transition between diverse culinary experiences without the hassles of long walks or drives. The result? We retain a larger share of diners.
- **Cost Effective Efficiency at its Best:** Our unique construction design offers a strategic advantage - a planned "commissary" zone, located conveniently beneath the restaurant alley, provides easy access in and out to each location via a centralized production kitchen with shared cold storage facilities, ensures streamlined operational excellence and enhances cost-effectiveness.

**Sports, Health and Wellness at the Tree Farm - The Tree Farm Performance Ski and Athletic Center** : Nestled in the heart of Colorado, the Roaring Fork Valley and its neighboring mountain terrains stand as an unparalleled haven for outdoor sports enthusiasts.

**Sport-Specific Training:** The past two decades have witnessed a meteoric rise in the popularity of sport-specific training. With projections indicating sustained growth, the future of this training approach shines bright.

- **Golf and Ski Training** technology, for year-round engagement. With state-of-the-art facilities and the latest training methodologies, we offer personalized programs tailored to individual goals.
- We acquire expertise of local athletic legends and coaches - World Champion extreme skier Chris Davenport, and Olympic Halfpipe Skiers Hanna Falhaber and Alex Ferreira are not just inspirations but potential collaborators in our mission.

**Strategic Collaboration:** Our ambition extends beyond just training.

- By aligning with the newly established Steadman Philippon Clinic and Surgery Center, we aim to offer a holistic approach to athletic excellence, ensuring that our members receive both top-tier training and unparalleled medical care.

## Mexican Taqueria and Seafood

**Dine in Authenticity:** Step into an ambiance that resonates with the vibrant spirit of Mexico. With seating for 45 and an intimate 8-seat bar, our Mexican Taqueria and Seafood restaurant promises an immersive culinary journey.

**A Culinary Ode to Mexico:** Our menu is a tribute to the rich tapestry of Mexican cuisine. We prioritize the freshest ingredients, ensuring that every dish bursts with bold flavors and authentic taste. Dive into a menu that seamlessly blends traditional dishes from across Mexico, with a special spotlight on the coastal delights of Oaxaca. And, to add a contemporary twist, we've infused inspirations from Southern California and Baja California.

**Beverages that Complement:** Elevate your dining experience with our exclusive “all-Mexican” craft cocktail list. Sip on our house-made sangritas, a testament to our curated collection of the finest agave spirits. For those who prefer wine or beer, our diverse selection of wine and craft beer on tap promises to impress.

**Casual Yet Captivating:** Our restaurant embraces a relaxed order-at-the-counter format, exuding the lively energy of a food hall. It's a space where casual meets chic.

**Signature Delights:** Our menu boasts of signature dishes that promise a gastronomic adventure. Relish the smoky flavors of our Smoked Maine Scallop Tacos, indulge in the freshness of Wild Caught Mexican Shrimp Ceviche Tostadas, or savor the rich taste of our Duck Carnitas.



## Pizzeria and Italian Chop House

**Elegance Meets Authenticity:** Welcome to our upscale Italian chophouse and gourmet pizzeria, designed to accommodate 45-50 discerning guests. The ambiance, adorned with dark wood finishes and sleek lines, transports you to a haven of old-world Italian charm.

**A Theatrical Dining Experience:** The heart of our restaurant is the open kitchen, where the magic unfolds. Witness the mesmerizing dance of flames in our wood-burning oven and live fire grill. Every dish is a performance, and for those who seek an unobstructed view, our 8-seat counter offers a front-row experience. Watch our maestro chefs craft culinary masterpieces, right before your eyes.

### Menu Highlights:

Dive into a menu that celebrates the best of Italian cuisine with a modern Italian flair - from prime steaks and chops that echo the legendary flavors of New York's Peter Luger's, to signature dishes that promise to tantalize your taste buds:

- **Legendary Chopped Salad:** A symphony of fresh ingredients perfectly tossed.
- **Grilled Grape Leaf Wrapped Whole Bronzino:** A dish that marries tradition with innovation.
- **Chicken Liver Bruschetta:** A rich and flavorful delight.
- **Burrata Stuffed Squash Blossom Pizza:** A gourmet pizza that's a testament to our culinary creativity.
- **Takeout Delights:** For those on the go, our pizzas and select small plates are available for takeout, ensuring you never miss out on our culinary offerings.



## Shin-Mono: The Pinnacle of Japanese Culinary Artistry

**A Dining Revolution:** Introducing Shin-Mono, which translates to "new things", a testament to our commitment to pushing the boundaries of traditional Japanese cuisine. We take pride in elevating even the most humble of dishes to unparalleled heights.

**Ambiance & Experience:** Shin-Mono seamlessly marries the vibrant energy and close-knit intimacy of an Izakaya with the laid-back charm of a ramen shop. The result? A dining atmosphere that's both electric and comforting.

**Menu Masterpieces:** Our menu is a canvas of culinary innovation. Dive into Michelin Star caliber ramen, exquisitely crafted hand rolls, and tantalizing crudo. Explore Izakaya-inspired small plates and house specialties that promise to be unforgettable. Highlights include:

- **Wagyu Katsu Burger:** A harmonious blend of luxury and flavor.
- **Mucho Midori Ramen:** A bold fusion of smoked Jalapeño and Poblano Chiles, redefining the essence of ramen.

**Japanese BBQ Tables:** Elevate your dining experience with our six Japanese BBQ tables, each equipped with retracting vent hoods. These tables are a centerpiece of our dining room, where guests can indulge in dry-aged steak cuts, grilled to perfection.

**Cocktail Craftsmanship:** Our bar is not just a place to drink, but an experience in itself. Curated by one of the world's leading mixologists, our cocktail menu is both sophisticated and accessible, ensuring every sip complements your culinary journey.



## Omakase-Mono:

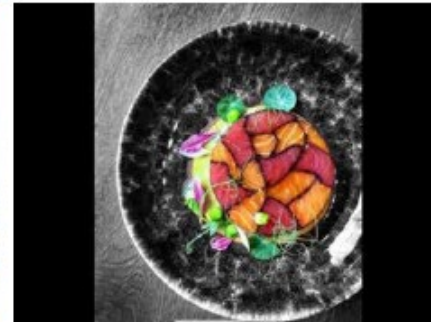
**A Hidden Gem:** Nestled discreetly within our establishment lies Omakase-Mono, our most distinctive dining concept. This Omakase counter and speakeasy is designed for those with a penchant for the extraordinary.

**Exclusivity at its Finest:** With a mere 8 seats, Omakase-Mono promises an intimate and unparalleled dining experience. We cater to a select group, serving no more than 24 esteemed guests each evening, ensuring that every diner receives our undivided attention.

**Minimalistic Elegance:** The design of Omakase-Mono is a masterclass in minimalism. The understated elegance of the space serves as a blank canvas, allowing our chefs' creations to take center stage and mesmerize diners.

**A Global Fusion:** At Omakase-Mono, tradition meets innovation. While our chefs employ age-old Japanese techniques, they aren't bound by them. They venture beyond borders, sourcing ingredients from across the globe to craft dishes that are both familiar and novel.

**For the Connoisseur and the Curious:** Whether you're a seasoned Omakase enthusiast or a first-timer eager to explore, Omakase-Mono promises a culinary journey that's both enlightening and exhilarating.



## Mono Steak

This unique Japanese-Korean-American barbecue concept features a dedicated dry-aging room drying meat up to 120 days.

The menu includes a vast selection of domestic and imported beef, homemade Japanese and Korean-inspired sauces to enhance the flavor and a selection of side dishes from our Shinmono Izakaya and Omakase.

Each table is equipped with smokeless charcoal grills so dinner can be cooked by diners themselves as inspired by Cote NYC.





## Chadwick's: An Evening Oasis of Elegance

**A Versatile Retreat:** Whether you're seeking a pre-dinner aperitif, a relaxed evening savoring handcrafted cocktails and delectable small plates, or a soothing nightcap to conclude your day, Chadwick's is your destination of choice.

**Craftsmanship in Design:** The centerpiece of Chadwick's is its magnificent all-wooden bar top, meticulously carved from a singular piece of oak. This masterpiece is accentuated by the ambient warmth of our lighting and the refined elegance of our fixtures, creating an atmosphere that's both cozy and sophisticated.

**A Curated Beverage Experience:** At Chadwick's, every drink tells a story. Our menu boasts individually crafted cocktails, each a testament to our mixologists' artistry.

For those seeking something truly unique, our batched cocktails, aged to perfection in individual bottles, promise a taste that's both nostalgic and novel. And for the connoisseurs, our handpicked selection of whiskeys and other spirits offers a journey through flavors and eras.



**TREE FARM  
PROJECT SUMMARY  
&  
FINANCIAL ANALYSIS**

Here's a Dropbox link to the Financial Spreadsheet:

<https://www.dropbox.com/sc/fi/gw53w4xxqjp7p85e3c1tc/JeFFs-Adjustments-5-Tree-Farm-Proforma.xlsx?rlkey=ij098s2pa29ko2dsjmzyuy5e3&dl=0>

Financial model explanation video

- [https://bbemaildelivery.com/bbext/?p=video\\_lan\\_d&id=add19080-fc6c-4467-84d3-2e09867f0677](https://bbemaildelivery.com/bbext/?p=video_lan_d&id=add19080-fc6c-4467-84d3-2e09867f0677)

## THE MONO TEAM

### JEFFREY KLEIN | Managing Partner

Since beginning his career in Tokyo in the early 1980's, Jeffrey has been an innovator in creative branding and concept development across a number of industries. Founding Tokyo based design/marketing company Can Communication in the 1987, he established licensing and product development for foreign companies including licensing of the NCAA for Descente and Suntory. Jeffrey was also the International Coordinating editor for Elle Magazine, Elle Homme and Elle Decor for Time/Hachette Japan.

Turning his attention to the entertainment industry, Jeffrey was the Executive Producer of "The Hidden" for New Line Cinema and his company Smokestack Films has been producing original content in the U.S. ever since.

In 1998, Jeffrey created one of the first (if not the very first) licensing agreements with a celebrity chef thus creating the uber successful Matsuhisa, Aspen. Jeffrey designed, arranged funding for and negotiated the licensing agreement for Morimoto, Bangkok as well as created many original concepts include Thai-tini in and Buchi in Aspen and in The Bancroft, O Asian Grill/The Noodle Shop, and The Office in South Beach.

Jeffrey is also a Chief instructor of Shotokan Karate of America in Los Angeles, New York, France, Spain and Israel.



# Mono HG Team

## Construction:

- RVC - <https://rvconst.com/experience/>

## Architects:

- **Z Group Architecture & Interior Design**  
<https://www.zgrouparchitects.com/>
- **Katz Company**  
<https://www.katz-company.com/>  
jeffb@katz-company.com

## Real Estate:

- **Slifer Smith and Frampton**  
<https://www.slifersmithandframpton.com/>  
Mike Mercatoris | M 970.618.7092  
mmercatoris@sliferrfv.com

## Law Firm

- Dan Capobianco  
dan@dbcLawyer.com



# Mono HG Team

## Patrick Mosher – Corporate Executive Chef

Patrick has a myriad of international restaurant management and food design experience that ranges from being a private chef to a few of the worlds high-wealth individuals to that of opening over 40 restaurants internationally - Patrick brings 30 years of culinary skills and restaurant management experience to the Corporate Kitchens at The Tree Farm via The Mono Hospitality Group Team.

[www.monohospitalitygroup.com](http://www.monohospitalitygroup.com)

## Chadwick Lange – MonoHG Land Development:

Chadwick is the land management partner for MonoHG, and he has over 25 years' experience in real estate acquisitions, and management with properties in Colorado, Minnesota, and Florida. [Chadwick@monohg.com](mailto:Chadwick@monohg.com)

## Michael O'Connor - O'Connor Consulting, LLC:

Mike will be the Project Manager. Mike brings over 35 years of experience in multi-faceted resort area development. Projects include, but are not limited to, The W Hotel, Aspen, Snowmass Base Village, Dancing Bear Aspen, Aspen Art Museum. [www.oconnorconsult.com](http://www.oconnorconsult.com)

## Jeff Katz – Katz Company Planning & Design:

The Katz Company - provides comprehensive planning, design and project management services to owners, operators, developers, and design professionals in the restaurant, hotel, club, and resort food service industry worldwide – this includes the majority of the restaurants in Aspen, Colorado such as the The Little Nell, Matsuhisa–Aspen, Vail and Denver, and Morimoto-Bangkok to name a few.

# Mono HG Team

## Mike Mercatoris – Slifer, Smith & Frampton Real Estate:

Mike Mercatoris is the pioneering force behind the commercial and entrepreneurial Real Estate Division at Slifer, Smith & Frampton Roaring Fork Valley. SSF Commercial handles all aspects of commercial real estate from purchase & sale to leasing and budgeting.

[www.ssfcommercial.com/team](http://www.ssfcommercial.com/team)

## Smith & Frampton – Development Sales & Consulting:

Smith & Frampton is our in-house Development Sales team - with over 30 years of experience, elevating over 130 projects across the state, no one understands Colorado development like our team.

[www.sliferdevelopmentsales.com](http://www.sliferdevelopmentsales.com)

## Dan Wher – Sport Fitness and Wellness consultant:

Dan is the founder and president of Active IV Therapy. Dan has over 30 years of experience in the fields of personal fitness, sports, health and wellness – from an early career as a fitness trainer to becoming VP of 24hour Fitness, one of the largest Fitness Center Chains in the US and President of a large Fitness Center chain in Mexico.

## David Toma – Sport and Recreational Mobility consultant:

David is the Founder of Phantom Bikes and will provide recreational mobility services to the projects Sports and Recovery Center.



**CONTACT:**

**Jeffrey Klein**

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