



Southeast Idaho

Maple Grove Hot Springs

2020



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Jordan Menzel, Owner

Thatcher, Idaho

Started: 2019

maplegrovesprings.com



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Maple Grove is on the Oneida Narrows near the town of Thatcher, ID. Before the current owner, Jordan Menzel, and his group of investors bought the land and facilities in 2019, the soaking pools weren’t in the best condition and needed work and cleaning.

Now, Maple Grove is a 45-acre, fully off-grid experiential retreat center and hot springs property that includes furnished yurts, cabins and canvas tents for overnight stays and walk-in campsites. A river house provides a grab-and-go café, bathrooms and showers, and the new 30-foot retreat center is available for yoga and meetings.

The Small Business Development Center helped Menzel navigate taxes, employee hiring and registering with the state. “I’m glad I found the SBDC,” said Menzel. “It is helpful to know I’m not in this alone.”

Maple Grove overcame challenges from COVID-19 by reducing guest turnover with two-night minimum stays and closing the river house. With reservations entirely on-line, Menzel ensures the property is never overcrowded.

The SBDC continues to assist Maple Grove with graphic design services, tax help and Menzel’s next goal: B-Corporation status.



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