

Mission Adventure Tours



Sarah Neal managed Mission Kayak for over a year before she decided to purchase the business, expand its offerings and rebrand as [Mission Adventure Tours](#). Sarah took full advantage of the services offered by the University of Texas at San Antonio SBDC. She attended 29 different small-business workshops where she met with Business Advisor, Tracie Hervey. Tracie and Sarah worked on financials, strategy and process to support the business purchase.

Mission Adventure Tours, started in January of 2017, sells Kayak Tours, Bike Tours and Running Tours. Mission Adventure Tours is also expanding into the Kayak/Canoe retail business. Sarah saw a need in the San Antonio market for an all-in-one outdoor adventure tour company. Mission Adventure Tours works closely with the San Antonio River Authority, San Antonio Housing Authority, Lackland AFB's Teen and Youth Programs, Mission Road Ministries and numerous disabled veterans groups to discounts their tours so that these organizations can afford to take people on the tours. Mission Adventure Tours gives back to the local community by donating supplies and is also one of the largest sponsors of the San Antonio River Foundation's River Relay Race. Mission Adventure Tours donates all of their kayaks, paddles, lifejackets, shuttle services, etc. to help ensure the River Foundation has a successful event each year.

Sarah earned a Bachelor's Degree in Environmental Biology and certified in the American Red Cross 1st Aid and CPR/AED certification. She has the American Canoe Association (ACA) Level 2 Kayak River Instructor Certification, ACA Level 1 Stand-Up Paddleboard Instructor Certification, ACA Coastal Kayak Day-Trip Planner Certification, ACA Adaptive Paddling Certification and has a Texas Parks and Wildlife Texas All-water Paddle Craft Permit.

Sarah is a duty connected disabled veteran who shares that she experienced some difficulty adjusting to the civilian world. Over the last seven years, she used kayaking as a form of healing for herself and her family. Now, as the owner of Mission Adventure Tours, Sarah takes special pride in the fact that she can share kayaking with other veterans who also need a way to heal both physically and mentally.

With UTSA-SBDC's help, Sarah started and grew a single kayaking business to a significantly larger business, increased sales and employees. Sarah recently obtained a line of credit, which facilitates the cost-savings of buying the next season's equipment in advance. Sarah continues to work with the SBDC during the growth stage of the business.

"Tracie is a wonderful sounding board and she can give honest advice. Tracie is not a "yes" woman if she sees something that is not right or know that the idea is not the best. What I need is a person who is honest and is willing to tell me 'no.' Tracie is this person and that is invaluable to me." Sarah Neal, Owner