



It's February 2020, and a lot has been going on in your CMR!

Your Board of Directors met in January at its retreat to discuss the direction of each of the branches of the CMR (Education, Marketing, Legislative and Membership). The focus was on what more the CMR can do for you, its members, to assist you in running your resort even more successfully.

One of the things that was discussed, and is in process of evolution, is an easier to follow and understand membership page on the CMR website. Your Marketing Committee has made this page a much easier read, with links to Marketing, Education, Membership and the Legislative aspects of your CMR. Each of these links then has additional content pertinent to each area to include upcoming events, forms, and registrations.

Check out the evolving format of the new membership page by clicking this [link](#). Move around the page, and view its links to see how much more information is contained, and how much easier the format is to follow.

There is also a [link](#) from the membership page to view all Associate Member information. Instead of having to view our Associate Member information through the back door member portal, you can now view it with just a few clicks on the CMR website without using passwords.

Throughout this newsletter, we will link you to pages connected to the membership page so that you can see the most recent information regarding your Community of Minnesota Resorts. In some cases, this will shorten the actual Resorter Reporter Newsletter but make available to you content that has already been published in different areas. Just close the links to return to reading the Resorter Reporter. We are still keeping you up to date, but utilizing the membership page as an information portal via the Resorter Reporter.

We hope you like the format of the new membership page and its contents!

The Community of Minnesota Resorts exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry.

The Community of Minnesota Resorts' motto is: "Resorters Helping Resorters."  
"We believe that none of us alone is as smart as all of us together."

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Here are some helpful hints for navigating the external links in this newsletter.

When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter and be able to continue to page through its content and connect to other links.

## Community Of Minnesota Resorts Calendar of Events

- February 18 School of Resorting Class  
**Sign up now! See page 3**
- February 25th & 26th Day on the Hill  
**Sign Up Now!**  
(See Pages 3 for details)
- March 15th Scholarship Application Deadline  
**Apply Now!**  
(See Page 4 for details)
- April 7th Spring Workshop  
**Save the Date!**

**Make sure to mark your calendar for these events!**





Resorters with Senator Carrie Ruud

## All Aboard! CMR Day on the Hill February 25th and 26th

Email [info@sunsbay.com](mailto:info@sunsbay.com) to sign up now!

### Help Protect Minnesota Resorts!

In order to remain a viable segment of the Minnesota tourism industry, resorts need legislation in place to protect their legacy and longevity. Day on the Hill is an opportunity for us to communicate to legislators how best to implement legislation that allows resorts to function in the most favorable business environment possible so that the tradition of the "up north" Minnesota resort vacation exists for generations to come.

Through Day on the Hill, the CMR has, and will continue, to influence future legislative decisions by informing legislators how issues impact resorts and the travel and tourism industry in general. The legislators DO listen, and want to hear from the individuals they represent. The more attendees, the more we can voice our message: the more voices, the more we are heard. [Click here](#) to see a video about "Day on the Hill", learn more about the issues the CMR will discuss with legislators, and other important aspects of this year's event!

## SCHOOL OF RESORTING CLASS

February 18th 11:30 am

Sunset Bay Resort

(38274 County Hwy 44, Richville)

Sign Up by emailing:

Kristin Wherley at [info@sunsbay.com](mailto:info@sunsbay.com)

Lunch is provided, so we need a head count!

Help us paint and prepare our "leave behind" gift for legislators! [Click here](#) to be taken to the Education page of the CMR website to read more about our leave behind gift and this school of resorting class!



Explore Minnesota has announced the launch of its new website. Based on findings from a digital marketing audit conducted in 2018, a news release said, Explore Minnesota's website was rebuilt to better meet the needs of the traveling public, as well as the Minnesota tourism industry. [Click here](#) to read more about it.

You can view and browse the new site by [Clicking here](#).





### Applications are being accepted now!

In building on our motto of "Resorters Helping Resorters," one of our goals is to provide scholastic achievement within the resorting community. There are 4 scholarships available: the Carol Kirchner Memorial Scholarship began in 1999, the Pine Insurance Scholarship in 2012, our new sponsor Minnesota Resort Sales begins in 2020 and a CMR scholarship sponsored by our members.

### New in 2020!

Through the generous donations of our sponsors, **ALL 4 scholarship award amounts have been increased to \$750 to better assist applicants in their academic endeavors.** The scholarships are to be used for tuition and/or related fees for students in pursuit of their academic or vocational advancement. The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years. Associate Members are not eligible for scholarships.

### Who is eligible to receive a scholarship?

1. A senior in high school who is planning to attend a four-year college, a community college, or a vocational/technical college.
2. A current college undergraduate or vocational/technical school student.

**To be considered, the scholarship application must be postmarked on or before March 15, 2020. Please read the submission requirements closely.**

The scholarship application can be obtained by clicking on this link: [CMR Scholarship Application](#)

Scholarship recipients will be notified no later than May 1, 2020.

Any submission postmarked after the deadline of March 15, 2020 will not be considered.

Please note: Recipients cannot be awarded a scholarship two years in a row, but may reapply after this time. Submissions are to be mailed to the CMR office in a sealed envelope marked "Scholarship Application."

Mail To:

Community of Minnesota Resorts  
 Attention: Scholarship Committee  
 PO Box 61 Dent, MN 56528-0061

If you have any questions or need further assistance please contact the CMR Office Manager by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or call [320-212-5107](tel:320-212-5107).

Applications are being accepted now up through the DEADLINE TO APPLY OF MARCH 15, 2020.

You can read about last year's scholarship recipients by [Clicking Here](#).

## Marketing Committee Update

### Pay Per Click (PPC) Campaign

Your CMR Marketing Committee worked with Orange 142 on a Pay Per Click campaign in 2019. Per industry standards, it was successful. Therefore, we are working with them in 2020 as well. We do receive a report with the results and would like to share them with you.

Some of the stats included:

**Impressions:** How many times did the CMR website appear on the users screen

**Clicks:** How many times did the user click to go to the CMR website

**CTR (Click Through Rate):** What percentage of the people “clicked through” to the CMR website

**Conversions:** How many, of the people that saw the ad and clicked to the CMR, then went on to do what we intended them to do, in our case click outside the CMR website to one of our member website

The 2019 campaign ran June – August, and then again the last couple days in November and the month of December. Below is a recap:

Month	Impressions	Clicks	CTR	Conversions
June	12,109	932	7.7%	282
July	19,621	1,992	10.15%	706
August	11,287	991	5.46%	326
November	3,187	174	5.46%	25
December	2,356	1,293	8.37%	181

For 2019, the highest response was in July. During that time, we had a 10.15% Click Through Rate (CTR). That means that 10.15% of the people clicked to go to the CMR website. Of those people, 706 went on to do what we intended, which in our case is click outside the CMR website to our member websites etc.

Guests that click through would be very high quality. They have already looked through the CMR directory, most likely with the intention of booking a vacation and now saw something they liked about your resort. They aren't someone that just stumbled onto your website. They may be vacationers checking you out looking to book a stay. Now is a good time to make sure your listing on the CMR website is up to date. Take a look and see if there is something you can add that makes your resort even more attractive.



## Connect With Explore Minnesota

As part of the new Explore Minnesota Website, there is now a [Tourism Industry Page](#), built especially for and about the businesses and organizations that make tourism a \$15.3 billion industry.

This website is the go-to place to learn about the many ways you can get involved in tourism promotion and marketing opportunities. You'll also find a wealth of research and reports on the impact of tourism on the economy, along with travel trends and other useful facts and figures. We will keep this site up-to-date with training opportunities, and timely information on issues that may affect you.

Once in the site you can see links to Industry Opportunities, Explore Minnesota, Marketing and Research and Resources. As you scroll down on the page, you can also find the link to update your Explore Minnesota website listing. It now allows for more photos and video content!

### EMT Express

EMT Express provides biweekly news and tips for the people who market Minnesota tourism. Click [here](#) to be taken to the EMT Express website page to view current or past editions, or to subscribe for EMT Express to be delivered directly to your email.

## Update Your Web Presence Today!

### What is your web presence?

It is all of the websites and social media you subscribe to that require periodic updates to items such as pictures, rates and content. Year end is the perfect time to do this.

### Where are you listed now?

- Your own website
- CMR website listing– login at <https://minnesota-resorts.com/login/>
- Explore Minnesota listing– login at <https://extranet.exploreminnesota.com/login>
- Chamber of Commerce
- Local tourism associations
- Outside Travel Agency Listings  
(i.e. Resorts and Lodges, Trip Advisor, etc.)
- Social Media  
(i.e. Facebook, Twitter, Instagram, etc.)

**Make sure everything a potential guests sees on the web about your resort is up to date and accurate!**



The Minnesota Department of Health has a new grant opportunity that will be available on **March 2, 2020**, to noncommunity transient public water systems. The purpose of this funding is to support measures that address a potential contamination source that presents a high risk to a source of drinking water as determined by the Minnesota Department of Health. An equal cost share is required for receiving this grant. The minimum amount for any grant is \$250 and the maximum amount is \$10,000.

Deadline for applications is 4:30 p.m. **March 31, 2020**.

To download an application form and to review more detailed information about this grant program, please go to our website:

<https://www.health.state.mn.us/communities/environment/water/swp/transient.html>

## Community of Minnesota Resorts Spring Workshop

**SAVE THE DATE**

**When:** April 7, 2020  
**Where:** [Arrowwood Lodge at Brainerd Lakes](#)  
6967 Lake Forest Road  
Baxter, MN 56425

Be sure to join your fellow resorters for a day of learning. Plans for pre workshop classes on the 6th. We look forward to seeing you there!

More details coming soon.

