

RESORTER REPORTER



As a result of a discussion at this year's Community of MN Resorts' conference, we formed a Facebook group that our CMR members are invited to join. Our new FB group will include CMR event information, allow for greater networking, and will hold/organize content that is shared by the CMR.

We invite you to introduce yourself, ask questions, share ideas, and dive into discussions in our new Community of MN Resorts Facebook Group.

We encourage and equip each other by sharing expertise, asking questions, and offering ideas about marketing, hospitality, business logistics, resort management, and other related topics. We've found that FB groups makes it easy to organize and search for discussions, questions, and also get familiar with people within our organization. Experiment a little bit-who knows where this can go!!

Click on the following link to start seeing content and asking questions:

<https://www.facebook.com/groups/cmrmembers/> We have pre-registered your e-mail that is registered with the CMR. If you use a different e-mail for Facebook, just make a request to join the group after clicking the link and you will be approved in a day or two.

Do not fear, the Yahoo Chatline is not going away. We are just adding this enhancement to our ability to communicate as an organization.

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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New Format-Additional Content-Pertinent and Timely Information

The Community of Minnesota Resorts' newsletter, the Resorter Reporter, has changed. Here are some helpful hints for navigating the 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.

Community Of Minnesota Resorts Calendar of Events

December 25	Christmas
January 1	New Year 2019!
February 19-20	Day On The Hill-see page 4

Make sure to mark your calendar for these events!



What's in a brand?

Branding is the process of giving a meaning to specific company, products or services by creating and shaping a brand in consumers' minds.

The Community of Minnesota Resorts has initiated a branding campaign to create additional awareness to potential guests of our members and their resort offerings. What image reminds you of Minnesota, lakes, vacation traditions and resorts? Answer: Minnesota's state bird, which resides on our 10,000+ lakes adjacent to all of our resorts.....The Loon!

The common loon (*Gavia immer*) was adopted as the official state bird of Minnesota in 1961. It is synonymous with the "up north" Minnesota vacation. It can be heard as we gather on the shoreline or around the campfire at our resorts.

Common Loon Facts

Loons are known for their cries, wails, and yodels - their eerie, echoing calls are a distinctive feature of Minnesota's northern lakes. Approximately 12,000 of these unique birds make their summer homes in Minnesota.

Loons are large black and white birds with red eyes; they have wingspans up to five feet and body lengths up to three feet. Although clumsy on land, loons are high-speed flyers and excellent underwater swimmers (they will dive to depths of 90 feet in pursuit of fish).



Stay tuned for more on the "Loon" and the Community of Minnesota Resorts' branding campaign coming soon!

What's going on in your neck of the woods?

Check out the Explore Minnesota Events Update by following this link to see what events are going on in



your area and around the state.

[Explore Minnesota Events Update](#)

Once at the site, just click on the most recent events update on the site and view your area's upcoming events.

CMR Day On The Hill February 19th & 20th

Sign Up Now at [info@sunsbay.com!](mailto:info@sunsbay.com)



Our theme will be centered around the loon, just like our resorts, a symbol of Minnesota and the up north vacation experience. Plus, it's a key component of our upcoming branding campaign.

ANSWER THE LOON'S CALL TO ATTEND? Like the loon, resorts are an integral part of the Minnesota "up north" vacation tradition. To continue 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 allows us to communicate to legislators how best to implement legislation that allows resorts to function in the best business environment possible so that the tradition of the "up north" Minnesota lake side 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.

So let's "flock" together for Day On The Hill and make our voices heard on issues that are important to us as resort owners and members of the tourism industry. Represent your resort and join us on the bus! We need you, as members of the Community of Minnesota Resorts, to visit with the legislators and communicate how various issues such as changes in the 1c Ma and Pa resort classification, EMT funding, Child Labor Laws, Post Labor Day School Start, Broadband Internet, Vacation Rentals by Owner and other issues impact our resort businesses. It is a busy, but rewarding experience.

THE CMR PROVIDES THE FOLLOWING:

- Support, information and talking points to prepare for meeting with legislators. (Meetings are pre arranged by our Lobbyist, Joel Carlson). We visit legislators in groups typically of 3 or more, so you can contribute as much or as little as you feel comfortable.
- A gift to leave behind with each legislator to remind them of our issues. This year, the leave behind is related to the loon, which like resorts, is synonymous with a lake vacation experience.
- Free transportation to and from St. Paul.
- Drinks and treats on the bus, and at the Capitol each day.
- Lunch on the 20th during our day visiting legislators.
- Arrangements for dinner on the evening of the 19th. This will be a casual buffet dinner to include pizza, salad, and boneless chicken wings. Cost for this is included in the hotel room charge, as shown below.

WHAT DO YOU NEED TO ATTEND? Your cost of \$110 will cover the hotel room and dinner on the evening of the 19th. Drinks at dinner and lunch on the drive down will be at your expense. Payment made out to the CMR for room and dinner will be collected on the bus on the 19th.

REGISTER BY E-MAILING KRISTIN WHERLEY AT: info@sunsbay.com. Please provide the following:

- Name (s) of who will be attending
- Resort name
- Telephone numbers
- Email address
- Room preference (King sized bed, or 2 Queen beds)
- Where you will catch the bus (determined stops so far: Park Rapids, Walker, Baxter, St. Cloud)

To see the hotel ([Country Inn and Suites Woodbury](#)), click on this link. You do not need to make reservations, we are doing that for all attendees once we receive your above registration information.

- Once we receive your registration we will confirm its receipt and that your room preference has been reserved for you.
- Registrants will also receive an outline of the potential topics we will be discussing with legislators. Once at the capitol we will provide you with talking points to reinforce our message on those topics.

In addition to our legislative agenda, the bus ride is always a place to talk, share ideas, ask questions and learn how other resorters are doing things, so won't you join us on the bus?

School of Resorting-Recap

We recently held a few school of resorting classes: a QuickBooks refresher course put on by Associate Member CliftonLarsonAllen, LLP, and a sign making class hosted by The Shop In The Pines in Bemidji. We want to thank those who attended, and hope that you were able to learn a few tips and tricks to bring back to your resort!



Look for more School of Resorting classes coming in 2019! If you have ideas for a school of resorting topic you'd like to see email Timberly Christiansen at finnfeather@hotmail.com and let her know.

We hope to see you at the next School of Resorting!



The Minnesota Tourism Growth Coalition was created to coordinate activities to increase the marketing budget for Explore Minnesota Tourism through an increase in awareness of the importance of the tourism industry in Minnesota.

The Minnesota Tourism Growth Coalition (MTGC) was formed in 2013 by a group of tourism industry professionals, industry advocates and businesses throughout the state for the purpose of increasing awareness of the importance of the tourism industry in Minnesota and to advocate for increased tourism funding at the state legislature. There are so many success stories to share about the impact of tourism funding, how the benefits are realized across the state of Minnesota from the major metropolitan areas, to regional centers, in our smaller communities, and at special events. Big and small businesses from hotels and resorts to restaurants, gas stations, grocery stores and printing businesses all benefit from tourism. **Tourism investment is the front door to economic development in our state!**

Some of you may recall the Minnesota Tourism Growth Coalition Lobbyist Sara Psick visiting with us at Fall Conference speaking about the organization and its objectives. In short, the Minnesota Tourism Growth Coalition is on our side lobbying for increased funding for tourism, and tourism related events throughout the state of Minnesota. Often times Joel Carlson, our CMR Lobbyist, and Sara are in front of legislators at the same time lobbying for tourism and tourism related funding. To this end, the Board of the Community of Minnesota Resorts has voted to become a supporting partner of the MTGC on your behalf. However, we are also encouraging each of our member resorts to complete a resolution of support that states you and your resort supports the efforts of MTGC to increase Explore Minnesota Tourism funding. Click [here](#) to read what it means to fill out a resolution of support.

To actually fill out the online Resolution of Support Form click [here](#). The list of supporters is used by MTGC when it lobbies for additional funding on behalf of tourism. The more supporters of increased funding placed before legislators the better the opportunity of getting it approved.

The Community of Minnesota Resorts Board feels that the more voices heard regarding the need for increased tourism funding ,and the subsequent benefits that produces throughout the state the better.

If you have any questions feel free to email CMR@Minnesota-Resorts.com.



**and a Happy New Year
to you and your family
from your fellow
CMR members!**