

RESORTER REPORTER



Change.....change is all around us. In your CMR resorts sell, ownership changes, and members come and go. Recently, we have seen a number of resorts sell. In fact, this month, Tim and Carolyn Aarsvold sold Geneva Beach Resort. Tim and Carolyn had long been involved with the CMR Board (Tim as Treasurer and Carolyn on the MN Tourism Council). We would like to thank both of them for their dedication and contribution to the Community of Minnesota Resorts over the years, and welcome them as retired resorters!

We all also face change in our personal lives. Children grow up, leave for college, move away from home, etc. Change is also ever present in our business of running a resort. Guests change, employees change, rules and regulations change.

Change is inevitable. It can bring out a number of fears in us especially the fear of the unknown or fear of failure. How each of us accepts change and adapts to it varies. I found [this article](#) about dealing with change in the workplace interesting and thought I would pass it along.

Here's hoping the changes you face at your resort and in your business are ones that positively impact you. If changes at your resort present you with questions of the unknown, feel free to seek assistance in adapting to those changes by asking questions and relying upon the experience of your fellow Community of Minnesota Resort members by utilizing the Yahoo Chat Line or Facebook Group.

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."

Table Of Contents

Change...	P1
Calendar of Events	P2
Extra Week Means Extra Revenue	P3
Marketing Committee Update	P4
Resorter of the Year Nominations	P5
New Wage Theft Law	P6
CMR Fall Conference	P6
EMT Events Update	P6
EMT Express	P6
Woodland Stewardship Plan	P7
Upcoming Membership Renewal	P8

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

July 4	4th of July
August 31	Membership Renewal Due Date
September 1	Resorter of the Year Nomination Deadline
September 2	Labor Day
November 3-5	Fall Conference at Sugar Lake Lodge

Make sure to mark your calendar for these events!



Extra Week Means Extra Revenue-Handy Resorter Calendar

There had been discussion via the Yahoo Chat Line and Facebook Groups about the “Extra Week” that occurs in the summer every number of years, and next occurs in 2020.

What is it?

Every few years, Memorial Day is early and Labor Day is later, so there is an extra week during resort season. This extra week is vitally important to resorts to enable them to capitalize on the added prime time week to garner additional revenue. This extra week is not available for re-booking purposes the next year, but it is an excellent way to fit in a large family reunion, or just get new guests into the resort for at least one year (and maybe use those guests from the extra week to then fill availability in the following year since the extra week guests cannot rebook).

It is not recommended to switch long term guests to this extra week because it is not a week that is able to be rebooked the next year, so a current guest that switches to the extra week, and gives up their regular week reservation, runs the risk of not being able to rebook the next year. Carefully managed, the extra week is a way to capitalize on prime time in the summer.

How does it work?

Take a look at the Handy Resort Calendar in this link of the [Spring 2010 Minnesota Resorter Magazine](#) on pages 14 and 15. It lays out each year through 2021 how the calendar falls for rebooking purposes each year. Note that in 2015 and 2020 the “Extra Week” that the calendar allows due to the way Memorial Day and Labor Day fall on the calendar.

What you do at your resort is pick when the “Extra Week” will be inserted into your 2020 calendar. Typically, most resorts state that the 4th of July guests always get the 4th of July in their week. So in 2020, those 4th of July guests arrive Saturday July 4th. Resorts then build their calendar from there. Frankly, well managed, the week can fall anywhere, but doesn't it make the most sense to have that week fall in prime summer versus anywhere else? Especially if you have different pricing for different seasons. It is typically easiest to have the extra week fall either before or after the 4th of July week.

We wanted to get this information out to everyone so they had it for rebooking purposes for 2020 as the “Extra Week” only comes once every number of years, and is vital to our businesses.

Have questions about how to manage the extra week?

Feel free to email them to CMR@Minnesota-Resorts.com.



Update from your Marketing Committee and our Digital Marketing Liaison, Karen Senger

Marketing is Important

As you know, marketing your resort is important. Marketing the CMR is what your Marketing Committee does for you. And your CMR Marketing Committee has been working for you. Below is a quick update:

Blogs: Two blogs were posted to the CMR website:

June 10: What to pack for your resort vacation (submitted by Caitlin Koenig)

May 27: Unusual attractions in Minnesota Resort Country (submitted by Caitlin Koenig)

Facebook: Facebook can be an effective way to advertise. Although at this time the marketing dollars are being wisely spent in different mediums, they thought it would be a good idea to at least post on a regular basis. Therefore, they asked me to “share” to the CMR Facebook page the blogs that I post on the CMR website (Minnesota-Resorts.com) every two weeks. There will at least be fresh content to keep it fresh.

Ad Words: A pre-approved budget was authorized to aid in making the CMR website come up higher when potential guests do on-line searches.

CMR Website: The CMR Website address and phone number was added to the bottom of each page. I am working on beefing up some of the content on the Fishing Getaways and Family Vacation pages. If you have ideas, let me know.

Last Minute Openings (LMO): Some glitches to the LMO feature were corrected. So LMO away. It is working.... And it doesn't cost very much!

Submitted by:

Karen Senger

CMR Digital Marketing Liaison

218-256-2288

Ksenger56657@gmail.com

Resorter of the Year

Nomination Submittal Deadline-September 1, 2019

The Community of Minnesota Resorts (CMR) selects, through nominations by its members, one resort and resort owner(s) that have shown a dedication for the improvement of the Minnesota Resort Industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole.

The nominees also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts. Fill out a nomination form to to nominate the resorter who you feel should be "Resorter of the Year."

[Click here](#) to be taken to the Membership page on the CMR site. Then click on the "Resorter Of The Year Nomination Packet" icon to print and fill out a nomination!

Completed nominations should be mailed to:

Community of Minnesota Resorts

P.O. Box 61

Dent, MN 56528

Attention: Resorter of the Year Committee

Nominations must be postmarked by September 1, 2019. The winner will be announced at the Fall Conference.



Minnesota recently enacted a new Wage Theft Law, which amends existing state labor laws and adds new wage and hour requirements, protections and sanctions. Beginning July 1, new requirements for all Minnesota employers include an employee notice requirement, plus additional information for already-required earnings statements and employer recordkeeping. Increased enforcement of state wage and hour laws and criminal penalties for employers that commit wage theft are also included in the new law. For more information, visit the Department of Labor and Industry Wage Theft Legislation 2019 and Summaries webpage at www.dli.mn.gov/business/employment-practices/wage-theft-legislation-2019-and-summaries.

Questions?

Please contact:

Dave Skovholt

Outreach Coordinator | Labor Standards-Minnesota Department of Labor and Industry

443 Lafayette Road N., St. Paul, MN 55155

Phone: 651-470-5566 (cell) | Web: www.dli.mn.gov/laborlaw

Email: david.skovholt@state.mn.us

Mark Your Calendars:

**CMR Fall Conference
November 3, 4 and 5
Sugar Lake Lodge
Cohasset, MN
(near Grand Rapids)**

The season may be just beginning, but it is time to mark your calendars for the Fall Conference. As always we will have the vendor show, crackerbarrels, legislative fundraiser for Day On The Hill, and plenty of time to socialize and decompress after the season.

Speaker topics are being gathered now. We hope everyone can attend!

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.

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. Do you want the EMT Express delivered directly to your email address? Click [here](#).



Woodland Stewardship Plan

Helping Family Resorts Stay in Business



Family resorts on our lakes in Minnesota have been fostering the “good life” for generations. They provide a sanctuary for families who don’t have a cabin up north. A place to gather, family resorts bring together friends and families, often a yearly tradition. Best of all, they allow Minnesotans and people from all over the country an opportunity to enjoy the great outdoors.

Family resorts are also important to Minnesota’s environment. The woodlands of a family resort not only attract visitors, they keep the water in nearby lakes clean. Trees and leaves slow the movement of rain to the ground. This slower-moving rain picks up less sediment when it hits the soil. Additionally, forest soils are like a sponge and contain large pore spaces that trap sediment and pollutants. As a result, rainwater that leaves a forest to recharge lakes and rivers is clean. Clean water in lakes creates better fishing opportunities, an important amenity to visitors of family resorts.

Today, these lakeshore enterprises are facing tremendous odds to stay in business. Since their peak in 1970, the number of resorts in Minnesota has fallen by 75 percent as of 2010. A 2016 study by the University of Minnesota Tourism Center found that almost three-fourths of remaining resort owners were considering selling their resort in the next five to 10 years. Reasons for the decline include: aging of resort owners and complex issues relating to business succession; rising lakeshore property values and increasing property taxes; changing demographics and interests of customers for more diverse recreational activities; and impacts of declining lake water quality on game fish populations.

Minnesota Department of Natural Resources, through a federal grant, is working in collaboration with partners to help family resort owners in Minnesota’s lake country actively manage their woods as a way to stay in business. By actively managing their woods, family resorts will provide more recreational opportunities, improve local water quality, increase wildlife habitat, incur tax relief, and possibly generate income. An added bonus, Minnesota’s forests will stay intact and not be subdivided or converted.

Providing a Woodland Stewardship Plan is the first step to help resort owners actively manage their land. Woodland Stewardship Plans help landowners learn about their woods, identify projects to improve their woods, and when to do work. Unique plans are developed based on the property owner’s goals for their woods. The plan helps the landowner keep their woods healthy and beautiful. Plans are written for woodland owners with 20 to 5,000 acres where at least 10 acres have or will have trees.

Landowners who have a plan written in the last 10 years can receive financial assistance. The Sustainable Forest Incentives Act provides annual incentive payments to encourage landowners to keep their wooded areas undeveloped. Private landowners can receive a payment for each acre of qualifying forest land they enroll. In return, they agree not to develop enrolled land and to follow their Woodland Stewardship Plan.

Deb Theisen, owner of Pine Park Resort near Park Rapids, helped forge the development of the Family Resort Project to promote woodland stewardship on family resort lands. As the Minnesota Forest Resources Council’s resort and tourism representative, she challenged the council to take a more active role in connecting the sustainable management of forests with the recreational interests across the state. This project, “Protecting Minnesota’s Family Lake Resorts and Enhancing Local Tourism,” will be developed through a collaborative effort over the next three years. The goal of this project is to have 30 Woodland Stewardship Plans developed for resorts with more than 20 acres in the 14-County project area.

Family resort owners interested in actively managing their woods and getting a Woodland Stewardship Plan should contact their local DNR forester. Find a local forester at mndnr.gov/woodlands/cfm-map.html.



Community of Minnesota Resorts 2019 - 2020 Upcoming Membership Renewal

All Associate Members and Regular Members whose membership expires 8/31/2019 will be mailed their annual membership renewal invoice in late July. Your annual renewal is from September 1, 2019 through August 31, 2020. We will also include a membership renewal form in this newsletter that you can click on and print to mail in, as well as reminders that your annual membership is due. When received, we sincerely appreciate you sending in your renewal by the August 31st due date!

This past year has been an especially busy one for your CMR. In addition to Spring Workshop, Fall Conference, Fall Resort Tour, publishing three issues of the Minnesota Resorter Magazine, and this monthly Resorter Reporter e-newsletter, we have chosen a new website company. They have been able to correct many issues that we were previously encountering with the website. The website continues to evolve and change as we make alterations to better suit user needs. We have also implemented the "Loony In Minnesota" branding campaign that is visible on our website as well as on billboard advertising. All of this is meant to drive additional potential guests to your listings on the CMR website. Legislatively, this year during our Day On The Hill, we lobbied for and won legislation that prevented schools across the state from opening prior to Labor Day.

Feel free to forward this newsletter to resorts in your area who are currently not members of the Community of Minnesota Resorts. They may have an interest in joining, and seeing what is going on in your CMR!

In the meantime, if you have questions about any aspect of your membership, please contact Jim, CMR Office Manager, at 320-212-5107 and he can assist you.

We hope you have a successful and enjoyable summer!