

RESORTER REPORTER



President's Pen

February 2019

Read further if you want to save \$400 - \$1,000 dollars a year of your hard earned money.
"Sounds like a tickler from an infomercial"

Once again Minnesota state legislators are meeting daily at the capitol to decide the rules under which you operate your business and quite frankly live your life here in Minnesota. Once again dedicated members of the Community of Minnesota Resorts are heading to the Capitol to give them our point of view and guide them in their decision making with respect to our resorts. So what's different this year? The difference is the core group of people that have been doing all the heavy lifting at Day On The Hill for all the other CMR members is getting smaller and smaller each year. It's time for different members to step up. If you haven't gone to a CMR Day on the Hill, "That would be YOU". It's not scary; it's not hard-it is FUN. It's a lot like talking to your guests which you do all the time. So get on that bus. You can sign up by emailing Kristin Wherley at info@sunsbay.com.

By the way, the Community of Minnesota resorts is submitting a bill that we feel has a great chance of passing which will raise the tiered valuation limits on our 1c tax classification. This change will save you \$400 - \$1,000 in property taxes each and every year. To make this bill happen we need strong member support. This is just one of the many types of meaningful policy items we are constantly working on. So get on the bus and we'll get you the details of our tax plan.

Tom Marnick
CMR President
Timber Trails Resort

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

- February 19-20 Day On The Hill
Sign Up NOW!
 (see page 3)
- March 15 Scholarship Application Deadline
 (see page 7)
- April 9 Spring Workshop
 Boyd's Lodge, Crosslake
MARK YOUR CALENDAR!



CMR Day On The Hill February 19th & 20th

Sign Up 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 these issues that are important to us as resort owners and members of the tourism industry. Some of the issues we are developing include:

Changing the 1c resort tax classification in the following ways:

- Raising the 3 taxable tier levels within the classification. These tiers have not been adjusted since the 1c classification came into existence, but the assessments on our resorts continue to rise. Raising the amounts within the tiers lowers the property tax assessment we would pay on our resorts.
- Change or eliminate the clause that states we cannot operate our resorts more than 250 days without it being classified as a full commercial property for property tax purposes. Wouldn't it be nice to have the freedom to decide to operate some cabins year round without it increasing your property taxes?
- Change the classification to specifically state that parcels that make up a resort, when adjacent to each other and meeting all other sections of the definition, can be owned by different ownership entities. The Department of Revenue has attempted to change the definition to read all parcels must be owned by the same ownership entity for property tax purposes. Did you purchase your resort under one entity then later buy other parcels under another entity? This could affect your tax classification. We want the classification to specify that a resort with multiple parcels can have multiple ownership entities.

Support Explore Minnesota's ongoing funding, its co-op advertising funding which the CMR participates in, and the events funding that it supports.

- Minnesota still lags behind many of the surrounding states in its advertising and marketing budgets. We want to increase funding to level the field so that when out state guests think vacation they think Minnesota!

We support a post Labor Day school start.

- There are already 2 proposed bills in the legislature to allow schools to start before Labor day next year and the year after. We want legislators to know that just because Labor Day falls later on the calendar that we as resort owners need the additional time to capture revenues. We need them to know that starting before Labor Day reduces the possibility of families being able to take that "up north" vacation by pushing the school year back into what would be family time.

Plus other issues we continue to develop. The issues are many, and impact all of our bottom lines. We need you to represent your resort and join us on the bus! With so many important issues, we need as many people to communicate to legislators HOW and WHY these impact our resorts ability to survive in today's ever changing and challenging business environment.

WHAT DO YOU NEED TO ATTEND? Your cost of \$110 will cover the bus ride, hotel room, dinner on the evening of the 19th, lunch on the 20th and all snacks. (A spouse or second person in a room is just \$20 more.) Drinks at dinner and lunch on the drive down will be at your expense. Payment made out to the CMR 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 number, 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).

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.

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](#).



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.



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.

We would like to thank Kayla Daigle from Two Inlets Resort for setting up the group and assisting in this process! Please let us know if you have any questions.

LAKE SERVICE PROVIDER PERMIT RENEWAL

Did your lake service provider permit expire in 2018? You can now renew online by clicking this [link](#). It is very easy to renew your educational requirements online versus attending the classroom training.

Not sure if your resort should possess a lake service provider permit? You can click [here](#) to read about whether your resort requires a permit.



NEED MONEY FOR SCHOOL?

Now is the time for your child or grandchild to get the application completed!

Application needs to be postmarked on or before March 15, 2019

Each year the Community of Minnesota Resorts offers four scholarships to a student in high school or a current undergraduate or technical school student. This year there are two \$750, and two \$500 scholarships available! 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 and is currently a member in good standing. Associate members are not eligible for scholarships.

To be considered, the scholarship application must be postmarked on or before March 15, 2019. Please read the submission requirements closely.

The scholarship application can be obtained by clicking on the below link.

[CMR Scholarship Application](#)

Scholarship recipients will be notified no later than May 1st.

Any submission postmarked after the deadline of March 15th 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
PO Box 61 Dent, MN 56528-0061
Attention Scholarship Committee

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

Associate Member Information

Our Associate Members are an important aspect of our membership in the CMR. They provide products and services to assist us in running our resorts as effectively as possible.

It may not feel like it outside, but spring is right around the corner! Have you begun your spring preparations by ordering supplies and/or services from one of our Associate Member vendors?

Our vendors offer products and services that cover a wide range of needs for your resort which include:

- Furniture
- Mattresses
- Sheets and Pillow Cases
- Website and Social Media Development and Marketing
- Insurance
- Clothing
- Financial Planning/Financial and Accounting Services
- Store Supplies and Branded Gifts
- Water Treatment Systems and Septic Design
- Legal Assistance
- Credit Card Processing
- Cleaning Supplies
- Realty Services
- Beach and Water Toys
- Reservation Systems

Remember you can access our Associate Members contact information and company description within our Members Only area on the CMR website. Just enter your email address and password at the [login page](#). Once logged in, click on the “Vendor Directory” icon on the left hand side. Keep clicking on Vendor Directory to page through the vendors until you find what you are looking for.