

RESORTER REPORTER



There are lots of things going on in your CMR as the busy summer season begins to wind down.

Upcoming important items that impact each member include:

Membership renewals are due August 31st. See pages 4-6 for general renewal information. You can renew online, via the forms attached to this newsletter, or the forms we will mail by US Mail in early August to each Resort Member and Associate Member that has a membership expiring on 8/31/2019. We want to make it as convenient as possible to renew, so use whatever method works best for you.

Fall Resort Tour (page 7) will be September 10th. So far we have Cass Lake Lodge, Lost Acres Resort and Joe's Lodge hosting us for this annual tour. Come see new ideas, share stories from the season, and learn from other resorts! Times and tour route will be sent out closer to the tour date.

Resorter of the Year Nominations are to be postmarked by September 1st (see page 3), Be sure to nominate the resorter you feel best exemplifies the CMR motto of "Resorters Helping Resorters"! In addition to all the great speakers and presentations, the Resorter of the Year will be announced at our **Fall Conference (November 3-5) at Sugar Lake Lodge in Cohasset**- see page 7 for additional information. We hope you can all be there!

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

- August 31 Membership Renewal Due Date
- September 1 Resorter of the Year Nomination Deadline
- September 2 Labor Day
- September 10 Fall Resort Tour
- November 3-5 Fall Conference at [Sugar Lake Lodge](#)

Make sure to mark your calendar for these events!



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 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.



Community of Minnesota Resorts 2019 - 2020 Membership Renewal

All Associate and Regular Resort Members whose membership expires 8/31/2019 will be mailed via US Mail their annual membership renewal invoice on August 5th. Your annual renewal is from September 1, 2019 through August 31, 2020. On the following pages of this newsletter, there is also a Resort and Associate Member renewal form that you can print out to mail in. **(Resorts can also renew/pay online by clicking on this link [Online Renewal Form](#).)** 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!

Remember, the renewals are due August 31st, so please remit the renewals as soon as possible to:

**Community Of Minnesota Resorts
Membership Division
PO Box 61
Dent, MN 56528**

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



Community of Minnesota Resorts

2019 - 2020 Resort Renewal

September 1, 2019 through August 31, 2020

Resort Name: _____

Contact(s): _____

Address: _____

City/State/Zip: _____

Email Address: _____

Telephone: _____

Membership investment is only \$20.60 per bedroom with a minimum of \$164.80 (8 bedrooms or fewer) and a maximum of \$1,071.20 (52 bedrooms or more). Add the Campground search function for only an additional \$50.00!

Number of Bedrooms _____

Total Annual Resort Membership (# bedrooms X \$20.60) \$ _____

OPTIONAL Campground Search Function (\$50) \$ _____

Total Amount Remitted
(Annual Resort Membership plus Campground Search Function) \$ _____

Remit this form along with your payment to the address below.

**Community Of Minnesota Resorts
Membership Division
PO Box 61
Dent, MN 56528**

OPTIONAL: Which aspect(s) of CMR encouraged you to join (re-join)? (I.E. legislative lobbying efforts, conferences or classes, marketing, chatline, etc.) The more specific you can be will enable the Board to better understand your concerns and effectively allocate resources to those areas.



Community of Minnesota Resorts

2019 - 2020 Associate Member Renewal

September 1, 2019 through August 31, 2020

Associate Membership Renewal Application

Return this page along with annual membership fee of \$200 via check to:

Community of Minnesota Resorts
 PO Box 61
 Dent, MN 56528-0061
 Attention: Membership Division

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ / _____ / _____

Email: _____ Website: _____

Do you have any questions about your membership we can answer?

Fall Resort Tour September 10th (Cass Lake/Blackduck area)

Tour Lost Acres Resort, Cass Lake Lodge, and Joe's Lodge (and possibly one more) to see how they operate their successful resorts! Gather new ideas, share stories from the season, and learn from other resorts! Times and tour route will be sent out closer to the tour



Mark Your Calendars:

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

It's time to mark your calendars for the Fall Conference. This year's conference will be full of opportunities to learn, gather information, and interact and relax with your fellow resorters. Some items planned so far include:

Speakers:

Dan Houle-Minnesota Resort Sales

Clifton Larson Allen

Small Business Administration-Resort Succession

Joel Carlson-Legislative Update

Chad Conner-Widseth Smith Nolting-dealing with county and local government approvals

John Edman/Dave Bergman-Explore Minnesota Tourism Update

Karen Senger-Digital Marketing Liaison Update

Resorter Panel

Crackerbarrels

Plus others yet to be scheduled!

Events:

Silent Auction-remember to bring items to auction off to raise funds for Day On The Hill!

Vendor Show-come see all the products and services offered.

Resorter Of The Year Announcement

CMR Annual Meeting

Hospitality Room

Pre Conference and Evening Entertainment/Event (still to be determined)

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.



Hands Free Driving New Legislation Enacted August 1st

(You can visit the Minnesota Department of Public Safety's [website](#) for more information on this new law.)

Drivers are urged to prepare for an Aug. 1 change in law prohibiting the use of hand-held electronic devices such as cell phones when behind the wheel.

The new law requires drivers to use voice commands or single-touch activation without holding the phone in order to make calls, text, listen to music or podcasts and use navigation systems. This will mark a significant change in the way many individuals use a cellphone while driving.

Individuals will no longer be able to physically hold a cell phone while operating a vehicle and drivers also are prohibited from video calling, video live-streaming, Snapchat, gaming, looking at video or photos stored on the phone, using non-navigation apps, reading texts and scrolling or typing on the phone.

Exceptions are allowed for individuals to obtain emergency assistance if there is an immediate threat to life and safety, or when in an authorized emergency vehicle while performing official duties.

GPS systems may still be used, but destination programming must be performed ahead of time, before a driver enters the roadway.

Stay safe, eyes up and hands on the wheel!

Volunteer To Be a Board Member

Each year your CMR looks for individuals to take a leadership role within the CMR by becoming a Board Member. Nominations are taken and voted on at the annual meeting at Fall Conference.

All members are invited to consider the important role of sitting on the Board and assisting in the Educational, Marketing and Legislative initiatives of your CMR!

Contact any Board Member with questions. If you would like to volunteer to be a Board Member please email CMR@Minnesota-Resorts.com with your name and resort name and state your interest to sit on the Board. A current Board member will contact you to go over the specifics and discuss the opportunity with you!

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](#).

