

RESORTER REPORTER



From the President's Pen

February 2018



Fellow Resorters:

It looks like my fellow Resorters have awakened from their long winters nap. I say this because our resorter's forum resorters@yahoogroups.com has exploded with activity compared to the lull over the holiday and early January period. It is great to see all of this activity. This forum is one of the best benefits the Community of Resorts has to offer our members and it truly embodies our motto of Resorters helping Resorters. Quite a few of our members do not subscribe to this forum and I believe they are missing out on this great support system. If you are one of those members that have not yet subscribed to the forum and you would like to join, just drop Jim Wherley a line at 1-320-212-5107 or email him at CMR@Minnesota-Resorts.com and he will get you hooked up.

One of the forum topics touched on recently that I would really like to reinforce with our membership is annual rate increases. This organization has always been a strong advocate of raising our rates each and every year. This is a very capital and labor intensive business as it relates to return on investment. Without a yearly rate increase you will never realize all the hard work and money you have put into your resort. This is the time of year when you look at your financial picture (preparing your taxes) and I can tell you those fixed costs such as utilities, laundry service, and insurance go up each and every year. Finding quality help each year is getting harder and more costly as well. Don't be afraid to make a modest increase each year or pretty soon you will need to either make a big jump that won't go over well with guests or go out of business. There is no reason owners of resorts should not make a decent living doing what we love to do, providing a memorable experience to people on vacation. If a guest complains about yearly increases, simply ask them if they have an expectation of a raise each year where they are employed. Quite frankly I believe most people expect to see small increases each year and are ok with it as long as you provide a great experience for them whatever that might be for your particular resort.

Coming soon "Days with a low *above* freezing". Stay Warm.

Tom Marnik
CMR President

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 13-14	Board Retreat (Alexandria)
February 22-23	North Country Resort Buyers Show
March 13-14	Day On The Hill
March 15	CMR Scholarship Applications Due
April 10	Spring Workshop-Boyd Lodge, Crosslake
October TBD	Fall Conference,



Lake Service Provider Permit Renewals

If you are unsure if your resort is a Lake Service Provider, click [here](#) to determine (according to state law) if your resort is a Lake Service Provider and needs a permit.



If you've got yellow permit stickers on your vehicles, then it's your turn to renew in 2018 and get your 2018-2020 permit and green stickers.

The big change this year is that permit training is available both in person and online.

To Renew:

- Visit this [page](#) for more information and for computer system requirements.
- Have your employees take the online certificate training.
- Register via the this [link](#) for in person classroom permit training.

Questions? Visit www.mndnr.gov/lsp

OR:

Contact April Rust by emailing: april.rust@state.mn.us, or call 651-259-5706.

CMR Spring Workshop

Mark Your Calendar for April 10th!

Join your fellow resorters at Boyd Lodge in Crosslake.

A day of learning, sharing and improving Minnesota resorts.



REGISTER TO ATTEND

CMR Day On The Hill

March 13-14, 2018

Each year during "Day On The Hill" (DOH), we travel to the Capitol to meet with legislators about issues that have a direct impact on our resort businesses. It is vitally important that we continue to reinforce our message to all legislators, and to get in front of policy makers so they are aware of those issues impacting us as resort owners and tourism in general within Minnesota. **We want to get in front of as many legislators as possible to make sure they understand the issues facing our resorts. To do this we need you to attend!**

CAN WE "LURE" YOU TO ATTEND? We are asking individuals from every resort in the CMR, representing all areas of the state, to attend this year's Day On The Hill. We need all of you as members of the Community of Minnesota Resorts to visit with the legislators and communicate how various issues such as Child Labor Laws, Post Labor Day School Start, Funding for EMT, Broadband Internet, Vacation Rentals by Owner, Emotional Support Animals and various other issues impact our resort businesses. It is a busy, but rewarding experience.

WHY SHOULD YOU ATTEND? WE NEED TO "CATCH" LEGISLATORS' SUPPORT!

You are actively involved in all aspects of your business. Don't forget the legislative aspect. Through DOH, 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 and businesses they represent. Help us "**LIMIT**" out and fill the bus! The more attendees, the more we can voice our message: the more voices, the more we are heard.

YOUR "GUIDE", 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 a Daredevil Lure (see picture), so our theme is centered on "fishing" of course!
- Free transportation to and from St. Paul.
- Drinks and treats on the bus, and at the Capitol each day.
- Free self guided tour of the [History Center](#) on the 13th.
- Dinner on the evening of the 13th (\$10 per person, CMR pays the rest).

WHAT "TACKLE" DO YOU NEED TO ATTEND? We need you to help "reel" in support of legislators to our issues that impact our resorts. Your only cost would be for the hotel room which is \$95, plus \$10 per person for the evening meal on the 13th, and lunch when we stop on the drive down.

GET YOUR "GEAR" READY:

Register by emailing Kristin Wherley (Legislative Committee Member) at: info@sunsbay.com.

Please provide the following:

- Names of who will be attending.
- Resort name.
- Telephone numbers.
- Email address.
- Room preference (King sized bed, or 2 Queen beds). FYI, to see the [hotel](#) (enVision S. Saint Paul) click on this link. You do not need to make reservations, Jim is doing that for all attendees.





Did you know the Community of Minnesota Resorts is on Facebook?

As part of the marketing program offered by your CMR, we use Facebook to post about the CMR, our members, and information that a potential guest may find of interest in their search to find their next lakeside resort vacation. Our intent is to drive traffic to our member resorts, and the CMR website.

Have you seen the CMR Facebook page? If not, you can find it via this [link](#).

We'd like to ask a few things of you as members:

1. If you haven't visited the CMR Facebook page, please do and "Like" it.
2. Most of our current postings are generic in nature. Do you have something of interest that you would like to post about your resort on the CMR Facebook page? Maybe you have a new cabin, amenity, or update you want to publicize. Or maybe your resort has been featured in a local newspaper, or in the Chamber news. Whatever it is, we'd love to include this type of content on our Facebook page. Then when we do, you can "Share" it on your Facebook page. The more exposure the better. This helps put content important to you and your resort on the CMR Facebook page, and drives additional potential guests to your specific website as we can link the Facebook article to your CMR web listing.

To make social media work for your resort, we need this type of resort specific content that draws the attention of potential guests so that they click through and view your resort on the CMR website. So if you want to have your resort "featured" in a post, just send the information to Jim Wherley at CMR@Minnesota-Resorts.com and he will review/edit it for posting.

43rd Annual North Country Resort, Retail and Restaurant Buyers Show

Time to think about Spring!!

The Leech Lake Area Chamber is proud to sponsor the 43rd Annual North Country Resort, Retail and Restaurant Buyers' Show



The Leech Lake Area Chamber of Commerce is proud to be hosting the 43rd Annual North Country Resort, Retail and Restaurant Buyers' Show again this year. This wholesale buyers' show will be held Thursday, February 22nd from 10:00 AM to 5:00 PM and Friday, February 23rd from 9:00 AM to 3:00 PM.

Many vendors will be representing the following industries: Shirts and other clothing, advertising, software, furniture and decor, food service, printing, janitorial services, trinkets, insurance, boats, and the list goes on... This year they are happy to welcome many new vendors!

The North Country Resort, Retail, and Restaurant Show takes place at Northern Lights Event Center in Walker, MN. Learn about what is new for your business, network with businesses, meet and greet friends, while purchasing items for your business.

If you have any questions call Leech Lake Area Chamber of Commerce 218-547-1313, or 800-833-1118.

Door prizes throughout the show with a grand prize drawing on Friday of a prize valued at over \$500.

Volunteer Opportunities With Your CMR

Your CMR is in the process of making committee assignments, designating who from the Board is working in the areas of Education, Marketing, Legislative and Membership. Would you like to volunteer to be on a committee or to assist the Board? Contact Board President Tom Marnik at tommarnik@timbertrailsresort.com.

The CMR is "Resorters Helping Resorters," and your Board needs you! Won't you consider volunteering?

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.



NEED \$500 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, 2018

Each year the Community of Minnesota Resorts offers four \$500 scholarships to a student in high school or a current undergraduate or technical school student. 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, 2018. 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

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).