



# *Minnesota* **Resorter**

*Resorters Helping Resorters*

Spring 2020 | Vol. 36 No. 2

**Education:  
New Trends  
for Minnesota  
Resorts**

**Marketing:  
CMR Website  
Changes**

**Legislation:  
Legislative  
Advocacy**





**A Message to you from your Friends at...**

**Minnesota  
Resort  
Sales™**

**We've sold 53  
Resorts & Campgrounds  
in the last five years**

**Having said that, we are in need of Owners that want to sell...  
And sell right. Our 3 full time offices serve the Resort & Campground industry only. We don't sell land, cabins, lakeshore or any other types of real estate, just operations like yours.**

**Mike Anderson, Broker / Owner | [Mike@MnResortSales.com](mailto:Mike@MnResortSales.com) | Office: 218.389.6305 | Cell: 218.213.1997**

Mike takes care of the Brainerd Lakes region including Cass, Crow Wing, Aitkin & Mille Lacs counties as well as Kanabec, Pine & Carlton counties. Easy access to these areas via major highways makes for busy Resorts & Campgrounds. Typically less than 2 hours from the Twin Cities is a major factor when buyers are looking to purchase an operation from us. As of right now, we only have 4 operations for sale in these areas, which means we really need listings throughout this region so we have options for our buyers.

**Mike Wolfe, Southern & Central MN Agent | [Mike@WolfCamp.net](mailto:Mike@WolfCamp.net) | Cell: 507.473.0047**

Mike Wolfe travels Central & Southern Minnesota helping Resort and Campground owners who are looking to sell their operation. He works an area of more than 55 Counties and is not afraid of traveling to any part of the State to help sellers identify a buyer. He is selling and listing properties throughout the entire year. Mike knows the area very well and is always looking forward to meeting new sellers.

**Dan Houle, Associate Broker | [DanielgHoule@gmail.com](mailto:DanielgHoule@gmail.com) | Cell: 218.235.0413**

Dan has a background of Resort ownership and strong Resort Real Estate experience coupled with a Northwoods background of fishing, hunting, boating and Seaplane flying. Major Northern Tourism destinations such as Walker, Bemidji, Park Rapids, Grand Rapids, Voyageur National Park, Orr, Lake of the Woods, Ely, and the scenic North Shore are handled by the North Office staff. He specializes in Confidential Listings and has strong contacts with local lenders to get your property financed for the next generation of Resort owners.

**Ross Coyer, Central & Northern MN Agent | [Ross@MnResortSales.com](mailto:Ross@MnResortSales.com) | Cell: 218.757.3122**

President/owner of a multi-generational family resort established in 1906 in Northern Minnesota, Ross is a millennial who grew up learning the ins and outs of his own Mom and Pops Resort. He learned essential values from his parents and is able to use his experience in pinpointing opportunity, educating newcomers to the industry and being an advocate for the resort lifestyle. Ross specializes in streamline resort management, reservation systems, human resources, customer service and skilled improvements. Based on Pelican Lake in Orr, MN, Ross is a year around resident you might run into on the lake, on the trail or on the job.

[MnResortSales.com](http://MnResortSales.com)

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# Minnesota Resorter

*Resorters Helping Resorters*



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*About the cover: This photograph was submitted by Sue Springer, Pike Point Resort, Tenstrike.*

*The Minnesota Resorter is a triannual publication of the Community of Minnesota Resorts. The opinions expressed in the articles printed herein are those of the authors and do not necessarily reflect the opinions nor the official position of the CMR nor any of its officers, directors, or members. Please address any comments or inquiries to the committee contact. The Minnesota Resorter is printed by Arrow Printing.*



# From Your President's Pen



**President Clint Mueller**  
*Community of Minnesota Resorts*

## What's Your Beef?

The Community of Minnesota Resorts's (CMR's) *Minnesota Resorter Magazine* goes out three times a year (Fall, Winter, and Spring Issues) to all the resorts in the state of Minnesota whether you are a member of the CMR or not. It also goes out to our Associate Members, Vendors, and to our State Legislators both the House and the Senate. We have received lots of positive comments over the years on how informative the articles

are and how enjoyable it has been to read. So, with this magazine reaching so many people who are involved with the resort Industry, I would like to know, *What's Your Beef with the resort industry? What irritates you about the resort industry? What can we do better as an industry whole to make every resort in the State of Minnesota profitable and successful?*

We have all had some sort of issue or idea that came up in the past, got discussed and then POOF it was gone or forgotten about, but yet still hangs around and continues to be an issue that nobody wants to discuss or deal with. Maybe it's an issue that seems so petty that nobody thinks it is worthy of discussing, so it never gets brought up. Well here is your chance to have someone listen to your resort-related issues or ideas and get some conversations started. There are no guarantees as to how the conversation will end, but at least we are having a conversation, and conversation is good.

The CMR's motto is *Resorters Helping Resorters*, so maybe by having some conversation about forgotten issues or ideas, we can help one another be better resorters and help everyone in our industry be more successful. If you are interested in getting a *serious conversation* started with an issue or idea, please contact me at [clintm@paulbunyan.net](mailto:clintm@paulbunyan.net) and let's talk and see where it goes.

Switching subjects, the CMR just finished in January a two-day CMR Board Retreat at Kohl's Resort near Bemidji. We discussed the past/present operations, and future challenges facing the CMR. With every board member having a chance to voice their opinions and ideas on multiple subjects, and with the results from the survey that the CMR sent out to its membership, the chairs of Education, Legislative, Marketing, and Membership Committees will have a better vision moving forward and will help them determine and set goals for the future.

February 25<sup>th</sup>- 26<sup>th</sup> the CMR had it's Day on the Hill down at the Capital, I would like to thank all that participated and helped make it a success. Without your involvement, the resort industry would not be where it is today. Topics discussed were – Post Labor Day School Starts, 1C Classification Tier Increases, \$1,000,000 EMT Grant Funding, a level playing field for Short Term/Vacation Rental by Owner Rentals, and a low-interest Loan Program for distressed northern resorts due to harsh winter conditions. It is always good to see your Legislators every year and believe it or not they actually remember who you are, and that is a good connection to have.

In closing, let us keep our hopes high on an early spring with a slow snowmelt. With the wet fall last year, I am nervous about what the lake levels will be in late April and early May.

Clint Mueller  
Balsam Beach Resort

*Submit Your Nominations for the  
Community of Minnesota Resorts*

*2020 Resorter of the Year*

*See Page 21 for Information.*



**Just the Facts**  
Submitted from Explore MN Tourism

- Every dollar invested in state tourism marketing returns an estimated \$101 in spending by travelers and \$10 in state and local taxes.
- Resort and hospitality have more than 270,000 jobs and \$5.8 million in wages.
- Average \$42 million in daily sales at leisure and hospitality businesses.
- Lake of the Woods region brings in \$38,779,570 gross sales/yearly.
- Beltrami (Bemidji) brings in \$102,035,925 gross sales/yearly.
- Cass County brings in \$122,274,372 gross sales/yearly.
- Travelers spend 24 percent on food, 21 percent on lodging, 17 percent on retail, 16 percent on transportation, and 16 percent on recreation.

*2020 Community of Minnesota Resorts Spring Workshop  
April 7<sup>th</sup>, 2020*

*Arrowwood Lodge at Brainerd Lakes*

*6967 Lake Forest Road  
Baxter, MN 56309*

**Spring Workshop Cancelled  
Due to Coronavirus**



Be sure to join fellow resorters for a day of learning on April 7th, 8 am - 5 pm.

Plans are being made for pre-workshop classes on April 6<sup>th</sup>. Post Workshop Classes Offered April 8th.

Contact Jim Wherley, CMR Office Manager  
320-212-5107 or [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) to register.

## Succession Planning

By Daniel G. Houle, Minnesota Resort Sales Associate Broker

Our company, Minnesota Resort Sales held a three-part seminar at the Community of Minnesota Resorts' Fall Conference at Sugar Lake Lodge. It was a great success and Tom Marnik offered some sage advice, "You should start planning your exit the day you buy your resort." This is an excellent point but at times difficult when working the busy schedule of daily resort operations. \

When you purchased your resort did you discuss an exit strategy? Did you discuss cash flow projections and capital improvements? These are just a few items as business owners that we can all address regardless of your timing on this important topic.

If you just bought or are thinking about selling down the road a bit, it is never too early to surround yourself with a team of professionals to assist wading through today's regulations, taxes, and general dialogue that takes place during a sale or planning future capital expansion projects.

Making decisions on future projects and purchases should always be accompanied by professional advice and insight. While these tips from the pros can be helpful, it is always the resort owner's family that ultimately makes the choices of buy, sell, trade or upgrade.

### Build your team

I am a second-generation real estate professional and over the years, one lesson that stands out is picking your business team. Like building any group or team, specialized knowledge is always paramount in making those decisions. You don't ask a divorce attorney about tax planning, it's that simple. Basic business sense on this matter includes getting some referrals and both past business and current business history from prospective team leaders.

One of the main points in this process that our company adheres to during our specialized team selections, is to ensure that our professionals have actual resort transaction experience past and present. As we know, this is a specialized business with specialized requirements. One major difference in our industry as opposed to others is that resorters typically live on the property. Financial advisors should be very aware that within the profit and loss framework of the filed tax statements are living expenses. This is just one of the differences that can make a big impact on the bottom line of profits.

The three-legged stool theory is simple enough to understand, but perhaps a bit underplayed. The three legs include certified public accountants, legal planning, and a sales company.

### Certified Public Accountants

Your current Certified Public Accountant (CPA) should be one of the cornerstones of your team and they should have professional advice for short-term planning and exit planning. Over the years some owners will take the time to interview other firms to double-check work. Don't be embarrassed by this process, it is simply a good business practice. You don't work with one bid when building the new cabin and you shouldn't rely on just one source of information when tax planning.

The state of Minnesota and federal regulations govern our local CPA firms with direct guidelines and our local CPA firms do an excellent job. Just recently, however, I watched a sale take place and was surprised at the capital gains tax figures. After some discussion with the seller, they opted for a second opinion and realized a nice windfall on profits based upon new regulations.

Some items to discuss would be Depreciation Recapture Taxes, Capital Gains Taxes, Asset Allocation, Homestead Credit, and possible 1031 tax exchange benefits. These are just a few items that are clearly inside the realm of the professional CPA and they will be more than happy to review these for current operating plans or exit planning strategy.

### Legal Planning

Attorneys will always be a part of the business world. Without exception, enlist the professional with commercial business experience, actual resort experience is best.

Much of the legal work in the sale of a resort takes place at the title insurance company. Many companies have been started or owned by attorneys and the knowledge has been passed onto clerical duties within the state and federal guidelines.

Generally, during the sales process, your real estate professional will choose a closing company with resort experience. For some of you, perhaps a favorite closing agent you have worked with is your choice for the sale. It is not rude or out of line to ask this person for their experience in closing a resort transaction, or, at a minimum, a commercial transaction. There are major differences that required recordings based on valuation separations and license transfers.

My gratitude to the legal profession is their excellent attention to detail and timelines. While negotiations and promised actions are taking place, emotions come into play. The savvy legal team is quick to see these and keeps both buyer and seller based on factual data.

Today we live in a highly specialized world due to regulations and economic barometers. Your resort professional team is no exception to this. He or she, when being interviewed should acknowledge this advice directly for your benefit.

### Sales Company

The defining professional strength of a true resort sales brokerage office is setting the value of your resort and understanding the resort market conditions in today's sales process coupled with the overall strength of the state's tourism industry.

As this is the base of your succession planning, it is one of your team's most important roles. This valuation process takes place using professionals with resort experience and it is the platform from which you and your family's planning takes place. *All of our team members have resort experience through ownership, sales, and professional education.*

You do not need to be thinking about selling to schedule a valuation, this is one of the most overlooked aspects of succession planning. We receive many requests each year from families that are planning expansions and upgrades. Owners want to know what their current value is and what their improvements will mean for increasing total values in the years to come. This is no different



than reviewing your insurance policy or financial plan for current and updated information.

I am a second-generation real estate professional and the residential market is where I started with my father in 1977. Over the years, it has become very clear that most agents do an excellent job with residential, but do not understand the detailed and specialized commercial resort transaction or the funding process.

One of my steepest learning curves was discovering that MLS has very poor performance when attracting qualified resort buyers. What we have found is that it produces calls and inquiries by residential buyers who get a great idea when viewing our beautiful lake cabin inventories, but they soon fade away. Buyers within our specialty brokerage have proven to be long term qualified buyers and it is not unusual to work with them for two years or better until they find their dream resort to purchase.

I have outlined a few simple steps to think about during your adventure in resort ownership. Navigating new building projects, septic systems, marine purchases, financing and extended succession planning all takes time. Be sure to work with professionals in our industry who are trustworthy, experienced and well connected to other professionals who are equally qualified to work with your family's Minnesota Resort.

Wishing you and your family a wonderful spring and strong summer ahead.



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Or call (866) 360-8210 for additional information.



# EDUCATION

## CMR School of Resorting Marketing Class

By Kim Bowen, Crow Wing Crest Lodge



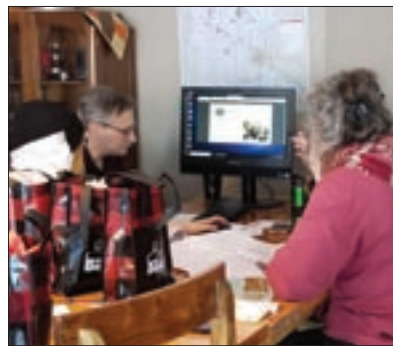
Twenty resorters gathered on January 9<sup>th</sup> for a mini marketing workshop in Akeley. Pinnacle Marketing Group, Bemidji brought four of its specialized personnel to teach about Instagram practices, YouTube upgrades and google advertising. While some of us had not started posting pics, many of us have used Instagram for a while; yet, we all learned some new tricks! Just knowing that Instagram usage is still gaining momentum (vs other platforms like Snapchat which has plateaued) gave

us some focus and gumption into planning/scheduling more posts throughout our resort season. After the class, I spent several hours on my YouTube account creating playlists and adding tags to previously uploaded video clips. A couple in our group had some experience with Google Adwords and other forms of similar digital advertising, but we learned a lot more from this class. This portion was a little overwhelming for some, (me included) but I felt inspired to try it out. I scribbled copious notes. Comments from others at my table communicated their desire for more classes like this one, even simple *workshop* days where we all might gather and practice items, we learned in class to help our experience and learn from each other. All in all, it seemed a successful turnout and educational experience. If you have ideas or specific topics for hands-on classes you would like to see the CMR coordinate, please contact a board member, myself at [relax@crowwing.com](mailto:relax@crowwing.com), or Timberly Christiansen, Education Committee Chair at [finnfeather@hotmail.com](mailto:finnfeather@hotmail.com).

## Community of Minnesota Resorts Board Retreat

By Clint Mueller, Balsam Beach Resort

The Annual Community of Minnesota Resorts (CMR) Board Retreat was held in February at Kohl's Resort in Bemidji. The CMR Board worked hard to develop direction and answers to questions on where the CMR wishes to grow moving forward. The photographs show CMR Board members working hard for the benefit of Minnesota resorts.



# HEADED FOR COLLEGE?



To build on our motto of *Resorters Helping Resorters*. One of our goals is to provide scholastic achievement within the resorting community. There are four scholarships available, the Carol Kirchner Memorial Scholarship began in 1999, the Pine Insurance Scholarship in 2012, our new sponsor Minnesota Resort Sales begins in 2020 and a CMR scholarship sponsored by our members. Plus, through the generous donations of our sponsors ALL four scholarship award amounts have been increased to \$750 to better assist applicants in their academic endeavors. The scholarships are to be used for tuition and/or related fees for students in pursuit of their academic or vocational advancement. 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. Associate Members are not eligible for scholarships.

Who is eligible to receive a scholarship?

- A senior in high school who is planning to attend a four-year college, a community college, or a vocational/technical college.
- A current college undergraduate or vocational/technical school student.

Specific submittal guidelines are provided on the scholarship application. A scholarship application can be obtained on the member only section of the CMR website, or by contacting the CMR office at:

[CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or  
320-212-5107.

Applications are being accepted  
now up through the  
**DEADLINE TO APPLY OF MARCH 15, 2021.**



## New Trends for Minnesota Resorts

# Have You Ever Dreamed of Owning a Resort

By Daniel G. Houle, Minnesota Resorts Sales Associate Broker

If you enjoy the outdoors, the classic answer is yes. After all, who wouldn't want to pack the vehicle and head north for resort living at their favorite lake?

Steve and Val Engelman turned that dream into reality by purchasing Kitchi Lake Landing Resort on the Cass Lake Chain near Bemidji in the fall of 2017. They packed personal belongings, swaddled newborn son Bhodi, and headed into the Northwoods for adventure and outdoor living.

*"Steve and I found ourselves trying to escape the city to nature as much as we could, that's when we decided it was time to make a life change. We didn't know we'd end up at a fishing resort, let alone one my great-grandfather owned during the late 1940s! Steve's home office job was key in making this move possible. We immediately updated the website towards online bookings and payments. Facebook and Instagram sites were implemented to connect with current guests and the next generation of families making Kitchi Landing their 'go-to' Northern Minnesota destination for fishing family fun."* - Val Engelman Kitchi Lake Landing

Baby boomers are retiring at record numbers across all industries in the United States. Minnesota's Family Resort Industry is experiencing that change. Premiere family-owned resorts not offered publicly in decades are now coming on the market. When Engelmans purchased Kitchi Lake Landing it was the first time on the public market for over 30 years.

Current buyers of family and fishing resorts come from all walks of life. Emerging demographic groups are corporate employees who have simply had enough, tech-savvy young couples like Steve and Val, hospitality professionals buying their operation, fishing and hunting enthusiasts, along with early retirees looking for some True North Adventure before calling it quits.

*"As hospitality and restaurant managers, we decided to venture into our own business. Tourism on the North Shore is strong in the summers and good in the winters. We changed some staffing, upgraded some cabin rooms, and implemented our new business plan."* - Tom and Jelena McAleer Cascade Lodge Lake Superior

Minnesota Resort based tourism is flourishing across the state. There are approximately 800 established resorts generating over \$281 million annually to the state's total \$14.4 billion tourism economic impact. Minnesota's fishing industry alone contributes over \$2.8 billion. Recreational Vehicle (RV) sales in the U.S. just topped the 500,000-unit mark. Many resort owners have added RV campgrounds and are now cashing in on that lucrative business.

We often read about smaller mom and pop resorts struggling to find their niche. New financing options and tech-savvy buyers like Steve and Val are making a difference. Recent years have seen more buyers bring home office jobs with them. Young couples buying are electing to keep the resort open during winter months or work extra jobs to help build equity in their new million-dollar venture. These are excellent options for smaller resorts, and we are confident that this new trend will create a platform that stabilizes our smaller resorts.

Large established resorts are open for business and have the strong positive cash flow for new owners. These full-service operations are

part of our Minnesota culture that is here to stay. Resort associations such as the Community of Minnesota Resorts (CMR) give resorters administrative support for marketing, operating, and implementing their business plans to grow and sustain new or existing resort operations. *"The growing tourism business is strong. The CMR motto is Resorters helping Resorters and our family-like atmosphere is fun and financially rewarding."* - Karen Senger Community of Minnesota Resorts.

Premiere resorts and campgrounds are in four distinct regions. Central Minnesota and the Brainerd Lakes Region, Western Minnesota around the Alexandria area, Lake Superiors North Shore, and of course, the classic North that stretches clear to the Canadian Border.

These iconic resorts have solid histories and can be financed through local community banks using your home equity, savings, or using a tax-deferred and penalty free 401K programs as down payments.

If your thinking of changing in your day job for some lakeside living, simply pick your region and start the journey for a new lifestyle and adventure at a Minnesota Resort!

*Dan Houle is an associate broker with Minnesota Resort Sales, the states leading brokerage firm that has specialized in Resort Sales since 1980. To contact Dan, call 218-235-0413 or log onto [www.MnResortSalesNorth.com](http://www.MnResortSalesNorth.com) or our website at [www.MnResortSales.com](http://www.MnResortSales.com).*



## Thinking of expanding or updating?

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## Pay-Per-Click, Email Campaigns

By Karen Senger, CMR Digital Marketing Liaison

Deciding how to spend the Community of Minnesota Resorts (CMR) Marketing Dollars for the CMR is not always an easy task. Your CMR Marketing Committee works well together to make those decisions. Once the decisions are made, they work with professionals to *get the job* done. Some of the items include Email Blast and Pay-Per-Click Campaigns.

The CMR Marketing Committee has been working with Orange 142 on a Pay-Per-Click campaign to promote the CMR website. We are also working with the *Star Tribune* on an email campaign. Both types of campaigns, we have successfully completed with them in the past. Therefore, your Marketing Committee allocated dollars again this year.

Because the CMR works with Explore Minnesota Tourism (EMT) and we receive grant dollars, there are certain criteria that we are required to meet. One example is that at least 50 percent of those marketing dollars have to be spent on out-state markets. We select different areas and states to target for each project in addition to Minnesota. We must also include the EMT Logo.

### Pay-Per-Click or AdWords Campaign

The CMR is working with Orange 142 on the Pay-Per-Click ad or AdWord buys. Simply put, we select certain words (keywords), a combination of words or phrases and pay to have them come up higher for the potential guests' results. By doing this we increase the chance that guests click on the CMR website and therefore your website when searching those terms/phrases.

For example:

- resorts in mn
- cabin resorts in Minnesota
- ice+fishing+minnesota
- lake cabin rentals
- Minnesota resorts
- campgrounds Minnesota
- minnesota+resorts
- Minnesota lake resorts
- cabins in northern mn
- Minnesota vacation

The list is lengthy and Orange 142 reviews the results regularly to make adjustments as needed to ensure that we are getting the best bang for your buck.

### Email Blast Campaign

Based on industry standards, our last email campaign was successful. Therefore, we are doing it again. We are working with *Star Tribune* and allocated marketing dollars to send two 75,000 email blasts. The first selected audience included 35,000 in the seven-county metro area, 5,000 in St. Cloud, 20,000 in Omaha and 20,000 in Des Moines. As we worked with them to design the email, we included different areas within the email for the recipient to click on and go to the CMR website. These areas included four blogs, searches for resorts by area or amenity and four separate ads on the bottom.

*Image to Right: Sample of email from Email Blast Campaign. We are working with Star Tribune and allocated marketing dollars to send two 75,000 email blasts.*



**Why a Minnesota Vacation?** Top 8 reasons to book a cabin up north today.

**5 Reasons to Stay at a Minnesota Lake Resort in May:** 1. Wildlife 2. Value 3. Quiet 4. Full choice of water activities 5. The Common Loon

**Road Trip: 19 Games and Challenges for the Car:** 1. Fake News 2. ABC Game 3. I'm going on a picnic.....

**New Kind of Family Vacation:** What do kids really appreciate about vacations? It isn't what you think.

Click here to find your vacation by location →

Click here to find your vacation by selecting what is important TO YOU →

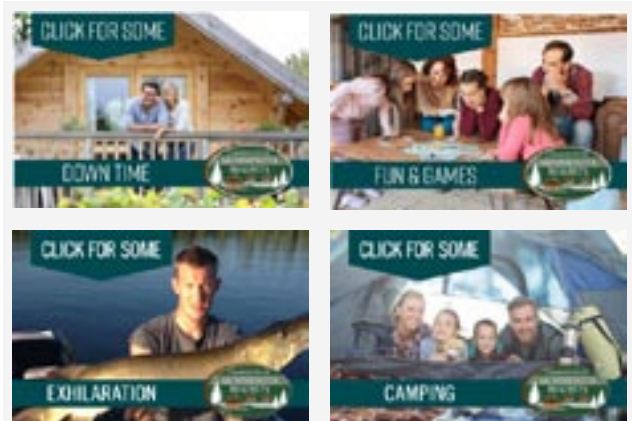
You will be able to select one or more regions!

- Some amenities you can choose from include:**
- Beach
  - Pool
  - Pet Friendly
  - Restaurant
  - Fishing Guide
  - Babysitting
  - Children activities
  - Campsites available
  - Boat or pntoon rentals
  - Specific lake
  - Specific city
  - And more!

### 3 Reasons Why Families Choose Our Resorts

Almost all our resorts are owner-operated. Why is that important?

1. **Personalized Attention:** If you tell your host that the screen door is loose or you are in need of an extra crock pot in your cabin, you won't hear, "I'll let management know." Why? Because they ARE management. They typically live on-site and are often the ones who will fix the issue, in person.
2. **You Aren't Just a Number:** You are special. Because our resorts are owner operated, you aren't guest #259 or #480. You are a guest with a name, face and unique story. Whether you go back to the same resort year after year or this is the first time at that resort, your hosts are "in the know." They are usually the ones who take your reservation. They mail or email your confirmation. They speak with you on the phone. They will be greeting you when you arrive. It's your special vacation. Take it at a special resort too.
3. **Fishing, Area Activities or Vacation Advice:** Have you ever asked the receptionist at a hotel "Where the best place is to eat?" or "What is going on in the area?" and you just got that blank stare? At one of our member resorts, they have been asked those questions a zillion times. They live, fish, eat, shop and know their own lake and community well. They WANT to promote area attractions, cool dining spots and road shortcut tips which will enhance a guest's "up north" experience. They know where to try for the big walleye or where the little kids might fish for endless perch. The "catching" part is up to you, but the resort owners will happily share their wisdom.





## CMR Website Changes

By Kim Bowen, CMR Marketing Committee Chair

The Community of Minnesota Resorts (CMR) Marketing Committee has processed several changes this last year or two. We asked for direction from the CMR Board during a retreat in January and from members themselves via an email survey the CMR Membership Committee coordinated in December. We thank you for the feedback!

Based on results, we have decided to reduce the marketing budget by one-third (discussion indicates these funds will be reallocated to education and membership committees). We still feel we have a very strong website, particularly now that we've cleaned it up (streamlined the resort directory homepage, updated functions, etc.) We have also gotten a better handle on analytics this past year and were able to determine which advertising campaigns were successful (e.g. Google AdWords) and which were not (e.g. billboards). Analytics have shown that approximately 7,000 unique visitors to the CMR website have high-quality click-throughs. If they have taken the time and energy to filter through any of our member listings, something about your listing has perked their interest. These are active vacationers. This is our goal on the committee: *to encourage interested parties to your resort website for them to book a cabin or campsite with you.*

We strongly encourage you to try out the *Last-Minute Openings* feature on the website to market your resort. It's a steal of a deal at \$5 per listing. (*Log in to your resort listing. Scroll to the bottom to add a Last-Minute Opening.*)

In February, I spent several hours creating pages and bringing a lot of membership information from the *backside* of the website to the front. It is now public and more easily accessible to our members (you don't have to remember your username and password to view the Associate/Vendor List, as an example). From any page of the website, you can click on *Membership* in the upper right corner of the screen and end up on the *home* page of Membership information. There is now a page dedicated to Education (with new video snippets, links to magazines, schedule of upcoming classes and events), a page on Legislative (how to contact your legislator, current issues, past successes), and a page on Marketing (overview of group pooled campaigns, plus *how-to* update your resort listing in the directory). We are in the process of getting estimates to create a very simple budget-friendly website for just the membership section as we feel it needs updating still.

The blogs have been going great this last year and we thank our new CMR Marketing Liaison, Karen Senger, for managing those. We have several writers (and welcome more)! On average, we are posting two blogs per month. The main reason we started them was to continually insert fresh, appropriate content onto our CMR website for better search engine optimization. The secondary reason is to give members ideas on how to write their blogs to market their resort websites better.

We continually solicit feedback from members, if you have ideas, comments, or suggestions, please contact one of us on the CMR Marketing Committee.

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# The Community of Minnesota Resorts

## BECOME A CMR MEMBER TODAY!

Learn more about membership by going to [Minnesota-Resorts.com/membership](http://Minnesota-Resorts.com/membership).

When on the page, click on the “Join the CMR” icon to fill out an application, or print an application to complete and mail in. (Are you a vendor offering products or services resorts would be interested in? Find a CMR Associate Member Application on our membership page also.)

Send printed applications to:  
Community of Minnesota Resorts  
PO Box 61  
Dent, MN 56528



Questions regarding Membership?  
Contact the CMR office at  
[CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)  
or 320-212-5107

## WHAT THE CMR CAN DO FOR YOU!

### EDUCATION

- Fall Conference, Spring Workshop, Resort Tour, and School of Resorting Classes throughout the year
- Yahoo Groups Chatline and Facebook Group – resorters sharing resort experiences
- Members ONLY online resources on CMR website (templates for boat/motor contracts, AIS Guidelines, Employee Forms, Photo Waivers, etc.)

### MARKETING

- New fully redesigned and mobile responsive website
- New branding campaign and billboard advertising – pooled and co-op advertising dollars go further with the CMR
- Flash Ads, Banner Ads, TV commercials and Pay-Per-Clicks in pooled advertising opportunities on our [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com) website

### LEGISLATION

- Full time lobbyist working specifically for/on the interests of RESORTS
- Join fellow resorters for a Day on the Hill and meet legislators to get our issues heard
- Get real time updates all year long on legislative issues which affect resorts





## EDUCATION



## MARKETING



## LEGISLATION

# WHAT RESORTERS ARE SAYING ABOUT THE CMR

*During the CMR DOH, it is such a breath of fresh air to hear the representative of the Department of Labor and Industry tell us that our request for them to consider child labor changes was so well received and her promise to get back to us with a response.*

*Lynn Scharenbroich  
Black Pine Beach Resort*

*Yo, resorters – I enjoyed meeting new faces at the CMR Fall Conference! Thanks, Education Committee – really fantastic! I had the opportunity to be a part of the discussion “Filling Shoulder Seasons.” I spoke on trying to offer retreats. The best part for me was having to really think it through in order to communicate about what we do and why it works for us. All of us on the panel are unexpectedly grateful (although initially not very enthusiastic) that we agreed to be part of it. If the education committee comes to you next time and asks you to be on a panel about something or other, we strongly encourage you to say “yes!” It was a rather validating and insightful experience.*

*Toodles for now... Kim Bowen,  
Crow Wing Crest Lodge - 17<sup>th</sup> season*

## Resorter Recipes

Kristin Wherley, Scott Springer

### CAMPFIRE POTATOES

- 5 medium potatoes, peeled and thinly sliced
- 1 medium onion, sliced
- 6 Tbsp butter
- 1/3 cup shredded cheddar cheese
- 2 Tbsp minced fresh parsley
- 1 Tbsp Worcestershire sauce
- Salt and pepper to taste
- 1/3 cup chicken broth

Place the potatoes and onions on a large piece of heavy-duty foil (about 20" x 20"). Dot with butter.

Combine the cheese, parsley, Worcestershire sauce, salt and pepper; sprinkle over potatoes.

Fold foil up around potatoes and add broth. Seal the edges of the foil well. Grill, covered, over medium heat for 35-40 minutes or until potatoes are tender.



### VEGGIES ON THE GRILL

- 1/3 cup vegetable oil
- 1 1/2 tsp garlic powder
- 1/2 tsp salt
- 1/4 tsp pepper
- 1/8 tsp cayenne pepper
- 3 medium carrots, halved lengthwise
- 3 large potatoes, quartered lengthwise
- 3 medium zucchinis, quartered lengthwise



In a small bowl, combine the first five ingredients. Brush over vegetables. Grill carrots and potatoes, covered, over medium heat for 10 minutes. Add zucchinis. Cover and grill 10-15 minutes longer, basting and turning every five minutes or until vegetables are tender.

Scott Springer, Pike Point Resort  
World Famous Northern Pike Recipes

### SCOTT'S NORTHERN FISH PATTIES

Grind 10 lbs Northern Pike with bones with a small grinder (we used a grinder on a kitchen aid mixer attachment)

1 large sweet onion, chopped small pieces

1 large green pepper or red pepper or your choice of veggies, chopped small pieces

Mix with Northern Pike, add salt and pepper or other choice seasoning for taste

Beat 6 eggs



Mix eggs with Northern Pike mixture. Add 1 cup of flour to firm up. (Add little more flour if necessary.) Form into patties, place on wax paper on cookie sheet. Put into freezer until frozen and then take off wax paper and put into freezer zip lock bags and put back into freezer until needed. We deep fry them like fish or pan fry them. Great for a supper meal or breakfast with eggs

### SCOTT'S PICKLED FISH

About 10 lbs of fresh fish

Wine: White Port of choice

One large onion, sliced

1/4 cup pickling spices

White vinegar

1 cup canning salt

3 cups white sugar

Clean and skin any good eating fish – great for Northern Pike.

Remove backbone. Cut into pieces like herring.



Brine #1 - Make a brine of 4 cups water and 1 cup canning salt. (No iodized salt.) The saltwater should be strong enough to float a fresh egg. Soak fish in saltwater for 48 hours. Drain off saltwater brine. Cover fish with white vinegar for 24 hours. Drain (throw this vinegar away, DO NOT REUSE!)

Brine #2 - Heat 4 cups white vinegar and 3 cups white sugar for 2 or 3 minutes, then COOL COMPLETELY.

Add to Brine #2; 1 cup white wine and 1/4 cup pickling spice. Cut large onion in slices and mix in with the fish. Use large enough container so the brine can circulate. Keep refrigerated at all times. *Stir once a day*. The fish are ready to eat in one week. Put them in smaller jars. Shave lemon rind in bottom and top of jar. Seal jars and keep refrigerated at all times. These fish taste better than herring!



**GARY'S POOR MANS' LOBSTER**

Clean northern pike and debone, cut into chunky pieces

Option #1-Boil water and shrimp boil seasonings

Option #2- Boil water and add seasonings of choice (ex: salt and lemon pepper)

Drop pieces of fish into the boiling water. They will cook through rather quickly. Melt butter for each table place. Remove fish from water with draining spoon and enjoy by dipping into the melted butter.



**Share a great recipe!**

Contact Ann Warling

218-821-1031 or [ann.warling@gmail.com](mailto:ann.warling@gmail.com)

**WELCOME TO OUR NEW COMMUNITY OF MINNESOTA RESORTS' MEMBERS**

We'd like to take this opportunity to welcome these Resorters and Associate Members to the Community of Minnesota Resorts' family! If you have the chance, please get acquainted with them.

Want to become a new CMR member? Contact Jim Wherley at 320-212-5107 with your questions, and to sign up! We look forward to having you as our newest member resort!

**New CMR Resort Members**

Dean Beneke

Ashby Resort, Ashby

Derek & Karen Bernard

Birch Haven Resort, Tenstrike

Chaz & Brittany Dobias

Breezy Pine Resort and Campground, Nevis

Mark and Karen Seaton

Northern Lights Resort, Richville

Kim Osterhoudt, (Rejoined)

Pine Beach Resort, Side Lake

**New CMR Associate Members**

Terry Stein

Minnesota Business Finance Corporation, St. Cloud

**New Retired Resorters**

Vince & Cheryl Proski

Formerly Northern Lights Resort, Richville

## 2019 CMR FALL CONFERENCE VENDORS

### AdventureKeen

Jody Anderson  
320-703-9363  
jody@adventurewithkeen.com  
www.adventurewithkeen.com

### Aquarius Home Services/Kinetic

Scott Carter  
651-777-0448  
scott.carter@aquariushs.com  
www.kineticomn.com

### Art Unlimited

Justin Simon  
218-666-2512  
justin.simon@artunlimitedusa.com  
www.artunlimitedusa.com

### AXA Advisors

Andrew Sternke & Jacob Lewis  
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### Clifton Larson Allen LLP

Shawn Fischer & Molly Ronnevik  
218-828-0100  
shawn.fischer@claconnect.com  
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### Fireside Lodge Furniture/Wooded River, Inc.

Michele Petersen & Micheal Trosvig  
218-568-6230  
jill@lonesomecottage.com  
www.firesidelodgefurniture.com

### Grand Rapids Marine

Mike Holmstrom  
218-326-0351  
info@grandrapidsmarine.com  
www.grandrapidsmarine.com

### Inn Room Supplies

John DesLauriers  
800-642-4741  
john@innroomsupplies.com  
www.innroomsupplies.com

### LVC Companies

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218-262-2484  
ckangas@lvcinc.com  
www.lvcinc.com

### Minnesota Resort Sales

Dan Houle & Ross Coyer  
218-235-0413  
danielhoule@gmail.com  
www.mnresortsales.com

### Nelson Ink

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218-222-3831  
inkstains@wiktel.com  
www.nelsonink.com

### Noblewear

Bill Volbert  
320-232-9024  
bill@noblewear.com  
www.noblewear.com

### Northwoods Bank

Roger Stewart & Scott Hewitt  
218-732-7221  
rogerstewart@northwoodsbank.com  
www.northwoodsbank.com

### Orion Resort Sales

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320-760-5427 - Tim  
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dan@orionresortsales.com  
www.orionresortsales.com

### Pine Insurance

Dan & Beth Borseth  
218-927-4114  
dan@pineagency.us  
www.pineagency.us

### Pinnacle Marketing

Nick Henning & Shayla Burns  
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ksmerline@pinnaclempg.com  
www.pinnaclempg.com

### Range Water

Scott Winjum & Dave Overlee  
218-327-1144  
www.rangewater.com

### RAVE Sports

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ebotz@ravesports.com  
www.ravesports.com

### RezStream

Jeff Hebrink  
720-420-7783  
jeff.hebrink@rezstream.com  
www.rezstream.com

### RS Sales (formerly AL Bird Sales)

Russ Schaefer  
218-820-8289  
russ.dodge@icloud.com

### S & L Outlet

Steve Criswell & Max Brown  
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sloutlet4@gmail.com  
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### Security Insurance USA

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### Security State Insurance

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### Septic Check

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### Superior Fuel

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### Symbol Mattress

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# THANK YOU! A BIG THANK YOU TO ALL THE CONFERENCE VENDORS!



# 2019 VENDORS CONTINUED

 **Thrivent Financial**  
Ben & Kari Weerts  
218-326-0068  
benjamin.weerts@thrivent.com

**Viking Log Furniture**  
Scott Legatt & Kayla Trout  
320-259-0909  
sales@vikinglogfurniture.com  
www.vikinglogfurniture.com

**Whitefish Gallery & Studio**  
Tom & Diane Knauer  
763-670-3268  
giftnetworksllc@gmail.com

**Widseth Smith Nolting**  
Chad Conner  
218-829-5117  
chad.conner@wsn.us.com  
www.widsethsmithnolting.com

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# Have a resorting tip or trick?

We'd love to share your tips and tricks in our Handy Resorter column!

*CMR Resorter Editor Ann Warling:*  
**218-821-1031 | ann.warling@gmail.com**

## Legislative Advocacy

### Every Resort Owner's Responsibility

By Jim Wherley, CMR Legislative Committee Chair



We can give any number of reasons for not attending Day on the Hill (DOH) activities. Life is complicated and we all live it. However, I want to present some reasons why we all should attend DOH and attempt to evoke some commitment within each of us to attend DOH 2021. Thank you to your Legislative Committee members of: Bob Barton-Hidden Haven Resort, Mike Schultz-Ten Mile Lake Resort, Tim Aarsvold-Retired Resorter, and Kristin Wherley-Sunset Bay Resort for

organizing and planning our DOH event. Also, special thanks to our Lobbyist Joel Carson and his Assistant Tami Lafavor for all of their help in organizing our day at the Capitol and keeping us apprised of legislation that impacts us as resorts throughout the year.

I also want to publicly thank those who attended/participated in DOH and painting our leave-behind on behalf of all who did not attend or participate. Because of you, the benefits of DOH are shared by the **entire** resort industry. It is unfortunate that not enough of us make the trip annually to St. Paul to advocate on behalf of resorts. Ask yourself: "What if those that did attend would not, or could not?" Who would



*James Daigle-Two Inlets Resort plans his appointments for Community of Minnesota Resorts' Day on the Hill.*

step up to take their place?

We have seen a decline in attendance for this important event. In fact, an alarming decline in my opinion. We can't leave the importance

of legislative advocacy on behalf of the resorting industry on the shoulders of a few people. It is the responsibility of **ALL** resorters to ensure that legislation is put forth that benefits, promotes and sustains resorts for years to come. So, let's ask ourselves another question: "Why don't I attend?"

Allow me to monetize some of the issues, past and present, that impact your bottom line that we discussed with legislators and various governmental agencies when we are at DOH and were part of our legislative agenda this year.

- **1c Ma and Pa classification** - The CMR was instrumental in implementing this special property tax classification for resorts years ago. A full commercial taxation of your property taxes is at 1.5 percent (.015) of assessed value. When first implemented, the CMR obtained a reduction on the first \$500,000 in assessed value of your resort at a rate of 1/2 of a percent or (.005). (There is also another tier of savings, but I will concentrate on the first tier as it impacts all of us.) So, before the 1c classification you would pay a full commercial tax of \$7,500 ( $\$500,000 \times .015$ ). After the classification was in place you would pay \$2,500. **A savings of \$5,000!** In 2008, the tier was adjusted again to \$600,000-**saving you another \$500**. So, each year since 2008 we have been saving \$5,500 (if your assessed value is \$600,000 or higher). Not a one-time savings, every year! (Plus keep in mind that there is another tier of savings that is realized if your assessed value is higher than \$600,000 that I did not present in this illustration.) This year we lobbied to adjust the tier(s) again because of the dramatic increase



*(l-r) Tom Marnik-Timber Trails Resort, Bob Schimerowski-Diamond Lake Resort, Julie Wells-Diamond Lake Resort, Senator Andrew Mathews, Patty & Clint Mueller-Balsam Beach Resort, and Tim Aarsvold-Retired Resorter.*

to lake shore property assessments so that we can be placed in the same economic position we were in 12 years ago.

- **Post Labor Day School Start** - You may get tired of hearing about this issue, but almost every year, someone wants to eliminate or significantly alter the state law requiring schools to start after Labor Day. If school starts earlier, sports and activities start earlier eating more and more into summer, and our ability to rent to families for vacation. I feel any day that schools start prior to Labor Day, which falls on a Monday, essentially causes us to lose almost all weekly rentals the week prior, and most turn into only a weekend rental Friday departing Monday. Some families may not rent at all causing a total loss of all income. Each of us is different in this respect, but it is a significant loss of income maybe 50 to 70 percent of a total week's income. Every resort will be different on what the total loss





(l-r) Clint Mueller-Balsam Beach Resort, James Daigle-Two Inlets Resort, Patty Mueller-Balsam Beach Resort, Senator Paul Utke, Jennifer Bateman-Retired Resorter, and Scott Tanke-Wilderness Bay Resort.

is, but a loss is a loss, and shouldn't we protect from that loss? What also needs to be considered is the loss of income to other sectors of the tourism industry, those towns and businesses that surround our resort. The economic impact of losing Post Labor Day school starts for the areas our resorts serve is tremendous and could make the difference between sustaining a business through the winter months or it closing its doors for good.

- **Low interest loans** to support lost income for resorts and other businesses due to circumstances beyond their control. We advocated for this and won support for the Mille Lacs lake area a few years ago due to the walleye issues. We advocated for this again this year for resorts/businesses who lost significant business due to the poor ice conditions that forced many to generate much less, or no business compared to a normal year. Without these loans to pay the bills some of our fellow resorters would be out of business for good.

- **Short term rental homes** - We want to be treated fairly. This issue is a difficult one, but we discussed with legislators the need to create a level playing field. We also focused on the safety and welfare of the general public staying in these rentals that are not being properly insured, licensed, inspected, or regulated by the department of health. Not that we want more regulations, but rather to be treated the same. Maybe even less regulation on us?

- **Explore Minnesota Tourism new event grant funding** - Restore funding to \$1,000,000. This funding was significantly cut in the state budget to \$50,000. We lobbied to restore it to its previous levels. This funding is for all of Minnesota to create new events to generate tourism. These events bring new guests to the area to support lodging and retail in the community the events are held in. This has direct impact upon us as resorts as we can offer lodging to those visitors.

As you can see, some of these are easier to place a dollar figure on than others, and the direct financial impact they have on you may be more or less than someone else. These issues also have an impact on the surrounding businesses and communities our resorts are in. The point is each of the above impacts your bottom line as a resort owner. When dealing with issues that impact your bottom line (either positively or negatively) you need to be involved so that the best possible outcome can be realized. We cannot sit on the sidelines. **Your resort business needs you to be actively involved in those things that impact its bottom line not just on a day to day operational basis, but on a global basis. Your resort needs you to attend Day on the Hill.** We have, can, and do make an impact when we visit the legislators for DOH as illustrated by past accomplishments, and negative impacts we have prevented from occurring. However, we need triple the attendance we had this year so that we can make contact with as many legislators as possible, have our voices heard, and positively impact our resorts and the entire industry to allow us to thrive into the future.

I've tried to illustrate the importance of attending DOH and legislative



Community of Minnesota Resorts' Day on the Hill participants.



## 2020 Session Underway

By Joel Carlson, Community of Minnesota Resorts Lobbyist

The 2020 legislative session is hitting its stride... full committee schedules, press conferences, long floor sessions and plenty of disagreements. The DFL controlled Minnesota House of Representatives and Republican State Senate are staking out positions that are likely to appeal to their voters in November but are unlikely to pass into law this year.

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*Budget officials indicate that the most troubling aspect on the economic horizon is the extent of the coronavirus outbreak and its continued spread around the globe.*

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The House is passing bills to provide for paid family leave, gun control, investments in early education, civil justice reforms and other measures that have proven to be popular with progressive and suburban voters but despised by conservatives and business groups. The Senate is discussing legislation to require photo IDs for voting, expanding gun owner rights, a \$1 billion tax cut and education vouchers that can't pass the House.

While these election year positions are being staked in the ground several other issues less controversial are getting attention. These include funding for the Rural Finance Authority, broadband funding, funding for environmental projects, disaster relief and others.

The principal focus of the session is assembling a capital investment bonding package, but little headway has been made on that front. The House and Governor Walz hope to pass the biggest bonding bill in state history, approaching \$2 billion in projects. The Republicans in both the Senate and House are shooting for a bill closer to \$1 billion and without

their votes, nothing can pass. This will be one of the final bills passed at the end of the session. The entire session will be a success if they accomplish this task.

### **Budget Forecast Stable**

The final revenue forecast was released on February 27<sup>th</sup> showing a budget surplus of \$1.51 billion, slightly higher than previously anticipated last November. The continued good fiscal news will make it easier for legislators to spend a little extra one-time money, but long-term tax relief and big new spending programs are unlikely for 2020.

Budget officials indicate that the most troubling aspect on the economic horizon is the extent of the coronavirus outbreak and its continued spread around the globe.

### **Resort Property Taxes HF 2096 / SF 1725**

Community of Minnesota Resorts' members came to the Capitol in February to lobby legislators to update the resort property tax system and allow for workforce housing to be excluded from the 250-day limitations for property tax classification. As property values rise, adjusting to the resort tax tiers upwards protects the relief the legislature approved, and we hope for favorable consideration this session. The legislation is sponsored by Representatives Bud Nornes and John Persell and Senator Bill Ingebretsen.

### **Wake Board Boats SF 3624 and HF 3770**

Legislators are digging into the issue of wakeboard boats and how they should be regulated on Minnesota lakes. A proposal advanced by the marine manufacturers would impose a 200-foot no-wake zone for these boats, but several unanswered questions remain. What is a safe distance from small craft, paddleboards, swim rafts and what depth should these boats operate in are just a few items that have been discussed in relation to this bill?

### **EMT Community Grant Funding SF 3111 / HF 3271**

Legislation that would provide more funding for Explore Minnesota Tourism's (EMT) community event grant funding is getting attention this session in the House and Senate. These grants have proven to be a significant boost to local tourism by bringing new events to the state. EMT estimates significant sales tax and local spending as a result of these grants, including \$16 million of sales tax generated in part by the \$1.5 of grants issued to date.

CMR Board Member Bob Barton from Hidden Haven Resort testified in front of the House and Senate Committees addressing tourism and we continue to push for this legislation.

### **Resort Lobbying Works...**

CMR had a great couple of days at the Capitol on February 25 - 26. In addition to meeting with resort legislators and administration officials, we spoke with several committee chairs that address tourism, property taxes and spending on environmental programs. Resorters have an impact when they come to the Capitol – we have to find a way to get more people on the bus.

*Joel Carlson owns a Legal Research and Government Affairs business in St. Paul, Minnesota and has represented the CMR since 1997. He can be reached at [jdcresearch@aol.com](mailto:jdcresearch@aol.com).*

---

*Resorters have an impact when they come to the Capitol – we have to find a way to get more people on the bus.*

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## Government and Industry Working Together

By Jim Wherley, CMR Legislative Committee Chair

Sometimes we get frustrated with how government can negatively impact us, or how hard it is at times to get things done with government rules and regulations. However, government and industry can work together to resolve issues. I wanted to illustrate an excellent example of this.

In January, members of your Community of Minnesota Resorts (CMR) Legislative Committee and our Lobbyist Joel Carlson, met with Deputy Commissioner Roslyn Robertson from the Department of Labor and Industry (DLI) to discuss some of our concerns surrounding youth employment laws specifically for resorts. The Deputy Commissioner was very appreciative of the CMR meeting with them to open a dialogue into the issues and allowing her department to provide us further clarification and guidance on them.

After our meeting in January, we followed up in a letter to the department with the current youth employment guidelines specific to resorts that we needed clarification on, or were asking the department to review to see if youth in certain age groups could legally be allowed to perform those tasks at our resorts. (Current resort guidelines with respect to youth workers can be found at this link [https://www.dli.mn.gov/sites/default/files/pdf/resort\\_workers.pdf](https://www.dli.mn.gov/sites/default/files/pdf/resort_workers.pdf).)

During our Day on the Hill (DOH) visit, Deputy Commissioner Robertson met with our entire group to discuss the approach the DLI

is taking with respect to responding to our inquiry. She emphasized that she appreciated the direct communication from the CMR with her office and how that type of communication is what is needed to assist in resolving issues that may exist. She also promised a response to our issues within a month following DOH. In addition, she explained there is a child labor exemption form found at <https://www.dli.mn.gov/business/employment-practices/child-labor-exemptions> that can be used to apply for an exemption to an existing prohibited work task. Keeping in mind that the request must focus on the youth's ability and skills to enable them to do the job rather than our need for the youth to perform the task. In addition, we want to emphasize that the submittal of an exemption request does not mean the request will be approved. Each request and the individual youth are reviewed to ensure the youth can safely perform the task requested.

In the end, we have created an open dialogue and working relationship between the CMR and the DLI to assist us in further enabling the youth of Minnesota to perform more tasks at our resorts. Obviously, any worker we employ we desire to be safe in their work environment. We look to DLI to provide us the framework to enable us to both protect the youth employee and enable us to hire more youth workers at our resorts.

*More on this important initiative as it develops!*

## Nominating Resorters for the 2020 Resorters of the Year Award

**SEPTEMBER 1, 2020 DEADLINE**

The Community of Minnesota Resorts (CMR) selects, through nomination by its members, one resort and resort owner that has shown a dedication to 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. They 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.

You can go to the CMR website [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com), click on the Membership icon in the upper right corner of the page, then once on that page under the photo of this year's Resorters of the Year recipient, click on the Resorters of the Year Nomination Packet icon. Then just print out and complete the nomination form.



**Mail the completed form to:**

Resorters of the Year Nomination Committee  
Community of Minnesota Resorts  
PO Box 61  
Dent, MN 56528

If you need further assistance please contact the CMR office by emailing [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or calling 320-212-5107.



## Kathy's Kraft Korner

By Kathy Marnik, Timber Trails Resort

### Glow in the Dark Jelly Fish

#### Supplies:

Heavy-Weight Paper Bowls

White Yarn

Glow-in-the-Dark Acrylic Paint

(ie: FolkArt and Martha Stewart brands)

Paint Brushes and Supplies

Scissors

Zipper Sandwich Bags

Skewer or Sharp Pencil

#### Instructions:

Paint the bowl inside and out. Use two or more coats of paint for a brighter glow. For the tentacles, cut 10 – 12 pieces of yarn approximately 36 inches in length. Place them in a zipper sandwich bag with several squirts of glow paint and seal the bag. *Squish! Squish! Squish!* until the yarn is completely covered, adding more paint if necessary. If the paint is too thick, add a little water to the bag. Hang the yarn to dry. At the center of the bowl, punch two holes about 1/2 inch apart using a skewer or sharp pencil. Cut a piece of yarn approximately 40 inches long. Thread it through the two holes so that both ends come out the bottom of the bowl. From the inside of the bowl, pull the yarn up to form a small loop. Thread the tentacles through and roughly center them under the loop. Flip the bowl, pull the yarn taut and tie a double knot. Back on the inside, grasp the tentacles as one bunch and tie a single knot. The frilly appendages flanking the mouths of some types of jellyfish are called *oral arms*. To recreate these, unravel a few pieces of yarn that hang close to the center of the bunch. Charge your jellyfish creation in bright light for at least 30 minutes. Turn out the lights and enjoy its luminous glow!





# Share Your Resort Stories or Photos

Send your high res photographs of resort life  
and story ideas to:

**CMR Resorter Editor Ann Warling:**  
**218-821-1031 | [ann.warling@gmail.com](mailto:ann.warling@gmail.com)**



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