

RESORTER REPORTER



From the President's Pen

March 2018



DO YOUR DUTY

This is not going to be the same old upbeat president's letter you have come to expect. This is a call to action to support the Community of Minnesota Resorts Day on the Hill activity by doing **YOUR DUTY**. Yes, as a part of being in this and any organization, sometimes you need to do things that quite frankly you're uncomfortable with and maybe even hate to do. A part of being a member of the CMR is to actively support the activities of the organization such as Day on the Hill. Why? Because it benefits all of us. That is the purpose of an organization (Remember "Resorters Helping Resorters"). Sitting back and saying someone else will do it, I don't like politics, I'm not good at talking with people, I don't have the time or simply saying I have things to do that I like to do better does not cut it. We need all members of The Community of Minnesota Resorts to be engaged!



I could go into a lot of specifics on legislative issues, and why and how they affect your resort business, but you already know that because each year we try to entice more participation with this information. Still we get the same core group of people that go and volunteer their time for EVERYONE'S BENEFIT. I am writing this to the people that never attend Day on the Hill or have gotten less active. It is time to do your part and sign up!

Now I know going and talking to a bunch of politicians is not high on your list of favorite things to do. Nobody, I repeat nobody really loves to go to Day on the Hill. We make it as easy and comfortable as we can and try to put some fun in it, but it is not about what you like to do, it's about YOUR DUTY. If you want a resort friendly climate in this state, where taxes are kept at bay and rules adversely affecting your operations are not enacted, you must do your part. There are about 140 resorts in this organization. Let's say at a minimum there are two people involved in the ownership/leadership of the resort. That is 280 people available to get on the bus and make a difference. We average about 25. That is pitiful. It is time to get involved and fight for the industry in which you make your living.

It's not too late to sign up for Day on the Hill. Call Jim Wherley, Legislative Chair at 1-218-758-2080 to sign up to perform YOUR DUTY as a responsible Resorter.

Thank You,
Tom Marnik

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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Final Reminder! (must be postmarked by March 15, 2018)

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.

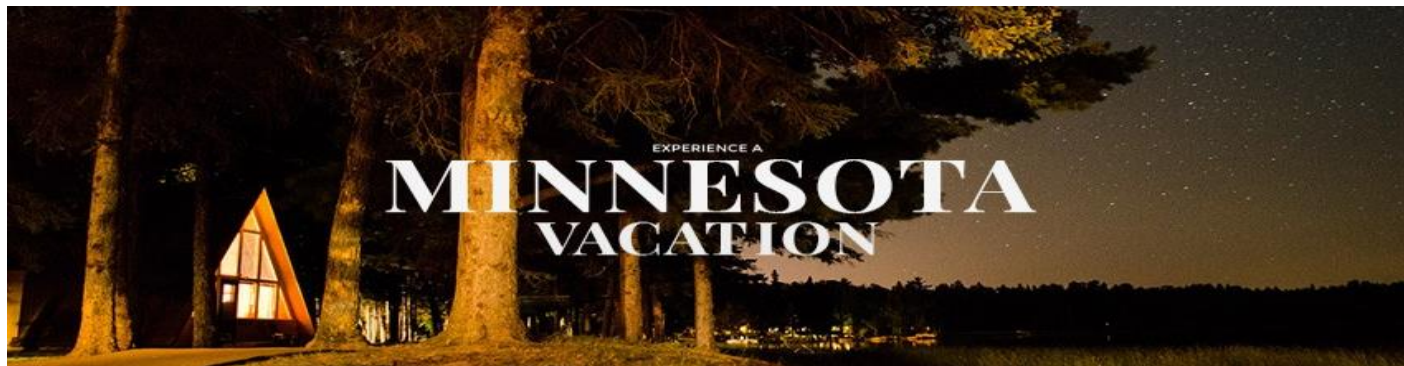
When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter.

Community Of Minnesota Resorts Calendar of Events

March 13-14	Day On The Hill
March 15	CMR Scholarship Applications Due
April 10	Spring Workshop-Boyd Lodge, Crosslake
October TBD	Fall Conference,

Make sure to mark your calendar for these events!





Website Tips from your Marketing Committee

Upon review of year end 2017 analytics, our CMR website sent 22,335 users to a specific resort listing. This means that these users were potential guests sent to a resort listing from the CMR site! Those potential guests may or may not have made a reservation, but they were all exposed to individual listings on the CMR site.

Top keywords bringing users to our CMR website organically:

- Minnesota Resorts
- Minnesota Fishing Reports
- Minnesota Fishing Trips
- Minnesota Family Resorts
- Winter Resorts in Minnesota
- Minnesota Campground

Our webhost highly recommends two items: including fishing reports or links on the website, and to remind you to update your listing with more text (at least refresh it). ***Hint, hint*** The more appropriate the text, referencing resorts, campgrounds, cabins, lakeside vacations, etc., will increase our CMR website's overall search engine optimization.

Support CMR Legislative Initiatives

Contact your legislators via Email

We recently completed the update to all legislators in the Member Only section of the CMR Website. When you login, click on the Contact a Legislator drop down icon and follow the directions to send your legislator an email. **Can't make it to Day On the Hill March 13th and 14th? You can still send the legislators from your area emails expressing your concerns about issues facing your resort.** Click on the "Find My Representatives" link under item #4. Then type in your full address in the search bar on the next page under "Who Represents Me", hit the search icon and it will bring up your representatives and senators. Hit the back arrow to go back to the CMR dashboard. Page down to select your representatives from the list and send them a message to reinforce the need for their support of CMR issues. This way you still support your CMR legislative initiatives even if you could not make it in person to Day On the Hill. Make sure to express your support for:

- The CMR opposes any proposed change in the DOR technical bill regarding class 1 c resort ownership (LCB18-5561-3, page 7 and 8) because there are multiple types of resort ownership models currently in existence today. These are all proper and necessary to continue to make resorting viable. The proposed change is counter to that goal and accordingly we as the CMR are opposed.
- The CMR supports expanded and accelerated Broadband installation to rural areas so that we and our guests can enjoy fast and reliable internet access.
- The CMR supports regulations for Emotional Support Animals, and penalties for those who falsely represent their animal as an Emotional Support Animal. With appropriate regulations (and potential penalties in place), resorts can provide proper accommodations to those individuals needing these animals.
- The CMR supports post Labor Day school start.
- The CMR supports continued and increased funding for Explore Minnesota Tourism to promote tourism to in and out of state travelers.

CMR Website-Resort Listings

Incomplete Resort Listings

One item discussed at the Board Retreat that was recently held was the fact that a number of resorts had not completed their CMR website listing to include photos of their resort, a resort description, list of prominent amenities or links to availability pages or Facebook and Twitter pages. The CMR website listing is one of the primary benefits of your membership as it provides another web presence for your resort, and allows guests to contact you directly from the CMR listing to make reservations, or connect with your resort website.

This issue caused the CMR website to look incomplete or void of information and photos that would encourage visitors to the site to “Click Through” to a specific resort listing. One goal that was set was to update these listings for members.

CMR Office Manager, Jim Wherley, went into the website or Facebook listings (of those resorts that had not fully completed their listing on the CMR site) and copied photos, information and links from the resorts’ websites/Facebook pages into their CMR site listing. This gives the potential guest a much more complete presentation of what the member resorts can offer them in terms of reserving at their resort. It also makes the entire site much more appealing as each and every listing is now unique to the resort, and highlights what it has to offer. All of this makes the CMR site and your listing more effective when potential guests conduct an organic search in search engines such as Google or Bing.

We encourage you to visit the resort listings on the CMR website by clicking [here](#). The page has all resorts listed down below. Take the time to scroll through and look at the resort listings. If any look appealing to you, take notes, borrow ideas and implement them in your listing. Then, all members should review their listings on the CMR site. It is a new year, and you may need to add recent updates, new rates, revise descriptions, etc. Potential guests are in the process of renting for the upcoming summer. Make sure your listing is up to date!

INSERT HYPER LINKS INTO YOUR CMR LISTING

One thing that was learned while completing the above update process is that you can Hyper Link from your resort listing on the CMR site directly to your own resort website. This causes the CMR site to become interactive with your website on the World Wide Web. It allows the potential guest to be reading your description on the CMR site, say about how many cabins you have at your resort. You can Hyper Link the word “cabins” to the cabins page on your website to allow the reader to immediately view your cabins! Once they read about the cabins, they can hit the back arrow to go back to the CMR site to continue reading, and when they hit another link describing your “boat rentals” they can click on that link.

To understand what I mean by Hyper Link, view the CMR website listing for [Sunset Bay Resort](#). Click on a hyperlinked word, colored in orange, in the description to see where it takes you. Then click the back arrow in the upper left to go back to the CMR listing to continue reading the description. It is just one way to engage a reader and make the site interactive. If you need assistance inserting these hyper links contact Jim Wherley, Office Manager, at 320-212-5107.

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 Tuesday April 10th!

8:30 am to 4:15 pm

Join your fellow resorters at Boyd Lodge, 36539 Silver Peak Rd., Crosslake, MN 55642

Speakers/Topics Include:

Chad Sherack, Lieutenant in Enforcement at MN DNR for Water Recreation, Angling and Lake Shore

- General Recreational, angling and lake shore regulations.

Karen Senger, CMR Board Member

- Getting the most out of your CMR membership!
- Hands on training on the CMR website to include Last Minute Openings, how to utilize the Member Dashboard, how to update your website listing and load photos. **Bring your computer and work on your listing/dashboard while Karen presents!**

Sherry Frick, Minuteman Press, Print is NOT DEAD!

- Print is still a great way to connect with guests and improve your customers' experience. Increase your business and customer service with PRINT!

PLUS-The ever popular panel of resorters talking about activities and amenities. Also, opportunity for Crackerbarrels! EMT and Legislative updates will also be given.

CMR Member Cost:

\$50 per person for the first two attendees, 3rd attendee on up from the same resort is \$30 each.

Non CMR Member Cost \$80 per attendee.

(If a CMR member invites a non member resorter to attend, they pay the CMR member rate!)

Questions or to sign up, contact CMR Office Manager, Jim Wherley at 320-212-5107.

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.



**FINAL REMINDER
BEFORE THE
DEADLINE**

**APPLY FOR
SCHOLARSHIPS**

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).