

# RESORTER REPORTER



## Send Us Your Story!

Our hope is that your cabins are full, the fish are biting, and that all of your cabins/campsites are rebooked for 2019!

We want to remind you that if you have a story or an article that you'd like to see in the Resorter Reporter, the Minnesota Resorter Magazine or on the CMR Facebook page, please send those to Jim Wherley at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

We'd love to publish articles that your city or your chamber has written about your resort, stories about happenings at your resort, helpful hints to make other resorters life easier, and stories about guest experiences.

All of these types of stories help to provide unique content. Remember if it is important or interesting to you and your resort, it is probably something other resorters would be interested in.

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.

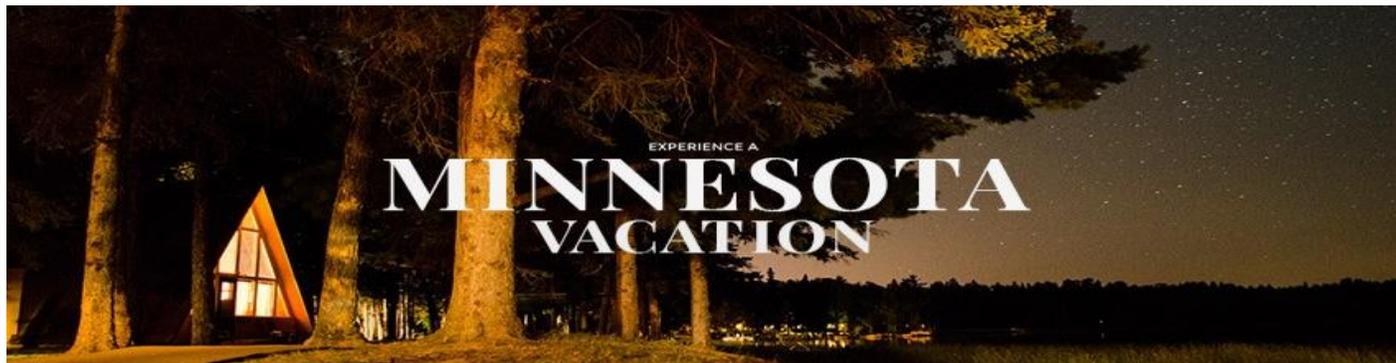
When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter.

## Community Of Minnesota Resorts Calendar of Events

|               |   |
|---------------|---|
| July 4        | 4th of July                                 |
| August 31     | 2018-2019 Membership Renewal                |
| September 1   | Resorter of the Year Nomination Deadline    |
| September TBD | Fall Resort Tour                            |
| October 28-30 | Fall Conference at <a href="#">Cragun's</a> |

Make sure to mark your calendar for these events!





## Website Update from your Marketing Committee

After interpreting website analytics for 2017, CMR social media traffic is up 138% from the year previously. The Committee is hoping to target the facebook and Instagram campaigns even more now that the 'Branding' Plan is solidifying. Our webhost interpreted for us that on Bing search engine, as an example, saw a 33% increase in clicks from the year previously, a 43% decrease in impressions and click through rate increase by 56%. They say that this shows that although less people are seeing the new mobile responsive website, higher quality users are the ones actually seeing it.

## Last Minute Opening Function

Do you have an opening in an upcoming week that you need to fill at your resort?

Remember, the CMR offers the Last Minute Opening function on the website. You can list upcoming openings in cabins for \$5, or campsites for \$2.50. A small investment to get your opening front and center for potential guests looking for availability who visit the site.

Click [here](#) for instructions on how to list your opening.

# Resorter of the Year

Nomination Submittal Deadline-September 1, 2018

The Community of Minnesota Resorts (CMR) selects, through nominations by its members, one resort and resort owner that has 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. Click on the nomination form below to nominate the resorter who you feel should be "Resorter of the Year."

## [Resorter Of The Year Nomination Packet](#)

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 received by September 1, 2018. The Resorter of the Year will be announced at the Fall Conference.

## 2018 CMR Membership Renewal Date

### August 31st

The Community of Minnesota Resorts appreciates your ongoing membership. Your annual membership goes directly toward the promotion and betterment of all member resorts through our Marketing, Education and Legislative efforts. Without your membership the CMR wouldn't be able to achieve the goals and objectives as set forth by the committees every year.

The past few years have seen a number of changes in the website, social media, logo and other materials. Now, your CMR is looking at a branding campaign that will further place the Community of Minnesota Resorts, and you its members, more top of mind with potential guests. This branding campaign could take marketing in many new avenues, and it is your annual membership that will afford us the opportunity to implement these changes and explore new and different marketing opportunities.

We Just want to remind you that you will be receiving your renewal invoice in the mail in early July for the annual renewal of September 1, 2018 through August 31, 2019. We ask that you renew your membership in a timely manner.

If you would like to become more actively involved in your CMR as a Board member, committee member, or provide a helping hand at one of the conferences, training sessions, educational opportunities or day on the hill please contact a Board member, or email [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

#### Mark Your Calendars:

**CMR Fall Conference**  
**October 28, 29, 30**  
**Cragun's Resort on Gull Lake**

The season may be just beginning, but it is time to mark your calendars for the fall conference. As always we will have the vendor show, cracker barrels, legislative fundraiser for Day On The Hill, and plenty of time to socialize and decompress after the season.

This year some speaker topics will include how to handle new tax laws, reacquaint yourself with Contract for Deeds, Cleaning Chemicals, and the ever popular resorter panel. We hope everyone can attend!

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.