

RESORTER REPORTER



It's that time of year! The leaves are changing, it's getting cooler, the season is winding down (for some of us it has already ended), and our thoughts begin to turn to other endeavors...like relaxing!!!

One of the first signs of Fall for me is the CMR Resort Tours, which are occurring in a few days. The schedule is listed on page 3 of this newsletter. If you have never been on the Resort Tours, please think about going. We missed them our first 2 years of resort ownership, and I cannot tell you how much we regret that. So much is learned about other resort operations, and it's a great time to catch up with other resorters. Plus it's good to get away from your own property, see what others are doing, and come back refreshed & viewing your resort from another perspective!

The next event that signifies Fall is the CMR Fall Conference, which is detailed on page 4. Again, it's a great time to socialize with others in our industry, learn new things, and celebrate the end of another season. We hope to see everyone there!

If Fall means you are heading South to rest, have a wonderful off-season! If it means vacationing, have a great time! We all need rejuvenation, and the CMR hopes you find it in your own way!

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."

Table Of Contents

Here's To Your Health	P1
Calendar of Events	P2
CMR Fall Resort Tour	P3
CMR Fall Conference	P4
Keep Your Web Presence Current	P5
Resorter of the Year Nominations	P6
Vendor Show	P6
Membership Renewal Reminder	P7
Winter Availability	P7
EMT Events Update	P7

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

- September 18 Fall Resort Tour
- October 28-30 Fall Conference at [Cragun's](#)
- October 29 Vendor Show at Fall Conference 1-4 pm

Make sure to mark your calendar for these events!



CMR Fall Resort Tour

Tuesday September 18th



Our tour begins at 9 am at Little Boy Resort owned by Troy and Nancy Loren
Address: 3600 County Road 54 NE,
Longville, MN 56655
Phone: 218-851-5692

At 10:30 we proceed to Timber Trails Resort owned by Tom and Kathy Marnik
Address: 3014 S. Boy Lake Drive NE,
Remer, MN 56672
Phone: 218-566-2376



At 12 noon we arrive at Brindley's Harbor Resort owned by Tim, Greg, Paris and Gene Campbell
Address: 9530 Pine Point Road NW,
Walker, MN 56484
Phone: 888-547-5477

The Fall Resort Tour is always a great way to wind down the season. See new ideas and ways of doing things. Get helpful hints on operations, view cabins, exchange ideas, and see old friends.

Come and explore these resorts who have graciously opened their doors to us!

CMR Fall Conference-Mark Your Calendar!!

Registration forms will be received in the mail soon.

Our annual CMR Fall Conference will be coming in just a few weeks-yay!! We are busy planning; however I know some of us are wanting to know what is being planned. We are not finished with our panning quite yet, but here are the details we have so far!! SAVE THE DATE!!!

October 28th, 29th and 30th at Craguns Resort, Brainerd Mn

Saturday, October 27th

Resorters get together for a FUN DAY ! We are still in the planning stages, but it's a time for Great Cracker-barrels!!

Sunday October 28th

11:30 Registration

Income Tax Update & Related Planning Strategies; by Bruce Imholte , CPA

Preparing for Success When All Is Changing Around Us; John Edman, Director, Explore Minnesota

Organized Cracker-barrel

Brad Parsons – New MN DNR Fisheries Chief - Northern Regulations

Joel Carlson – CMR Lobbyist (he will also have Senators drop by)

Dinner

Entertainment (We have something really great planned-stay tuned!)

Monday October 29th

Contract for Deeds - Zack Johnson – Thomason, Swanson, and Zahn Law Office

The Science behind cleaning products - Chris Gatewood : Cole Papers

Organized Cracker-barrel

Resorter of the Year Award

1:00 - 4:00 Vendor Show

Annual Meeting: CMR Update- CMR Branding – Website - CMR Legislative Update

Silent Auction

Remember to bring items to place in the silent auction as well as planning to bid on your favorite items while at conference. All proceeds from the silent auction go to fund our annual Day On The Hill event at the state capitol. This upcoming year we will be inviting legislators to join us for a meet and greet mixer at the end of the day. This will provide us yet another opportunity to leave a memorable impression upon them regarding the issues that are important to us as resorters!

Tuesday October 30st

Introduce New Board Members –

Willow Sweeney – Motivational Speaker.

Claudia Allene –Customer Service Around the World; Customer Service after traveling the world for 3 years.

Organized Cracker-barrel

Grand Prize & Closing

Here is the link for the hotel rooms also! https://craguns.formstack.com/forms/coms_2018

Rooms are \$91.26 a night this price includes taxes and fee's.



Keep Your Web Presence Current

The season is winding down, and you are beginning to think about the off season, right?

Well, if you are like most of us ,the offseason is when you are probably thinking about repairs that need to be made, or updates that you will do to your resort. You should also keep in mind that your web presence needs to be maintained and updated as well.

You should take the time to review your own website as well as the listings you have on the CMR website, Explore Minnesota, and any other web presence you may have (chambers of commerce, tourism boards, etc.).

Why is this important?

- You want potential guests to see your most current information on availability, pricing and amenities.
- You want your web presence to reflect updates. Let's say you now have stand up paddle boards, you should let your guests know by placing it on your web listings. Have you done updates? Show it off on your website so potential guests can see it.
- You want pictures to be relevant. If you just renovated a cabin, make sure that picture shows instead of the old one that wasn't renovated. Are your pictures dated? Current content is always more attractive.
- Make sure all contact information is accurate and up to date. Did you recently purchase your resort? Make policy changes? Make sure you update what has changed so your web presence is accurate.
- Read the content on all web listings. Is what it says still true? Is it relevant? It is a good time to refresh web verbiage and photos. Remember, you only have a short amount of time to attract a potential guest searching the web. Make your content sell your resort.
- Does your website reflect what organizations you belong to? Are you a member of your local chamber? The Better Business Bureau? Your Lake Association? I know you are a CMR member, and as a Minnesota resort, a member of Explore Minnesota. Do you communicate to potential guests that you belong to these professional affiliations? These affiliations can help separate you from the pack, brag about what membership affiliations you have by showing their logos on your website.
- Does your website give useful information to allow potential guests to make rental decisions? Does it contain information on boat or pontoon rentals, are pets allowed, how much are deposits, how many bedrooms do your cabins have, what time is check in and check out, etc. This type of information allows potential guests to be more informed when they are prepared to rent.

Reviewing your web presence will assure that potential guests are getting the most up to date and accurate information regarding your resort and its offerings. Don't forget to update this vital marketing information today!

Resorter of the Year

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.

We would like to thank those members who have sent in nominations for this prestigious award. The nominations have been received by the Resorter Of The Year award committee, and the winner will be revealed at the Fall Conference.

Vendor Show at Fall Conference

The Vendor Show at this year's Fall Conference will be Monday October 29th from 1-4 pm at Cragun's Resort.

Display your products and promote your services to our member resorts. Many members come prepared to make buying decisions! You can get more information, a registration form, and rent booth space for the vendor show by emailing Tim Senger at cedarpoint@bigfork.net. (We will also be emailing out a registration form to our Associate Members in a separate email.)

The show is open to any business that sells products and services our members could utilize at their resorts. However, as an Associate Member of the CMR you get booth discounts and other benefits. Not an Associate Member, or haven't sent in your annual renewal yet? Sign up today by filling out this [Membership Application](#).

2018 CMR Membership Renewal Due Date Was August 31st

You should have received your annual membership renewal invoice in the mail in early August. We appreciate all of those who have already renewed. There were 91 member resorts whose renewals were received by the August 31st due date and will be entered into the drawing, to be held at Fall Conference, to win \$100 off of your 2019/2020 membership fees.

Haven't renewed yet? Don't worry ,you still can. If you have misplaced your annual membership renewal invoice ,contact Jim Wherley at CMR@Minnesota-Resorts.com and he can send you a new one.

Payments by check can be mailed to the below address:

CMR
Attention: Membership
PO Box 61
Dent, MN 56528

Want to renew online? Go to the [online application](#) and complete the information and submit payment. Remember, online payments incur a 3% transaction fee. Thank you for your ongoing membership!

Winter Availability

Do you have a cabin, or multiple cabins open during the winter season for ice fisherman, snowmobilers, skiers and other winter enthusiasts?

Does your listing on the CMR website reflect that your resort has winter availability? To verify ,go to the [CMR website](#), search for your resort using the advanced search tool, and when your listing appears make sure it has the "Open In Winter" phrase and symbol off to the right hand side of the listing.

Your resort is open in winter, but your listing does not reflect that? Contact Jim at CMR@Minnesota-Resorts.com and he can assist you to make the correction.

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.