

RESORTER REPORTER



We feel this function of the website is so important that we have placed in on the first page of this month's Resorter Reporter.

Have a LAST MINUTE OPENING YOU ARE LOOKING TO FILL?

Did you know the CMR Website has a way you can list your Last Minute Openings and have them placed front and center for potential guests to review?

Check out those resorts who have already listed last minute openings by clicking [here](#).

This is a great feature to list those openings that you have for those potential guests who are making their vacation plans for the upcoming weeks.

Cost is \$5 per cabin listing, or \$2.50 per campsite listing. We have placed the instructions for listing a Last Minute Opening as an attachment to the email for this newsletter to allow you to print it off for your records.

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

- May 27 Memorial Day
- July 4 4th of July
- August 31 Membership Renewal Due Date
- September 1 Resorter of the Year Nomination Deadline
- November 3-5 Fall Conference at [Sugar Lake Lodge](#)

Make sure to mark your calendar for these events!



Extra Week Means Extra Revenue-Handy Resorter Calendar

There had been discussion via the Yahoo Chat Line and Facebook Groups about the “Extra Week” that occurs in the summer every number of years, and next occurs in 2020, based upon when Memorial Day and Labor Day fall on the calendar.

What is it?

This extra week is vitally important to resorts to enable them to capitalize on the added prime time week to garner additional revenue. This extra week is not available for re-booking purposes the next year, but it is an excellent way to fit in a large family reunion, or just get new guests into the resort for at least one year (and maybe use those guests from the extra week to then fill availability in the following year since the extra week guests cannot rebook).

It is not recommended to switch long term guests to this extra week because it is not a week that is able to be rebooked the next year, so a current guest that switches to the extra week, and gives up their regular week reservation, runs the risk of not being able to rebook the next year. Carefully managed, the extra week is a way to capitalize on prime time in the summer.

How does it work?

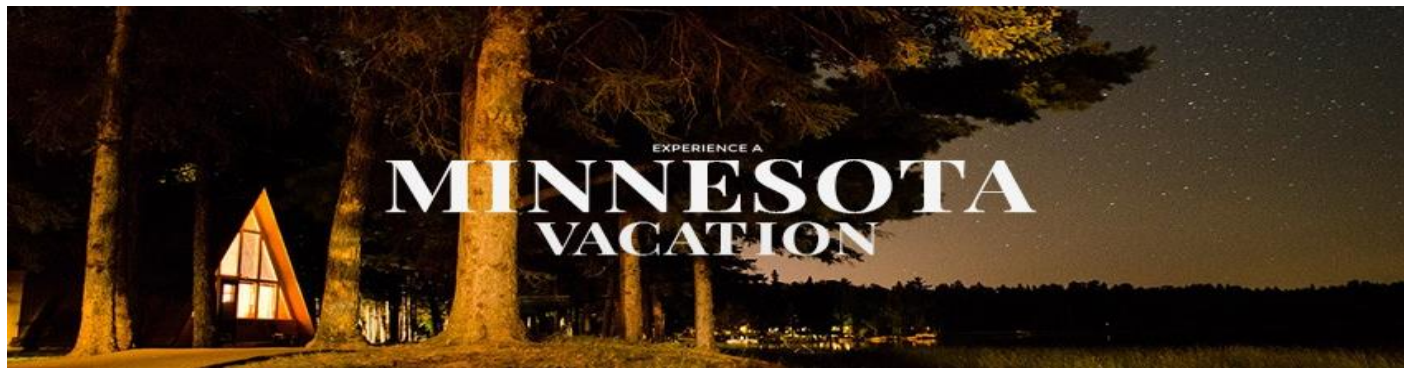
Take a look at the Handy Resort Calendar in this link of the [Spring 2010 Minnesota Resorter Magazine](#) on pages 14 and 15. It lays out each year through 2021 how the calendar falls for rebooking purposes each year. Note that in 2015 and 2020 the “Extra Week” that the calendar allows due to the way Memorial Day and Labor Day fall on the calendar.

What you do at your resort is pick when the “Extra Week” will be inserted into your 2020 calendar. Typically, most resorts state that the 4th of July guests always get the 4th of July in their week. So in 2020, those 4th of July guests arrive Saturday July 4th. Resorts then build their calendar from there. Frankly, well managed, the week can fall anywhere, but doesn't it make the most sense to have that week fall in prime summer versus anywhere else? Especially if you have different pricing for different seasons. It is typically easiest to have the extra week fall either before or after the 4th of July week.

We wanted to get this information out to everyone so they had it for rebooking purposes for 2020 as the “Extra Week” only comes once every number of years, and is vital to our businesses.

Have questions about how to manage the extra week?

Feel free to email them to CMR@Minnesota-Resorts.com.



Update from your Marketing Committee and our Digital Marketing Liaison, Karen Senger

Email Campaign created to get more guests to your resorts!

Your Community of Minnesota Resorts (CMR) marketing committee has been working for you. They used some of your membership marketing dollars to drive more customers to your websites. They created an email campaign that ran the end of March and beginning of April. They worked with Jim Piga at StarTribune on an email sent to a targeted audience that we helped select. Per Jim (whom was also a presenter at our CMR Spring Workshop- thanks again Jim) it was successful.

Let's recap:

- Omaha, 30,000 emails sent on 3/25/19
- Des Moines, 32,500 emails sent on 3/25/19
- Rochester, 5,000 emails sent on 4/8/19
- Twin Cities, 57,500 emails sent on 4/15/19

After reviewing the reports and talking with Jim Piga, we had a very good response rate from this campaign. Of the 125,000 emails sent:

- 17.48% of the recipients opened the email and a total of 2.57% (3,212 recipients) clicked through to the CMR website.
- The highest percentage of recipients opening the email came from Des Moines (almost 20% and lowest was Rochester (about 12%).
- The click through to the website was good and fairly consistent amongst all four audiences.

Reports showed that the highest number of "click throughs" (people clicking to the CMR website) came from :

1. The header photo (loon photo)
2. MN Map (search page)
3. Two photo ads on the bottom of the email

All in all.... It was a successful campaign.

Karen Senger
CMR Digital Marketing Liaison

Resorter of the Year

Nomination Submittal Deadline-September 1, 2019

The Community of Minnesota Resorts (CMR) selects, through nominations by its members, one resort and resort owner(s) that have 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. Fill out a nomination form to to nominate the resorter who you feel should be "Resorter of the Year."

[Click here](#) to be taken to the Membership page on the CMR site. Then click on the "Resorter Of The Year Nomination Packet" icon to print and fill out a nomination!

Completed 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 postmarked by September 1, 2019. The winner will be announced at the Fall Conference.

The *Noncom Notes* Newsletter



The ***Noncom Notes*** is the newsletter for Minnesota’s noncommunity public water systems – such as schools, churches, resorts, restaurants and other businesses that have their own water supply. The ***Noncom Notes*** is published by the Minnesota Department of Health and includes valuable information targeted to assist the owners and operators of Minnesota’s noncommunity public water systems. It includes tips for water system operation, regulatory updates, operator training schedules, and feature stories on noncommunity public water systems.

Below are the topics in the Spring 2019 Issue. To view this and other Noncom Notes newsletters [click here](#).

- “Safe Drinking Water Wherever You Go” Video
- Reminder to Owners and Operators of Seasonal Systems
- Lead and Copper Consumer Notice Requirement
- Private to Public Well Conversion
- Lead in Minnesota Water Report
- Minnesota Rural Water Association Resources and Training Opportunities
- FREE online course available
- MDH Resources
- Emails Request
- References in this Issue
- Contact Information

Mark Your Calendars:

**CMR Fall Conference
November 3, 4 and 5
Sugar Lake Lodge
Cohasset, MN
(near Grand Rapids)**

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, crackerbarrels, legislative fundraiser for Day On The Hill, and plenty of time to socialize and decompress after the season.

Speaker topics are being gathered now. 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.

EMT Express

EMT Express provides biweekly news and tips for the people who market Minnesota tourism. Click [here](#) to be taken to the EMT Express website page. Do you want the EMT Express delivered directly to your email address? Click [here](#).





As a result of a discussion at the 2018 Community of Minnesota Resorts' conference, we formed a Facebook group that our CMR members are invited to join. Our new FB group will include CMR event information, allow for greater networking, and will hold/organize content that is shared by the CMR.

We invite you to introduce yourself, ask questions, share ideas, and dive into discussions in our new Community of MN Resorts Facebook Group.

We encourage and equip each other by sharing expertise, asking questions, and offering ideas about marketing, hospitality, business logistics, resort management, and other related topics. We've found that FB groups makes it easy to organize and search for discussions, questions, and also get familiar with people at other resorts. Experiment a little bit-who knows where this can go!!

Click on the following link to start seeing content and asking questions:

<https://www.facebook.com/groups/cmrmembers/> We have pre-registered your e-mail that is registered with the CMR. If you use a different e-mail for Facebook, just make a request to join the group after clicking the link and you will be approved in a day or two.

Do not fear, the Yahoo Chatline is not going away. We are just adding this enhancement to our ability to communicate as an organization.



Community of Minnesota Resorts Scholarship Recipients

AND THE WINNERS ARE:

Each year the Community of Minnesota Resorts offers 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.

The Scholarship Committee-consisting of a number of your fellow resorters, and guided by Office Manager Jim Wherley (who does not vote but interprets the guidelines of the CMR Scholarship program, and prepares the applications for review and selection of winners by the committee) reviewed the applications. Your CMR is pleased to announce the following have each won a scholarship:

Kenzie Christiansen, Finn 'N Feather Resort, Bemidji, MN

Rebecca Triska, Voyageur Cove Resort, Cook, MN

Gunnar Niemeyer, Niemeyer's Rugged River Resort, Brainerd, MN

Look for profiles of each of the winners in the next Minnesota Resorter Magazine highlighting each of them and their scholastic objectives.

Typically there are two \$750, and two \$500 scholarships available annually, but this year with 3 qualified applicants your CMR Board decided that ALL THREE APPLICANTS WILL RECEIVE \$750!

We would also like to take this opportunity to thank the members of the CMR for their sponsorship of scholarships via membership dues, and we also want to thank Pine Insurance Company and the Carol Kirchner family for making additional scholarship awards possible through their generous sponsorship donations. There may also be more exciting news about a new scholarship sponsor in our next Minnesota Resorter Magazine!



Community of Minnesota Resorts 2019 - 2020 Upcoming Membership Renewal

All Associate Members and Regular Members whose membership expires 8/31/2019 will be mailed their annual membership renewal invoice in late July. Your annual renewal is from September 1, 2019 through August 31, 2020. We will also include a membership renewal form in this newsletter that you can click on and print to mail in, as well as reminders that your annual membership is due. When received, we sincerely appreciate you sending in your renewal by the August 31st due date!

This past year has been an especially busy one for your CMR. In addition to Spring Workshop, Fall Conference, Fall Resort Tour, publishing three issues of the Minnesota Resorter Magazine, and this monthly Resorter Reporter e-newsletter, we have chosen a new website company. They have been able to correct many issues that we were previously encountering with the website. The website continues to evolve and change as we make alterations to better suit user needs. We have also implemented the “Loony In Minnesota” branding campaign that is visible on our website as well as on billboard advertising. All of this is meant to drive additional potential guests to your listings on the CMR website. Legislatively, this year during our Day On The Hill, we lobbied for and won legislation that prevented schools across the state from opening prior to Labor Day.

Feel free to forward this newsletter to resorts in your area who are currently not members of the Community of Minnesota Resorts. They may have an interest in joining, and seeing what is going on in your CMR!

In the meantime, if you have questions about any aspect of your membership, please contact Jim, CMR Office Manager, at 320-212-5107 and he can assist you.

We hope you have a successful and enjoyable summer!