

YOUR RESORTER REPORTER



For many of us, September brings to a close our seasonal business. For others, we are beginning to gear up for our winter business. From all of your fellow resorters, we hope your summer season was a successful one!

September also brings us to the preparations being made for your Community of Minnesota Resorts Fall Conference. Fall Conference is a time to gather with your fellow resorters and receive information in the areas of Marketing, Education and Legislation that can further assist you in operating your successful resort. It is also a time to relax and re-energize after a long summer season. Finally, it is a time to reconnect with old friends, and make new ones!

This issue of the Resorter Reporter will focus primarily on Fall Conference, its agenda, speakers, and content. We want you to be fully aware of all the opportunities available at conference to enhance your resort operation.

We hope you can attend this year's Fall Conference, and participate in it with us. Fall Conference is the ultimate definition of "Resorters Helping Resorters", and we need your participation, ideas, thoughts and contributions to make it the best Fall Conference yet!

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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Here are some helpful hints for navigating the external 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 and be able to continue to page through its content and connect to other links.

Community Of Minnesota Resorts Calendar of Events

- November 2 Fall Conference Fun Day
- November 4 Fall Conference Vendor Show
- November 3-5 Fall Conference at [Sugar Lake Lodge](#)

Make sure to mark your calendar for these events!



Community of Minnesota Resorts Fall Conference

Frequently Asked Questions:

Who is invited?

Member and non-member resorts throughout Minnesota! The Community of Minnesota Resorts exists to further the goals and objectives of all resorts in Minnesota to enable them to continue to be a viable part of the ever changing Minnesota tourism industry. We also welcome our Associate Members, Retired Resorters and other business partners to take part in our fall conference by attending, participating in our vendor show, through sponsorships, or other unique ways that further our primary goals and objectives.

What is it?

Fall Conference is the primary educational opportunity offered by the Community of Minnesota Resorts. Held annually, it provides resorters with information, speakers, materials and the opportunity to interact with one another to further the CMR's motto of "Resorters Helping Resorters". The conference focuses on the goal of furthering the educational, marketing and legislative goals of resorters throughout Minnesota to enable each of us to operate even more successful resorts in an ever changing Minnesota tourism industry.

Where is it?

[Sugar Lake Lodge](#) in Cohasset Minnesota.

Lodging is available at Sugar Lake Lodge by contacting 218-327-1462, extension 587. A variety of room sizes are available. You must ask for the CMR special room rate when booking (room cost of \$95 + tax.)

When is it?

Sunday November 3rd through Tuesday November 5th. (There is an optional pre-conference "Fun Day" being offered Saturday November 2nd.)

How do I sign up?

Hard copy invitations/registrations should be received by members via US mail this week. OR, just click on [this link](#) then scroll down to the heading Fall Conference November 3-5, 2019 and click on the CMR Fall Conference Brochure 2019. Print it out, complete the registration form and mail it to:

CMR

PO Box 61

Dent, MN 56528

Why attend?

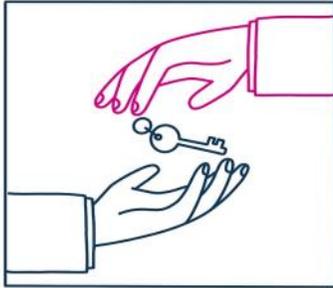
The Community of Minnesota Resorts is resorters working for the benefit of resorters throughout the state. Fall Conference is an opportunity for you to gather valuable information, assistance and insight in meeting the goals and objectives of your resort in the areas of marketing, education and legislative. It is also an opportunity to share your experiences and expertise with other resorters during the unique and ever popular "Crackerbarrel" sessions.

On the following pages you can find an outline of the primary conference topics that speakers will focus on, and the fun and unique events that will be a part of this year's conference. The real question is why wouldn't you attend?

Fall Conference Speaker Topics: (See the registration form for agenda and times)

Succession Planning From All Angles

Thinking about your succession or exit strategy through all stages of your resorting career is a good idea. We have 3 speakers lined up to discuss succession from these important angles:



- ◆ How to increase your resort value, and viewing the buyers and sellers perspective when working through a resort sale.
- ◆ How to keep your affairs in order to prepare to sell. What financial pieces are necessary? What does a buyer need to get their financing in order? These types of details help get your resort sold!
- ◆ The tax implications of selling a resort. What you can do to benefit yourself now and when you are ready to sell. How strong bookkeeping can positively impact your resort sale.

Effective Communication

We all want to communicate clearly so that we are understood. Sometimes we fall short in this endeavor. Hear from a fellow resorter on effective communication. This entertaining presentation will be very personalized to resorts and operating a resort.



Loony Talk

Not only is the loon our state bird, it is also an important aspect of Minnesota's allure around tourism. The DNR also has a loon monitoring program. Now the loon is front and center in the CMR's branding campaign and tag line, "You Gotta Be Loony Not to vacation at a Minnesota resort".

Dealing With County and Local Government Approvals

It sometimes isn't easy. This session will focus on the ins and out of dealing with board and local government approvals. Ordinances regarding shoreland properties, setbacks, densities, wetlands and the like will be discussed with the goal of assisting you with getting quicker approvals, and less headaches.



Minnesota Tourism Today and Tomorrow



Get an update on tourism in Minnesota now and trends for the future and see how Minnesota is preparing.

Panel of Resorters-Raising Children at a Resort

This is what it's all about - "Resorters Helping Resorters". Hear about raising children at a resort. From birth to toddlers, to teens, to young adults, and possibly future resort owners. This is sure to be an informative and interesting topic that hits home especially for those currently raising a family at their resort and all the complications and blessings a resort can contribute to family life.



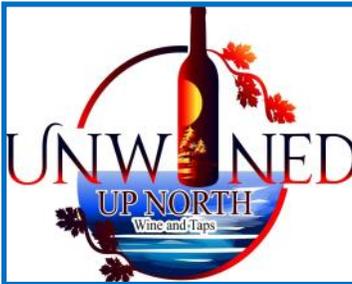
Legislative Update

Post Labor Day School Starts, Property Taxes, Youth Employment, Rules and Regulations, etc. These topics as well as others can significantly impact our business. We will discuss them and our plan of attack for Day on the Hill 2020.

Fall Conference Events:

Saturday November 2nd (Optional) “Fun Day”- Forest History Center

Experience the stories of the north woods and the lumberjacks who called these forests home. Meet the colorful inhabitants of a recreated 1900 logging camp — and learn about Minnesota’s forests of yesterday and today through interactive exhibits and nature trails.



Unwined Up North

We will then visit this new wine bar to unwind of course! They also have a menu in the event you desire to eat a meal.

Sugar Lake Lodge

Finally, we will return to Sugar Lake Lodge for a tour, and end up in the hospitality room!

Sunday Night November 3rd-Entertainment

High NRG Entertainment will lead us through “Organized Chaos”, the most unique live interactive DJ entertainment show around! It combines Music Bingo, Trivia, DJ Music, Karaoke and Laughter all into one show, so get ready to relax and have a great time!



Monday November 4th

CMR Vendor Show

What are the latest in products of interest to resorters? What services do you need at your resort? Come to the Vendor Show to find out! And, of course, there will be the great prize giveaways. Must be present to win.

CMR Annual Meeting

Join fellow CMR members to find out what your organization has been working on this year and the focus for next year. Nominate and vote for your new Board Members.

Resorter of the Year Award

Find out who has been selected via nomination, as the resort and resort owner(s) that have 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.



Silent Auction-Throughout Conference

The CMR Legislative efforts benefit each and every resort, and this auction is a fund raiser to offset the expenses of Day on the Hill. Don’t forget to bring items to donate for the auction and money to “win” bids! And remember, if you can’t attend the Fall Conference you can still contribute to the CMR Legislative efforts by making a check out to the CMR, noting it is for DOH in the memo section, and mail it to: CMR PO Box 61 Dent, MN 56528 or donating an item by contacting Nancy Loren at 218-851-5692.

Vendor Show at Fall Conference

The Vendor Show at this year's Fall Conference will be Monday November 4th from 1-4 pm at Sugar Lake Lodge in Cohasset, MN.

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 Kim Jamtgaard at vacation@wildwoodresort.net. (We have also already mailed out a vendor show registration form to our Associate Members.)



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](#).

Questions about Associate Membership and its benefits? Feel free to call 320-212-5107 and Jim Wherley would be happy to answer them.

Volunteer To Be a Board Member

Each year your CMR looks for individuals to take a leadership role within the CMR by becoming a Board Member. Nominations are taken and voted on at the annual meeting at Fall Conference.

All members are invited to consider the important role of sitting on the Board and assisting in the Educational, Marketing and Legislative initiatives of your CMR!

Contact any Board Member with questions. If you would like to volunteer to be a Board Member please email CMR@Minnesota-Resorts.com with your name and resort name and state your interest to sit on the Board. A current Board member will contact you to go over the specifics and discuss the opportunity with you!

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](#).



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.

What is it?

Every few years, Memorial Day is early and Labor Day is later, so there is an extra week during resort season. 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.



Community of Minnesota Resorts 2019 - 2020 Membership Renewal-Reminder

Annual membership renewals to the Community Of Minnesota Resorts were mailed out in early August, and were due August 31st for the membership year of September 1, 2019 through August 31, 2020. Thank you to all those resorts, retired resorters and Associate Members who have already sent in their annual membership renewal. We appreciate your membership and contributions to the ongoing success of the CMR and resorts throughout the state of Minnesota! Remember, those resorts who renewed by the August 31st due date have been entered into a drawing to be held at the Fall Conference for \$100 off of your next year's renewal.

If you have yet to send in your renewal, this is just a reminder to do so as soon as possible. The CMR needs you to enable it to continue to keep resorts a viable segment of the Minnesota tourism industry, and to fulfill our motto of "Resorters Helping Resorters". If you have any questions regarding your membership renewal, feel free to contact the CMR Office Manager, Jim Wherley, at 320-212-5107 or via email at CMR@Minnesota-Resorts.com. Lost your renewal invoice? No problem, contact Jim and he will email a copy of the renewal invoice to your attention.

Please remit the renewals as soon as possible to:

**Community Of Minnesota Resorts
Membership Division
PO Box 61
Dent, MN 56528**

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!