

YOUR RESORTER REPORTER



Fall Conference Follow Up:

Thank you to the 82 resorters and 32 vendors who participated in our Fall Conference at Sugar Lake Lodge November 3rd through the 5th.

There were exceptional speakers and discussions that took place, an informative vendor show, and time to touch base with old friends. In addition, over \$4,200 was raised in the Silent Auction to be put toward our Day on the Hill, which takes place February 25th and 26th. (See page 3 and 4 for more details.)

Watch for a detailed follow up article regarding this year's Fall Conference in the upcoming edition of the Minnesota Resorter magazine.

Congratulations to drawing winners from Fall Conference:

- Sunset Point Resort won \$100 off of their next year's annual membership. This drawing was held from the 91 members who turned in their membership renewal prior to 8/31.**
- Boyd Lodge won the drawing for one free entry into next year's Fall Conference.**
- Mark and Karen Seaton, who are potential resort owners attending their first Fall Conference, won the grand prize drawing for the large picture. That will look great hanging on a wall in a new lodge once you purchase your resort!**

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.

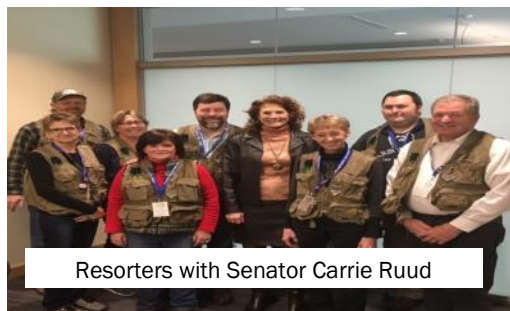
When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter and be able to continue to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

Community Of Minnesota Resorts Calendar of Events

December 25th	Christmas
January TBD	CMR Board Retreat
February 25th & 26th	Day on the Hill Sign Up Now! (See Pages 3 and 4 for details)
March 15th	Scholarship Application Deadline Apply Now! (See Page 5 for details)

Make sure to mark your calendar for these events!





CMR Day on the Hill February 25th and 26th

Email info@sunsbay.com to sign up now!

Help protect Minnesota Resorts!

In order to remain a viable segment of the Minnesota tourism industry, resorts need legislation in place to protect their legacy and longevity. Day on the Hill is an opportunity for us to communicate to legislators how best to implement legislation that allows resorts to function in the most favorable business environment possible so that the tradition of the "up north" Minnesota resort vacation exists for generations to come. Through Day on the Hill, the CMR has, and will continue, to influence future legislative decisions by informing legislators how issues impact resorts and the travel and tourism industry in general. The legislators DO listen, and want to hear from the individuals they represent. The more attendees, the more we can voice our message: the more voices, the more we are heard. Click [here](#), then scroll down to the heading "Day on the Hill" to see a video to learn more.

At this point we are still developing our final legislative agenda and our leave behind gift. What is a leave behind gift, you ask? The CMR is known for providing gifts to legislators that make them remember us and reinforce our message. This year we are discussing leaving behind a wooden cabin. The cabin represents resorts throughout Minnesota, but we can take that one step further by placing a member resort name on the cabin as a constant reminder of what member resort the issues impact. We will also place our logo and legislative issues on the roof so that they are reminded of them whenever they look at it on their shelves.

Stay tuned! We are discussing having a School of Resorting class where you as members can assist in preparing these cabins. If you can't join us for Day on the Hill, this would be a way for you to help ensure it is a huge success, and have some fun at the same time!



Below are parts of our last year legislative agenda we will continue to pursue this year.

Changing the "Ma and Pa" 1c resort tax classification in the following ways:

- Raising the 3 taxable tier levels within the classification. These tiers have not been adjusted since the 1c classification came into existence, but the assessments on our resorts continue to rise. Raising the amounts within the tiers lowers the property tax assessment we would pay on our resorts.
- Change or eliminate the clause that states we cannot operate our resorts more than 250 days without it being classified as a full commercial property for property tax purposes. Wouldn't it be nice to have the freedom to decide to operate some cabins year round without it increasing your property taxes?
- Change the classification to specifically state that parcels that make up a resort, when adjacent to each other and meeting all other sections of the definition, can be owned by different ownership entities. The Department of Revenue has attempted to change the definition to read all parcels must be owned by the same ownership entity for property tax purposes. Did you purchase your resort under one entity then later buy other parcels under another entity? This could affect your tax classification. We want the classification to specify that a resort with multiple parcels can have multiple ownership entities.

We support a post Labor Day school start.

- Last year we defeated legislation that was proposed to strike out the language currently in place that makes schools start after Labor Day. If this proposed legislation would have passed, any and all schools across the state could have started prior to Labor Day. We must continue to protect the tradition of the family summer vacation into late summer, and keep the school start date after Labor Day. We want legislators to know that we as resort owners need the additional time to capture revenues. We need them to know that starting before Labor Day reduces the possibility of families being able to take that "up north" vacation by pushing the school year back into what would be family time.

Day on the Hill-continued on page 4

Plus other issues we continue to develop. The issues are many, and impact all of our bottom lines. We need you to represent your resort and join us on the bus! With so many important issues, we need as many people to communicate to legislators HOW and WHY these impact our resorts' ability to survive in today's ever changing and challenging business environment.

WHAT DO YOU NEED TO ATTEND? Cost to attend is still being determined. These costs are offset by our Silent Auction proceeds. The remaining cost to attendees covers the bus ride, hotel room, dinner on the evening of the 25th, lunch on the 26th and all snacks. Cost, bus stops, and daily schedules will be communicated once established.

REGISTER NOW BY E-MAILING KRISTIN WHERLEY AT: info@sunsbay.com.

Please provide the following:

Name (s) of who will be attending, Resort name, Telephone number, Email address

Look for additional information as the date for Day on the Hill gets closer!

Other Legislative Initiatives-Child Labor Laws

In the past few years, child labor laws restricting youth-specifically those 16 and 17, from doing tasks such as mowing and weed whipping at resorts has been discussed in depth at various meetings and conferences. Currently these tasks are not allowed to be done by youth at resorts per Minnesota state law. You can see more guidelines surrounding youth employment at Minnesota resorts by clicking [here](#).

With employment levels low, and the hiring of workers for seasonal work with limited hours at our resorts deemed difficult at best, the Community of Minnesota Resorts has been working with its Lobbyist, Joel Carlson, on how best to approach this issue. It is a very sensitive area, as we all are concerned with the safety and well being of the youth workforce, but at the same time desire to "unlock" this age group for work at our resorts.

In our discussions, Joel has communicated that this is not an issue that we would place on our Day On The Hill legislative agenda. Why, you ask? Because it would be impossible to initiate a bill that would allow youth to do what the Department of Labor and Industry (DOLI) deems hazardous work state wide. The exposures are too great, and the bill would not pass.

Our approach instead focuses on an industry exception, which DOLI has granted to other industries to address specific workforce items, to allow youth 16 and 17 to perform duties such as mowing and weed whipping at our resorts. An industry exception allows DOLI to grant an exception for a specific age group performing specific tasks to a business or businesses in an industry. By granting an industry exception, it limits the exposure youth have to the hazardous work, but allows for the work to be performed under specific guidelines.

Keeping the industry exception in mind, the Community of Minnesota Resorts Legislative Committee has requested that Joel ask for a meeting with DOLI and representatives from the CMR to meet and discuss the possibility of an industry exception for youth workers at resorts. We have provided a surrounding state comparison, a situation analysis and other information to Joel to outline our presentation to DOLI.

The Department of Labor and Industry is under no obligation to provide an industry exception. However, our hope is that we can present evidence that convinces DOLI that youth workers will be safe as they perform these duties at our resort.



Applications are being accepted now!

In building on our motto of "Resorters Helping Resorters," one of our goals is to provide scholastic achievement within the resorting community. There are 4 scholarships available: the Carol Kirchner Memorial Scholarship began in 1999, the Pine Insurance Scholarship in 2012, our new sponsor Minnesota Resort Sales begins in 2020 and a CMR scholarship sponsored by our members.

New in 2020!

Through the generous donations of our sponsors, **ALL 4 scholarship award amounts have been increased to \$750 to better assist applicants in their academic endeavors.** The scholarships are to be used for tuition and/or related fees for students in pursuit of their academic or vocational advancement. 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. Associate Members are not eligible for scholarships.

Who is eligible to receive a scholarship?

1. A senior in high school who is planning to attend a four-year college, a community college, or a vocational/technical college.
2. A current college undergraduate or vocational/technical school student.

To be considered, the scholarship application must be postmarked on or before March 15, 2020. Please read the submission requirements closely.

The scholarship application can be obtained by clicking on this link: [CMR Scholarship Application](#)

Scholarship recipients will be notified no later than May 1, 2020.

Any submission postmarked after the deadline of March 15, 2020 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
Attention: Scholarship Committee
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).

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 following 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. Note that in 2015 and 2020 the “Extra Week” that the calendar allows is 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. We have also placed another Handy Resort Calendar for the years 2020-2037 in the upcoming issue of the Minnesota Resorter Magazine.

Have questions about how to manage the extra week? Feel free to email them to CMR@Minnesota-Resorts.com.

Update Your Web Presence Today!

What is your web presence?

It is all of the websites and social media you subscribe to that require periodic updates to items such as pictures, rates and content. Year end is the perfect time to do this.

Where are you listed now?

- Your own website
- CMR website listing
- Explore Minnesota listing-see below
- Chamber of Commerce
- Local tourism associations
- Outside Travel Agency Listings
(i.e. Resorts and Lodges, Trip Advisor, etc.)
- Social Media
(Facebook, Twitter, Instagram, etc.)

Make sure everything a potential guests sees on the web about your resort is up to date and accurate!

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 to view current or past editions, or to subscribe for EMT Express to be delivered directly to your email.



Update your Explore Minnesota Listings by December 10, 2019

Explore Minnesota is getting ready to transition to a new website in early 2020. In order to make this transition as smooth as possible, we need your help in updating your listings on ExploreMinnesota.com.

Please log into the Tourism Manager at admin.exploreminnesota.com using your email and password to review/update all of your listings. This includes DMO, attraction, accommodation, dining, event, and any other listings you maintain on exploreminnesota.com.

This deadline (Tuesday, December 10, 2019) will also serve as the cutoff for events to be considered for inclusion in the Spring/Summer 2020 Minnesota Explorer, so be sure to add your seasonal events (March-August 2020) in addition to updating any existing listings. You are welcome to add any events that fall before/after those dates, as well.

After December 10, access to the Tourism Manager will be shut off in order to migrate all of your listings over to the new Extranet. You will receive another email in January with instructions for logging in and maintaining your listings on the new website.

Additionally, an industry-wide training will be held in early January via Webex (which will be recorded if you are unable to join at that time). This session will help you become familiar with the new website and the expanded listing features that will be included at no cost to you.

Here is your current login to make your initial updates:

website: <http://admin.exploreminnesota.com>

UserID: Email Address

Password: Our current security does not allow us access to your personal password.

If your login doesn't work or you have forgotten your password, simply click on the "Forgot Your Password?" link and a new password will be emailed to you. This may take up to 10 minutes. If you do not receive an email from us with instructions to retrieve your password, please check your junk mail before emailing us.

For any questions, contact tourism@state.mn.us

Community Of Minnesota Resorts Board Update

We want to take this opportunity to welcome the following individuals who have volunteered and were elected to the serve on the CMR Board of Directors for the next 3 years:

Adam Olsen, Joe's Lodge, Bemidji

Kayla and James Daigle, Two Inlets Resort, Park Rapids

We'd also like to congratulate the following on being elected as Officers of the Board:

President-Clint Mueller, Balsam Beach Resort, Bemidji, clintm@paulbunyan.net

Vice President-Kim Bowen, Crow Wing Crest Lodge, Akeley, relax@crowwing.com

Secretary-Timberly Christainsen, Finn 'N Feather Resort, Bemidji, finnfeather@hotmail.com

Treasurer-Bob Barton, Hidden Haven Resort, Cohasset, bob@hiddenhavenresort.com

Past President-Tom Marnik, Timber Trails Resort, Remer, tommarnick@timbertrailsresort.com

This January the Board is also going to hold a Board retreat to discuss organizational initiatives. This is done every few years to set an agenda and initiatives to be completed over the next few years. This is an important time in the life of your "Community of Minnesota Resorts", so if you have any suggestions on how to make your CMR better please bring them to any Board members attention.

*Happy
Holidays*