



Community of Minnesota Resorts

www.minnesota-resorts.com

Our Mission: The CMR exists to help small business/family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry.

Hello fellow Resort Owner,

We want to help you out by offering a free membership to the Community of Minnesota Resorts until August 31st, 2021.

We hope everyone is staying safe in these unprecedented times. Not only physically, but also mentally. With everything going on right now, we as resort owners need to stick together as much as possible. Resorting is more than just waking up in the morning, putting on your shoes and heading to the lodge. Resorting is love, passion, work, tears, blood, and sweat. Resorting is not the kind of thing we do on our own. We all need a helping hand. That helping hand might come from mom or dad, brother or sister, and if you sweet talk your kids the right way, they might get into the mix as well. Neighbors and friends can even be called on when it's time to do some of the heavy lifting. Even with all that help, your biggest help might come from your fellow resorters. All resorters can relate in one way or another. Your fellow resorter has seen a lot of the same things, and we have all at one point or another reached out to another resort owner to bend their ear with a question or two.

The CMR is an organization that has been dedicated to helping each other out for the better part of our existence. 'Resorters helping Resorters' is our creed, and that's what we are planning to do on a much larger scale than we have ever done before. Our organization has had a couple of virtual meetings trying to figure out what we can do as a community to help out as many resorts as possible. Our goal is to band together during this event to ensure the viability of our industry and sustain what our families have worked so hard for. We can get through this event stronger, together.

As an organization we made the decision to allow any resort in Minnesota to join in on our Yahoo and our Facebook groups so they could be updated as well as we are. We have now made the decision to allow any resort that is not currently a CMR member to become a member, for free, until August 31st of 2021. There will be no cost to join the Community of MN Resorts for the remainder of this year and through August of 2021. This is a great way for your resort to get up to date information coming out, and the latest of what's happening in the world of resorting. This will be a great tool for your resort during these times, but also offers great information all year round. During "normal" times the CMR members are dedicated to helping out everyone in this community. We talk water toys to laundry, cabin cleaning to yard games, and slushies to boat rentals. If you have questions about anything resorting, any resort owner can chime in, and give you their thoughts on it. It is truly the Google of resorting! There is normally a weekend long fall workshop where we bring in amazing speakers from the DNR, financial institutions, legislators, marketing consultants, and motivational speakers. Our one day Spring Conference is a fun filled day packed with more of the same. Along with that the CMR offers in person and online education classes from quickbooks to building your own Adirondack chairs. The CMR fights for resorts legislatively as well with tax codes, labor laws, and post labor day school start. The CMR also works hand in hand with Explore MN for advertising tactics.

With that being said, our main goal is to help guide all resorters in the state safely through this event with an 'open for business' status for the 2021 season, and beyond. We hope this offers some peace of mind and community, we are very happy to be in a position to give back to you all as we enter the uncertainties of this season.

To facilitate you in initiating your free membership we are asking that you fill out the attached membership registration form with the information pertinent to your resort. You can then mail it to the address on the form, or scan and email it to CMR@Minnesota-resorts.com. Once received, you will be sent additional information on how to fully activate all benefits of membership on the Community of Minnesota Resorts. We hope you take this opportunity to join us as together we will continue to sustain resorts throughout Minnesota into the future!

Thank you for all you do as a resort to keep this industry strong, and keeping our guests safe.

-Community of Minnesota Resorts