

# THE FISHWRAPPER



SUMMER 2024 EDITION

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**Bluefin Bay**  
FAMILY OF RESORTS

BLUEFIN BAY · SURFSIDE · TEMPERANCE LANDING

On the shores of Lake Superior in Tofte, Minnesota

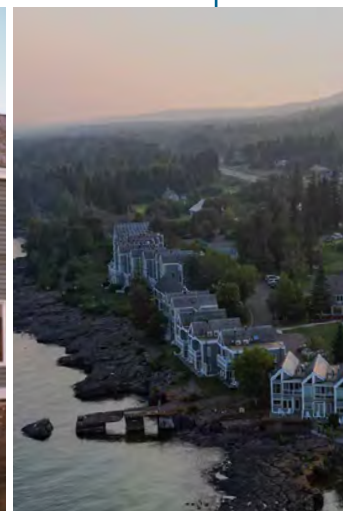


# 40 YEARS

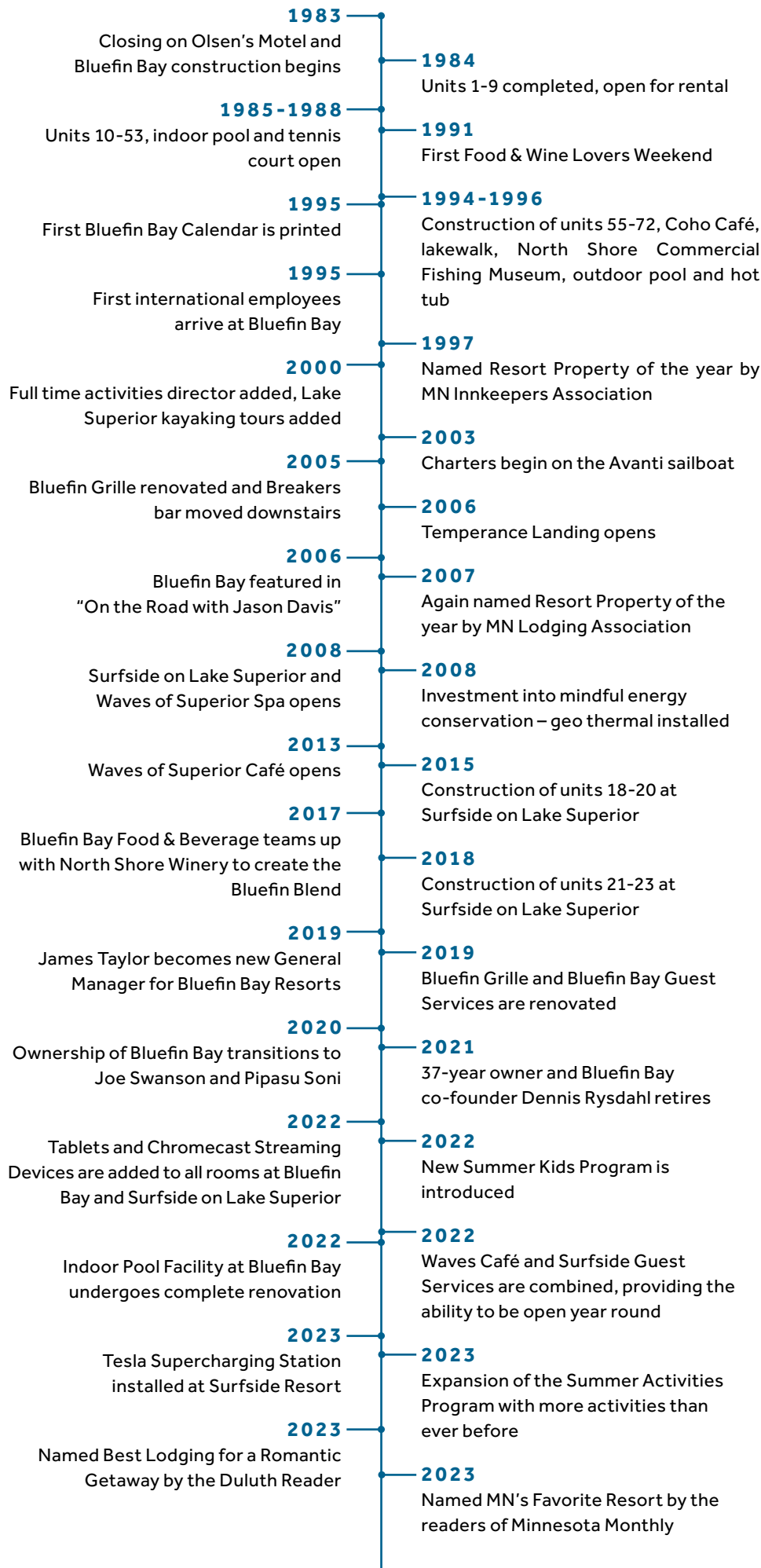
## *of Lakeside Memories*

### CELEBRATING A LEGACY AT BLUEFIN BAY FAMILY OF RESORTS

For four decades, the Bluefin Bay Family of Resorts has served as a cherished destination, fostering unforgettable experiences for families, couples, and friends. Nestled alongside the breathtaking shores of Lake Superior, our resorts have provided the perfect backdrop for countless memories – from romantic getaways and heartwarming family reunions to joyous celebrations and a deep connection with the natural beauty of the North Shore. As we celebrate this momentous 40th anniversary, let's take a nostalgic walk down memory lane and revisit some of the key milestones that have shaped our legacy.



# THROUGH THE YEARS



*"We are incredibly grateful for the generations of guests who have chosen Bluefin Bay as their haven."*

## Dear Valued Guests,



As the crisp spring air awakens the North Shore and the promise of summer hangs heavy in the breeze, a sense of anticipation fills the air at Bluefin Bay Family of Resorts. This year holds a special place in our hearts, as we celebrate a remarkable 40 years of creating lasting memories for families and couples like you.

Looking back, we are incredibly grateful for the generations of guests who have chosen Bluefin Bay as their haven. Your loyalty inspires us to continuously elevate your experience. This season, we've been busy renovating rooms, updating facilities, and introducing exciting new activities to ensure your stay is filled with comfort and adventure. Whether it's our dedicated staff receiving exceptional service training or our ongoing commitment to showcasing the beauty of Lake Superior, every detail is meticulously considered with you in mind.

As the days grow longer and the warmth of summer envelops us, we can't wait to welcome you back to the shores of Lake Superior. We have a summer filled with joy, relaxation, and unforgettable moments waiting to be created.

Cheers,

*James Taylor*

General Manager



## Your *Unforgettable Summer* Begins AT Bluefin Bay Family of Resorts

The Bluefin Bay summer activities program launches on Memorial Day Weekend, and with it comes a wave of exciting activities to make your stay unforgettable. Whether you're a nature enthusiast, crafter, or thrill seeker, we have something for everyone. The best part? Most activities are included in your stay at Bluefin Bay, Surfside or Temperance Landing!

*New Adventures Await!* This year, we're thrilled to introduce three brand new experiences:



**VIEWS & BREWS:** Embark on a leisurely stroll along the stunning shores of Lake Superior at either Artist Point or Cascade River State Park. Breathe in the fresh air and soak up the incredible scenery. To cap off the experience, we'll head to Voyageur Brewing Company in Grand Marais, a local favorite known for their award-winning craft beers. Enjoy a flight, a glass, or fill a growler (available for purchase) to bring back and savor at the resort.



**WINE & WATERFALLS:** Explore the powerful Poplar River, where a brief walk leads to a breathtaking waterfall. After immersing yourself in nature's beauty, we'll head to the nearby North Shore Winery. Sample exquisite locally-made wines and ciders (available for purchase) – a perfect indulgence for both nature lovers and wine enthusiasts. This trip promises a delightful blend of outdoor adventure and sophisticated relaxation.



**WAVES & WATERCOLORS:** Unleash your inner artist with Waves & Watercolors! We'll provide all the essentials - tips, tricks, and beautiful watercolor samples - to get you started. Capture the breathtaking beauty of Lake Superior or let your imagination run wild. This relaxing activity is perfect for all skill levels, so don't be shy!

With classic favorites like the kids program, biking, canoeing, and stand-up paddleboarding returning alongside these exciting new offerings, Bluefin Bay promises an unforgettable summer escape.

## *Paddle into Paradise: Complimentary Sea Kayaking*

As the summer sun warms Lake Superior's crystal-clear waters, a unique adventure awaits. Bluefin Bay Family of Resorts is the only North Shore resort to offer complimentary sea kayaking excursions, led by our experienced guides, for a truly unforgettable experience. Throughout the summer, we offer this thrilling activity three times a day, ensuring there's a perfect time for everyone. We provide all the necessary equipment, so just show up, grab a paddle, and prepare to be awestruck by the world's largest freshwater lake. This is a once-in-a-lifetime opportunity you won't want to miss!

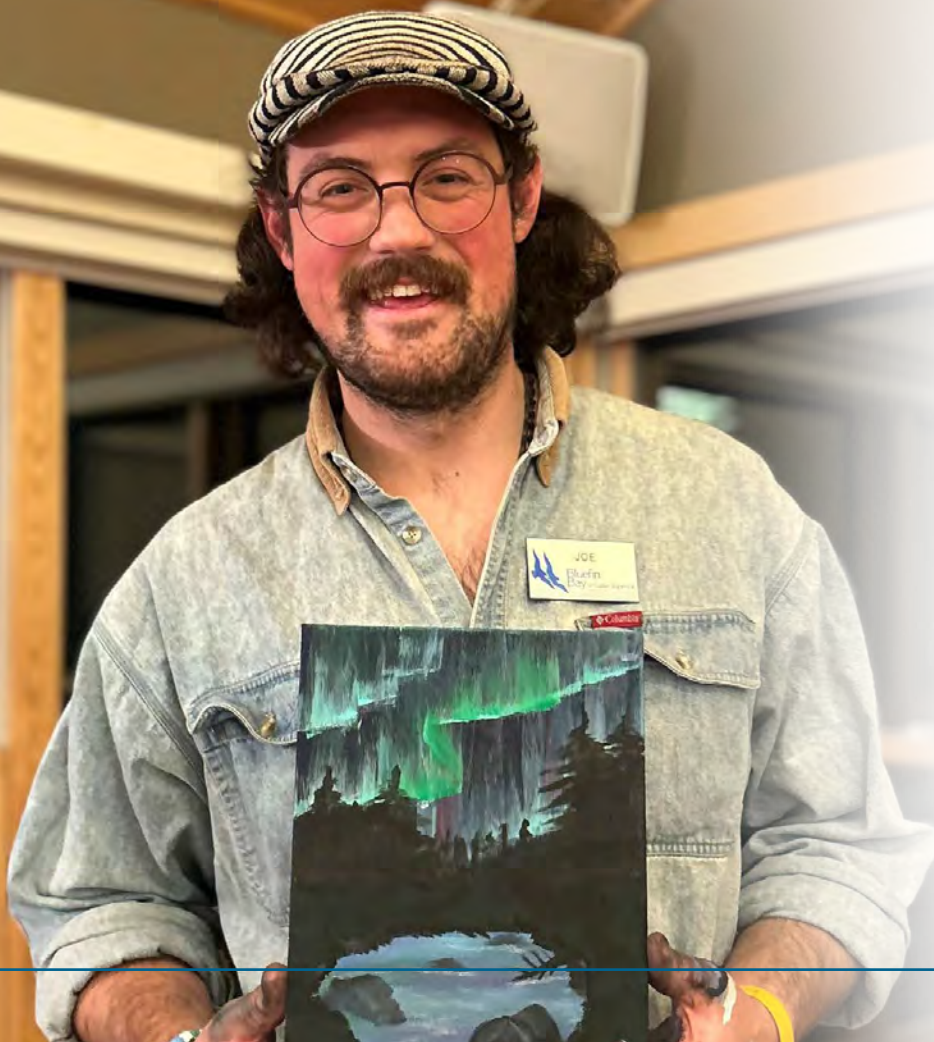


## *Uncork Creativity: Summer Paint & Sip Classes | \$40*

Unleash your inner artist this summer with our new Paint and Sip classes! Channel your creativity as you follow guided instructions to paint your own North Shore masterpiece. All supplies, including acrylic paints and a complimentary flight of wine tastings (with more available for purchase), are provided. Join us twice a month throughout the summer for this fun and relaxing activity!

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*This activity will be available* June 6, June 20, July 11, July 25, August 8, August 22, and September 5.



# Sharing Unforgettable Adventures: A Year in Review

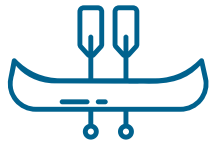
Last year, we had the privilege of guiding thousands of people on unforgettable adventures in nature. It brings us immense joy to know we played a role in creating lasting memories and fostering a connection with the outdoors for so many.



**1,727 people**  
sea kayaked on Lake Superior



**399 People**  
kayaked on an inland lake



**713 people**  
canoed in the wilderness

**211 people**  
enjoyed a  
Bike & Hike tour



**304 people**  
flowed through  
a yoga class

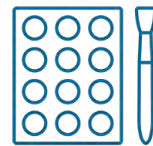
**1,431 people**  
embarked on a  
guided hike



**240 children**  
participated in the  
Kids Program



**236 people**  
went stand up paddleboarding



**192 people**  
did a Hike & Paint tour



**614 people**  
took a craft class

## The Way We See It: Favorite Summer Activities!

Curious to hear what our amazing activity guides love most about summer at Bluefin Bay Family of Resorts? Check out our guides' favorite complimentary activity below and get inspired for your own unforgettable adventure!

### SEAN HENKENIUS

I am super excited about the new activities: Wine & Waterfalls and Views & Brews! Both activities offer the perfect blend of outdoor adventure and relaxing indulgence. Enjoy a leisurely paced scenic walk in nature and finish by relaxing with a locally made beverage!

### SHAYLEE CLINTON

Sea Kayaking on Lake Superior! I love viewing the North Shore from a different perspective. There's nothing quite like it. It's a beautiful way to connect with Lake Superior!

### JOE GONDECK

Wilderness Canoeing is my favorite. I enjoy the calmness on the water. The relaxing nature of canoeing gives me a better ability to observe wildlife and the nature around me.

# 2024 Summer & Fall Events

There is no shortage of exciting things to do in the Lutsen-Tofte area! Browse through our list of major events happening throughout the summer and fall and book your vacation to experience these great happenings.

...

**MAY 3-4** – Spring Food & Wine Lovers Weekend at Bluefin Bay

**MAY 10-12** – Waves & Wellness Weekend at Bluefin Bay

**MAY 18** – Superior Spring Trail Races in Lutsen

**MAY 24-26, MEMORIAL DAY WEEKEND**  
Launch of Bluefin Bay Summer Activities, Lake Superior Sea Kayaking + More!

**MAY 25** – Le Grand Du Nord Gravel Cycling Classic in Grand Marais

**JUNE 29** – Lutsen 99er Mountain Bike Race

**JULY 4** – Annual Fourth of July Celebration in Tofte

**JULY 13-14** – Grand Marais Arts Festival

**JULY 18-21** – Lutsong Music Festival in Lutsen

**JULY 19-AUGUST 11** – Biggest Blueberry Contest on the Gunflint Trail

**AUGUST 1-4** – Fisherman's Picnic in Grand Marais

**AUGUST 9-11** – Grand Portage National Monument Rendezvous Days, and Celebration Pow Wow

**AUGUST 25-31** – Northwoods Nature Week at Bluefin Bay

**AUGUST 23-24** – Minnesota Mountain Bike Festival in Tofte

**SEPTEMBER 6-7** – Superior Fall Trail Races in Lutsen

**SEPTEMBER 6-8** – WTIP's Radio Waves Music Festival in Grand Marais

**SEPTEMBER 19-21** – North House Folk School's Unplugged Music Festival in Grand Marais

**SEPTEMBER 27-OCTOBER 10** – Art Along the Lake: Fall Studio Tour



## Savor Spring at Bluefin Bay Family of Resorts

SPRING HAS SPRUNG AT BLUEFIN BAY,  
AND IT'S TIME TO CELEBRATE!

Foodies, get ready to tantalize your taste buds at our Food and Wine Lovers Weekend on May 3rd and 4th. This epicurean adventure features guest chefs Erin Lucas & Matéo Mackbee, whose creations have been lauded by The New York Times, MSP Magazine and Star Tribune. Two evenings of delectable dishes await, showcased against the stunning backdrop of Lake Superior.

Looking to unwind before the busy summer arrives? We've got you covered! Immerse yourself in wellness and creativity during our Waves and Wellness Weekend from May 10th to 12th. This retreat offers a variety of activities to reconnect with nature, explore your inner artist, and prioritize your well-being.












## Soak It All In: Endless Amenities at Bluefin Bay, Surfside & Temperance Landing

Explore our distinguished lakeside family of resorts – Bluefin Bay on Lake Superior, Surfside on Lake Superior, and Temperance Landing. Whether you crave upscale amenities, modern comfort, or peaceful solitude, discover the unique offerings at each resort that will make your lakeside getaway unforgettable.










### Bluefin Bay

#### AMENITIES:

-  Outdoor Pool & Hot Tub
-  Indoor Pool & Hot Tub
-  Bluefin Grille
-  Coho Cafe
-  Bonfire Areas
-  Tennis Court
-  Fitness Facilities
-  Playground
-  Lakewalk & Beach Area




### Surfside

#### AMENITIES:

-  Indoor Pool & Hot Tub
-  Waves Cafe
-  Waves of Superior Spa
-  Sauna
-  Fitness Facility
-  Bonfire Areas
-  Playground
-  Tennis & Pickleball Court
-  Ledgerrock Shoreline

### Temperance Landing

#### AMENITIES:

-  Access to Indoor Pool & Hot Tub at Surfside Resort
-  Community Sauna Overlooking Lake Superior
-  Pebble Beach Shoreline

## Local Gem: Tee Off at Superior National Golf Course

Nestled alongside the winding Poplar River and framed by the majestic Sawtooth Mountains, Superior National Golf Course offers an unparalleled golfing experience right here in Cook County. This stunning 27-hole public course, recently renovated from tee-to-green on the River and Canyon nines, consistently ranks among Minnesota's finest.

Challenge yourself on a variety of layouts, from the strategic River course to the dramatic Canyon course, both offering breathtaking views of Lake Superior. Superior National caters to golfers of all skill levels, with multiple tee placements and a welcoming atmosphere.

Beyond the course, enjoy delicious meals and refreshing beverages at the on-site restaurant, perfect for pre- or post-game gatherings. Whether you're a seasoned golfer or a casual player seeking a scenic escape, Superior National Golf Course promises an unforgettable round amidst the natural beauty of the North Shore.







## Say “*I Do*” with a Lake Superior View

At Bluefin Bay Family of Resorts, we specialize in creating inspirational weddings from intimate elopements to larger celebrations with up to 80 guests. Imagine saying “I do” with Lake Superior sparkling at your feet and the fresh North Shore air whispering through the trees. We have two stunning ceremony locations overlooking the big lake, and three gorgeous reception venues to choose from, all with epic views. It’s no surprise we’ve been voted Minnesota’s Most Romantic Resort and MN Bride’s Best Honeymoon Resort for seven years running. [Contact our Events Coordinator](#) and create lasting memories for your special day at Bluefin Bay!



# Summer Offers

## Spring Fever Special (3 for 2)

Valid April 15-May 23 & May 27-June 6, 2024

Stay two nights and receive a third night free.

## Spring Senior Weeks

Valid April 15-May 16, 2024

Seniors (age 60 and older) receive a 20% discount on lodging midweek (Sunday-Thursday).

## June Moments

Valid June 1-13, 2024

Receive 20% off your stay of two nights or more.

## June 4 for 3

Valid June 7-30, 2024

Stay four nights at any of our Bluefin Bay Resorts and receive one of those nights completely free.

## Beat the Heat

Valid July 7-14, 2024

Enjoy 15% off lodging between July 7-14th.

## Extended Stay Special

Valid all year

With this progressive savings deal, the longer you stay at any of our Bluefin Bay Family of Resorts, the more you save! Stays of four nights receive 5% off, five nights 10% off, six nights 15% off and seven nights receive 20% off, stay 10 or more nights and receive 25% off. This offer is valid any time of year – yes, even peak seasons!



Explore All Offers at  
[BluefinBay.com/Offers](https://BluefinBay.com/Offers)

Follow Along!



# Great Waves, Great People

We're thrilled to provide our guests with warm and friendly hospitality, something we couldn't do without a great staff. This column features some of the faces behind the great service at the Bluefin Bay Family of Resorts.

## Dan Hinton // Guest Services



**Hometown:** Wayzata, MN

**How long have you worked for Bluefin Bay Family of Resorts?** 9 years

**What brought you here?** Learning of the opportunity to work for a resort with a great reputation that is surrounded by beautiful trees.

**My favorite thing about working at Bluefin Bay Family of Resorts is...**  
Working with great people!!

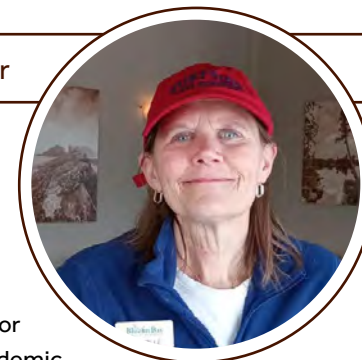
**What is your favorite spot at the Bluefin Bay Family of Resorts?** The Lake Walk. If I can't be on the Walk for some reason, I can always watch the Waves at home or anywhere ... anytime on our website [here](#).

**My favorite thing to do when I am not working is...**Restoring late-sixties Mopar (old Plymouth & Dodge) muscle cars & parts.

**I want readers to know...**First of all, I am so thankful for all the guests and owners that I have had the opportunity to meet and get to know over the years. Your presence makes my position so enjoyable!

Also, the resort has so many amenities and fun things to offer. Among them all, my two favorites are the Lake Walk and the newly remodeled gym. Weather permitting, I now walk the Lake Walk during lunch and after work when possible. The Lake Walk is so wonderful with its stunning rocks, beautiful trees, and crashing waves. At the gym we have added a weight bench with dumbbells and a rowing machine which provides a great workout.

## Michelle Lewis // Surfside Guest Experience Manager



**Hometown:** I was born and raised in South Minneapolis to start, then moved with my family to Minnetonka, MN to complete my school years. I have had the fortune to live in Brooklyn, New York once and in Washington State for a decade. Today Lutsen, MN is home sweet home :)

**How long have you worked for Bluefin Bay Family of Resorts?**

Since 2016. I started part-time on weekends at Waves of Superior Spa for many years while working in Local Health Care. Shortly after the pandemic, I took a few steps away from that field and started working full-time at Bluefin Bay and the rest is history.

**What brought you here?** "The answer, my friend, is blowing in the wind" - Song by Minnesota's Bob Dylan  
Actually, I was much more passionate and eager about moving into the Northern wooded landscape and working and living up here after several volunteer stunts with The John Beargrease Sled Dog Marathon, which eventually led to becoming a Board Member for the Beargrease Sled Dog Race. Note: one of the Marathon Check Points is a few miles up the Sawbill Road at 600 Road right here in the Tofte area where Bluefin Bay is located - How cool is that! Any one of our Bluefin Bay guests can see the race or race checkpoints during race season.

**My favorite thing about working at Bluefin Bay Family of Resorts is...**It is very gratifying for me to see all of us at Bluefin Bay Family of Resorts work very hard and come together as a team during the MN seasonal shifts to make things happen and get things ready for all our owners and guests! Folks should see how we come together during a winter snowstorm when the snow hits hard - great teamwork! I also like that Human Resources sends out Birthday Cards and work Anniversary Cards recognizing employees.

**What is your favorite spot at the Bluefin Bay Family of Resorts?**Surfside & Waves Café, of course!

**My favorite thing to do when I am not working is...**I really enjoy taking care of sled dogs but have learned over the years it can have its challenges.

**I want readers to know...**That guest customer service is important to me as is Northern Minnesota and its people. I am very pleased that I can be a small part of your experience here at Bluefin Bay Family of Resorts and I wish everyone a safe and happy summer in 2024.