

Stay with Peace of Mind

Isn't that something everyone could use about now?

In a world that feels uncertain and unsettled, we seek comfort in the familiar.

One thing that hasn't changed since Covid-19, is the beauty and majesty of Lake Superior. We're fortunate to have this BIG lake with endless views in our sights every day! It provides peace of mind. And that's something we never take for granted.

We've worked tirelessly over the past few months to ready Bluefin Bay Family of Resorts to welcome you back safely. We know guests view us as a safe home away from home and we're doing everything in our power to earn that confidence by providing:

- Safe and clean lakeside accommodations and amenities,
- A variety of indoor and outdoor dining spaces, and
- Plenty of opportunities to enjoy area trails and connect with nature.

We appreciate your cooperation, patience and understanding as we navigate this new landscape together.

What You Can Expect From Us

We know that cleanliness is of utmost importance to our guests, especially now. That's why we've been working in accordance with the Centers for Disease Control and Prevention (CDC), and state and local health officials to redefine cleaning and sanitation protocols.

Cleanliness & Sanitation: In public spaces and high-traffic areas we're cleaning with increased rigor and frequency. We've installed hand sanitizing stations at public entrances and a plexi-glass partition in Guest Services to protect both guests and our team.

In guest rooms, we've removed bed scarves, decorative pillows and unnecessary items to make rigorous cleaning and sanitizing easier. We've increased in-room cleaning protocols between guests, and each guest room will have a large bucket of sanitizing wipes for guest use.

We've had to adjust guest check-in time to 5 p.m. and check-out time to 11 a.m. to allow extra time for extra cleaning and sanitizing protocols in our guest rooms. We thank you for your understanding.

Reduced Personal Contact: We've adapted resort protocols to reduce personal contact. For example, we're providing guest room make-ups only for stays of six or more days and doing so when guests are away from their rooms. Signage reminds guests to maintain proper social (physical) distancing – six feet or one moose apart!



Employee Health & Safety: The health and safety of our team is critical. You'll see employees wearing masks, and masks are available for guests at check-in. We've implemented a health screening protocol for employees before every work shift, and employees showing any symptoms will be required to stay home.

What We Expect From You

Ensuring a safe vacation experience is up to all of us. If you become ill or show any symptoms associated with Covid-19 before your trip, please stay home. We've adjusted our cancellation policy to provide a full refund if you need to cancel your trip due to Covid-19.

If you're already at the resort and become ill, we ask that you please return home immediately and we'll refund the remainder of your trip.

We're Here, When You're Ready

We understand the decision about when to travel during these uncharted times is a personal one, and that's why we've adapted our cancellation policy to best accommodate your decision making.

The Bluefin Bay Family of Resorts is indeed a "family" – and that includes our guests. Your loyalty is greatly appreciated and never taken for granted. We look forward to welcoming you back when you're ready.



For more information, visit our [Stay Safe 2020 page here.](#)



Surfside deck view on Lake Superior



Dear Guests,

For more than 35 years, Bluefin Bay – and now the Bluefin Bay Family of Resorts – has provided guests with memorable vacation experiences.

In all of this time, we've never seen anything like the Covid-19 pandemic. It's been hard on all of us – and all of you. This is a time when we're truly in this together.

You can rest assured that our commitment is always to the health and safety of our resort guests, our incredible team, and the community at large.

As we welcome you back, we're working hard to provide you with a safe and enjoyable experience. We appreciate your understanding, cooperation and patience as we navigate this new landscape together.

In this Fishwrapper, we're sharing safety protocols and resort service changes in an effort to paint a picture of what to expect and to help give you peace of mind when you're ready to travel.

Thank you for entrusting us as a safe home away from home during these challenging times. We'll do everything in our ability to ensure a safe and enjoyable vacation experience.

We look forward to welcoming you back soon.

Stay safe,

Dennis Rysdahl, CEO
James Taylor, General Manager

Hello Summer!

Your guide to exploring the North Shore safely

Minnesota's North Shore shines in the summer.

It's picturesque Lake Superior shoreline, majestic views, miles upon miles of the best hiking and biking trails, and plenty of open spaces to explore nature, make it a "go-to" destination. In the midst of a Covid-pandemic where people have been isolated for months, it's even more enticing.

We all know things will look and feel different this year. That's why we've dedicated this issue of The Fishwrapper to help you plan and navigate a safe and healthy getaway.

Whether you fancy a hike to a cascading waterfall along the Superior Hiking Trail, a leisurely kayak on the big lake, a romantic stroll along the lakewalk, or s'mores by the campfire on the Bluefin beach, we want to help you do it safely.

Explore by Foot, Pedal, Kayak and More

This summer, our resort-guided activities are operating under new health and safety protocols. All guided activities require guests to follow appropriate social (physical) distancing of at least six feet – or one moose – apart.

We're asking guests to drive to area trailheads, if possible, as the resort van will only be able to shuttle one family group of four people on a first-come, first-served basis. Anyone riding in a resort shuttle van will be required to wear a mask.



Social distancing rules also apply to on-the-water activities, such as kayaking and wilderness canoeing. Our kayaks are two-person tandem kayaks and guests must be paired with a person from their family group.

Yoga? Yes. Who couldn't use a little restorative yoga for stress release these days? We've added yoga classes and moved the location to the Surfside ballroom to allow for greater distancing. Guests participating will be required to wear a mask.

For those who prefer to explore the Shore on their own, our team is available to provide maps, trail suggestions, and equipment. Visit the [Resort Activities Calendar](#) at BluefinBay.com for dates, times and event sign up.



Virtual rendering of our new outdoor patio!

Resort Amenities are Back with Safety Protocols

The indoor and outdoor pools, hot tubs, fitness areas and Waves of Superior Spa all reopened in June under MN Dept. of Health requirements. Signage at each pool facility indicates its maximum capacity, and social distancing rules apply both on pool platforms and while in the water.



Waves of Superior Spa is currently open at 25% capacity and offering massage services only. Guests are asked to make appointments in advance as only guests with appointments are allowed in the spa area. Masks will be provided as they are required when in the spa, including during treatments. Learn more about at BluefinBay.com/stay-safe-waves-spa.



Dining & Restaurants

We know that dining options are an important part of your decision to stay with us. Both Coho Café & Bakery and the Bluefin Grille are now open for takeout, outdoor dining, and limited indoor seating.

Coho Cafe & Bakery is currently open daily from 8 a.m. to 3 p.m. with counter service, outdoor seating, and limited capacity indoor seating. Summer menus, seating capacity and restaurant hours may change throughout the summer. Access the most updated information [here](#).

The Bluefin Grille is currently open daily from Noon-10 p.m. for takeout, outdoor seating, and limited capacity indoor dining. Guests must make reservations for indoor seating at Open Table or by calling 612-663-6200. The Grille's summer menu is online and you can now order on your mobile phone! For the most current hours, menus and reservations information, [click here](#).

New Outdoor Patio!

We're building a new outdoor patio on the parking lot side at the Bluefin Grille to provide additional outdoor seating! We expect the new outdoor patio to be open to guests by mid-June. The [Bluefin Grille dining page](#) at BluefinBay.Com will have updates. [Click here](#) to view a virtual rendering of the new space.

Complimentary Summer 2020 Activities

- Daily guided sea kayaking on Lake Superior (ages 12 & up)
- Inland kayaking on Caribou Lake (ages 7 & up)
- Wilderness canoeing adventures on the Poplar River (family friendly)
- Guided hiking on area trails (guests drive to trailheads)
- Guided bike tours (paved and trail routes)
- Nightly campfires and s'mores
- Campfire music on Bluefin Beach Tuesday & Thursday from 7-9 p.m.
- Yoga (ages 12 & up)
- Kids' Adventure Club (arts, crafts and games)



[Click here](#) for the full schedule of resort activities, as well as online event sign up and safety protocols..



Vacation Your Way

A variety of lodging & dining options help you travel safely

In addition to our amazing location and Lake Superior views, one of the best things about vacationing at Bluefin Bay Family of Resorts is the variety of upscale lodging accommodations and amenities.

Between the three resorts – Bluefin Bay, Surfside and Temperance Landing – we offer more than 25 room styles, and each resort has various amenities. This can make it hard to choose!

Given the added challenges of traveling and dining out in a health pandemic, here are some ways to minimize personal interaction/contact and stay safe. Of course, this is in no way an exhaustive list and our Guest Services team is always happy to help.

Idea #1: Stay in a Condo with Kitchen & Dine In

For guests who want access to Minnesota's breathtaking North Shore but prefer little or no interaction with other guests or resort staff, we suggest renting one of our units with a full kitchen.

More than 1/3 of Bluefin Bay, Surfside and Temperance Landing lodging options have fully outfitted kitchens – including a full-size refrigerator, stove/oven, microwave, pots and pans, dishes, etc. Rent a Temperance Landing 3-Level Log home, a Bluefin Bay 1, 2 or 3-Bedroom Condo/Townhome (some 2 BR do not have full kitchens), or a Surfside Two- or Three-Bedroom Townhome where you'll have access to a full kitchen and dining area.

Shop at home and bring your groceries or stop at one of the larger grocery stores in Duluth or Two Harbors on your way. Not thrilled about cooking every night? That's ok. You can order takeout from Coho Café or the Bluefin Grille to supplement. How about a pizza party with Coho's award-winning pizza? Or maybe a picnic lunch for your hike?

Idea #2: A Budget Conscious Choice

For those who prefer to rent smaller units without a full kitchen, there are dining options to make it easier. Most of our smaller units have a small refrigerator, microwave, and/or mini-bar, but cooking all of your meals is challenging. That's why we've created summer takeout menus at both Coho Café & Bakery and the Bluefin Grille, and added outdoor dining spaces where guests can enjoy a takeout meal outside. Bonus: You can watch the waves while you dine. Caution: You may need to protect your meal from the occasional aggressive seagull!

Coho Café & Bakery also has a number of grab and go items. Tofte General Store – just across the Hwy from Coho – also has grab and go items and is convenient for last minute grocery needs.

Idea #3: Stay Longer

Why not stay awhile and enjoy the mental benefits of a North Shore getaway at a time when you could really use it?

Our Extended Stay Special is a progressive savings offer, valid any time of year – yes, even in peak seasons – and at all three of our Bluefin Bay Resorts. Stay four nights at 5% off, five nights at 10% off, six nights at 15% off, seven nights at 20% off, and 10 nights or more at 25% off regular rates.

Be sure to check the Offers page at BluefinBay.com/offers for the best deal. In June, our June 4 for 3 Special is a better deal.

Staying longer helps us, too. With less guest room turnover there is less pressure on our housekeeping staff and it minimizes personal contact.

To make a reservation, visit BluefinBay.com or contact our Guest Services Team at 1-800-258-3346 between 7 a.m. and 11 p.m.

Great Waves, *Great People*

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

Our Dedicated Team Makes Us a Family

When we chose the brand name for our collection of resorts, we didn't do it lightly, but rather quite intentionally. Bluefin Bay Family of Resorts – is indeed like an extended family. We all work hard, take care of each other, and unite around a common set of values – doing our best to provide the warm and friendly hospitality that keeps our guests coming back year after year.



At no other time in our history has it been more apparent how important these values are, and how critical our entire team is to our success. This has been an incredibly tough time for our resort team and we want to thank each and every one of them for their dedication and determination. We know you will join us in appreciation for the extra efforts of this incredible team during some difficult and challenging times. If you are so inclined, say thank you to a team member you appreciate when you see them. We could not be more proud or grateful.

THANK YOU BLUEFIN BAY FAMILY OF RESORTS TEAM!

Meet James Taylor, Our New GM



If you haven't had the privilege of meeting our new General Manager, James Taylor, we hope you have the opportunity this summer. James started with Bluefin Bay Family of Resorts in the Spring of 2017 as Food & Beverage Director and was promoted to GM this year – yep, just before Covid-19 hit and changed life as we knew it.

James originally hails from Southampton, England – arriving in Minnesota through an internship program after receiving his hospitality management degree. Twenty years later, James is still expanding his record of success at premier Minnesota resorts and restaurants. James, his wife Sara, and two boys live in Lutsen and absolutely love to explore the North Shore.

His favorite thing about the new role thus far? "It's been challenging and fulfilling to work with all departments to address the changing world of travel and tourism," James said. "I've enjoyed collaborating with all our team members to create lifelong memories for our guests."

It's a Family Affair – We're the Lucky Ones

If you've been a recent guest at Bluefin Bay Family of Resorts, chances are you've met or spoken with Ross Sherman, our Guest Services Manager since April 2018. Ross who is an Eden Prairie native, started as Guest Services Assistant. He moved to Tofte after years of vacationing on the North Shore with his family to be closer to his mom, Julie Arthur, who had moved previously.

Well, we're the lucky ones! Not only is Ross one of our young super stars, but in our current staffing shortage, he's managed to recruit mom Julie and sister Signy Sherman to join the Guest Services team. During these challenging times, we're delighted to have this dynamic trio on our team.



Visitor's Pledge

For the health and safety of all, please stay home and reschedule your trip if you or anyone in your party is sick, has been exposed to someone who is sick, or has any Covid-19 symptoms. Likewise, if you become sick while staying with us, please return home — even if that means checking out early.

We've adjusted our cancellation policy so that if you need to cancel or leave early due to Covid-19, we'll provide a refund. Our Guest Services team will assist you with a reschedule.

While staying at Bluefin Bay Family of Resorts, please be proactive about personal hygiene – washing your hands frequently, wearing a cloth mask in public spaces, and practicing social distancing by staying six feet – or one moose apart.

Thank you for your cooperation!





Photo Credit: Jon Sehlén

26th Annual Calendar Contest Underway

Entry deadline extended to August 31

For 25 years, we've been producing our annual wall calendar highlighting the natural beauty of the North Shore, as seen through the eyes and photographic talents of our guests. We'd like to extend a very special thank you to everyone who has shared their beautiful photographs and North Shore vacation memories with us over the years.

The 26th Annual Bluefin Bay Family of Resorts Calendar Contest is underway for the 2021 calendar. We've extended the calendar deadline this year to Aug. 31, 2020, for submissions. As in previous years, our Calendar Contest covers all three Bluefin Bay Family of Resorts — Bluefin Bay, Surfside and Temperance Landing — and the surrounding area. Hint: We'd love to see photos from Surfside and Temperance Landing in addition to Bluefin Bay, and in all seasons.

Anyone is eligible to participate, and each participant may submit up to a maximum of eight images. We require both print and digital files for calendar judging — full contest rules can be found at BluefinBay.com/ILoveBluefin/CalendarContest.

Prizes? Yes! In addition to bragging rights and seeing your image in our beautiful calendar distributed to more than 16,000 guests, each monthly winner receives a \$200 Bluefin Bay Family of Resorts gift certificate, and the Grand Prize winner receives a \$1,000 gift certificate that can be used for dining or lodging at Bluefin Bay Family of Resorts.

We hope to see your entry soon. Good luck!



Photo Credit: Dulce Foster



Photo Credit: Jonathan Mortenson



Photo Credit: Dave Geschwind

Ways to Safely Explore the North Shore This Summer

We all know things are different this summer, but if you take the appropriate precautions you can still get out and enjoy Minnesota's North Shore in its glory days. Here are some safe ways to enjoy summer on the Shore:

- Take a Hike
- Pedal the Shore
- Dine Outside & Wave Watch
- Paddle a Little...or A Lot
- Go Fishing
- Take Up Birding — we've got binoculars
- Explore Nature, Wildlife
- Hit the Links at Superior National Golf Course
- Never Miss a Wave — from almost anywhere
- Take a Drive on the North Shore Scenic Byway

The Way We See It

In a world where “social distancing” is not only part of our vocabulary, but a requirement for health and safety, we’re sharing our favorite hikes off the beaten path. These trails are less populated, plus we love them -- and we think you will too! All three hikes are part of our resort-guided hikes this summer. If you decide to venture out on your own and need maps or directions, our Guest Services team is happy to help.

Dyer’s Creek

This hike starts at the trailhead on the east side of Cook County 1 and after a quick trek through a coniferous forest it crosses to the West Side of the road. Thick stands of fragrant Balsam/Spruce hug the corridor of the trail for 1 ½ miles until you reach your turn around point at a 40-foot A-frame bridge over beautiful Dyer’s Creek. Check out one of the larger structures on the Superior Hiking Trail and learn how trail professionals and volunteers labored to install it. You’ll head back along Two Island River, cross over abandoned railroad tracks and return to the trailhead. The hike is 2.2 miles and rated “intermediate” in difficulty.



Lake Agnes, White Sky Rock

The Agnes Lake trailhead is five miles up the Caribou trail in Lutsen. Park at the Caribou Lake public water access. Expect a steep climb for about .2 miles, after that the trail levels off. The forest is mixed hardwood, with sections of maples and old growth cedars. Once at the lake keep your eye out for beavers and other wildlife. A good turn around point is the second campsite on the west end of the lake. This trail is 3 miles and rated “moderate to difficult.”



Section 13

Though the name lacks creativity – it literally is section 13 of the Superior Hiking Trail – we love this down and back hike along the Baptism and Sawmill River Valleys. It’s considered by many through-hikers as one of the most scenic sections of the trail. This hike winds through deciduous forests slowly climbing to a beautiful overlook and is frequented by moose, wolves, and various raptor species. Caution: This hike isn’t for the faint of heart, the terrain is rough and the trail can be muddy. It’s 2.7 miles and rated “difficult,” but the view at the top is well worth the struggle.



HOT SUMMER DEALS

Connect with us for more on Bluefin Bay events and specials:



800.BLUEFIN (258-3346)

June 4 for 3 Special

Valid June 1-30, 2020

Early Summer is one of the best times to experience the North Shore of Lake Superior and we’ve got the perfect incentive. Stay four nights at any of our Bluefin Bay Resorts in June and receive one of those (midweek) nights completely FREE!

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!

Senior Weeks Special

Valid August 23 - September 17, 2020

The Senior Weeks Special includes 20% off midweek stays (Sunday – Thursday) of two nights or more. This year’s Summer Senior Weeks are Aug. 23-Sept. 17, 2020.

Romance Package

Valid all year

Come experience why Bluefin Bay is consistently named Minnesota’s Most Romantic Resort with our exclusive Honeymoon, Romantic Retreat and Couple’s Spa packages. Visit [BluefinBay.com](https://www.bluefinbay.com) for package details and special add-ons to make your getaway as unique as your love.

Visit [BluefinBay.com/offers](https://www.bluefinbay.com/offers) for current deals and packages.

THE FISHWRAPPER



 **Bluefin Bay** FAMILY OF RESORTS

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 **Bluefin Bay**
FAMILY OF RESORTS

BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING
On the shores of Lake Superior in Tofte, Minnesota