

THE FISHWRAPPER



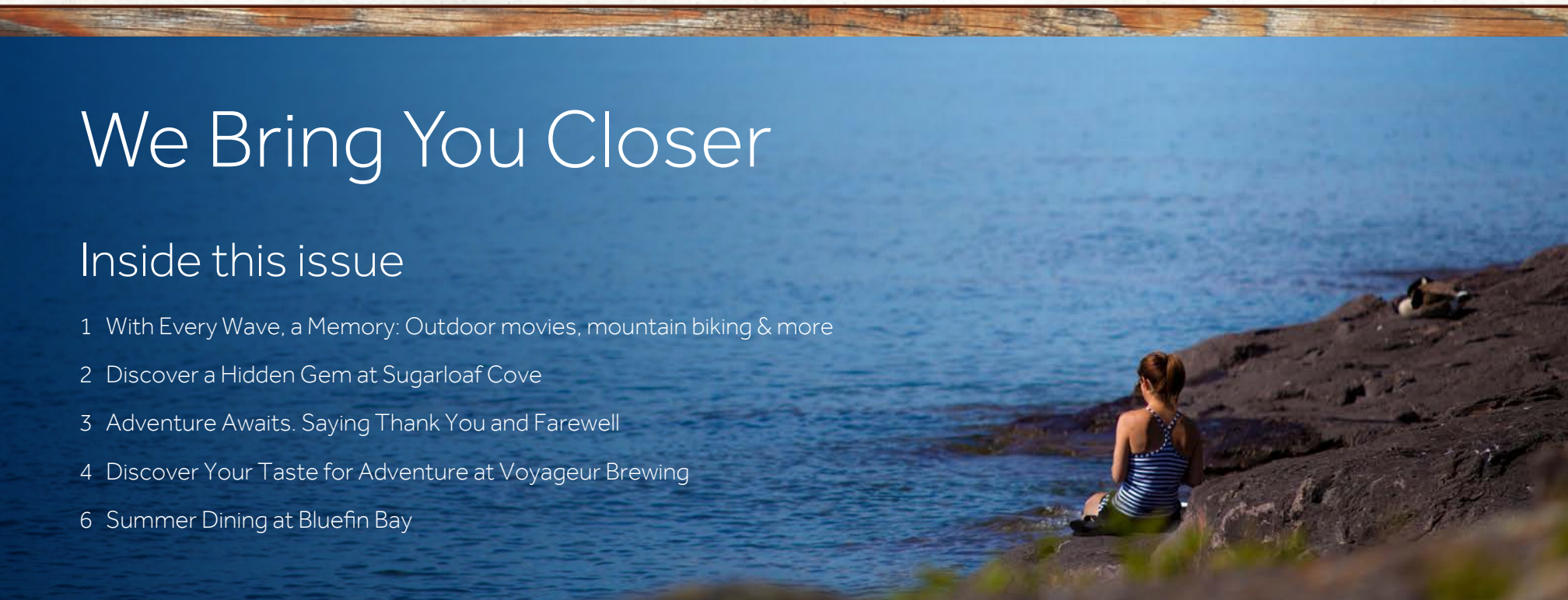
Bluefin Bay FAMILY OF RESORTS

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

We Bring You Closer

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With Every Wave, a Memory

Outdoor movies, mountain biking adventures & more

Guests often tell us how much they cherish the memories they've made during their visit to Bluefin Bay Family of Resorts. This is one of our favorite comments because it means we're providing new and memorable experiences—something we take pride in.

This summer, we're expanding our complimentary activities program to include both new adventures and more of the excursions that guests have raved about. From mountain biking to sea kayaking, it won't be hard to try something new or even push yourself outside of your comfort zone.

If you prefer a more relaxed vacation, we encourage you to sign up for a yoga class, a naturalist program, or join us for live music on the beach or an outdoor movie. There are options for everyone.

For a full schedule of summer activities, check out our calendar [here](#). We encourage you to sign-up in advance for complimentary activities to ensure a spot.



New Bikes

Complimentary bicycles are available for guest use and guided biking excursions are part of our activities program. This year, we've purchased 20 new bikes to add to our fleet. They're called the Specialized Roll-Sport Low Entry and are perfect for easy cruising while you gaze at Lake Superior.



Take a ride along the paved [Gitche-Gami Bike Trail](#) with direct access from Bluefin Bay. Join a guided Bike & Hike where we bike to a nearby river, go for a short hike and then bike back to Bluefin. Or, reserve complimentary bikes to explore the shore by pedal on your own.

New Adventures: Mountain Biking & Outdoor Movies

This year, we're offering two new outdoor activities to our already packed schedule.

- **Introduction to Mountain Biking** will consist of riding a new single-track mountain biking trail called "The High Climber." Although this trail is marked easy, it is a rigorous activity. We'll provide instruction, but you can expect some hard peddling, rolling over rock gardens, and sweeping berms. A fall or two is common and part of the fun!
- **Outdoor Movies:** If you'd prefer something more relaxed, join us for an outdoor family-friendly movie on the lawn at Surfside Resort. Outdoor movies are typically offered Friday evenings at 8pm—and we'll bring the popcorn!



Other Complimentary Activities This Summer

- Daily Sea Kayaking on Lake Superior
- Inland Kayaking
- Shuttles to the North Shore Winery
- Bike & Hike
- Campfire Music
- Guided Painting Class
- Kids Club
- Yoga
- Guided Hikes
- Wilderness Canoeing
- Naturalist Programs
- Tennis
- Soccer
- Basketball (at Surfside Resort)
- Yard Games



Photo Credit: Bob Berlute

Dear Guests,

At this time last year, we were reopening our resorts after being closed to the public for the first time ever! We weren't sure what the future had in store and were delighted to welcome so many of you throughout the year. We appreciate you entrusting us to provide a safe and welcome respite in one of the most beautiful places on earth.

On behalf of all of us at Bluefin Bay Family of Resorts, thank you! Whether you're a new guest or a return guest, we are incredibly grateful for your trust, patience, and enthusiasm for everything we do. This past year has been unpredictable and challenging, but it has also been one of our busiest. It is our privilege to provide safe and memorable vacation experiences for our guests and it's something we never take for granted.

We're planning a fun and busy summer, and look forward to hosting new activities, providing excellent dining options, and showering our guests with our unique brand of warm and friendly hospitality.

Enjoy this online edition of the Fishwrapper newsletter. We look forward to welcoming you to the North Shore this summer!



Cheers,

James Taylor,
General Manager



Discover a Hidden Gem at Sugarloaf Cove

There are many hidden gems scattered along the North Shore of Lake Superior, but Sugarloaf Cove stands out as a favorite.

Sugarloaf Cove is a 34-acre site located about 10 miles south of Bluefin Bay. Sugarloaf: The North Shore Stewardship Association was created in 1992 to inspire the preservation and restoration of the North Shore's unique environment. For a \$5 parking fee, you can [enjoy hiking trails](#), access to [educational programs](#), and breathtaking views of the cozy Lake Superior cove.

Sugarloaf Cove has a fascinating history. From 1943-1971, the area was used by Consolidated Papers, Inc. as a site to store pulpwood logs during the winter. In the summer months, tugboats hauled the logs across Lake Superior to Ashland, Wisconsin. The paper company utilized at least 14 buildings on the site and a root cellar, metal mooring rings and boom logs can all be seen today as remaining reminders of the logging history at Sugarloaf Cove.

Educational Programming Perfect for Families

This summer, Sugarloaf will host drop-in educational programs, including bird banding demonstrations. Every Thursday morning, a Sugarloaf naturalist will band birds in order to monitor the populations of song birds that nest and travel through the area.

The demonstration begins early and you can stop by any time to learn more about the banding process and its importance in understanding the lifespan, movement and productivity of song birds. This program, among others, are ways for Sugarloaf Cove to educate the public about the local environment.

To learn more about the programming, hiking trails and offerings at Sugarloaf Cove, [click here](#).



Adventure Awaits

Saying thank you & farewell to Bluefin's co-founder & 37-year owner

Spring is a season of new beginnings and possibilities. That is certainly true for Bluefin Bay co-founder and owner for 37 years, Dennis Rysdahl, and his wife Jolita Rysdahl who served in various roles at the resort, most recently as Financial Controller.

In May, Dennis and Jolita officially retired and set off on a new life chapter. No duo has contributed more to the resorts' long-term success than Dennis and Jolita, and it's hard to imagine the Bluefin Bay story without them in it.

The Rysdahls have plenty of adventures to keep them busy during their retirement, but they will continue to reside in the area and maintain ownership of units at all three resorts. In that way, it's not so much goodbye, but more like "we'll see you later."

Many of our long-timer guests and owner partners know Dennis and Jolita personally. So, we sat down with them for this issue of the Fishwrapper. We hope you enjoy this tribute to two incredible people and leaders.

Q. Where did the name "Bluefin Bay" come from?

A. Ted Tofte, son of the original founders of the town, came up with the name Bluefin Bay while sitting in the Bluefin Grille with my original partner Rob Buntz. Small-scale commercial fishing was a mainstay of the local economy in Tofte's early years and bluefin herring was one of the main fish caught.

The bay in front of Bluefin was home to a commercial fishing business operated by John and Andrew Tofte and their brother-in-law Hans Engelson—all originals settlers of the town. They had side-by-side twin fish houses where Bluefin Bay units 5-7 now sit. So, the name Bluefin Bay seemed a natural choice to Ted.

Q. What has changed the most in Cook County during your time here?

A. I would say two things have changed the most. First of all, Cook County has become much better known and more popular as a vacation destination over the last 36 years, and the busy seasons have extended significantly.

Secondly, as the tourism industry has grown and the demographics of the county have changed, the employment and housing situations have changed dramatically. We were able to find plenty of high-quality people who lived in this community to fill all our jobs in the 1980's and early 1990's. Since then the working-age population of Cook County has progressively diminished, family housing has been replaced by vacation and retirement homes, and the county economy has become increasingly dependent on visa workers coming from other countries. This trend has greatly increased the diversity of our population, which has been wonderful, but it has also created significant problems for local businesses.

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Dennis & Jolita Rysdahl cherish their time volunteering with the children at an orphanage their family helped found in Jinja, Uganda.

“While we are so appreciative that Dennis and Jolita were able to stick around for the last year to provide guidance through the pandemic, the team feels fully prepared for their departure and we wish all the best in their new chapter.”

—James Taylor
General Manager
Bluefin Bay Family of Resorts





Q. What was the biggest risk you took when developing Bluefin Bay Family of Resorts?

A. The scale of the hospitality business in Cook County was very small and highly seasonal back in 1983 when we first purchased the two older resorts that occupied what is now the Bluefin property. Building a resort as large as Bluefin Ba was therefore a big risk.

Condominium ownership of resort rental units was a very new concept in this area. We started with a relatively small nest egg of our own and what, at that time, seemed like a very large mortgage, so there were many nervous days and sleepless nights hoping there really was a market for a development like Bluefin. Those early days were clearly the riskiest.



Discover Your Taste for Adventure at Voyageur Brewing

Picture this: It's a warm, sunny day overlooking the Grand Marais harbor and you have a cold craft beer in front of you. You're playing cards on the outside deck, while waiting for your fondue and taking in the vast Lake Superior view. Ah, it doesn't get much better than this!

Since its start in 2015, Voyageur Brewing Company has been a favorite among staff and guests, locals and tourists. Voyageur brews what they call "accessible" beer, complimented with small plates (appetizers). The food is great and seating areas seem to get better and better every year—that rooftop deck!

On a rainy day, enjoy the inside of the cozy brewery with wood burning fireplace and board games. And when the weather permits there are several outdoor seating options overlooking Lake Superior.

Currently on tap are 12 different craft beer selections, ranging from the well-known Devil's Kettle IPA to the PMA Sour. Keeping up with brewery trends, this summer they will have hard kombucha on tap as well. And fear not, Voyageur Brewing also sells growlers and crowlers to take home.

Along with a walk to the lighthouse and a Worlds Best Donut, we would definitely recommend making [Voyageur Brewing Company](#) a regular stop on your next trip to Grand Marais.





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.



Brehmer Harris, Coho Café & Bakery Manager

Hometown: Kingston, Jamaica

What brought you to Bluefin Bay Family of Resorts? I came to Bluefin Bay based on the recommendation of a friend and I haven't regretted it!

My favorite thing about Bluefin Bay Family of Resorts is... Bluefin Bay operates like a family. All families have ups and downs, but the idea of being a true family allows everyone to grow individually and collectively.

My favorite spot at Bluefin is... Being next to the lake by Tofte Cove or Tofte Park. You go there when you have your moments, whether it's a tough day at work or just life in general. I find that sitting and watching the waves against the rocks helps catapult me into a place of calm and peace.

My favorite thing to do when I'm not working is... When I'm off work, I mostly rest! Many will say I'm never off :) I love YouTube, Netflix and definitely playing and watching soccer.

I want readers to know... Me! Say hello next time you are at Coho Café & Bakery. We love seeing return customers and new visitors.

Katie Krantz, Marketing Manager

Hometown: Eden Prairie, Minnesota

What brought you to Bluefin Bay Family of Resorts? Marketing for Bluefin Bay Family of Resorts is a dream job! I have a passion for bringing people to the North Shore. I love seeing people out enjoying the area and connecting to nature.

My favorite thing about Bluefin Bay Family of Resorts is... The team is very committed to enhancing the guest experience. They are super open to feedback and new ideas and are constantly evolving. That's not always easy in this industry.

My favorite spot at Bluefin is... Tofte Dock! I think it's such a cool piece of history and a great spot to wave watch.

My favorite thing to do when I'm not working is... Hiking in the woods with my two goldendoodles. We live in a giant playground here in Cook County and it's so fun to explore!

I want readers to know... Bluefin Bay is truly one of a kind. From the robust activities program, to the updated units, to the incredibly kind staff. I have been continually impressed since I started working here in September. I am proud to work here.



I Love Bluefin Updates

Wave Cam

You asked and we listened. We're excited to present our new [Bluefin Bay Family of Resorts Wave Cam!](#)



The camera features 24-hour livestream footage from the bay at Bluefin Bay on Lake Superior. It's located on the roof of the Bluefin Grille and offers great views of our beautiful North Shore sunrises. Now you can truly #NeverMissAWave.

New Texting Software for Guests

Next time you stay at Bluefin Bay Family of Resorts, you can text us. As the world continues to become more tech savvy, we wanted to make sure to expand our options for communication. Texting allows guests to easily contact our Guest Services Department. You can ask questions, have items delivered or request help. Guests who don't want to receive texts can opt out of this service.



The Girls are Headed North Again!

Yep, the girls are back in town! Our annual Girls Gone North weekend will resume in 2021. We're still working on details, but save the weekend of Nov. 12-14. It's not too early to gather the girls and book your stay.



Summer Dining at Bluefin Bay

We know that dining options are an important part of your decision to stay with us. Coho Café & Bakery and the Bluefin Grille are both open for takeout, plus indoor and outdoor seating. Both locations also have revamped menus for the summer season.

Coho Cafe is currently open from 8 a.m. to 8 p.m. daily. The Bluefin Grille is open daily from 3 p.m. to 9 p.m. (bar open until 10 p.m.) and reservations are required for indoor seating. Guests can make indoor dining reservations online or by calling 218-663-6200. Please note that summer hours are subject to change. Visit bluefinbay.com/dine for up-to-date hours and menus.



Fall Food & Wine Lovers Weekend

We are planning to bring back our Food & Wine events in time for Fall! Save the date for the Fall Food & Wine Lovers Weekend Nov. 5-6, 2021. More information will be published [here](#) and in our [blog](#) and on [Facebook](#) as we get closer.



The Way We See It

Guests are always asking us for local restaurant recommendations. Check some of our favorite local eats here.

Best Place to Get a Malt

There is a little seasonal bakery in Schroeder called the Schroeder Baking Company. You've definitely driven by it on your way to Bluefin Bay, but maybe have never stopped. It is hands down the best place for a malt in the summer and has a great pastry selection, too!

– Peter Hastings, Activities Coordinator



Best Place for Fresh Fish

You may have heard the term "farm to table," but in Cook County we like to say "lake to table." Freshly caught fish from Lake Superior is a treat in the summer months. One of my favorite places to go for fresh fish is the Fisherman's Daughter (formerly known as Dockside) in Grand Marais.

– Jake Brown, Maintenance Manager



Best New Place

Many of you may remember the Crooked Spoon, which was a delicious restaurant in Grand Marais that tragically burnt down in a fire last April. Well, they have recently re-invented themselves as a food truck and, of course, the food is wonderful! The Crooked Spoon food truck is located right across from the Grand Marais Harbor, so you can get your food and then enjoy it at one of the benches in the harbor.

– Jessica Huppler, Executive Housekeeping Manager



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, 2021

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 29 -2 & September 6-9, 2021

The Senior Weeks Special includes 10% off midweek stays (Sunday – Thursday) of two nights or more. This year's Summer Senior Weeks are August 29-2 and September 6-9, 2021.

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 for package details and special add-ons to make your getaway as unique as your love.

Visit BluefinBay.com/offers for current deals and packages.