



Welcome, The Board of Directors for the Minnesota Bed and Breakfast Association (MBBA) invite you to join us and become an active member of our industry, working together to make "Bed & Breakfast" the ultimate experience in travel lodging. Learn about our #bookdirect campaign!

As fellow innkeepers, the members of the MBBA share common goals. Our goal is to educate travelers to book directly with members. Our Mission is to "offer educational, professional and marketing services to its members and to promote innkeepers working together for the benefit of the Minnesota bed and breakfast industry and the traveling public within our great state of Minnesota."

In 2019 the board added an online gift certificate system with ThinkOrganizations to make it easier for guests to purchase MBBA gift certificates and streamline payment to members for accepting gift certificates and an availability calendar for participating members. This will allow guests searching for a B&B a way to see who has availability across the board. This add on benefit along with our new SEO Marketing with Logan Marketing will increase our exposure on the web and ultimately bring more customers to each member's inn. This is trackable and will show each member just how many hits are coming from your link on the MBBA website.

Members dues are based on the number of guest rooms operated at each inn. All Inns will pay a current base rate of \$175, which will include one room, plus \$50 for each additional room. For inns with more than 10 rooms, each additional room will be \$5 and \$1 for 25 rooms or more. For new member inns there is also a \$25 QA Inspection fee. For example: Membership for an inn with three rooms would be \$175 + \$50x2 = \$275, membership for an inn with 42 rooms would be \$175 + \$50x9 + \$5x15 + \$1x17 = \$717. This is never been a better time to be involved or stay connected to the MBBA.

Dues may be paid in full during October by check or credit card withdrawal (2.5% service charge per transaction for cc).

We appreciate your input with regard to all actions of the MBBA board decisions.

1) Education –

Each component of the mission statement is fulfilled in several ways.

This year, we are co-hosting an Annual Meeting/Conference with Wisconsin B&B Association (WBBA) on November 12-13th at The East Side Club, 3735 Monona Dr, Madison, WI 53714. Sign up today! MBBA will host their Annual Meeting during this time to vote on new items and board positions. For More Info go to our website [Minnesotabb.org](http://Minnesotabb.org) or call 952-303-2325.

b). A newsletter is sent via e-mail to members to keep them informed, and periodic e-mails are sent when there are issues of importance to innkeepers. There is also support and mentoring available from board members and office staff throughout the year.

MINNESOTA BED & BREAKFAST ASSOCIATION

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- 2) Professional –
- a). Networking with other innkeepers can help with your professional development as you strive to be a more successful business person.
  - b). Facebook-based, innkeeper forum for requesting “how do you handle” type questions and issues have been added as a vehicle to assist networking opportunities.
- 3) Marketing – Each year the Bed & Breakfast and Historic Inns Guide is published by, and distributed through, the MBBA to travel information centers, chambers, CVBs, businesses and members across Minnesota, as well as being mailed to individuals who request the information. It is also available in its entirety on the MBBA website. In 2017, 20,000 guidebooks were distributed. The MBBA website was redesigned in 2016 for even more exposure with a new design and features, and the new online gift certificate program and availability calendar took affect April, 2019. Our gift certificate program is now automated on our website and we are here to promote our member inns.

That's money coming your way!

The following items on the MBBA website are also included in your dues:

- Full profile of your inn with contact information, placement on the map in your region and city, link to your website, plus a checklists of amenities, activities, policies, etc.
- 5 photos
- Placement for a 2nd city or geographic area (within 30 miles)
- Placement on 1 trail (target market) segment
- Participation in the Green Journey program
- Up to 5 specials
- Unlimited local event entries
- Click through statistics for your inn

If you would like to speak to a board member about renewal or joining the MBBA, please contact our office at the number or email address below and we will have your local representative or office staff get in touch with you.

Thank you for your interest in the Minnesota Bed and Breakfast Association, your organization dedicated specifically to improving our industry. We look forward to working with you in 2019 & beyond.

Sincerely,

Brenda K Pearson, President & Association Admin  
Minnesota Bed & Breakfast Association  
952-303-2325 or info@minnesotabb.org