



# Member Update

Brought to you by **ECOLAB**

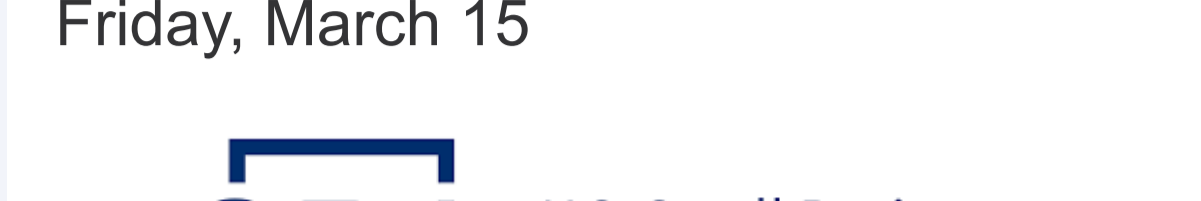
By Tony Burton • Mar 11, 2024

Smart Brevity® count: 3 mins...855 words

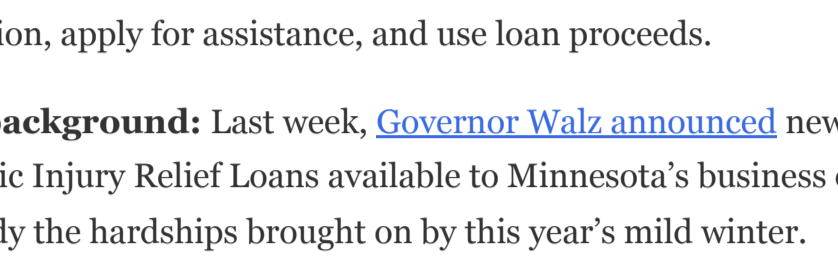
## In today's March 11, 2024 Update:

- SBA to Host EIDL Loans Webinar this Friday, March 15
- Hospitality Voices Needed: EMT Survey Extended for Hospitality Minnesota Members
- MN DEED Releases Job Data for January
- DON'T MISS OUT! Attend the Hospitality Vendor Expo
- Explore Minnesota Launches Star of the North Campaign
- New Hospitality Hotdish Episode with Steve Nelson of Ely Canoe Trips
- Join Us March 19 for Operating Now: Carbon Monoxide Alarms
- In the News

We would like to thank our Member Update Sponsor - [Ecolab](#) - for their contributions and commitment to Minnesota's hospitality industry!



## SBA to Host EIDL Loans Webinar this Friday, March 15

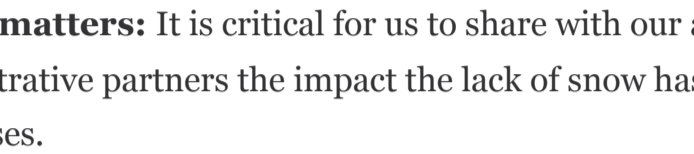


Join the U.S. Small Business Administration Office of Disaster Recovery and Resilience and the Minnesota District Office for an information session on the recent declaration announced by Governor Walz. [This webinar](#) will provide updated information on how to locate the disaster declaration, apply for assistance, and use loan proceeds.

**Some background:** Last week, [Governor Walz announced](#) new Economic Injury Relief Loans available to Minnesota's business owners to remedy the hardships brought on by this year's mild winter.

- **Why it matters:** This initiative is crucial as it provides financial support for businesses affected by weather abnormalities, ensuring their sustainability and continued contribution to Minnesota's economy.

## Hospitality Voices Needed: EMT Survey Extended for Hospitality Minnesota Members



**Per our request,** Explore Minnesota Tourism has extended its [Winter Season Impact Survey](#) in hopes of hearing more from the hospitality industry.

- **Why it matters:** It is critical for us to share with our agency and administrative partners the impact the lack of snow has had on our businesses.

[Take the survey here.](#)

## MN DEED Releases Job Data for January



Minnesota's **job market** showed positive signs in January. According to DEED, Minnesota gained 3,000 jobs from December to January, marking nine months of consistent job growth out of the past 12.

### By the numbers:

- **Unemployment remained stable:** The state's unemployment rate remained stable at 2.7%, and the labor force participation rate dipped slightly to 67.9%.
- **Wages are up:** Over the year, wages were up by 5.0%, outpacing inflation as the Consumer Price Index (CPI) rose 3.1% during the same period. This means that wage increases were 1.9 points higher than inflation.

**The bottom line:** Minnesota's economy is on an upward trajectory, with 0.1% monthly job growth and a 0.2% increase in the private sector.

- **Go deeper:** [Read DEED's full release here.](#)

## DON'T MISS OUT! Attend the 2024 Hospitality Vendor Expo

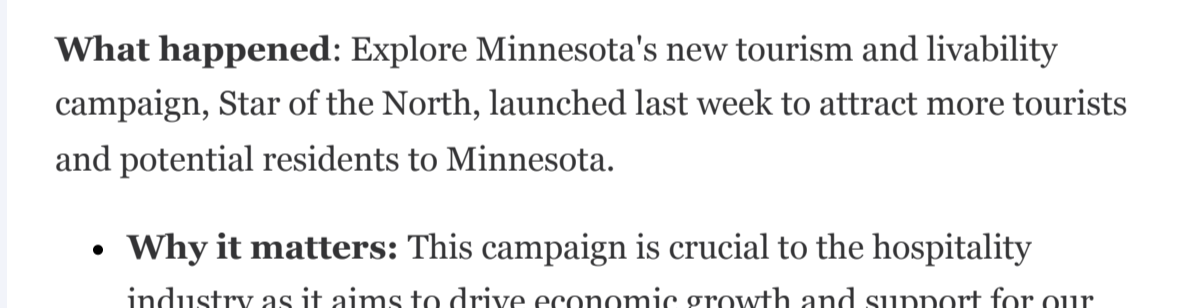


**Calling all hospitality professionals!** Join hundreds of leaders in Minnesota's lodging, restaurant, and allied sectors on April 8, 2024, for the Hospitality Vendor Expo & Mixer.

- **Why it matters:** This event is a can't-miss opportunity to network with industry leaders, foster valuable partnerships, and explore the latest products and trends for Minnesota's hospitality sector.
- **What to expect:** Engage in interactive vendor exhibits showcasing cutting-edge technology, sustainable practices, and innovative solutions.

**Register now:** [I'll be there.](#)

## Explore Minnesota Launches Star of the North Campaign



**What happened:** Explore Minnesota's new tourism and livability campaign, **Star of the North**, launched last week to attract more tourists and potential residents to Minnesota.

- **Why it matters:** This campaign is crucial to the hospitality industry as it aims to drive economic growth and support for our local businesses by showcasing the unique attractions and quality of life in Minnesota.

**What to expect:** The Star of the North campaign is set to showcase unscripted, documentary-style ads, including both long-form and cut-down video versions where both travelers and new residents engage with the places and people that make Minnesota rich with character and optimism.

**What's next:** Minnesota operators are encouraged to incorporate Star of the North initiatives into their marketing campaigns.

- **Dig deeper:** Check out [the Star of the North Toolkit](#) to discover new resources and materials that can help your hospitality business.

## New Hospitality Hotdish Episode with Steve Nelson of Ely Canoe Trips



Steve Nelson of Ely Canoe Trips on last week's episode of Hospitality Hotdish

**What happened:** In last week's episode Hospitality Hotdish, brought to you by [Café & Bar Lureat](#), Steve Nelson of Ely Canoe Trips talks about the beauty of the Boundary Waters, outfitting people for canoe trips, and planning for retirement as a small business owner.

**Go deeper:** [Find where to watch his episode and more here.](#)

## Join Us March 19 for Operating Now: Carbon Monoxide Alarms



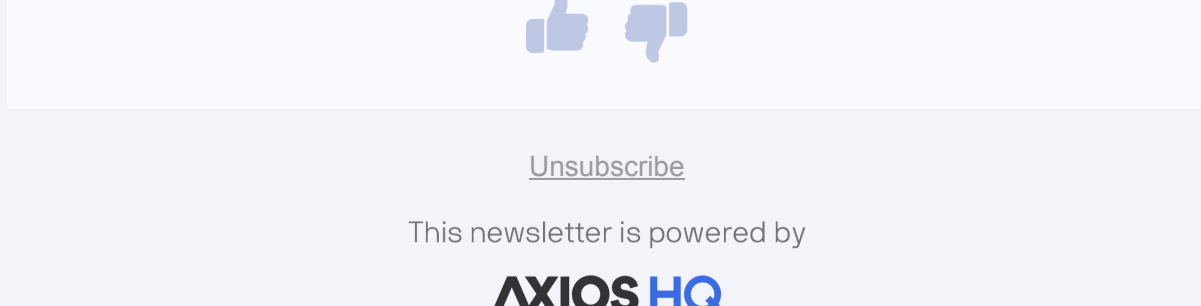
**Stay informed:** Join Jill Sims and the State Fire Marshall's office at 9:30 AM on March 19 to highlight the new carbon monoxide law that goes into effect August 1, 2024.

- **Why it matters:** Understanding and adhering to this new law is crucial to ensure the safety of all occupants in sleeping units, prevent legal repercussions, and maintain a responsible business operation.

**Register to attend this free webinar:** [I'll be there.](#)

## In the News

- [Federal help coming for businesses who missed out on winter](#) (Angie Whitcomb quoted) | Audacy
- [Walz urges winter businesses hit by lack of snow to apply for federal disaster aid](#) (Hospitality Minnesota quoted) | Bring Me The News
- [Kilian honored as top chamber leader in Minnesota](#) | Brainerd Dispatch



**See you back here next week!**  
To learn more about us, visit our website: [hospitalityminnesota.com](#)  
[Members can log into the member portal here.](#)

### Feedback

Anonymously tell us what you thought of this edition. Your responses will help us create better content for you!

Was this edition useful?



[Unsubscribe](#)

This newsletter is powered by



Like this email style and format?

It's called Smart Brevity®. Hundreds of orgs use it — in a tool called [Axios HQ](#) — to drive productivity with clearer workplace communications.