

# Season's Greetings!

Hello everyone ... it's that time again already!! As we reflect back over our first season, we are flooded with so many different thoughts and emotions but are most especially thankful to have such amazing guests, employees & family on this journey with us. Thank you all for being so patient and supportive during our transition from guests to caretakers of what we like to think of as the White Lake Beach Resort experience

As a family that has been coming to the resort for over 60 years, we understand that the culture of the resort is something to be cherished, but we also want you to know that we heard your requests for the restoration of the resort, cosmetically as well as functionally, back to its previously charming state. Rest assured that we are in total agreement - future generations should be able to make their own cherished memories at WLBR without duct tape holding stuff together!

This year we had limited time for repair work before the season started, but we did manage to get metal roofs installed on the Golfviews and hired a dedicated painter to apply a fresh coat to many interior & exterior surfaces (and will continue as needed!). This fall we started replacing some of the more rustic furniture and refrigerators, but the main theme for our off-season maintenance needs to be "Fixing Floors". Brandon has replaced the carpet in the guesthouse hallway with tile and come spring we hope to have him do the same in the restaurant but our biggest challenge, both time and moneywise, will be to prioritize which cabin floors/supports to replace once the 100-year-old kitchen floor has been repaired! If you would like to follow our restoration projects you can visit our Facebook page ([www.facebook.com/White-Lake-Beach-Resort](http://www.facebook.com/White-Lake-Beach-Resort)) or check out our new Instagram (@whitelakebeach)!

The bad news is, due to the increased cost of just about everything, these projects can be costly. Since most rental rates were increased in 2022, we chose to only make a few lodging price adjustments, however, there will likely be a more general price adjustment in the bar and restaurant. In return we promise to manage our budget very carefully, but the reality is that our labor of love is a business, so we must be profitable to survive & thrive!

## >>>What's changing ...

- ◆ The DEADLINE for early reservations this year will be Monday Jan 16th which gives us ALL a little more time, however, we still expect the phones to be VERY busy so please try to call us before that. If we can't answer when you call, just leave a message on the machine and we will get back to you asap!
- ◆ The Chalet Apartments are going to be offered as PET FRIENDLY units going forward and will no longer have towel/maid service. We do understand that some guests may not see this note \*or\* simply forget, so extra towels will be stocked this summer and available for a small fee.
- ◆ There is a new owner at the golf course, so those packages/prices may be changing – stay tuned!

## >>>What's staying the same ...

- ◆ Deposit amounts: Weeklong stays in a cabin/apartment require a \$300 deposit / \$150 for hotel stays. Stays of less than a week require a deposit of \$150 for a cabin/apartments / \$100 for hotel stays.
- ◆ Credit card deposits: We cannot take deposits via credit cards until AFTER Jan 1st – To pay your deposit via credit card, call us at 608-297-2278 Mon-Sat Jan 2nd - 7th \*or\* 9th - 14th from 10am-4pm.
- ◆ Unfortunately, all credit card transactions will continue to incur an added 3.5% bank fee.

## >>>What's going on ... We are VERY excited for our second season in 2023!

- ◆ Our Bluegrass festival that's being held the last weekend in April is set to be one of our biggest yet with MORE bands, MORE festivities, and MORE beer!
- ◆ Guest appreciation weekends are again being offered (spring) Mother's day & (fall) Oktoberfest weekends
- ◆ We will be continuing the Memorial Day Luau, with events spanning all weekend, and we will be changing up our Labor Day Festivities to not only include weekend long events, but also a bit of southern flair!
- ◆ We will be keeping the popular Tuesday cookout and Thursday night karaoke \*and\* adding some supervised kid's activities mid-week.
- ◆ Who knows, skiing/tubing may even make it back next year ... Keep your fingers crossed with us!

## >>>What's OLD, NEW and CHANGING at the same time??

Kaitlin has a plan for sprucing up the walls in the bar by covering them with YOUR FAVORITE WHITE LAKE PICTURES FROM DAYS GONE BY, so get busy and pick out a few of your favorites and send us copies so we can make your precious memories a permanent part of the scenery (and cover that old blue wallpaper in the process)!!!

Lastly, it bears repeating just how thankful and blessed we are to have such an AMAZING staff! We are very excited to say that almost everyone will be returning next season. Thankfully Brandon is sticking around because we have a LOT of projects planned for him, Jaime will be back to keep the beach & overall property looking good, Faith has agreed to become our bar manager, Anthony & Xavier will continue to hold down the fort in the dining room (with Jen's help of course!) and even Mr Flynn will have a new, very important job as BIG BROTHER to the baby girl we will be welcoming into our family in February ... It just doesn't get any better than that!!!!

Thanks again – can't wait to see everyone next season!!

Kaitlin, Wanda and the rest of the White Lake Beach Resort Family ☐