

Lutsen Mountains to Purchase Superior Ridge Resort

Bruce and Sheryl Martinson selling family resort founded 30 years ago

For Immediate Release

Lutsen, MN, (January 16, 2023) - Lutsen Mountains has agreed to purchase Superior Ridge Resort from long-time owner-operators Bruce and Sheryl Martinson and minority owners John and Sherry Murphy. The Martinson's will continue to operate the resort through the winter with transition to operation by Lutsen Mountains in May.

Bruce and Sheryl Martinson, along with minority owners John and Sherry Murphy, founded the Resort in 1993. Soon after purchasing the land from long-time Tofte residents Jerry and Diane Loh, Bruce and Sheryl built six condo units and an owners' residence where they raised their three children, Ryan, Kyle, and Alyssa. Over the years, further buildings housing eight motel units, a studio apartment, a meeting room, sauna, and a ski wax room were added.

"We have devoted much of our lives building and operating Superior Ridge and many of our fondest memories of raising our three children revolve around the Resort", stated Bruce. "Sheryl and I are delighted too that the Resort is being purchased by a community-based business. We have worked closely with Lutsen Mountains over the years and this partnership has been part of the success of our lodging operation. Knowing Lutsen Mountains, we are confident that Superior Ridge will be maintained to a high standard."

Besides running the Resort and raising their family, Bruce and Sheryl have been very active in the community, contributing time to their Church and community organizations. An accomplished preschool teacher at Birch Grove School, Sheryl also worked as a care attendant and home schooled their children during their young years. Bruce held many leadership roles including on the Schroeder Town Council, Lutsen-Tofte-Schroeder Tourism Association, Gitchi-Gami Trail Board and



(Pictured Left) Bruce and Sheryl Martinson. (Pictured Above) Superior Ridge Resort in Schroeder, MN. (photos: superiorridge.com)

as a long-time Cook County Commissioner.

"We are thrilled that Superior Ridge Resort will be joining our family of resorts," stated Charles Skinner, President and Owner of Lutsen Mountains. "Bruce and Sheryl have done an amazing job building their resort over the decades while being inspirational leaders in our community. Bruce and Sheryl are 'salt of the earth' type people who we feel privileged to have worked with and are honored to be entrusted to continue their legacy at Superior Ridge."

Lutsen Mountains plans to continue to employ existing employees. "Bruce and Sheryl have told us great things about their staff, and we look forward to working with them as we

embark on a new chapter at Superior Ridge, added Jim Vick, General Manager of Lutsen Mountains.

"We're committed to providing Midwest families with great destinations close to home and Superior Ridge will add a lodging offering directly on Highway 61 at the gateway to Cook County from the South", added Charlotte Skinner, Chief of Staff at Lutsen Mountains family of ski areas, Midwest Family Ski Resorts.

The transaction includes all the assets of Superior Ridge including nearly 12 acres of private land. The closing will occur in May. While the final sales price was not announced, the resort was listed for sale for \$2.3 million.

LETTER TO THE EDITOR

Dec. 22

Addressed to Finance Committee Assessors Office, Two Harbors Courthouse

This is my 4th request to have my tax assessment on my shack at 4528 Hwy #3 adjusted. 64,000 increase is not responsible. 47% increase for 23. The 20 acres west went down to 19000, 20 acres east to 50,000 but my 20 acres went up 64,000 to 179,900. No improvements since 1980. State Farm appraised it at -5000.00 the cost to be removed. Dropping Ins. Said it was stupid to pay 900.00 ins. on -5000.00 value. I'm blasted with Covid plague 7 out of 10 days down in bed. They say 14 days low oxygen. Unable to fight in person. Can be reached at: Tim R. Anderson, PO Box 365, Beaver Bay, MN 55601.

In September 2022, the city adopted a preliminary property tax levy at a projected increase of 4% for fiscal year 2023. The Finance Committee reviewed the proposed tax levy and budget, and after said review reduced the property tax increase to 2%.

Tim R. Anderson,
Beaver Bay, MN

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The Long Way Home

By Steve Fernlund

After becoming empty nesters, Becky (the one I call "The Kid.") and I discovered that having dinner out was easier than making meals for two at home. Living in the Las Vegas valley, southern California, and suburban St. Louis over a couple of decades, we had a full menu of restaurant options.



Within a few miles drive we could choose from steakhouses, Italian, Mexican, Asian, oyster bars, and even Greek restaurants. Not to mention a range of sports bars and casino buffets. And if you're ever in the St. Louis area, the prime rib at Andria's Steakhouse in O'Fallon, IL will spoil you for any other prime rib.

Sitting down in a restaurant allowed us some uninterrupted time to check in with each other, put our dreams on the table to be analyzed together, and try to figure out our roles as parents and grandparents. The Kid didn't spend hours preparing meals and when we got home there were no dishes to wash.

Often we'd look around the restaurant and try to figure out the stories of the people sharing the dining room with us. Inevitably there'd be a couple, presumably husband and wife, sitting at a table just like us. But they didn't seem to be putting dreams on the table or even catching up with each other. Instead, they sat without talking, staring into space and looking past each other. They'd speak to their

server, generally in monosyllables, but otherwise, it was like they were two introverted single diners placed at a table with a stranger. Even when they got up to leave it was like they didn't say a word to each other. They just got up at the same time and left.

These solitary couples were older than us, by ten years at least. We felt sorry for them. We thought their married life must be a living hell. Why weren't they talking to each other? We figured that some of them could just be mad at each other. But there were too many of them to fit that excuse.

Now that we are as old as the despondent couples we felt sorry for, we've come up with a different explanation.

The background noise in restaurants combined with the ringing and hearing loss of aging ears makes dinner conversation difficult, even with your spouse. The generally low level of lighting makes reading menus tough without cheaters and a flashlight.

Now that we live on the North Shore, the dining options aren't as extensive so we don't eat out that often. When we do, we try to ignore the background noise and low lighting so we don't appear to be one of those despondent couples. We don't lay our dreams on the table much anymore. But we do catch up with each other and ruminate over our parenting and grandparenting roles.

And if a younger couple happens to be checking up on us, we hope they'll see that even after five decades of marriage, it is possible to still be connected with your spouse. And that marriage can be something other than a living hell.

Steve Fernlund is a retired business owner, living in Cook County. He was publisher and editor of the Cook County News Herald in the 90's. Got a good Cook County story for him? Let us know. Call 218-226-3335 or Email: steve.fernlund@gmail.com