Breezy Cointer

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The Evolution of the Breezy Point Resort, Part 2



Breezy Point Estates free form, heated swimming pools, 1965.

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This publication is brought to you by Whitebirch, Inc.

Whitebirch, Inc. at Breezy Point

MISSION STATEMENT

To build together the most preferred resort with the best people providing superior service to our guests in an enjoyable, safe, efficient and profitable manner.

(Part 1 of this series in the Fall ment groups in Washington and purchase of the property to the development at Breezy Point. fateful Lodge fire of 1959.)

Profitable operations of the resort continued to elude a succession of owners. Years later, "Captain Billy's" son, Roscoe Fawcett, recounted that the resort never turned a profit during his father's ownership. With only a 3-month window of opportunity, early June to the week after Labor Day, the overhead was just too great. Adding to the resort's woes, the loss of the grand Lodge left an indelible hole in the resort, resulting in a continual downhill slide of guests.

The glamorous husband-wife team of Don Eastvold and employment at the Lodge had Ginny Simms acquired the resort in 1962 and immediately embarked on an impressive plan to develop the resort into a selfsufficient community.

Eastvold attended St. Olaf College and the University of Minnesota, graduated from the University of Washington Law School and began a law practice in the Seattle area. His election to the Washington state senate was followed by a successful campaign for the office of Attorney General. As chairman of the State Land Board his understanding of land use and development potential was born.

Eastvold was not a novice in the resort development business. After leaving public office, he partnered with land develop-

2006 issue of the Breezy Pointer California. Through these expecovered the period from riences, he recognized the "Captain Billy" Fawcett's 1921 prospect for recreational land

> Ginny Simms was one of the most famous singers in the "big band" era. She recorded for several major record companies and co-starred as a singer and actress in over 25 movies. She left the entertainment business to pursue her hobby of interior decorating and founded the Ginny Simms Restaurant in Ocean Shores, 150 miles southwest of Seattle. It was there in 1950 that Simms met and married Don

> The flamboyant couples' arrival at Breezy Point Lodge brought a renewed sense of optimism to the area. Locals, whose seasonal been uncertain at best, were cau

tiously optimistic by the announcements of ambitious building and land development plans. They were promised that the creation of neighborhoods and the sale of residential lots would transform the area into a year-round community.

Adding to the style and pizzazz was the new name, "Breezy Point Estates".

Under the supervision of Jerry Lenz, an Eastvold partner, the building program was fast and furious. First on the scene was the Lodge Apartments, a 50-unit condominium on the site of the former Lodge. This was the first condominium in Minnesota. Buyers of the individual units had the option of renting the units to vacationers through a management agreement with Eastvold.

Ginny Simms and Don Eastvold

was the new administration building, complete with post

May 1, 1964, saw the opening of the new marina, complete with a bar and dining area for 220 guests. In addition to a grocery store, the lower level contained a full-service marina store, offering tackle and boat sales and rentals. (The original boat ramp is today the walkway from the parking lot to the Dockside bar at the Marina Restaurant.)

The golf course grew from 9 to 18 holes and a 9-hole pitch and putt course was built near the supper club.

The Antlers bar, dance hall and employee dining room were totally renovated, taking on a new life as the Supper Club. It reopened on May 22, 1964 with a seating capacity of 500. In addition, the club had an off-sale liquor store and golf pro shop.

This was the 60s and America was in the midst of the "British Invasion', with the Beatles and Rolling Stones topping the hit list. Nevertheless, crowds still flocked to the resort to hear the big band music from such greats as Tommy Dorsey, Count Basie and Glenn Miller. Russ Carlyle headlined in July 1965.

The Golfview Terrace condominium, with 100 units, was completed on August 10. Built in the shape of an A, it boasted kidney-shaped swimming pools in the center. (Although the pools have long since been filled in, the colorful concrete patios are still visible in what is now the employee parking area behind the Conference Center.)

September 1965, the Beachside, Surfside, Bayside and Waldenheim condominiums were ready for sale. Forty-two log duplex homes, many along the golf course fairways, were finished and sold.

Simms busied herself with the interior design and furnishings of all resort facilities. Assisting her was the Powers department store in Minneapolis. Her relationship with the Powers firm would later prove to play a pivotal role in the resort's fortunes.

Eastvold created an island by dredging a winding, 4000-foot canal. Lining the canal, another 130 residential lots were sold.

Eastvold sold to private parties the 52 cabins that had been built by "Captain Billy". Like the condominiums, he then managed the cabins for tourist rentals.

Eastvold wanted this new com-

The nerve center of the resort munity to have a church and offered the land and \$10,000 to any church that wanted to undertake the project. The northern district of the Missouri Synod of the Lutheran Church accepted the offer and, with a total building expense of \$35,000, completed construction in 1964. The massive stone steps leading up to the church were built by "Captain Billy" in anticipation of a new golf clubhouse. Fawcett died before he could carry out the plan

> Recognizing the growing popularity of private aviation, Eastvold built a 2600 foot lighted airstrip. Although still in use today, it is privately owned and no longer lighted.

> Building lot and condominium sales were booming. Locals recognized the salesmen from the resort by their flashy suits and cars and gold jewelry. To the conservative residents of the area, they resembled the pit bosses of Las Vegas.

> In July 1964, Eastvold claimed that of the 1,300 lots offered for sale, less than 500 remained and they would likely be sold out by Labor Day. At completion, he estimated there would be about 2,000 lots and that they already had built 15 miles of residential streets. The total land area involved in the project was over 1.200 acres.

> The fall of 1964 saw the development of a ski complex. The chalet hosted a restaurant, bar and an up-scale ski shop offering the latest in clothing and equipment. The chalet is now the Primetime Restaurant.

A riding stable on the southwest corner of County 11 and Ranchette Drive opened in 1965 with 40 horses. Extensive riding trails meandered through the woods in what is now Whitebirch RV & camping Resort. Plans were announced in early 1965 for an equestrian development. Off-lake land was purchased and reserved for people seeking both a home for themselves and a horse. As an inducement, a free horse was offered with some lots!

Across from the Marina, the new recreation center included a bowling alley and the "TEEN-A-GO-GO" teen center. A July 1965 newspaper ad hyped nightly entertainment and invited "All Young Ladies and Gentlemen (12 to 20)" to see the "Coal Streamers" from Palm Springs, CA. Eastvold's son, Carl, was their organ player. Admission was \$1.00 and soft drinks were \$.10.

Mundo Villegas, a Mexican cliffcontinued on page 2

BreezyPointer von They Said It Couldn't Be Done!



Many of us have been there, peering through the windshield into the moonless winter night, intent on avoiding the sudden icy patches of pavement on the lonely two-lane highway. The steady stream of bone-chilling air sneaking past the driver's door weather-strip grips his shoulder and neck. His concentration is repeatedly interrupted by the excited shouts and laughter of 4 boys, son David in the front seat and 3 others in the back. Fortunately there is no need to see out of the side windows because they were frosted over miles ago.

The time was the early 90s and the driver of this car was Bob Spizzo. His mission was to safely deliver these 4 lads to hockey practice in Deerwood. Unfortunately for Bob and other parents like him, this wasn't a one-time drive. It had become a frequent routine throughout the winter months. Hockey practices and games had to happen at a rink. Ice time was a valuable commodity and often the Breezy Point kids got the leftovers.

Times like this make a man think. Bob, always the pragmatist, was firmly convinced that Breezy Point should have its own ice arena.

The advantages to the community were obvious. Eliminate the long drives. Arrange better ice times. Create a comprehensive, local hockey program. Enable figure skating on a local level. Host hockey and figure skating camps in the summer.

The benefits didn't stop there. Since Bob was in the hospitality business, a modern ice arena would be a natural draw for the area and Breezy Point Resort during the slower winter months. Tournaments with outof-town teams would bring players and families alike to the Resort. It would be a win-win

In early 1995, Spizzo enthusiastically approached the City of Breezy Point. The idea of a city owned ice arena was met with, at best, a lukewarm welcome. City Council members surveyed other communities and found that, for most, it was a moneylosing proposition. The State of Minnesota's "Mighty Ducks" program offered to any city a \$250,000 grant for the construction of ice arenas, however, the overriding fear of having to subsidize an ice arena was enough to quash the plan.

As an alternative, Spizzo then proposed that the City build the arena and Whitebirch would manage it, thus freeing the City from the day-to-day management obligations. This too was

aged, Spizzo offered a third option. Whitebirch would build and manage the ice arena. This concept piqued the interest of then mayor, Ron Groat. With the City's conceptual approval, missing ingredient in his plan...money.

Private ownership of an ice arena was not an enterprise that commercial bankers wanted to underwrite. A more creative financing approach was neces-

vice-president, was charged with ing these tournaments only securing the necessary funding for the project. After several false starts, she investigated the USDA's Rural Utilities Service (RUS) program that offered financing for rural development. also participating.

The financial arrangements The financial impact from these Bzoskie proposed for the \$1.7 tournaments on the Breezy million project included \$1 mil- Point area is impressive. lion from Whitebirch, Inc. and Estimates for player/family a \$720,000 from RUS, Crow Wing Power, TDS and the City of Breezy Point would guarantee the loan. Payments of the loan would be made over a 10-year period through the City's TIF (Tax Increment Financing) pro-

This was, however, no "slamdunk"! Critics of the City's involvement mounted their opposition at City Council meetings and wrote negative letters to the editor. Complicating matters, RUS's financial assistance for a privately owned facility had never been done before.

At one point it appeared the entire project was dead.

Bzoskie persisted and, after over 4 years of ceaseless effort, succeeded in gaining the City Council and Economic Development Authority's support. On May 11, 1998, the RUS gave its final approval for the \$720,000 loan.

It still wasn't a "done deal". Formalized applications, revised plan submissions and financial documents briefly delayed the project.

Finally, groundbreaking ceremonies were held on April 15, 1999. The Breezy Point Ice Arena officially opened on November 14, 1999.

As was anticipated, business at the Arena developed steadily, albeit slowly. During the first seasons, tournaments numbers were counted on one hand. The Arena's primary tenants, Pequot Lakes Youth Hockey and Pequot Lakes Varsity Hockey accounted for only a small portion of the revenue needed to cover expens-

Patience has paid off. The steady growth of hockey and figure skating programs at the Arena has made it a resounding success.

The tireless promotional efforts of Joe Bergquist, Arena general manager, have created a yearround attraction.

Not one to be easily discour- The full summer schedule includes Doug Woog's Summer Hockey Camps, Top Dog Hockey, Turcotte Stickhandling School and the Minnesota Girls Coaches Association Camp. Also, the Arena owns and oper-Spizzo began his search for the ates the Point of Perfection figure skating camp.

> As evidenced by the winter weekend and holiday crowds, a full hockey tournament schedule this season includes 20 tournaments, each with an average of 8 teams of 20 players plus coaches and families.

Joyce Bzoskie, Whitebirch, Inc. And don't be fooled into thinkattract local teams. In addition to those from the Twin Cities and greater Minnesota, teams from Wisconsin, North and South Dakota and Colorado are

> spending on food, lodging and shopping exceed \$1 million

> Contrary to the dire predictions of the critics of TIF, the \$720,000 loan was not only repaid, it was repaid a full two years ahead of schedule.

> Today, the Pequot Lakes-Crosby-Ironton-Aitkin Varsity hockey team, Pequot Lakes Youth Hockey Assn. and the Breezy Point Figure Skating Club, all call the Breezy Point Ice Arena

> Those white-knuckled wintry drives are now only a memory!



Traditional & Whitebirch Golf Course

2007 Season Membership **Information**

Breezy Point Golf Club Membership: The 7-Day Membership includes unlimited play on the Whitebirch and Traditional Golf Courses with shared cart or trail fee and driving range. The 4-Day Membership includes unlimited play Monday through Thursday on the Whitebirch and Traditional Golf Courses with shared cart or trail fee and driving range.

Breezy Point Golf Club Twilight Membership: * Includes unlimited play after 3:00 P.M. on the Traditional and Whitebirch Golf Course with shared cart or trail fee and driving range.

Breezy Point Golf Club Corporate Membership: ** Corporate Membership entitles Member and a guest to unlimited golf with shared cart and driving range on the Traditional and Whitebirch Golf Course.

Tee Times can be made up to seven days in advance. Due to Resort Bookings tee times may not be available on one or both courses periodically.

Membership Type	Price	Price
		Before 3/1
Single Membership with shared cart / trail fee & range	\$945	\$845
Couple Membership with shared cart / trail fee & range	\$1200	\$1075
Minor Family Member (with Couple Membership / no cart)	\$150	\$125
Individual Junior Membership (no cart)	\$295	\$245
Single 4-Day (Mon-Thu) with shared cart/trail fee & range	\$625	\$545
Couple 4-Day (Mon-Thu) with shared cart/trail fee & range	\$875	\$765
* Single Twilight Membership with shared cart / trail fee	\$695	\$645
* Couple Twilight Membership with shared cart / trail fee	\$925	\$865
** Corporate Membership	\$1395	\$1225
MGA Handicap with Single Membership	\$25	\$20
MGA Handicap with Couple Membership	\$50	\$40

Membership includes ten guest discount coupons. The guest coupon rate for the Whitebirch Course is \$35 + tax. The guest rate for the Traditional Golf Course is \$20 + tax. These rates include 18 holes with shared cart. You are required to play with your guest with this offer.

With the purchase of a Breezy Point Resort Membership you are allowed to play at Breezy Point Resort's Forest Hills Golf Course in Detroit Lakes, Monday-Thursday for the price of a cart fee, tee times must be made in advance.

Whitebirch, Inc. family of Companies Whitebirch, Inc at Breezy Point WHITEBIRCH **RV & Camping Resort**

Little Known Facts About WHITEBIRCH, INC. (Parent Corporation to

Breezy Point Resort)

Mille bacs Island Resort

Number of employees Full time - 125 Part time - 430 Employees residing in Breezy Point - 122 Annual payroll - \$4,400,000 Crow Wing County Real Estate Taxes - \$557,000 Guests at the Resort

2005 - 112,000 Conference attendees 2005 - 27,000

"He who would find friends without faults will be without friends." - Author Unknown

The Evolution of the Breezy Point Resort, Part 2

continued from page 1

diver, choreographed and performed in daily water-skiing "bustling" would have been a shows at the resort. Crowds were gross understatement. In addiawed by the performers' daring jumps over an elaborate ramp in the bay.

While Eastvold and Simms concentrated on developing countless amenities for their guests, they didn't ignore their own accommodations. They built what was then one of the resort's most elegant homes, replete with a swimming pool. Powers department store touted the home in a 1965 newspaper ad as a "product of Powers home planning staff" and claimed the home would be featured in that fall's House Beautiful magazine. Now known as the Governors House, it stands on the road leading to the golf clubhouse.

tion to the growing numbers of tourists, the resort and surrounding areas were overtaken by swarms of construction workers, surveyors, heavy equipment operators, and salespeople courting potential customers for condo units and home sites.

To the locals, the revival of the resort was beyond belief. The good times were finally here to

Had they taken a closer look at the horizon, the distant building of storm clouds may have raised some doubts.

To Be Continued ... (Parts of this story are courtesy of the Brainerd Daily Dispatch.)

The New Marina Restaurant is Approved!



After years of questions, objections, debates, lawsuits and appeals, construction of Breezy Point Resort's new Marina Restaurant & Bar has finally received the "green light".

The Breezy Point Planning & Zoning Commission, November 14, 2006, granted the required Conditional Use Permit (CUP). This approval was then appealed to the City Council by the presidents of the timeshare associations managed by Narveson Management, Inc. The associations managed by Breezy Point Resort have unanimously endorsed and supported the new Marina Restaurant.

cial meeting, the City Council range plan. considered and denied the appeal and thus upheld the Planning Zoning Commission's earlier approval of the CUP. The DNR and Lakes Watershed Thirty approvals were previously granted. All construction will comply with the Minnesota State Building Code.

Marina restaurant and bar was up-to-date facility complimenting the growing conference/convention, timeshare, and hotel business has been a key

Construction of the facility is expected to begin in the fall of 2007 with completion in the spring of 2008.

Bob Spizzo, Breezy Point Resort president, said, "It's been a long, uphill climb. While at times the twists and turns became discouraging, we knew that the comple-The need to replace the present tion of this project was imperative if we were to reach our goal recognized as early as 1981. An of effectively competing with surrounding resorts for the growing conference business."

Spizzo continued, "When it throughout the area."

At its December 18, 2006, specomponent in the Resort's long-comes to the benefits of the new restaurant and bar, I'm a realist. None of our guests spend all of their time within the gates of the Resort. They enjoy the shopping, dining and recreational opportunities available throughout the area. This positive impact of this upgrading also increases the value of the timeshare owners' investments, regardless of their management affiliation. The new Marina Restaurant will offer the first class amenities that are vitally important to the meeting planners who, in turn, make the decisions on meeting locations. The business benefits will be spread







1/2 mile West of Breezy Point Resort Gates

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Sally Paskvan Agent

Beautiful Golf Course Home, 4BR,

3BA, 4+ garage, newly done main floor

laundry, granite counter tops, wood

floors, fabulous wooded lot. The list goes

on and on with this very well cared for

home.



Agent

MLS#151401.

Bonnie Tweed, Agent



Check out this brand new construction! Stylish & beautiful, new 2BR, 2BA, 1-level home. It hosts an att. 3 car insulated gar. & sunny den complete with French doors. The roomy ceramic fover welcomes you. This home has ceramic kit, & BAs, maint. free exterior, patio & is move in ready. MLS#156395. Priced at \$194,400.



Perfect family home in Royalton. Move in ready 4BR, 2BA, great deck and level yard are just a few of the great features of this 3 year old home. With the concrete driveway, central air and family friendly neighborhood all you need to do is move in and finish off the insulated family room. MLS#156947. Priced at \$183,900.



Priced to sell, very nice 2 bedroom 1 bath home with attached 2 car garage. Potlatch land on 2 sides with 5 acres make this a must see home. MLS#156906. Priced to sell at \$124,900.





Beautiful new log sided park model all set up in WBCC 1 with holding tank, all appl. & fabulous landscaping. All ready to move into & enjoy. Amenities include outdoor pool, tennis court & assoc. w/benefits to Breezy Point Resort as well. Don't forget the FP, covered porch, sleeping loft & "up north" log furniture just to make the entire property irresistible. The perfect place to enjoy weekends, vacations or the entire summer. MLS#154037. Priced at \$69,995.

Great hobby farm just outside of Emily 14 + acres of great pasture or hunting land. Older farm house that needs a little TLC with several outbuildings. MLS# 151678. Priced to appeal to everyone at \$120,000.

REDUCED! PILLAGER AREA, over 10 wooded acres ready for your beautiful new home. Not far from the Gull Lake area. \$42,000



Reminiscences, Lynn Headlee

Picture in your mind the year 1928. Even though the official start of the Great Depression is over a year away, times are tough. A warm summer morning finds 10-year-old Lynn Headlee standing beside a dusty road, trying to hitch a 6-mile ride to work as a caddy at Breezy Point Lodge. There was little automobile traffic on this, or any other road, so he occasionally has no choice but to walk. This is Lynn's daily ritual

A lifelong resident of Pequot Lakes, Lynn had his first exposure to glamour while caddying for movie stars and other celebrities at the Lodge. He recalled the excitement of seeing "Captain Billy" Fawcett's fashionably dressed guests (including women with makeup!) step off the train in Pequot Lakes and into awaiting cars for the ride to the Lodge.

His pay was a meager 40 cents for 9 holes and 75 cents for 18 holes. The work wasn't assured. At times, 20 other boys vied for the caddy jobs. If there weren't enough golfers, some caddies went home with nothing. And, even though the Lodge guests were "rich clientele", tips were few. He remembered one golfer who, after playing 18 holes, tipped a whopping one dollar. Looking back, Lynn said, "Gee, I was happy." A little bit later, the golfer asked Lynn, "Where's my change?"

Caddying in those days was hard smile and work, especially for a 10-year-old 88 years.

boy. Even though golfers didn't have the wide array of clubs used today, there were no golf carts so the caddies shouldered the bags for the entire round. Lynn's caddying career took place during prohibition so often the bag was made even heavier, weighted down with a secret jug of "liquid refreshment".

Captain Billy made a lasting impression on Lynn. He remembered him as a "very nice man", one who gave local people the chance for employment before looking elsewhere for help.

At the time Lynn worked there, there were no homes lining the road into the resort. The first buildings after entering the main gate were the clubhouse and caddy shack. By today's standards, the facilities were rather primitive. A drink of water was a half-mile walk away. Irrigation of golf courses was years away so dependence on Mother Nature was a way of life. Nevertheless, by Lynn's account, the course was, "one of the prime 9 hole courses"

Over several seasons, Lynn caddied for many celebrities, including golf great Patty Berg. Not all of the guests came to the Lodge for the golf. As was said at the time, "Some came to play a round and others came to play around!"

Today, Lynn is a very congenial gentleman. His bright eyes, easy smile and keen memory belie his 88 years.

EMPLOYEE SPOTLIGHT



Dave Gravdahl, "Mr. Breezy Point Resort'

Over a half century ago, a 13-year-old farm boy from Pequot Lakes unwittingly began a stellar career in the hospitality business. Dave Gravdahl, hired in 1953 as a caddy at Breezy Point Lodge, literally began his resort education from the ground up.

Jumping from the golf course to become a dishwasher at the old Lodge, his experience continued. Upon high school graduation, he and life-long friend, Jack Schmidt of Pequot Lakes, joined the U.S. Marine Corps, serving from 1955 to 1959. A brief stint at a chemical plant in California followed but in 1962 the lingering lure of Minnesota brought him back to the resort, then called Breezy Point Estates, as a bartender.

The resort was still a seasonal business so Dave looked elsewhere for employment and in 1963 took a job as bartender at the Hopkins House in Hopkins, MN. After a year, he was offered a sales position with a steel company. When he tried to give his notice at the Hopkins House, he was instead promoted to a sales position for the restaurant's growing banquet business.

Destiny stepped in when, in 1968, the Hopkins House acquired Breezy Point Estates. Dave became busier yet, selling meetings and conventions for both the Hopkins House and the resort.

From 1972 to 1981, Dave was a partner with Hopkins House in the ownership and operation of the resort. The explosion of snowmobiling in the 70s prompted the first winter operations. Dave was up to the challenge, creating group packages and marketing campaigns.

1982 saw another ownership change when the Hopkins House partners sold the resort to Bob Spizzo. Bob recognized Dave's management expertise, particularly his people skills, and immediately hired him as General Manager, the position he holds today.

Dave is no "sit behind a desk and push paper" manager. He's routinely all over the resort, overseeing the hotel, restaurant and golf businesses. His attention to detail and soft-spoken ways have earned the employee's respect and loyalty.

Over the years, Dave has received countless accolades including 2004 Resorter of the Year by the Minnesota Resort & Campground Association and is often referred to as "Mr. Breezy Point".

Dave's loyalty and dedication to the Resort and its employees have been contagious. At a time when the management ranks at many resorts are experiencing constant turnover, Breezy Point Resort's corporate management team boasts an amazing average of 19 years of service.

Although he has yet to announce any retirement plans, Dave is grooming David Spizzo, Bob's Spizzo's son, to assume the general manager's role at the Resort.





We Make Seafood Special Every Day

Our Steaks, Chicken, Pasta & Ribs are also Very Special

Join us for Lunch or Dinner

Daily Luncheon Specials

Party Room for Groups of up to 50

Reservations accepted 562-7162

1/2 mile west of the Breezy Point gates on Cty Rd 11

ATTENTION Breezy Point Timeshare Owners

Our announcement in the last Breezy Pointer of the new Charter Membership ID Cards has resulted in numerous questions from timeshare owners.

The new photo ID cards replace the old, outdated cards, some of which were not surrendered when timeshares were sold. Breezy Point Resort has an obligation to its guests, including timeshare owners, to provide an acceptable level of security. The existence of outdated ID cards in the wrong hands can certainly present a breach in that security, allowing unauthorized access to Resort facilities. The new ID cards offer positive timeshare owner identification and an assurance that only current timeshare owners have access to the property and amenities of the Resort.

The new plastic ID cards are issued at <u>no</u> <u>charge</u>.

As a token of our appreciation for your support, holders of the new ID card will receive discounts at our restaurants and gift shop.

Please call (218) 562-4207 to schedule an appointment for the new ID card.

COUPON



\$10.00 OFF Lunch or Dinner

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Valid thru March '07 Not valid with any other discount or special offer.

COUPON