
NEW OWNERSHIP, NEW MOMENTUM. WHAT'S NEXT?

THE FUTURE OF CRAGUN'S

While Cragun's has invested millions to reimagine the property, the best is yet to come. New ownership is building on this momentum through luxury lakeside cabins, a revitalized lobby, inspired new dining, and year-round amenities like pools and saunas—there's never been a better time to be here!

PROJECT PHASES

PHASE #1 → WINTER 2025 - SPRING 2026

- **Re-branding Project:** New brand identity, logo, and website. Legend on the Lake - "Bold, Fun, Timeless"
- **South Shore Project:** Build 6–8 new luxury lakeside cabins.
- **Lobby Transformation:** Expansive lakeside windows, a new front desk, coffee, pastry, and retail shop.
- **Dining Upgrades:** New restaurant & bar, plus refreshed main dining room with expansive lake views.
- **Amenities:** Sundeck renovation, main lodge hallway carpet replacement, exterior painting, and new rental boats and jet skis.

PHASE #2 → FALL 2026 - SPRING 2027

- Additional 10+ South Beach cabins, new landscaped entrance roads.
- Irma's Kitchen re-imagined.
- Year-round outdoor pool with hot tub and saunas.
- Meeting space renovation includes Pine & Cedar Ballrooms.

LONG-TERM VISION → 2027+

- The final phase of South Beach will introduce 25 new luxury lakeside cabins, paired with renovation of the existing legacy cabins. Once complete, South Beach will showcase 35 of the finest resort rentals in the entire state of Minnesota.
- Legacy Clubhouse remodel, Tamarack Event Center refresh.
- Continued updates/renovation to the entire North end of resort including the indoor pool facility.
- Future concepts considered include marina relocation, outdoor dining, and potential spa.