

Marrying History with the Future

written by John Mueller | June 20, 2021

A concept we are working on at the Lodge is to:

marry history with the future, in order to get to a vibrant and progressive present.

This concept respects the history, and does not pull the resort backwards or keep the lodge, its team, and its customers living in the past. Rather, this concept makes us think about the future without forgetting the history.

The results of such a mindset leads to outcomes that allow us to create a vibrant and progressive present – today – at the resort.

This is important since the Lodge is a historic icon in the Keweenaw – in the northwoods of Michigan – and it honors the history while seeing progress and constantly breathing fresh air (and ideas) into the resort.