

WACO

Wisconsin Association of Campground Owners

September 2017

Off Season Advertising

It's that time of year! While the cold starts to roll in, the advertising opportunities are booming! Advertising your campground throughout the off season and into the next season will help bring a new customer base to your company. Take a look at a few free advertising options as well as advertising worth the work!

A free option to get your campground and it's amenities out there is through social media! By using Facebook, Pinterest, Twitter, Instagram, SnapChat and more you are reaching hundreds to thousands of people in a simple post. With the most common social platform being Facebook, the possibilities with a post are almost endless. Facebook allows you to post pictures, videos, create contests, and so much more. Contests for free camping allow your followers to share or tag their friends with the exciting offer, all while completely free! If you are looking to step up the free promotional advertising, Facebook offers the option to "boost" a post with a small fee, pre-determined by you. By paying this fee, your boosted post can advertise to a pre-determined area of clientele or Facebook users with similar interests.



Another option is working with your local community to hand out flyers or information on your campground to be given out. With this partnership, your items are displayed for future campers to pick-up on their own. The same goes for working with media in your area. The radio stations and newspapers will often work out a deal or trade for promotional certificates to give away. This is giving you extra advertising through a different venue.



WACO offers several different advertising options with web, print, and distribution! Our community of campgrounds has helped us in making awesome group deals such as our Printing Program. The printing program is 30,000 glossy double-sided sheets with artwork and information about your campground. In past years campground have used this opportunity for their upcoming activity schedules, campground maps, amenities flyers, certificates, and more. For only \$550, this option is quite a steal! If you want to learn more or get signed up, talk with the WACO office on what is the next step.

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On top of the directory advertising and web ads, another great benefit that WACO offers is the RV Distribution. Your flyers, certificates, or printing program brochures are stuffed into bags for campers at the RV Show. This year's distribution program is quite a deal! For \$1450, WACO will personally hand out the camper bags at seven RV Shows throughout the Midwest from the WACO booth along with five other RV shows where the bags will be given out. That is a total of 12 RV Shows that your information is getting directly in the hands of campers! Helps save your time and money on attending an RV show too!

For more advertising options and full details and price breakdown, take look at the WACO advertising options located in the back. If you have questions, please reach out to the WACO office on how to proceed!

Welcome to our new WACO Campgrounds!

WACO has gained a few awesome campgrounds for the 2018 season!

American Resort & Campground is in Wisconsin Dells just walking distance from some of Wisconsin Dells' best attractions! With 74 sites, American Resort is filled with fun! Ask them about their Tree House! Rumor has it, you receive the parent of the year award after booking that unit! Please give a warm WACO welcome to Rich Makowski at American Resort & Campground.

The Oaks at Rustic Ridge is located in Friendship, Wisconsin surrounded by wooded shady areas. Adventure is their middle name with lakes for boating and fishing along with ATV trails. The Oaks at Rustic Ridge have a total of 27 sites. Please give a warm WACO welcome to Rick & Brianna Carlson at The Oaks at Rustic Ridge!

Thornapple River Campground is in Ladysmith in a quiet and family oriented area viewing the Thornapple River. This campground has been family run for over 30 years. With a total of 25 sites, the campground is filled with hiking, fishing, and river swimming! Please give a warm WACO welcome to Thomas Kenny and Crystal Loesch of Thornapple River Campground!

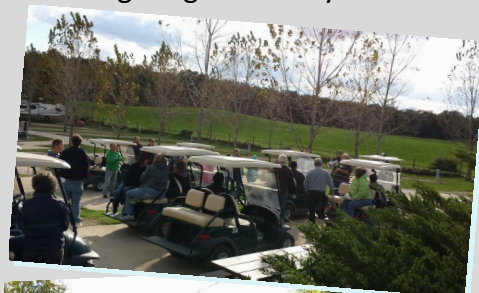
Stay tuned for updates on new members. If you have a campground in your area, talk with them about WACO and all the opportunities the association offers. If you need some material to pass out or have handy info for the WACO office, give the office a call and we can help!



Fall Workshop

Couldn't attend the September Fall Workshop, but still want to attend in October? It's not too late to sign-up! Join WACO on October 3rd & 4th for exploring campgrounds, networking, and adventuring! Register today for the following workshop:

- October 3rd & 4th: Host - Lake Arrowhead in Montello, Wisc.
 - Tour Lake Arrowhead
 - Lunch by Covera & Secura Insurance
 - Malsack Properties tour
 - Riley's Pub: Cracker Barrel & Social Hour
 - Dinner at Riley's Pub
 - Tour Grand Valley Campground
 - Tour Wilderness Campground
 - Lunch at Wilderness
 - Tour Glacier Valley Campground
 - Golf Cart Drawing, Cracker Barrel, Advertising committee presentation of Advertising Opportunities, WACO Update



A full breakdown of events is available in the Members section of the website and will also be sent out through email. Registration for one workshop is \$40.00 for Member Campground! Remember, bring family & employees. The fee is the same if you have 1 or 20 members from your campground. A registration form can be found in the back of the newsletter.

Themed Weekend Ideas

Have a themed weekend that went over great this year? Tried a new activity? Let the WACO office know and you could be featured in the newsletter! Send us your ideas and learn from other members on their successes!

Foundation Update: Caden



For those of you that attended Convention or had the pleasure to meet one of the young boys the Gilbert Brown Foundation works with, we have a Caden story for you!

In 2017, Caden attended the WACO Convention as a surprise to his buddy, Gilbert Brown. Caden stole the show with his amazing auction skills and witty humor.

A couple weeks ago while at therapy, Caden listened to another boy ask how many meetings for therapy were left as his mom doesn't have the gas money for the travel. Caden popped up and told him not to worry, as he has a big friend named Gilbert that will help him with that! Caden's mother explained to Caden later that while it was a very nice gesture for him, it didn't exactly work the same for the young boy from therapy as it did for Caden as there is more of a process. Caden then decided that he needed to help raise money for the young boy and gas money by doing yard work and household chores for a fee. Pictured left is Caden staining a fence to help out other families in need. What a rock star!

The Gilbert Brown Foundation would like to truly thank all of the campgrounds that have fundraised this past year and/or continue to host events, donate, do raffles, and more! A little bit can really go a long way! Your support and donations are helping kids like Caden and others throughout the State of Wisconsin. Once again, thank you!



Music License - Updated

arvc has negotiated a one-of-a-kind combined music licensing agreement as an exclusive arvc member benefit. It will protect your park from music copyright liability for all artists covered by ASCAP and BMI at drastically reduced rates. The discounted rates under the arvc combined member licensing agreement are:

2018 ASCAP/BMI Combined Annual Licensing*		2018 SESAC Monthly Licensing	
Under 50 sites:	\$293 per year	Under 100 sites:	\$49 per month
51 – 200 Sites:	\$524 per year	100 – 200 Sites:	\$71 per month
201 – 400 Sites:	\$754 per year	Over 201 Sites:	\$105 per month
401 – 750 Sites:	\$986 per year	To complete your coverage, you can choose to purchase a discounted SESAC license.	
Over 751 Sites:	\$1417 per year		

Full sign-up form and more information can be found in the back.

SAVE THE DATE

Mark your calendars for March 14th - 18th for the 2018 WACO Convention!

Campground Visits

WACO has traveled throughout the state and caught up with WACO Campgrounds and Prospects. Recently, the WACO staff was up in Kewaunee at Maple View Campsites. On a gorgeous sunny day, Kathy and Joyce were full smiles with the barrel rides, campground activities, and fun with campers! If you need floral or landscaping ideas, check out their campground! We also had a visitor while at Maple View Campsites.



WACO's very own, Leland and Agnes Nelson made a stop to say hello!

Another stop along the way was River's Edge Campground in Stevens Point. This campground was booming with Halloween and water fun! The WACO staff was created by a lovely zombie dressed for the themed weekend. Also, can we talk about this view? With Bullheads Bar & Grill on the property, River's Edge sure has quite the set-up between the inflatables, boating, planned activities, and awesome campers!

Stay tuned for the October newsletter as we breakdown the full stops and talk with campgrounds how the season went! Send in your season photos to the office and you could be featured too!



GBF/WACO Cruise

The Gilbert Brown Foundation and the Wisconsin Association of Campground Owners have teamed up for the 2018 Cruise on the Norwegian Pearl! The cruise will be embarking from New Orleans, Louisiana on Sunday, January 14th, 2018 and returning on Sunday, January 21st, 2018.

During this time, the Norwegian Pearl will travel to:

- Cozumel, Mexico
- Harvest Caye, Belize
- Roatan Bay Islands, Honduras
- Costa Maya, Mexico

This cruise will feature a wonderful deal on rooms and drinks including add on specials such as Ultimate Beverage package open bar (valued at \$650.00 per person), Pre-Paid Service Charges (valued at \$94.50 per person), 4 Specialty restaurants (valued at \$135.00 per person), and more! \$75 of every room goes to The Gilbert Brown Foundation!

There currently is a great deal of a non-refundable down payment for only \$50 due at booking! Final payment is due on October 1, 2017.



WACO Members Facebook



WACO is introducing a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this

group visit <https://www.facebook.com/groups/wacomembers/>. **If your campground is not clearly identified on your Facebook, email or call Carrie in the WACO office with your name to make sure you are added.

DISHER
INSURANCE SERVICES
A DIVISION OF ANSAY & ASSOCIATES, LLC

Matthew Disher - 715.344.8383

2916 Church Street
Stevens Point WI 54481
matt@disherinsurance.com

Representing:
SECURA
INSURANCE COMPANIES

WACO 2018 Advertising

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

WACO Member Login

Username: member

Password: born2camp



CONTACT INFORMATION

Lori Severson,

Executive Director

PO Box 228

N22676 US Hwy 53

Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates

Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com

BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631
JUDY BUCHTA	Secretary
Duck Creek Campground	(608) 429-2425
LORI SEVERSON	Executive Director
	(608) 525-2327
MARK HAZELBAKER	Lawyer
	(608) 663-9770
JIM BUTTON	Director
Evergreen Campsites, LLC	(920) 622-3498
BERT DAVIS	ARVC Representative
Badgerland Campground	(608) 873-5800
JULIE MICHAELS	Director
Scenic Ridge Campground	(608) 883-2920
PAT REHWINKEL	Director
Merry Mac's Campground	(608) 493-2367
ROBERT WEISS	Director
Wilderness Campgrounds	(608) 297-2002
BECKY GUSSEL	Director
Sherwood Forest Camping	(608) 254-7080
RANDY SONDALE	Director
Pineland Camping Park	(608) 564-7818
BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(262) 334-1335

FALL TOUR/WORKSHOP

Please pre-register:

Phone: 608-525-2327, Fax: 608-525-2328, or
Carrie@seversonandassociates.com

Campground Name: _____

of people attending (Sept): _____

of people attending (Oct): _____

Bring family & employees. The fee is the same if you have 1 or 20 members from your campground.

WACO Member Fee:

- \$40.00 (Sept. or Oct.)
- \$75.00 (Both)

Non-member Fee:

- \$55 (Sept. or Oct.)
- \$100 (Both)

September only	\$40.00	\$ _____
October only	\$40.00	\$ _____
September & October	\$75.00	\$ _____
Total Due		\$ _____

Send payment & registration to please.

WACO
PO Box 228
Ettrick, WI. 54627

CC # _____ Expires _____

Zip code _____ 3 digits on back _____

Deadline for September Workshop: **September 11th, 2017**

Deadline for October Workshop: **September 25th, 2017**

WACO Advertising 2017 - 2018

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/11/2017
Directory Listing	Free with your membership		315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! <ul style="list-style-type: none"> Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space) Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf. Other formats must have prior approval. Acceptable media: disks, CD / DVD, flash drive, Drop Box
Full Page	10"x7.5"	\$3393.60	
3/4 Page	7.437"x7.5"	\$2,744.70	
2/3 Page	6.5"x7.5"	\$2,422.35	
1/2 Page	4.875"x7.5"	\$2,197.65	
1/3 Page	3.125"x7.5"	\$1,617.00	
1/4 Page	V:4.875"x3.625" H:2.312"x7.5"	\$1,252.65	
1/8 Page	3.625"x2.312"	\$896.90	
Full Page (**Prime Space)		\$7,394.10	
Cover 4 (**Prime Space)		\$7,394.10	
Cover 2-3 (**Prime Space)		\$6,370.35	
Coupon on the Map		\$500.00	Placed in the center fold of the Directory and on the WACO Website under "coupons"
Additional Listing		\$100.00	If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
Additional Town: _____			
ATV Listing		\$250.00	Advertisement specific to ATVs
Camping Rental Listing		\$250.00	Available to WACO Campgrounds with purchased online listing for the Wisconsin Camping Rentals website.
Canoe/Kayak/Fishing Listing		\$250.00	Advertisement specific to Canoe/Kayak/Fishing (Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing
*Please select an option in regards to your ad		No charge	Repeat my ad from 2017
		\$150.00	Compose my ad from information provided
		No charge	Camera-ready art enclosed
		No charge	Camera-ready art to follow

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2017 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 11, 2017. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 10, 2017

WACO Campground Website		Total \$	Deadline: 9/11/2017
Website Listing	Free with your membership		Expanded directory listing includes up to four photos.
Website Rotating Side Ad	\$400.00		200px X 200px, Saved in a PNG or JPG file
Website Rotating Banner Ad	\$500.00		(Top & Bottom) 1200px X 125px, Saved in a PNG or JPG file
Facebook Post	\$100.00 x _____		One post on the Wisconsin Campers Facebook Page
Event Ad	\$50.00 x _____		Listed on Campers Event Calendar under "Events"
Coupon Ad	\$150.00		Listed under "Coupons", Saved in a PNG or JPG file

Wisconsin Camping Rental		Total \$	Deadline: 9/11/2017
Wisconsin Camping Rental	\$750.00		Includes enhanced listing on the NEW Wisconsin Camping Rental website, website top/bottom banner ad, a four-sided brochure specifically for the Wisconsin Camping Rental Units, and distribution of 30,000 of the Camping Rental brochures (RV shows, piggy back program, special promos, etc.). Enhanced website listing includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rental units.
Includes Directory listing & logo. Campground supplied rental unit photos will be used			

Print Advertising		Total \$	Deadline: Art is due by 11/10/2017
Printing Program (30,000 pieces) (Individual Campground)	\$550.00 x _____		Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. **Price does not include shipping.
Piggy Back Program (Approx. 5,000 sent per year)	\$200.00 x _____		Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!

RV Show Brochure Distribution		Total \$	Deadline: 12/1/2017 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<u>Attended RV Shows by WACO</u>			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Milwaukee RV SuperShow	\$275.00		January 5th - 7th: 4,000 brochures
Greater Chicago SuperShow	\$275.00		January 12th - 14th: 4,000 brochures
WBAY Green Bay RV Show	\$275.00		January 25th - 28th: 6,000 brochures
Madison RV Show	\$275.00		February 2nd - 4th: 3,000 brochures
La Crosse RV Show	\$275.00		February 8th - 11th: 2,000 brochures
Minneapolis RV Show	\$275.00		February 9th - 11th: 4,000 brochures
Milwaukee RV Show	\$275.00		March 1st - 4th: 3,000 brochures
All 7 RV Shows	\$1,450.00		25,000 – 27,000 brochures
<u>Distributed to RV Shows by WACO</u> <i>Included in the \$1450 if you purchase all 7</i>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
Rochester, MN RV Show			February 23rd - 25th (Tentative)
Eau Claire RV Show			March 1st - 4th
Oshkosh RV & Boat Show			March 2nd - 4th (Tentative)
Central Wisconsin RV Show (Wausau)			March 9th - 11th
Rockford RV Show			March 16th - 18th

Must be paid in full by November 1st, 2017. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 1st, 2017. Undistributed brochures will not be returned unless requested and prepaid by Campground. All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.

Donate Certificates	No Charge	Deadline: 12/1/2017
This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. <i>This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than December 1, 2017. Please note these are certificates only.</i>		
\$	TOTAL FOR ALL ADVERTISING	

Advertising Agreement:

The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 11, 2017 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.

Name of Campground: _____

Name of authorized person for advertising approval: _____

Signature: _____ Date: _____ Check #: _____

MC or Visa #: _____ - - - Exp: _____ / _____

CVV/CSV: _____ Zip Code: _____ Total: \$ _____

Return to: Wisconsin Association of Campground Owners (WACO)

PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to Carrie@seversonandassociates.com.



☐ Renewal ☐ New Enrollment

arvc 2018 Music Licensing Enrollment Form

Member Number:
 Campground/Park Name:
 Contact Name:
 Address:
 City: State: Zip:
 Phone: Email:

arvc has negotiated a one-of-a-kind combined music licensing agreement as an exclusive arvc member benefit. It will protect your park from music copyright liability for all artists covered by ASCAP and BMI at drastically reduced rates. The discounted rates under the arvc combined member licensing agreement are:

2018 ASCAP/BMI Combined Annual Licensing*	2018 SESAC Monthly Licensing
Under 50 sites: \$293 per year	Under 100 sites: \$49 per month
51 – 200 Sites: \$524 per year	100 – 200 Sites: \$71 per month
201 – 400 Sites: \$754 per year	Over 201 Sites: \$105 per month
401 – 750 Sites: \$986 per year	
Over 751 Sites: \$1417 per year	To complete your coverage, you can choose to purchase a discounted SESAC license.

ASCAP/BMI Annual Licensing (Licensing period 1/1/18 – 12/31/18; must enroll by November 30): \$

Monthly SESAC License: (minimum three-month commitment required)

☐ months x \$ = \$

TOTAL DUE: \$

☐ Check ☐ Credit Card (AMEX, VISA, MASTERCARD, DISCOVER)

CC Number Name on Card

Exp. Date Security Code Billing Zip

☐ I agree to abide by all the terms and conditions of the arvc music licensing agreement.

****Must be a current ARVC member to enroll and must maintain ARVC membership during year of coverage****

Signature Date

* Licensing fees are subject to change based on actual site count. Additional licensing fees may apply for events for which a hard ticket from an outside source is required for admission, any event which requires a separate admission fee of \$25 or higher, or if your park incurs annual live entertainment expenses in excess of \$5,000. To qualify for the discounted rates, parks must be in good standing with arvc and the licensing PRO throughout the tenure of the licensing period.

What You Need to Know About Music Licensing

Did you know that if you play copyrighted music at your park without a license, you could be legally liable? Performing rights organizations, known as PROs, collect licensing fees, and, in turn, pay royalties to the songwriter, publisher or performer of that music. There are three major music licensing companies: ASCAP, BMI and SESAC. If you play copyrighted music at your park without a license from these organizations, you could be liable for damages set by federal statute that can range from \$750 to \$30,000. In addition, if a jury finds that the infringement was "willful," the damages assessed could run as high as \$150,000 per song plus legal costs. Here are answers to some questions you may have:

Why does a "Park" have to pay an annual music licensing fee?

The fee is to pay for a license that permits the park to have music performed on its premises, whether it is performed live, through recorded music over CD's, DVDs and cassettes, or by music on-hold. Under copyright law, anybody who makes music available to the public needs permission prior to performing that music. Without a license, a park that allows music to be performed at its facilities commits a violation of federal copyright law.

What is a public performance?

A public performance is one that occurs either in a public place or any place where people gather (other than a small circle of a family or its social acquaintances). A public performance is also one that is transmitted to the public; for example, radio or television broadcasts, music-on-hold, cable television, and by the Internet.

Why do I need a license from three different companies?

Each of these organizations, or PROs, represents different songwriters, composers, publishers and copyright holders, so to be fully protected, you need to be licensed by all three.

What is covered by a license?

The license covers copyrighted music played, or performed, for the public. That includes digital music services, Muzak, satellite radio and TV, cable, on hold music, DJs, live performers, karaoke and even your personal CDs. A license gives you legal authorization to play copyrighted music for the public and protects you from the financial penalties of copyright infringement. The license does not cover performances in any hotel, motel or lodge situated on the premises.

Does the arvc Music License specifically exclude any types of performances?

Yes. Additional licensing fees may apply for events for which a hard ticket from an outside source is required for admission, any event which requires a separate admission fee of \$25 or higher, or if your park incurs annual live entertainment expenses in excess of \$5,000.

Aren't TV, cable, and radio stations already licensed?

Yes, they are. However, those agreements do not authorize the broadcast of these TV, cable, and radio stations to the public by businesses and other organizations.

What if we already own our own collection of music CDs?

The purchase price that you paid for the CDs only covers your use of them for private listening. Once you decide to play any copyrighted music publicly, you need permission from the copyright owners.

If we have live performances at our park, are the musicians responsible for being licensed?

No, some people mistakenly assume musicians, entertainers or even DJs must obtain licenses to perform. Since it's your business that's benefiting from the performance of music, park management is responsible for ensuring that the organization is properly licensed. This responsibility cannot be passed on to anyone else, even if the musicians hired are independent contractors.

If I purchase the arvc Music License, will I continue receiving calls from the PROs?

No. Any arvc member who purchases a license through arvc will be placed on a "Do Not Contact" list by the PROs they are covered by. You will only deal directly with arvc. Should you receive a call, email or any other contact from any PRO you are licensed under, you are to notify arvc immediately.