



WACO

Wisconsin Associate of Campground Owners
Volume 5—MAY 2016



Featured WACO Visit

More visits to come all season!
Info on P. 4

Inside this issue

The Myth of Multitasking P. 2

e-Campaign Tips P. 3

Non-Profit Solutions P.3

Featured Visits and Kudos to
WACO Members P.4

WACO NEWS P.5

Tax Facts P. 6-7

WACO Board Members and
Advertising Opportunities P. 8

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DELIVERING THE GOODS:

3 Tips for Successful e-Campaigns



Before your message compels customer to visit your campground or book a reservation, it first needs to reach an inbox—and be readily visible to the recipient. Easier said than done in today's digital age! Here are three tips to help increase the open rate of your next e-Campaign!

1. CHECK YOUR LIST TWICE

Many subscribers on a typical email list are inactive. Maximize efficiency by doing a little spring cleaning on your database. Make sure every email address listed is operational, up-to-date, and worth reaching out to. This is especially important if you are using a service that charges per email to send out a blast.

2. WEEKENDS ARE NOT FOR EMAIL

Consumers are very unlikely to open marketing email son Saturday or Sunday. Weekdays are the best times to launch a campaign to ensure your emails don't go unnoticed. Research has shown that Tuesday—Thursday seem to be the days in which people are more likely to make a decision based on an email campaign—food for thought!

3. CONSISTENCY

Brands that send an average of FOUR messages per month via email see higher open rates than those who send ONE. That said, make sure you aren't bombarding inboxes with more than TWO messages per week. You want to be memorable, not annoying!

THE EMAIL MARKETING • PROCESS



Featured WACO Visit: Hancock / Stevens Point



Executive Director, Lori Severson, was able to stop out and visit Ivan Gaetan and Patti Newcomb recently to congratulate them on their second season as a new KOA campground, as well as a WACO member. Ivan and Patti say, "We love meeting new people and hearing all about their travels. Wisconsin may be a cold place in the winter but now we are being rewarded with beautiful

evenings made for camping, enjoying friends, family and new acquaintances."

From all the WACO members, we wish Ivan and Patti success in the 2016 camping season! More Featured Visits to come—contact the WACO office at (608) 525-2327 to get your campground on the list!



"Building the new KOA campground was challenging and fun. The yellow gates are now opened to welcome all Campers to stop in and set up camp to either rest or explore the area."

- Ivan Gaetan & Patti Newcomb



Buffalo Lake Camping Resort Grade "A"

GuestRated.com named Buffalo Lake Camping Resort a 2015 Grade "A" recipient



Congratulations on being one of only TWO campgrounds in Wisconsin to receive a Grade "A" from GuestRated.com. Recipients of a Grade "A" have received consistently high ratings from their guests for the entire year. To qualify, a park must receive at least 100 individual reviews and maintain an Overall Experience grade of "A" for the entire year. In 2015, more than 30,000 surveys, including reviews from 4,000 publicly and privately-owned and operated campgrounds in the U.S., were conducted to compile the results. Visit

GuestRated.com for more information on ratings and results in other categories.

CONGRATULATIONS BUFFALO LAKE!



NEWS



Department of Health & Safety

178 New Campground Code Training

Presented by James Kaplanek, DHS

Learn all about the new campground code from the Department of Health and Safety and what it means for your campground.

FINAL SESSION!

Training, Q&A Session, and Lunch

June 7th from 9:00 AM to 2:00 PM

Quietwoods South Camping Resort

9245 Lovers Lane, Brussels, WI 54204

THERE IS NO COST FOR THIS SESSION!

Please pre-register ASAP!

The following information is needed to complete registration:

1. Campground Name
2. Number of Participants
3. Phone Number
4. Email

WACO | PO Box 228 | Ettrick, WI 54627

Phone: (608) 525-2327 | Fax: (608) 525-2328

Email: Lori@seversonandassociates.com

IT'S OFFICIAL

WACO Theme Song
Copyrighted!

The WACO Theme Song

Sung to the tune of
"Camptown Races"

Verse:

Camp ground owners sing
this song:

WACO, WACO

Camp ground owners sing
this song

All the WACO day.

Chorus:

Camped all around
Best that I found

Finale:

Campground owners sing this
song

All the WACO day!

HEY!

© Jay
Horowitz,
March 17,
2016



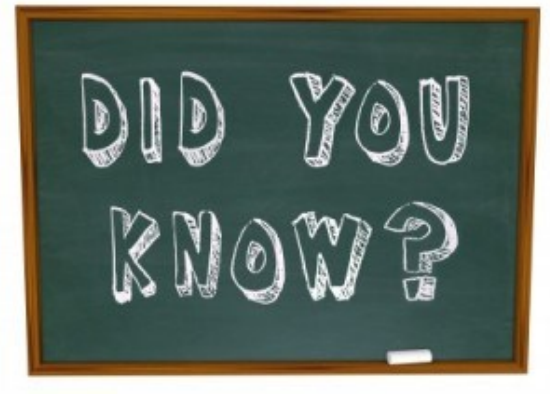
Campground Customer Service

Campground Customer Service
June 21st at Evergreen
Campgrounds, 9am -12 noon.

See the website for registration details!

Sales and Use Tax Q & A's

***By: Janet Abrams and Dave Steines,
Wisconsin Department of Revenue***



Q: When you collect seasonal money for an upcoming year in Nov & Dec – when do you pay the tax?

A: Campground admissions/fees should be reported when you receive the money or when you furnish the service (whichever comes first). Therefore, when campground admissions are paid in advance, you should report them when received.

If a person pays in advance for property (rather than services), the tax is reported based on when the customer receives the property. For example, if a customer pre-pays for a campsite and three bundles of firewood, the campsite fee (taxable admission) should be reported when the customer pays for the campsite. However, the sale of the firewood should not be reported until the customer receives the firewood.

Q: How do you handle seasonals who pay different amounts?

A: The tax is based on the amount that you, the seller, receive. Therefore, if different customers are charged different amounts, the tax will be based on those different amounts charged.

Janet K. Abrams, Sales Tax Specialist
Wisconsin Department of Revenue
(608) 264-7779
Janet.Abrams@revenue.wi.gov



Transactional Sales Tax

Sales tax is a tax on the sale price of retail sales of taxable services and tangible personal property. This applies to the "end user" of the property. Sales tax is a "transactional tax" on a retailer. Retailers should look at each transaction separately to determine taxability.

This sounds like the same information we have heard before but there are some variations that involve use tax. For instance, if a campground buys cups to sell in the store (which would be non-taxable) and then uses some of the cups in the restaurant use tax is due on the purchase price of the cups used. If t-shirts are purchased tax free for sale in the store but then used for campground staff there is use tax due on those shirts.

During parade season some campgrounds purchase frisbees to throw out to the crowd. Frisbees purchased for this purpose should be taxed because the campground is the end user. If purchased tax free then use tax has to be paid on the items. If some are for sale then only those can be purchased tax free. If you give t-shirts away for some event use tax



has to be paid on the purchase price of those shirts.

The presenter for sales and use tax at the Wisconsin Tax Seminar I attended on May 17 was a sales and use tax auditor. One of her comments was "If I look at the Sales and Use Tax reports and don't see any use tax being paid, I know something is wrong." She also reiterated what was said at the convention by that sales tax presenter that for any items that are sold tax included there needs to be a sign displayed so customers and tax auditors can see it. It doesn't have to be obnoxiously large but the auditor said that if she doesn't see it she will assume that sales tax is owed on every sale from the bar, concession stand, game, etc. I don't know if this auditor is an extreme example but I would rather err on the side of caution than pay the consequences of not following her guidelines.

Christine Metcalf, CPB
CSAW Associates, LLC
Coulee Region Bookkeeping and Tax
[\(608\)-779-2143](tel:6087792143)

Secure your 2017 WACO Directory ad TODAY

DIRECTORY AD SIZES

Full Page: 7.5 x 10"

3/4 Page: 7.5 x 7.437"

2/3 Page: 7.5 x 6.5"

1/2 Page: 7.5 x 4.875"

1/4 Page: 3.625 x 2.312"

1/8 Page: 3.625 x 2.312"

1/3 Page: 7.5 x 3.125"

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.

ADVERTISE HERE!

Business Card Size Ad: \$100/Issue

Double Business Card Size Ad: \$150/issue

1/4 Page Ad: \$200/issue

1/2 Page Ad: \$300/issue

Full Page Ad: \$500/issue

20% Discount when you place ad in 6 issues

30% Discount when you place ad in 12 consecutive issues

BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631

JUDY BUCHTA	Past President
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
Mary Mac's Campground	(608) 493-2367

ROBERT WEISS	Director
Wilderness Campgrounds	(608) 297-2002

Becky Gussel	Director
Sherwood Forrest Camping	(608) 254-7080

RANDY SONDALLE	Director
Pineland Camping	(608) 564-7818

BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128

LELAND NELSON	Director
Keyslake Campground	(715) 528-4907

JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102