

WACO

Wisconsin Association of Campground Owners

SEPTEMBER 2019

Make it a September to Remember!

Even though the air has still been humid and some temps have stayed in the 80's, the smell and crispness of Fall is in the air these past Wisconsin mornings! Take advantage of your last months open in 2019 by using some activities coupled with the National Days listed in the last newsletter. Then pull together images and quotes from the event, write a press release and BAMN! You've got a full blown marketing plan! Create posts for Facebook or Instagram with pieces, and use other ties to create contests for local charities you raise funds for—just as an example. Read more below and Happy Fall y'all!

Press Releases: Still Effective!

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Press releases – one of the most tried and true methods to promote business changes, events, and special achievements. As the technology age continues to sweep through every facet of marketing and advertising, our methods of getting the word out have certainly changed over the past five years. Coupled with social media, press releases can still be one of the most cost effective and efficient methods to get the word out!

Although there's a chance you haven't used them as often in the past few years, press releases are still relevant and probably will be for a long time to come, not only for search engine optimization, but for marketing, in general. [CognitiveSEO](#) suggests press releases are a way of distributing and announcing events to the press. Google defines them as 'an official statement issued to newspapers giving information on a particular matter'.

A press release is a 400 to 600-word news statement that is shared with the media to generate positive news coverage about your business or organization. The line of thought has been the same for decades:

The truth is you only need one reporter to pay attention to you. Get covered by just one reporter on one renowned site and the rest will follow.

Your chances of getting featured are actually higher if you can target individual reporters. Have great news about a charity event? Find a reporter that supports local causes. Have shocking or great news about child care? Find a reporter who's also a devoted parent.

In the days of social media, you don't necessarily have to use press release

Event Planned
or Event
Happened

Press Release is
Written

Press Release is
Distributed to
News Publishers

News Publishers
Pick up the
Press Release

Press Release is
Published

PRESS RELEASES: Still Effective!

platforms to make a press release effective. You may opt to e-mail reporters personally or even message them on their social media profiles, such as LinkedIn or Twitter. However, every thorough marketing plan includes using different media in various formats and a solid press release can be diced up to use as an eye-catching Facebook, Pinterest, or Instagram and used for an announcement on your website's "News" or "Events" page.

Here are five simple steps to keeping a press release short, sweet, and effective!

Interesting News

Deliberate and unique

- Not every event, action and update requires a press release
- Choose to present information with a good story - what news would you, your customers, or your target market want to hear about?

Fab Headline

Between 65-80 characters and serve as title

- Listed underneath contact information and use a slightly larger/bold font
- **Follow 3 C's:** Concise, Compelling, Clearly Communicate primary message
- **Use keywords** that assist with Google ranking - the press release itself may not have a lot of SEO value, but the Google search results will still pull in keywords

Short and Sweet

Subheader, Lead Paragraph, 5 W's

- **Subheader:** No more than 20 words; Intended to provide more information and serve as "the hook" to encourage more reading; show the clear impact and widespread appeal of the news being shared
- **Lead Paragraph:** 50 words or less, and is led by the location of the business and the date of the press release.
- **Two to four sentences summarizing the 5 W's**
 - Who – Who's involved? What company? Which individuals?
 - What – What happened? What's the story? What's going on?
 - Where – Where did it or where will it happen?
 - When – When did it happen? When will it happen?
 - Why – Why does it matter to the reader?

Right Spot

Identify your target market

- Release your information to those who will see value in the information! If you're announcing a concert, release the information to music event pages, Chamber calendars, and Visitor Bureaus
- Press releases sent on Tuesday and Wednesdays have the highest publishing success rates

Let it Bake

Results may not be immediate

- Give your story time to be "picked up" and play with who you release the information to
- **MONITOR** results...always track to see who publishes and be sure to thank them if you're able!
- If you add to your website, be sure to tie information back to proper pages or Google will see the article as nothing more than backlink SPAM and it could hurt your SEO instead of boosting it!

PRESS RELEASES: Still Effective!

DO's and DON'Ts of a Press Release

As we've seen, press releases can be a great way to market your business, promote specific events or just keep your business relevant in certain circles – maybe the specific target market you are trying to get a larger share of, as an example. Along with the formatting and information to remember, here are a couple things to include, keep in mind, and stay away from:



DO:

1. While you may completely understand why you're sending out the press release and what the next steps entail, it's important to spell it out for your readers. Lead them down the path with a call to action, instructing your readers what you would like them to do next. "Your call to action should be clear, actionable, and concise" says Kristi Brown, of Fit Small Business. If you're promoting an event, include a link to purchase tickets. If you're highlighting a new hire at your facility, include that information on a webpage and in link there, or to their social media page if its work-appropriate. Quotes are also powerful ways to add instant credibility to a press release. The outside source shows readers

more than just you feel the information is important to share and should be an industry leader, event coordinator, or anyone else who is directly involved in what you're discussing.

2. Boilerplate and contact information round out the final stages of any press release and contact basic information about your company/organization, as well as who to contact to learn more. Be sure to include any social media handles that make sense here, as well as the basic contact information – phone, email, etc.

Great things to include in your boilerplate?

- Your full business or organization name
 - How many years you've been in business
 - What makes your business unique or different
 - How many locations your company has
 - Recent awards or achievements
 - A link to your company website
3. Be sure to get a "teaser" on your website regarding the press release and then link that to your Events or News page. This is also a great opportunity to use pieces of the information for a post on FB, Instagram, Pinterest...any other social media outlets that your business/organization uses, AND that are pertinent to the audience you're trying to target. Again, just be sure to use the right keywords and help Google understand you aren't just backlinking the information, but that you're actually a subject matter expert as it relates to the event, the change in your company, or the additional staff being brought on to the organization.

PRESS RELEASES: Still Effective!

DON'T:

1. Contrary to what we all want to believe about our business that we put hours, blood, sweat and tears into... not everything is newsworthy. Knowing when to write is a release is just as important as when knowing NOT to write one. If you're writing them month, just to discuss your company, cut back, or change the medium. Use a blog or monthly e-Newsletter for communication like that, or even a weekly/monthly post on social media. Unless you have something innovative original and exciting, writing about it will probably be a waste of time, as the message won't carry the same weight if its expected.



2. Sending constant press releases or information to editors will quickly be viewed as SPAMMING. (And this is a bad thing, not the delicious canned meat variety). You'll quickly find yourself in the spam/junk box if you send too much information about every little movement that occurs. If a reporter sees your content over and over again, listing with the same uninteresting things, they will filter you out. Eventually the information will just stop there and not get to the public.

3. The days of keeping one singular list of contacts and mass emailing press releases to every contact on said list are gone. It's gotten extremely important to know who you're trying to get the message to and cater your list to that message. Again, if you want to get the word out about an expansion at your business, the local Chamber should absolutely be on your list – but maybe the local daycares in the area should be saved for the Halloween celebration you have next month.



Bring something new and exciting to your campground!

We want to be *your* tent-cabin outfitter!

www.totallyuniquecabins.com



Press releases are useful for mass communication and pertinent to SEO and will still be for many years to come! If you've had a successful press release, share them with the WACO office. We'd love to use them as a guideline for others! Happy writing!

Need Member Specific Information?

Go to the WACO website and head to the [Members Login tab](#). We are here to help!

Final Campaign SEM Co-op Results:

At the beginning of the season, WACO opted to partner with MADDEN Marketing to boost our Search Engine Marketing. The campaign ran from March—August 2019, is partnered with Google, and the results are as follows:

- Madden delivered 325 users to your site last month, total clicks to date is 4,187
- Average CTR is 6.97%, well above the goal of 2.18% in the travel industry.
- Top Keywords: wisconsin campgrounds, campgrounds in wisconsin, and wisconsin campaign



We will be comparing this data to other campaigns running in the same timeframe to determine effectiveness and determine if this a potential route for the following year, but the user rate,



ADA Website Requirements

At the Fall Workshop, Megan Sunvell gave us all some great pointers on ADA Compliance and things to remember when reviewing our individual websites.

- Showcase Accessible Features
- Accessible Code: HTML/Page Flow
- Keyboard Navigation
- Design: Contrasting Colors
- Video: Captions Required
- Images: Alt Text

Social Media

Megan also highlighted the top choices of Social Media platforms, based on their ROI:

- Facebook
- Google+
- Pinterest
- Instagram
- YouTube

Megan will be joining us at future WACO Conventions, so be sure to watch for her speaking at other workshops and events in the meantime!



IN THE KNOW

WACO FUNDRAISING UPDATE

Thanks so much for all you do for the Gilbert Brown Foundation! We are so grateful for all the amazing support we've seen this year from all our WACO members. We blew that \$50K goal out of the water and currently have raised **\$92,277** to date with many campgrounds still raising funds!!!

Caden Dahl is making it his personal mission to get every kid in Wisconsin with special needs a bike this year in addition to the 156 Charities we help out! He also wants you to know that he has ridden his bike every day rain or shine. He has only taken one "digger" and says he was smiling because he got to fall off a bike! Every bit sure helps and we truly appreciate our partners.

If we can do something for your many volunteers at the campground such as a certificate from Gilbert or a thank you letter please let us know. From the bottom of our hearts, a big thank you!

If we have missed anyone PLEASE be sure to let us know - we are planning a nice press release from the WACO office at the end of this year!



CAMPGROUND	FUNDS RAISED
Black Hawk	\$1,940
Boulder Creek	\$3,530
Buckatabon Lodge	\$500
Buffalo Lake	\$1,492
Champions Riverside Resort	\$6,900
Coconut Cove	\$650
Duck Creek	\$1,020
Fireside Campground	\$160
Fort Atkinson	\$1,111
Grand Valley	\$520
Green Acres	\$1,901
Harbor Village	\$2,100
Indian Trails	\$3,256
KOA Milton	\$3,485
Lake Arrowhead	\$1,140
Lakeland	\$604
Lakeview	\$1,594
Little Creek	\$1,720
Maple View Campsites	\$1,195
Neschonoc Lake	\$5,500
Pine Harbor	\$352
Pineland Camping Park	\$660

CAMPGROUND	FUNDS RAISED
Plymouth Rock	\$4,479
Pride of America	\$4,211
River's Edge	\$2,345
Rustic Timbers	\$3,191
Scenic Ridge	\$6,331
Silver Springs	\$1,209
Sky High Campground	\$911
Sleepy Dragon Campground	\$40
Smokey Hollow	\$1,410
Snug Harbor	\$100
Stoney Creek	\$5,064
Tilleda Falls	\$830
TJ's Timberline	\$3,300
Treeland Farm RV Park	\$120
Vista Royale Campground	\$520
Westward Ho	\$5,395
Whitetail Bluff	\$560
Whitetail Ridge	\$760
Wilderness Campground	\$2,770
Wildwood Campground	\$20
Wisconsin Riverside	\$5,471
Yogi Bear Fremont	\$1,910

IN THE KNOW

WEDA FALL CONFERENCE

WEDA (Wisconsin Economic Development Association) hosts their Fall Conference in early October. If you are seeking EDP, CEC, and AICP continuing education credits, the conference has been approved! The location is no stranger to our members, as its hosted by the same hotel as our own WACO Convention. Schedule includes networking, opportunity to golf, break out sessions and topics specific to small business owners.

General Registration Questions can be sent to: weda@weda.org



WHERE: Stevens Point, WI at the Holiday Inn

WHEN: October 2nd—4th

Reception on Wednesday evening will be at SentryWorld after preconference golf outing or agri-business tours, which are fundraisers for the Wisconsin Economic Development Institute (WEDA's foundation).

U.S. SMALL BUSINESS ADMINISTRATION OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

The US Small Business Administration Office of Advocacy continues to be “an independent voice for small businesses within the federal government.”

Advocacy was created in Congress back in 1976 to identify trends and issues that directly impact small business by using nationwide outreach, economic research, and policy analysis. Since the 80's, the agency has working with federal agencies to avoid as much excessive regulatory burdens as possible on small business. Based on the Regulatory Flexibility Act, agencies must be flexible in rulemaking to consider alternatives for smaller businesses. With outreach staff located all over the country, 10 regional advocates and national advocates dedicated to rural affairs, manufacturing, and information technology, the Office of Advocacy leans on its relationships with local governments, chambers of commerce, and other groups to pull together vital information for business owners just like you!

An example of their resources, would include a couple sample FAQ's listed below and to access a crazy amount of information housed on one website, check out <https://advocacy.sba.gov/>

Q: What percent of net new jobs do small businesses create?

A: From 2000 to 2017, small businesses created 8.4 million net new jobs while large businesses created 4.4 million (Figure 2). Thus, they accounted for 65.9% of net new job creation in the period. Figure 3 displays quarterly small business job gains, losses, and net new jobs since 2000.

Source: BED

Q: Is millennial entrepreneurship increasing?

A: Office of Advocacy research shows that in 2014, millennials were less likely to be self-employed than older individuals. This research also shows that the rate of self-employment among individuals age 15 to 34 has been gradually declining since 1990.

Source: “The Missing Millennial Entrepreneurs,” February 2016. www.sba.gov/sites/default/files/advocacy/Millennial_IB.pdf

INDUSTRY INFORMATION

GFCI Protection Required...or Not Required?



As most of you are probably aware, from all the article updates in this very newsletter, as well as information from various industry experts, the NEC has been teetering back/forth on GFCI protection.

The question at hand: Does the NEC require GFCI protection for 30 and 50-amp receptacles?

The answer: No. Usually. (Wait, what?)

Unfortunately, in the latest ruling, while **the language states GFCI is NOT required for 30 and 50-amp receptacles**, the code itself is still leaving a lot of room for interpretation. Which is exactly what the board members charged to review these code changes were attempting to avoid since 2015. Wade Elliot, of Utility Supply and Board member has been working with other concerned board members attempting to get some clarity on the interpretation. Wade let me know that “the code changes from 2015 were never fully adjusted to reflect this new ruling for 2020 and until those both match up, there will continue to be some room for misinterpretation from Inspectors and AHJ’s. “



Mr. Elliot also mentioned in his latest newsletter from The Wizard of Watts, “*The statistic that was driving the move to more GFCI circuits outdoors is that NFPA can show that when more GFCI protection is used, electrocutions are reduced. I see this as an opportunity for RV Park owners and operators to take the initiative to go looking for 15 and 20 amp receptacles outside or in wet environments (bath houses, etc.) and to place GFCI receptacles or breakers in these locations.*

By doing a better job of showing concern about safety you become a leader in your park and industry and you show your customers that it is important to be safe. Just like walking around and picking up trash, cigarette butts, etc. shows you care about how your park looks, doing the little things using shows the bigger things are done as well.” Wade will be at this years [WACO Convention \(March 11-15, 2020\)](#) as well and will be happy to assist with questions.

ARVC is also providing a “Talking Points” document on their [website](#), listing common questions

INDUSTRY INFORMATION



Introducing WACO Legal!

As always, WACO looks for ways to be your resource! Legal questions seem to be an area that never end and can be really specific to your campground, but can also give others guidance who may have similar situations! Going forward, if you have a legal question, please feel free to send it to

WACOlegal@gmail.com. Our staff will discuss your inquiry

with WACO's legal counsel, Mark Hazelbaker, and get you a response. Then, with your permission, we may share a generalized Q&A in upcoming newsletters. If you've had a burning legal question,

SEX OFFENDERS IN YOUR CAMPGROUND

While the topic isn't pleasant, its important to discuss and know what your campground policies are specific to registered sex offenders.

Each Campground will need to decide what to do if someone who is a registered sex offender seeks to be a guest. The sex offender registry *(is a resource you can lean on)* and can be checked by going to <https://appsdoc.wi.gov/public/>

This advice assumes that the Campground has not entered into any document or contract granting the sex offender a lease. If the sex offender has a lease, it may be necessary to evict the offender. WACO's standard seasonal agreement allows removal of any guest at any time in the discretion of the campground.

A letter is available on the [WACO website](#) in the Legal Documents section under Members Login in the form of Notice to the sex offender. It should be delivered in person It is drafted with the assumption that two people from the Campground will deliver it. The sex offender will be given 30 minutes to pack and then leave. Anything that cannot be packed in 30 minutes should be delivered to them elsewhere.

If you have questions, call me.

Mark Hazelbaker



INDUSTRY INFORMATION

What's the Deal with ATCP 97?

Public Warehouse Keeper Permit— Required for My Campground?

Recently, we've had some members questioning the need for a specific permit/license required for storage of RV/units onsite at their campground. The State of WI, Department Agriculture, Trade, and Consumer Protection (DATCP) is the governing body that oversees such requirements. Kevin LeRoy, Trade Practices Section Chief, was able to provide some much-welcomed clarification to our membership concerns regarding the Chapter ATCP 97 of the Wisconsin Administrative Code. This code is being enforced locally by the Trade Practices Section/DATCP and I believe some members have received letter inquiring more about the campground and how they handle the storage of units onsite – specifically for seasonal/permanent campers.



A license is required for anybody who stores for hire the property of others. "Store for hire" means to maintain custody of property of another person for consideration. "Store for hire" does not include renting space in which the renter is responsible for the safekeeping of the property. License requirements are based on specific services provided, NOT the type of business in the industry. Therefore, the license/permit requirement is NOT based on a blanket statement of – if you're a campground owner it doesn't apply, or if you're an RV dealer, it DOES apply. Look at the services you provide as a campground owner to determine if you should secure a license/permit.

QUESTIONS TO ASK YOURSELF:



1. Do I keep keys to the unit/RV a seasonal customer leaves onsite at my campground?

- If YES, then secure a license: <https://datcp.wi.gov/Documents/TR-PS-16AppForm.pdf>
- If NO, continue to question #2.

2. Am I responsible as the campground owner for maintenance to unit/RV a seasonal customer leaves onsite at my campground – ex: am I winterizing the unit and "buttoning it up" for the winter/off season months?

- If YES, then secure a license: <https://datcp.wi.gov/Documents/TR-PS-16AppForm.pdf>
- If NO, continue to question #3.

3. Am I a RV Dealer, who offers storage of purchased RV/units until customer picks up?

- If YES, then secure a license: <https://datcp.wi.gov/Documents/TR-PS-16AppForm.pdf>
- If NO, continue to question #4.

INDUSTRY INFORMATION

4. Is the service I am providing listed in a storage agreement, outlining and requiring a receipt for items to be stored onsite, in which as the campground owner, I have the only knowledge as to where the unit/RV is being stored for the winter/off season months?
- If YES, then secure a license: <https://datcp.wi.gov/Documents/TR-PS-16AppForm.pdf>
 - If NO to this question, but rather you provide a RENTAL agreement as a leasee/lessor, and ALL of the three responses to the questions above were also “NO”, your campground would not be required to secure a permit for Public Warehouse Keeper.

Interpretation of code and requirements can always be a little tricky and therefore, should you have additional questions or situations in which your responses are not “black and white,” WACO would advise reaching out directly to Kevin at the contract information listed below. Kevin stated that their organization is open to conversation and willing to offer guidance should you need further guidance. You’re also welcome to review the code, and guidelines for it at the [DACTP website: https://datcp.wi.gov/Pages/Licenses Permits/PublicWarehouseKeeper.aspx](https://datcp.wi.gov/Pages/Licenses%20Permits/PublicWarehouseKeeper.aspx)

Contact: Kevin Le Roy, Trade Practices Section Chief

Save the Dates!

2020 RV SHOW	DATES	LOCATION
Greater Chicago RV Show	January 17th – 19th, 2020	Renaissance Schaumburg Convention Center Hotel
WBAY Green Bay RV Show	January 23rd – 26th, 2020	Resch Center
Madison Camper & RV Show and Sale	January 31st – February 2nd, 2020	Alliant Energy Center
MSP RV Vacation & Camping Show	February 6th – 9th, 2020	Minneapolis Convention Center
La Crosse RV Show	February 6th – 9th, 2020	La Crosse Center
Rochester RV & Camping Show	February 14th – 16th, 2020	Mayo Civic Center
Milwaukee RV Show	February 27th – March 1st, 2020	Wisconsin Exposition Center
RV & Boat Show Main Event	February 28th – March 1st, 2020	EAA Grounds, Oshkosh
Wausau Central Wisconsin RV & Camping Show	March 13th – 15th, 2020	Central Wisconsin Convention & Expo Center
Rockford RV Camping & Travel Show	March 20th – 22nd, 2020	Indoor Sports Center
Wisconsin Sport Show	March 20th – 22nd, 2020	Chippewa Valley Expo Center, Eau Claire

WACO MEMBER VISITS



Silver Springs had the landscapers and the man cave guards pretty excited with this leaf blower and organizational tip!



Silver Springs fills these crates with wood and sells them for \$90 for group sites!



Nothing says "EXPERIENCE" like a modern outhouse, and vacation journal and rock gardens to record memories!



FACEBOOK MEMBERS

WACO has 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/>.

BEAUTIFUL MEETING SPACES—FALL WORKSHOP



Becky from Silver Springs in their large pavilion onsite!

Indian Trail hosted in their brand new pavilion!



SHOUTOUT



Please welcome the newest "future owner" of Pride of America Campground!

Welcome to the family little one!



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PROCESSING SOLUTIONS INC. Est. 1999

WI CAMPGROUND'S LOCAL & TRUSTED CARD PROCESSING PARTNER!



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1600 S Main St. Oshkosh, WI 54902

Next Month

WATCH FOR THESE STORIES NEXT MONTH!

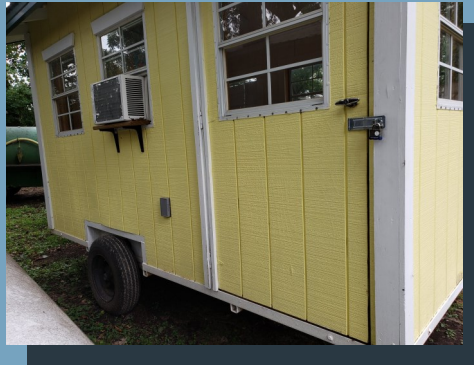
Checklist for End of Season

Industry Updates

WACO MEMBER VISITS



both at Duck Creek!



Traveling Snack Shack—what could you do with meals on wheels?
Beautiful Haywagon—



Anyone else using these? Golf cart key fobs that only work in one cart and you can shut them off from your phone!

Be sure to join us at these Fall Workshops to gain great ideas



Fun at River's Edge



Creative Store Front at



FALL WORKSHOP AND WACO MEMBER VISITS



From a new laundry room, to a golf cart parade, Pride of America had some great things to share with our group at the Fall Workshop. Ideas on how to store golf carts in an area where they keep their Haunted House up year round, a beautiful new



Indian Trails shared with us the focus they've kept on making sure the park stays beautiful with things like walking trail maintenance, beautiful new tent sites, spacious dog park and an amazing space to gather in (see page 13).



WACO 2019 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



Lori Severson,
Executive Director

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates

Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com

BOARD OF DIRECTORS

Bud Styer- President

Smokey Hollow Campground

Email

608-592-2128

Scott Kollock – Past President

Vista Royale Campground

Email

715-335-6860

Adam Malsack– 1st Vice President

Lake Arrowhead Campground

Email

Phone: 920-295-3000

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Email

Phone: 920-622-3498

Mike Dricken –3rd Vice President

Lake Lenwood Beach and
Campground

Email

262-334-1335

Joyce Stenklyft- Secretary

Stoney Creek RV Resort

Email

715-597-2102

Bert Davis – ARVC Representative

Dells Camping Resort

Email

608 -305-8404

Julie Michaels- Treasurer

Scenic Ridge Campground

Email

608-883-2920

Pat Rehwinkel - Director

Merry Mac's Campground

Email

608-493-2367

Ashley Weiss - Director

Wilderness Campground

Email

608-297-2002

Mark Stefan - Director

Grand Valley Campground

Email

920-394-3643

Laurie Adams - Director

Baraboo Hills Campground

Email

608-356-8505

Jim Tracy - Director

Fox Hill RV Park & Campground

Email

608-356-5890

Patricia Lombardo - Director

Equity Lifestyle

Email

312-533-7255

Scott Grenon - Director

Tunnel Trail Campground

Email | 608-435-6829

TEXT CLUB

Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information and more. To join the text club, text the word "WACO" to 25827 and your number will automatically be added. After adding, you are able to stop the messages at any time by texting "STOP" in reply to a text.