



# WACO

Wisconsin Association of Campground Owners

MAY 2020

## WACO IS HERE FOR YOUR NEW NORMAL

May comes to a close, and as June approaches, we are all trying to piece together a sense of the new “normal.” Normal for our families, our guests, and our campgrounds. Being deemed essential certainly doesn’t immediately throw us into the “business as usual category” no matter how you slice it. Some guests are still leery to attend, others have to constantly be reminded of social distancing guidelines and as owners, you’re all left to sort through the extremes and determine what makes the most sense for your campground. We’ve seen some great examples of ways to make it work during COVID and would love to see those ideas/images more as this month progresses! This is also a great time to think about your WACO membership and what it’s done for you in these passing months. Think about when changes were happening by the hour, and so were the updates from your WACO office. Think about all the times you’ve had questions and what collective group has been there for you, especially so in these past months. Share those experiences with the rest of the group in the next month!

### WHAT IS IN A MEMBERSHIP?

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#### A Letter from WACO’s Executive Director Lori Severson

Dear Members & Prospects:

Sometimes it’s important to reflect on all the great things, all the positives in life. Now is sure one of those times! We are here to support and help the industry as a whole. It’s during times like this that you recognize how difficult it would be to run an organization as resourceful as WACO without a truckload of help.

Unlike many other organizations, Severson & Associates, has the ability to call in additional qualified help as needed – which is more common than not as of late! We are blessed to have retired people, employees who have moved on to other jobs, and family who are all willing to help when they are needed. Our phones, emails and contacts have blown up with consumers asking questions (so many questions), some thinking we are a regulatory

group, etc. It’s crazy the questions that still take time to politely answer. Watch for the book! The horror stories I hear of exhausted Executives who just cannot handle all the phone calls and issues helped me to recognize how blessed we are. We have our staff, our volunteers who chip in, and most importantly, our valued Board Members, as well as members in general, helping us fight the fight - even when it’s not about them!

Just when you think, you can’t handle one more issue, you see that positive reinforcement and it changes your whole world view. You have no idea how all the quick texts, the emails, and the comments on Face-

# WHAT IS IN A MEMBERSHIP?

book impact our staff and team! The next time you see those Board Members please take the time to thank them or better yet – send them a quick note.

We sure cannot do what we're doing alone. We have tried to use our resources to get you the best possible information so you can make informed decisions! Check out our website – we have combined as many resources as possible for you. We have had information coming from all of our contacts and below is a compiled listing of those who've provided information/resources. Our apologies if we forgot anyone, as you can see its becoming an extensive list!

- DATCP - Department of Agriculture, Trade and Consumer Protection's (DATCP)
- ARVC – the State Association for Campground Owners
- IAAPA – the National Association for Amusement Parks
- WMC – the States largest lobbying group
- The Wisconsin Department of Tourism
- The Wisconsin Tavern League
- Wisconsin Restaurant Association
- The RVIA National Association
- WRVD – Wisconsin RV Dealers
- The Wisconsin Association of Fairs
- WAAM – The vending association
- The Association of Snowmobile Clubs
- The ATV Association
- Center for Commerce and Tourism
- Business owners forum
- SBA
- WEDC
- Independent Business Association of Wisconsin
- INFB
- The Wisconsin Association of Towns
- The Wisconsin Association of Counties
- The local and National Chambers
- Western Wisconsin Dairyland Business Center
- Legislators and their direct reports



This year as we are asking you to analyze your dues for your association please ask yourself if you can truly be successful by yourself.

**Of course you can...you already are. However...**

- **Can it be easier?**
- **Can you make more money?**
- **Can you make better decisions by being a part of this amazing team?**
- **Can you use the pooled resources that WACO provides to reduce your time spent research-**

# A LETTER FROM THE E. D.

ing and spend that time doing what you do best?

If you are a prospect thinking about the value of WACO, remember this time. We should be your insurance policy, that really kicks in when business is NOT usual!

**WACO IS A 24/7 RESOURCE! Let's go through how:**

## **SOCIAL/ONLINE:**



- FACEBOOK – Wisconsin Association of Campground Owners WACO Campground Members Facebook page is always available – even if you have a question at Midnight!
  - \* Where do I buy my chlorine and testing Chemicals for the pool from?
  - \* Who has a great toy supplier?
  - \* Anyone know great sources for partitions for the bathrooms?
  - \* What best practices are you enforcing in your pool area right now: How are you handling social distancing? Are you allowing use of inflatables? Do you have chairs/tables out and if so, how are you ensuring they are being sanitized often enough?
  - \* What social distancing activities are you doing?
  - \* What is the best reservation system and why?
  - \* Can I legally fine someone who is parked on our privately owned dock?
  - \* How do we handle cancellations?
  - \* What do you do with pets at your campground? Do you have a dog park and if so, what are the hours, what is included inside it and who has access to use it?
  - \* Who has openings and who is full – how can we refer!
  - \* What signage needs to be at the pool? What signage needs to be in the rentals?

Just a few of the literally hundreds of questions asked! Situations you can explain to other owners, who guess what? Likely, they had the same issues! You can take one person's advice or combine several to customize to your campgrounds and needs.

- EMAILS: Constant Contact emails to keep you updated on all the important issues that are coming up.

## **PHONE:**

- Lori Severson's Cell: You have access to my cell and I answer that phone all the time – so PLEASE, do not hesitate to call it! (608) 792-5915.
- WACO Office: The WACO Office is also open (608) 525-2327 to take your calls and direct you to the resources you need.

## **WACO LEGAL:**

Having access to our Legal HOT-LINE is quickly becoming our number one reason for belonging! Just this

# A LETTER FROM THE E. D.

week I received three calls from Sheriff's Department asking about "evicting a camper." When they use that phrase, I know they are not a member and that they haven't used Mark Hazelbakers (WACO Attorney's) free agreement model. As we all know, just because it worked for you for the last 30 years, it doesn't mean it's working now. This service alone is well worth the membership! Send your questions to [wacolegal@gmail.com](mailto:wacolegal@gmail.com) and get the answers you need. Also, think about doing your fellow members a favor and allow us to share your question/Mark's response. Again – let's pool our collective resources and increase that membership value!

## RELATIONSHIPS:

We work hard to interact with our Governing bodies who know who we are. Just a few years back – that was not true. Look at the listing above of who we've been working with and who we've gathered information from. Think about things like the Pool Rewrite Committee (update in this issue of the newsletter) and how WACO is involved in the right groups.

## MARKETING:

You get in front of over 300,000 customers! We need to keep our name out in the community our State, and in all our target markets. WACO can do this at the lowest possible cost available to you.

As you can see, we are there when you need us, but take a minute to educate yourself and then make the decision. If you use just one tool, you pay for your membership. If you know it all, then join us and share what you know! Your membership, even if you only have seasonals, or if you only have a few sites, is critical. When you have an issue with zoning, with your State or County officials, or even the rare instance of a Pandemic, it's clear we are only strong with numbers. We need each other and the information that only experience provides. Please think of your membership as doing your fair share for the industry. Don't wait to sign up until you have a problem. Consider being part of our team and help us all be able to run our businesses safely and effectively. If you don't believe your WACO sales person, ask any WACO member. Simply ask them, "What does your membership do for you?"

For those of you who are now, and have been loyal members, served on the board, shared your information and ideas on how we can be better, thank you! We have come incredibly far in this organization, because we have an amazing group of supporters. People who keep me sane, help me keep my staff sane, and work their tails off because they believe in all of us, TOGETHER! Can you imagine how strong we would be with 400 campgrounds instead of 182? We can get there but I need your help! Let's be the best we can be...together!

Respectfully yours,

Lori Severson, Executive Director of WACO



# MEMBER TESTIMONIAL



## KUDOS TO OUR WACO STAFF

*Below is a testimonial from a fellow member. Thank you for sharing these words Jim & Jill!*

Hi Lori,

Thanks to you and all the folks at WACO for distilling all of this information for the parks. I use WACO as my trusted source of information! Thank you very much.

Also, well said below! These are not normal times, and we must not abuse our privileges. They can be revoked at the stroke of a pen. Your emphasis on due diligence is very pertinent.

Thanks again, and take care for now,

Jim and Jill Kavicky  
Yogi Bear's Jellystone Park - Door County



Please know that information with COVID is changing often.

As we get information, it will be posted to Members only sections of the website, our Facebook, and via email when applicable.

**QUESTIONS?**  
**Call 608-525-2327!**



## DID YOU KNOW? CDC Workplace Decision Tool

If you're thinking of opening up, or progressing to the next steps of opening up further, and aren't quite sure on what needs to be thought through, use this flowchart provided by the CDC as a guidance tool!

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/workplace-decision-tool.html>

For additional general information from the CDC: <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>



# SOLUTION CENTER

## AN SBA 504 LOAN MAY BE EXACTLY WHAT YOU NEED RIGHT NOW AND HERE'S WHY

Are you looking to expand or purchase real estate for your campground or are you considering the refinance of your existing campground? If you are, the SBA 504 loan program may be a great option for you to consider – and there's a reason why now may be the best time.

The U.S. Small Business Administration (SBA) 504 Loan Program is designed to provide financing for the purchase of fixed assets such as real estate, buildings and machinery, at below market rates. There are three parties to an *SBA 504 loan*—the borrower, the bank, and the SBA-approved certified development company (CDC). Typically, the borrower-business owner puts up a minimum of 10%, a conventional lender (typically a bank, like [Blackhawk Bank](#)) puts up 50%, and a CDC puts up the remaining 40%.

### What is a CDC?

CDC's are established under the 504 Code as Non-profit Corporations, set up to support economic growth in their local areas. In Wisconsin, our CDC is [Wisconsin Business Development \(WBD\)](#). WBD is one of the most successful CDC's in the country, and has partnered with hundreds of local lenders to help thousands of small businesses since 1981.



### But, why is now a good time to consider a 504 Loan?

As part of the SBA's COVID-19 debt relief efforts, they are currently offering to pay 6 months of principal, interest, and any associated fees that borrowers owe for new 504 Loans disbursed prior to September 27, 2020!

Borrowers do not need to apply for this assistance. It will be automatically provided for loans made after March 27, 2020 and fully disbursed prior to September 27, 2020. The SBA will begin making payments with the first payment due on the loan and will

make the subsequent six monthly payments.

In addition to the standard 504 Loan Program, the SBA also offers the 504 Refinancing Program. The SBA 504 Refinancing Loans are very similar to standard 504 Loans, but these loans are important tools designed for business owners to refinance *existing* debt into a 504 Loan.

### Why is refinancing a good idea?

As if opening up working capital isn't enough, refinancing existing debt can make good sense for a number of other reasons, including:

- Being able to lock in below market rates on the debt
- Being able to get out from under balloon payments
- Being able to get out from under high interest rate loans
- Being able to use the proceeds to hire more staff
- Being able to finance business expense and save cash for mission-critical considerations

# SOLUTION CENTER

## What are the loan parameters for an SBA 504 Loan?

**Maximum SBA loan amount:** Loans are generally capped at \$5 million

**Interest rate:** Below-market interest rates are fixed for the life of the loan

**Required equity:** A low-down payment (10 percent in most cases) conserves your working capital

**Terms:** 10, 20 or 25 - year terms

**Use of proceeds:** Long-term, fixed assets for expansion or modernization (usually real estate or large equipment). Refinancing of large equipment and/or owner-occupied commercial real estate may also be possible.

## How do I get started?

If you would like more information, please contact Phil Whitehead, Market President, Blackhawk Bank at (608)290-8227 | [pwhitehead@blackhawkbank.com](mailto:pwhitehead@blackhawkbank.com) | Member FDIC | Equal Housing Lender



## HEALTHIER TO GET OUTSIDE

The CDC reminds us all that it's healthy, now more than ever, to get outside and enjoy some fresh air! Exercise fights depression and some maybe struggling with that given our social limits in the past few months. Here are some guidelines they are telling the public specific to parks in municipalities in which the parks are open. You may want to post something similar onsite at your campground as a guide for guests!. You'll of course want to adjust the listing based on what you're offering at your park for amenities! For more information on the guidelines, check the [CDC website](#) or the Members page of the WACO website specific to [COVID resources](#).

### DO

- ✓ Visit parks that are close to your home
- ✓ Prepare before you visit
- ✓ Stay at least 6 feet away from others ("social distancing") and take other steps to prevent COVID-19
- ✓ Play it safe around and in swimming pools.  
Keep space between yourself and others

### DON'T

- ✗ Visit parks if you are sick or were recently exposed to COVID-19
- ✗ Visit crowded parks
- ✗ Use playgrounds
- ✗ Participate in organized activities or sports

## REMINDER: Need Member Specific Information About COVID-19?

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

The WACO Members only section has this and MANY other helpful links posted at: [https://](https://www.wisconsincampgrounds.com/covid-19-news-updates/)

[www.wisconsincampgrounds.com/covid-19-news-updates/](https://www.wisconsincampgrounds.com/covid-19-news-updates/)

# INDUSTRY NEWS

## COURT OVERTURNS STAY AT HOME ORDER

How should taverns and restaurants respond?



As I'm sure you're all aware, on May 13, 2020, the Supreme Court issued its decision in the case of *"Wisconsin Legislature v. Palm"*. In a 4-3 decision, ruling the Emergency Order #28, Safer at Home Order (Order #28) invalid and unenforceable for failure to follow the emergency rule promulgation process under Wisconsin Chapter 227 and for exceeding the Department of Health Services ("DHS") Secretary's authority. The Tavern League filed an amicus brief in support of the Legislature in this case." In other words, the Safer at Home extension from Governor Tony Evers was overruled. The turnover was immediate and while Taverns/ Restaurants were able to open immediately in most cases in the state of WI, there were little guidelines given, other than what the Tavern League had proposed when they initially went to fight the order.

Thankfully, since then, more information has been provided and it's been stated by the Tavern League that, "while Order #28 is no longer enforceable, taverns should proceed cautiously and remain mindful of local public health orders or regulations that must be followed." It's also important to note that some counties were taking different precautions. For example, "Milwaukee Mayor Tom Barrett has stated the city's Stay-at-Home Order remains in effect and Dane County has already issued its own local order adopting the provisions of Order #28 at the county level. Brown County has also issued a similar order." It looks like Dane County will open up shortly and again, as we've seen throughout this pandemic, changes happen daily! Now more than ever, it's so important to keep up with your local officials, municipalities updates, and our WACO website for Members, to ensure you have the right information to make the best decisions for your campground!

Campgrounds with onsite restaurants/bar should also be sure to comply with **guidelines from the Wisconsin Economic Development Corporation** regarding safe business practices for bars and restaurants:

The following Guidelines are from the WEDC website. The TLW strongly encourages you to incorporate the WEDC Guidelines into your business plan as you reopen. For more information on reopening guidelines, please visit <https://wedc.org/reopen-guidelines/>.

### Food Safety:

- Use gloves to avoid direct bare hand contact with ready-to-eat foods or unwrapped single-use items such as straws, stir sticks or toothpicks.
- Do not allow customers to refill their own drinks.
- Use rolled silverware/napkins stored in sealed bags
- Remove shared condiments from tables.
- No buffet/salad bars
- Use disposable menus or sanitize menus after each use.

### Social Distancing:

- Two bar stools should be left empty between customers not in the same party
- Limit each table to six guests

- Dining rooms should maintain six feet between tables
- Offer cashless and contactless transactions whenever possible
- Social distancing in all areas, from entryways, to restrooms, to the kitchen
- Employees should wear face masks around other employees and customers

### Sanitizing:

- Proper hand-washing by employees
- Sanitize high-contact areas (doorknobs, buttons, cooler doors, check-out counters) every two hours
- Sanitize tables and seating after each guest.
- Sanitize food contact surfaces after each use
- Restrooms frequently



# INDUSTRY NEWS

## AMERICANS STILL CAUTIOUS TO TRAVEL

As cities and states begin to ease restrictions imposed in response to the coronavirus pandemic, there are still mixed emotions from American consumers regarding travel, shopping, and dining in local businesses. “Public support for traveling and welcoming visitors to local communities is tepid at this point,” said Amir Eylon, President and CEO of Longwoods International. “Americans remain cautious even about dining and shopping locally, perhaps reflecting a wait-and-see attitude towards the reopening of local businesses.”

### Comfort with Dining and Shopping Locally:

- 31% Comfortable
- 49% Are Not Comfortable

### Traveling Outside Their Home Community:

- 35% Comfortable
- 40% Are Not Comfortable

### Opening Home Community to Visitors:

- 31% supportive of those efforts
- 45% are not supportive

### Source of feelings “Safe to Travel” Advice:

- 54% CDC and other Federal Health Officials
- 33% from Federal and State Elected Officials
- 33% from States Easing Restrictions

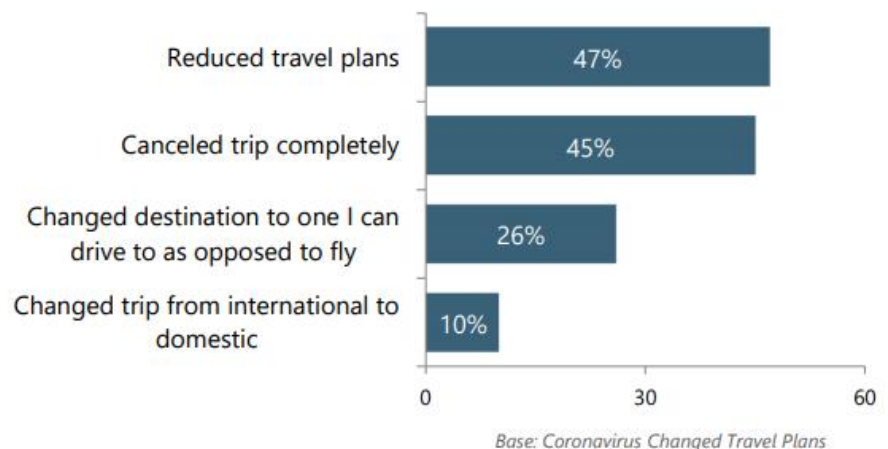
Several interesting statistics have come from the continued study by Longwoods, currently in Wave 10:

The most recent Longwoods International tracking study of American travelers, supported by Miles Partnership, was fielded May 13, 2020 using a national sample randomly drawn from a consumer panel of 1,000 adults, ages 18 and over. Quotas were used to match Census targets for age, gender, and region to make the survey representative of the U. S. population.



For more information from the [Wisconsin Department of Tourism](#) and the [Longwoods International](#) most recent [Travel Sentiment Study, Wave 10](#), check out the WACO Members only section of our website and click on “[COVID 19](#)” at the top of the resources page. We will continue to keep you updated with the most recent wave studies from Longwoods and additional information from industry sources.

*Information sourced from Andrew Nussbaum Regional Tourism Specialist of the Wisconsin Department of Tourism and Longwoods International Travel Sentiment Study Wave 10.*



# IN THE KNOW



## KEEPING IT LEGAL

### Legal Q & A from MARK HAZELABKER, Attorney at Law, Kasieta Legal Group, LLC

**Q:** What is involved in updating the information concerning a campground license? The campground is an LLC and the license is in the name of the LLC.

**SHORT A:** If it is the same LLC, just make sure there is an updated PIC, registered agent, etc.

### DETAILED ANSWER, with additional scenarios:

Wis. Stat. ss. 97.605(4) and 97.67(2) allow the transfer of the following licenses: hotel, motel, tourist rooming house, bed and breakfast establishment, campground, camping resort, recreational or educational camp, and public swimming pool, at the same location for which the license was issued, without a new application and pre-licensing inspection under the following circumstances:

1) From one immediate family member to another immediate family member, defined as spouse, grandparent, parent, sibling, child, stepchild, or grandchild, or the spouse of a grandparent, parent, sibling, child, stepchild, or grandchild.

**-OR-**

2) From a sole proprietor to a business entity or a business entity to a sole proprietor OR another business entity so long as at least one individual who had an ownership interest in the sole proprietorship or the business entity has an ownership interest in the newly formed sole proprietorship or business entity.

### Follow Up Scenarios:

**What if the legal entity is an LLC or INC and the family member that is taking over is using another LLC or INC? Would that be allowed under immediate family or would that require a new license?** The family member is required to have an ownership interest in the current LLC or corporation to transfer the business to the new sole proprietorship, LLC or corporation in which they have an ownership interest, without a new application and pre-licensing inspection.

**Also, what if the legal entity is an LLC and the same owner is changing it to a different LLC, would that required a new license or just an update to reflect the new entity?** If the same owner is a member/owner in each LLC, no new license application is needed, just an update to reflect the new entity

### One more follow up question on this topic:

**What if an LLC holds a license and the LLC is sold to another entity but the LLC remains intact? Does this require a new license?**

See short answer above :) If it is the same LLC, just make sure there is an updated PIC, registered agent, etc.



# IN THE KNOW

## REOPENING WITH CONFIDENCE

In our last issue, we laid out some opening procedures that Pete Hagen was kind enough to share with us. Since then, the state has opened up much more and there has been a lot of gray area in terms of what campgrounds should and shouldn't do—those with/without bars and restaurants will also vary in terms of guidelines and suggested practices. I realize many of you have been open, but that doesn't mean you can't alter your plans at any given time...we've been shooting from the hip all season right?

The important thing to remember is that a lot of the guidelines given are just that—a guideline. Don't stress yourself out trying to adhere to every single guideline, but rather make a list of what's important to your guests. What do you feel, or have heard/seen, that your guests really want to be taken seriously in terms of safety and process? Again, there are specific guidelines for bar/restaurant, but we not such clear cut rules for the pool, inflatables, etc.

The WEDC has given some great ideas in terms of things to think about with sanitation and [best practices for Outdoor and Recreational businesses that are phasing open](#). What I like about WEDC's suggestions are that they are relying on a host of partners to gather the information and get the guidelines specific to each industry when possible. Some of points outside the normal handwashing and distancing that I thought could be incorporated into campground life included:

- Designating a separate area or timeframe for those at high-risk. If you have store hours, limit the first or last hours for those who are pregnant, or otherwise deemed "high-risk" to ensure they have a higher level of comfort.
- Purchasing "take home" sports equipment instead of renting things out. I saw one example where a campground purchased golf balls with their name on it for users to take home instead of reusing. Another did the same with a kickball tourney they had scheduled. The game was still played with some social distancing rules in place and the guests were able to take a home a ball with the campgrounds name on it—slick marketing.
- Utilizing online check in with your reservation system. This does take away some of the interaction with your guests, so it may be important to have their check in packet available at specific times so you can limit the number of people in one area at a time and still answer questions as needed. Another campground had one employee reaching out after check in via email and phone to ensure the guest had everything they needed after their check in was confirmed online. Others mentioned having trouble making this "easy" so set up some time to talk with your reservation company to ensure you know how to properly use the service!

Our Facebook Members page has really discussed a lot in the past weeks specific to what they are all doing for amenities and practices at their individual campgrounds. Our [WACO Members](#) only section of the website goes into detail about how to best weather through COVID. Finally, ARVC has a [suggested phased re-opening](#) document that can be viewed to even further assist with question you have on how to operate safely in these times. Keep up the great work everyone!



### IN PARTNERSHIP WITH WISCONSIN'S REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS:

7 Rivers Alliance  
Centergy  
Madison Region  
Economic Partnership  
Milwaukee 7

Momentum West  
Prosperity Southwest  
Grow North  
The New North  
Visions Northwest



# IN THE KNOW

## SLIGHT UPTICK IN RV TRAVEL EXPECTED THROUGH 2020

Ready for some positive news regarding travel and camping? I know I sure am!

As the coronavirus continues to wreak havoc on the industry, the demand for travel is slowly—slowly—creeping back up again. Many are still wary of getting on a plane, a train or a cruise ship and being packed tightly in with strangers, never knowing if everybody is going to be wearing a mask, never knowing if somebody is unknowingly carrying the virus, never knowing if a flight is going to be empty enough for social distancing, etc.

The Centers for Disease Control (CDC) has stated that, “Traveling by RV means you may have to stop less often for food or bathrooms.” They went on to give their guidance when stopping at rest stops and campgrounds, which is important as it reminds us all of how necessary it is to stay in accordance with those guidelines. Everyone is looking to the CDC and other federal agencies for guidance right now! Nonetheless, traveling by RV seems to be far less of a risk than traveling by plane, train, cruise or automobile.

Enter in the travel savior...and welcome to what could be the year of the Recreational Vehicle, more commonly known as the RV! Lovingly being referred to as “the COVID-Camper,” we may see more and more people using their RV as a way to travel without fear—it’s a lot easier to travel when you know you’re using your own restroom, kitchen, and bedroom.



With experts predicting that any return to travel will likely start with short, domestic trips, the RV could, literally, become the go-to vehicle for travel this summer. Though the outlook for RV sales entering the year was grim—504,000 RVs were sold in 2017 and that number slipped to 364,000 last year—many dealers across the country are reporting an unexpected uptick in sales.

“Shannon Nills, owner of Guaranty RV in Eugene, Oregon, [told KMTR-TV](#) that he sold 52 units the first weekend in May and ‘that’s almost double what we sell in a given weekend.’ Sutton RV in Eugene is also seeing this soar in customers. General manager Lisa Bottorff says ‘traffic on their website has more than tripled. Interest has increased tremendously; some people are making appointments, some people are coming in physically,’ Bottorff said.”



Floor traffic at Mike Regan’s two RV dealerships outside Austin, Texas, is up 30 percent compared with last May. After a six-week hiatus, Regan said business has been so brisk that he may not have enough trailers and motor homes to meet demand. “The minute the campgrounds opened on May 1 and the governor turned everyone loose, our business went through the roof,” said Regan, whose sales at his Crestview dealerships were down about 50 percent just last month.

“It’s a trend that’s playing out nationwide”, says LCI Industries' CEO Jason Lippert. His company supplies highly engineered components for the leading original equipment manufacturers in the recreation and transportation product markets.

Cooped-up Americans desperate to get out after months of lockdowns are dreaming of doing something—anything—that resembles a vacation. “After an indeterminate period of isolation, we believe families will be more



# IN THE KNOW

enthusiastic than ever to get outside and see new places, even within their own states,” said RV Industry Association President Craig Kirby. “RV travel allows people to sleep in their own bed, cook gourmet meals, and control where they go. Once federal and state restrictions are lifted, they’ll be able to experience the endless range of outdoor wonders throughout the country and the freedom of independent travel that RVs offer. This includes the option to forego a campground since RVs have everything a family needs to camp remotely.” Kirby goes on further to say, “RVs provide travelers control: they allow people to travel where they want, when they want, and offer a unique travel experience that allows people to pursue their favorite activities and experience places in the country they may have only seen pictures of in a coffee table book or on Instagram.”

For decades, sales of motor homes and travel trailers you hitch to your car were a reliable indicator of the beginning—and end—of a recession. Sales would dip as a downturn approached, and rise right before a recovery. But this time, it’s different: sales are rising as America enters its worst contraction since the Great Depression. While more than one in five workers has filed for unemployment, some people are shelling out upwards of \$100,000 so they can hit the road while staying away from everyone else .

Camping and using an RV is giving people the best of both worlds—the ability to stay safe and still get out. “They can do this all with the ability to stay connected to family and friends. These are all positive features, but particularly attractive during this most unprecedented time. RVs provide a wonderful opportunity for people to continue to enjoy vacations with their families, while still adhering to social distancing, which will likely stay in place in some form for the foreseeable future.”

We’ve also seen trends that while people may not want to travel across state lines, they are interested in sticking close to home and for many of our campgrounds, that matches up directly with our customer base. Now might be a good time to get out any messages to your prospective guests about what you’ve done to keep their camping experience fun, yet still safe and that you are ready for them to come on in! There have also been some articles referring to an increase in “unexperienced campers.” This increase in recent purchases could very well be the culprit. Use this as an excellent marketing opportunity to demonstrate some customer service that sets you apart! More on this in another article on page 14-15.

It’s great to see some trends showing relief and potential spikes in the camping industry. Fingers crossed this trend continues and that the biggest target markets like the millennials and their families continue to see an RV purchase as a smart investment right now. Keep your chin up and do what you do best—provide an excellent experience for your guests!



Information above cited from article written by Rich Thomaselli, Travel Pulse and [RV Industry Association’s website](#), and [Bloomberg.com](#).



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# BOUNCING BACK—THE NEW NORMAL

## RECRUITING, RETAINING STAFF & MAKING GUESTS FEEL SAFE

COVID-19 has, and continues to, impact almost every aspect of our family, social, emotional and financial structure. It would be silly to think that same impact wouldn't spill into how we hire and retain employees as we move forward, getting back to the new normal. Some suggestions I've seen are more specific to companies that have large HR departments and I know as small business owners, you're wearing the HR, the Admin, the IT, and the Finance hats all at once! Let's look at a few tips when hiring given the current times, as well as how you can keep employees once you find a gem.

**HIRING/STAFF ENGAGEMENT AFTER RE-OPENING** Its important to remember that during this entire pandemic, people have had different opinions and processed information very differently. Some have been on complete quarantine/lockdown and have had little interaction with others, done all their communication via technology, curbside pick up, worn masks, kept their distance and washed hands/used hand sanitizer consistently. Others have felt the entire pandemic is a joke/fake and haven't followed any guidelines. As a business owner, its your responsibility to provide a safe work environment and you'll want to set that standard/guideline on the front end.

### Clear Communication

The guidelines you choose to regulate, regardless of where you're getting the information, need to be clear and should be in writing. The information should be discussed during interviews, and reiterated at the time of hire. New Hire paperwork includes other acknowledgements like confidentiality or social media guideline agreements—something specific to your COVID guidelines should be added to these agreements. The list would include when its expected for and employee to wash hands, guidelines regarding social distancing, etc. If you have a restaurant/bar, you may want to include the guidelines you're following that are provided by [WEDC](#). And with all the changes we're seeing as of late, you'll want to be sure to update your staff regularly, especially if changes are made. Don't forget to update any forms you've had employees sign off on. It might be a good idea to give one employee oversight of all the forms, signage, etc. to keep things organized!

### Current Staff Buy-In

While its always been crucial to have your current staff members on the same page with you, regarding your expectations and guidelines, COVID-19 has made it more crucial than ever. If you have some current employees that aren't in agreement with the guidelines you're choosing to set—its time to get them on the same page. Now is the time for collaboration, not protest. The more unified your staff appears, the more comfort they will bring not only to other staff, but to your guests as well. This is especially important with supervisory staff, as they set the tone for the rest of your employees.

### Using Technology

We are so blessed to have access to several online tools during these crazy times! Applications like Zoom, GoTo Meeting, Skype and MicroSoft Teams, make it extremely plausible to have meetings and conference calls with much more interaction than just voiceover. You can still lead your team through slides and information with visuals using software vs. bringing everyone in person. The less number of interactions you have with large groups right now, the better. Making this simple effort also demonstrates to new employees, or those coming onboard, that you truly care about their safety and are making some very easy steps to keep them , and their families safe.



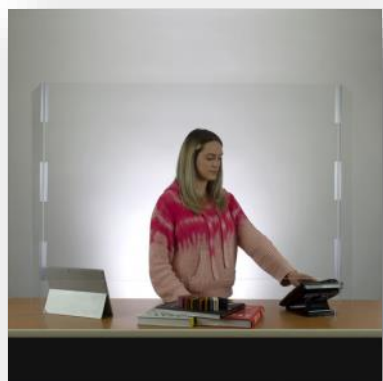
# BOUNCING BACK—THE NEW NORMAL

The same thing can be said for interviewing. Recruiting companies have been using Skype and other online options to connect with candidates for months—even before the pandemic. Is there any reason you shouldn't/couldn't be doing the same thing?

**MAKING GUESTS FEEL SAFE AFTER RE-OPENING** Everything that's been stated for employees can be mirrored for guests in terms of how they may be feeling. Some are ready to rip down the signs and gather in masses at the bar, the inflatables and the pool. These are the guests that make your current decisions so difficult because of course, you want them to enjoy (and let's be honest, pay for!) those amenities. However, you also need to factor in the other side of that coin. Some guests are "taking a chance" in their opinion by just keeping their reservation and being onsite. The impression you make with that group is just as important for return visits as the aforementioned.

## Clear Communication

Another reason it's so important to make sure your staff is prepared and on the same page is so they can effectively communicate that same message to your guests. If your staff is comfortable, they will pass that same level of comfort on to your guests. The more prepared they are to answer questions about what you've done to sanitize, what the guidelines and current rules are, the better. That way when a question is answered, it's done so with confidence and nothing breeds feeling secure more than a confident answer to a question.



## Making the New Normal Actually Seem Normal

We all know sign ups for the pool area (to limit the number of guests in at a time and to specific family units), specific time slots for inflatables (allowing for sanitizing in between family group uses), and craft kits being given from a distance aren't what we've considered "normal" in the past. However, if we make it feel "weird" and follow up with comments like, "yea this whole COVID thing has us doing weird things," it will feel just that way to our guests...WEIRD. Staying positive and using positive phrases will encourage others to feel like the changes are similar to what they are seeing at other businesses—taverns, salons, etc. It's not uncommon to see masks, see distance, and see more precautions, so why make it awkward? Instead, keep it

real and continue to explain how important the safety of all your guests and staff are—that you put them and their families first and will continue to do so. There are a few other ideas listed on page 19 that might help encourage your guests to enjoy their trip, while still social distancing!

## Marketing Opportunity for Return Guests

I'm sure you've all noticed an increase in "unexperienced campers." Think back to the last week alone—I'm sure there were some that came in with no idea how to hookup, lots of questions, etc. It's possible that this any increase in recent purchases could very well be the case (see more details on this industry trend on page 12-13). While it's easy to laugh and shrug it off, (because let's be honest, we're seeing some crazy mistakes for first time users) let's instead use this as an excellent opportunity to provide the best service that another campground might not! Ask them if they need help connecting to electricity, or ask if they've leveled out their RV yet this season. There is a fine line between making someone feel inadequate or foolish and making someone feel like you care and want them to have the best experience possible—which means less time focusing on set up issues and more time focusing on relaxing. You can do all this from several feet away, but your advice could feel like a warm hug to the novice. Let's be the latter and encourage some loyal repeat guests!

## **COVID-19-Related Tax Credits Quick Reference Guide Impacted by COVID 19**

Submitted by Chris Metcalf of CSAW Associates, LLC/Coulee Region Bookkeeping and Tax

Here at CSAW Associates, LLC - Coulee Region Bookkeeping and Tax we understand many of our clients and friends have been impacted by COVID 19 and are looking for resources. Due to numerous requests, we have assembled some FAQs and tips for those looking for support during the crisis. We hope that this will alleviate some concerns and questions we have been seeing and help our community to continue to not only weather the current climate, but also set themselves up to continue growing and thriving.

### **EMPLOYEE RETENTION CREDIT WHAT IS IT?**

The Employee Retention Credit is designed to encourage businesses to keep employees on their payroll. The refundable tax credit is 50% of up to \$10,000 in wages paid by an eligible employer whose business has been financially impacted by COVID-19.

### **DOES MY BUSINESS QUALIFY?**

The credit is available to all employers regardless of size. There are only two exceptions: State and local governments and their instrumentalities and small businesses who take small business loans.

### **QUALIFYING EMPLOYERS MUST FALL INTO ONE OF TWO CATEGORIES:**

The employer's business is fully or partially suspended by government order due to COVID-19 during the calendar quarter.

The employer's gross receipts are below 50% of the comparable quarter in 2019.

### **WHICH WAGES QUALIFY?**

**Employers with less than 100 employees:** The credit is based on wages paid to all employees, regardless if they worked or not.

**Employers with more than 100 employees:** The credit is allowed only for wages paid to employees who did not work during the calendar quarter.

### **HOW DO I RECEIVE MY CREDIT?**

Employers can be immediately reimbursed for the credit by reducing their required deposits of payroll taxes that have been withheld from employees' wages by the amount of the credit. Eligible employers will report their total qualified wages and the related health insurance costs for each quarter on their quarterly employment tax returns or Form 941 beginning with the second quarter. If the employer's employment tax deposits are not sufficient to cover the credit, the employer may receive an advance payment from the IRS by submitting Form 7200, Advance Payment of Employer Credits Due to COVID-19. Eligible employers can also request an advance of the Employee Retention Credit by submitting Form 7200.

### **DEFERRAL OF EMPLOYMENT TAX WHAT IS IT?**

The CARES Act allows employers to defer the deposit and payment of the employer's share of Social Security taxes

# IN THE KNOW

and self-employed individuals to defer payment of certain self-employment taxes.

## DOES MY BUSINESS QUALIFY?

All employers may defer the deposit and payment of the employer's share of Social Security tax. However, employers that receive a loan under the SBA Act, as provided in section 1102 of the CARES Act (the Paycheck Protection Program (PPP)), may not defer the deposit and payment of the employer's share of Social Security tax due after the employer receives a decision from the lender that the PPP loan is forgiven under the CARES Act. Self-employed individuals may defer the payment of 50 percent of the Social Security tax on net earnings from self-employment income imposed under section 1401(a) of the Code.

## WHICH PORTIONS QUALIFY?

Section 2302 of the CARES Act provides that employers may defer the deposit and payment of the employer's portion of Social Security taxes and certain railroad retirement taxes.

## WHAT PERIODS CAN BE DEFERRED?

Beginning on March 27, 2020, and ending December 31, 2020. The deferred deposits of the employer's share of Social Security tax must be deposited by the following dates (referred to as the "applicable dates") to be treated as timely (and avoid a failure to deposit penalty):

1. On December 31, 2021, 50 percent of the deferred amount; and
2. On December 31, 2022, the remaining amount.

## Additional resources :

<https://www.irs.gov/coronavirus-tax-relief-and-economic-impact-payments>

<https://www.irs.gov/newsroom/covid-19-related-tax-credits-for-requiredpaid-leave-provided-by-small-and-midsize-businesses-faqs>

<https://www.irs.gov/newsroom/deferral-of-employment-tax-deposits-and-payments-through-december-31-2020>



## CSAW Associates, LLC

Coulee Region Bookkeeping and Tax



## WACO 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/>.

# WACO UPDATES

## POOL REWRITE COMMITTEE UPDATE

Lori Severson, Bob Weiss, and Scott Grennon will sit on the Pool Rewrite Committee.

It is unknown if they will allow all three to sit at this point, however, we are going to try! Here are the meeting notes from the first agenda meeting. This is another important benefit for WACO members. Our relationships allow us to be stakeholders and get a place at the table where important decisions to our industry are made.

Lori

### Pool Rewrite Meeting Notes From May 20th Call:

We met briefly to discuss the process and how we will move forward to revise the code and hear of any interest at this point that people may have in being on a subcommittee.

- So far we have heard back from a couple of people who can help with licensing and fees (for example, is there a better way to go about licensing, especially as basins become increasingly more

complex in terms of different areas present there); and a couple of people willing to take on chemistry; and one for lifeguarding and credentials.

We briefly discussed the timeframes for drafts:

- 20 month timeframe to complete a draft of revisions,

- and 30 months for the entire process.

The more representative our workgroup is of all stakeholders and the better we accomplish consensus, the more efficient that process is likely to be.



We have a big group, and as such:

- may need to limit participation to one per agency if room size becomes a problem
  - or if having a larger group takes our discussion off of our objectives.
  - Also, agencies may end up alternating who attends based on schedules, especially in the summer.
- In the end, each agency has one vote if we need to vote on anything, but we'd like to keep the preliminary discussion that informs our draft writing as lively as possible.

The writing process will begin with discussion of an area of the code:

- further discussion in a subcommittee if needed for that topic,
- DATCP drafting proposed language,
- and the larger group discussing that proposal.
- There will be a chance for us to review the 'final product' before it is sent to public hearings.

This will save the larger group from the more tedious aspects such as grammar edits and semantics.



The first area we begin to discuss in-depth is:

- licensing and fees
- we'll use a subcommittee to stay on top of that, as our view of licensing and fees will

likely evolve as we move ahead to propose revisions to other areas of the code.

**The next meeting will be after July 1, as this will give us some time to organize a working meeting (I am currently covering 2 very busy programs and will eventually move to only covering Pools). We will use Go-to-Meeting, which should work for everyone. We will figure out a way to test it beforehand.**

*Respectfully Submitted,  
Mary Ellen Bruesch MS, REHS/RS  
Recreational Technical Specialist (Recreational and Educational Camps, and Recreational Waters)  
Division of Food and Recreational Safety  
Wisconsin Department of Agriculture, Trade and Consumer Protection*



# WACO UPDATES

## SOCIAL DISTANCING ACTIVITIES

While we are all thinking about ways to stay safe, let's also not forget to have FUN! There are still ways we can enjoy camping, we just have to get creative about it. None of these are new-fangled, but sometimes the tried and true are the best way to go! Here are some suggestions to offer while keeping safe distances.

- 1) **Photo Scavenger Hunt:** Put up laminated numbers or letters at various spots throughout your campground. Guests can take a picture of each location with their family and send you a screenshot of all the numbers/letters. Have a small prize redeemable at certain hours at the store or your office, or even put them in weatherproof bags outside your door with their name on them for them to pick up at their leisure. Good prize ideas might include a t-shirt or other items with your campground logo included.
- 2) **COVID Game Bag:** they could include something as basic and inexpensive as a couple sticks of sidewalk chalk, a bottle of bubbles, and a small ball. All things that can be used outside and while exercising! Chase bubbles, decorate a portion of the carport, sidewalk or pool area. Bags can be disposable or compost-friendly and could be delivered to campsites at a safe distance. Again, great opportunity to include a logo item from your campground.
- 3) **Campfire Stories:** this could be done with a sign up sheet, to ensure the numbers don't get too high. OR—you could have everyone bring their own chair and designate sections for families to stay together and read or tell campfire stories over a loud speaker. Should you choose to have a fire, you could offer that those who bring their own supplies roast a couple marshmallows and take them back to assemble by their group.
- 4) **Yoga or HIITFIT class on the Lawn:** Space out properly with markers in the grass and make sure your instructor can really clearly speak instructions. Everyone will need to provide their own water and mats would be optional, but again brought from their site.
- 5) **Fishing, Kayaking, Canoeing:** If you're able to offer any of these options at, or near, your location, be sure to have the pricing and hours for services posted online or near the rental location. Also be sure to note what you're doing to keep ANY/ALL rental gear sanitized and ready for the next use.

## Great Idea for Pool Capacity and Controlling Access!

I've ordered 5000 wrist bands in 5 colors and am thinking of setting aside five - 2 hour time slots during the day, one for each color and having families select a time slot and give them the color wrist band for that time.



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144 SF per person or Family limit could mean 1888 SF pool can handle 13 people or 13 families. I figured max of 6 people per family, that would put the pool at 78 people. Normal posted capacity is 125. Put out only 78 chairs and 13 tables spread 6-10ft apart.

*Dave Schneider from Indian Trails got these numbers from WEDC on their guidance regarding pools.*

*Thank you Dave!*

# WACO 2020 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

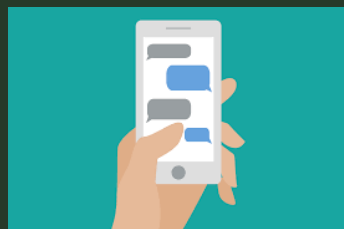
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<b>Peter Hagen—Director</b> Pride of America petehagen@camppoa.com 800-236-6395	



## 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.