



# WACO

Wisconsin Association of Campground Owners

JUNE 2020

## Get by with a little help from your friends

The roller coaster ride we all thought was finally starting to settle down hit another loop as we came into the month of June! Statistics from travel and leisure industries are showing some great strides and good news for our industry, but individual counties are also being hit with high COVID case counts as the reopening of the state hit shortly before Memorial Day weekend. Changes continue to come in often and as a group, the best we can do is education each other, share information, and get experiences to our fellow owners! Please remember to use your WACO office as a resource when seeking out information, as well as educational pool to fill with all your great ideas and do/don'ts. Yes, some things that worked for you may not work for others—but why not share just in case? More on that note from WACO's Executive Director below! Here's to a successful 4th of July for everyone!

## A NEW KIND OF NETWORKING

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

Dear members:

It's been a wild ride and a summer we will not forget. I can't remember a time in all my years where mentorship and networking has been used more! That may be the shining light at the end of the strange 2020 season.

Our members have pitched in and supported each other and our office. We can't say enough about your amazing words of encouragement and I'm so proud of our membership! We are truly making a difference in so many ways. Working together, combining our resources and experience, makes our industry better. Sometimes it's making choices that you

would never make because another member shared its success. Other times it's a great idea you make better, but it's all about that opportunity to communicate.

The past few weeks have left your WACO staff scrambling to get directories out to partners who are just opening up! We have literally been sending out hundreds of boxes of our directories daily to chamber of commerce's, welcome centers, gas stations, libraries, legislators, and individuals. We are grateful, especially this year, that we have access to a loading dock and warehouse! Many of our partners have chosen to order "just in time" because of space and opening issues.

The office phone has continued to ring off the hook, now more than ever, from first time campers and consumers, who are all new to our camping industry, looking for direction. I'm hearing the same from owners! What an

# A NEW KIND OF NETWORKING

amazing new opportunity for our membership. This is the time to really show how we can shine and encourage a new target market we may not have otherwise seen. It will be interesting to watch camping evolve.

The fall workshops are still on so far. Most of our members are eager to network in person with their peers, share horror and glory stories, gather ideas and trade secrets. If you have ideas and thoughts on how we need to manage this to keep everyone comfortable, please contact myself, or one of your board members.

We have begun putting a plan together for convention, so if you have ideas on classes, trade members or social activities please let us know.

Thanks for your support and help during this unusual period of time. How we manage our business during this time will truly test what we are made of! Your association is here to help. Don't hesitate to contact us if you need resources!

Respectfully yours,

Lori Severson, Executive Director of WACO

lori@seversonandassociates.com

608.792.5915



## Ready for Your Next Adventure?

[View WI Campgrounds](#)

As the board was unable to meet in person for April/May, throughout the newsletter, we've included some social media stats that will also be sent out for your review!

## New vs. Returning Visitors April 2020

**86% of the total visitors to the WACO site in April were new.**

User Type ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,714 % of Total: 100.00% (5,714)	5,462 % of Total: 100.07% (5,458)	6,887 % of Total: 100.00% (6,887)	46.23% Avg for View: 46.23% (0.00%)	3.95 Avg for View: 3.95 (0.00%)	00:03:25 Avg for View: 00:03:25 (0.00%)
1. New Visitor	5,458 (86.20%)	5,462 (100.00%)	5,462 (79.31%)	45.92%	3.73	00:02:55
2. Returning Visitor	874 (13.80%)	0 (0.00%)	1,425 (20.69%)	47.44%	4.79	00:05:21

# COVID UPDATES



## DID YOU KNOW? Risk Levels Are Ever Changing

With the opening up of our state, we have seen several counties change their level of risk. In fact, many are currently in SEVERE or HIGH. With each level of risk, there are different recommendations from the CDC and local health officials.

**Be sure you know your county's specific level of risk and what precautions you are advised to be taking to keep your guests safe!**

## COVID-19 Case Indicators (last 2 weeks)

Updated: 6/24/2020

Select area

- ☒ County  
☐ HERC Region

COVID-19 activity level

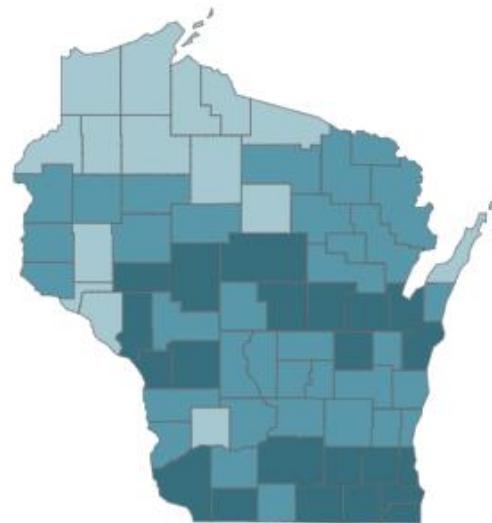
- ☐ Low  
☐ Medium  
☐ High

COVID-19 activity level

Highlight Area

Highlight Area

Click on a county or region on the map to filter data below.



## COVID IN YOUR COUNTY

You may also want to check with your local county's health department to determine the level of risk they are currently assessing within your county. **For example**, the information below as of 6/23 shows La Crosse County to be in SEVERE risk per their [Coulee Region Compass](#), found on their COVID resources page. I see other counties such as [Polk](#) are using a [Dashboard](#) to summarize the current state of COVID concerns in their area. Be sure to review information in your specific county's health department website for further guidance on how you can demonstrate safe practices for your guests and employees when the risk levels in your county change. **Examples to the right are from La Crosse County.**

*\*See guidance documents for active vs. passive monitoring definitions. For a full listing of guidelines for your county, visit your specific county's health department website.*

### Coulee COVID-19 Compass Dashboard

Select Region

La Crosse

Current Compass Status



Epidemiology Status



Healthcare Status



Public Health Status



**Examples of best businesses practices for owners who choose to remain open during high-risk include:**

- ALL: Employees stay home when ill or exposed
- Only essential work force on-site with active monitoring\* required, physical distancing AND fabric face coverings strongly recommended, delivery and curbside pick-up, follow WEDC guidance
- Only takeout, delivery and curbside pick-up, follow WEDC guidance for bars/restaurants

# SOLUTION CENTER

## 5 THINGS TO DO TO ENSURE A SUCCESSFUL 2020 SUMMER

ARVC has recently created a one-sheet called "5 Things to Do to Ensure a Successful Summer 2020 Season" featuring direct links to helpful resources for campground owners and operators to use as they re-open and market their campgrounds, purchase cleaning and PPE supplies, keep an eye on social media reviews, and work on customizing their emergency plan.

This resource can be found on our [WACO Website in the Members section](#), on the COVID Resources landing page and here are some of the highlights!

1

Download the [ARVC Re-Opening Toolkit](#), including:

- [Re-Opening RV Parks and Campgrounds: A Guide for the Outdoor Hospitality Industry](#)
- [Re-Opening RV Parks and Campgrounds: A Quick Guide](#)
- [Meeting Guest Needs During/After a Pandemic](#)
- [\[Decision Tree\] CDC Guidelines for Workplace Re-Opening](#)

2

Look into these free marketing tools for your RV Park/Campground:

- Update Your Profile on [GoCampingAmerica.com](#) to reach millions of potential campers
- [A Guide to Marketing Your Campground Before/After a Crisis](#)

3

Use Your ARVC Member Discount to Purchase the Supplies You Need :

Simply log into your arvc.org member profile to get started:

- [Purifyd](#) (Electrostatic Disinfectant Sprayer Systems)
- [Ranger Ready](#) (Hand Sanitizer) \*\*NEW\*\*
- [Staples Advantage](#) (PPE, general cleaning, restroom facility and office supplies)
- [Office Depot/Office Max](#) (PPE, general cleaning, restroom facility and office supplies)

4

Keep a Close Eye on Your Reviews with the Insider Perks  
[Free Reputation Management Tool](#)

5

Customize Your Emergency Plan with the Disaster Hawk app.  
FREE DOWNLOAD: [Apple](#) | [Android](#)



# SOLUTION CENTER

## SBA PPP LOAN FORGIVENESS APPLICATION

The SBA just released a revised PPP loan forgiveness application to implement changes made by the PPP Flexibility Act. SBA has also released a new EZ version of the forgiveness application that applies to borrowers that:

- Are self-employed and have no employees; OR
- Did not reduce the salaries or wages of their employees by more than 25%, and did not reduce the number or hours of their employees; OR
- Experienced reductions in business activity as a result of health directives related to COVID-19 and did not reduce the salaries or wages of their employees by more than 25%.

**Read on to check out more about PPE in this month's Accounting Update from CSAW**

The new EZ application requires fewer calculations and less documentation for eligible borrowers. Details regarding the applicability of these provisions are available in the instructions to the new EZ application form.

Both applications give borrowers the option of using the original eight-week covered period (if their loan was made before June 5, 2020) or an extended 24-week covered period.

Below are links to the forms and instructions:

- <https://home.treasury.gov/system/files/136/PPP-Loan-Forgiveness-Application-Form-EZ-Instructions.pdf>
- <https://home.treasury.gov/system/files/136/PPP-Forgiveness-Application-3508EZ.pdf>
- [https://home.treasury.gov/system/files/136/PPP-Loan-Forgiveness-Application-Instructions\\_1\\_0.pdf](https://home.treasury.gov/system/files/136/PPP-Loan-Forgiveness-Application-Instructions_1_0.pdf)
- <https://home.treasury.gov/system/files/136/3245-0407-SBA-Form-3508-PPP-Forgiveness-Application.pdf>

All related PPP guidance, forms and FAQ's can be found here: <https://home.treasury.gov/policy-issues/cares/assistance-for-small-businesses>

This information is also available on the [Members/Blog Posts](#) where you can download PDF pintables and quick link to the resources listed above!



U.S. Small Business  
Administration

**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!**



# INDUSTRY NEWS

## TRAVEL OUTLOOK—THE GOOD AND THE CONSISTENT

We are all watching the current trends with the travel and leisure reports. Articles can change in terms of the statistics and information they provide literally week to week. We have a more positive update regarding travel and resorts/hotel/leisure stay from [MMGY Travel Intel](#).

Unfortunately, that is followed up by [Longwoods International update from their latest](#) study, Wave 14. That update includes information from results as resented as 6/22/20 and shows that spikes in case counts may be impacting us once again. Fingers crossed MMGY is more on the money.

[MMGY Global](#) has just released the fifth wave of its [Travel Safety Barometer report](#), and there was a lot of good news. Travelers are feeling much more comfortable about summer travel, entertainment, transportation and even business travel.

All of the [U.S. states are currently in some phase of reopening](#), and international destinations are also beginning to open borders and welcome travelers, which seems to be driving confidence in the safety of travel. Traveler sentiment or travel within the country jumped 10 points from 34 in May to 44 in June.



People are also growing more confident in going out for dining and entertainment. Travelers are starting to feel more comfortable about participating in activities like going to a park, dining at a restaurant and attending sporting events (indoors and outdoors) as well as outdoor festivals.

Great news for WACO Members, as “outdoor activities are more popular than indoor ones”, and if your campground/resort includes beachfront property, even better, as “people showed the most enthusiasm for going to the

beach, which scored 50 points on the travel barometer.”

As a note, and for any immediate planning, people are still relatively apprehensive about indoor events such as concerts, theatrical events and indoor sports.

In more good news, the Lodging Safety Barometer increased from 35 to 44 in June. I know all of our members have worked hard, as have hotels/resorts in our industry, to [update their safety protocols](#) and promote their new cleaning measures. The strategy is building confidence among consumers! Staying in a hotel or resort scores 44, and vacation rentals are just slightly higher with a score of 47.

Traveling in a personal vehicle is by far the most secure method of transportation at the moment, scoring 74 points on the barometer. Domestic flights score just 36, and traveling by rail is 34. Again, great news for the camping industry as most of our target market is within driving distance.

All this is great news, until we check in with other sources from 6/22/20. According to the most recent Longwoods International tracking study of American travelers, 69% of American travelers say



**of travelers planning to travel in the next six months will change their travel plans due to coronavirus**

# INDUSTRY NEWS

they are changing their travel plans because of the coronavirus pandemic. The impact of the pandemic on travel had been declining from a peak of 85% on April 8, but it is unchanged from two weeks ago at 69%.

“News of increasing coronavirus cases in multiple states in the South and West may be responsible for a more cautious outlook by American travelers,” said Amir Eylon, President and CEO of Longwoods International. “The impact of the pandemic on the tourism industry likely will rise and fall with perceived progress against the disease.”

**One huge takeaway that our members can learn from: According to the survey, travelers are more likely to support tourism businesses which demonstrate a clear, thorough cleaning and hygiene plan (43%), which test staff and the use of PPE by staff (34%), and those that have controls on social distancing at the business (34%).**

## Health and Safety Factors Important to Travelers When Considering Activities, Attractions, or Tours



So what does this mean for our members and the remainder of our 2020 season? Your guess is as good as ours, but one thing you can be sure of, the WACO office and our staff will continue to update the information as it becomes available to us and keep you all in the loop.

For now, your best bet is to do everything you can to show your staff and guests you care about their safety. Make your processes/procedures regarding safety extremely clear. Use signage throughout your business to demonstrate what you're doing—things like schedules for cleaning (with initials as to when it was done/time stamps) are no longer something to hide in a corner, but rather prominently post. If your staff wasn't using masks in the past, now might be a good time to rethink that. Be sure if you're leaving space in your restaurant/bar between tables it stays that way every morning/night with set up. These are just a few ideas and if you have more to share with the group—we'd love to hear from you! Send your best practices for demonstrating your campground has a clear and thorough cleaning plan to the office email so we can share those ideas with other members!

### Examples of frequently touched surfaces and objects that will need routine disinfection:

- tables,
- doorknobs,
- light switches,
- countertops,
- handles,
- desks,
- phones,
- keyboards,
- toilets,
- faucets and sinks,
- gas pump handles,
- touch screens, and
- ATM machines

# IN THE KNOW



## KEEPING IT LEGAL

**MARK HAZELABKER, Attorney at Law, Kasieta Legal Group, LLC**

Americans' love of pets continues to pose challenges for businesses faced with demands from owners seeking to be accompanied by service animals and emotional support animals. Campgrounds are required to allow service animals. But admission of emotional support animals is not mandated by Wisconsin law. Here's a brief overview.

Campgrounds are "public accommodations" under Wis. Stats. sec. 106.52 (1)(d) 4 and 106.52 (1)(e) 1. Under Wisconsin's public accommodations law, campgrounds are required to allow guests to bring "service animals" into campgrounds. A "service animal" is defined in sec. 106.52 (1)(fm) as

*a guide dog, signal dog, or other animal that is individually trained or is being trained to do work or perform tasks for the benefit of a person with a disability, including the work or task of guiding a person with impaired vision, alerting a person with impaired hearing to intruders or sound, providing minimal protection or rescue work, pulling a wheelchair, or fetching dropped items.*

Apartments and other places of housing are covered by a different Wisconsin law, the Open Housing law. The Open Housing law does require admission of emotional support animals. But, as I have frequently reminded WACO members, campgrounds are not landlords, campers are not tenants and camping is not residing.

Campgrounds are allowed to refuse to admit animals but must make exceptions for service animals. Campgrounds are not required to honor the certificates people bring indicating that their dog, cat, ferret, or llama is an emotional support animal.

If a guest brings a service animal and it is not obvious that it is a service animal, you are allowed to ask whether the animal is required because of a disability, and what services the animal performs. You MAY NOT ask what the disability is. If the guest starts to tell you, stop them. You don't want to know.

Please know that Wisconsin protects all kinds of service animals. Federal law recognizes only dogs as service animals. So campground guests can bring a cat and claim that it is a service animal. But, they have to explain what work or tasks the cat performs.

Campgrounds cannot apply damage deposits for service animals. Campgrounds cannot charge for cleaning hair or dander shed by a service animal, but can charge for damage actually caused.

If a service animal is not under the effective control of its owner, the campground may direct that the animal be removed if it is disruptive. A few instances of barking, however, is not enough to establish that the animal is disruptive.

If a Campground decides to refuse admission to an emotional support animal or a claimed service animal, make sure you make a record of the encounter, since the person may file a complaint over it

Many businesses are unhappy with the mandates imposed on them concerning service and emotional support animals. There will be continued pressure for legislative reform.





# IN THE KNOW

## Payroll Protection Loan Forgiveness—June Update

When the CARES Act was signed into law, it created the Paycheck Protection Program (PPP), which is a new loan designed to help small businesses pay employee wages and other critical expenses. Proceeds from this loan can be forgiven if certain criteria are met.

Once the PPP proceeds are deposited to your account, the original guidance stated that businesses must spend those funds within an eight-week period in order to be assured maximum loan forgiveness.

Loan proceeds must be used on payroll costs, mortgage interest incurred before February 15<sup>th</sup>, 2020, rent (lease agreement must be in force before February 15, 2020), and utilities (for which service began before February 15, 2020.)

### Payroll costs are defined as:

- Salary, wages, commissions, or tips (max of \$100,000 per employee)
- Employee benefits, including vacation, parental, family, medical, or sick leave
- State and local taxes

### Examples of Situations That Would Reduce Loan Forgiveness

- Loan forgiveness will be reduced if an employer decreases their number of full-time employees
- Salaries/wages must not be decreased by more than 25% for any employee earning less than \$100,000 in 2019
- Full-time employment and salary levels must be restored no later than June 30, 2020

### Requesting Loan Forgiveness

Comprehensive record-keeping is imperative! To request loan forgiveness, the borrower must contact the lender that is servicing the loan and submit the completed SBA Form 3508. The lender has 60 days to make a determination on whether or not the borrower qualifies for loan forgiveness.

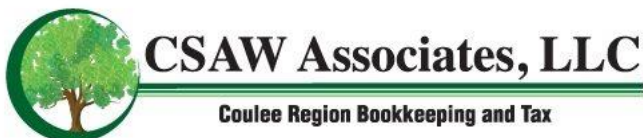
### Changing Rules and Lots of Gray Areas

Congress, the Treasury Department, the Small Business Administration, banks, and the IRS are all involved in this program, which has led to conflicting guidance and many unanswered questions. The penalties are stiff for impropriety or fraud.

### What Happens If My Loan Is Not Forgiven?

For any portion of the PPP loan that is not forgiven, interest is charged at a rate of 1%. Payments are deferred for 6 months and full repayment of the loan is due in 2 years.

If you need help with calculations or interpretations, contact us so we can provide advisory services in this process!



**Read on to learn more  
about the PPPFA concerns  
addressed by the Senate  
on June 3, 2020**

# IN THE KNOW

## NEW PAYCHECK PROTECTION PROGRAM FLEXIBILITY ACT (PPPFA)

Just when we got familiar with how the Payroll Protection Program (PPP) works, Trump and our Senate made some upgrades. On May 27, 2020, the House passed the PPPFA by 417-1 and the Senate approved it by unanimous consent on June 3. The new law addresses the following flaws in the original PPP program created under the [CARES Act](#):



The new Paycheck Protection Program Flexibility Act (PPPFA) attempts to address many concerns around the PPP loan program aimed at providing COVID-19 relief

### 1. PPPFA changes amount of loan needed for payroll to 60%

Previously, the PPP loan program required businesses to spend 75% of the loan on payroll. “For those businesses shut down due to COVID-19, this meant playing the role of unemployment office, paying their workers to stay home and do no work.” The PPPFA reduces the amount of the loan needed to be spent on payroll from 75% to 60%, increasing the amount of funds available for other expenses from 25% to 40%. Not yet a 50-50 split that was advocated for, but still an improvement. List of expenses eligible forgiveness hasn’t changed and that includes: rent, mortgage payments, utilities, and interest on loans. There is still a big restriction on businesses that need funds for inventory, personal protection equipment, expenses around remote working, and other needs. Business groups will continue to lobby for changes there.

### 2. PPPFA extends time period to use funds from 8 to 24 weeks

Another big issue with PPP was that it “required businesses to spend the funds in the eight-week period from the date funds were received.” If your business was down by government mandate, this amounted to spending funds when, it may have made more sense at the time to be saving. Business owners argued they should have the flexibility to spend the loan after reopening, especially on payroll when workers returned to work, and were not sitting idle. “The PPPFA fixed this by extending the time period to spend the loans to 24 weeks. While businesses will still need to spend the money on payroll and authorized expenses, they now have until the end of 2020 to do so.” This makes receiving complete loan forgiveness more plausible since the loan amount was based on one month of 2019 payroll multiplied by 2.5, equaling approximately 10 weeks. Businesses should now have the flexibility to spend the PPP funds as they see fit for the remainder of the year. Another positive caveat: the PPPFA also does not require businesses to wait for 24 weeks to apply for forgiveness and can still do so after eight weeks if they prefer.

### 3. PPPFA pushes back a June 30 deadline to rehire workers to December 31, 2020

Small businesses really struggled with the PPP requirement that all workers had to be rehired by June 30, 2020, in order for their salaries to count towards forgiveness. Several businesses were concerned about even being open, let alone at full capacity but this date, while still required to pay employees for not working. “Under the new law, businesses now have until December 31, 2020, to rehire workers in order for their salaries to count towards forgiveness.” IMPORTANT NOTE: The law DID NOT change how salaries are calculated towards forgiveness. The payroll calculation used in the loan application still applies to the forgivable amount. “Employee compensation eligible for forgiveness is still capped at \$100,000, and until further guidance, employer owners and contractors are still capped at \$15,385.” The goal with the change was to give that extra six months of expenses eligibility, we can only guess, so that the forgiveness will make up for any gaps and ensure 100% forgiveness of the loan.

# IN THE KNOW

## 4. PPPFA eases rehire requirements

PPP was initially set up to keep the same number of employees on the payroll as was used to calculate the loan, therefore, requiring a business to rehire the same number of full-time employees or full-time equivalents by June 30, 2020. This rule's only exception was if an employer could document in writing an attempt to rehire an employee who rejected this offer.



The new law makes two significant changes to these requirements:

- First, it extends the rehire date to December 31, 2020, and
- Second, it adds additional exceptions for a reduced head count. The law states a business can still receive forgiveness on payroll amounts if it:
  - Is unable to rehire an individual who was an employee of the eligible recipient on or before February 15, 2020;
  - Is able to demonstrate an inability to hire similarly qualified employees on or before December 31, 2020; OR
  - Is able to demonstrate an inability to return to the same level of business activity as such business was operating at prior to February 15, 2020.

The gray area comes into play when one reviews the “demonstrate the inability to rehire similarly qualified employees” statement, or what the standard “to demonstrate the inability to return to previous levels of business activity” would be. Hopefully guidance will elaborate! The good news? Even with a reduced head count based on these exceptions, if 60% of the loan is still used on payroll throughout the remainder of 2020, it will be forgiven. Certainly, a business will need to document in writing as thoroughly as possible its efforts to rehire employees through December 31, 2020.

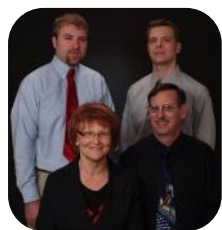
## 5. PPPFA extends the repayment term from 2 years to 5

Repayment terms have also been made sweeter in this new law, in the event loans, or portions of them, are not forgiven. “A business now will have five years at 1% interest to repay the loan. Further, the first payment will be deferred for six months after the SBA makes a determination on forgiveness.” Current regulations gives your bank 60 days to make a forgiveness determination and the SBA an additional 90 days, this means you could have up until May of 2021 to make the first payment on the loan.

In addition, the PPPFA also allows borrowers to take advantage of the CARES Act provision allowing deferment of the employer's payroll taxes for Social Security. Previously, PPP did not permit deferment of these taxes on the forgivable portion of the loan.

I'm sure we will all be watching and waiting for guidance, additional information and updates from the hill in the next weeks!

*[Trump Signs New Law Relaxing PPP Rules: What You Need To Know, By Neil Hare, Forbes.com](#)*



Obviously a lot of changes, most of which seem to be in favor of the smaller business owner, which is great news for our WACO Members. As the weeks progress, there will be more guidance released on how this new law works. When more information is available, [Chris at CSAW](#) will be keeping us all up to date as to how these changes can impact your decisions. The WACO office will be sure to share their guidance and pass along information, so be sure to watch for emails and website updates regarding that in the weeks to come!

**Coulee Region Bookkeeping and Tax | 608-779-2143 | [couleebookkeeping@gmail.com](mailto:couleebookkeeping@gmail.com)**

# NEW TRADE MEMBER ALERT

## WELCOME TO OUR NEW TRADE MEMBER BIODOME

As a new trade partner (but longtime friend of WACO) I am excited to be offering solutions for business owners, addressing the health & safety concerns of owners, staff and campground guests alike brought on by COVID-19.



We are BIODOME LLC (Powered by BIOPROTECTUs™), a national distributor and applicator of the BIOPROTECTUs™ family of products and new trade member of WACO.

**The BIOPROTECT™ system provides disinfection and long-term anti-microbial protection that kills and inhibits the growth of problematic bacteria, fungi, algae, protozoans, viruses and other microorganisms persistently and continuously for up to 90 days.** Our products are patented, EPA registered technologies, use a **water based, eco-friendly formula** (no triclosan, heavy metals or poisons) and can be applied to a wide variety of porous and non-porous surfaces. Our water-based **hand sanitizer, Aloe Vera infused for hydration, provides up to 6 hours of extended hand protection and kills 99.99% of germs and bacteria on hands.** (hand sanitizer gives you a retail sale opportunity!)

Recent testing done by the Global Virus Network verified the that the BIOPROTECTUs™ System eradicates SARS-CoV-2 (the unique coronavirus that causes COVID-19) on surfaces.

The BIOPROTECTUs™ System serves a wide array of industries from healthcare to hospitality, education, marine & automotive industries, commercial & residential facilities and many more! With its continual protection, BIOPROTECT saves time and money by reducing the amount of disinfecting that needs to be done.

In the words of a satisfied customer; *"... I have been using a product in Reedsburg since last November in our football, wrestling, gymnastics and hockey locker rooms and equipment. This Bioprotect system is the REAL DEAL. It is a non-chemical sanitizing system that has continuous sanitizing properties over weeks not minutes like chemical cleaners do! ...It goes without saying that Reedsburg will be expanding its use this fall for our facilities and equipment.*

*....it does not break the bank to use because you do not have to apply it EVERY DAY!" Bryan T. Yager, Reedsburg Area High School Activities Director*



Consider adding BIOPROTECTUs™ System to your safety protocol, and provide a higher level of confidence and peace of mind for your staff and guests!

Call now to learn more about our products and services.

Nancy Mistele (608) 575-8589 [nancy.mistele@biodomeprotect.com](mailto:nancy.mistele@biodomeprotect.com)

**biodome**



### 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/>.

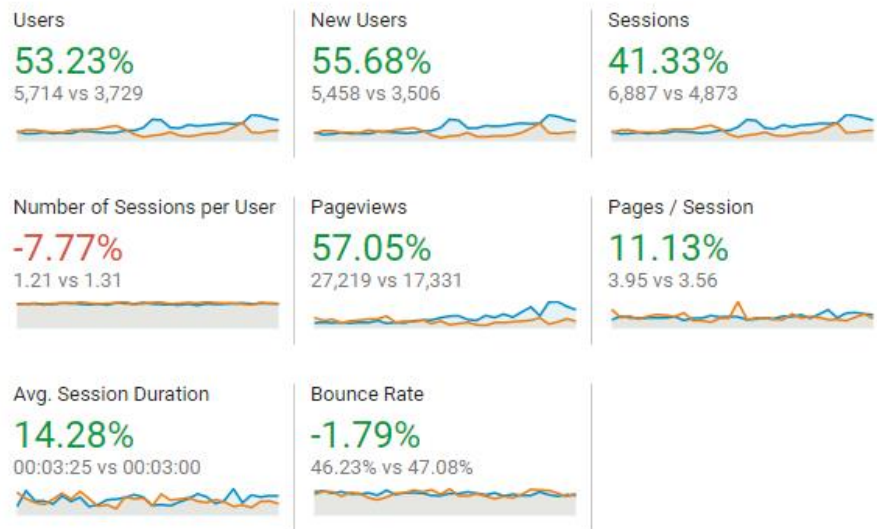
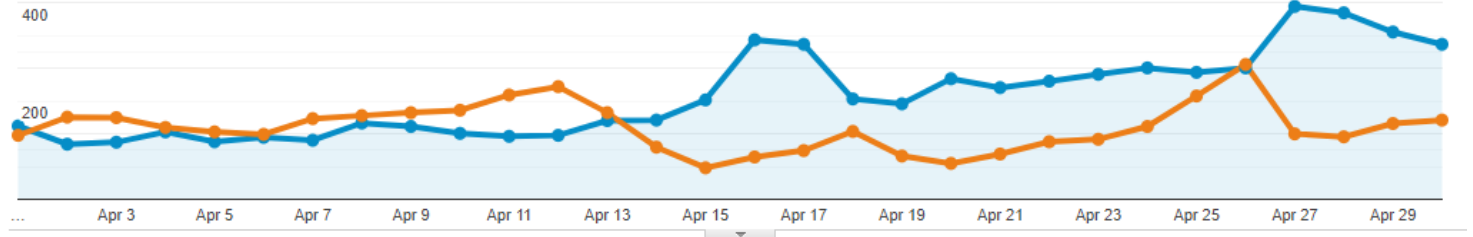


# WACO WEBSITE STAT UPDATE

## QUERY SUMMARY COMPARING APRIL TO MARCH 2020

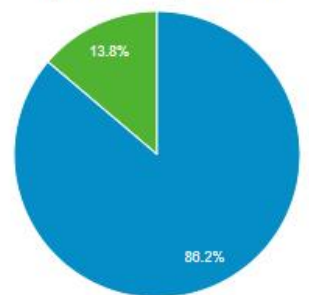
Apr 1, 2020 - Apr 30, 2020: ● Users

Mar 2, 2020 - Mar 31, 2020: ● Users

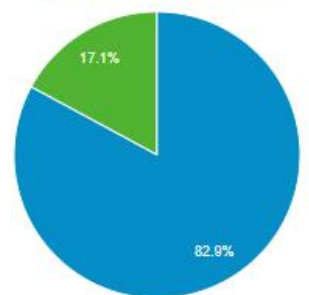


■ New Visitor ■ Returning Visitor

Apr 1, 2020 - Apr 30, 2020



Mar 2, 2020 - Mar 31, 2020



### Observations for overall site traffic when comparing April to March 2020:

- 53% increase in overall traffic
- 56% increase in new users
- 14% increase in average session duration

### DID YOU KNOW?

55 % of parks nationwide have the owner's family members working at the park.\*

\*Statistics and more found at [www.arvc.org](http://www.arvc.org)

# FACEBOOK STATS MAY/JUNE 2020



Wisconsin  
Campers ✓  
@wicampgrounds



## WISCONSIN CAMPGROUNDS

### Recommendations

May 27 - June 23



We have insufficient data to show for the selected time period.

### Post Engagement

May 27 - June 23

85

Post Engagement ▼ 97%



### Videos

May 27 - June 23

89

3-Second Video Views ▲ 28%



### Page Followers

May 27 - June 23

375

Page Followers ▲ 11%



### Orders

May 27 - June 23

0

Number of Orders ▲ 0%

0

Earnings from Orders ▲ 0%

### Actions on Page

May 27 - June 23

9

Total Actions on Page ▲ 28%



### Page Views

May 27 - June 23

839

Total Page Views ▼ 14%



### Page Previews

May 27 - June 23

22

Page Previews ▲ 22%



### Page Likes

May 27 - June 23

361

Page Likes ▲ 12%



### Post Reach

May 27 - June 23

2,389

People Reached ▼ 94%



### Story Reach

May 27 - June 23

#### Get Story Insights

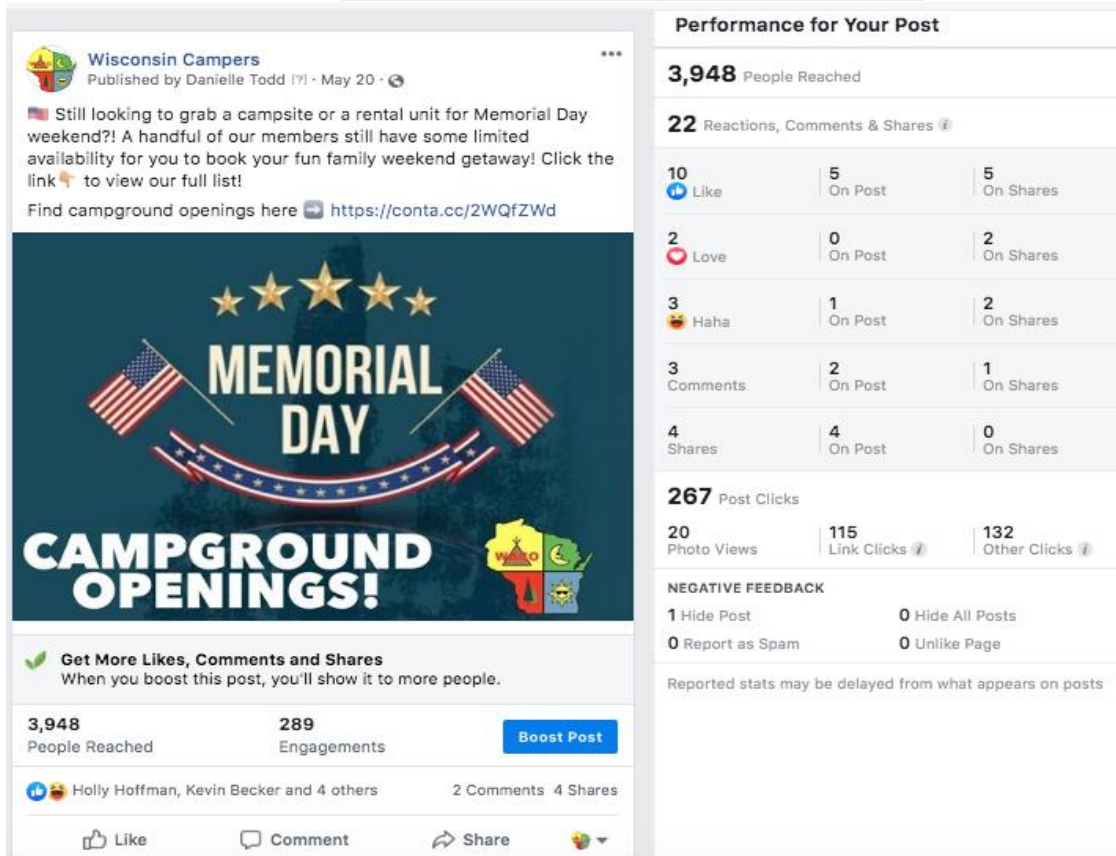
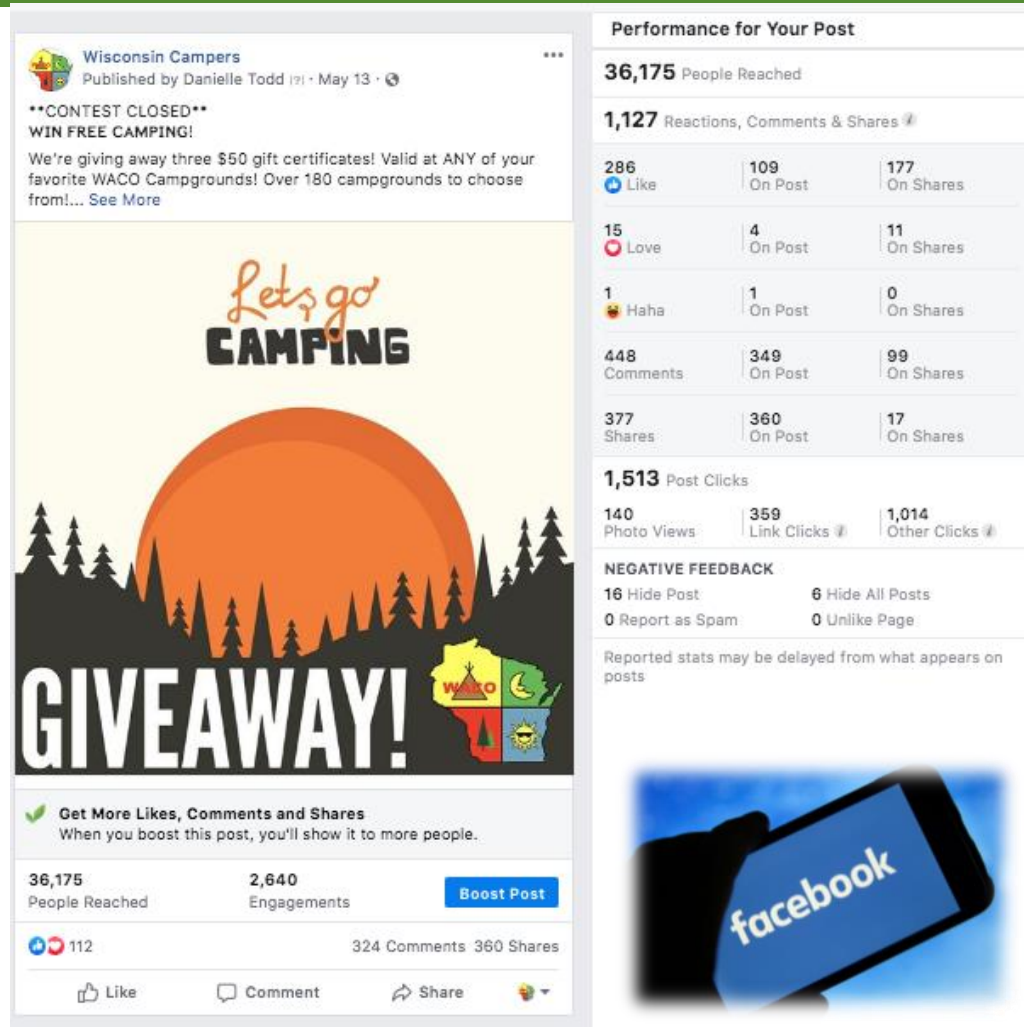
See stats on how your Page's recent stories have performed.

[Learn More](#)

# FACEBOOK STATS MAY/JUNE 2020

The best performing posts in May/June 2020 on our Facebook page included:

1. \$50 in FREE WACO BUCKS contest we ran in May and,
2. Memorial Day posting that included a listing of all the campground who were open/had availability for the Memorial Day holiday.





# WACO UPDATES

## FINDING WAYS TO HAVE FUN



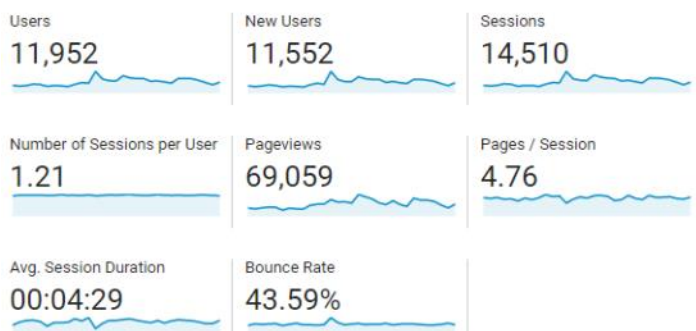
Its great to see our membership still having great times and raising money for a good cause! Check out the fundraiser fun that Lake Arrowhead was having earlier in June! Speaking of raising funds and having a good time, \$12,538 in total raised so far in 2020 for GBF, with \$6701 from Wilderness Campground currently the highest dollars raised to date! Thanks very much for all your help during these trying times - its amazing to see people still giving with all the other ugliness we've been witnessing. THANK YOU MEMBERS!



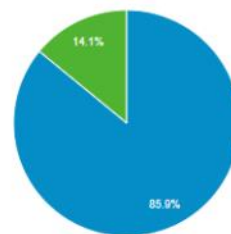
CAMPGROUND	TOTAL FUNDS RAISED
Wilderness Campground	\$6,701
Pineland Camping Park	\$1,610
Dells Camping Resort	\$1,189
Champions Riverside Resort	\$1,100
Lake Arrowhead	\$1,088
O'Neil Creek Campground	\$850
<b>TOTAL WACO MEMBER FUNDS RAISED FOR GBF IN 2020</b>	<b>\$12,538</b>

## NEW VS. RETURNING VISITORS TO THE WACO WEBSITE MAY 2020

86% of the total visitors to the WACO site in May were new, holding the same as we noted in April.



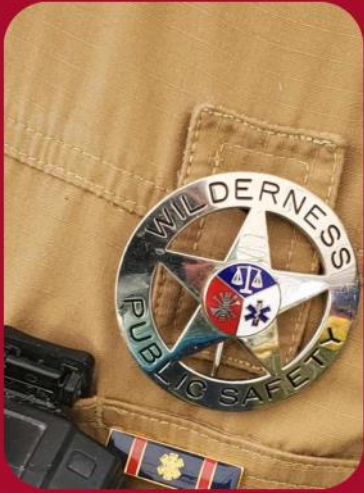
■ New Visitor ■ Returning Visitor





# WACO UPDATES

## SECURITY AND PARTY DECK



It was awesome to visit folks out at Wilderness Campground last week! They have a unique idea for keeping their campground secure and it involves a badge and the title of “Wilderness Public Safety” officer. Its always a great idea to show guests they can feel safe and comfortable at your campground!

They also are offering to rent out a “party deck” area—which would be a great escape for a family looking to keep together and still enjoy the beach area.

Great ideas Robert and Melanie Weiss!



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UNIQUE  
CABINS**

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*Where Comfort Meets Canvas*

# WEBSITE STATS UPDATE

## DEVICE SUMMARY APRIL vs MARCH 2020

Looking at the month of April's device summary doesn't tell us much until you compare the month over month.

When comparing to March 2020, you'll notice:

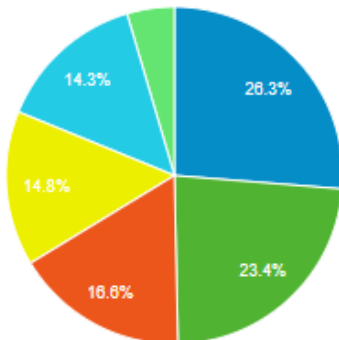
- 63% increase in mobile users
- 39% increase in desktop users
- 91% increase in tablet users

From this and the overall summary of searches comparing April to March, and As people have stayed home, they've been busy searching for things to do and keep their mind off of COVID, or potentially how organizations are handling COVID. Its great to see that our site was included in this overall increase of search traffic!

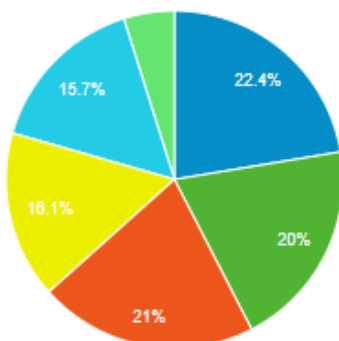
Device Category ?	Users ? ↓
	53.23% ↑ 5,714 vs 3,729
1. mobile	
Apr 1, 2020 - Apr 30, 2020	2,881 (50.42%)
Mar 2, 2020 - Mar 31, 2020	1,767 (47.37%)
% Change	63.04%
2. desktop	
Apr 1, 2020 - Apr 30, 2020	2,430 (42.53%)
Mar 2, 2020 - Mar 31, 2020	1,752 (46.97%)
% Change	38.70%
3. tablet	
Apr 1, 2020 - Apr 30, 2020	403 (7.05%)
Mar 2, 2020 - Mar 31, 2020	211 (5.66%)
% Change	91.00%

## DEMOGRAPHICS AGE SUMMERY FROM APRIL vs MARCH 2020

Apr 1, 2020 - Apr 30, 2020



Mar 2, 2020 - Mar 31, 2020






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**WWW.CORNERSTONEPS.NET**  
 1600 S Main St. Oshkosh, WI 54902

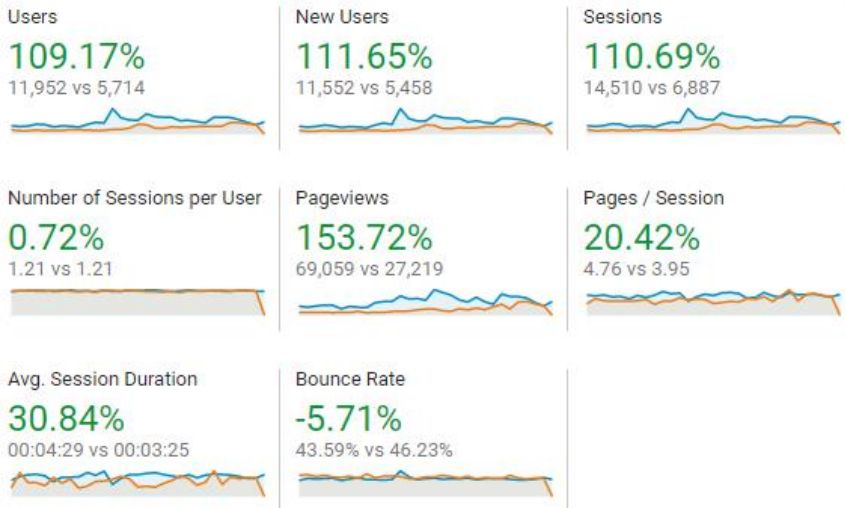


# WEBSITE STATS UPDATES

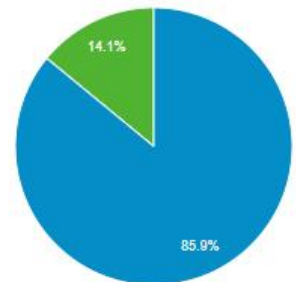
## QUERY SUMMARY COMPARING MAY TO APRIL 2020

Observations for overall site traffic when comparing May to April 2020:

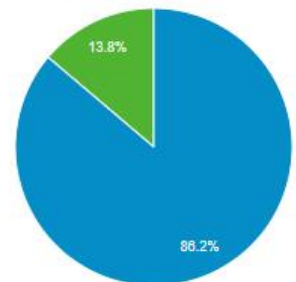
- 109%% increase in overall traffic
- 111% increase in new
- 31% increase in average session duration



■ New Visitor ■ Returning Visitor  
May 1, 2020 - May 31, 2020



Apr 1, 2020 - Apr 30, 2020



## DEVICE SUMMARY MAY VS APRIL 2020

Device Category ?	Users ? ↓	New Users ?
	109.17% ↑ 11,952 vs 5,714	111.77% ↑ 11,567 vs 5,462
1. mobile		
May 1, 2020 - May 31, 2020	6,431 (54.02%)	6,286 (54.34%)
Apr 1, 2020 - Apr 30, 2020	2,881 (50.42%)	2,800 (51.26%)
% Change	123.22%	124.50%
2. desktop		
May 1, 2020 - May 31, 2020	4,839 (40.65%)	4,674 (40.41%)
Apr 1, 2020 - Apr 30, 2020	2,430 (42.53%)	2,271 (41.58%)
% Change	99.14%	105.81%
3. tablet		
May 1, 2020 - May 31, 2020	635 (5.33%)	607 (5.25%)
Apr 1, 2020 - Apr 30, 2020	403 (7.05%)	391 (7.16%)
% Change	57.57%	55.24%

Looking at the month of May's device summary doesn't tell us much until you compare the month over month. **When comparing to April 2020, you'll notice:**

- 123% increase in mobile users
- 99% increase in desktop users
- 57% increase in tablet users

While its normal for WACO's site to see a spike in the month of May due to the Memorial Day holiday weekend, I think one could make an argument that COVID -19 is also positively impacting the web-site traffic. People were looking to see who was open and what they COULD do in the current state of emergency. Again, as in April, nice to see that WACO's web-site makes their searches!

# 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

Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates  
Phone (608) 525-2323  
Fax (608) 525-2328  
lori@seversonandassociates.com

## BOARD OF DIRECTORS

<b>Bud Styer- President</b> Smokey Hollow Campground mrbud@budstyerassociates.com 608-592-2128	<b>Scott Kollock – Past President</b> Vista Royale Campground skollock@uniontel.net 715-335-6860
<b>Adam Malsack– 1st Vice President</b> Lake Arrowhead Campground adam@lakearrowheadcampground.com 920-295-3000	<b>Jim Button-2nd Vice President</b> Evergreen Campsites and Resort evergreencampsites@gmail.com 920-622-3498
<b>Mike Dricken –3rd Vice President</b> Lake Lenwood Beach and Campground mmdricken@gmail.com 262-334-1335	<b>Joyce Stenklyft- Secretary</b> Stoney Creek RV Resort joyce@stoneycreekrvresort.com 715-597-2102
<b>Bert Davis – ARVC Representative</b> Dells Camping Resort info@campthedells.com 608 -305-8404	<b>Julie Michaels- Treasurer</b> Scenic Ridge Campground scenicridgecamp@gmail.com 608-883-2920
<b>Rob Brinkmeier—Director</b> Merry Macs Campground camp@merrymacscampground.com 815-541-4934	<b>Ashley Weiss - Director</b> Wilderness Campground mweiss@wildernesscampground.com 608-297-2002
<b>Mark Stefan - Director</b> Grand Valley Campground info@grandvalleycampground.com 920-394-3643	<b>Laurie Adams - Director</b> Baraboo Hills Campground camp@baraboohillscampground.com 608-356-8505
<b>Jim Tracy - Director</b> Fox Hill RV Park & Campground foxhill@foxhillrvpark.com 608-356-5890	<b>Patricia Lombardo - Director</b> Equity Lifestyle patricia_lombardo@equitylifestyle.com 312-533-7255
<b>Scott Grenon - Director</b> Tunnel Trail Campground scott@tunneltrail.com 608-435-6829	<b>Brian Huth—Director</b> Camping in the Clouds Brianhuth22@yahoo.com 920-422-4315

**Peter Hagen—Director**  
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.