



WACO

Wisconsin Association of Campground Owners

AUGUST 2020

We're on the home-stretch now everyone! August is almost over and soon we will be falling into the last months of our season. See what I did there? As we get closer to the finish line, take a moment to give yourselves a HUGE pat on the back for all you've been through in this crazy 2020 season. We've seen global pandemics, personal loss, natural disasters, and we're still here. The support our WACO Members have shown our family for their lost loved ones is just as heartwarming as those who continue to raise funds for GBF even in this year of tragedy. You've seen some really "green" guests and haven't killed them...hey, that's a win! Just kidding of course! This issue is full of surviving, and how amazing to be part of a group that continues to pull through in the most difficult of years. Here's to looking at next year and saying, "Wow! We made it through that!"

BE THERE FOR EACH OTHER

Inside this Issue

Letter from Executive Director P. 1-2

CAMP Update P.3

Industry Trends P. 4-6

Keeping It Legal P. 6-7

Avoid Tax Mistakes P. 8-9

CSAW Accounting Update P. 10-11

Website/Facebook/Email Stats:
P. 12-13, 16-21

Where does the Money Go? P. 18

Member Visits P. 22-23

Board Members P. 24

A Letter from WACO's Executive Director Lori Severson

Dear Members:

Thanks so much for all your support during this crazy time. I can't tell you how tough these past weeks have been. I certainly am so lucky to have the most amazing WACO family. Losing my Sister Linda, and my Mom in just a few months made all of me realize how much of an impact all have had on my family. "Thank you" will never be enough. You are a blessing to all of us and we are truly lucky to have you in our lives. It's crazy how important each of you has become to the members of my family.

Linda looked so forward

to each and every convention as did Mom. I am grateful for all of you who made them both feel included, special, and needed. It truly makes me realize that we are so much more than a business—it's a family! That attitude, that behavior and empathy is what makes us so very different than other organizations, we are family!

I wanted to share some of my favorite WACO Convention pictures – I can just see Mom telling Linda she better suck another \$20 out of Joyce or "her comes her Scottie you know he will buy!" It gave Linda great pride and joy selling her raffles and making her goal year after year. She truly looked at it as a vacation and it gave her a sense of



Executive Director's Letter

value. So glad Gilbert and the Foundation allowed Linda to meet her hero. She was a Brett Favre fan forever!

The story that goes along with this picture is the best...while she was waiting for the picture she reached over and pinched his butt! I was shocked, but she said "Lori, I couldn't resist, I had the opportunity, it was right there, so I took it!" That was Linda, always going for the laugh!

We continue to spend a lot of time on zoom meetings and are working hard to keep you all updated to the ever-changing information. We should always work as hard as we have in the past years with the State health department. And years like this only emphasize that! Having information at our fingertips truly makes a difference, and we feel very blessed to have that relationship established to assist all the members. Please take a minute to think about how important it is to spend time and effort developing, and maintaining, those relationships. Your WA-CO resources like the health department, Mark Hazelbaker, WMC, The RV Association, the Tavern League, and the Restaurant Association are all such valuable relationships - and just like anything amazing, they don't form overnight. Your Board of Directors has worked very hard to cultivate and encourage the WACO office to work these relationships

for the benefit of our members.

This year has been filled with many conversations about difficult customers. So many very new campers, make it more challenging. I'm thrilled to see we have avenues where we can share ideas, vent, and laugh together. Our members-only Facebook page has proven to be a wonderful tool for our members. It's inspiring to me what we can accomplish together! Anyone can be successful by themselves but it's sure a lot faster to have a team!

See you soon!

Lori

Lori Severson, Executive Director of WACO
lori@seversonandassociates.com
608.792.5915



FOOD FOR THOUGHT

You are Always Leading - On and Off Duty

Being a leader isn't something you take on and off like a coat. Leadership skills and operating from a leadership perspective is something leaders do *on and off duty.*

<https://hbr.org/2002/06/a-survival-guide-for-leaders>

UPDATES FROM THE OFFICE

CAMP MEETING UPDATES

CAMP is a group of professionals who do what I do in other States around the nation. We meet via zoom about every 2 weeks during this COVID thing to help each other any way we can.

Most parks are reporting good solid business; parks who are struggling are ones who depend on amusement parks or attractions for many of their customers. Most Executive Directors are reporting their members are tired of new campers and have had to do loads of training. The great news is hopefully those campers will have amazing memories and grow our market. Creating those memories is truly what it's all about! Even States with very high numbers of positive Coronavirus cases, considered to be "hot spots," are reporting better than average numbers in their member campgrounds.

We had a lively discussion about how Wisconsin had to get creative to get all our directories out, by getting them to libraries and businesses deemed essential. We talked about the directories and concerns over advertisers. Most Executives felt like the RV dealers were doing extremely well and membership should be stable. Don, the Executive from New York, who also runs Anderson's Distribution, reported they would likely drop the Arizona show this year only and add Chicago. Canada shows will likely be cut significantly from Anderson's distribution as well.



Respectfully Submitted, Lori Severson, Executive Director of WACO

IT'S A SELLER'S MARKET AND WE'VE GOT BUYERS

The 2020 summer has left people with one type of vacation destination: Campgrounds. With over 70 prospective buyers on our list, we need campgrounds from turn-key properties to fixer-uppers. We are looking for any type of campground in Minnesota and Wisconsin with varying amenities such as:

- Lakeside Views
- Forested Location
- Religious Focused
- Bars & Restaurants Included
- Kid Friendly
- RV Park

Contact John today for a FREE & Confidential property market evaluation of your campground.



With over 15 years in the Campground industry John is the WI & MN authority in buying and selling campgrounds. He closed on twelve campgrounds since 2019 and is tracking towards record sales this year. The campground market is booming, so if you're looking to sell, work with an expert.

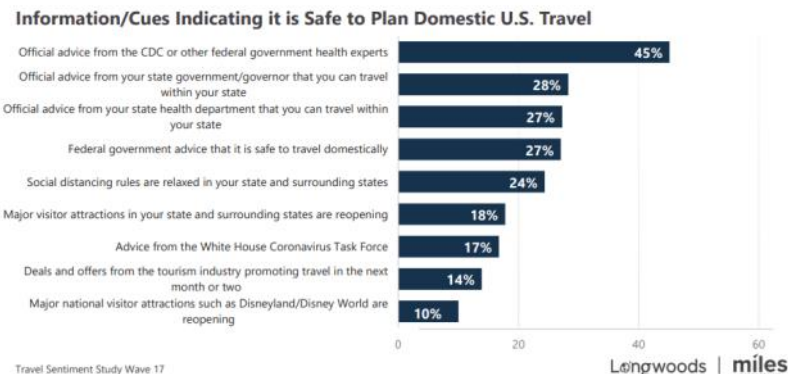
INDUSTRY NEWS

U.S. TRAVEL & CAMPING INDUSTRY STILL SHOWING RESILIENCE

According to the most recent Longwoods International tracking study of American travelers, ([Travel Sentiment Study, Wave 17](#)), the constantly changing threat of the COVID pandemic has “taken its toll on consumer confidence in official information sources.” This is evident in the recent numbers, especially when those numbers released on August 3, 2020, are compared to April.

- The percentage of travelers relying on information on the safety of U.S. travel from the CDC or other federal health agencies has dropped from 57% on April 22nd to 45% in July
- Confidence in information from the White House Coronavirus Task Force slipped from 24% in April to 17% in July
- Reliance on information from state health officials has decreased ten percent, from 36% in April to 27% in July

“The mixed messages and results in response to the pandemic appear to be weakening public trust in official information sources at all levels,” said Amir Eylon, President and CEO of Longwoods International. “Growing distrust in official information will only make a coordinated response to COVID-19 more difficult.”



The amount of people changing their travel plans due to COVID has also increased from 69% to 73% since Longwoods the last study. This certainly may be a good thing for campgrounds, as previous travel plans included flights and long-distance travel. [RV sales increasing](#) could indi-

cate that many who were traveling abroad have changed plans to “staycations,” or vacationing close to home. Many of our guests radiate 30 min to 2 hours from our location. So as previously mentioned in “[RV/Camping Industry Proving to be Successful Through COVID-19](#),” be prepared to welcome in guests that are new to camping and need your help in creating an amazing customer experience. Think “how do I level out” and “what do you mean by ‘pumping’ my unit?” kinds of questions haha.

Other statistics that seem to be dropping include opening up local communities and feeling safe within communities. Only a third of travelers support opening their local communities to visitors and those who feel safe eating in local restaurants and shopping in local stores which is now at 40%, down drastically from 57% noted in the Wave 13 Study.

One statistic showing consistency is the percentage of American travelers who feel safe traveling outside their community. Currently noted at 43%, down just a tick, from 44% noted in the June 3rd release of the [Wave 13 Study](#).



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

INDUSTRY NEWS

There are some more positives that need to be mentioned specific to our industry! A monstrous 84% of travelers note that even though their mode of transportation may have changed, they still plan to do the following activities during their vacations before Fall:

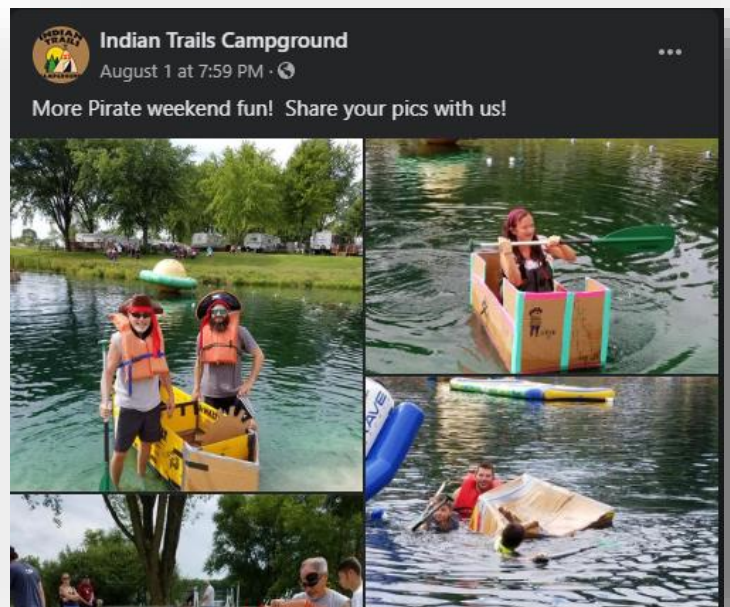
- Go to relax or recreate at an ocean, lake, or river;
- Participate in other outdoor activities or adventures,
- Go on a hike or bicycle ride

Safe to say at least two out of three of those activities apply to your business. In your next Facebook post or online ad, it might make sense for you to highlight guests doing some of those activities! Right now is the perfect opportunity to build your brand and gain trust from your return and prospective guests. [Naubil Oropeza, Digital & Social Media Content Manager](#) urges us all to bulk up social media strategies now more than ever. She states in an article on [Miles Partnership](#), “Those that inform, communicate and evolve will be better positioned to advance during the recovery period.” Here is a great example of Indian Trails highlighting an activity from a theme weekend, but also showing off lake activities all in one post. Looks like they asked their guests to send in pictures too—even better for additional engagement!

Meanwhile, let us not forget that the camping industry is made up of doers. The hit the adventure economy may have taken is unprecedented, but they are putting everything they have into preparing for an uncertain future while staying afloat. Think about companies like [Outdoor Research Seattle Store, \(OR\)](#), a highly respected maker of apparel, gloves, and accessories for serious outdoorspeople. When the Coronavirus began burning through metropolitan Seattle in late February and into March, OR executives were faced with the following situation: do we keep working while giving something back or shutdown? Part of OR’s business included manufacturing of clothing and accessories for the Department of Defense; running factories in Seattle and near Los Angeles and not just overseas because the federal government requires such items to be produced domestically. “[OR restarted its factories and made a leap—without any specific contracts or previous experience—into making protective masks for medical workers and other frontline personnel.](#)”



At this time, OR is cranking out more than 100,000 masks every week and they aren’t solo in their endeavors! Many other outdoor companies switched gears to some degree, to manufacturing masks or protective gear, including Michigan sandal maker [Chaco](#), North Carolina’s [Kitsbow Cycling Apparel](#), and Maine-based [L.L.Bean](#), which rerouted fabric destined for dog-bed liners.



INDUSTRY NEWS

What does this mean to you and your campground? It means there is HOPE. Think of a few months back (or even weeks back for others!) when we weren't even sure if there would be a season, let alone a campground to manage. Some of the owners were new to the industry and what a welcome wagon the year 2020 has been! Others, even if seasoned, have never had to persevere something so challenging as the impact of COVID-19. And you're still HERE. And your guests are still arriving. And you're still surviving the season. You leaped into the year not knowing if you'd have reservations kept, if you would get returning employees on the payroll, or if you'd have to cut expenses so severely it wouldn't be worth opening. But you TRIED. Step back and think of everything you've had to do just to be open. Many of you have changed your policies, your practices, your sanitization plans, your activities, how you serve food, how you offer services and you've had to do it all with changes happening on a whim. I don't know how many times we've updated our website verbiage, confirmation emails, and signage on the grounds...but we are OPEN. Let's not forget to take pride in the accomplishments that are made during a season where sales could've been zero and have faith in the statistics showing us the remainder of the season will be strong. Here's hoping we see that recovery and congratulations to all of you for showing up!

Sources cited for this article include: <https://longwoods-intl.com/news> , <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-17> , <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-13> , <https://www.milespartnership.com/blog/social-media-best-practices-during-covid-19> ; [https://www.outdoorresearch.com/us/retail-store?](https://www.outdoorresearch.com/us/retail-store?gclid=CjwKCAjwjqT5BRAPEiwAJlBuBZhOowxNY96TvIVwr7NNwzqVz8uGKRZVNjdIKfClO29qkL_1QIBekFBoCWFAQAvD_BwE)
[gclid=CjwKCAjwjqT5BRAPEiwAJlBuBZhOowxNY96TvIVwr7NNwzqVz8uGKRZVNjdIKfClO29qkL_1QIBekFBoCWFAQAvD_BwE](https://www.outdoorresearch.com/us/retail-store?gclid=CjwKCAjwjqT5BRAPEiwAJlBuBZhOowxNY96TvIVwr7NNwzqVz8uGKRZVNjdIKfClO29qkL_1QIBekFBoCWFAQAvD_BwE) ; <https://www.outsideonline.com/2415249/outdoor-industry-brands-coronavirus-response#close>



KEEPING IT LEGAL

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

A DIFFICULT SUMMER WINDS DOWN

As the days grow shorter, one of the more difficult but also more inspiring seasons in memory is winding up. We came amazingly close to having no season at all this year. That things have turned out well is a testament to campground owners, managers, staff, and guests.

Most of the campgrounds I've spoken with have reported strong visitor counts. Campgrounds are, it turns out, a pretty great place to go in tough times. Our campgrounds also related that campers have been good about following social distancing and more recently, mask requirements.

Back in March and April, it looked very bad for campgrounds.

Many counties had issued closure orders shutting us down. The State's "Safer at Home" order was confusing and being read by some (incorrectly) as closing campgrounds. You have been able to have a season at all because Lori Severson was on the phone nonstop for weeks working with the Department of Agriculture to get them on board.

The WACO Board met many times to discuss the latest developments. I wrote quite a few letters urging counties to open campgrounds. The advocacy worked. But – it would never have worked without the kind of people we represent – you.

IN THE KNOW

Lori Severson and I can tell State officials that WACO members will follow sanitary guidelines. We can assure DA-TCP that you will urge social distancing if that's what's required. We can do that because WACO members are dedicated, diligent people who put the safety and health of their campers ahead of everything else. In this most difficult of summers, you all came through.

It wasn't a summer without drama. I've received more requests for assistance in removing unruly campers than ever before. It's not surprising that the extreme tensions we've faced as a nation have caused some people to boil over. We've dealt with them and moved on.

Campgrounds have provided a major recreational outlet in a year where they were needed more than any other. With movie theaters, most amusement parks, airline travel, and other recreation shut down or greatly restricted, campgrounds have been a safety valve for a society under enormous pressure. You all rose to the challenge. When this season closes, you've earned a respite.

ONEIDA COUNTY "PIER ZONING:" ORDINANCE STRUCK DOWN

The Wisconsin Court of Appeals decided that Oneida County cannot limit the number of lawful piers a property owner may install. Oneida County has provisions in the County zoning ordinance that impose a stricter limit on the number of piers that riparian owners may install. If you are affected by that ordinance, you should ask the DNR for more piers.



MARK HAZELABKER,
Attorney at Law,
Kasieta Legal Group,

If you are aware of any other local ordinances restricting the use of piers beyond what the DNR allows, please let me know.

PLEASE SHARE ISSUES RELATED TO REMOVING CAMPERS

I'm evaluating whether WACO should seek legislation to make it easier to remove unruly campers. Usually, it's not a problem. When campgrounds tell people to leave, they go. In the few instances, people are obstinate, campgrounds ask law enforcement to become involved – with varying results. Many communities simply decline to help.

Court proceedings, as they now stand, are not an answer. It takes 60 days to evict someone. And it shouldn't be necessary to evict someone who isn't a tenant.

Please send me any experiences you had removing tenants in the recent past. They will be helpful to us in deciding what to do about this issue.



**TOTALLY
UNIQUE
CABINS**
715-854-7509

Bring something new and exciting to your
campground!

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

www.totallyuniquecabins.com



Where Comfort Meets Canvas

IN THE KNOW

AVOID THE MOST COMMON SALES & USE TAX MISTAKE

Submitted by: Holly Hoffman, CEO & Founding Partner of Sales & Income Tax Advisory Network, LLC

As a former Wisconsin Department of Revenue (DOR) auditor and now as a sales tax advisor, I have had the opportunity to work with many businesses across Wisconsin who struggle with sales and use tax. This article discusses the most common (and most costly) mistake business owners make.

Not keeping records.

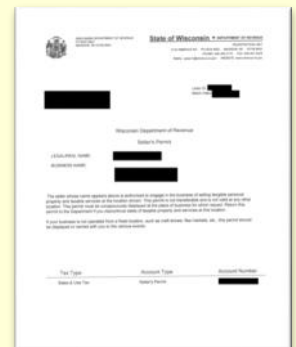
This is the number one issue small businesses face when it comes time for an audit or to make a claim for refund. And let's just be honest, if you are not keeping adequate records on your sales and purchases then you are likely not tracking your cash flow very closely either. First of all, to make sound business decisions you need to know exactly what your expenses are and what your revenue sources are so that you can see if there is value in what services/products you are offering. This information can also reveal unusually high expenses and sometimes theft.

But more specific to sales and use tax, you must keep detailed records of your income to include what is being sold, who the purchaser is, date(s) of sale, sales price, and amount of tax charged. Whether this is recorded in a point-of-sale system, QuickBooks, a spreadsheet, an appointment book, or a notebook...you must record these details and maintain these records for 4-6 years. If you do not have these records, the DOR auditor will "reconstruct" your records by using your bank records and your expenses to determine your cash flow. And without records, you have no way to refute the income amount calculated by DOR.



Not only do you need to keep your income records as I noted above, but you need to make sure it ties out to your cash register reports, your deposits, and your bank records. Are you including all income (cash receipts, credit card receipts, and checks)? Are you accounting for petty cash or cash removed from the register to pay vendors? If the amount of income identified in your records (cash register reports, daily guest log, etc.) appears to be \$5,000 a week, but you are only depositing \$3,500 a week then the auditor will question whether you reported 100% of your income on your returns.

Campgrounds are required to hold a Seller's Permit and must remit all applicable Wisconsin taxes. This means on your sales and your purchases. How do you prove you paid the proper sales tax on your purchases? You have to keep ALL of your receipts that show the amount of tax. Whether you make cash, check, credit card, online purchases, or purchases from the farmer down the road... get some form of receipt that identifies what was purchased, the sales price, and the amount of tax charged. A bill of lading or a purchase confirmation does not show actual tax charged, you must get the payment receipt. If you were not charged Wisconsin tax properly, you must remit use tax on your sales and use tax return unless an exemption applies. You will need a copy of the receipt to keep with your use tax records so you can show exactly what you paid use tax on.



Some of your purchases may qualify for resale. You must keep adequate records to show that the item was exclu-

IN THE KNOW

sively for resale. Firewood purchased to be sold to campers can easily be identified since you show purchase and sale records for the firewood. However if you also use that firewood within the business (e.g., for weekly bonfires on the beach) or if you do not actually sell the firewood but provide it to campers as part of their site fees, and your records do not account for tax paid on the firewood purchased that was not for resale, you will be assessed use tax in an audit.

Some items purchased without tax, for resale, require a little more documentation and care. Items such as golf carts, boats, or ATV's that are exclusively rented out to guests may be purchased without tax, for resale. You must ensure that the specific item is only rented to guests and is not used in the business or provided to guests as part of their site fees. If you have multiple carts, identify which one(s) are used exclusively for guests and document how you know they are only for resale. Once an item is no longer exclusively used for resale, you must remit use tax on the original purchase price of that item (even if it is 5, 10, or 20 years later). Also, you cannot claim 50% or 75% of an item's use is for resale. It is either exclusively (95% or more) for resale or the entire purchase price of the item is subject to sales or use tax.

Regardless of how poorly you did on paying or collecting sales tax, having the auditor recreate your records is never going to work in your favor. So keep excellent records from the start. Keep them organized and reconciled. This will give you the advantage in making sound business decisions along the way and the upper hand during an audit. Also, if you find out you paid tax on purchases that qualify for an exemption or for resale, good record keeping provides you the proof you need to submit to DOR to get a refund of the tax you overpaid!

If you have any questions, feel free to contact me at hhoffman@salesandincometax.com.

Holly Hoffman, MSA, CEO and Founding Partner

Sales and Income Tax Advisory Network, LLC | 715.803.7547 | salesandincometax.com



ARVC WEBINAR SERIES UPDATE

Date: August 27, 2020

Time: 11am ET / 10am CT / 9am MT / 8am PT

As mentioned in our previous newsletter, ARVC will host the 2020 Outdoor Hospitality Conference & Expo (OHCE), virtually this year in response to COVID-19 pandemic.

The virtual OHCE2020 will take place November 2-5, 2020, but with this new platform being so different than in the past, ARVC felt it would prove helpful to "talk through the features of this unique virtual event that will rival any previous OHCE in both educational content and networking opportunities."

There will be a chance for Q&A in the LIVE webinar, so feel free to have those questions ready. The information to register can be found online in their [webinar section](#).

It will be interesting to see how the OHCE2020, typically a 4-day event previously scheduled to be held in Florida, will now be conducted virtually. ARVC boasts the show will still include "educational seminars, a trade show with more than 120 vendors, tours of local campgrounds, ARVC's Awards of Excellence program and more. "



IN THE KNOW

CARES ACT: CHARITABLE GIVING CHANGES DUE TO COVID-19

COVID-19 has presented unique opportunities for charitable giving for the 2020 tax year, which has been addressed in the new Coronavirus Aid, Relief, and Economic Security (CARES) Act.

Under the new guidelines, *which apply to the 2020 tax year only*, taxpayers can donate 100 percent of their adjusted gross income to charity and have it fully offset their taxable income. Previously, this deduction was capped at 60 percent of adjusted gross income.

For example, a taxpayer has \$100,000 of taxable income and wants to make a \$100,000 donation to a qualified charity in 2020. The taxpayer will have reduced their taxable income to zero and won't owe any taxes on their income. In prior years under the 60 percent rule, using the same income and charitable contribution amount, a taxpayer would have only been able to reduce their taxable income by \$60,000.



What happens if you donate more than 100 percent of your adjusted gross income?

If a taxpayer wants to donate *more than* 100 percent of their adjusted gross income, they can do so without the fear of losing out on the deduction. Any charitable contribution that exceeds their adjusted gross income can be carried forward for the next five years, but will be subject to the 60 percent AGI limit in subsequent years.

Consider this: a taxpayer has \$100,000 of taxable income and wants to make a \$300,000 donation to a qualified charity in 2020. Not only will their taxable income for the current tax year have been reduced to zero, but they will have a \$200,000 charitable contribution carryforward available, subject to the 60 percent AGI limit, to offset their income for the next five years.

What happens if I don't itemize my deductions?

To incentivize taxpayers to make contributions to qualified charitable organizations, Congress included a notable provision in the CARES Act that applies to taxpayers who claim the standard deduction, rather than itemizing their deductions, on their tax return. For the 2020 tax year, donors can take a deduction for up to \$300 in charitable contributions even if they claim the standard deduction.

Other ways to harness the CARES Act charitable giving provision

If a taxpayer is in the position to make a sizeable charitable contribution, with the goal of fully offsetting their taxable income, this could be the perfect opportunity to consider other ways of *increasing* their adjusted gross income. This can be accomplished by selling an asset that has significantly increased in value and will be subject to either ordinary income taxes or capital gains taxes, or they could initiate a Roth IRA conversion. This can be an effective tax planning strategy for someone who is actively trying to reduce their tax burden through philanthropic means.



608-779-2143
couleebokkeeping@gmail.com



CSAW Associates, LLC

Coulee Region Bookkeeping and Tax

IN THE KNOW

TOO GOOD TO BE TRUE

We've all seen the calls come through from unfamiliar numbers, or the emails with odd subjects. My favorites are those that come across caller ID as "Potential Fraud." The latest craze seems to be an increase in gift card scams.

Gift cards are a popular and convenient way to give someone a gift. They're also a popular way for scammers to steal money from you! Be cautious of any unsolicited e-mails, calls, texts, or social media communications you receive.



Some examples of this recent gift card scam include, but are not limited to, the following:

- Callers pretending to be from a utility company, telling you to pay your bill by gift card or they'll cut off your power or water.
- Sellers on online auction sites who ask for gift cards to "buy" big items like cars, motorcycles, boats, RVs, tractors, and electronics.
- Someone posing as a service member to get your sympathy, saying he has to sell something quickly before deployment and needs you to pay by a gift card.
- Callers who say you've won a so-called prize, for a sweepstakes you probably never entered – but first, you have to use a gift card to pay fees or other charges.
- Someone buying something from you, probably online, who sends a check for more than the purchase price – and asks you to give them the difference on a gift card. That check, by the way, will turn out to be fake.

To read more about this recent scam, the signals that you're being scammed, and what to do if you fall victim, visit the Federal Trade Commission website at <https://www.consumer.ftc.gov/articles/paying-scammers-gift-cards>.

THANK YOU FROM THE TAVERN LEAGUE OF WISCONSIN

We received word that ALL EIGHT, seven state legislative candidates, and one Congressional candidate, endorsed by TLW, won their elections on Tuesday, August 11, 2020. These candidates will go on to the primary elections! The Tavern League of Wisconsin would like to thank the WACO Members who supported them. Below are the winners and the TLW will be releasing a list of endorsed candidates for the November election soon.

- 41st AD – Alex Dallman
- 60th AD – Rep. Rob Brooks (TLW Member)
- 87th AD – Rep. James Edming (TLW Member)
- 89th AD – Rep. John Nygren
- 98th AD – Rep. Adam Neylon
- 6th SD – Senator LaTonya Johnson
- 14th SD – Rep. Joan Ballweg
- 5th CD – Senator Scott Fitzgerald



FACEBOOK STATS JULY 2020



Wisconsin
Campers ✓
@wicampgrounds



WISCONSIN CAMPGROUNDS

Total Likes Currently: 7,517

Results from Jul 1, 2020 - Jul 28, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page
July 1 - July 28

4

Total Actions on Page
▼43%



Page Likes
July 1 - July 28

253

Page Likes ▼31%



Page Views
July 1 - July 28

678

Total Page Views ▼17%



Page Previews
July 1 - July 28

8

Page Previews ▼67%



Post Reach
July 1 - July 28

2,294

People Reached ▲13%



Story Reach
July 1 - July 28

Get Story Insights

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

[Learn More](#)

Recommendations
July 1 - July 28



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

Post Engagement
July 1 - July 28

118

Post Engagement ▲51%



Videos
July 1 - July 28

114

3-Second Video Views
▲15%



Page Followers
July 1 - July 28

262

Page Followers ▼31%



Orders
July 1 - July 28

0

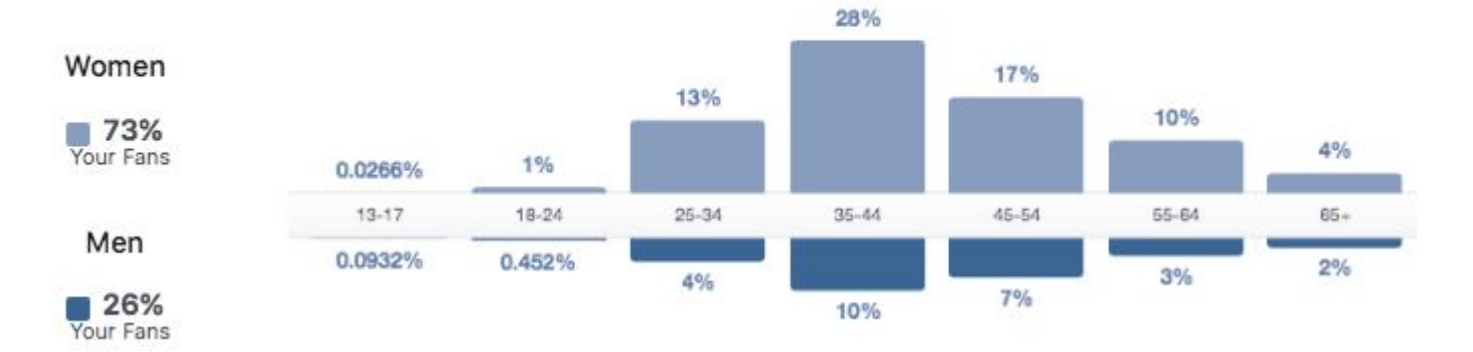
Number of Orders ▲0%

0

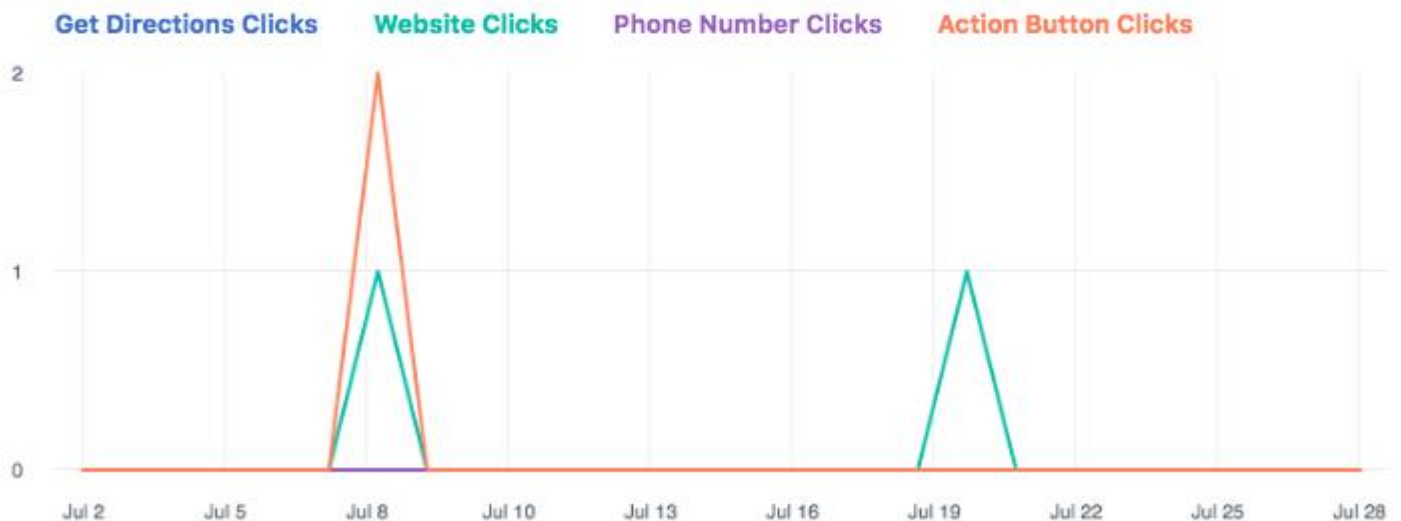
Earnings from Orders ▲0%

FACEBOOK STATS JULY 2020

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Total Actions on Page



Key Points from June 2020 Facebook Stats:

1. Post reaches are up 13% from the month of June.
2. Large 51% increase in post engagement from the month of June.
3. Page views, previews, and likes were all down from the month of June.
4. Women still seem to be the target market by far, when reviewing WACO Facebook ads.



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

WACO MEMBERS CONTINUE TO SUPPORT GBF

\$22,696 in total raised so far in 2020 for GBF, with \$6701 from Wilderness Campground and Pride of America at \$4403 currently the highest dollars raised to date! We continue to be in awe of the generosity shown by our members - especially given the crazy times of 2020. THANK YOU!

We continue to be in awe of the generosity shown by our members - especially given the crazy times of 2020.



CAMPGROUND	TOTAL FUNDS RAISED
Wilderness Campground	\$6,701
Pride of America	\$4,403
Silver Springs	\$1,985
Pineland Camping Park	\$1,610
Smokey Hollow	\$1,521
Dells Camping Resort	\$1,189
Duck Creek	\$1,140
Champions Riverside Resort	\$1,100
Lake Arrowhead	\$1,088
O'Neil Creek Campground	\$850
Sky High Campground	\$620
Indian Trails	\$249
Green Acres	\$160
Sleepy Dragon Campground	\$80
TOTAL 2020 FUNDS RAISED BY WACO MEMBERS	\$22,696



CORNERSTONE
PROCESSING SOLUTIONS INC.

**WI CAMPGROUND'S LOCAL & TRUSTED
CARD PROCESSING PARTNER!**



FREE EMV Processing Terminal



\$29 Exclusive POS Offer - WACO Members



FREE Cash Register



Keep 100% of Surcharge Profits!

SALES@CORNERSTONEPS.NET

1-888-878-2615

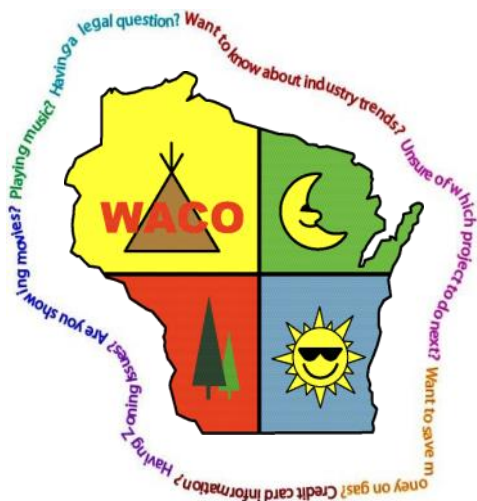
WWW.CORNERSTONEPS.NET

1600 S Main St. Oshkosh, WI 54902

WACO UPDATES

FALL WORKSHOPS

GREAT NEWS! WACO recently sent out a poll requesting your thoughts on the Fall Workshops. As of right now, here is what we know. Keep an eye open for updates!



September 15th & 16th, 2020

Pine Grove Campground will host:

N5999 Campground Rd

Shawano, WI 54166

(715) 787-4555

October 6th & 7th, 2020

Dells Camping Resort will host:

1130 Freedom Court

Wisconsin Dells, WI 53965

(608) 305-8404

SURFACE WATER GRANTS AVAILABLE IN WISCONSIN

On August 10th, the DNR released information urging Wisconsinites to apply for the DNR Surface Water Grants.

The Wisconsin Department of Natural Resources (DNR) provides \$6 million+ annually for surface water protection and restoration. You can see some of the recent projects highlighted in the [Surface Water Grants story map](#) on their website, outlining what's been done with recent grant funds.

As the grants support "projects that benefit lakes, rivers and wetlands," we are aware some WACO Members would be eligible and could benefit from this type of funding. With all of our Members located across the state, the contact for each region will vary. Going in with a unified voice could definitely make a difference in being awarded the funds. We will determine how to best approach this opportunity and keep you all posted!

Who is eligible to apply for grant funding?

Eligible organizations include lake associations and districts, river management organizations, local units of government, nonprofits, schools and others. Individuals interested in applying must find a qualified organization willing to sponsor their project. **Note that grant funds are cost-shared, so local entities must contribute money or donate other value to the project.** The state typically covers 75% or 67% of project costs depending on the subprogram. Interested applicants can confirm eligibility with their [local environmental grant specialist](#).

WACO UPDATES

DID YOU VOTE FOR JIM BUTTON YET?

Due to COVID and the cancellation of the ARVC convention the **ONLY** way to vote is through the email that was sent out by Paula Horwitz.

You can also contact Paula Horwitz at ARVC for a mail in Ballot.

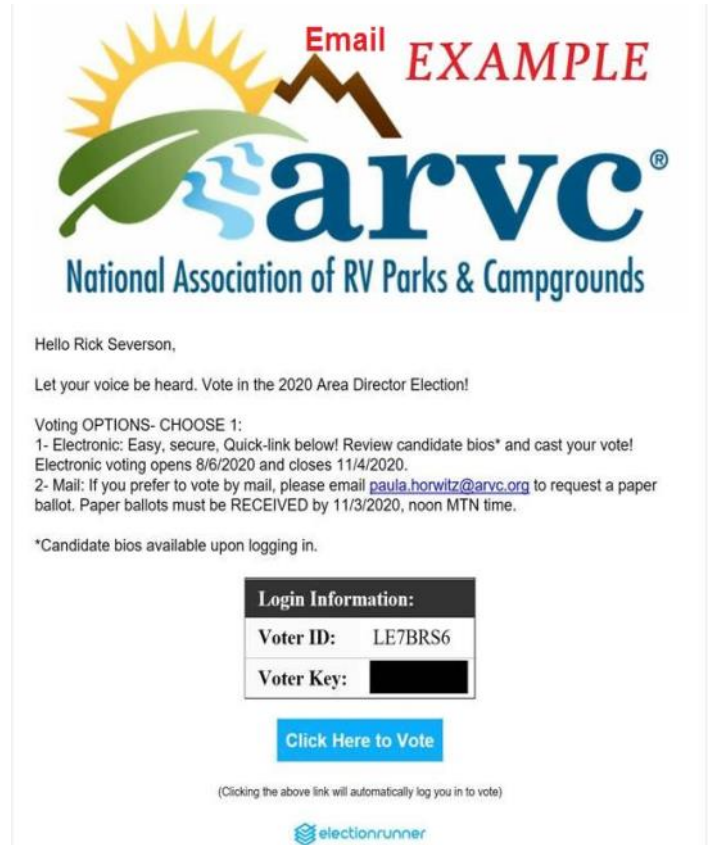
ARVC sent ballots to all members on Thursday, August 6th at approximately 1:30 PM CST.

You may have missed the ballot due to the fact that the sender was someone you may not know (<Paula Horwitz> noreply@electionrunner.com).

Also, the subject was “2020 Area Director Election - Cast your Vote for AREA 3”.

If you did not see the email, **please look back to that time or search for either the subject or the sender.** There is only **one email sent per park**, so someone else in your organization may have received it. A copy of the body of the email is attached for your review.

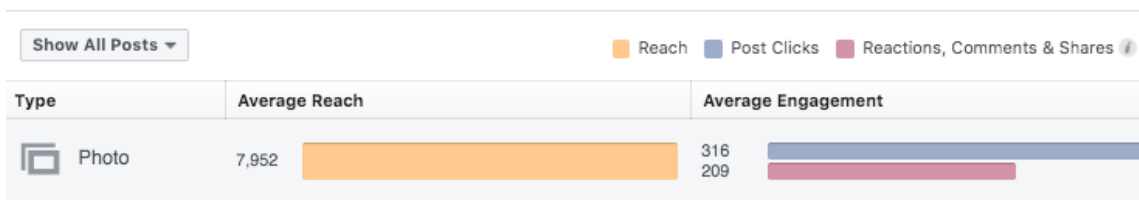
If you haven't received an email to vote for Area 3 from Paula Horwitz then it's very critical that you contact Paula Horwitz at paula.horwitz@arvc.org. She and only she can allow for members to vote and controls all the security functions for voting.



This is a sample email of what the official email will look like - This is an EXAMPLE ONLY you will need your personalized email to officially vote.

Average Reach & Engagement—FACEBOOK POSTS in JULY 2020

The success of different post types based on average reach and engagement.



WACO UPDATES

BAR PROFIT TIP OF THE MONTH

It happens to most bar owners. They get caught up in the day to day operations, never having enough time in the day to get to everything that needs to be done.

With the realities of the COVID virus and all the extreme challenges facing bars and restaurants in operating (if they are able) their establishments, its no wonder that putting out fires and taking care of pressing issues goes to the top of the list, and important but non-urgent items get pushed aside.

The mistake I'm talking about? It seems simple but it is oh so important - doing homework about your competition and the latest trends by you or one of your staff going out to other bars and restaurants!

By visiting other bars and restaurants as a customer you will learn about the latest changes made by your competitors plus smarter or better ways other establishments are using to comply with local government restrictions due to the COVID virus yet still run a solid operation.

You will also gain a fresh perspective when you start noting things that you don't like about the place you are visiting and the importance of all the little details.

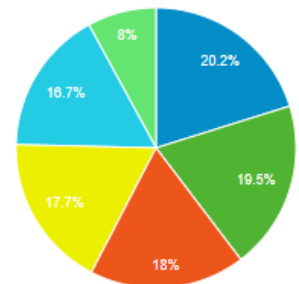


DEMOGRAPHICS AGE & GENDER SUMMARY FROM JUNE to JULY 2020

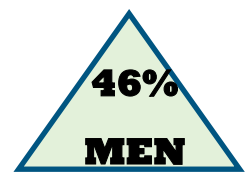
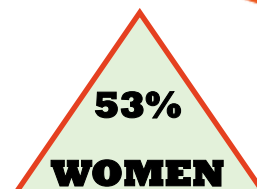
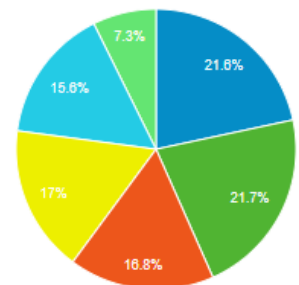
Visitors age 24-34 dropped back to 2nd place in the highest percentage when compared to all other age groups, with the 55-64 year old demographic coming back to 1st. One difference in our website vs. Facebook, the percentages between female and male viewers is much closer. With females coming in at 53% vs. males at 46%.

1. ■ 55-64		
Jul 1, 2020 - Jul 31, 2020	763	20.18%
Jun 1, 2020 - Jun 30, 2020	1,074	21.65%
2. ■ 25-34		
Jul 1, 2020 - Jul 31, 2020	736	19.47%
Jun 1, 2020 - Jun 30, 2020	1,076	21.69%
3. ■ 65+		
Jul 1, 2020 - Jul 31, 2020	680	17.98%
Jun 1, 2020 - Jun 30, 2020	833	16.79%
4. ■ 45-54		
Jul 1, 2020 - Jul 31, 2020	671	17.75%
Jun 1, 2020 - Jun 30, 2020	842	16.97%
5. ■ 35-44		
Jul 1, 2020 - Jul 31, 2020	630	16.66%
Jun 1, 2020 - Jun 30, 2020	772	15.56%
6. ■ 18-24		
Jul 1, 2020 - Jul 31, 2020	301	7.96%
Jun 1, 2020 - Jun 30, 2020	364	7.34%

Jul 1, 2020 - Jul 31, 2020



Jun 1, 2020 - Jun 30, 2020



WACO UPDATES

WACO MONEY MANAGEMENT

Who's Watching the Money?

Do you ever wonder who is watching the WACO finances? In today's world, this can be a huge issue! Just this year one of the associations that have been in Wisconsin for much longer than WACO had an embezzlement problem.



What is WACO doing to protect its valuable assets and your dues?

- The Board of directors reviews the financials at each meeting.
- The Financial Committee reviews the financials at each meeting.
- The President or Past President does a physical review once a year.
- Severson & Associates (a bonded company), has a bookkeeper who inputs everything into our database & Quickbooks. The Database and Quickbooks can be cross-referenced for verification.
- CSAW goes onsite to Severson & Associates and cross-checks everything the Severson team puts into Quickbooks.
- CSAW reviews the P&L and balance sheets each month.
- A report of the transactions and balances shown by the bank is checked weekly by CSAW.
- The Quickbooks bank balance is reconciled to the bank statement every month by CSAW.
- Hawkins Accounting does the taxes and reviews the annual audit. This is not a full audit which would cost several thousands of dollars but is everything except calling vendors to assure funds are being paid. This piece is reviewed by CSAW.
- The entire membership is supplied with a P&L and Balance Sheet for the year in the annual report handed out at the annual meeting and approved. This information is posted on the website for any member to review.

What do other campground associations do when it comes to the financials? At a recent CAMP meeting (Campground Association Management Professionals)

- 8 members did a review of the finances at Board meetings, No one does an official audit
- Most have a review of funds at the Annual Meeting
- All but 3 have an Accountants review each year.

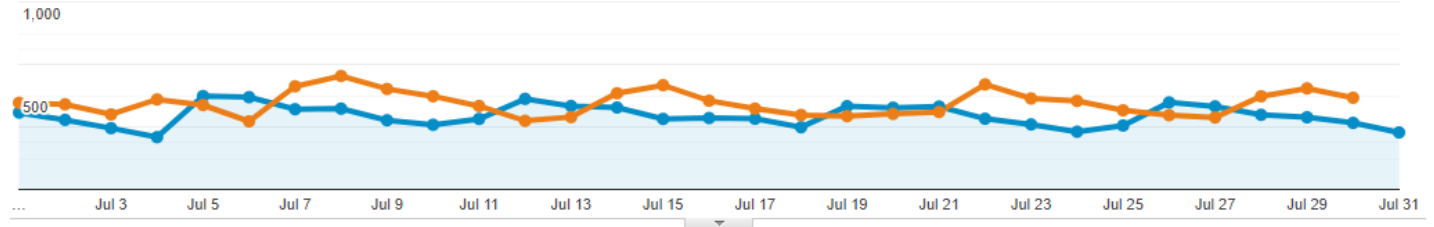
So all in all WACO scores very well in this area with our checks and balances. If you have any questions don't hesitate to reach out to Lori Severson in the office or anyone of your Board of Directors.

WEBSITE STATS UPDATES

QUERY SUMMARY COMPARING JUNE to JULY 2020

Jul 1, 2020 - Jul 31, 2020: ● Users

Jun 1, 2020 - Jun 30, 2020: ● Users



Users

-10.64%

11,069 vs 12,387



New Users

-12.80%

10,415 vs 11,944



Sessions

-11.36%

13,365 vs 15,078



Number of Sessions per User

-0.81%

1.21 vs 1.22



Pageviews

-10.86%

64,373 vs 72,215



Pages / Session

0.57%

4.82 vs 4.79



Avg. Session Duration

0.97%

00:04:31 vs 00:04:28



Bounce Rate

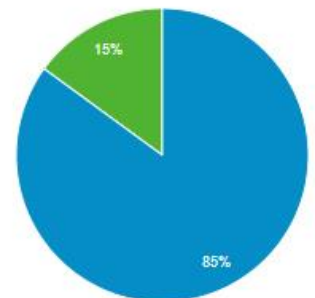
3.40%

44.76% vs 43.29%

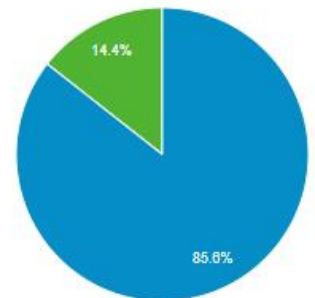


■ New Visitor ■ Returning Visitor

Jul 1, 2020 - Jul 31, 2020



Jun 1, 2020 - Jun 30, 2020



Observations for overall site traffic when comparing June to July 2020:

- 11% decrease in the number of users
- 11% decrease in the page views - which could mean people are starting to be familiar with the site and having to hop around to each page less
- 12% decrease in new users overall, but when comparing the totals, we still have several more new users (85%) vs. repeat users (15%).

Could see this slump after the July 4th holiday - several campers online seeking to make those plans, potentially last minute this year due to COVID-19 in the month of June, then camped in July and will now see changes in August as families try to squeeze in that last summer getaway before whatever their version of the school year looks like.

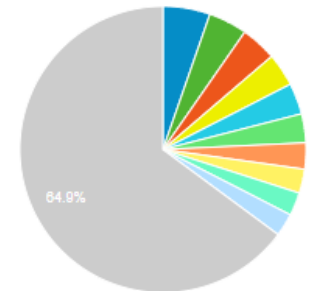
WEBSITE STATS UPDATE

TOP 5 INTERESTS

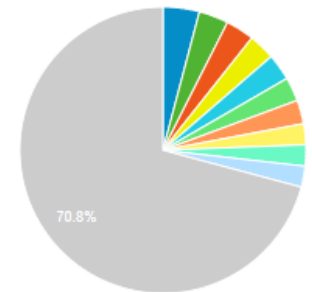
The top five interests of our visitors are note what I would've expected, but include the listing to the right. #8! Outdoor in at #2 doesn't surprise me, but looks like it wouldn't hurt to bring in a recipe or two on your Facebook ads here/there for the Food & Dining Enthusiasts, coming in at #1.

1. ■ Food & Dining/Cooking Enthusiasts/30 Minute Chefs		
Jul 1, 2020 - Jul 31, 2020	2,689	5.33%
Jun 1, 2020 - Jun 30, 2020	3,731	4.11%
2. ■ Lifestyles & Hobbies/Outdoor Enthusiasts		
Jul 1, 2020 - Jul 31, 2020	2,205	4.37%
Jun 1, 2020 - Jun 30, 2020	3,028	3.34%
3. ■ Lifestyles & Hobbies/Pet Lovers		
Jul 1, 2020 - Jul 31, 2020	2,041	4.04%
Jun 1, 2020 - Jun 30, 2020	2,932	3.23%
4. ■ Home & Garden/Do-It-Yourselfers		
Jul 1, 2020 - Jul 31, 2020	1,884	3.73%
Jun 1, 2020 - Jun 30, 2020	2,710	2.99%
5. ■ Banking & Finance/Avid Investors		
Jul 1, 2020 - Jul 31, 2020	1,775	3.52%
Jun 1, 2020 - Jun 30, 2020	2,719	3.00%
6. ■ Food & Dining/Fast Food Cravers		
Jul 1, 2020 - Jul 31, 2020	1,647	3.26%
Jun 1, 2020 - Jun 30, 2020	2,449	2.70%
7. ■ Shoppers/Value Shoppers		
Jul 1, 2020 - Jul 31, 2020	1,493	2.96%
Jun 1, 2020 - Jun 30, 2020	2,428	2.68%
8. ■ Travel/Travel Buffs		
Jul 1, 2020 - Jul 31, 2020	1,370	2.71%
Jun 1, 2020 - Jun 30, 2020	2,150	2.37%
9. ■ Sports & Fitness/Sports Fans		
Jul 1, 2020 - Jul 31, 2020	1,319	2.61%
Jun 1, 2020 - Jun 30, 2020	2,168	2.39%
10. ■ Lifestyles & Hobbies/Business Professionals		
Jul 1, 2020 - Jul 31, 2020	1,305	2.59%
Jun 1, 2020 - Jun 30, 2020	2,147	2.37%

Jul 1, 2020 - Jul 31, 2020













Jun 1, 2020 - Jun 30, 2020



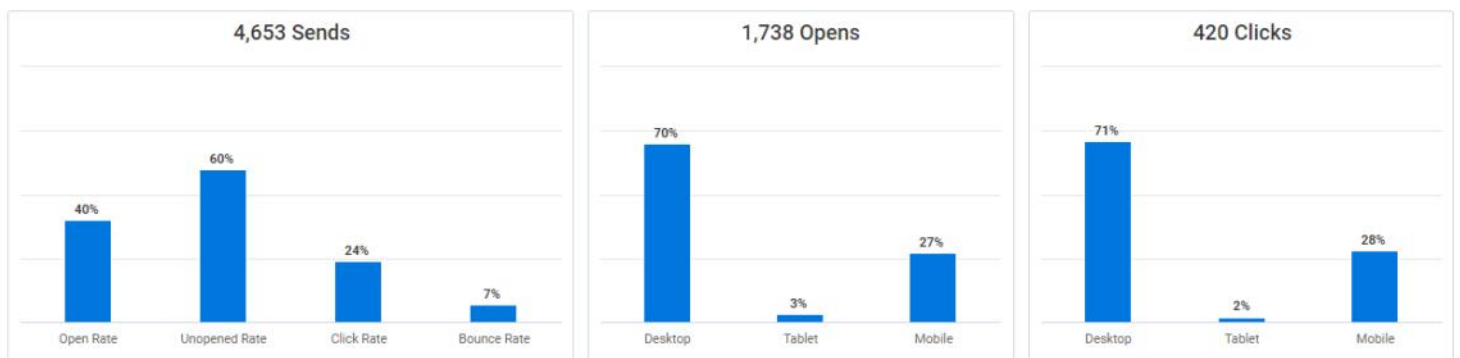
WEBSITE STATS UPDATES

TOP PAGES VIEWED IN MONTH OF JULY 2020

It looks like our top pages continue to hold in terms of jostling from a spot or two when comparing June to July. The “Campgrounds” page continues to hold the #1 page, which is great because that’s the page we want visitors to navigate to where they can search by

Page		Pageviews	% Pageviews
1. /campgrounds/		4,928	7.66%
2. /east-wisconsin-waters/		4,269	6.63%
3. /central-wisconsin-river/		4,246	6.60%
4. /		3,656	5.68%
5. /campgrounds/browse-by-region/		3,202	4.97%
6. /northwoods/		2,838	4.41%
7. /southeastern-wisconsin/		2,784	4.32%
8. /indian-head/		2,468	3.83%
9. /hidden-valleys/		1,811	2.81%
10. /seasonal-camping-availability/		1,120	1.74%

CONSTANT CONTACT STATES FOR JULY 2020



Trends

Check out how your numbers compare over time.

Your open rate:	40%	Your click rate:	24%
vs. previous 30 days	-3% ▼	vs. previous 30 days	+2% ▲
vs. industry average	+29% ▲	vs. industry average	+17% ▲

WACO UPDATES

MAN CAVE FROM SILVER SPRINGS

This Man cave storage unit is well, WOW! Santana and Gilbert did not want to leave the man cave so impressed with the floor and lift!



NEW ADDITIONS TO THE POND AT SMOKEY HOLLOW



The swim pond at Smokey Hollow never leaves you disappointed – and from what we could tell at our visit, all the new “stuff” is really be enjoyed in the pond!

BEAUTY AT SKY HIGH

The beauty and the view at SKY high is always incredible. We were able to meet Eric’s mom. Such a lovely sweet lady. We are truly blessed to be able to meet such incredible people in our industry!



WACO UPDATES



AT PRIDE OF AMERICA— EVERYONE PARTICIPATES

It seems like no matter how many times people get the opportunity to get their autograph they always have someone waiting in line to get another!

We get a ton of emails asking when are players going to be at certain campgrounds so they can get an autograph for someone's birthday or a special occasion. It's so nice to make someone's day and raise money at the same time!

SOCIAL DISTANCING AT INDIAN TRAILS

As we noted in previous pages, anyone able to post images similar to those here should! Everyone wants to be outside and if they can be outside by the water, even better.

INSIDER INFO: Lori and Carla ran into Brad from Grand Valley camping with a GIRL.....Momma's dream is coming true! Carla who had an in depth interview with the girl. Gilbert did check her out and we are running a quick background check now. We may or may not be taking this WACO family thing too far! Too much? Haha!



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

Bud Styer- President
Smokey Hollow Campground
mrbud@budstyerassociates.com
608-592-2128

Scott Kollock – Past President
Vista Royale Campground
skollock@uniontel.net
715-335-6860

Adam Malsack– 1st Vice President
Lake Arrowhead Campground
adam@lakearrowheadcampground.com
920-295-3000

Jim Button-2nd Vice President
Evergreen Campsites and Resort
evergreencampsites@gmail.com
920-622-3498

Mike Dricken –3rd Vice President
Lake Lenwood Beach and Campground
mmdricken@gmail.com
262-334-1335

Joyce Stenklyft- Secretary
Stoney Creek RV Resort
joyce@stoneycreekrvresort.com
715-597-2102

Bert Davis – ARVC Representative
Dells Camping Resort
info@campthedells.com
608 -305-8404

Julie Michaels- Treasurer
Scenic Ridge Campground
scenicridgecamp@gmail.com
608-883-2920

Rob Brinkmeier—Director
Merry Macs Campground
camp@merrymacscampground.com
815-541-4934

Ashley Weiss - Director
Wilderness Campground
mweiss@wildernesscampground.com
608-297-2002

Mark Stefan - Director
Grand Valley Campground
info@grandvalleycampground.com
920-394-3643

Laurie Adams - Director
Baraboo Hills Campground
camp@baraboohillscampground.com
608-356-8505

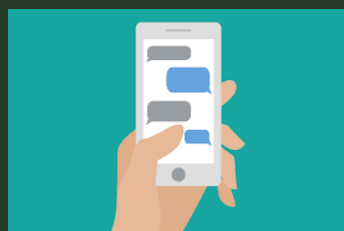
Jim Tracy - Director
Fox Hill RV Park & Campground
foxhill@foxhillrvpark.com
608-356-5890

Patricia Lombardo - Director
Equity Lifestyle
patricia_lombardo@equitylifestyle.com
312-533-7255

Scott Grenon - Director
Tunnel Trail Campground
scott@tunneltrail.com
608-435-6829

Brian Huth—Director
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.