



# WACO

Wisconsin Association of Campground Owners

DECEMBER 2020

December is here, and the holidays are days away—how fast the last part of this year has flown by, it seems! From the beginning of the season, our group has met unprecedented challenges and made adjustments all year. Now, in our off-season, we focus on recharging and starting 2021 fresh. Get some rest, regroup, and take the time to plan. Alexander Graham Bell said, "Before everything else, preparation is the key to success." Take this month to focus on what you want to achieve in 2021.

Happy Holidays from our WACO Office staff to all of you!

## SPREADING HOLIDAY CHEER

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### A Letter of Appreciation

I know you're all looking for Lori's letter.

This month, our office wanted to do something a little different. The WACO newsletter issues typically include Lori giving a shoutout, toasting others who work hard for our industry. She gives recognition where it's due and shifts the focus off herself and on to others.

Our office has witnessed so many instances of Lori's selflessness. As a mentor, she's shared her experience with many new entrepreneurs. People come to her with questions, and she finds answers. Lori demonstrates courageous vulnerability in sharing her failures

and her successes for others to learn. How many times have you heard her say, "Oh, trust me, you don't want to go there. I have, and it wasn't pretty."

She uses her business as an opportunity to partner with others, growing a personal network that would make Kevin Bacon jealous. Those relationships all take time and effort to develop. Lori takes that time. Need a gift that no one else can find, or maybe struggling with a code problem? Don't worry. Lori "knows a guy." And let's be honest - she doesn't just know the guy. The guy owes her 50 favors and can't wait to help you.

J1 Students who have worked for Lori describe her as "my beautiful boss," "a real teacher - someone who cares about you and not just the work you're doing," and "an angel who I know cares about me even when I'm not there." Her long-term employees say Lori is tough but fair and would do anything for any of them.

The holidays remind us all to think about giving. Later in this issue, you'll see just how giving Lori has been. A joint effort generated over 70 pallets of toys for HUNDREDS of families and children throughout the state of WI. Giving must feel pretty damn good for Lori!

NO ONE HAS EVER  
BECOME POOR BY  
GIVING

ANNE FRANK

# HOLIDAY CHEER

And for her family, well, the cliché, "there are no words," comes to mind. She supports the businesses we all operate and is the trusted advisor most of us call when we need advice. I know she's the person I could ask for literally anything, and she'd be there for me. She's that Mom. She tells me she's proud of how I parent and lets me travel my own path - which, as I now know, as a parent can be challenging. Even though she could easily tell me, "I told you so," instead, she asks, "how can I help?" Her generosity knows no limits. And if those examples aren't enough, ask her grandson Calvin to explain a "YES!" day.



Look at how this one woman has impacted so many! Mama, if you're reading this, Grandma Ruthie is watching - and she's incredibly proud of what you've done this Christmas. Calvin, Ashtyn, and I love and appreciate you!

This holiday season, seek out opportunities to give, like Lori.

Happy Holidays,  
Tina Severson and the WACO Office

DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

## Division of Food and Recreational Safety

### **Reminder: ATP 75 & Wisconsin Food Code Training Materials Available**

*By Ted Tuchalski, Wisconsin Department of Agriculture, Trade and Consumer Protection*

If you are looking for information about the recent updates to Wis. Admin. Code § ATP 75 Retail Food Establishments and the Wisconsin Food Code, you are in luck.

Visit the Department of Agriculture, Trade and Consumer Protection homepage at [datcp.wi.gov](http://datcp.wi.gov) and search the term "Food Code." You will find fact sheets summarizing the changes made to Wis. Admin. Code § ATP 75 and the Wisconsin Food Code, a four-part webinar series detailing the changes, and a soon-to-be-released archive of questions and answers from the live Q&A webinar sessions. In addition, Food Code Fact Sheets simplifying the legal language are also available.

If you have additional questions, please email DATCP at [DATCPDFRSRetail@wi.gov](mailto:DATCPDFRSRetail@wi.gov).



# HOLIDAY CHEER

## Jellystone Park in Caledonia hosts the Wisconsin Christmas Carnival of Lights

What a dazzling display of lights, iconic Christmas scenes and socially distanced visits with Santa.

Congrats to a beautiful display bringing smiles to WI! For more information, check out the article on [Only In Your State.](#)





# IN THE KNOW

## OFF-SEASON MARKETING MATTERS

### *Ideas to Implement from the WACO Office Staff*

As we enter into the offseason, many of our businesses come to a halt. Don't let seasonal slumps get you down! The off-season is the perfect time to concentrate on your preparation for next season in so many ways. Activities, staff changes, policy changes, and of course, marketing efforts. Check out the planning article posted in our [November 2020 Newsletter](#) for a full gamut of forecasting. For now, let's focus on ways to use your social media to build the brand that you work so hard to strengthen.

Top of mind awareness. Ah yes, the age-old, and still very relevant, phrase. Top of mind awareness helps set our campgrounds apart by creating memorability. Find your niche, your hook, your pull...whatever you want to call it...and use it to create reminders. Creating this kind of memorability requires hard work and consistency. Use these branding efforts to keep the relationship intact, as well as encourage new relationships for the upcoming season.

### START FRESH

#### **Database Clean Up:**

All camping season, while your business boomed, you gathered a fortitude of customer information. Your list includes guests that stayed, some who inquired and didn't make a reservation, and probably some repeat guests who didn't repeat this past season, for whatever reason. Now is the time to scan that list and clean up the errors like missing characters in addresses, partial phone numbers, bounced back emails, etc. Do what's necessary to freshen the information and then connect with email marketing. If you have small segments that are big spenders (like your seasonal group for example), a great personal touch would be a phone call. No one calls anymore. Be different and tell them Happy Holidays! If done correctly, your email and other marketing efforts can convert these leads into customers (or return customers) by the time the next season hits.

#### **Website Clean Up:**

More than likely, customers making next year's reservations are using your website (or one like our Association's) to gather information. Make sure your website is up-to-date, especially if you want customers to take your business seriously. Content should display plenty of calls to action with accurate information like next season's rates, specials, and events. A good tactic is to promote offers and specials that past and potential customers can redeem during the off-season, for the upcoming season. This shows that you value your customers and also gets feet through the door during those quiet months. Several of our members promote their early Spring season with such offers.

### REVIEWS MATTER:

Today's customer is educated with online information. Mouth to mouth and personal referrals are still very powerful, and for the most part, your potential customers are making decisions based on locations, amenities, availability, and reviews.

"Customer reviews play an integral part in a customer's buying journey, with many basing their decision on other people's ex-



# IN THE KNOW



periences,” says Campaign Monitor in their blog article titled, [\*9 Off Season Marketing Strategies for Seasonal Businesses\*](#). The obvious approach: provide the excellent customer service to create amazing experiences and the positive reviews will naturally occur. Reviews are like a dice game; you never know what’s going to roll.

Given the fact that it’s [\*21% more likely for a guest to leave a negative review\*](#), it’s important to encourage positive ones. When a guest mentions a compliment to your staff member, hand them a card encouraging a business review. If you see a new 5-star rating on Google or on your Facebook page, reach out and ask for a positive review!

I know you’re tired and you deserve this break! Just don’t let your content lag or get lazy in the process. In the middle of the busy season, you are busy with a million things and creating good quality content isn’t typically on the list. Use this time to update your website content, social medias can be revamped to include more experiences and images. Create the content that will not only add credibility to your brand, but draw in new guests.

Keep in mind your audience when creating content as well. You don’t always have to educate the masses. Instead, look at a segment of your customer list and create a specific message just for them. Do you host a large musical festival annually? Use your database to pull guests who’ve attended the event in the past and send that group updates about the performers who’ve confirmed. Seasonals may come to your campground sooner than the standard opening dates. Be sure to keep them updated on your schedules and plan for the next season. The more you can relate to your guests, the better. You know what they like, and if you don’t, check out #4!

## NO BETTER TIME THAN NOW FOR A SURVEY

Marketing revolves around knowing your end user no matter the industry. Knowing what your guests’ value, what prospective customers are looking for, and what gaps are present in your service delivery will all increase your likelihood of increasing guest satisfaction. Remember however that [\*guest satisfaction does not equate to guest loyalty\*](#). You need both to bring in repeat business! The best way to gauge how you’re doing? Surveys. A brief three question survey can get you a lot of information. Great times to send those surveys? Immediately after check-in, immediately after check-out and less than 30 days after their last stay. The immediate check-out surveys are crucial, as people are the most honest and more than likely any fires you can put out will spark in those surveys. Now is the time to review and make changes based on those results. The offseason is also a great time to gather desired experiences for next season. “As a valued customer, we’d love to make your next visit memorable. What of these five activities would interest you most?”, is an example of how you can make the most of your offseason surveys.



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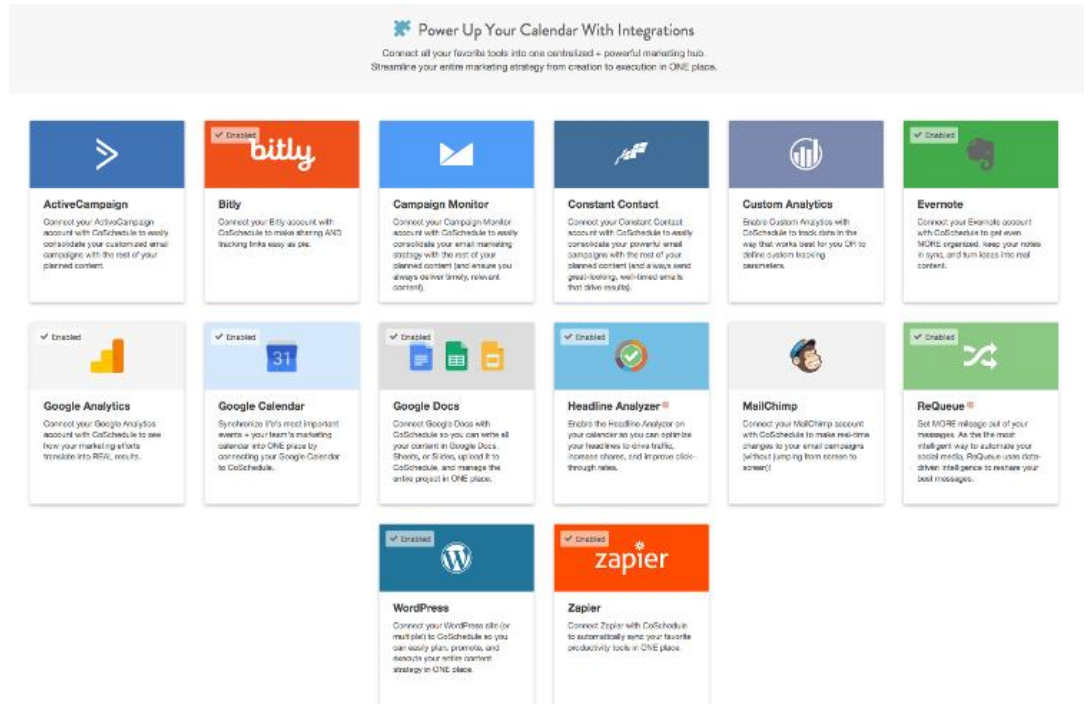
## STAY SOCIAL

As mentioned above, potential customers utilize several social media platforms to search for the next great vacation. Give them something to smile about! Fill your social media with photos of guests making memories, enjoying your campground. Don't have a vault of images readily available? Create contests with prizes for discounted rates or free fringe season stays for those who submit photos. Share those positive reviews we discussed above and when it makes sense – share the survey results. Let potential guests know that you hear them and you listen.

## TIMELY COMMUNICATION

Email marketing is great for connecting your potential guests to your reservations system. They can browse on their schedule, at their own pace.

Just be cautious to not inundate inboxes in the offseason. Campers may not be as likely to interact with summer specials information in the middle of January. That doesn't mean you shouldn't reach out about next year's vacation plans once a month, or another reminder to keep your business at the forefront of their minds. Still create emails during this period, just not as frequently as you would during peak times. When reaching out during this timeframe, be sure to [“deliver high-value content that piques the interest of potential customers”](#) when the season picks up again.



## SET “THE EXPERIENCE” STAGE

Let's be honest, camping is probably not the first thing folks think about while they are shoveling driveways or defrosting vehicles. Don't let that stop you from setting your stage for the upcoming season. Get people excited to come back, make memories, and participate in activities! Develop unique content, maybe even a little sarcasm, that plays off the winter months, expressing how you can't wait to see people back at the pool.

This is a great time to include some humor on your Facebook



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posts, that still relate back to your campground. Maybe a winter/summer image of a rental cabin – one with the snow and one from the summer asking which people like better. Include images of good times being had and highlight any specific weekends you're looking to advertise heavily in the upcoming season. Use a common theme, like "Excited for..." and then a new post weekly, or monthly, emphasizing your foam party or Hawaiian Weekend. Keep your business in their newsfeed!

Take full advantage this off-season and use the time to develop some fab content! You'll be surprised at how much this activity will encourage the same creativity throughout your upcoming season. A theme may develop on its own, a contest could form, a new deal...the possibilities are endless. Enjoy your off-season and keep those customers close!

## SOURCES FOR THIS ARTICLE INCLUDE:

WACO November 2020 Newsletter: <https://www.wisconsincampgrounds.com/wp-content/uploads/2020/11/11.-November-2020-2.pdf>

9 Off Season Marketing Strategies for Seasonal Businesses: <https://www.campaignmonitor.com/blog/email-marketing/2019/05/9-off-season-marketing-strategies-for-seasonal-businesses/>

Online Reviews, Review Trackers.com: <https://www.reviewtrackers.com/reports/online-reviews-survey/#:~:text=A%20negative%20experience%2C%20according%20to,experience%20than%20a%20positive%20one>

Actionable.com Blogs: <https://www.actionable.com/blog/customer-satisfaction-is-not-customer-loyalty-neither-is-loyalty-necessarily-satisfaction>



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# INDUSTRY NEWS

## HOW TO USE DIGITAL WALLETS

**Sara Porter**  
**VP Digital Solutions**  
[Learn more about Sara.](#)

Social distancing is top of mind and many people are looking for ways to limit contact with the outside world, while still securely purchasing essential items. Many believe that using a debit or credit card online or in person is the safest way to make purchases; after all, most banks have instituted chips on debit and credit cards to help protect against fraud. However, using a digital wallet can make purchasing essential items even more secure, convenient and germ-free.



Here are answers to questions you may have about digital wallets and how you can use them in your everyday life, especially during a time when social distancing and information security is crucial.

### What is a Digital Wallet?

A digital wallet is a financial account that stores your personal information, such as debit and credit cards, and allows you to safely pay for items through an app or web browser at compatible check-outs. Customers can access their digital wallet on a laptop, tablet or smartphone and can use it for shopping, ordering food, or transferring money. This safe solution gives customers peace of mind knowing that their bank cards, driver's license, gift cards, and more are safely stored in one spot where they can easily access them.

### Different Types of Digital Wallets

While there are several different types of digital wallets, the digital wallet providers supported by Blackhawk Bank include:

- Apple Pay
- Samsung Pay
- Google Pay
- Fitbit Pay™
- Garmin Pay™

These vendors securely store your information, and when it comes time to pay for items online, users are able to quickly pay without having to enter their payment information on the website.

In addition, digital mobile wallets can be used to pay for items when you are out shopping. This is the most popular way people use their digital mobile wallet, as it has created a contactless way to pay for groceries, gas, and take-out meals. The three most commonly used digital mobile wallets include Google Pay, Apple Pay and Samsung Pay. The type of phone you have (iPhone, Android, or Samsung) determines which of these digital mobile apps you are able to download.

### How Do I Use My Digital Wallet?

If you are shopping online and wanting to use your digital wallet, look for your preferred digital wallet icon when it's time to pay. If an online merchant accepts digital wallet payments, there will usually be a button that offers quick payment through a digital wallet. If you are shopping in stores and wanting to use your digital mobile wallet, look for the contact-less symbol when it's time to pay.





# INDUSTRY NEWS

Once you're ready to submit payment, unlock your phone, pull up your digital mobile wallet app, hold it up to the payment register and wait for the all-clear to pop up on your screen!

To get a full list of where you can use Apple Pay, [click here](#). For a full list of where you can use Google Pay, [click here](#).



## Are Digital Wallets Safe?

Digital wallets are considered very safe. Digital wallets [encrypt user information](#) and develop a token every time a transaction occurs. Merchants never see your personal information, which means it is less likely to be exposed in a data leak.

Additionally, carrying around a physical wallet is not all that safe. If you ever lose your wallet or have it stolen, all your information is in the hands of someone else who can easily access your money. A digital wallet, however, is considered safer than a physical wallet, as there are more safeguards in place that will prevent someone from obtaining your personal information.

At Blackhawk Bank, we strive to protect you, your funds and your information. To learn more about how Blackhawk Bank can help you, [contact us today](#)!

To learn more about Blackhawk Bank's digital wallets, click here: <https://www.blackhawkbank.com/personal/digital-wallets--fast-and-safe--your-device--your-choice->



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*Where Comfort Meets Canvas*

# IN THE KNOW

## Get Organized with This 32-Item Year-End Close Checklist Submitted by Chris of CSAW/Coulee Region Bookkeeping

A great way to make a wonderful start to 2021 is to wrap up 2020 feeling organized and on top of the world. Here's a checklist of items that you can start on now to make your year-end close go smoother than ever before. And don't worry if you don't know how to do some of these tasks – that's what we're here for.

1. Catch up on your books, especially if you do them only once a year. By doing it now, you'll be able to get into your accountant faster this time of year and they will appreciate getting the work done ahead of their crunch time.
2. Catch up on bank reconciliations in case they are not up to date. Don't forget your savings accounts, PayPal, and any other cash equivalents. Void any old uncleared checks if needed.
3. Review unpaid invoices in accounts receivable and get aggressive about collecting them, especially if you are a cash basis tax payer. Clean up any items that are incorrect so that the account reconciles.
4. Write off any invoices that are no longer collectible.
5. Ask employees and vendors to update their addresses in your payroll system so that W-2s and 1099s will reflect the correct addresses.
6. Collect any W-9s that you don't already have on file for contractors that will receive a 1099 form from you.
7. Collect workers compensation proof of insurance certificates from contractors so you won't have to pay workers comp on payments you have made to them.
8. Collect sales tax exemption certificates from any vendor who has not paid sales tax.
9. Decide if you'll pay employee bonuses prior to year-end.
10. Review employee PTO and vacation time and reset or rollover the days in your payroll system.
11. After the final payroll runs, contact your payroll software company to make any W-2 adjustments necessary for things like health insurance.
12. Set the date to take inventory, and once you have, make adjustments to your books as necessary.
13. Write off any inventory that is unsalable. If possible, sell scrap inventory or other waste components.



14. Prepare a fixed assets register, calculate depreciation, and make book adjustments as needed.
15. Record all bills due through year-end, and reconcile your accounts payable balance to these open bills.
16. Make loan adjustments to reflect interest and principal allocations.

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17. Perform account analysis on all other balance sheet accounts to make sure all balances are correct and current.
18. Make any additional accrual entries needed, or if you're a cash basis taxpayer, make those adjustments as needed.
19. Get an idea of what your profit number will be. Choose whether you want to maximize deductions to save on taxes or whether to want to reflect more income. Decide what you can defer into 2020 or what you want to have as part of your 2020 results.
20. Match all transactions with their corresponding documents – receipts, bills, packing slips, etc. – to make sure you have the paper trail you need.
21. Download your bank statements and store them in a safe place.
22. Download any payroll reports and store them in a safe place.
23. Scan in paper documents so that they're stored electronically.
24. File any important papers such as new leases, asset purchases, employee hiring contracts and other business contracts..
25. Prepare a budget for 2021 and enter it into your accounting system.
26. Take a look at the 2021 calendar to determine which holidays you'll close and give employees a copy.
27. Review your product and service prices if this is the time of year you do that and make any changes you decide on.
28. Update your payroll system for any new unemployment insurance percentages received in a letter each year.
29. Update the mileage deduction rate if that rate has changed at the beginning of the year.
30. Set a time with your accountant to go over 2020 results and get ideas on how to meet your financial goals in 2021.
31. Review the metrics you've been using in 2020 and decide on the list of metrics and corresponding values that will take you through 2021.
32. Celebrate the new year; it's a wonderful time to gain perspective and be hopeful about the upcoming year.



**Start 2021 with a bang and this year-end checklist, and feel free to reach out if we can help with anything.**

**608-779-2143**  
**[couleebookkeeping@gmail.com](mailto:couleebookkeeping@gmail.com)**



**CSAW Associates, LLC**

**Coulee Region Bookkeeping and Tax**



# FACEBOOK STATS NOVEMBER 2020



Wisconsin  
Campers ✓  
@wicampgrounds



## WISCONSIN CAMPGROUNDS

**Total current likes: 7,979 (+34 from September)**

### SUCCESS BY POST TYPES

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

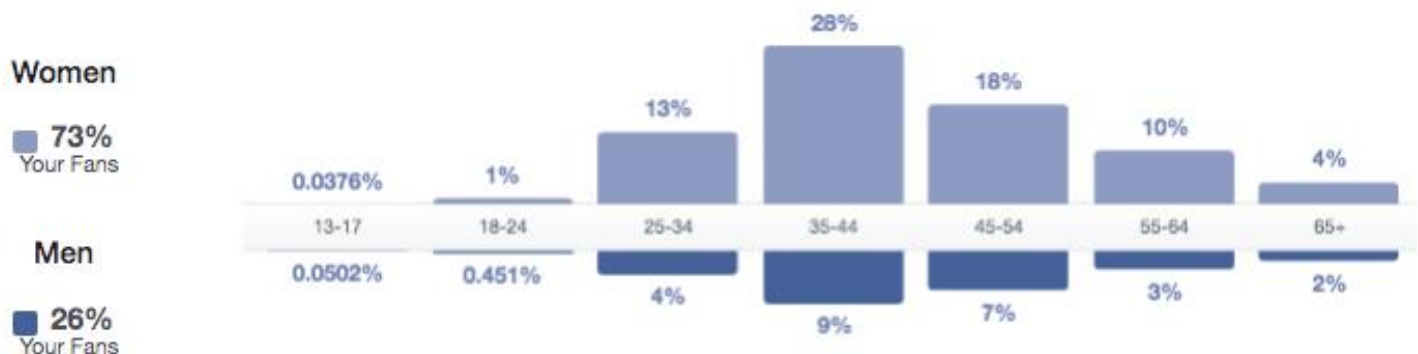
Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares ⓘ

Type	Average Reach	Average Engagement
Status	2,014	102 30
Photo	1,067	20 10
Link	588	11 0
Shared Video	384	6 3

### SUMMARY OF PAGE FANS

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.



# FACEBOOK STATS NOVEMBER 2020

## Page Summary November 1—28, 2020

Results from Nov 1, 2020 - Nov 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

November 1 - November 28

1

Total Actions on Page ▼50%



### Page Views

November 1 - November 28

328

Total Page Views ▼40%



### Page Previews

November 1 - November 28



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

### Page Likes

November 1 - November 28

39

Page Likes ▼35%



### Post Reach

November 1 - November 28

1,382

People Reached ▼46%



### Story Reach

November 1 - November 28

#### Get Story Insights

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

[Learn More](#)

### Recommendations

November 1 - November 28



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

### Post Engagement

November 1 - November 28

40

Post Engagement ▼74%



### Videos

November 1 - November 28

25

3-Second Video Views ▼79%



### Page Followers

November 1 - November 28



41

Page Followers ▼34%




# FACEBOOK STATS NOVEMBER 2020


## Best Performing Post in November 2020

**Wisconsin Campers**  
Published by Kori Hillestad [?] · 6d · 

Love to camp? Know someone that a WACO Gift Certificate would fit perfect into their life? Purchase a WACO Gift Certificate for the 2021 Season online and have it mailed to you. WACO Certificates can be used at any Wisconsin Association of Campground Owners' Campground for camping, or anything that campground sells!

Click the link below to purchase your gift certificates now!  
<https://www.wisconsincampgrounds.com/gift-certificates/...>




 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.


883  
People Reached


15  
Engagements


**Boost Post**


 Kristi Weir Hendrickson

2 Shares

 Like


 Comment


 Share



**Performance for Your Post**


**883** People Reached

**7** Reactions, Comments & Shares 

**3**  
 Like

**1**  
On Post

**2**  
On Shares

**1**  
 Wow

**0**  
On Post

**1**  
On Shares

**1**  
Comments

**0**  
On Post

**1**  
On Shares


**2**  
Shares


**2**  
On Post

**0**  
On Shares

**8** Post Clicks

**0**  
Photo Views

**4**  
Link Clicks 

**4**  
Other Clicks 

**NEGATIVE FEEDBACK**

**1** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts



## 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/>.



# WEBSITE ANALYTICS

Comparing Nov to Oct 2020



**15000**  
Lakes



**300**  
Campgrounds



**92**  
Days of Summer

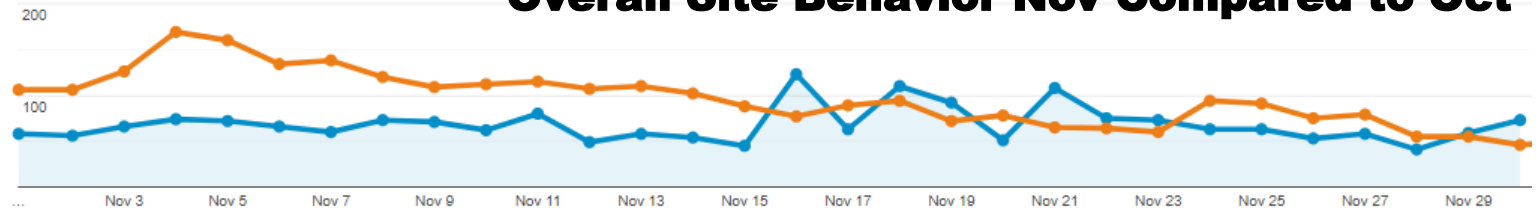


**1**  
Wisconsin

Nov 1, 2020 - Nov 30, 2020: ● Users

Oct 1, 2020 - Oct 31, 2020: ● Users

## Overall Site Behavior Nov Compared to Oct



Users

**-32.03%**  
1,804 vs 2,654



New Users

**-31.52%**  
1,695 vs 2,475



Sessions

**-29.27%**  
2,228 vs 3,150



Number of Sessions per User

**4.06%**  
1.24 vs 1.19



Pageviews

**-32.49%**  
7,874 vs 11,663



Pages / Session

**-4.55%**  
3.53 vs 3.70



Avg. Session Duration

**-6.15%**  
00:02:51 vs 00:03:02

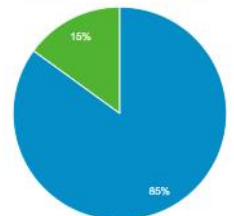


Bounce Rate

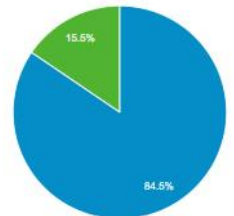
**-0.64%**  
50.09% vs 50.41%



■ New Visitor ■ Returning Visitor  
Nov 1, 2020 - Nov 30, 2020



Oct 1, 2020 - Oct 31, 2020



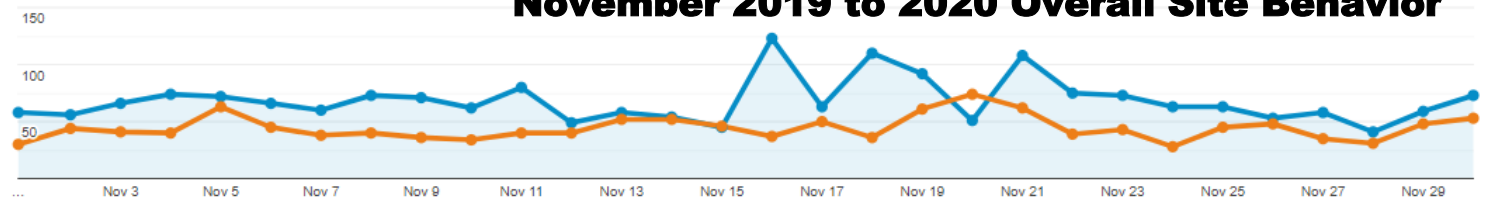
## USER INSIGHTS:

- Decrease in users, sessions, and page views Month over Month (MOM).
- Increase in the number of sessions per users
- When looking at the change from October to November, and comparing Year over Year, the decrease in traffic seems very normal, in fact about 5% points less in 2020 than in 2019. Meaning, while the decrease is standard, the decrease in traffic from October 2019 to November 2019 is less than that of the MOM in 2020.
- More insightful is the November 2019 to 2020 comparison, which notes a 48% user and 56% session increase in 2020.
- So even in the winter months, the WACO website is seeing an increase in traffic when compared to this same time last year.

Nov 1, 2020 - Nov 30, 2020: ● Users

Nov 1, 2019 - Nov 30, 2019: ● Users

## November 2019 to 2020 Overall Site Behavior



# WEBSITE ANALYTICS

Comparing Nov to Oct 2020



15000

Lakes



300

Campgrounds



92

Days of Summer



1

Wisconsin

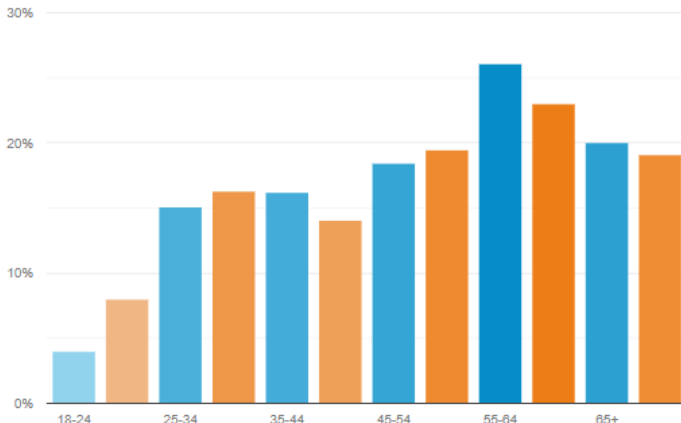
## Demographic Insights Comparing November to October 2020

Age

34.81% of total users

### AGE INSIGHTS:

- 6% collective decrease in 35-44, 55-64 & 65+ ages
- 25-34 & 45-54 age groups saw a collective 2%
- **Biggest increase: 18-24 year olds, increased 4%**

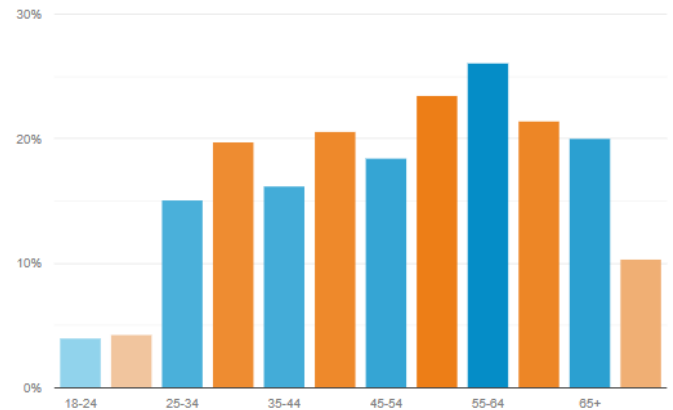


### November 2020 to November 2019

- When comparing November 2019 to 2020, there is a combined 15% increase of users aged 55-64 and 65+
- This also only reflects 34% of the total users, which is a drop from the nearly 43% who gave age information in 2019

Age

34.81% of total users



Affinity Category (reach)

36.09% of total users

5.41% Food & Dining/Cooking Enthusiasts/30 Minute Chefs

-10.81%

4.08% Home & Garden/Do-It-Yourselfers

-3.04%

4.03% Lifestyles & Hobbies/Pet Lovers

-12.26%

3.84% Lifestyles & Hobbies/Outdoor Enthusiasts

-15.59%

3.57% Banking & Finance/Avid Investors

9.34%

3.40% Shoppers/Value Shoppers

6.00%

3.25% Food & Dining/Fast Food Cravers

-4.50%

2.76% Lifestyles & Hobbies/Business Professionals

12.43%

2.75% Shoppers/Bargain Hunters

0.88%

2.66% Vehicles & Transportation/Auto Enthusiasts

0.71%

## INTEREST INSIGHTS

### Visitors to our site are mostly interested in:

1. News/Weather
2. Arts & Entertainment/Celebrities & Entertainment News
3. Food & Drink/Cooking & Recipes and Dining/Cooking Enthusiasts/30 Minute Chefs
4. Real Estate/Real Estate Listings/Residential Sales
5. Home & Garden/Do-It-Yourselfers

# WEBSITE ANALYTICS

Comparing Nov to Oct 2020



15000

Lakes



300

Campgrounds



92

Days of Summer

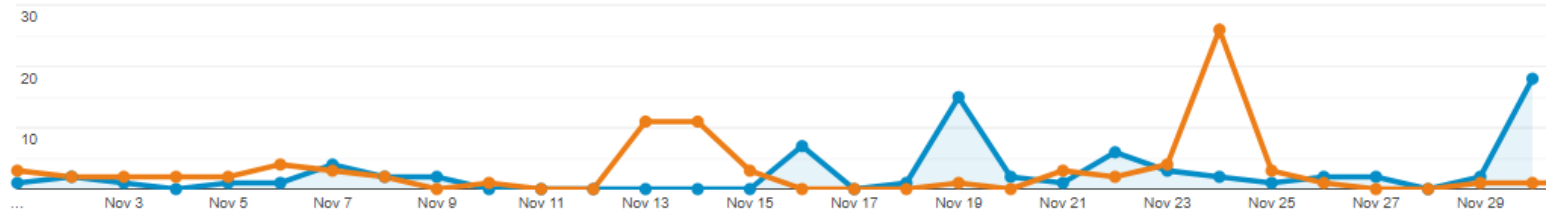


1

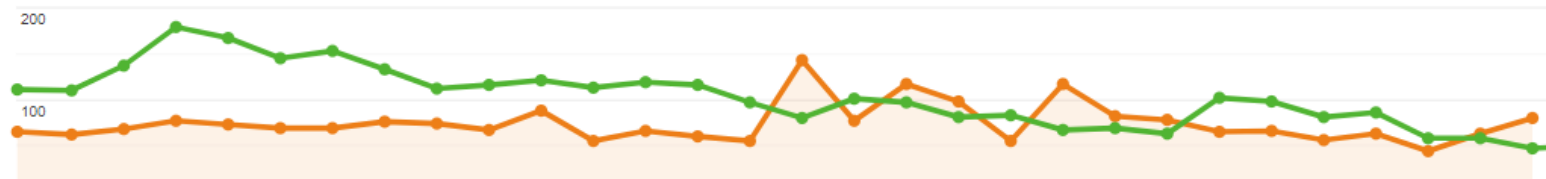
Wisconsin

Nov 1, 2020 - Nov 30, 2020: Sessions via Social Referral  
Oct 1, 2020 - Oct 31, 2020: Sessions via Social Referral

## Comparing November 2019 to 2020 and Nov/Oct YOY



Nov 1, 2020 - Nov 30, 2020: All Sessions  
Oct 1, 2020 - Oct 31, 2020: All Sessions

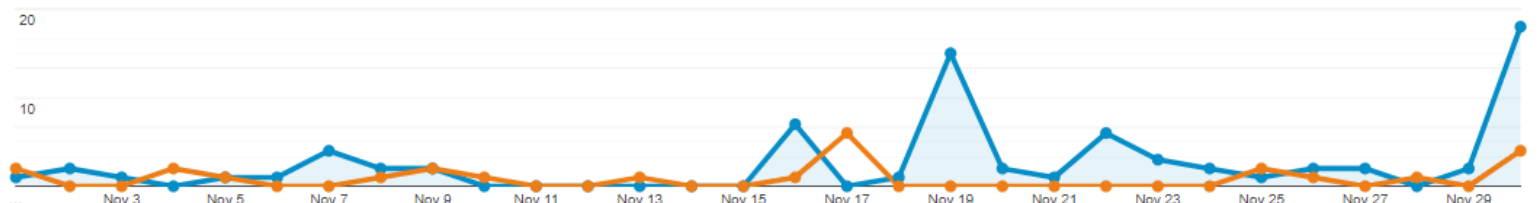


Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook				
Nov 1, 2020 - Nov 30, 2020	75 (98.68%)	244 (98.39%)	00:01:46	3.25
Oct 1, 2020 - Oct 31, 2020	88 (100.00%)	269 (100.00%)	00:02:20	3.06
% Change	-14.77%	-9.29%	-24.10%	6.43%
2. Twitter				
Nov 1, 2020 - Nov 30, 2020	1 (1.32%)	4 (1.61%)	00:00:41	4.00
Oct 1, 2020 - Oct 31, 2020	0 (0.00%)	0 (0.00%)	00:00:00	0.00
% Change	∞%	∞%	∞%	∞%

## WHAT DOES IT ALL MEAN?

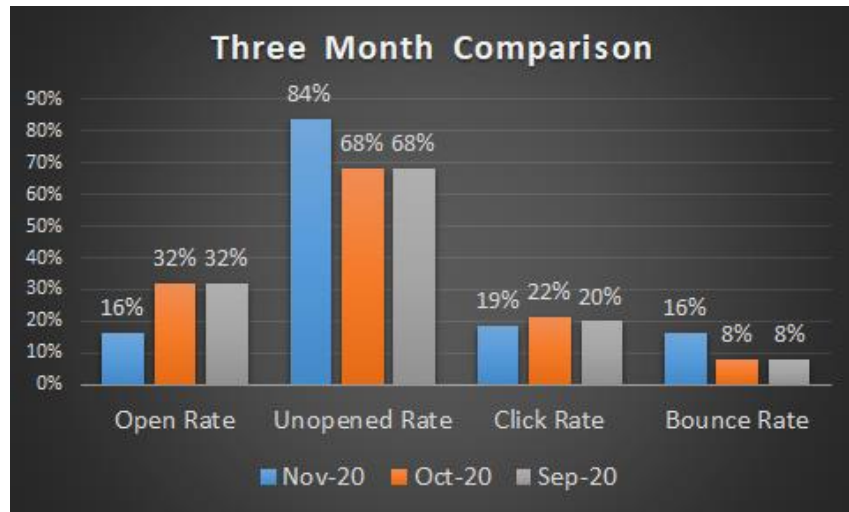
- November 2020 social media stats show a drop in referrals to our website from Facebook, when comparing to October 2020 by about 15%, however, our overall site visits were down.
- When we look at YOY Comparison of November 2019 to 2020, there is a 200% increase in Facebook referrals to our site! You can see from the statistics below that 25 referrals in 2019 increased to a whopping 75 referrals in 2020. Great growth...again, even in our winter months.
- In October 2019, than they did in October 2020. Those are the numbers we absolutely want to see!

Nov 1, 2020 - Nov 30, 2020: Sessions via Social Referral  
Nov 1, 2019 - Nov 30, 2019: Sessions via Social Referral





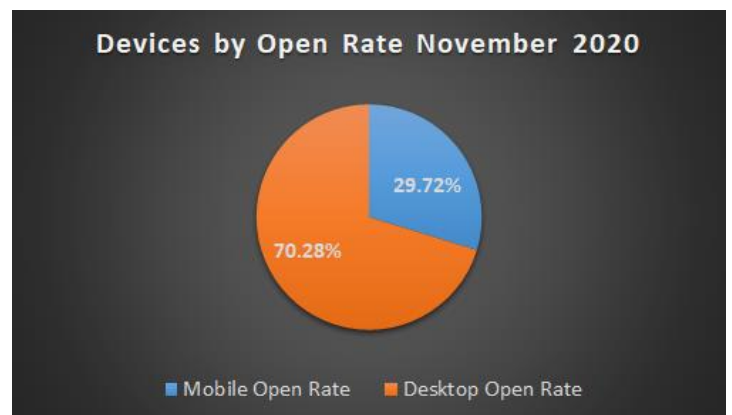
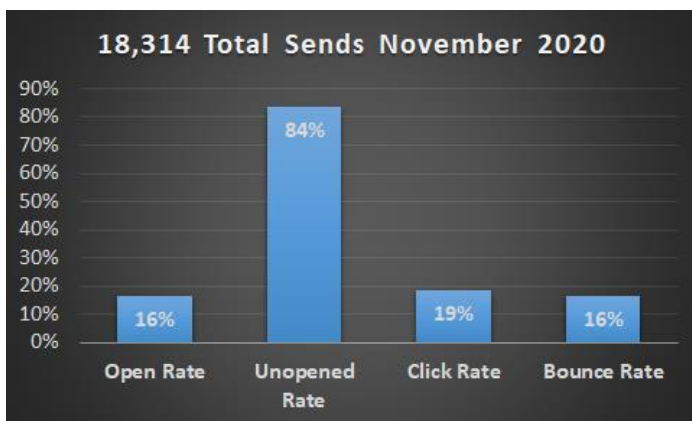
# Constant Contact Updates November 2020



## Notes to Consider:

The WACO gift certificates email included 14K of the 18K+ total emails sent in November.

- That specific email also has the highest unopen and bounce back rates.
- In other words, its throwing off the stats for the month
- The GREAT news: this same post led the highest traffic from Facebook to the website!



## TOP PERFORMING EMAILS OF NOVEMBER Based on Open Rates

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Sell Sheet for WACO Campground Owners	217	105	49.80%	22.20%	77.80%	8	7.60%
DRAFT for Members- 2021 WACO Directory	217	100	47.20%	22.70%	77.30%	64	64%
Woodall's Campground Management Article - WACO	217	99	46.90%	37.60%	62.40%	40	40.40%
WACO Cover Vote	218	98	46%	29.20%	70.80%	53	54.10%
Greater Wisconsin RV Show 2021	217	94	44.80%	30.60%	69.40%	28	29.80%

# WACO MEMBERS MAKE MIRACLES

## THE SPIRIT OF GIVING

As mentioned in our opening letters, December is a time to reflect. Our WACO office is so thankful to have generous members. These folks listed to the right took time, energy,



and effort into raising funds for the Gilbert Brown Foundation during a year where they could've easily given up! Instead, they rose to the occasion and provided for those in need in the state of WI.

Please be sure to check the numbers listed here to ensure we aren't missing any of your selfless donations in our 2020 totals!

CAMPGROUND	Total Funds Raised
Great River Harbor	\$21,015
Champions Riverside Resort	\$19,650
Wilderness Campground	\$6,701
Pineland Camping Park	\$6,123
Stoney Creek	\$5,734
Indian Trails	\$5,275
Pride of America	\$4,403
Evergreen Campsites	\$3,145
Milton KOA	\$3,000
O'Neil Creek Campground	\$2,653
Vista Royale Campground	\$2,500
Rivers Edge	\$2,265
Scenic Ridge	\$2,151
Silver Springs	\$1,985
Badgerland	\$1,550
Smokey Hollow	\$1,521
Dells Camping Resort	\$1,189
Duck Creek	\$1,140
Lake Arrowhead	\$1,088
Stand Rock Campground	\$1,007
Boulder Creek	\$1,000
WACO Fall Workshops	\$1,000
Sky High Campground	\$920
Merry Mac's Campground	\$540
Grand Valley	\$200
Green Acres	\$160
Lakeview	\$140
Maple View Campsites	\$122
Sleepy Dragon Campground	\$120
<b>TOTAL FUNDS RAIASED BY WACO IN 2020</b>	<b>\$98,297</b>

# WACO MEMBERS MAKE MIRACLES

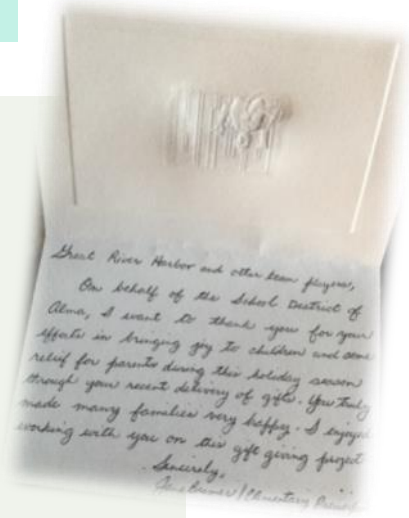
River's Edge partnered with Helping Hands to distribute toys to children in their county!



Giving



Sparta Boys and Girls Club got in on the toy delivery miracle making as well!



Great River Harbor delivered toys to 112 children!





# WACO MEMBERS MAKE MIRACLES



Pictured from left to right, Sheriff Mike Lukas, Owner of Vista Royale Campground, Scott Kollock, and District Administrator for Almond Landcraft School, Dr. Penny Boileau.



Pictured above left to right, Tomorrow River School Middle School Principal, Ashley Phelan, Sheriff Mike Lukas, Elementary Principal, Sherry Oleson, and Vista Royale Campground Owner, Scott Kollock.

**Vista Royale Partnered with Sheriff's Dept and local schools to sprinkle holiday cheer throughout Portage County.**



Pictured from left to right, Sheriff Mike Lukas, Owner of Vista Royale Campground, Scott Kollock, and Health and Human Services Director, Ray Probst.



In case you missed the fun, the WACO office, in conjunction with Jakes Diapers, Marine Toy's for Tots, and GooD360, along with the Gilbert Brown Foundation to make this year's Christmas possible for several families throughout the state. Over 70 pallets of toys were collected and re-packaged by the WACO Office staff based on age and request.

***Talk about members coming together to make a difference!***



**Joe & Jenn of Diamond Lake Campground made miracles!**



# WACO ADVERTISING OPTIONS

RV Shows are an amazing way to connect with your future guests but can be expensive, as well as, time-consuming. Most of the great shows are in the months leading up to the opening - right when you should be getting ready for your season. Let the WACO office do the marketing for you and distribute your brochures!



RV Show Brochure Distribution		Total \$	Deadline: 12/23/2020 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<b><u>Attended RV Shows by WACO</u></b>			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Greater Chicago SuperShow (Schaumburg)	\$300		Jan. 22nd-24th 2021 Approximate 4,000 brochures
WBAY Green Bay RV Show	\$300		Jan 28th-31st 2021 Approximate 8,000 brochures
Madison RV Show	\$300		February 5th-7th 2021 3,000 brochures
Minneapolis RV Show	\$300		February 11th - 14th 2021 2,500 brochures
Milwaukee RV Show	\$300		February - March 2021: 3,000 brochures <b>(Date TBA)</b>
Rockford RV Show	\$300		March 12th-14th 2021: 2,000 brochures
Wausau Central WI RV Show	\$300		March 12th-14th, 2021: 2,000 brochures
All 7 RV Shows	\$1,700		25,000 – 27,000 brochures
<b><u>Distributed to other RV Shows by WACO</u></b>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
<i>Included in the \$1,700.00 if you purchase all 7</i>			
Greater Wisconsin RV Show Jan 8th-10th 2021			Eau Claire RV Show <b>(Date TBA)</b>
Sign up for all 7 RV shows and we guarantee distribution of 27K - you can limit the number of brochures you choose to distribute.			
<i>Must be paid in full by December 23, 2020. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 23th, 2019. Undistributed brochures will not be returned unless requested and prepaid by Campground. All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.</i>			

# WACO ADVERTISING OPTIONS

Looking for a great add-on opportunity at NO COST? Look no further! Include your certificates for camping stays, merchandise, or special events to be given out at RV Shows, fundraisers, and so much more! Couple this great option with others on the last few pages and get a great marketing program in place for your next season.

## Donate Certificates

No Charge

Deadline: 1/7/2021

This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. ***This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than, 2021. Please note these are certificates only.***

## COMPLETE YOUR ORDER HERE! Don't delay and get your order in now...

Name of Campground: \_\_\_\_\_

Name of authorized person for advertising approval: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Check  
#: \_\_\_\_\_

MC or Visa #:                      -                      -                      -

Exp:                      /

CVV/CSV: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Total: \$ \_\_\_\_\_

Return to: Wisconsin Association of Campground Owners (WACO)  
PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

**Please send all artwork to [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)**

## Advertising Agreement

*The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 20, 2020 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.*



# WACO 2021 Advertising

## Printing and Certificate Donation Programs

Check out all the great  
advertising options on pages  
29-31

### 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



## 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.

## 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
<b>Peter Hagen—Director</b> Pride of America petehagen@camppoa.com 800-236-6395	<b>Lori Severson — Executive Director</b> Severson & Associates lori@seversonandassociates.com 608-792-5915

### WACO OFFICE

**PO Box 228**

**Ettrick, WI 54627**

**WACO Phone (608) 525-2327**

**Severson & Associates**

**Phone (608) 525-2323**

**Fax (608) 525-2328**

**[lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)**