

WACO NEWS

March 2021



MARCH 2021

Opening season is upon us all, and after the connections made at WACO Convention, we're sure everyone is racing to open for the season! While we missed familiar faces, we were thankful to see as many as we did in person, as well as those who joined us via Zoom. A big "THANK YOU" to all our Members who pitched in as speakers and guest bartenders, like Tricia (Equity Lifestyle) pictured above. We know the Convention seems to roll past in a blur, so be sure to check inside for additional recap info, advertising opportunities, ways to fundraise, and a look ahead at 2021 travel!

inside...



Snapshots from Convention

P. 7



Members Making a Difference

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Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members:

What a fantastic convention! We were so grateful to get back together, and things look to have gone very well. Our Convention looked different this year! We are used to having buffets where we can choose our food, and we had to go to the minimal option, plated version. Next year hopefully, that will be normal again! I know several board members are interested in possibly offering breakfast for the annual meeting! We certainly missed our Kids Kamp this year, and we sure know now how important it is to our members! For our first run-through at anything virtual, we did very well. I'm excited to gather more feedback on this, but the comments were very favorable so far. We will have those sessions on the website in

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the next couple of weeks. You may have noticed we did not pay for a lot of speakers this year. We looked to do the entire Convention on a bit of a shoestring budget as we didn't know how it would look for booths and attendees. Next year you can count on more speakers from our industry and other industries to bring us even more ideas. I want to thank all of our members who stepped up to the plate to help us with seminars, brought terrific auction items, and assisted in countless ways! It takes a city to make this convention work, and we were thrilled with all the help!



Bud Styer, 2020 President

EARLY CONVENTION RECAP

	2020	2021
CAMPGROUND ATTENDANCE	97	98
TOTAL ATTENDANCE	281	267
VENDOR BOOTHS	192	180

As close as we can count, we determined approximately 41 families were affected by no Kids Kamp. Our Severson & Associates staff had an opportunity for growth during this Convention. They were able to step into my role when needed and did a fantastic job jumping in and covering when necessary. My family blesses me with support and helps WACO to pull this event off annually. The acknowledgment they received was appreciated and noted! They take vacation time to be with you and truly do enjoy your company!

POWER VS. EMPOWER

We sure had a lively discussion about this during the conference. Some open forums and some hashed out in sections. Having a management company work with the same entity for 19 years has some advantages and some disadvantages, for sure. In previ-

ous strategic planning sessions, your Board of Directors set the direction and budgets and then allowed us to work within those parameters. We have a marketing budget that will enable us to capitalize on opportunities that pop up.

An example is a program the Department of Tourism had with one spot left on a digital program that was \$8000, and we were able to get it for \$2500. Now, this doesn't mean that we do everything like that.

Without the flexibility given, we would not be able to capitalize on such opportunities. It's essential that if you hire someone to do a job – they should do that job. I would expect that if I had an employee who worked for me for 19 years that they would have the ability to know what decisions make sense and which ones need additional review. I would expect those decisions to be motions if they were anything outside of basic operations or usual/customary duties.

That being said, there has been a lot of talk of transparency. I have worked hard to determine exactly what that means and still struggle with it a bit.

Looking it up, this is what Webster says:

Transparency, as used in science, engineering, business, the humanities, and in other social contexts, is operating in such a way that it is easy for others to see what actions are performed. Transparency implies openness, communication, and accountability.

Comments received on transparency, and the definition above tell me we need to do more to ensure the membership is comfortable with our communication. The office needs to provide enough communication and provide it in various communication methods. We will continue to develop more and more ways to communicate our messages in ways that can be understood and relay the information often, so it's made clear and discussed more than once! We sure learned how crazy the telephone game was in Thursday's lunch session. I'm always amazed at how simple, positive statements in that exercise often end up negative.

I'm going to try to take pieces of projects and information and review them in this format

Two years ago, we started the Show Sponsor \$5000 level of support. We got two sponsors - Coverra Insurance and Severson & Associates. In 2021, we had NINE Show Sponsors.

once a month. My goal is to make things much more transparent to all members.

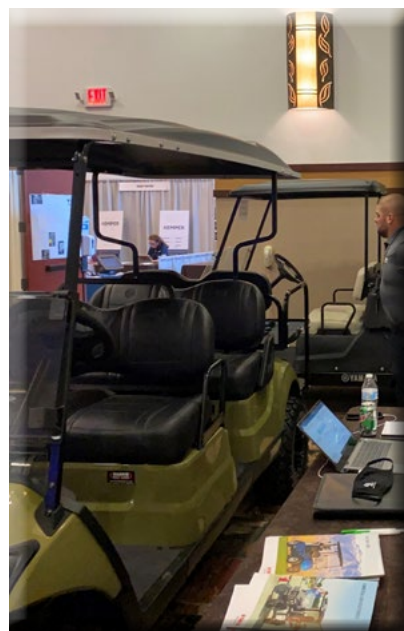
Here is a little start to that additional transparency:

Five different groups/people review the financial documents of our organization. A staff member of Severson & Associates, the WACO Treasurer, the WACO Board of Directors, CSAW Accounting Services, and Hawkins Accounting, does the taxes. Hawkins Accounting is also able to conduct a "light audit" at tax time as well. Last year, they conducted a "light audit," costing around \$1500.

Severson & Associates has a relatively large presence at Convention. I strongly feel that if we are in charge of creating it, we should support it. We are a \$5000 sponsor, a \$1000 beer sponsor, a \$500 beverage sponsor, and a \$200 insert sponsor. I found that if you have one supplier that starts the "program" more tend to follow. This year we had 9 Presenting sponsors! Access Parks Broadband, Campgrounds-4sale.com, Coverra Insurance, Jim's Golf Cars, Harris Golf Cars, ResNexus, Blackhawk Bank, Royale RV, and Severson & Associates -S & H Ad Specialties!

Just two years ago, we started this program with Severson and Coverra Insurance.

Severson & Associates and Campgrounds4 sale each paid the \$5000. Sometimes we will make a trade with a company if it makes sense for WACO. Harris Golf Cars and Jim's Golf Cars donate golf cars in exchange for the sponsorship. This trade agreement



has traditionally netted WACO more than the \$5000 and gives us a golf car to use for the Sunday drawing. This trade is another example of something I decide on, using my 19 years of experience with WACO as a guide. We have a pretty good idea of what we can make on auction. It could, of course, not

.....

go well, but it's worked out great for us so far! This year we sold both units for \$10,500 and had another golf car to use for our giveaway on Sunday. The golf car that the Gilbert Brown Foundation raffles is simply a straight donation from Harris Golf carts. Those raffle monies assist WACO campgrounds in raising money for the foundation, but other than that has nothing to do with WACO funds.

Board meetings are always open to any member. RSVP to the WACO office so we have handouts for you! The next board meetings are April 14th and May 12th at Monks in the Dells and will begin at 10 am.

Who gets to vote at the board meetings?

- Members of the board all vote, except for the President, who only votes in the situation of a tie.
- The Executive Director does not get a vote, nor does Mark Hazelbaker, the Attorney. Neither of these people are on the board.

How are Directors Chosen?

- You need to volunteer for the position, and if more than one person volunteers, the position is voted on by the board.

If there is a specific area of information you would like to walk through, don't hesitate to bring your questions to me or any member of the Board of Directors. If you are happy with anything, please contact us about that as well! We want to ensure we continue to do the things you like to see!

We want you to continue to have the best possible organization. If we are not contributing to that, we sure want to know. Our members are vital to our organization, and you have become like family! We want to continue to grow our organization to become strong, healthy, and happy! We understand that sometimes conflict is necessary to make the best decisions for our organization. I truly believe everyone has that goal in mind! We will get there together!

Respectfully Yours,

Lori Severson, Executive Director
Wisconsin Association of Campground Owners

THE COST OF OWNERSHIP

Respectfully Submitted by LISA WEBBER, Product Marketing Manager, Marketing at Aspira | www.AspiraConnect.com

Getting the Best Price for Your Software

“How much does it cost?” is often the first question we have when evaluating any new purchase. But if you consider cost over time, it is more than the initial price tag. You are not going to buy a fishing shirt that needs dry cleaning. In the case of a new reservation software solution, be sure you are evaluating all the price considerations as well as the services and efficiencies they deliver to your business. If you are not careful, limitations and hidden fees can pop-up after the contract has been signed. Here is a quick overview of what to watch for and questions to ask during your software solution research.

First, let's start with the basics. There are generally two different pricing models available on the market.

LICENSING FEES

License and implementation fees are the traditional way to charge for software usually through a combination of per user, implementation, and/or ongoing monthly fees. These pricing models have worked in the past but there are more modern and cost-effective models available. License fee models often result in a hefty upfront or long-term investment.

Per-transaction Fees

Per-transaction fee models are the most affordable, especially for small businesses, when that cost is passed onto guests as a booking fee. A per-transaction fee model essentially offers a cost-free software solution. Some business owners are reluctant to pass a booking fee onto their guests, but most consumers are accustomed to such fees especially for online bookings.

Sometimes solutions have a mixture of both models. With either pricing model, there are additional considerations that add costs to your business, either in real dollars or in time spent struggling through limitations of the platform or services.

CREDIT CARD FEES

Credit card fees can be misleading and often need a little math to understand the true cost. Straight up percentage per transaction fees are common but there are many models that can hide costs. Some vendors offer a lower percentage per transaction fee combined with a seemingly low flat cost per transaction. Do the math. You will find that with a percentage + flat fee model, you are paying more for all transactions under a certain threshold – for example, a ½ percentage point lower with a \$0.30 flat fee will make transaction fees higher for all transactions under \$45. Consider how many smaller transactions go through your camp store and other lines of business to ensure you aren't paying too much.

TRAINING AND SUPPORT

Always ask about training and support. You want to ensure you have appropriate training for your office staff at the launch of your new system, as well as ongoing for seasonal staff. When you need support, you want to have direct access to the core support team. And finally, you want to ensure there are no additional fees for either of these services.

ONLINE TRAVEL AGENTS

Do you get exposure for your park from addi-



THE COST OF OWNERSHIP, Contd.



tional online booking agents (OTAs) such as Airbnb or Expedia? And, more importantly, are there commissions associated with bookings coming from those sites? Most OTA sites require a commission from 10% to 30% of the total reservation fee. That is a big chunk of change that will eat into your revenue. OTA's can provide tremendous exposure for your park but the exposure gained may not make up for the revenue lost in commissions.

LINE OF BUSINESS CONSOLIDATION

Does the solution incorporate all your lines of business? Comprehensive solutions will take all your park operations – camp store, equipment rental, storage, utility billing – to one platform that will consolidate your legacy systems while delivering operating and reporting efficiencies. User or Site Limits

Does the fee structure offer unlimited users, sites, site types, and parks? For your current business model and if you should expand in the future, it is always good to know if there are additional fees to manage your campground's structure.

ESTABLISHED INDUSTRY PARTNER

RV resorts and campgrounds are unique. It isn't

a hotel, a trailer park or a kid's camp – although it may have elements of each – and your software provider should be well versed in understanding your unique business needs. Establishing the true depth of a vendor's understanding of your business is part of your research. Be sure to share the nuances of your park and evaluate how a vendor responds – can they show you how that uniqueness is addressed in their system now or do they talk to how they can figure it out? You don't want to pay the price in frustration as your vendor builds out their product to your needs.

Taking on or changing a park management system is a big decision that can deliver great rewards. At Astra, we offer the most affordable solution through low per transaction fees combined with a comprehensive product and all-inclusive services. Our solution was built by campground owners for campground owners, and we've been working with RV park owners and operators across North America for more than 30 years. We are proud to provide our clients a listing on ReserveAmerica.com – the most popular camping reservation platform in North America with 13 million unique annual users – with no additional fees. Our staff is eager to show you how Astra can streamline your business in every one of your unique ways. We are never more than a phone call away, let's connect today at AstraParks.com.



Guidelines for Operation of Pools and Water Attractions

Information provided by Mary Ellen Bruesch MS, REHS/RS, Environmental Health Technical Specialist-Public Pools and Water Attractions, Division of Food and Recreational Safety, Wisconsin DATCP

According to the Centers for Disease Control and Prevention (CDC), there is no evidence that the virus that causes COVID-19 can spread through water. However, as pools often welcome groups of people, it's important for public health that everyone follow social distancing practices, and that pool operators ensure proper pool operation, and spacing and cleaning/sanitizing of deck furniture.

Below are recommendations for general public, pool operators, and various types of public pools and water attractions.

RECOMMENDATIONS FOR GENERAL PUBLIC

- Swimmers should follow the aquatic facility's rules for social distancing and personal hygiene.
- Stay home when you are sick, especially with these symptoms: vomiting, diarrhea, or any [COVID-19-related symptoms](#).

RECOMMENDATIONS FOR POOL OPERATORS

Reminder: Public pools and water attractions must follow any local public health orders that would prohibit or restrict their operation.

- Follow the general guidance above and newly-updated [CDC guidance for swimming pools and water attractions](#). (Update includes information and guidance about ventilation in swimming areas).
- Each licensed public pool or water attraction facility should develop and follow a safety plan that describes enhanced cleaning and sanitizing of surfaces, employee health and hygiene requirements, and procedures for ensuring that the pool or water attraction is properly operating, including the maintenance of appropriate water disinfectant levels.
- Shower rooms and toilet rooms should be frequently cleaned and sanitized.
- It is recommended that the drinking fountain not be used and that patrons be provided with bottled water.
- Each licensed facility should have someone on property to ensure that guidelines and regulations are followed. A lifeguard, while serving as a lifeguard, may not perform other duties, such as monitoring social distancing.
- For any pool, adequate disinfection will inactivate coronavirus in water, so careful attention must be paid to ensure that the pool has adequate disinfectant, proper ORP values in pools where that value is measured, and proper recirculation.

- Consider extra spacing for deck furniture.
- Frequently clean and sanitize deck furniture (e.g., between users).
- Install hand washing or sanitizing stations (at least 60% alcohol) at the entrance to your facility, and at key locations throughout the facility where customers are likely to contact shared equipment. Encourage customers to use them.
- For any pool, proper recirculation will help to ensure that water is properly filtered and disinfected. Frequently ensure that recirculation is adequate, and monitor disinfectant levels to ensure that the water has adequate disinfectant.
- The standard [CDC protocol for fecal accidents](#) must be followed for fecal accidents.
- For facilities with lifeguards, ensure first aid and lifeguard staff have proper personal protective equipment (PPE) for first aid and rescues.
- Employees who are sick should stay home. CDC offers [tips for identifying COVID-19 symptoms](#).
- Employees should follow the advice of the local public health department and their health care provider when exposed to someone who has recently had a positive COVID-19 test or if they have had a positive COVID-19 test. CDC offers some general guidance about [coronavirus testing](#).
- Considerations for lifeguard training: CDC has posted an Answer, in their '[Frequently Asked Questions](#)' section, under 'How can the spread of virus that causes COVID-19 be slowed during lifeguard training?'

RECOMMENDATIONS FOR VARIOUS TYPES OF PUBLIC POOLS & WATER ATTRACTIONS

Low-use pools (condo, apartment, homeowner association, hotel/motel)

- The number of patrons in the enclosure should be based on the consideration that patrons may travel from the deck into the basin. Pool capacity should be limited to allow for 6 feet of space for each patron at all times in the pool and on the deck (except for family groups).
- For whirlpools, it is recommended to measure the whirlpool and ensure social distancing of 6 feet. This may limit the whirlpool occupancy to one person.

For low-use pools, consider using a reservation system to control access. One example is a family could reserve the pool for a half hour or more, depending on demand.

Wading pools and splash pads

- Wading pools and splash pads should be staffed by an on-site attendant to monitor use.
- Travel through a splash pad should be done so as to maintain 6 feet of social distancing. Patrons should be encouraged to take turns moving through the splash pad.

Municipal pools, fitness centers, school pools, pools at waterparks, and all water attractions

- There should be an adequate number of attendants to ensure 6 feet of distancing between patrons who are not part of the same family. Facilities should consider placing markings on the floor to help patrons know where to stand.
- Patrons not part of the same family should follow social distancing guidelines.
- Operators should calculate how many occupants may be in the pool area so that patrons who are not members of the same family have 6 feet of spacing between each other.
- It is recommended that exercise classes maintain 6 feet between participants.

Competition pools or pools designed for lap swimming (lanes are 7-8 feet wide)

- 6-foot distance must be maintained, so some ideas to make that work include:
 - › Stagger starts to maintain 6 feet between swimmers.
 - › Combine two lanes to make one and swim in a circular pattern, leaving an empty lane in between.
 - › If using one swimmer per lane, patrons are expected to swim in the middle of the lane to allow for maximum distance between heads (approximately 7 feet).
 - › Pay careful attention to building ventilation best practices, such as purging the air before and after an event.
 - › CDC may be updating their guidance for lane use during practice and competitions so be sure to check the CDC Guidance for Public Pools and Water Playgrounds During COVID-19 website frequently.

Leisure rivers

- Traffic in the river must allow for 6 feet of distancing between riders who are not members of the same family.
- Sanitize handles of riding tubes and boats.

Recommendations for slides

Timing of sending riders down the slide must allow for only one person to be in the plunge basin at a time.

Wave pools and other rides with water moving patrons in a manner that has potential for close contact

Patron load should be restricted to ensure 6 feet of spacing between patrons at all times during the activity.

Recommendations for swimming lessons

Consider measures that limit close contact between teachers and students. This could mean that only lessons for more advanced swimmers, or parent-child lessons.

For smaller children at beginner-level lessons, consider having parents assist their children in the water instead of the instructor.

More Resources

[CDC: Resources for Businesses and Employers](#)

[OSHA: Guidance on Preparing Workplaces for COVID-19](#)

[CDC: Guidance for Public Pools Hot Tubs and Water Playgrounds During COVID-19](#)

[CDC: Guidance for pool area ventilation.](#)

[American Red Cross, Training Lifeguards During COVID-19.](#)

WACO Members offer a variety of water attractions to their guests, and therefore, we felt presenting this information in its entirety made sense. However, not all pieces will apply to your park. Check the header sections that apply to you, and if you have additional questions, please feel free to reach out to the office for further guidance!

We will also have this document and additional handouts from DATCP on the Members Only section's website to help you with fecal and bodily fluid clean-up!





EXHIBITOR COMMENTS

The WACO office staff caught up with few vendors at the Trade Show and here is what they had to share!

Overheard on the Trade Show Floor

Buying Show:

Several vendors mentioned over and over again how the WACO Convention is a “buying show.” Jim Brandt of Jim’s Golf Cars has been coming to the Convention for at least 15 years and appreciates his “ability to connect with customers and show them new product or demo something they’ve been looking to buy. This is a show where customers already know they are buying product and that’s what a vendor is always hoping for.” As a side note, Jim also mentioned a couple of trends he noticed in our industry this year: increased utility vehicles and more renting vs. buying of the 4-passenger car models.



Impressive Turnout:

Newbies to our group this year, College Dawg owners Sal and Joe Occhipinnti, shared they were extremely impressed with the turnout and their booth placement. They literally launched their product line of jerky, steak bites, and snack sticks days before signing up for the Convention. “We weren’t sure what to expect, but are very happy we attended, based on the connections we’re making and the number of attendees.” College Dawgs is also offering a promotion for WACO members! They will donate back 25 cents for every bag purchased on a re-order from WACO to the Gilbert Brown Foundation! Watch for more details on this to be posted in our Members Only section, as well as Email.

Family Friendly Atmosphere:

In speaking with vendors, we continued to hear over and over again the comments on the customer service from the WACO staff and how it made the vendors feel like they were part of the WACO family. As most have been with us for years, that so heartwarming to hear! The phrase “family-friendly atmosphere” was used over and over again. Todd Kuprus of GloWorks, Inc. said, “We love coming to this show because we connect with a lot of customers and feel so welcomed. Its like coming back to family every year.”



SHOW FLOOR SNAPSHOTS



EXTRA EVENT SNAPSHOTS

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LUNCH & LEARNS

Members Making a Difference with GBF

2020, hands down, was a trying year for any business owner! Our Members dug deep and still made magic with their fundraising efforts and managed to raise \$105,525 for the Gilbert Brown Foundation. It was a proud moment to see everyone recognized for



their efforts up on that stage! I

don't think there was a dry eye when Caden shared his favorite experience. That little man has endured so much with treatments and surgeries, and in surviving all that, was blessed to receive "Make a Wish" trips and more. But Packer games and travels aside, what did he slot as his #1 experience? Speaking on the stage and helping with the auction at the WACO Convention.

And can you believe it - we already received donations for 2021 at Convention - how cool is that?! If you are struggling with how to refresh a current fundraiser or looking

for some easy ways to get your name out into the community while still supporting the cause, check out the GBF Kickoff Packs and the new "Cooking with the Browns" Cookbook advertising opportunity!



"THANK YOU" again to the 29 WACO Members who raised funds in some way for the Gilbert Brown Foundation in 2020. We can't wait to see what you'll do in 2021!



Speaking of 2021, check out who's got a jumpstart on their fundraising efforts!

CAMPGROUND	2021 FUNDS RAISED
Dells Camping Resort	\$1,570
Rose's Enchanted Forest	\$500
Camping in the Clouds	\$100
2021 TOTAL	\$2,170

CAMPGROUND	TOP 5 TOTAL FUNDS RAISED IN 2020
Great River Harbor	\$21,015
Champions Riverside Resort	\$19,650
Duck Creek	\$8,368
Wilderness Campground	\$6,701
Pineland Camping Park	\$6,123

GBF KICKOFF PACK



**All the tools
you need to
kickoff your
next GBF Fundraiser!**



Your GBF Kickoff Pack playbook includes everything you need to run successful fundraisers for your favorite WI-based charity, the Gilbert Brown Foundation! Check out pre-assembled “packs” that include theme ideas, social media posts, flyers, and posters. Did we mention you can customize the posters and flyers? Craft and activity examples, as well as instructional sheets, a football thermometer to track your efforts, and volunteer sign-ups, are all available online! With five GBF Kickoff Packs to choose from and more to come, you’ll be able to start your first few months of the season fundraising in style.

Fundraising is an easy way to get the feel-good vibes flowing in your campground while raising money for a great cause. **It also presents a fantastic opportunity to involve your Seasonal guests.** Make them the Sheriff for Western Weekend or the Coach in charge of your next GBF Kickoff Pack event. Including your Seasonals gives them a sense of pride while taking tasks off your checklist. ***Now that’s a winning play!***

As discussed at the WACO CONVENTION, **GBF Kickoff Pack’s** are available on the GBF website and take all the guess work out of your next fundraiser!



TAX BREAK ON ADA COMPLIANCE?



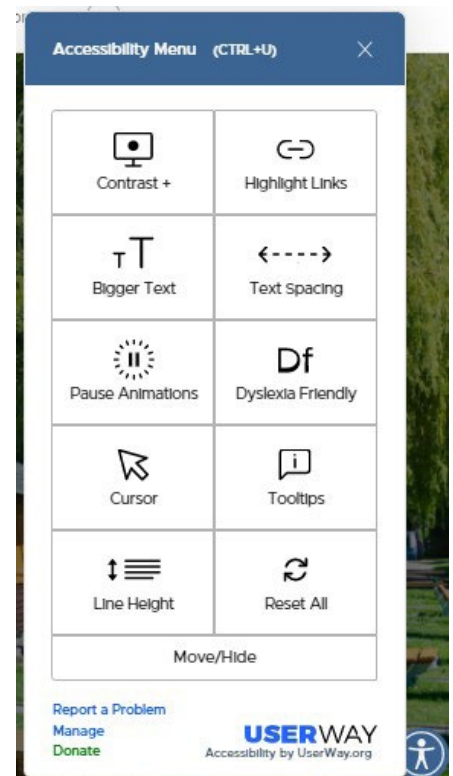
Respectfully Submitted by, Richard Chandler, Glacier Valley Campground

When I attended an ARVC webinar last month, they mentioned ADA and tax incentives. I did some research (check out www.adata.org). I was surprised to find that a small business (30 or fewer employees or under \$1 million in gross receipts) can get a 50% tax credit for ADA compliance work. The max credit is \$5,000 per year. They can also claim deductions of up to \$15,000 for such work every year.

Examples of work that qualifies is building ramps, widening doors, removing barriers, consulting services, etc. I think it also includes website modifications to comply with ADA. I don't know if there is any similar provision regarding Wisconsin state taxes.

Thanks to Richard for jump-starting this critical conversation regarding ADA compliance! WACO worked hard about two years ago to ensure their website was compliant with the ADA requirements, including adding alternative tags, the ability to increase font sizes, and other options you see here to the right. We urged all campgrounds to check their websites and went over the penalties assessed should your campground be found out of compliance.

It's great to see some tax credits offered for ADA compliance projects at the National level. Richard is correct; however, it's unclear what other State opportunities are available now, but our office did put in a request for further clarification. We'll be sure to pass along any insights we receive specific to the State of Wisconsin!



CONVENTION MEMORIES



NETWORKING FUN



MOTIVATING SPEAKERS

GBF



WHO MOVED MY CHEESE?

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **FEBRUARY 2021**

Results from Mar 1, 2021 - Mar 28, 2021

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

March 1 - March 28

8

Total Actions on Page ▼27%



Page Views

March 1 - March 28

541

Total Page Views ▼10%



Page Previews

March 1 - March 28



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

Page Likes

March 1 - March 28

125

Page Likes ▼24%



Post Reach

March 1 - March 28

33,901

People Reached ▼56%



Story Reach

March 1 - March 28

Get Story Insights

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

[Learn More](#)

Recommendations

March 1 - March 28



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

Post Engagement

March 1 - March 28

1,770

Post Engagement ▼68%



Videos

March 1 - March 28

144

3-Second Video Views ▲243%



Page Followers

March 1 - March 28

130

Page Followers ▼21%

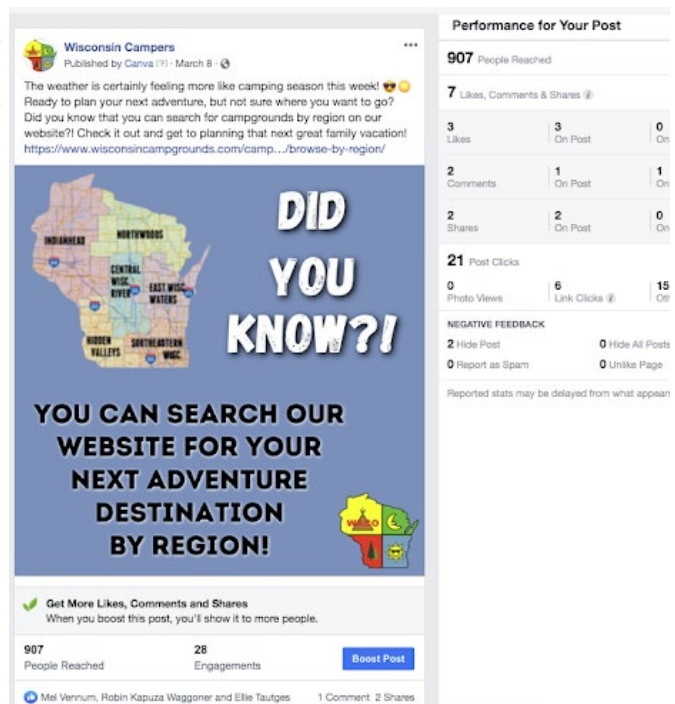
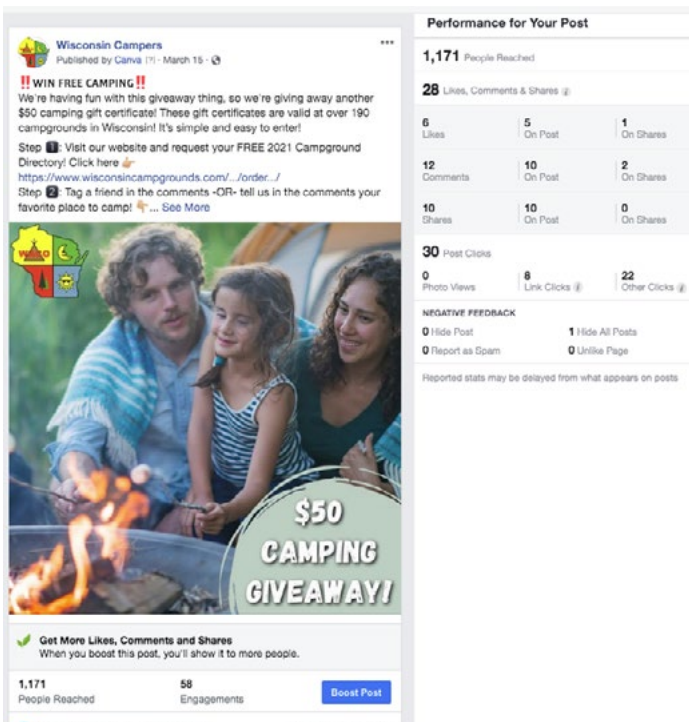


**Total current likes: 8,320
(+163 from January)**

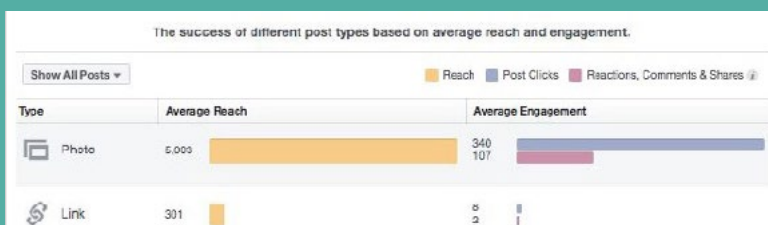
WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **FEBRUARY 2021**

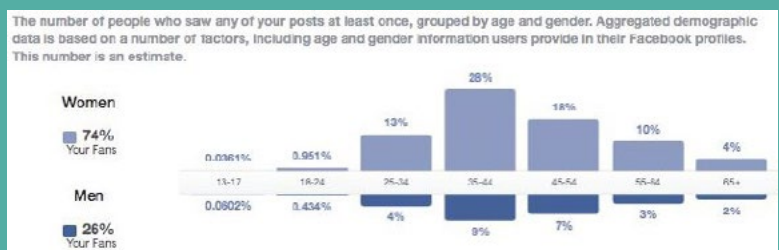
Top Two Facebook Posts from February

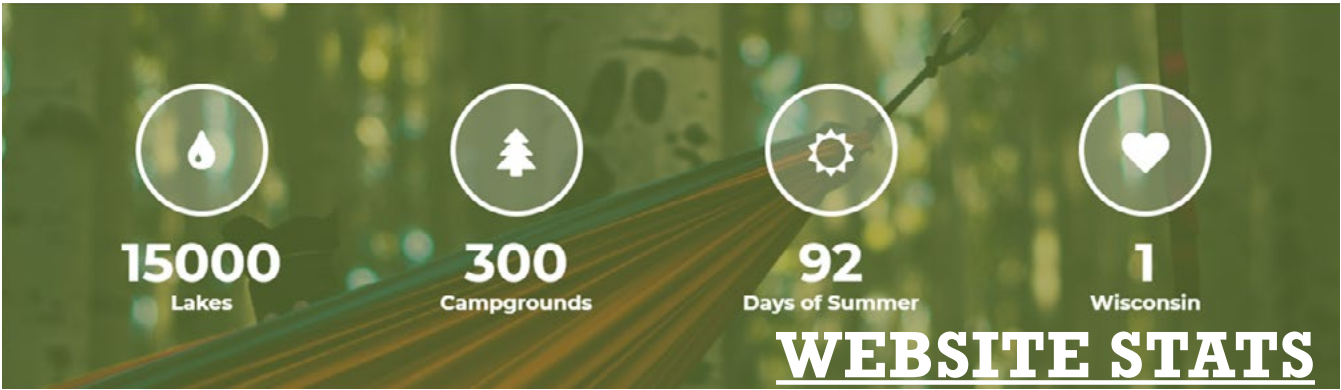


Success By Post



Summary of Page Fans

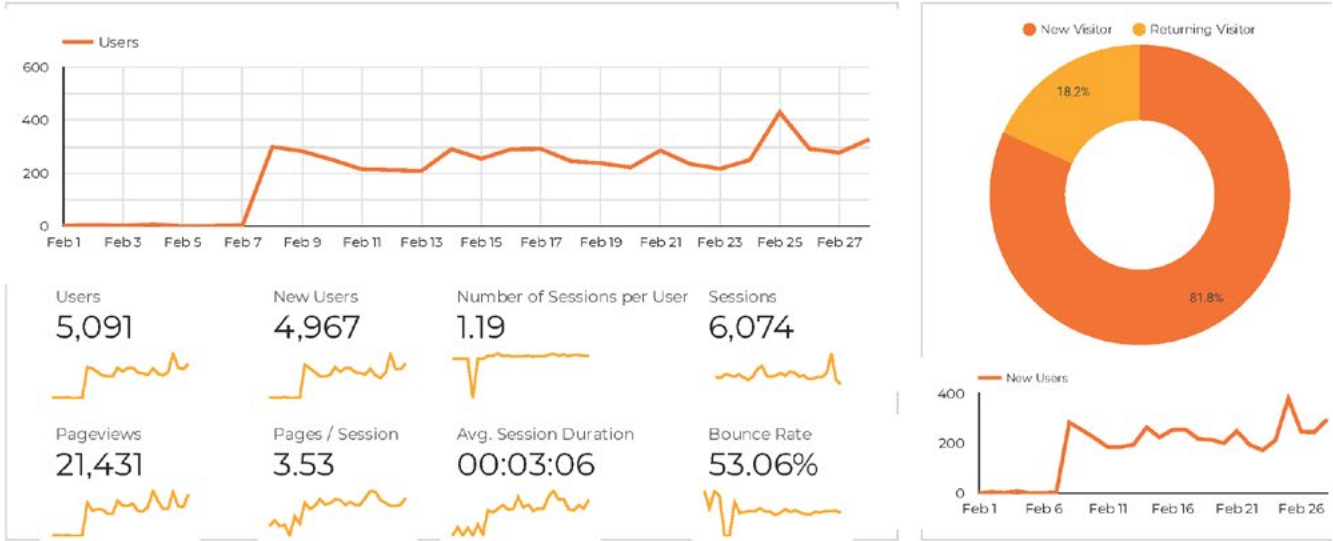




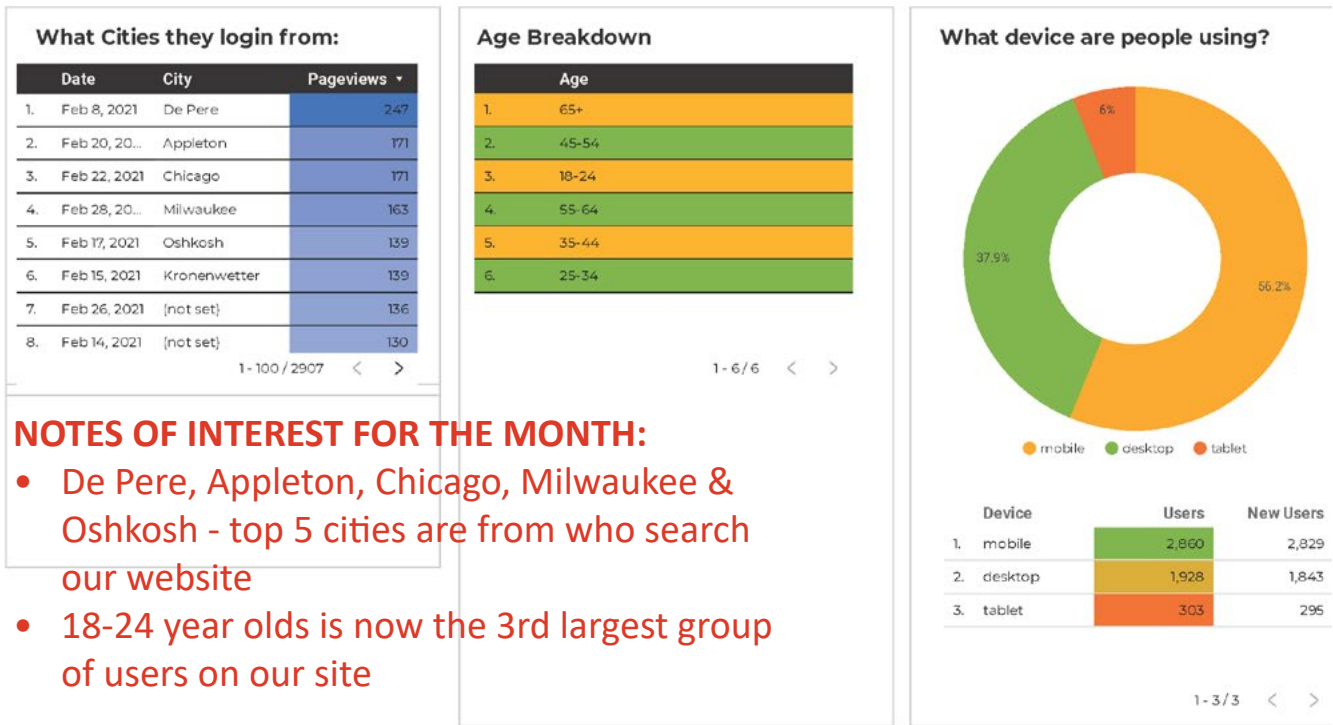
WACO Website Audience Overview February 2021

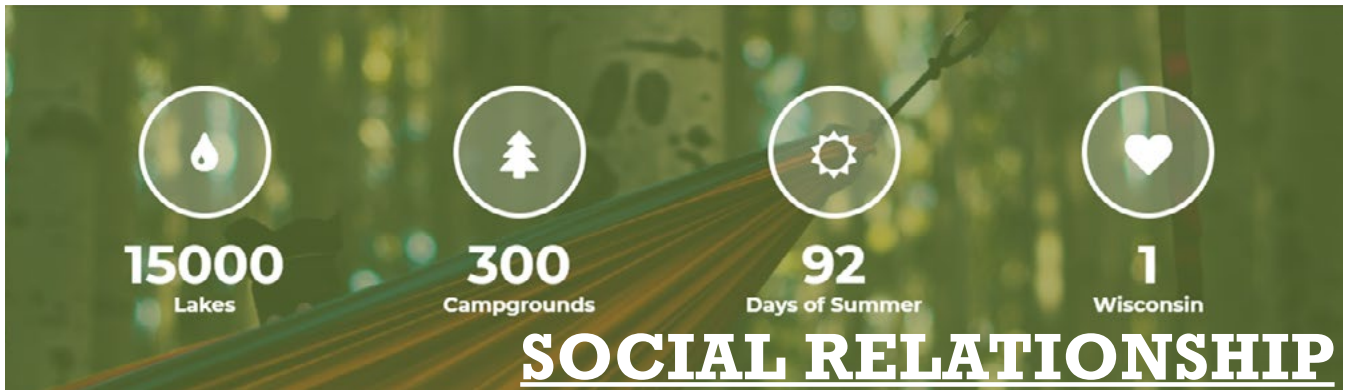
Continue...
 Region
 Channel
 Device
 Feb 1, 2021 - Feb 28, 2021

Our audience at a glance



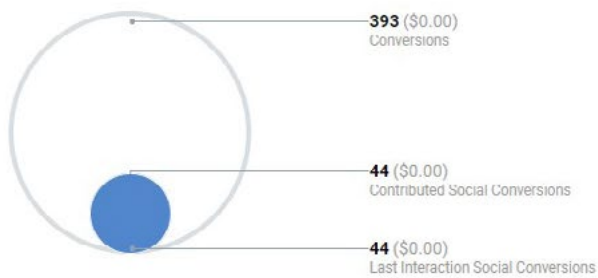
More about our Users!





Overview

Social Value



Social Sources

Social Network

Pages

Shared URL

Social Network

	Sessions	% Sessions
1. Facebook	1,507	99.87%
2. Instagram Stories	1	0.07%
3. Pinterest	1	0.07%

● change in % of sessions: +0.00%

Overview

Social Value



Social Sources

Social Network

Pages

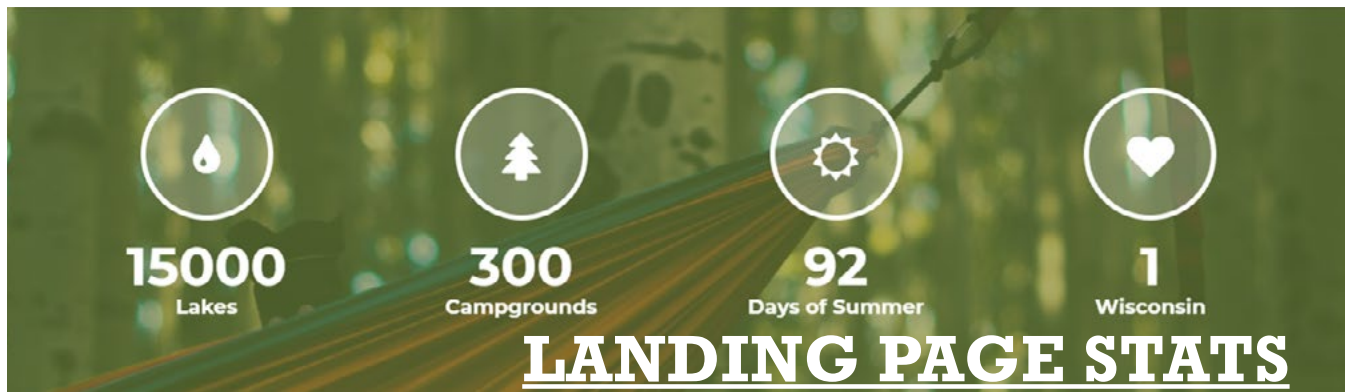
Shared URL

Social Network

	Sessions	% Sessions
1. Facebook		
Feb 1, 2021 - Feb 28, 2021	1,507	99.87%
Jan 1, 2021 - Jan 31, 2021	691	99.71%

WHAT DOES IT ALL MEAN?

- Blew away our social media goal of 1000 users come to our site from Facebook
- 117% more Sessions coming to our website from Facebook
- 816 more sessions in Feb 2021 than we had in Feb 2020
- SOCIAL MEDIA IS WORKING! We will continue to post engaging, consistent messages to bring the right people to our website...bringing the right people to YOUR campground!



<input type="checkbox"/>	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
		21,431 % of Total: 100.00% (21,431)	15,047 % of Total: 100.00% (15,047)	00:01:13 Avg for View: 00:01:13 (0.00%)
<input type="checkbox"/>	1. /campgrounds/	1,486 (6.93%)	828 (5.50%)	00:00:53
<input type="checkbox"/>	2. /	1,481 (6.91%)	1,093 (7.26%)	00:00:41
<input type="checkbox"/>	3. /central-wisconsin-river/	1,148 (5.36%)	406 (2.70%)	00:00:36
<input type="checkbox"/>	4. /campgrounds/order-campground-directory/	1,127 (5.26%)	955 (6.35%)	00:02:19
<input type="checkbox"/>	5. /east-wisconsin-waters/	982 (4.58%)	407 (2.70%)	00:00:44
<input type="checkbox"/>	6. /campgrounds/browse-by-region/	855 (3.99%)	496 (3.30%)	00:00:17
<input type="checkbox"/>	7. /northwoods/	686 (3.20%)	261 (1.73%)	00:00:34
<input type="checkbox"/>	8. /indian-head/	584 (2.73%)	234 (1.56%)	00:00:35
<input type="checkbox"/>	9. /southeastern-wisconsin/	553 (2.58%)	266 (1.77%)	00:00:31
<input type="checkbox"/>	10. /hidden-valleys/	519 (2.42%)	186 (1.24%)	00:00:27

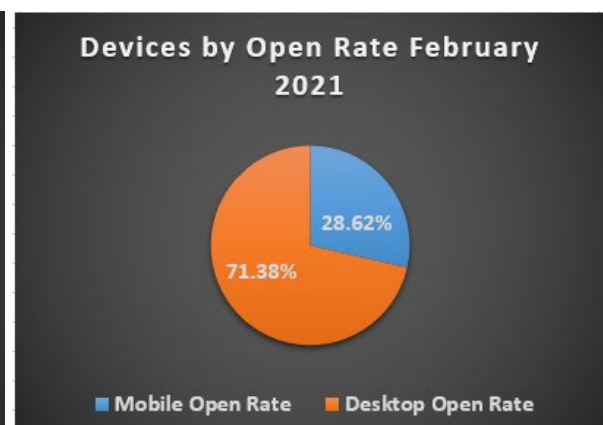
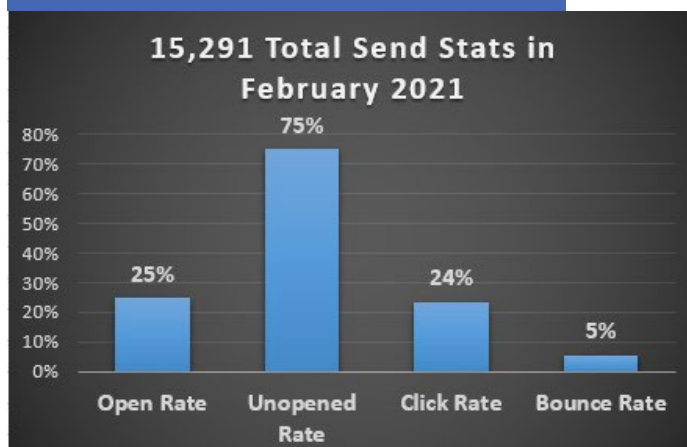
Campground Search AND Directory pages in the top FIVE!

This means people are looking for:

- where to camp in 2021,
- OUR Directory, which will lead them to
- making reservations at YOUR campground!

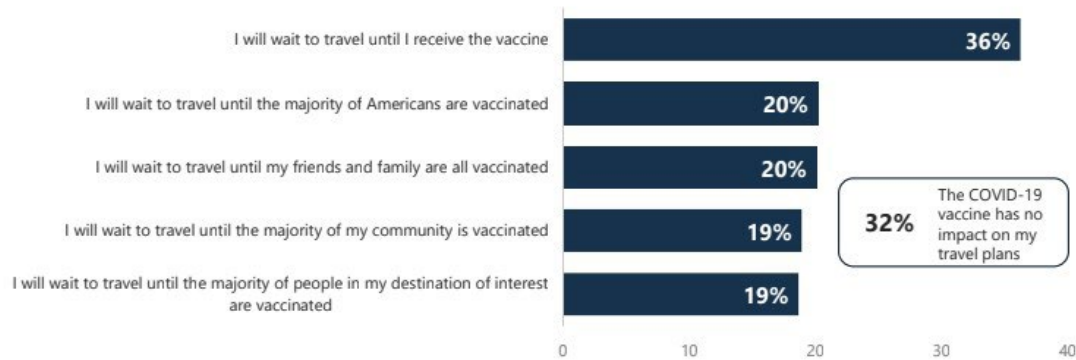


Watch for a Q1 comparison in the April Newsletter that will show Jan-Feb-March numbers!



Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
February 2021 Newsletter	396	188	49.60%	25.70%	74.30%	112	59.60%
Directories-You can now pick them up at Evergreen Campsite	244	102	43%	31.40%	68.60%	0	0%
Golf Cart Rental Agreement	243	94	39.80%	27.10%	72.90%	33	35.10%
Longwoods COVID-19 Study: Wave 31 - Dept of Tourism	244	91	38.70%	33.80%	66.20%	16	17.60%
Are you coming to convention?	244	89	37.70%	22.80%	77.20%	53	59.60%

Impact of COVID-19 Vaccine on Travel Plans



According to the Latest Longwoods Study

“International tracking study of American travelers, **84% have travel plans in the next six months, the highest level since the early days of the pandemic a year ago.** This is the third consecutive wave showing over 80% for this key metric. And the percentage of travelers who say that the coronavirus will greatly impact their travel plans has dropped to a third, down from a pandemic peak of two-thirds last April and matching the March 2020 low.”

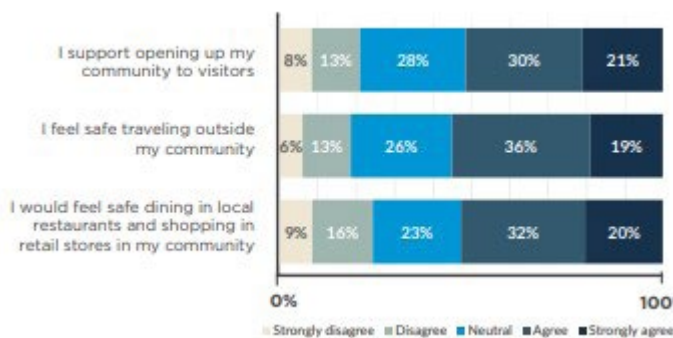
Travel Plans Wave 32 Study

20% of Travelers are stating COVID-19 is not impacting their travel plans!

“Spring is bringing warmer weather and a brighter outlook for the travel industry,” said Amir Eylon, President and CEO of Longwoods International. “The faster the progress is on vaccines and controlling the virus, the faster the battered travel sector will recover.”

When choosing a destination to visit, half of Americans say that it’s important for those destinations to have clear health and safety protocols in place on social distancing, mask wearing, etc. Mandatory mask mandates are important to about four in ten travelers, yet almost as many don’t want to visit locations with travel quarantines or other restrictions in place.

PERCEPTIONS OF SAFETY AND TRAVEL



Indications of improvement are continuing among U.S. travelers’ confidence to travel or in travelers visiting their own community. **55% of Americans say they feel safe traveling outside their communities and 53% feel safe shopping or dining locally. More than half of travelers support opening up their community to visitors.**



AS SEEN AT CONVENTION! WACO CHEESE BYTES FOR BUSY CAMPGROUND OWNERS

CAMPER FOCUSED ADVERTISING OPTIONS

Advertising can feel like a real rat race. Get better use of your cheddar by featuring your campground in a CHEESE BYTE geared towards your target market!

FIRST, we introduce the CHEESE BYTE concept to potential campers, with initial posts about general camping tips like, "Parking a problem? Let's talk about pull-through sites" and "New to camping? Let's walk through basic hookups on most RVs."

After that, we'll fill the topic slots with WACO Members, highlighting something they offer at their campground.

What topics? See the initial topic listing below!

A minimum of three, maximum of five Members will be included on every topic BYTE. BYTES are filled on a first-come, first-serve basis.

WANT MORE? A spot in a featured not enough you say? What about a CHEESE BYTE that highlights JUST your campground? We can do that too!

\$50 per HIGHLIGHT BYTE
\$250 per FEATURE BYTE
COMPLETE CHEESE BYTE
REGISTRATION FORM HERE

TOPICS TO HIGHLIGHT YOUR CAMPGROUND

- Camping = Fishing: Campgrounds that highlight fishing holes where the best fishing stories start
- Need a Waterpark? Don't worry, we've got you covered: Campgrounds with waterpark amenities
- More of a "Glamper" than a Camper? Parks who understand your style!: Campgrounds that specialize Glamping units
- I Just Wanna Dance with Somebody: Campgrounds with live music in their season
- Featured Food: Campgrounds known for their ____ (insert your dish name here!)
- Nature's Best: Campgrounds with rustic and simple sites to connect back with Mother Nature
- Keep these kids busy. Please.: Campgrounds that offer family fun for all ages.
- Crafts for Adults: Campgrounds that make Martha Stewart jealous. (Because they offer pottery, painting, wine tasting, succulent classes, etc. Not because she knows Snoop Dogg)

CHECK OUT THIS GREAT FEATURE BYTE FROM
MERRY MAC'S CAMPGROUND!

SCAM ALERT

Cash App Scams on the Rise

Peer-to-Peer (P2P) mobile payment services, such as Venmo, Zelle, and Cash App, have become popular digital solutions for everyday consumers. These apps allow you to transfer and receive money from friends and family, all with the click of a button. You can link your bank accounts, credit or debit cards and instantly send money to someone, making for a quick and easy transfer.



Respectfully Submitted by, Sara Porter, VP Digital Solutions at Blackhawk Bank

Cash App is a popular choice among consumers, as its interface is easy to use and navigate; it allows users to quickly send someone money, receive money, or invest in stocks. Cash App, though, has recently come under fire as reports of fraudulent behavior are making headlines.

If you are a Cash App user, here are some scams to look out for, along with ways you can protect yourself and your personal information.

Fake Cash App Support

One way that scammers are taking advantage of customers is by pretending to be Cash App support. Cash App does not have a direct line to their customer service, so scammers are pretending to be their support line to gain access to mobile devices and steal personal information. Unknowing customers might Google search for a support line phone number and come across a website that appears to be support for Cash App users, but is actually a scam.

Once you call, these scammers will encourage you to download a screen sharing app, so they can have access to your phone, under the guise of "helping you." In reality, they are trying to steal your personal information. There have also been reports of this fake support line directly asking for the debit/credit card number on your Cash App, your Cash App PIN, or security information. In both circumstances, your bank account information and personal information would be compromised.

The website where these reports originated from has reportedly been taken down, but the Better Business Bureau is encouraging consumers to be keep an eye out for anything suspicious that they may come across.



Cash App Giveaway Scam

A popular event on Twitter and Instagram is Super Cash App Friday, where the official Cash App account hosts a sweepstakes to win cash prizes. This sweepstakes encourages users to follow and share a post, and they are entered into a sweepstakes to win money.

However, scammers are preying on those who have entered to win the giveaway. Scammers are creating fake accounts on these social platforms and then private messaging users who have shared Cash Apps giveaway social post. The scammers will tell you that you won a cash prize in a separate giveaway, but there's one catch: you need to send THEM a small amount of money first to verify your identity so that you can claim the large cash prize. Once you send them money, the account blocks you and your cash is gone.

These scammers might also send a fake Cash App link for users to sign into so that they can steal your login credentials. So, not only do they have your hard-earned cash, but they also have your personal information.

These types of scams have been heightened during the COVID-19 pandemic, as many find themselves in need of fast cash. These scammers will often claim to be influencers or say that they want to help other people during a difficult time and give back, only to take advantage of unknowing individuals.

Safely Using Cash App

We know how convenient it is to use P2P digital solutions, and we want you to use them safely! Here are some things to remember and keep in mind as you spend.

Know the Rules

Giveaways and sweepstakes are fun, and if you decide to participate in one, make sure you know the rules and verify its legitimacy. Authentic giveaways and sweepstakes will never request that you send cash to verify identity; report any social media account claiming this, as it is a scam.

Only Send Funds to People you Know

When sending someone cash through Cash App, make sure you only send cash to someone you know and double-check that their username is correct. It can be easy to use Cash App for payment of services or goods, but it is much safer to transfer money between family and friends. Keep in mind that all

transactions with Cash App are instant and cannot be cancelled. So, even if you mistakenly send cash to the wrong person, Cash App often will be unable to cancel the transaction or refund you the money.

Set up Security Features

One of the best ways to protect your personal information is to set up security features. Cash App will allow you to set up a PIN or fingerprint to make transactions, turn on two factor authentication, and utilize email and text notifications so that you will be notified of any suspicious behavior.

Protect Sensitive Information

Remember: never give out your personal information. Cash App will never ask you to disclose personal information, such as a PIN or card number. If anyone who claims to work with Cash App requests this information, it is a red flag.

Cash App Support

There is no direct support line for cash app, so stay away from any website claiming to be Cash App support. If you need to speak to someone from Cash App, you will need to contact support through the mobile app. When you click on your Cash App profile, there is a tab at the bottom for support where users can find help resolving issues.

Here at Blackhawk Bank, we want to make sure that your information is secure and doesn't end up in the wrong hands. If you are interested in learning more about how Blackhawk Bank can help you, contact us today!

Are you ready for a different kind of bank?

Blackhawk Bank is a Wisconsin-based community bank specializing in consultation and advice-driven relationships.


When you work with Blackhawk Bank, you'll find a true advocate and dynamic financial partner:

- Business transition and succession plans to help protect what you've worked hard to build
- Website and HR consultation
- Alternative payment plans
- Merchant Services with many options to accept credit and debit cards

800.209.2616

blackhawkbank.com/phil-whitehead

Blackhawk Bank

MEMBER FDIC  EQUAL HOUSING LENDER

NEW ADVERTISING OPPORTUNITY FROM WACO



COOKING WITH THE BROWNS



A unique cookbook featuring savory recipes from the Gilbert Brown Family!

"Cooking with the Browns" is full of food for the soul with recipes that come from the heart, all benefiting the Gilbert Brown Foundation.

Featured on the Gilbert Brown Foundation Website, & Facebook, the WACO Website & Facebook and available for sale at Camping, RV, and Boat Shows & WACO Campgrounds for just \$1 each!



**TAKE OUT AN AD FOR YOUR CAMPGROUND AND
CONNECT WITH A NEW AUDIENCE!**

ONLY 24 SPOTS AVAILABLE

*All proceeds of ads and sales of the cookbook will go to benefit
The Gilbert Brown Foundation*



COOKING WITH THE BROWNS

ADVERTISING OPPORTUNITY FROM WACO



**1/8 PAGE:
3.625" X 2.312"
\$300**

**40,000 Printed
FULL COLOR
Limited Advertising
Space Available!**

**1/4 PAGE:
2.312" X 7.5"
\$600**

DON'T HAVE AN AD?
We can design one for you! Call the office for pricing details!

Send your artwork and check to:

The Gilbert Brown Foundation

PO Box 228 | Ettrick, WI 54627

Phone | 608.525.2326

Fax | 608.525.2328

Email | lori@seversonandassociates.com

**WANT TO PAY WITH A CREDIT CARD? CLICK ON
THE "PAY" option!**



ALL PROCEEDS OF ADS AND
SALES OF THE COOKBOOK WILL
GO TO BENEFIT THE
GILBERT BROWN FOUNDATION

CONGRATULATIONS TO OUR 2021 NOMINEES!

At the Annual Meeting, in a vote of the WACO membership, the following Nominees were approved to either start a new term or are brand new members to our WACO Board! Congratulations, and we all look forward to seeing what insights you'll bring to the WACO organization in the years to come.

~ See the Full Board listing on page 31 ~



LAURIE ADAMS

Baraboo Hills Campground

Laurie currently owns and operates Baraboo Hills Campground with her husband Greg and two boys, Trent and Trevor. Laurie began working in campgrounds in 2004 as a reservationist and 10 years later she and Greg purchased the campground. She left her job with Baraboo School District as a school nurse and Greg ended his 27-year career with Sysco Foods to take this life-changing leap. Laurie **was elected to the WACO Board in 2018 and serves on the Membership Committee. Baraboo Hills has 50 seasonal sites, 42 rental units and 68 overnight sites for a total of 160 sites. Baraboo Hills has been a WACO member for 20+ years. Laurie enjoys working with the WACO members & helping organize the Fall Tours with the Membership Committee.**



SCOTT D. KOLLOCK

Vista Royale Campground

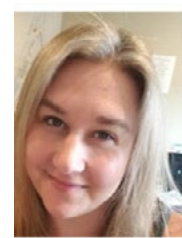
Scott is a second generation owner of Vista Royale Campground in Bancroft, WI. The park was built by his family 45 years ago and has been ran by them since day one. Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future. Scott is now serving as Past President of the WACO Board of Directors.



SARAH KRAUSE

River's Edge Campground

I have been the manager of Rivers Edge Campground for going on 4 years now. Before taking on the responsibilities of running a campground I had owned a bar in Stetsonville, WI called the Roost bar and Crazy Cow Grill. Prior to that adventure I had spent my whole life in customers service. I am the longest running employee of a bar in Weston, 29 years this year (I do still moonlight there to keep my title) have owned a clothing boutique, managed 2 motels, and sold insurance. I love hospitality and customer service, I thrive on making people smile. I also currently am on the board for our local Bowl for kids sake. I enjoy running fundraisers and large events. I enjoy WACO and all it has to offer and would love to be a part of helping it continue to grow and help others grow.



MARK STEFAN

Grand Valley Campground

Mark owns and operates Grand Valley Campground with his family Joan, Brad, Ben and Jackie. Grand Valley Campground has 221 sites and is located in Kingston WI. Mark grew up in a family business with his parents owning Stefan Auto Body. He worked at Stefan Auto Body until he was 18. He then went into manufacturing for 24 years. In 2005 Mark and Joan purchased Grand Valley Campground. Mark enjoys hunting, fishing, cars, and working at the campground. Mark grew up camping with his family and still enjoys camping with his family!

CONGRATULATIONS



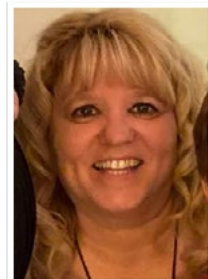
KRISTI MLODZIK Duck Creek Campground

Kristi Mlodzik, was born and raised on a Dairy Farm in Green Lake County and always involved in 4-H, where she was involved in leadership programs. She loves sewing, doing Crafts and just repurposing things. After High School, she went to Cosmetology School in Green Bay and has been a Hair Stylist for 36 years. Kristi owned a salon for 7 years and managed other salons while raising children and working in another business with her sister in-law, "Jill's of all Trades". Always staying busy! When Denny and I started to look at a business to buy, we had camped for years with our family and Grandchildren. We had enough of working for someone else. We bought Duck Creek Campground after touring several Campgrounds. I have always been a people person so being in the Campground Industry is just perfect because it is everyone's "Happy Place." I would like to be on the Board of WACO. I am a firm believer of WACO. When we were on the hunt for Campground to buy we could tell the difference in Campgrounds that were WACO Members or not based on the support behind them. WACO is a wonderful organization of support and knowledge.



DENEEN PEDERSEN Stoney Creek RV Resort

Deneen started her campground career in high school working the front desk at Jellystone in Warrens. She worked her way up to management in 4 short years. Over her 25+ years at Jellystone, she worked as Operations Manager and was monumental in growing the recreation program, developing a large successful retail store, and running day-to-day operations at a 1,000 site campground. In 2014, Deneen along with her husband, Brian, and mother, Joyce, purchased Stoney Creek RV Resort in Osseo, WI. Deneen owns and operates Stoney Creek RV Resort with her family, Brian, Joyce, daughters-Tia and Amber, son-in-laws- John and Josh, and grandson- King Roy. She is excited to be welcoming her two new granddaughters this spring too! Stoney Creek has 200 sites and is currently undergoing an expansion to include additional RV sites, year-round cabins, swimming pond with inflatables, beach and new snack bar. Deneen has always loved the campground industry and enjoys working side by side with her family. As a member of WACO for over 30+ years, she is excited to share her knowledge and passion with the industry.



ASHLEY A. WEISS-WEGNER Wilderness Campground

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child.

I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time. I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.



THANK YOU TO OUR SPONSORS

Without support from our sponsors (most of which who also exhibit at the trade show) the WACO Convention would not continue to bring our members and their suppliers together! We hope you all found success at the 58th annual WACO Convention and that the “selling show” created many years ago was still that for you this year.

If you didn't get a chance to [complete the vendor survey](#), please be sure to send any comments, suggestions, or concerns to the WACO office! We hope to see you all next March!

SHOW

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THANK YOU TO OUR SPONSORS

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CAMPGROUND MANAGEMENT
The Independent Voice Of The North American Campground Business

THANK
YOU



Joyce Stenklyft, Stoney Creek RV Resort

Jim Tracy, Fox Hill RV & Campground

Bert Davis, Dells Camping Resort

Julie Michaels, Scenic Ridge Campground

Being a WACO Director includes many volunteer hours and time spent assisting other Members of our organization. As the terms come to an end for those exiting the board in 2021, we let them know how much we appreciate all their time, dedication, and knowledge. Years of experience make their participation in our board invaluable, and while we aren't saying goodbye, we are most definitely saying, "THANK YOU!"

Seasonal Well Water Systems

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

The days are getting longer, the snow has melted, and the temperatures are finally increasing—OK, maybe not quite yet north of Highway 10. All are signs that camping season is upon us and preparations are underway.

Part of the start-up preparations should include a review of your potable well water systems. Larger campgrounds, governed under the transient non-community (TN) public drinking water program, will receive instructions for “Seasonal Start-Up Procedures” from the Wisconsin Department of Natural Resources (DNR). It is a good practice for smaller campgrounds, not governed under the TN well program, to follow the same procedures.

The “Seasonal Start-Up Procedures” include the following steps:

1. Inspect and verify that your well components are maintained in good repair.
2. Inspect the land and areas around the well for any potential sources of contamination.
3. Identify and correct any potential cross connections.
4. Flush your system

Additional details and information about the “Seasonal Start-Up Procedures” can be found at the DNR website: <https://dnr.wi.gov/files/PDF/pubs/DG/DG0079I.pdf>.

Questions about the TN well program can be directed to the DNR Drinking Water & Groundwater Program at (608) 266-1054.





Board of Directors

The WACO Board of Directors consists of dedicated members focused on determining the best options for your association. If you have ideas, questions, or want to get more involved, reach out to one of them or the WACO office. *Here is your new 2021 Board of Directors!*



Scott Kollock, President
Vista Royale Campground
skollock@uniontel.net
715-335-6860
2021-2024 1st Term



Bud Styer, Past President
Jellystone Park™ Fort Atkinson
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2021-2022



Adam Malsack, Director
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2016-2022, Chair Elect – Legislative



Mike Dricken, 3rd Vice President
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2016-2022 2nd Term



Ashley Weiss, 1st Vice President
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608-297-2002
2018-2024 2nd Term



Laurie Adams, Secretary
Baraboo Hills Campground
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608-356-8505
2018-2024 2nd Term



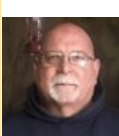
Mark Stefan, Director
Grand Valley Campground
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2018-2024 2nd Term



Scott Grenon, 3rd Vice President
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2019-2022 1st Term



Patricia Lombardo, Director
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2019-2022 1st Term



Brian Huth, Director
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2020-2023 1st Term



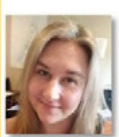
Peter Hagen, 2nd Vice President
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2020-2023 1st Term



Rob Brinkmeier, Director
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2020-2023 1st Term



Kristi Mlodzik, Director
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2021-2024 1st Term



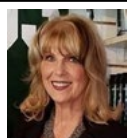
Sarah Krause, Director
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2021-2024 1st Term



Deneen Peterson, Director
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2021-2024 1st Term



Jim Button, ARVC Representative, Treasurer,
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920-622-3498
2021 ARVC Representative Chair Elect



Lori Severson, Executive Director | Severson & Associates
lori@seversonandassociates.com
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