



WACO NEWS

JUNE 2021

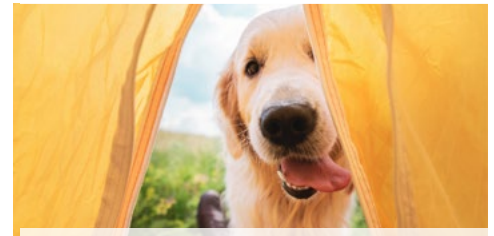
JUNE 2021

Welcome to one of the busiest seasons we've all experienced! Some members are already sold out every weekend, others are seeing campers they've never seen before...and everyone is doing it with half their staff! Trends show pets are in, RV sales are through the roof, and newbie campers are coming back for more. Brace yourself before the 4th, and good luck to you all as we hit the mid-season!

inside...



RV Stats Driving Guest Expectations P. 12



Pet Amenities

P. 20

Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members,

Well, welcome to the season! Every single campground owner I've talked to is swimming in business and looking for help. Now is the time to make money while the sun shines, but what a baptism by fire! We had a wonderful couple of customer service training sessions. Thanks very much to Lake Arrowhead and Baraboo Hills for hosting them! It is a pleasure to watch people grow in our business.

Today we are doing way more than we usually do! The lack of help has forced many owners to do work they haven't done for a bit. Sometimes getting back into the day-to-day can be good. It gives us a chance to INSPECT what we EXPECT. We think things are getting

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certain criteria, is recommended
inspection /inspekʃən/ an
occasion when someone
examines something very carefully
[MANAGEMENT] ○ Do not
inspections of all

checked off, being handled a certain way, and later find out not so much. The best use of our time is to honestly look at ways to make processes smoother and more efficient. Looking at the positive, we can use this

time to examine our practices! More on this topic on an article later in this newsletter.

ZONING ISSUES

We have been unusually busy with zoning issues this year. Loads of expansion at Member's parks mean more folks are getting more involved with their communities. I would ask owners to start talking to their local officials sooner rather than later! Get acquainted with them, have them stop out, and get to know your business - at a scheduled time where you can do a little tour and perhaps entertaining. Get them excited about what your business means for the local economy and sense of community. I'm still blown away by how much education needs to happen about what a campground is - what we have available, what we offer, how we're structured, etc. If you see a local governing body trying to be more restrictive than the state-specific to campgrounds or your business, PLEASE reach out to the WACO office so we can step in ASAP. The more we know, the more we can help.

WACO has been working with the Department of Tourism. We have upcoming meetings working on partnering with some marketing ideas and possibly a destination marketing grant to help us develop better data and information on our economic impact for our State and counties!

Running a campground can sure be difficult during the crazy busy season. I recently met with Holly Hoffman to discuss sales tax. What an eye-opener! She covered things like what to do during the initial interview. Did you know a standard list of questions an auditor will ask you on the spot exists? And your response counts! They even ask you to sign it after they ask and you answer.

they ask! You can request a copy of the questions to review with your accountant! Holly walked us through a list of potential questions and gave us very valuable information. Things like what processes may be viewed with more scrutiny (causing red flags), how to organize our files and specific questions that will always be on the list. Holly's service is the best "insurance" I know of when it comes to navigating the sales tax waters!

Ask our members who have gone through a sales tax audit.

What they wouldn't have paid to have someone who knows that system walk them through it! Having someone like her in our organization is truly a blessing. WACO has so very many valuable resources that help us run our businesses! As a WACO Member, you have legal, accounting, and taxing advice all at your fingertips! Not to mention our Facebook group - so valuable and available, even in the middle of the night.

We are fortunate to belong to a family that cares about each other and builds the industry! Very few organizations genuinely have a connection like ours. We work hard to continue to grow and get better for ourselves and our industry. Together we make the most significant impact by being there for each other when we need help the most, and that's what counts!

Please remember to share your experience with your State and National organizations with campground owners who still don't recognize the benefits yet. With all the knowledge and fantastic support, WACO offers, getting people to attend just one event has them hooked! We can truly make a difference. The training on customer service truly made me remember that we need all types of personalities to make the best team. Hearing from Members' experiences and how they are getting through these insanely busy seasons, with many newbie campers, reminded me of that! We are lucky to have each other to navigate this crazy time!

Sincerely,

Lori Severson, Executive Director
Wisconsin Association of Campground Owners



IMPORTANT NOTE: Review the questions before

From the Office of the President Scott Kollock, WACO Board President



Dear Members,

The WACO office has been working hard on zoning issues this summer. It's important to realize how critical your involvement and ownership of this process are. The WACO office can provide you with essential research like how much of an economic impact is made by camping in your county and our State. WACO can get you information about what percent of lodging includes rented cottages or cabins and how many people camp in our State. We can compare these numbers to the United States and, in some cases, other States. WACO can assist with getting you support from the State tourism department, The RVIA Association, the Towns Association, the County Association, and your Legislators. WACO can provide data and information. However, in the end, these matters still require your involvement. They want to see who is there, in the room that physically votes. Votes matter to the people who run your counties and towns.

At the end of the day, we need to ask some tough questions. Are we involved enough with the people who create our laws and ordinances? Do you know the people who are on your boards? Do you take the time to "catch them doing it right?" Especially when they vote on something good for your community. Taking a moment to write a quick note, send an email or text makes a difference. They will remember those who told them the things they do correctly and the things they need to improve on.

Start by making sure you know all your elected of-



officials. Need help finding out who they are?

This link lists all the legislators in the State: <https://www.lwm-info.org/153/Wisconsin-State-Legislators-Contact-Info>. Go to the website of your county and town to find the additional information you need to know.

I know many campgrounds start the season by inviting law enforcement, legislators, board members, emergency personal, and firefighters to their park.

This visit is an education opportunity - to be sure they understand exactly what camping is, where your sites are, what your security looks like, what demographics make up today's camper. Shockingly, many people, who sit on boards, still think campers are very low-income tenters. We know that can't be further from the truth.

There comes a time, where we need to take the time to get involved. But, again, this is something you do for yourself and your neighboring parks. When there isn't an issue or a problem, coming together is so much better than waiting for an issue to come up and then trying to do the legwork.

We have sure heard great things about our communication processes, people getting more information in more ways. You should have received an email from a member of the board. We have taken ideas from the membership and are working hard to implement them. One idea is to split up the members into groups and ask each board member to be the source of information for a specific group. If you have a question, call the WACO office or any of the board members listed in your group. We hope this process allows for additional mingling at our functions and more inclusive feelings for our members! If you need additional information about how the organization runs, what's happening, or just a question, please don't hesitate to reach out to me directly. Have a great summer!

Respectfully Yours,

Scott Kollock, Board President
Wisconsin Association of
Campground Owners



TO BE A GREAT LEADER, YOU MUST INSPECT WHAT YOU EXPECT

Respectfully included from [Doug Thorpe's February 9, 2021 Blog](#)

INSPECT WHAT YOU EXPECT.

This is an old saying that I learned decades ago. What does it mean, exactly? And what does it have to do with leadership? Well...

Have you been guilty of spouting a directive then letting it die a natural death? We've all done it at one point or another—whether accidentally or intentionally, we're all guilty. When a leader sets out a goal or directive, that goal can only be achieved with good monitoring, or, inspection.

Whether you run a big business, a team, or are working on a small project, in order to achieve any sort of success, you have to be mindful of these simple words: inspect what you expect.

HERE'S MY STORY.

The Military way.

The "inspect what you expect" principle takes many forms.

During my days as a second lieutenant, we conducted regular health and welfare inspections. While the military inspects a lot of things, this was unique. Those of you who have served in the military know why. Those of you who don't: buckle your seatbelts.

To achieve the best results, you must inspect.

One early morning at 3:30 a.m., the entire cadre (all of the managers and supervisors) of our training unit surrounded a barracks where a portion of our troops lived. We suspected drug activity coming from this barracks.

This "health and welfare inspection" was actually a search and seizure mission. We burst into the barracks and surprised all of the soldiers sleeping there. They were ousted from their bunks and told to stand at attention beside their footlockers

while we searched the premises.

Sure enough, we found a stash of drugs and some paraphernalia tucked inside one of the footlockers.

Our target was achieved.

We could have preached and threatened the law about drugs, but ***we had to inspect what we expected.***

This principle also applies to the success of most businesses. Why?

Because even the best strategic planning simply ***won't matter without proper execution.***

A great leader must *push forward* to make things happen. *They cannot stand still*; they must be in constant motion, pushing towards a goal to reach success.

They must be focused.

Every plan and strategy associated with a goal ***must always be monitored and inspected*** to ensure proper execution and achievement.

Good project management comes from inspecting what you expect.

"Six Sigma" or DMAIC

Six Sigma is a specific set of tools and techniques used to help businesses improve their processes.

Inspecting what you expect is an integral part of Six Sigma. It is also an integral part of overall good project management.

For process improvement, a concept known as DMAIC is applied.



DMAIC is an acronym for: Define, Measure, Analyze, Improve, and Control
...or, *simply inspecting what you expect.*

With DMAIC, *you analyze results as they occur, checking them against expected outcomes.*

If you find yourself off the mark, adjust and do it all over again. In other words, you are staying alert—at all times—to the things happening around you that affect your process and your progress.

The devil is in the details.

There is so much more to being a great leader than stating your plans and giving directives.

Great leaders walk the floor.

If you're not walking the floor, you're not being a good leader. You're doing it wrong. Leaders who don't walk the floor find that things are not happening as they expect. *Always remember: the devil is in the details.*

You have to constantly be checking in, seeing what's going on—walking the floor. You have to constantly ensure the appropriate measures are being put in place to achieve the right outcome. You have to constantly test and review events and circumstances.

For example: if your business enforces things like safety or regulatory compliance, your role as a leader is to inspect and review events and circumstances. You have to check work every single day to ensure proper compliance. If you don't, people could get hurt.



TO BE A GREAT LEADER, YOU MUST INSPECT WHAT YOU EXPECT

Three easy steps to inspect.

1. Expect

Set expectations; specific expectations. When issuing a directive, always be clear about your expectations. Be as specific as possible. Volumes, dollars, incidence rates, hours, cost saves, the list goes on. **The expectation you give will determine the outcome.**

2. Be Consistent

Constantly inspect, and keep your inspections consistent. **Keep communication open and be consistent in everything you do.** Be open and don't beat around the bush. Share your results.

3. Stay Visible

People need to know you are engaged and involved in the review process. *Don't get stuck behind your office door.* Show your team you are active in the process. Be around them. Answer their questions. Motivate them. *Remember: you are the leader guiding the vision to the final outcome.* Be available to talk it through with those who have questions. Walk the floor.

If your team is spread out geographically, remain visible with the right frequency of check-in calls and team meetings. Let your team know that part of executing the mission is routine reviews.

So...do you inspect what you expect?

Keepin' it Legal

Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker when those pesky legal troubles rear their head. Mark Hazelbaker, WACO Attorney, is here to act as your legal guide. Mark's guidance is evident in several documents available in our Members Only section of the WACO website. We've also created an email specifically for your legal questions at waco-legal@gmail.com. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

GETTING PAID WHAT YOU'RE WORTH AND GETTING DEADBEATS OUT SOME EXPERIENCE-BASED COMMENTS

Campgrounds can't run without revenue. But it's surprisingly hard for many of us to collect money owed to us. Reluctance to confront the unpleasant subject of money leads to big problems and unpaid bills.

I've had decades of experience in collecting money for others, for my own business, and for campgrounds. Experience has taught me businesses need to remove sentimentality and personal considerations from collection issues. The best way to remove sentimentality is to set guidelines on what you'll do in response to non-payment.

Why do you need guidelines? Because you're not a bank or a loan company. Your business is providing campsites to paying customers. Guidelines are intended to stop campers from running up a tab on you. If a camper needs credit, they should be told to get a cash advance on their credit card or borrow somewhere else.

Perhaps that sounds harsh, but is it? If you have debt, you're paying interest. Why should you pay interest so your campers don't have to? Unless you want to be a finance company, you need to demand payment in full when due.

To assure you get paid, you need to have guidelines for payment and how you respond to non-payment. Then, you need to follow those guidelines. If you don't follow some kind of guideline, you run the risk that someone will complain they are being treated differently for an improper reason, such as age, race, color or creed.. Here are some of the major principles and guidelines for you to consider.

1. Signatures and Deposits Required. Nothing is agreed without a signature in hand and money received. Nothing is final until and unless the camper has given the campground a signed agreement stating what is promised and paid any money that is due. The writer Jean Shepherd expressed this thought when he wrote "In God We Trust, All Others Pay Cash."

2. Set Prices That Are Fair – To You. Your prices should be fair to your campers -- but they should be fair to you too. Again, it may be harsh to say this, but if your prices cause a few campers to leave, that's probably a sign that you've raised them enough. When you go to your local grocery store, they don't charge you the 2016 price for bread because they like you. Why should you charge less than the market? You and your family deserve to earn a good living. You work hard for it.



3. Renewal Deadline. You need to set a deadline for current seasonals to sign a new contract for the next season. If they don't meet the deadline, then the site is available for someone else to enjoy. And refer back to point 1 – a site is not renewed unless you have a signed seasonal agreement and the deposit in hand. The camper may decide to renew before you give the site to someone else, but if they don't, you need to be businesslike about it and tell them they need to leave.

4. Payment Deadlines. Your agreement sets dates when the remaining amounts owed to you are due. You need to decide how much time you will give people before giving them notice to remove, and then, removing them. Those deadlines should be driven by what you can do to enforce the deadline by removing the camping unit, discussed in the next paragraph. You should have a guideline like:

- When a payment is more than a day late, the camper gets an email reminding them to pay.
- When a payment is more than five days late, the camper gets a letter requesting payment immediately.
- When a payment is more than fifteen days late, the camper gets a letter informing them that payment must be received immediately, and that they will be required to remove the camping unit if payment is not received within 15 days.

5. Plan How You Would Remove Campers If It Comes To That. Many hotline calls come from campgrounds facing the need to remove campers. Almost all of the time, the campground has never done it before. I hope you don't have to remove a camping unit. But, it is always possible. You need to know what you would do.

6. Would you move the camping unit to another part of your campground? Possibly, but many campgrounds do not have any place to put a camping unit. If you don't have a plan to move a camping unit, you have no way to enforce your seasonal agreement. Enforcement, in the end, depends on being able to remove a camper. It will rarely come to that. But if you can't do it, you

have no authority.

7. It is better to have a third party move camping units. You may have a heavy truck to move a trailer. But, if you move it, you have no independent witnesses. A towing company isn't involved in the collection issue. Make sure you take pictures of the unit showing everything on the campsite before you move it to show what condition the unit was in before the move.

8. Based on your removal arrangements, establish practical timelines for removing delinquent campers. If you have the means to immediately remove camping units, you could set a guideline that camping units will be towed away, for example, 5 days after notice to the camper. But, if it's going to take 30 days to get a towing company to respond and remove a unit, give the camper 30 days to remove it.

9. Make Sure You Have Lien Rights. Your seasonal agreement should contain language which allows you to hold the camping trailer until you're paid.

10. Use Forms. WACO has suggested letters to send notifying campers of nonrenewal, the need to leave, and demanding payment. These letters are models you can adapt. They are simple and straightforward. Avoid getting into lengthy discussions. It isn't about the personalities, it's about the camper's promise to pay.

I'm not saying there are never cases where you should show mercy and be understanding. But, you need to do that with your eyes wide open, knowing that it means you're taking a big risk of getting stiffed.

Call or email the WACO office to get more guidance if needed!

**Respectfully,
Mark**



Mark Hazelbaker, SC
WACO Attorney

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The office had a chance to visit Whispering Pines this past month, and what a beautiful location! In the past years, the park's owner Janell Parche has done a fantastic job reinvesting in the property and making eye-catching and guest-inviting changes.



WACO OUT & ABOUT



WILDERNESS GBF CAR SHOW

Recently, the staff at Wilderness Campground hosted their annual Car Show - their biggest GBF Fundrasier. Here is a summary submitted from Melanie & her staff about the day's events.

We are so blessed to have such wonderful friends and family that will step up to the plate and give of themselves to help us do this car show. On Thursday, Pate (the gentleman who does our pork for the car show) called and said he was in a real dilemma. His last remaining Aunt had passed away on Wednesday. The family had scheduled everything for Saturday of the car show and asked him to cook the pork for their get-together after the services. He was so torn as to what to do. We told him not to worry that we would figure it out and that his family came first. We still had two days to get things pulled together, and it wouldn't be a problem. He called us back two hours later and said he would take a vacation day from work on Friday, cook the pork, and bring it over Friday evening. We would just need to warm it up. Problem solved. Also, on Thursday, we found out that three of the main volunteers we lean on for help in the food tent were not going to be here. Ummmm, now the panic set in. If that



wasn't a kicker – we thought the fire department was all lined up (as we have done since the start of doing this car show) for judging. Well, not so much. Chad had forgotten to post the reminder on the wall at the Station, and they all had made other plans. Yikes – Now we needed six judges. We were able



to send out a little SOS to family and friends, and by 11:30 pm on Saturday, we had all the help we needed, plus some. ***How true the quote by Saint Francis of Assisi is "For it is in the giving that we receive."***



Camping For Kids Weekend!

The week of June 4 - 6, 2021, was a huge success! The Camping for Kids Weekend raised a total of \$16,875.55 for the Gilbert Brown Foundation, with seven campgrounds participating. The winner of the \$500 KT card based on fundraising the most, a whopping \$4,554, was River Bend RV Resort!

**Thank you to all those Members who participated -
we appreciate all you do!**

- River Bend RV Resort \$4,554
- Great River Harbor \$3,600
- Champions Riverside Resort \$3,400
- Scenic Ridge Campground \$2,500
- Whispering Pines Campground \$1,200
- Buffalo Lake Camping Resort \$822
- Boulder Creek Campground \$800



Our Members have successfully raised \$32,486 as of June 2021 in a season when we are all swamped. When we're helping newbies and juggling duties with little to no staff, some find time to raise money for 156 WI charities supported by the Gilbert Brown Foundation. Thank you to you all!



The Gilbert Brown Foundation's mission is service youth in an environment that promotes structure and life skills awareness, by introduc-

ing team building skills and promoting diversity in the community. Currently contributing to over 156 children's charities in the state of Wisconsin.

CAMPGROUND	FUNDS RAISED
Wilderness Campground	\$10,525
River Bend RV Resort	\$4,554
Great River Harbor	\$3,600
Champions Riverside Resort	\$3,400
Scenic Ridge	\$2,500
Buffalo Lake	\$1,887
Lake Arrowhead	\$1,850
Dells Camping Resort	\$1,570
Whispering Pines	\$1,200
Boulder Creek	\$800
Rose's Enchanted Forest	\$500
Camping in the Clouds	\$100
GRAND TOTAL AS OF JUNE 2021	\$32,486

Don't forget our GBF Kickoff Packs, located on the GBF website, for easy fundraising ideas you can include in your Camping for Kids Weekend!



FINANCIAL FORTE

Financial strategy, insurance, legal, and HR are the four most common pain points business owners wrestle with every day. The WACO Association is here to provide helpful tidbits wherever we can. Fortunately, we have Christine Metcalf and her staff at CSAW Associates to assist with our accounting concerns! Her last seven years of experience, specific to the campground industry, gives her a lot of insight, which translates to a lot of help for you.

What Is Internal Control?

In accounting, a key term to know is “internal control.” Internal control is the series of processes and procedures that are performed within the organization to ensure the integrity and accuracy of the financial information and reporting of that organization. Internal control is very important to consider in order to protect the business owners, employees, vendors, investors, and other stakeholders.

In a small business, maintaining good internal control is often a challenge since staff size is smaller and resources are limited. Yet, it is essential to understand so that the business owners understand what risks they are taking every day in their businesses. A good system of internal controls can help the organization reduce the risk of fraud, safeguard against loss, and demonstrate good business practices.

KEY CONCEPTS

1 Segregation of duties is the first of three key concepts of internal control. It means that tasks should be assigned to different people when there is a risk that having everything assigned to one person could hide errors or even theft. For example, the person who opens the mail and receives checks should not be the same person who applies the check to the correct customer in Accounts Receivable.

2 Delegation of authority is the second key concept of internal control. While the owner has ultimate control, they cannot do everything. They must delegate to staff. Staff have the responsibility to maintain internal controls in their area of responsibility.

3 System access is the third concept of internal control. Access to documents, rooms, computers, applications, and other items should be on a need-to-know basis to reduce risk. While

one person might have system access to enter a transaction, they should not also be the one to have system access to review or approve that same transaction.



BUSINESS OPERATIONS

Every aspect of the business should be considered while setting up the company’s policies and procedures. In a small business, an easy way to develop internal controls is to review each major transaction flow and implement the controls needed.

On the customer side, this includes receiving the customer order, sales contracts, shipping, invoicing, managing accounts receivables, collections, bank deposits or merchant reconciliations, and cash management. It can also include customer service, pricing, and promotional activity.

FINANCIAL FORTE

Internal Control, Continued...

On the vendor side, the process includes adding controls for vendor selection, purchase orders, receiving, bill pay, managing accounts payable, payments, managing travel and expense accounts, and company credit cards.

Depending on the company, additional areas that need to be reviewed for internal control include inventory and supply chain management and government contracts, if any.

When hiring, the process of hiring, onboarding, training, evaluating performance, and payroll should be considered. Safety is also an important consideration.

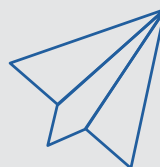
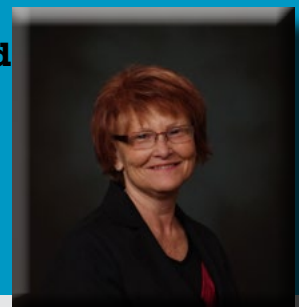


A very large part of internal control development should focus on the information technology operations of the company. Areas include user access and controls, password management, naming conventions, physical security, disaster recovery, and network and applications development, updates, and change control. Data entry should also be considered and is best included when developing controls for the customer, vendor, and employee functions.

Additional functions that need internal control processes include treasury and financing; financial reporting, budgeting, and planning; records storage, access, retention, and destruction; asset management; and insurance.

Internal controls can be applied to small businesses as well as large organizations. It's all about being able to feel confident that your business is operating with financial integrity, accuracy, efficiency, and a reduced risk of failure. If you have questions about how internal control applies to your business, be sure to reach out to us any time.

Do you have an accounting question? Other members more than likely have a similar question or would benefit from the answer. Be sure to submit your questions to the WACO office and we'll be sure to pass it along to Chris for an answer in the next newsletter.



**CSAW Associates
Christine Metcalf**

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2021 RV STATS CHANGING GUEST EXPECTATIONS

With RV shipments in North America projected to be over 500,000 units in 2021, and 56 million planning to RV in the US this summer, this stat will surely increase. What trends can you expect as an owner for 2021?

So much going on this summer! Newbie campers, waiting lists for RV purchasers, and some changing statistics are keeping campground owners on their toes this season! Here are some trends we're noticing that might help your park stay ahead of the curve.

RETAINING FIRST-TIME BUYERS

The challenge of the RV and camping industry, though daunting, is to make sure that first-time buyers/guests are not one-and-done customers. Getting guests to your park is one thing, getting them back is another!

Collectively, RV dealers, manufacturers, and campgrounds work to increase the education of the consumer at every level of our industries – whether it is the initial walkthrough, service and technical support, learning all about RVs and the RV lifestyle, or enjoying the experience of a campground with family and friends. HubSpot outlines solid reminders of how to retain new customers in their blog, "[22 Examples of Customer Retention Strategies That Work.](#)"

ROAMING WORKPLACE

More companies are now seeing the benefits of a remote workforce. Thanks, COVID. An RV is an ideal way to travel while working. There will be greater demands for RVs with a workspace or flex space and people renovating RVs to suit their needs.

RV manufacturers will (hopefully) recognize the need to create new floor plans and improved layouts to cater to this fast-growing market segment. We all know the pains of providing some level of dependable WiFi in our parks. Check out options from [Access Parks](#) and others that may be best for your park. A great member to contact about this is Pete Hagen from Pride of America Resort. Being creative, determined, and doing some investigative work gained him great bandwidth to offer guests at his park.



RV STATS CHANGING GUEST EXPECTATIONS

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The Go RVing RV Owner Demographic Profile is the most comprehensive study of RV ownership ever conducted, providing deep insights and perspectives on the demographics and ownership habits of RV Owners, Former RV Owners, and RV Intender. Keep watching future newsletter issues for snippets of this study...or [check it out here!](#)

RV RENTALS

We also saw a tremendous increase in the demand for RV rentals for consumers looking at the RV lifestyle for the first time. We suspect this will remain very strong for the foreseeable future and be a significant area of growth. Your lodging occupancy is a trend worth tracking on the lodging reports available on K2 this season. It may make sense to invest in new accommodations while taking advantage of the [Park Expansion Royalty Incentive Program](#) KOA offers.

PET FRIENDLY

Three-quarters (76%) of RV owners have pets, which is significantly higher than Canadians in general (58%). Dogs are the most common, while cats are a distant second. The [2021 North American Camping Report](#) showed, "First-time campers are also most likely to say that safety and security are their top priority at a campground, and also rank family-style bathrooms, safety lighting, and allowing pets/pet area in the top three." Per the same report, 29% of new campers are more likely to choose a pet-friendly campground. I wonder what pet-friendly features we'll start to see on RVs in future years? For some great ideas on how to increase your pet amenities - read the article on page 22 of this issue!

GREEN UNITS

We expect that the RV industry will look to manufacture "greener" units, as trends show a younger target market concerned with the carbon footprint their family leaves behind purchasing RVs. Solar panels are more popular today and are becoming much more affordable to purchase. ARVC awards one campground annually their PLAN-IT GREEN AWARD. If you want to learn more about how to obtain that award or offer some green choices, Jim Button, from Evergreen Campsites & Resort was the recipient recently and surely has some great advice on easy steps!



WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **MAY 2021**

Results from May 1, 2021 - May 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

May 1 - May 28

4

Total Actions on Page ▲0%



Page Views

May 1 - May 28

366

Total Page Views ▼17%



Page Likes

May 1 - May 28

134

Page Likes ▲26%



Post Reach

May 1 - May 28

7,057

People Reached ▼49%



Story Reach

May 1 - May 28

Get Story Insights

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

[Learn More](#)

Recommendations

May 1 - May 28

3

Recommendations ▼63%



Post Engagement

May 1 - May 28

457

Post Engagement ▼71%



Videos

May 1 - May 28

962

3-Second Video Views ▲2367%



Page Followers

May 1 - May 28

149

Page Followers ▲33%



FACEBOOK STATS

Total current likes: 8,652
(+165 from April)

Glad to see the 318% increase in sessions from Facebook traffic to our website in 2021 from 2020!

Our office is closely tracking engagement and content that drives popular posts. We've tried a few different things like the "type of campfire" post and see some successes! We will be continuing to get creative with our social media to boost likes and followers!

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - MAY 2021



Performance for Your Post

2,090 People Reached

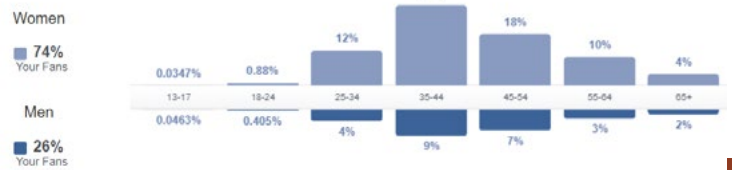
45 Facebook, Comments & Shares	
25 Like	2 On Post
1 Love	0 On Post
2 Comments	0 On Post
9 Shares	9 On Post
23 Post Clicks	
1 Photo Views	13 Link Clicks

NEGATIVE FEEDBACK

3 Hide Post	1 Ho
0 Report as Spam	0 R

Suggested posts may be delayed from at

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.



Summary of Page Fans

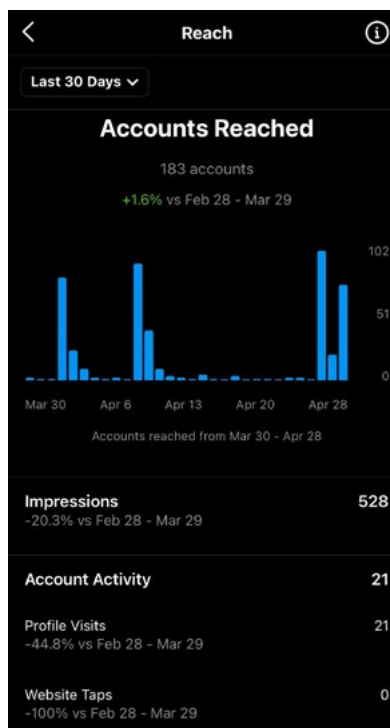
The success of different post types based on average reach and engagement.

Show All Posts

Type	Average Reach	Average Engagement
Link	6,139	573
Video	1,170	58
Photo	696	13

Success By Post

Top Facebook Posts



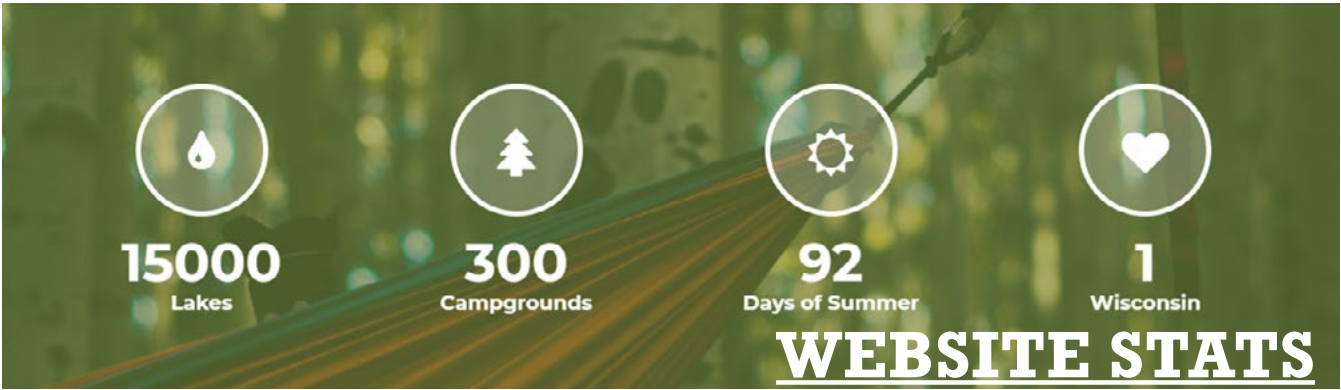
Instagram April Stats

Gender



66.5% Women

33.5% Men



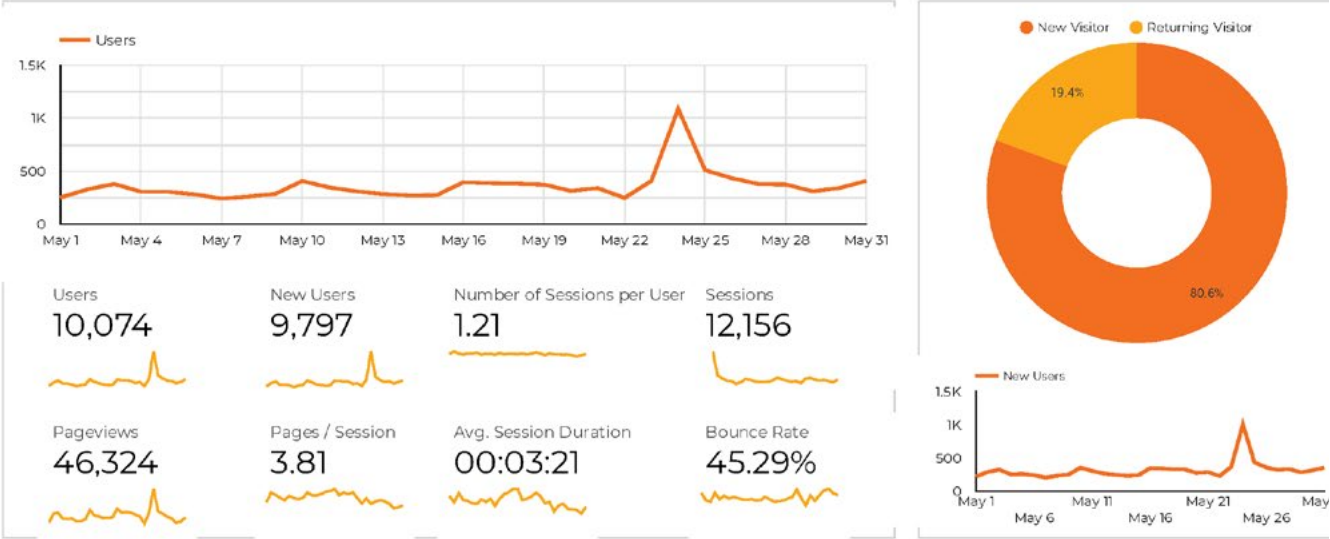
WACO MAY WEBSITE ANALYTICS

Channel ▼

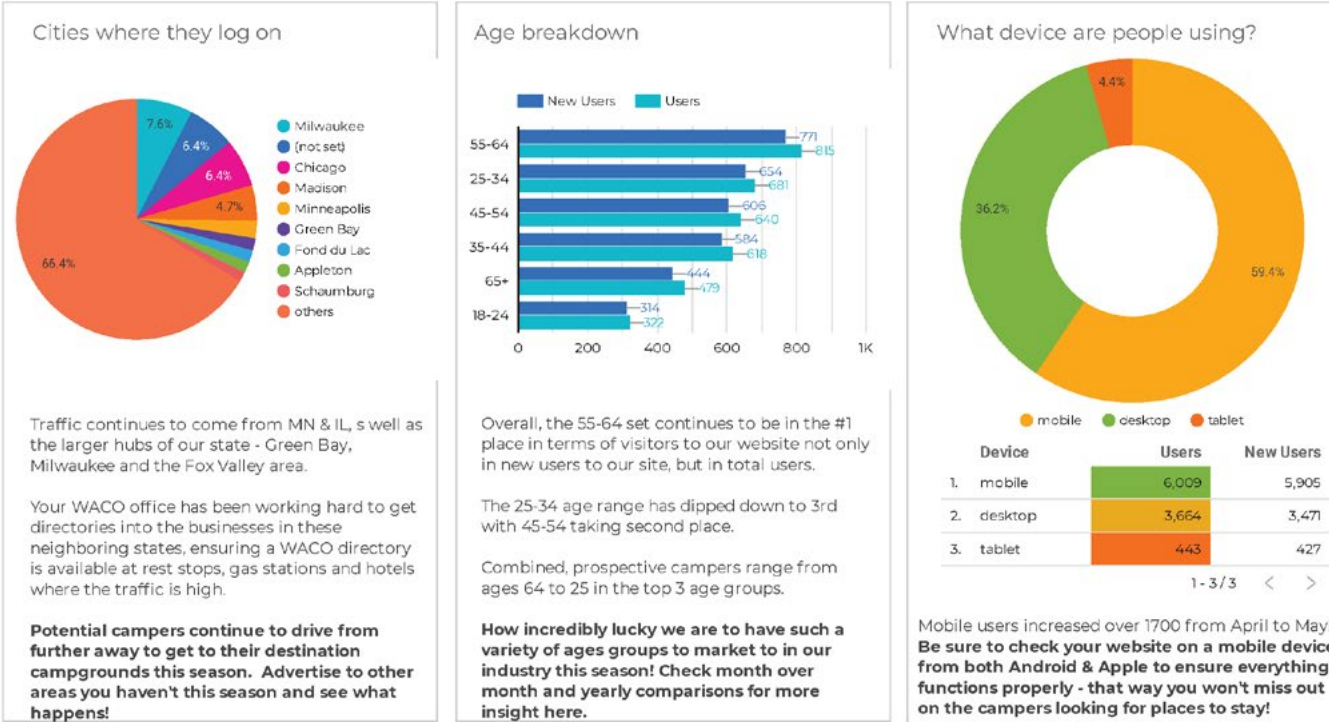
Device ▼

May 1, 2021 - May 31, 2021 ▼

Your audience at a glance



Let's learn a bit more about people who visit our website!





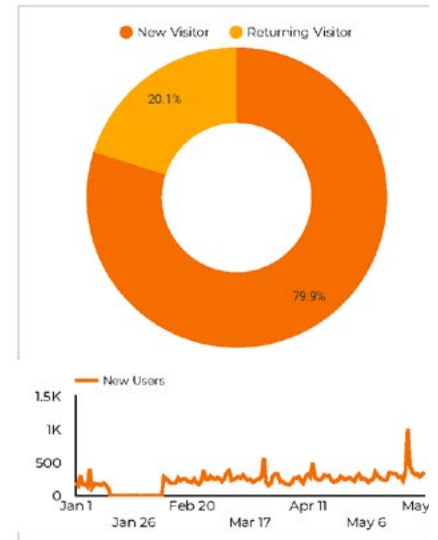
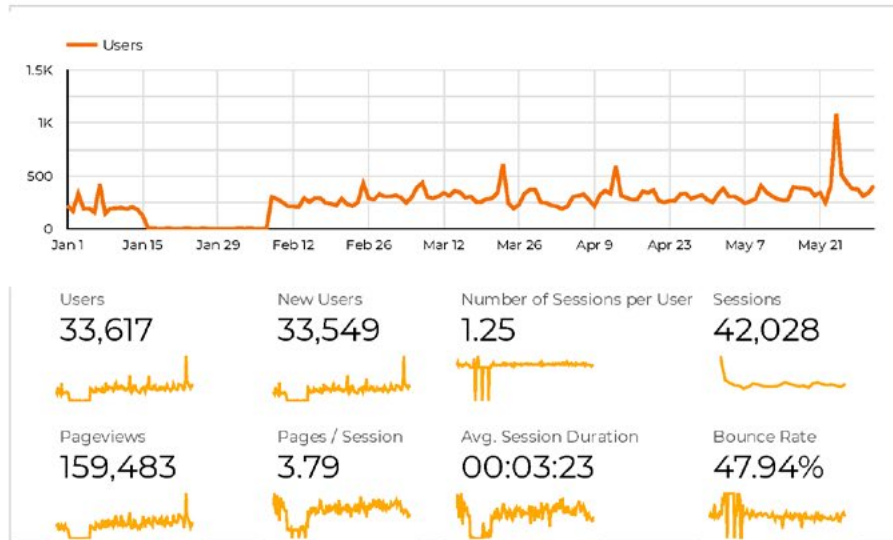
WACO Year to Date WEBSITE ANALYTICS

Jan 1, 2021 - May 31, 2021

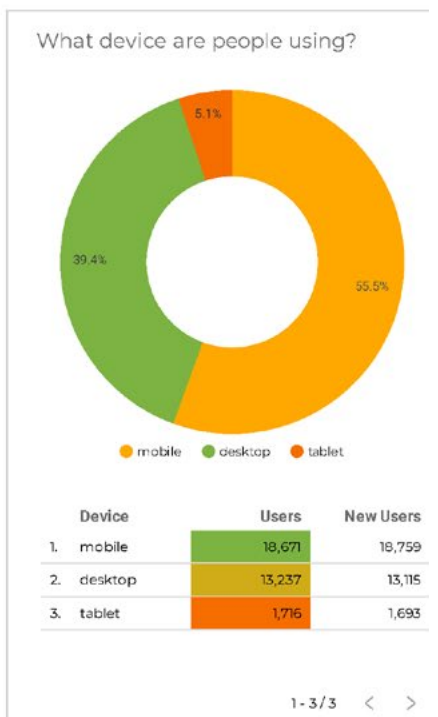
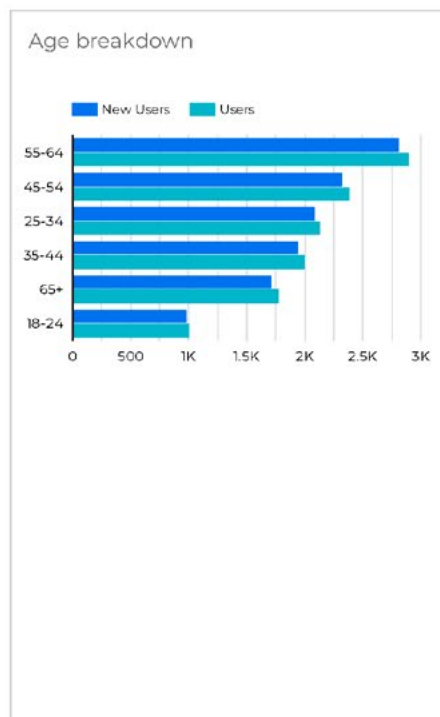
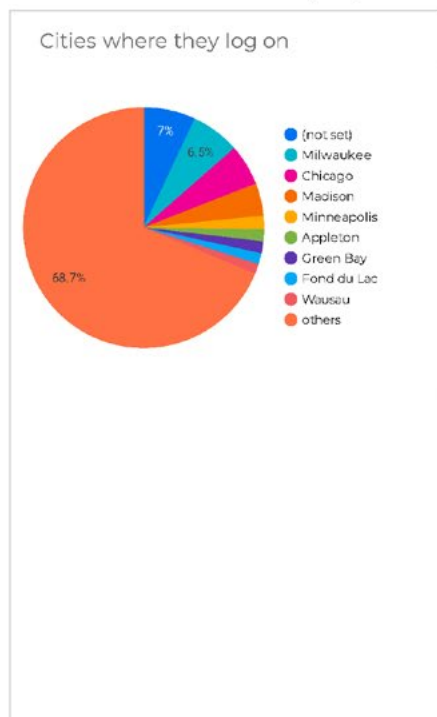
Channel

Device

Your audience at a glance



Let's learn a bit more about people who visit our website!



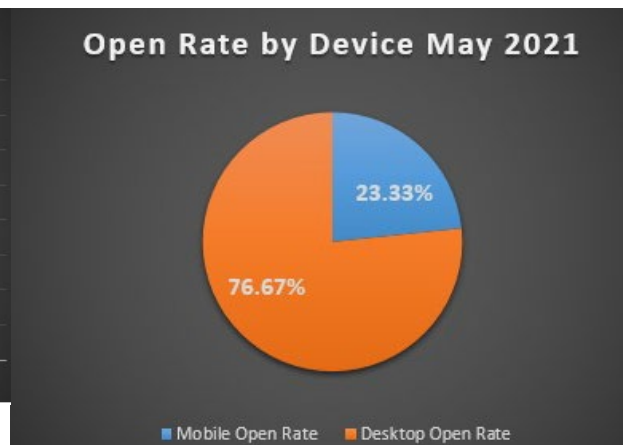
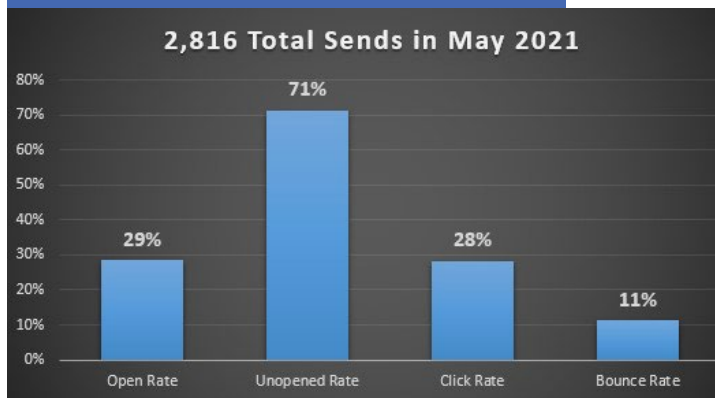


Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2021 - May 31, 2021	6,121	99.76%
Jan 1, 2020 - May 31, 2020	1,463	99.19%
% Change	318.39%	0.57%
2. Pinterest		
Jan 1, 2021 - May 31, 2021	9	0.15%
Jan 1, 2020 - May 31, 2020	9	0.61%
% Change	0.00%	-75.96%
3. Instagram Stories		
Jan 1, 2021 - May 31, 2021	3	0.05%
Jan 1, 2020 - May 31, 2020	0	0.00%
% Change	100.00%	100.00%
4. Twitter		
Jan 1, 2021 - May 31, 2021	2	0.03%
Jan 1, 2020 - May 31, 2020	2	0.14%
% Change	0.00%	-75.96%

Jan-May 2020 vs Jan-May 2021 Website Visitors from Social



May 2021 Email Stats



Top 5 Emails by Open Rate for April 2021

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Campground Owners: Add your listing to Outdoor Rec Directory	252	104	42.60%	28.60%	71.40%	41	39.40%
Trade Members: Renew your listing	267	109	42.10%	19.40%	80.60%	39	35.80%
May 2021 Newsletter	416	158	39.30%	24.40%	75.60%	78	49.40%
Camping For Klds Weekend: Let's Advertise!	252	84	34.70%	23%	77%	11	13.10%
Camping For Kids Weekend: Promo From Gilbert	252	66	27%	20.10%	79.90%	9	13.60%

Sales & Income Tax Advisory Network

Sales Tax Audit Protection Plan

What if you could have a top Wisconsin sales tax professional and former Wisconsin Department of Revenue auditor available to answer your day-to-day tax questions, provide training, and represent you in a sales tax audit for \$105 per month?

SALES TAX AUDIT PROTECTION PLAN*

- Access to Holly Hoffman, tax professional/former WI Dept of Revenue auditor, to answer your sales and use tax questions as they arise
- Guaranteed sales & use tax audit defense by Holly Hoffman
- Monthly tips and strategies to reduce your audit risk
- Sales & use tax training webinars
- Annual on-site review to prevent unforeseen audit actions



Holly Hoffman

For as low as \$105 per month, receive advisory services, training, and sales tax audit representation to ensure you are not high risk to be selected for an audit and, if selected, you are fully prepared to defend your business for no additional cost.

*NOTE: Protection Plan not available to businesses who have received an audit notice prior to enrolling in the plan or that are currently under audit. Refer to audit defense pricing if you are currently under audit.

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WACO MEMBERS SPECIAL OFFER: Sign up for the Sales Tax Audit Protection Plan to receive a complimentary sales & use tax compliance assessment (valued at \$1,000). Pay the 12 month contract up front and receive a 10% discount (total price \$1,134).

A Sales and Use Tax Compliance Assessment is a high-level review of your sales and use tax system at your business location.

The half day assessment includes a review of the following:

- Previous four years of sales tax returns
- Sales and use tax policies and procedures
- Sales
- Exemption certificates
- Purchases

During the assessment you will learn:

- What auditors look for
- Answers to your tax questions
- Any activities that may cause an audit of your business, and
- Opportunities for refund claims will be identified.

Do not risk another day, call Holly now at (715) 498-4164 or email hhoffman@salesandincometax.com.

Incorporating Pet-Friendly Amenities at Your Park

Respectfully Submitted by Julie Stewart

With orders to stay at home as much as possible in 2020, many households decided to get a furry companion during quarantine. According to the The Washington Post, some shelters, rescues, and breeders reported a surge in applications for pets, with demand outweighing supply and spurring the need for wait lists.

Although money may have been tight for some households over the last year, pet owners continued to splurge on everything from pet food and treats to pet sitting, toys, and travel, noted these reports. Pets are truly a part of every family experience at home and abroad.

The American Pet Products Association's (APPA) National Pet Owners Survey reported the pet market grew to \$103.6 billion in 2020, up from \$97.1 billion in 2019. For 2021, it's already estimated that \$109.6 billion will be spent on our pets in the U.S. and forecasts predict the global pet care market will reach \$358.62 billion by 2027.

With over 68% of American households now owning a pet, campgrounds and RV park owners are becoming more aware of the need to provide pet-friendly amenities. Overall, the hospitality industry is out-doing itself across the globe with imaginative pet services including Pet Psychics, Pet Massages, Doga Classes (a play-off Yoga) and bacon scavenger hunts.

Let's get into some "not so out there" ideas that you can easily create for your upcoming camping season.

We'll start from check-in to check-out.

GREETING YOUR PET GUESTS

Several properties now have dogs on staff, known as directors of pet relations or canine ambassadors, who welcome both human and pet guests in the lobby at check-in. Even if visitors aren't traveling with a pet of their own, this is a nice way to break the ice and it's especially popular with children. Just make sure you have a sign on the door that lets your guests know a furry host or hostess is about to greet them.

RETAIL SPACE

A great way to offer a convenient service to your guests, while earning a little extra income, is stocking dedicated shelf space for pets in your on-site convenience store. If you don't already have



a pet store, they are easy to create. Fill your shelves with pet food, kitty litter, pee pads, treats, chew toys, balls, animal fashion (leashes, collars, clothing and booties) and pet beds. You may even offer tiny pet tents or tipis that are so adorable most pet owners can't resist to pick one up.

OUTDOOR SPACE

One of the most utilized pet amenities is a gated, well-maintained area where pooches can socialize and run free. We mention well-maintained because this is a key component to a well-received amenity. Offering complimentary pet waste bags will assist in keeping your pet zones clean, as well as emptying your trash cans daily to ensure they are not overflowing. A shaded area to sit and relax is always a hit for both the pets and their owners. If you choose to use natural grass, consider employing two areas that are adjacent to each other that can be easily switched back and forth to give your grass time to repair.



DURING THEIR STAY

There's nothing better than an ice cream social on a hot summer's day. Doggy ice cream, that is. There are several recipes to choose from on Pinterest and most include natural ingredients like bananas, yogurt and peanut butter. But why stop there when you can also make Pumpkin Dog Treats for Halloween? The number of ways to incorporate pets into your events is endless. For dogs and owners who both enjoy socializing, schedule a weekly "Yappier Hour" featuring treats/snacks and pup-tails/cocktails.

SIGNAGE

People tend to remember a clever tag line, like Paw Pad, Bone Yard and Park & Bark, to name a few. A trendy amenity is always better when it is easy to find with proper signage and has a well thought out name. Adding signs directing your visitors is a must for getting your amenities noticed and utilized. The cute names that get a chuckle out of your human guests is just a bonus.

SIMPLE, INEXPENSIVE AND THOUGHTFUL

Not all pet amenities have to be a big ordeal and cost you a lot of money or time for upkeep. Just thinking through the items that a pet owner may need goes a long way. Create a list of nearby pet-friendly restaurants, parks, local trails and pet boutiques. Don't forget to add a couple pet sitters or dog walkers. If you have a mobile pet groomer in your area, set up a schedule for appointments that can be accomplished right on site. Do you have a local baker that would love the opportunity to create a cake for pet birthday celebrations? It's a thing now...seriously.

PET PARTING GIFT

At check-in, recommend your guests to stop by on their way out to pick up a "pet goody bag" at check-out. This gives you the opportunity to discuss everything they loved during their stay and possibly areas that you could improve upon. But remember, 63% of households own a dog, with a close second owning a cat at 43%. Both cats and dogs travel well, so make certain you have goody bags for either. It may also be a good time to attach your business card, a coupon for their next stay or give away an item with your logo that states you are pet friendly.

PET PROTECTION

Lastly, as a campground or RV park that caters to pets, take a moment to make sure animals are not excluded on your insurance policy for pet bites. We have seen policies in the market that have a specific "Dog Bite Exclusion" form added on their general liability policy. This can have the effect of limiting or excluding claims which arise out of dog bites and should be avoided. If you see this language in your policy, reach out to your insurance agent and they can help find a more inclusive policy for you and your park.

Julie Stewart is a marketing specialist at Leavitt Recreation & Hospitality Insurance. Leavitt insures over 3,500 campgrounds and resorts nationally, offering a wide range of products designed to help park owners effectively operate their businesses while ensuring they are protected should any unfortunate events arise.





ON HOLD FOR THE BUSY SEASON...

We know you don't have time to be playing games haha - watch for updates when our Hidden Image game in the member only section of the website is back in action!

CONGRATS!

Congrats to Stoney Creek RV Resort & Campground for being acknowledged as the "Best Budget Friendly RV Campground" in the state of WI! Congrats and [click here to view who ranked in our neighboring states.](#)



What Are Your Thoughts?

We've heard varying opinions on dynamic pricing. Some members are using the option in their reservation system and swear by it! Others shy away or simply don't have the option with their current reservation process. What are your thoughts? We want to hear from you! Send your comments to tseverson0421@gmail.com.

If it makes sense, we will do a follow up article on the subject!



A little laugh from Patricia Lombardo of Equity Lifestyle - as we all face the season short staffed. Thanks for the giggle lady!



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!*



 <p>Scott Kollock, President Vista Royale Campground skollock@uniontel.net 715-335-6860 2021-2024 1st Term</p>	 <p>Patricia Lombardo, Director Equity Lifestyle patricia_lombardo@equitylifestyle.com 312-533-7255 2019-2022 1st Term</p>
 <p>Bud Styer, Past President Jellystone Park™ Fort Atkinson mrbud@budstyerassociates.com 608-592-2128 2021-2022</p>	 <p>Brian Huth, Treasurer Camping in the Clouds Brianhuth22@yahoo.com 920-422-4315 2020-2023 1st Term</p>
 <p>Mike Dricken, Director Lake Lenwood Beach and Campground mmdricken@gmail.com 262-334-1335 2016-2022 2nd Term</p>	 <p>Peter Hagen, 2nd Vice President Pride of America petehagen@camppoa.com 800-236-6395 2020-2023 1st Term</p>
 <p>Ashley Weiss, 1st Vice President Wilderness Campground mweiss@wildernesscampground.com 608-297-2002 2018-2024 2nd Term</p>	 <p>Rob Brinkmeier, Director Merry Macs Campground camp@merrymacscampground.com 815-541-4934 2020-2023 1st Term</p>
 <p>Laurie Adams, Secretary Baraboo Hills Campground camp@baraboohillscampground.com 608-356-8505 2018-2024 2nd Term</p>	 <p>Kristi Mlodzik, Director Duck Creek Campground duckcrg@frontier.com 608-429-2425 2021-2024 1st Term</p>
 <p>Mark Stefan, Director Grand Valley Campground info@grandvalleycampground.com 920-394-3643 2018-2024 2nd Term</p>	 <p>Sarah Krause, Director River's Edge Campground camp@riversedgewisconsin.com 715-344-8058 2021-2024 1st Term</p>
 <p>Scott Grenon, 3rd Vice President Tunnel Trail Campground scott@tunneltrail.com 608-435-6829 2019-2022 1st Term</p>	 <p>Deneen Pederson, Director Stoney Creek RV Resort info@stoneycreekrvresort.com 715-597-2102 2021-2024 1st Term</p>
 <p>Jim Button, 2021 ARVC Representative Evergreen Campsites and Resort evergreencampsites@gmail.com 920-622-3498</p>	 <p>Lori Severson, Executive Director Severson & Associates lori@seversonandassociates.com 608-792-5915</p>





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