



JULY 2021

You made it through July - CONGRATS! The sunset of our season is in sight, and I'm sure some of you have a calendar counting the days left at this point, haha! August is a great month to push through and squeeze a little more revenue out of what we're hearing is a very successful season for most of our members. Owner and employee stress levels can get dicey during these months! Remember that taking time for self-care and finding ways to balance your chi is more critical now than ever. Check out some quick and easy tips inside because we wouldn't be recommending a vacay right now.

(Sorry, we know you want one - SOON!!)

Letter from the Executive Director

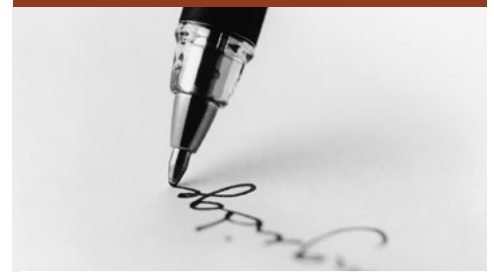
Lori Severson, Executive Director of WACO



Dear Members:

It's been an exciting season for sure! We are getting loads of calls from members who have more unusual situations this season than ever. I am grateful we have legal advice at our fingertips, as some of these are beyond my 19 years of experience! It seems like the most important thing is truly understanding how important it is to use the tools we have at our disposal. Use Mark's seasonal agreement. It's posted on our website now. I know we all make adjustments, but allow Mark to view those adjustments. One single word makes a difference. Tenant comes to mind! Do not use that word! Using your benefits, the ones every member pays for, simply makes good sense.

inside...



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Insurance Services

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I hope you are all feeling better about the communication from our office. The Board and the WACO office have worked extremely hard this year to

make this happen. If you still think we are missing areas, please tell our staff or any board member. You now all have a personal board member rep. Check the list out on the website. The additional Director contact listing was created to give everyone a friend at meetings and conventions! We want everyone to feel included!

I am so excited about the upcoming fall workshops. Our membership team put a lot of thought, time, and effort into these. Please see the information attached and sign up as soon as you can! When your association is one of the leaders in the industry, and I believe we are certainly there, it's essential to continue to strive to be the best. One way to be the best is to look to be the leader and continue to learn from EVERY opportunity you can. When you have loads of ideas from your peers, look to other industries! This is one reason we try to do different things at each fall workshop. This year we are going to the zoo & working on being part of the tavern league convention just 20 minutes away. Of course, this gives us a chance to network and learn from each other, but most importantly, to observe and watch how other industries do things and what we can pick up on!

I try to attend multiple trade shows, most in our industry and other industries like the Fair Association, Fruit and Vegetable Associations, Tavern League, RVAI, Golf Association, and more to gather ideas on how to be better. Every time you enter a business, look to see what I can learn? Every shop you go through can teach you something about getting the customer's attention. So far this year, your WACO office is scheduled to attend the North & South Carolina, New York, State conventions along with ARVC and IAAPA. Severson & Associates will be attending KOA as well. We learn by looking for new ideas. Those ideas often need to be tweaked to conform them to your situation, but it's how you get on the road from good to great!

Updating our information and being sure we are getting ready for marketing is also important. Please do not miss out on the brochure printing program this year! We have secured paper for our printing program and directory. From what we're hearing, paper products and many other supplies are not going to be easily accessible. We may not be able to work our

magic and get you in on the programs this year, so please sign up early! I know how hard it is to gather pictures for brochures but start by sending out a Facebook or social media post offering a contest to collect photos for your brochures.

We are also investigating a JEM program for WACO that will help members with marketing and zoning. It will be a survey much like the one KOA and ARVC gather information to supply for us.



However, this will be for Private parks only. <http://koa.uberflip.com/i/1362448-2021-north-american-camping-report/1?>

We need to know how new campers affect our industry and what training we can provide to ensure they avoid getting frustrated and potentially discontinuing camping. We want to see how we can attract and make campers of various races and cultures more comfortable camping. We need to know the economic impact of camping in Wisconsin by county, so when we want to expand or have zoning problems, we can make things work! We need to educate our community leaders and what a campground looks like today and how it's changed over the years. This JEM grant program matches the money WACO contributes to having a full-scale report done by a certified source. We have sent out surveys both this year and last year about what you want to see at the convention. Now is the time to share your knowledge, ideas, and vision of what a world-class convention looks like!

We are already starting to look for media pitches for Halloween Camping Capers in Wisconsin. Please send any links, photos, information on your Halloween weekends to Danielle Todd (danielletodd425@gmail.com)

Thanks so much for your membership. Please know we do our best to assist you no matter when you need it! See you at the fall tours!

Sincerely,

Lori Severson, Executive Director
Wisconsin Association of Campground Owners

LETTERS FROM LEADERSHIP

From the Office of the President

Scott Kollock, WACO Board President



Dear Members:

Well, we have passed the 4th of July mark, and it sure has been a busy one.

Not only on the weekends but also the weekdays. I'm sure we are all exhausted and working harder than ever. We are halfway through, and I, for one, am looking forward to the Fall Workshops, where we can share information and take a breath to network and talk with our fellow campground owners. Please realize that the fall workshops are specifically put together as our industry's field trips, so if you can make it, we'd love to see you there. We have an excellent opportunity to ask any questions we want from other owners who have the same struggles. I am grateful to the board members who find time to work on projects like this during our busy time. Please watch for details to come out on this. Our management team is working on ways to make signing up simple.

It's great having the board touching base with our members this year. This idea was brought up by Mike Henry. Instead of "Regions," we randomly asked the WACO office to divide up campground owners in all regions and assign them to each board member. This additional contact encourages people to get to know other campground owners so they don't feel like outsiders at events like a convention! The general idea is to have board members contact a list of different campgrounds to see if they have ideas and make sure the organization is running as well as possible. As I always say, there is a process, and we will listen to all ideas and get you the answers, you may not like the

answers, but we are doing our best to ensure good communication. During this session, Eric Anderson came up with a great idea about getting the "ordering" process simple for those campground owners that do the same thing each year. We had our WACO office develop an online form that you can just hit a button and say, I'll do the same advertising as last year, bill me. It even makes suggestions on things you may have missed.



It's also time to start writing those next year's rules and agreements. Mark Hazelbaker has the 2022 agreement completed, and it's on the website for you to use. Remember, our WACO agreement with Mark is that any WACO member can submit your agreement, and he will look it over for no charge. It just makes sense to do this. Remember, things change every time something is challenged in court, so doing it once doesn't mean it's good for years. I would recommend a checkup on this each year.

Remember this year, especially not to sweat the small stuff. It's easy to let things get to you when you are going a hundred miles an hour. We need to reflect on the positive things. If we have our health, thank goodness we can work those 16-hour days. Be grateful for the help we have, not the ones we don't.

We are attempting to get more and more communication out to our members. WACO is your organization. You elect us. Unfortunately, time is allocated in 24-hour increments per day – and everyone gets the same amount of time. Please be patient with your Volunteer Board. We have given you many ways to contact the WACO office and the board. Please use the tools and help us get solutions to problems you may see. Thanks for your membership, and don't hesitate to call or email me.

Respectfully Yours,

Scott Kollock, Board President
Wisconsin Association of
Campground Owners



10 QUICK WAYS TO CHILL

Respectfully submitted by Tina Severson, WACO Office Staff

Most owners know stress all too well! The adrenaline rushes through your body as you try and deal with a particularly outlandish guest complaint, a late employee, or the vendor that hasn't been able to get your order for a month. Even taking 5-10 minutes to do ANY of these activities can be the difference between a total meltdown and cool like a cucumber. When stress strikes, try one of these techniques for a quick cool-down!

1. CHANGE THE ENVIRONMENT

- Do something pleasurable or relaxing for a bit!
- Read one chapter in a book.
- Watch 15 minutes of an episode of your current Netflix fav.
- Hop in the shower.
- Step outside for a few minutes and get some fresh air.

2. PRACTICE BREATHING EXERCISES

Focus on your breath, pushing all other thoughts aside. Be conscious of the breath coming in and going out; focus on the sensation of inhaling and exhaling. Inhale, hold your breath in your belly, and exhale - all to the count of five. Repeat until you feel at ease.

3. MEDITATE

You don't have to sit crossed legs on the floor and burn incense to meditate. Meditation is really about quieting the mind. Feel yourself noticing the quiet and the calm, not reacting to anything else around you. That's meditation, and even a minute can make a difference. Be in the moment with your eyes shut, noticing the noises, feeling the air, smelling the scents all around you, and observing without reacting.



4. PRAY

No matter your beliefs, often, one's faith can be a comfort. Saying a small prayer or series of prayers can be calming.

5. DO RELAXATION EXERCISES

Sometimes known as progressive muscle relaxation, practice tensing and then releasing each of your muscle groups. If your body is physiologically relaxed, then you can't be stressed.

6. GET PHYSICAL

- Exercise can be a great stress reliever. It helps you blow off steam and releases endorphins. Take a walk or go running. This time will provide some perspective to return to your tasks with a new frame of mind.
- Cleaning is another option. Hey, some of us like to clean, haha! And in all honesty, this can be dual-purpose! For example, if you have a cabin that needs cleaning away from everyone - you can calm down and still get something accomplished!

7. PRACTICE A RHYTHMIC ACTIVITY

Need another reason to walk or run? They are both easy rhythmic activities that readjust your focus and relieve stress. You can also drum on a table with your hands or a few pencils, chant, sing, or do a quick yoga sequence.

8. IMMERSE YOURSELF IN A CREATIVE OUTLET

Doing something creative that you enjoy! Cooking or baking requires focus, concentration, and physical activity—especially if you are making bread or rolling out dough.

Other examples that can take your mind off the stress at the moment include:

- Sewing
- Painting
- Photography
- Model Building
- Crafting
- Landscaping/Gardening



9. EXPRESS YOUR FEELINGS

Write your stress away in a journal, take out your colored pencils and paper, focus your concentration on drawing, or have coffee with a trusted friend and talk.

10. BE IN THE MOMENT WITH ONE OF YOUR SENSES

Sight, smell, sound, and taste—you'll be amazed how quickly the stress melts away when you focus on just one of them.

- Eat something that you crave and savor each bite.
- Light a scented candle and breathe in your favorite scent
- Listen to a beautiful piece of music and let it take you away.
- Look at something beautiful in your surrounding that makes you stop and stare.

If one method doesn't work for you, try another. Learning to cool down takes practice. I know, I know - none of us have extra time right now.

Be patient with yourself, and remember that this small amount of time you take for self-care will save you time, money, and more later!

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3. AS TOLD BY NOMADS: With As Told By Nomads, Tayo Rockson interviews global nomads, and entrepreneurs to discuss cultural complexities in business and communication. Tayo hosts one of the best leadership podcasts that recognizes the importance of interconnectivity.

EPISODE TO LEARN: [The Real Way to Cultivate Leadership with Doug Gray](#)

3 BEST LEADERSHIP PODCASTS TO LISTEN TO RIGHT NOW

1. TED BUSINESS: Hosted by Modupe Akinola of Columbia Business School, TED Business is one of the best leadership podcasts for anyone striving to overcome challenges in their position. The first half of each show includes a quick TED talk from some of the most influential leadership experts. In the second part, Modupe teaches you how to apply those lessons in your daily work.

[FAVORITE EPISODE: Why the Strongest Leaders Ask for Help | Lorna Davis](#)

2. DARE TO LEAD: Brené Brown's podcast Dare to Lead follows her #1 New York Times best-selling book of the same name. Inviting some of the biggest changemakers – from presidents to doctors – Brené stays true to her goal of creating a playbook for leaders of all levels. The quality of conversations she platforms on her show makes Dare to Lead one of the best leadership podcasts out there.

[EPISODE FOR YOU: Brené with Veronica & Migel Garza on Food, Family & Scaling a Business](#)

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, our WACO Attorney, when those pesky legal troubles rear their head.

We've created an email specifically for your legal questions at wacolegal@gmail.com. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

SOMETHING IN THE WATER

The WACO office and I are fielding a great many requests for assistance with removal of guests. We're providing the same advice we have in the past – if you feel you need to remove a guest, make the decision and stand by it. But the increase in these kinds of questions suggest campgrounds need to be sure you're setting and managing guest expectations.

One of our problem guests decided the electric supply pole was too close to his camper. So, he got a shovel, dug out the power pole and moved it – with the power on. Another guest stopped showing up to the campground, deciding instead to “sublet” the camping through websites to make a little money. Another guest engaged in an extremely nasty campaign of character assassination, threats and intimidation directed at some campground staff.

We've just come through a year and a half of the most unsettled conditions in modern American history. Many things we took for granted have been challenged and torn asunder. When the State government doesn't stop people from tearing statues down on the Capitol grounds and looting goes unpunished, it may well seem that rules no longer apply. Of course, there have to be rules.

Part of the attraction of any recreational setting is the faith that it is safe. People need to be free to have fun within bounds. It's fine to run around a campground in gym shorts or a bathing suit. But nothing has changed which makes it okay to run around in gym shorts blasting music out of a boom box.

Events have eroded the sense of structure we formerly relied upon. Institutions everywhere have to work to reestablish the sense that there are rules and boundaries. That includes us. We have to – in a diplomatic way – remind our guests that behavior expectations are for their benefit.

At the end of World War II, soldiers and sailors returning from abroad frequently set out “swear boxes” into which they agreed they'd deposit a quarter every time they used profanity. They needed to transition back to the reality of the world they had left. We face a similar challenge today. It's time to set out the swear boxes.

THE 2022 SEASONAL AGREEMENT IS OUT

I made a few revisions to the agreement based on comments and experience of the last year. The two biggest changes are:

- Language which allows the campground to remove guests has some additional wording which indicates that removal usually will be for violating rules. The wording still allows you to remove guests at your pleasure, but it is written to sound less arbitrary.
- I restructured the section on removal of guests and camping units to more clearly lay out how removal works. When you remove a camper, the guests have to leave immediately. They can come back at a later scheduled time to retrieve their camping unit.



Keepin' it Legal

The Seasonal Agreement is on the website under [Member Services/Legal in the Seasonal Agreement Documents section](#).

WAGE DEDUCTIONS

A campground called with a hotline question about wage deductions. A workkamper operating an expensive lawn mower didn't use it properly and caused major damage, requiring expensive repairs. Could the campground deduct the repair costs from the wages owed?

Workkampers are employees. And as employees, they are covered by Wisconsin's law on wage deductions. Wisconsin law protects employees from almost all wage deductions for loss or damage caused by the employee. The law (sec 103.455) allows an employer to deduct damages or losses from an employee's paycheck only if (1) the employee authorizes the deduction in writing, or (2) the employer and a third-party designated by the employee agree that the loss of damage was the result of the employee's negligence or intentional misconduct or (3) if a court concludes the employee was negligent.

The law was quite deliberately written to make deductions almost impossible. If you make a deduction without the proper grounds, the employees can file a complaint with the State. I have dealt with such complaints, and have found the State is fairly responsive about investigating them. Don't do it.

SELLING PERSONAL PROPERTY

Sometimes you need to buy or sell an item of personal property, such as a used picnic table. How do you do that?



In the case of cars, trucks, and other property which have titles, you transfer the title. But, almost all items of personal property don't have titles. If you are selling or buying something which is expensive, it can be a good idea to have proof that you bought it. Many transactions today occur over on-line marketplaces.

You don't know the seller or buyer. In order to protect yourself, the way to document that you paid money for something is to get a bill of sale. A bill of sale is a simple document; it simply says something like:

I, Mark Hazelbaker, hereby sell a Nikon camera, model J5, serial number XYZ 12345, to John Smith, for \$125. I certify that I own this item and have good title to vend.

Signatures.



SAWYER COUNTY BOARD SPURNS THE GROWTH POTENTIAL OF CAMPGROUNDS

The Sawyer County Board on June 17, 2021 adopted zoning ordinance amendments which impose greater restrictions on campgrounds than those provided by State rules. They did so in the face of information from WACO and local campground owners pointing out the positive impact of campgrounds.

Sawyer County is a beautiful place, so it's not surprising that people want to visit there. But, like all of Northern Wisconsin, Sawyer County has major challenges ahead. School enrollment in the County has dropped dramatically since 2000. Sawyer County has one of the highest unemployment rates in Wisconsin.

So, we had hopes that the Board might be interested in the growth that result from campgrounds bringing people from out of town. Instead, what we heard was the statement by the County Zoning Administrator that no one wants to live next to a campground. We all know that isn't true. But it shows there is bias and lack of information about our industry.

The visitor numbers our campgrounds

Continued on Page 9

Chapter ATPC 76, Public Pools and Water Attractions ('Pool Code') Revisions Update from DATCP Food and Recreational Safety, Public Pools and Water Attractions Program



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

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is making steady progress toward drafting a revised 'Pool Code.' The draft is undergoing a final review to ensure that all concerns have been address.

In August, DATCP will begin discussions about licensing and fees, and we thank WACO for its involvement in the committee and sub-committees. We are on track for public hearings in fall and winter 2021.

Here are some proposals in the new code that may be of interest to campground operators:

- Because combined chlorine and its management and measurement are not always straightforward, remove the code requirement for maximum combined chlorine level at inspection time. Facilities will instead be required to have a combined chlorine management plan. This will provide flexibility to operators of facilities that have a lot of combined chlorine (monochloramines) in their source water as well as help keep free chlorine able to do its job.
- Require certified operators at public pools that have two reinspections within a three-year period.
- Allow emergency cellular telephones to be used. The requirement will be that the

phone and its connection to a wired power supply must be within 25 walking distance feet of the pool enclosure door or gate, and the signal must be reliable.



- Allow first aid kits within 25 walking distance feet of the pool enclosure door or gate.

- Pool plans will be required for new pools only (those built after code adopted), but all pools must have a pump curve and proof of drain cover specifications and installation date.
- Licensing to be by basin to support uniformity and consistency in licensing across the state. Licensing by features and areas alone can be confusing, but licensing by basin is straight-forward.
- Add language for end-of-season dog swims so that they can be conducted without a variance.

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If you have any questions, please feel free to contact Mary Ellen Bruesch at
Maryellen.bruesch@wisconsin.gov

Keepin' it Legal

are experiencing in 2021 are exceeding even those from last year. Every campground that has talked to me has reported being full and having waiting lists. Every one of the additional guests we could serve represents property tax revenue, sales tax revenue, support for local businesses and jobs. It's surprising that a County which has a higher unemployment rate than all but three others in Wisconsin is making it harder to grow their tourist economy. But, is anything surprising anymore? Maybe there's something in the water other than muskies.



MUSIC AND LICENSES -- DON'T FORGET

Every business which presents performances of recorded or live music must have a license to do so. There are large agencies (notably ASCAP and BMI) which collect royalties on behalf of the composers. If you don't have

the right license, you may get a demand letter and end up sending thousands of dollars to these agencies.

We had a hotline question asking whether the campground needed a music license if the entertainer presenting a band concert had a license. Even if the band had a license, the campground still needs to have a license to host the performance. As is my practice, I recommended that the campground buy the discounted license available through ARVC. If your campground does something as innocent as play a radio station in the campground store, you need a license.

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

**Respectfully,
Mark**



**Mark Hazelbaker, SC
WACO Attorney**

608-525-2326 | wacolegal@gmail.com

IDEA CORNER

Looking for ways to get your logo out more and personalize what you have onsite? What about private label water?

Here is some quote information:

1/2 pallet is 864 bottles at \$0.75/bottle or \$648 + \$140 shipping (in this instance) for a total of \$788.

A full pallet is 1,728 bottles at \$0.60/bottle or \$1036.80 + \$140 shipping (in this instance) for a total of \$1,176.80.



**Call S&H Ad
Specialities if you'd
like to learn more!
(608) 525-2328**

WACO OUT & ABOUT



CHAMPIONS RIVERSIDE RESORT

During the 4th, Champions sold mini flags with markings on the bottom indicating prizes, similar to a sucker pull. \$5/chance with the proceeds benefiting GBF. Flags flew once they asked their secret weapon to start selling!

DIAMOND LAKE CAMPGROUND



It was great to see the Zirbel & Heil Families at Diamond Lake and Heaven's Up North Campgrounds this month. What a beautiful locations!

HEAVEN'S UP NORTH CAMPGROUND



As of July 20, 2021, our members have hit the \$39,901 mark for GBF donations.

Big thank you to Heaven's Up North and Diamond Lake for hosting some fab events this past week. Heaven's Up North raised \$2415, and Diamond Lake raised \$5000! Talk about GBF support! We appreciate all the weekend events and look forward to seeing you all in the weeks to come!



**CAMPING WHILE
MAKING A
DIFFERENCE!**



The Gilbert Brown Foundation's mission is service youth in an environment that promotes structure and life skills awareness, by introducing team building skills and promoting diversity in the community. Currently contributing to over 156 children's charities in the state of Wisconsin.

CAMPGROUND

Wilderness Campground
Diamond Lake Campground
River Bend RV Resort
Great River Harbor
Champions Riverside Resort
Scenic Ridge
Heaven's Up North Campground
Buffalo Lake
Lake Arrowhead
Dells Camping Resort
Whispering Pines
Boulder Creek
Rose's Enchanted Forest
Camping in the Clouds

FUNDS RAISED

\$10,525
\$5,000
\$4,554
\$3,600
\$3,400
\$2,500
\$2,415
\$1,887
\$1,850
\$1,570
\$1,200
\$800
\$500
\$100

GRAND TOTAL AS OF JULY 2021 \$39,901

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.

Introduction to the Team & Update from CSAW

CSAW Associates has been on the road in June and July. We have added an additional member to our team as well. Andrew Metcalf, son of Bill and Chris Metcalf, has joined our staff full-time as of June 1, 2021. Andrew is a UW-La Crosse graduate and lives with his wife Mika and son Quillan in West Salem.



Andrew brings experience in project coordination, operations, data analytics, and administrative support combined with outstanding customer service experience. He is our resident IT and MS Office expert. Andrew has allowed us to offer expanded value-added services such as custom reports and data visualization to help our clients better see and understand their company's activities and has experience building custom databases using MS Access. Additionally, as a licensed Independent Sales Associate for Aflac, he can also help our clients add affordable benefit packages for themselves and their employees at little to no direct cost.

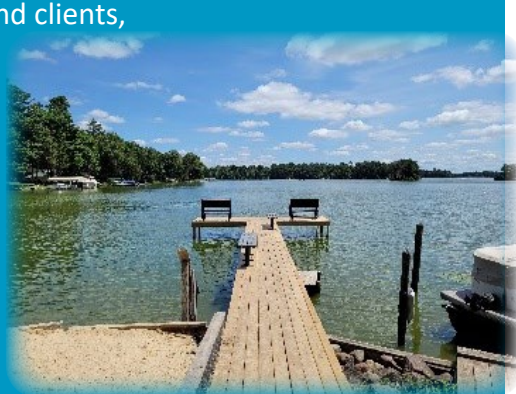
In June we joined Lori Severson from Champions Riverside Resort in a meeting with Holly Hoffman from Sales and Income Tax Advisory Network. She did a Sales/Use Tax compliance assessment

based on the current processes and procedures already in place at Champions. Holly's knowledge of sales and use tax, as a former auditor for the Wisconsin Department of Revenue, is impressive and provided us with a set of focus points to help clients to prevent and be prepared for potential audits.

July saw us heading north to Chetek, WI to meet with Michael and Jenny Hitt who had recently purchased the beautiful Wildwood Resort on the shores of Prairie Lake. We reviewed their current operational practices for bookkeeping and reporting as well as their current records.

Our extensive experience, particularly with campground clients, allowed us to help them develop best practices and a plan for us to help them implement

them and update their existing books. We also helped outline their goals for data tracking and analysis and are working with them to create a



FINANCIAL FORTE

Intro & Updates *Continued...*

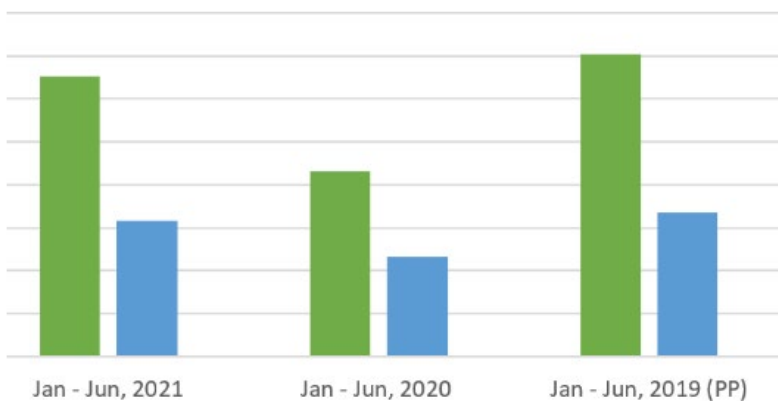
system to capture the key data they want for future reports.

We have also been working with clients on expanded data solutions. We were able to prepare custom profit and loss sheets for businesses including visualizations that allow them to see their profits and expenses quickly and easily and how they have changed from year

We are always eager to meet new business owners and love finding ways to help them grow their business. Whether you are looking to have your current practices reviewed and improved, get better data, or in the market for full-service bookkeeping, payroll, or benefit services CSAW Associates has the tools and experience to get you the services you need at a price you can afford. If you

would like to add your business to our road trip, or just find a time to chat with us about how we can work with you to grow your business, contact us today at 608-779-2143 or by email at couleebobookkeeping@gmail.com.

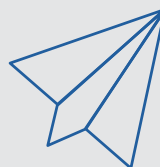
Food Sales vs COGS



to year. We were also able to help save a client and their customers a significant amount of time and complication during an annual sales event by recreating past orders with updated pricing using previous years' invoices stored in QuickBooks.

Our road trips continue throughout the month with an upcoming visit to another campground client in Delevan, WI.

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**

608-779-2143 | couleebobookkeeping@gmail.com

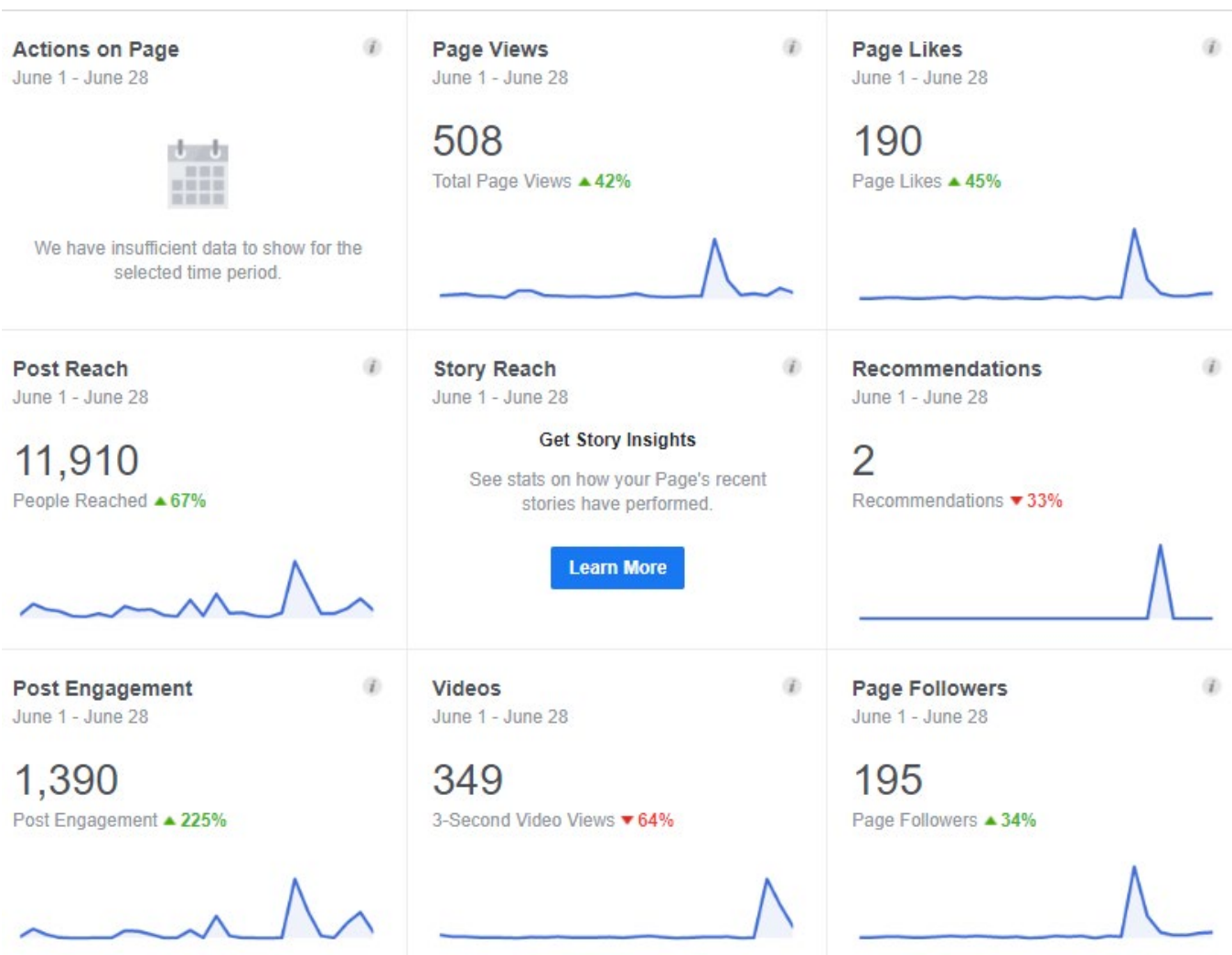
WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - JUNE 2021

Results from Jun 1, 2021 - Jun 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



FACEBOOK STATS

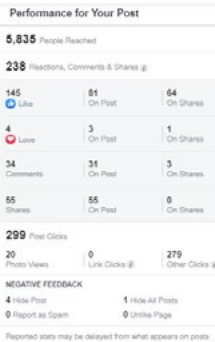
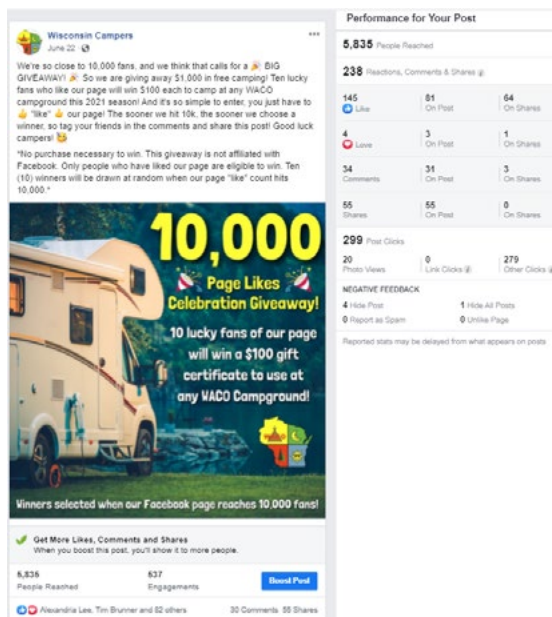
Total current likes: 8,817
(+165 from May)

Year to Date: 12, 645 Sessions on our website have come from Social Media!

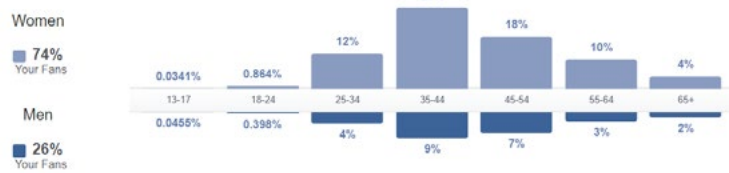
Year Over Year, traffic coming to our website from Facebook users has grown over 327%

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - JUNE 2021

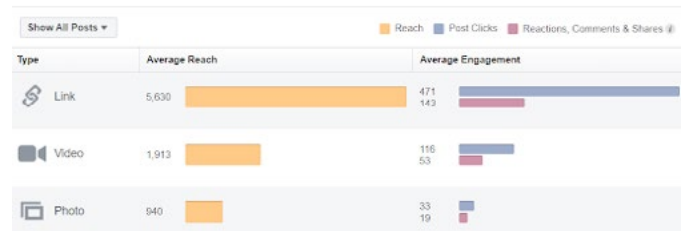


The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



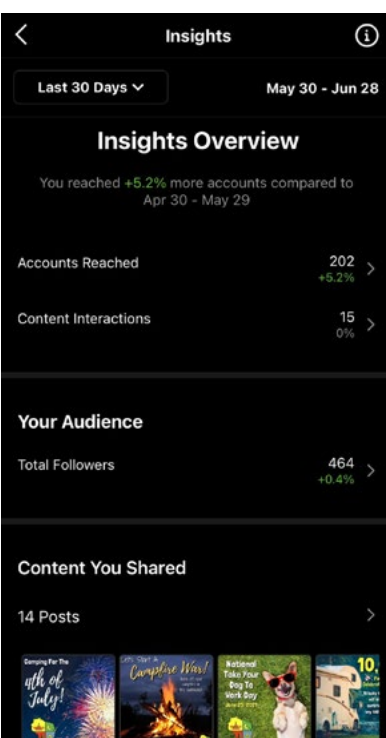
Summary of Page Fans

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

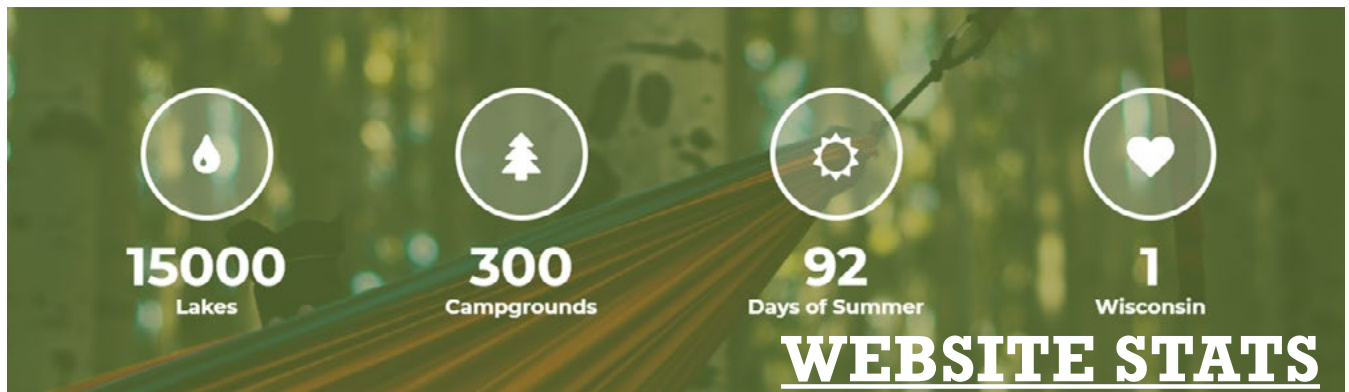


Top Facebook Post

Success By Post



Instagram June Stats



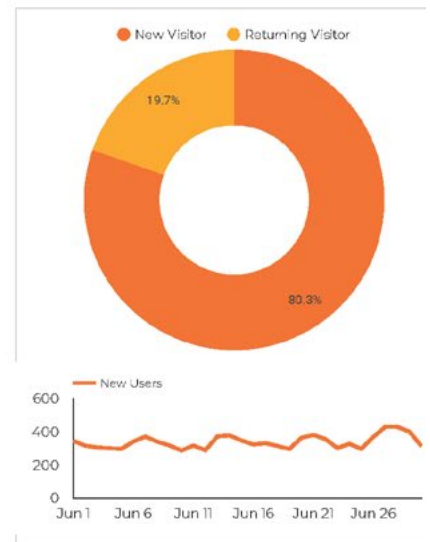
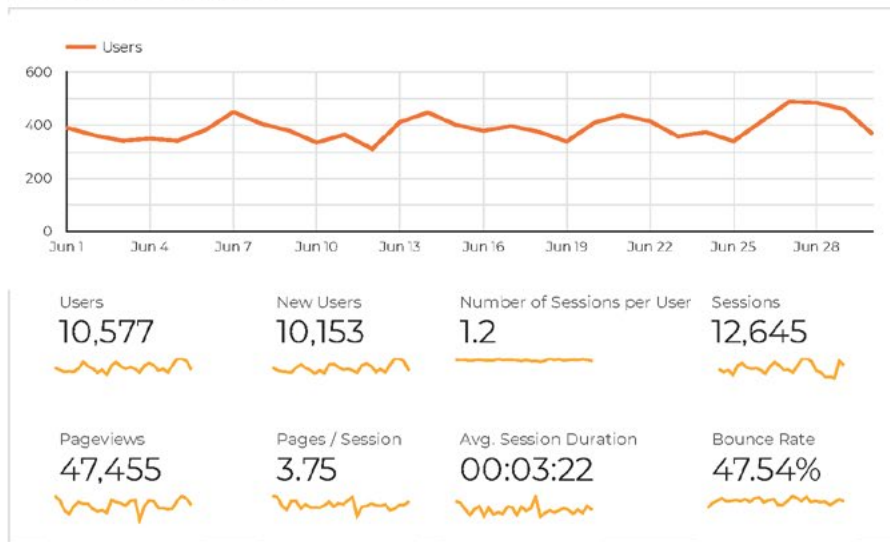
WACO JUNE WEBSITE ANALYTICS

Channel

Device

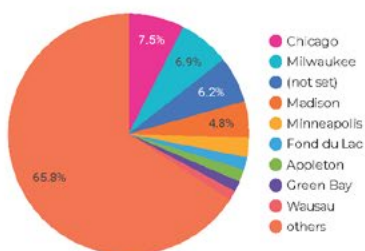
Jun 1, 2021 - Jun 30, 2021

Your audience at a glance



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

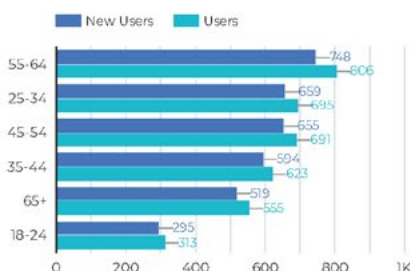
Cities where they log on



Wow - look at that big spike in the Chicago area!

Our office sent out directories, and continues to do so - looks like its paying off and making a direct impact to our website traffic!

Age breakdown



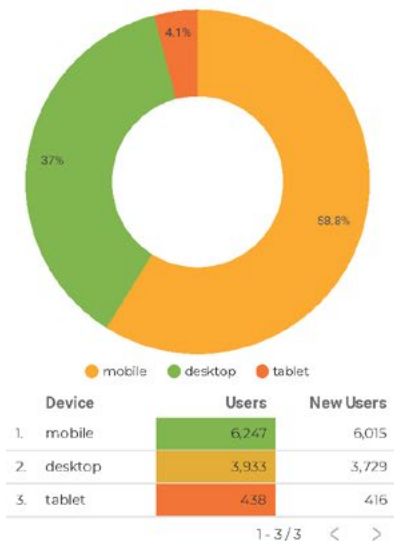
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

Combined ages 25-54 make up our largest group of website visitors - be sure to think of their likes and interests when making your Facebook posts!

Still seeing that 18-24 year old range growing - that's one to keep in mind when you're posting pics on Instagram.

Our industry sees such a large age range of users!

What device are people using?



As it continues to be the #1 device in the summer months, be sure to check your website on a mobile device from both Android & Apple to ensure everything functions properly. We wouldn't want you to miss out on a potential guest that can't view your site on their phone!



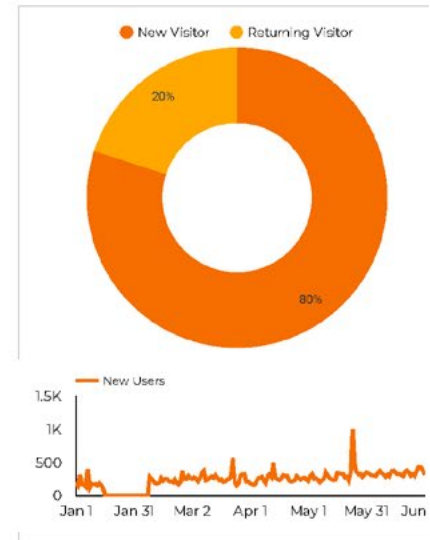
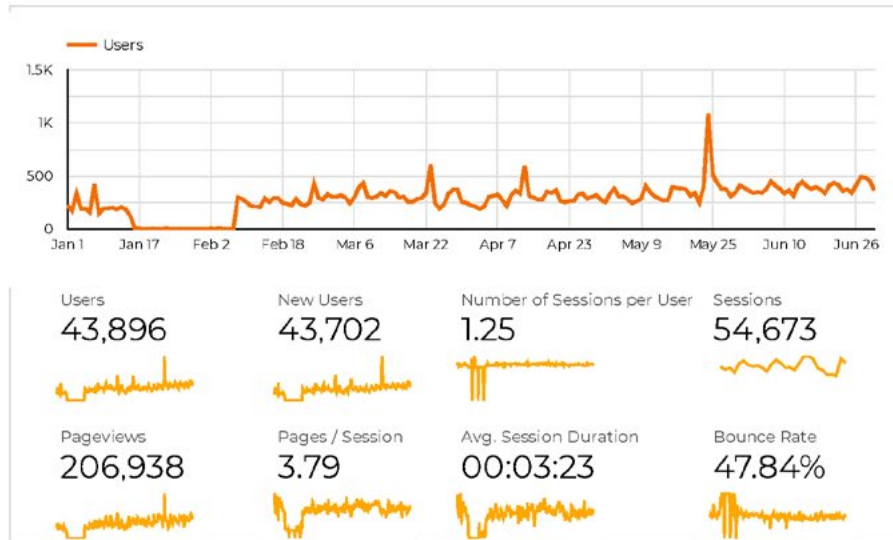
WACO Year to Date WEBSITE ANALYTICS

Jan 1, 2021 - Jun 30, 2021

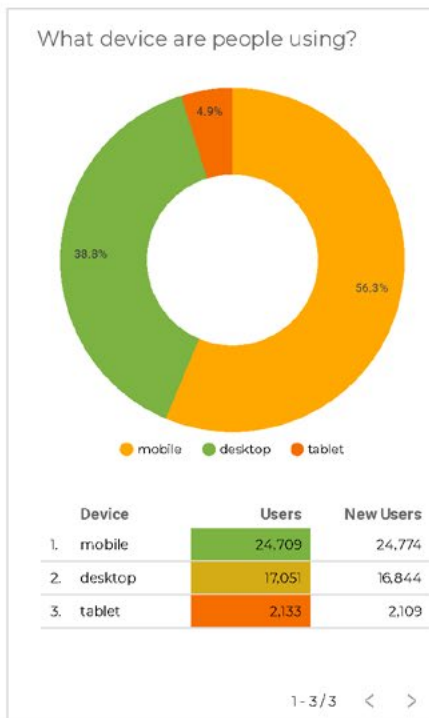
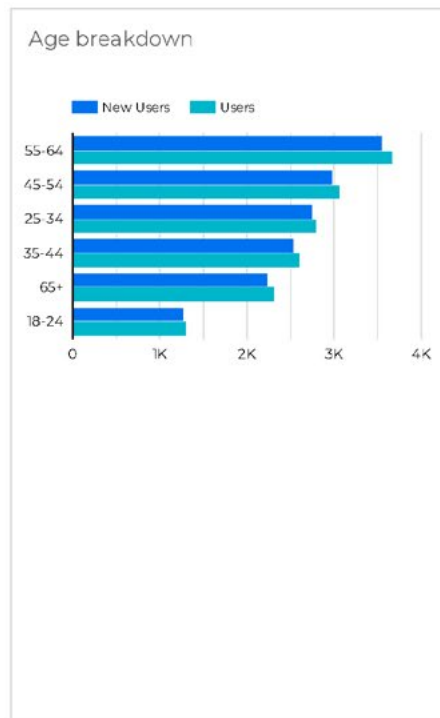
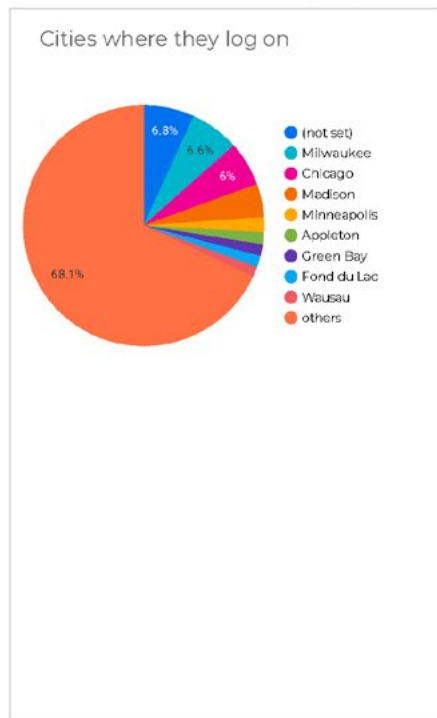
Channel

Device

Your audience at a glance



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





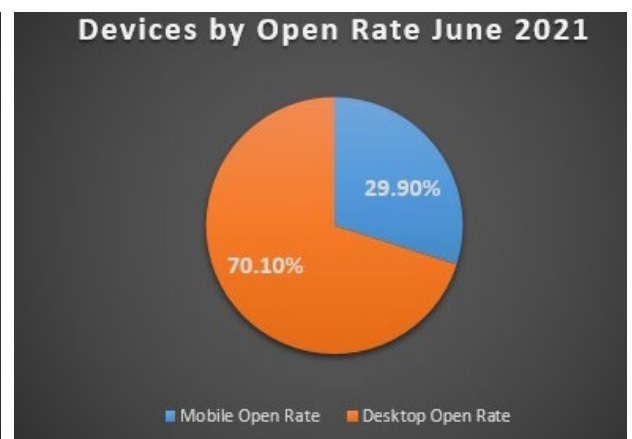
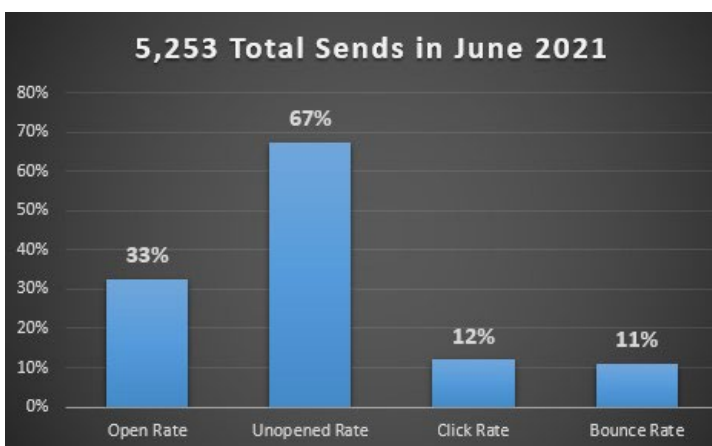
Jan-June 2020 vs Jan-June 2021 Website Visitors from Social

Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2021 - Jun 30, 2021	6,959	99.76%
Jan 1, 2020 - Jun 30, 2020	1,626	98.67%
% Change	327.98%	1.11%
2. Pinterest		
Jan 1, 2021 - Jun 30, 2021	11	0.16%
Jan 1, 2020 - Jun 30, 2020	16	0.97%
% Change	-31.25%	-83.76%
3. Instagram Stories		
Jan 1, 2021 - Jun 30, 2021	3	0.04%
Jan 1, 2020 - Jun 30, 2020	0	0.00%

YTD Social Media Referrals to Website



June 2021 Email Stats



Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Proper Contact Information for WACO Director, Deneen Pederson	13	10	83.30%	31.80%	68.20%	1	10%
Letter from WACO Director, Kristi Mlodzik	14	10	83.30%	34.80%	65.20%	0	0%
Letter from WACO Director, Tricia Lombardo	12	9	81.80%	50%	50%	0	0%
URGENT - Sawyer County Board Meeting 6/17/21	20	14	70%	45.90%	54.10%	2	14.30%
Letter from WACO Director, Rob Brinkmeier	13	9	69.20%	4.20%	95.80%	0	0%
Letter from WACO Director, Laurie Adams	13	9	69.20%	13.30%	86.70%	0	0%
Letter from WACO Director, Deneen Pederson	13	8	66.70%	23.50%	76.50%	0	0%
Letter from WACO Director, Mike Dricken	15	10	66.70%	23.50%	76.50%	0	0%
Letter from WACO President - Scott Kollock	14	8	61.50%	28.60%	71.40%	0	0%
Letter from WACO 2nd Vice President, Pete Hagen	14	8	57.10%	9.10%	90.90%	0	0%
Letter from WACO Treasurer, Brian Huth	14	8	57.10%	30.80%	69.20%	0	0%
Letter from WACO Past President - Bud Styer	14	8	57.10%	17.40%	82.60%	0	0%
Letter from WACO Director, Ashley Weiss-Wegner	13	7	53.80%	17.60%	82.40%	0	0%
2022 WACO Dues	252	124	51.20%	34.90%	65.10%	3	2.40%
Emergency Board Meeting - TUESDAY 6/8	253	120	49.60%	33.30%	66.70%	19	15.80%

**Top 10 Emails
by Open Rate
for June
2021**

Sales & Income Tax Advisory Network

You Asked, Holly Answered.

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? You can! Contact Holly for more information!

QUESTION:

Whether or not cancellation fees and bookkeeping fees for reservations are taxable is a common question campground owners have.

ANSWER:

And the answer is yes, both cancellation fees and bookkeeping fees for reservations are generally subject to Wisconsin sales tax. You will want to be sure that these items are set up in your QuickBooks or other accounting software as taxable so that you collect the sales tax from your customer.

NOTE: Amounts charged to customers who cancel a campsite or lodging reservation are not taxable if the site or lodging is available to be furnished to another customer. If the campground holds the site or lodging available for the customer who is charged the cancellation fee, the cancellation fee is taxable.

The reason for this fine line is by tax law definition whether the cancellation fee is part of the taxable sales price of the campground admission or if it is unrelated to the admission (because no sale of admission occurred) as a nontaxable service. If the campsite/reservation was held for the customer who cancels, the fee is part of the taxable sales price of the admission. The sale of the campground admission still occurred because the site was not able to be resold to someone else. If the campsite can be advertised to others for sale, there is technically no sale of admission. So the cancellation fee is identified a nontaxable service.

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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).



Holly Hoffman

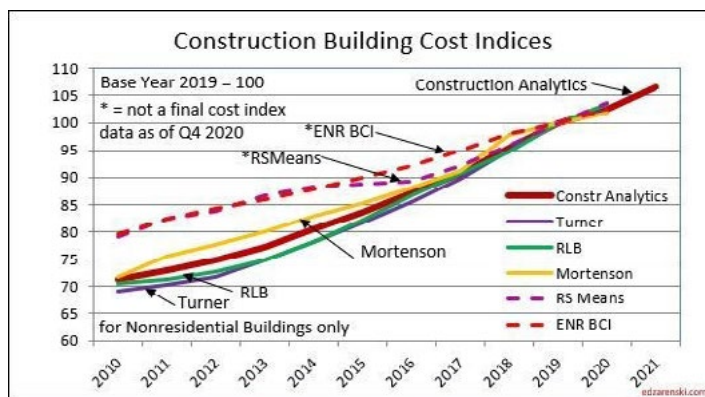
Do not risk another day, call Holly now at (715) 498-4164 or email hhoffman@salesandincometax.com.

The Coverra Campground Connection

Respectfully Submitted by Eric Haun, Coverra Insurance Services, Inc.

The cost of construction materials has gone through the roof. Some news sources are reporting construction cost increases as high as 26%. Are the Property limits on your policy sufficient?

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An insurance policy is a contract between you and your insurance company. Most policies contain a clause called coinsurance which requires you, the customer, to insure your building for either it's actual cash value (ACV) or it's replacement cost (RC), depending on what type of coverage you purchased. Most people have replacement cost coverage? If you have replacement cost coverage, you should increase the limits on your buildings to

reflect these increased costs of construction. (Remember, building limits do not include the cost of the land.)

If your policy has a coinsurance clause and if your building does not have high enough limits, in the event of a covered loss, the insurance company will invoke the coinsurance penalty and you will be paid less the amount of the loss. You may not receive enough money to repair or replace your buildings.

At the same time you are reviewing you building limits, you should also review your limits for your contents or business personal property. It seems like the price of everything has gone up, so your business personal property limits are probably too low also.

You should reach out to your insurance provider right away if you feel your policy limits need to be adjusted. If unsure about the current replacement cost of your buildings, you could contact a contractor to get their professional opinion on the impact of increased building material costs on the cost to replace your building.

Coverra Insurance Services is the premier insurance agency for campgrounds, resorts, amusement parks and other entertainment venues. We provide insurance protection to camping and entertainment venues throughout the country.

We are here to help. Feel free to send me an email (ehaun@coverrainurance.com) if you have any questions or concerns about your unique exposures to loss.

ARVC AREA 3

UPDATE & NEWS



I hope everyone is having a great summer and reaping the rewards of your hard work.

I HAVE AN ASK:

If anyone has a great video of Great customer service, winterizing a camper, Blowing out your water lines, Something you have streamlined. At Arvc we are in the process of putting Member to member videos together for you usage anytime you would like to view these and share them with your employees. We as an industry have a wealth of knowledge and sharing these tips or tricks could be a game-changer. I know i could use a “best Practice”

1. OHCE2021 EARLY BIRD PRICING ends Tuesday, July 13, 2021. A single registration is \$445. After July 13, single registrations will be \$495 and multiple registrations from the same campground will be \$460 each. Here is the link to register: www.arvc.org/ohce and here are the links to reserve a hotel room: Marriott— <https://www.marriott.com/event-reservations/reservation-link.mi?id=1579288999622&key=GRP&app=resvlink> Sheraton—<https://www.marriott.com/event-reservations/reservation-link.mi?id=1622562779078&key=GRP&app=resvlink>
2. INTERESTED IN SPEAKING AT OHCE2021? We’ve extended the deadline to submit a session proposal until Tuesday, July 13. You can submit your session and bio to Susan Motley at susan.motley@arvc.org.
3. ARVC AWARDS OF EXCELLENCE nominations for the Park of the Year, Plan-It Green Park and Supplier of the Year are open now. Nominated parks must be current, active members of ARVC that have been in business for at least one year, and it’s perfectly acceptable to nominate your own park. The nomination deadline for all awards, including the Park of the Year Awards, is September 13, 2021. Here’s the link:<https://arvc.org/Awards-of-Excellence>
4. The ARVC Foundation offers scholarships for first time attendees to the Outdoor Hospitality Conference & Expo. The Young Professionals Committee awards scholarships to young professionals in the industry (ages 18-40). <https://www.arvc.org/sites/default/files/2021-03/OHCE2021-ScholarshipApplication.pdf>

We are a unique industry where the sky’s the limit and you can always reach to get to the next level.
Have a great month!!



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**Respectfully Submitted,
Jim Button, OHE, COPArea 3 Director, ARVC**

Poo-Poo Bad Press!



The WACO Office got a request too juicy (pardon the pun you'll catch later) not to share! Our fellow WACO members from Spur of the Moment went in to perform regular housekeeping duties after a guest stay, only to back out of the unit slowly. They decided additional gear and disinfectant would be needed to get the job done! Now, most of us have been here at least once. If it's not the toilet, it's the shower or the pool, and occasionally, you've got that nasty post-visit lodging clean-up. Luckily for Ann, her staff can do things like this with humor and gear up for the task appropriately in hazmat suits and smiles! The bigger concern came later when the same guest asked to make another reservation for October. YIKES! Now keep in mind, these are repeat visitors, and they were looking to book another vacation.

We sent Ann an example response as follows:

We have always enjoyed your company at the campground and appreciate that you consider Spur of the Moment to be your summer vacation spot. Unfortunately, our housekeeping staff cannot provide cleaning services for the level you may require during future visits. We incurred additional laundry and sanitation costs above and beyond our routine housekeeping during your last stay. Our sincere apologies, and we hope you're able to find other accommodations for October.

Ann took our suggestion and made it her own. In the end, the guest said she understood and passed on making a future reservation. Sometimes you might just need another set of eyes to check over a response - the WACO Office is here to help!

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Makin' It Easy

As owners, we know how busy you are, and this summer seems to be the craziest yet! One goal of the WACO office is to provide quick access to information or simpler processes. Big kudos to Eric from Sky High with his autorenewal suggestion! Every member has received an email outlining what they previously chose for their Directory advertising package, along with a link to renew the same and some ideas on what else you can do. If you ever have a similar suggestion, please take a moment to share it and help your fellow members!



Don't forget to have fun at your campground, in your social media posts and in life! Gary Doudna from Buffalo Lake knows how to get out of his comfort zone!



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>





WACO OFFICE

PO Box 228

Ettrick, WI 54627

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Severson & Associates

Phone (608) 525-2323 | Fax (608) 525-2328

lori@seversonandassociates.com

