



SEPTEMBER 2021

As we make our way into the last month of our season, let's take a moment to celebrate. We made it! In this issue, you'll find highlights from the Fall Workshops, industry news, reminders about tax forms, and some great member comments and feedback!

inside...



Members Visits & Fall Workshops P. 5 & 21



RV Sales Continue to Climb P. 13

Letter from the Executive Director Lori Severson, Executive Director of WACO



Dear Members,

I cannot believe we are going to the second fall workshop here in just a short time. Fall workshops were interesting this year. We had so many new faces and great people! We learned the power of who you know and how to make things happen. We had a little mix-up with our evening meal. The hotel experienced some difficulties, and our Sarah from River's Edge Campground sure came through. She arranged to have a past employee who owns and bar and grill in the area open up and serve 62 people. They opened with one hour's notice and fed us all in 45 minutes. Now that's a group of employees to be proud of - please thank Sarah for helping us make this happen! This kind of skill and entrepreneur attitude is rare in a world where help is more difficult to find. If you are in the area, stop and see this former employee of Rivers Edge Campground and his excellent restaurant Minocqua Lakeside. It's tough to leave a large enough tip for someone who opens up and gathers employees in less than an hour to make things happen. When I asked him what we could do for him, he said, "How about holding a fundraiser here with

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View from Minocqua Lakeside Grill

Gilbert?" DONE! Thanks again, Sarah!

I had a fantastic opportunity to meet with a group of people from our industry and discuss working more closely together. The RV Industry Association invited 11 of us from all over the US to Denver to talk about ways we can positively impact our organizations. Attendees included Jeff Rutherford – CEO Airxcel & RVIA Chairman, Matt Zimmerman – Group Manager, Thor Industries & Campground Task Force Chairman, Paul Bambei – ARVC President, Al Johnson - ARVC Past-Chair, Mt. Rushmore/Hill City KOA, Dyana Kelley, CEO/President CampCalNow, Amir Harpaz, CEO Harp Development, Toby O'Rourke, President – KOA, Nick DiBella, Senior Vice President - Sun Resorts, Michael Moore, General Manager, Texas Association of Campground Owners (TACO), Bobby Cornwell, Executive Director, Florida & Alabama RV Park & Campground Association, Craig Kirby – RVIA President, Jay Landers – RVIA Vice President, Bill Baker – RVIA Senior Director, Chris Bornemann – RVIA Director and myself, Lori Severson, Executive Director, Wisconsin Association of Campground Owners (WACO). The meeting included a full-day session focused on finding high-value topics to address that could assist the industry in growth, find common ground and key messaging for the public and industry. We filled out a survey and the summary can be found in the members only section of the website. The meeting was full - we discussed gathering additional grants and money from the Outdoors act, working together positively, creating a superior guest experience, and increasing the number of campsites in the United States. We had a lively discussion on how quickly privately held campgrounds can add new sites and the most significant barriers. We talked about how often it's a zoning issue and have broken into task force groups to address the barriers and work on funding. Zoning issues are popping up everywhere. Getting additional tools will be extremely important in our future and include:

- an economic impact report,
- creating videos demonstrating what campgrounds look like,
- using consumers to sway public opinion,
- owner resources available before they need them
- showing how campgrounds contribute to charities and communities.

The meeting was a great resource and learning session, and I look forward to being part of this group!

The Door County Campground Association extended an invitation to their meeting this month. I was thrilled they gave Carla and me such a warm welcome! John from Beantown Campground was able to help us with his beautiful accommodations! They listened to a much longer presentation than I'm sure they wanted, but I could not have asked for a better group. They warmed my heart with the compliments and the thanks for all that WACO has done for them. I left feeling so great about our team that my head hardly fit in the car! "Thanks" just doesn't cut it for this group! Hearing the stories of how important WACO is to them simply made my week! I appreciate it more than you will know! We have some new members coming to the fall workshop from this area, so I'm excited to introduce them to you!



It's time to think about the convention and get in the mode of checking over our new convention outline. We are working hard to implement all the fantastic ideas our members shared in this past year. As you review this, let us know any additional thoughts, as we always seek to improve our convention continuously! You make the difference! On Foundation news, Gilbert Brown is doing a special 18-week TV show called Gravedigger Travels and will be filmed all over Wisconsin! We are supportive and excited about this. If you have an interesting story you would like to submit, please send it to: info@gilbertbrownfoundation.org! As campground owners, we can advertise as well, so please don't hesitate to ask about that either. The show will be on Fox at 9 am on Sundays and CW at 11 am on Sundays. It's scheduled for Roku and other streaming options soon. Tune in for some fun!

If you have fun things coming up this shoulder season or pictures from your amazing Halloween weekends, please send them to Danielle for use on Facebook and emails!

Make your day amazing!

Lori Severson
Executive Director
Wisconsin Association of Campground Owners

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



Hello Members!

Well, we just about have it made! Time to start the winding down process. I'm glad we have a team of people keeping us updated with things going on in the industry. Our hands have all been pretty full from the fall workshop takeaways and action items!

The results and feedback received from the September workshop were excellent. We saw so many new members and got a chance to participate in lively discussions with many members. It's great to see our State so strong and members excited about their businesses. It never ceases to amaze me the power in getting together, discussing our failures and successes, and seeing the difference those conversations can make to other members. There is strength in numbers for sure. No matter how long or short of a time you've been in business, you can learn something from each other.

The tours give us a chance to learn how individual campground owners choose to run their businesses. We can ask why they do things the way they do to adjust our way of thinking. It's easy to get stuck in a rut and continue to do the same old same old. After a while, it becomes easy, and we settle into it. But if you take just one idea away from each campground that you can implement on your own, it could significantly change your business. It's great to see our industry change in demographics. We no longer only see the succession of family-run parks but also new-to-the-industry owners. New owners are getting a chance to get into the industry earlier due to the current financial climate with great rates. It's incredible to learn where people came from, how they discovered our industry, and why they chose it. If you haven't had the opportunity to get involved with the campground tours, please do! The next one is Oct 5th & 6th - we hope you're able to join us! Don't worry if you are new - you'll be part of the WACO family after a few hours.

Your Board of Directors is working on the strategic plan, part of which is better communication. I hope you all feel like you have a voice and a chance to be heard. We have many ways to gather information, like the members-only sec-



Thank you to our hosts for the Sept Workshop & Board Meeting, Indian Shores RV Resort & Campground

tion of our website. If you need the password, call the office or send us an email request! Members mentioned that the newsletter and the members-only Facebook page were beneficial at the September workshop.

Remember, you can always come to any board meeting. Just call a board member, or contact a WACO staff member, so we have the paperwork and a spot for you! We are working on our bylaws, policies, and procedures to bring them up to current standards. Let us know if you have thoughts or ideas.

Everything can always be better; we are working hard to make things the best possible for the organization. Before you complain, stop and think, am I going to the right person? Do I have the facts and all the information? We all have to learn to adapt.

That's life! Change happens, and we have to change with it. I think it's essential to look for the positives and identify things that are going right in our organization, our businesses, and our lives. No one and no situation can be 'perfect.' Accept the situation for what it is and move forward. When a positive idea presents itself, say it to the person or people who can make change happen. Keep the positive side weighed against the negatives. We all have setbacks in the business, in the industry, in our families. When you inevitably experience setbacks, move forward and remember that everyone has them. Together, when we all work on things, we can get things done. When we concentrate on what's wrong - maybe an answer we don't like for example - we waste energy put to better use focusing on solutions and progress. Our industry is so lucky right now.

Campgrounds are booming businesses, and we don't have to worry about where our next customer is coming from. Many companies aren't experiencing that! I'm grateful for all the members with new ideas, the members who share their history and knowledge with us, and the power of being together and united. Thanks for your membership, as it's much appreciated!
Respectfully Yours,

Scott Kollock, Board President
Wisconsin Association of Campground Owners

ARVC AREA 3 UPDATE & NEWS



Happy Fall,

There should be a little relief coming soon where we can all take a little breather. You have worked hard all summer and hopefully soon you will be able to put your feet up for more than 10-15 minutes.

Come one come all! National Conference is in Raleigh, North Carolina, November 8-11, 2021. This show is going to be great; you won't want to miss out.

Don't forget your discounts through ARVC; AmeriGas, Ferrellgas, Levitt Recreation, Music licensing, Identity Guard, Insurance, Club Car, John Deere, Leslie Pool supplies, Marshall and Sterling Insurance, New Book (Res system), Office Depot, RMS Sherwin Williams, Stapples, and Swank Pictures. These are just a few! Log into ARVC.org for your savings.

Did you know: 55% of parks have the owner's family members working in the park?

Looking to educate yourself? Look no further!

- October 21, 2021 -- ARVC Webinar: Sanitizing & Winterizing
- February 20-25, 2022 - National School of RV Park Campground Management Schooling will take place at the Embassy Suites Myrtle Beach, South Carolina

Look at [ARVC.Org](https://www.arvc.org) for more information.

Thank you for your continued support of ARVC and your State Association. If you have any questions of ARVC please don't hesitate to call me or email. Thank you!

Yours truly,

Jim Button



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

Fall Workshop October 5th & 6th

Oct. 5 & 6

Host Campground: Hickory Oaks Campground

Your Host: Robert Gallinger
Address: 3485 Vinland Rd
Oshkosh, WI 54901
Phone: 920-235-8076
Email: hickoryoaks@gmail.com

Program & Tours of the following Member Campgrounds:

- Hickory Oaks Campground
- Circle R Campground
- Kalbus Country Harbor, Inc
- Breezy Hill Campground
- Fond Du Lac East / Kettle Moraine KOA

Link to registration: https://www.wisconsin-campgrounds.com/wp-content/uploads/2021/08/October-2021-Fall-WACO-Tour-Itinerary_FINAL.pdf

THANK YOU TO OUR SPONSORS!



URGENT

There is a change of venue for Tuesday's registration and seminars:

Registration & Seminars start at Town of Oshkosh Hall, just 2 miles away from Hickory Oaks!

230 E. Cty. Rd. Y
Oshkosh WI 54901
Telephone: 920-231-5887

- Tuesdays lunch features guest speaker, Rebecca Kleefisch
- Tour The EAA Aviation Museum

MEMBER FEES: NON-MEMBER FEES:
\$40 one workshop \$55 one workshop

Send payment and registration form to:
WACO
PO Box 228
Ettrick, WI 54627

**REGISTER FOR FALL
TOURS & WORKSHOPS
ONLINE HERE!**



When is a Certified Food Protection Manager Required?

Respectfully Submitted By Kara Paul, Wisconsin Department of Agriculture, Trade and Consumer Protection

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) continues to assist our membership navigate codes written that directly impact our businesses. If you are wondering about food protection requirements, the article below is a fab resource!

Is my retail establishment required to have a certified food protection manager (CFPM)?

According to the current [Wisconsin Food Code](#):

- A food protection manager certification is required for an individual who operates a retail food establishment.
- A minimum of one CFPM is required at each retail food establishment.
- The CFPM does not need to be present at all times of operation. When the CFPM is not onsite they must appoint a person in charge.
- A new retail food establishment or an establishment undergoing a change of operator has 90 days to obtain a CFPM.
- The certificate must be posted in a conspicuous location.

Are there any exemptions to the CFPM requirement?

Yes, the following retail licenses do not require a CFPM:

- A retail establishment serving only pre-packaged meals.
- A retail establishment that does not serve meals and sells only prepackaged foods, whole fresh fruits and/or whole fresh

vegetables.

- A retail establishment participating at a temporary food event.

Where is the course and exam offered?

The CFPM course is offered in person and online by various providers. Please visit our [Certified Food Protection Manager Directory](#) for additional information and to find the right location for you.

What about the small operators recertification? Do I qualify for that course?

A food safety for small operators credential may be obtained under the following conditions:

- You operate or manage a retail food establishment employing five or fewer food handlers.
- You or your employee has previously completed, passed and received their initial food manager certification.
- The current certification has not been expired for more than 90 days.
- You or your employee successfully complete a recertification training course approved by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).

For additional information on the small operators recertification please visit our website:

<https://datcp.wi.gov/Documents/CFMRequirements.pdf>

When Partnerships Work

INSPECTION STRESS

One of our newest members experienced their most stressful time - inspection! Lori traveled to the campground to ensure they were well prepared and knew they had WACO support and resources available. This new owner was from Indiana was not at all familiar with Wisconsin's procedures. Helen from the DATCP truly did a magnificent job of assuring our member, teaching her what things she could "recommend" and prioritize the things that need to be done in the short term.



Lori was sure to send a kind email on to Jim Kaplanek from the DATCP praising Helen and her approach. "The path you started on - with teaching the campground owners and the inspectors the same information - is truly paying off. The professionalism, willingness to help brainstorm how to meet code, and willingness to take the time to answer questions was just awesome," said Lori.

These are the partnerships that work! Knowing we will continue to have more new members in the upcoming years, WACO will continue to educate our members on safety rules that are put in code for a reason. Working with a team makes this process less scary for members to ask questions and do the right thing. Be sure to encourage and grow similar relationships in your market, as in the end, they help all of us!



KUDOS TO WACO

At the Door County Campground Owners bi-annual meeting, Mike Armbruster from Egg Harbor Campground & RV Resort had so many great things to say about WACO and all we have done for their campground, the industry, and Door County tourism! Check out the amazing kudos to our crew!

"Last week, I had the opportunity to chat with Lori Severson and Carla Brown at our last Door County Campground Owners Association meeting. I realized that Lori and her team do not get the recognition they deserve from any of us, as we are all busy running our businesses daily. I firmly believe that we all owe a great deal of our 2020 sales to Lori, her WACO staff, and attorney Mark Hazelbaker.

They fought tirelessly to get and keep the campgrounds in Wisconsin open when COVID struck. They are excellent advocates working on our behalf behind the scenes to help make our lives and businesses better. I don't think another statewide camping organization does as good of a job as WACO folks. I just wanted the chance to let everyone know and say, 'Thank you!' for all you do!"

WHERE CAMPGROUND OWNERS MEET TO LEARN, GROW, AND INSPIRE ONE ANOTHER. TAKE YOUR PARK TO THE NEXT LEVEL AT...

C O E21

CAMPGROUND OWNERS EXPO 2021
DECEMBER 15-18, 2021 IN BRANSON, MO

MEET YOUR SHOW ORGANIZERS

“The goal is always to improve the bottom line of your campground. We will help you make more money, avoid costly pitfalls, learn and grow through networking, introduce you to suppliers who have products you need, and have fun!”



Bud Styer

see what 50 years of industry, campground association, and trade show experience can do for owners and managers just like you!



Lori Severson

REGISTER TODAY AT WWW.CAMPGROUNDOWNERSEXPO.COM

JOIN US AT HILTON'S CONVENTION CENTER & PROMENADE AT THE BRANSON LANDING | BRING YOUR WHOLE FAMILY!



GO BACKSTAGE WITH SUCCESSFUL FAMILIES WHO'VE BEEN IN BUSINESS FOR OVER 50 YEARS!

WACO OUT & ABOUT



WELCOME TO WACO Baileys Grove Campground!



WELCOME TO WACO new owners of Oakdale KOA, Melissa & Brian Cross



WELCOME TO WACO new owner of Lynn Anne's Campground, Jermeiy Ceranski!



Mike & Heather Davidson welcome Jeremy Ceranski, middle, to the WACO family!

Mike & Heather Davidson officially welcomed new owner, Jeremy Ceranski to Lynn Anne's Campground and WACO at the September workshop. After 59 years of it being a family owned business, passed down generation to generation, Jeremy approached the couple and made an offer they couldn't refuse.

Heather's father Dave Bastian was a founding member of WACO and the family has continued its membership every year since. Jeremy is excited to take over a successful campground and the Davidson's are looking forward to seeing what fresh perspective he brings to the park. "Jeremy worked for us all spring, summer and fall obtaining all the information possible to keep things in tact and still offer new ideas."

Jeremy is thankful for their support on this journey. He attended the September and plans to attend the October Fall Workshops and tours as well. Please join us in saying "best wishes" to Davidson's and welcome to Jeremy!

OVER \$150,000 RAISED FOR GBF



CAMPGROUND	FUNDS RAISED
Duck Creek Campground	\$25,500
Champions Riverside Resort	\$19,800
Scenic Ridge	\$15,469
Wilderness Campground	\$10,525
Pineland Camping Park	\$9,520
Stoney Creek	\$7,550
Sand Haven Campground	\$7,100
Great River Harbor	\$6,615
Oakwood Bar Restaurant & Campground	\$6,607
Diamond Lake Campground	\$5,000
River Bend RV Resort	\$4,554
Green Lake Campground	\$4,194
Pride of America	\$4,042
Jellystone Fort Atkinson	\$3,941
O'Neil Creek Campground	\$3,903
KOA Milton	\$3,525
Fremont Jellystone RV Resort & Campground	\$3,085
Rustic Ridge Resort	\$3,015
Rivers Edge	\$2,855
Lake Arrowhead	\$2,851
Silver Springs	\$2,764
Heaven's Up North Campground	\$2,415
Rose's Enchanted Forest	\$1,900
Whispering Pines	\$1,900
Buffalo Lake	\$1,887
Dells Camping Resort	\$1,570
Oasis Campground & Waterpark	\$1,455
Lake of the Woods	\$1,368
Boulder Creek	\$800
Snug Harbor	\$750
Maple View Campsites	\$259
Lake Lenwood Beach & Campground	\$200
Camping in the Clouds	\$100
GRAND TOTAL	\$167,019

WOWZA what a jump in reported funds raised from the membership! Big shout out to Duck Creek for their huge efforts so far this season, topping the donations scale at a whopping \$25,500!



If you want to catch a review of all the good being done with the funds raised by GBF, check out Gravedigga Travels. Highlights of fundraising stops, conversations with legends of the game, and getting a glimpse of everyday life are all included! Tune in on Sundays to catch the newest episode of Gravedigga Travels with Gilbert Brown. The show started last Sunday and



airs on:

Fox 25/48 at
9am CST

The CW at
11am CST

As of September 24, 2021, our WACO Members have raised \$167,019 FOR THE GILBERT BROWN FOUNDATION

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.

TAKING THE MYSTERY OUT OF TAX FORMS

Happy September from the CSAW Associates family! With most campgrounds moving towards their off season its time to make sure to dot your I's and cross your Ts in preparation for end of the year and next year's taxes.

1099'S, W9'S, AND W2'S

Many new campground owners (and even some long-term owners!) ask us about how to handle contractors or are unaware of their responsibilities for record keeping and reporting.

2020 Form 1099-MISC
Miscellaneous Income
Copy A For Internal Revenue Service Center
File with Form 1096 For Privacy Act and Paperwork Reduction Act Notice, see the 2020 General Instructions for Certain Information Returns.

WHAT IS FORM 1099?

Whenever you pay any contractor more than \$600 you are required to send the contractor a Form 1099. This form lists what you've paid them over the course of the prior tax year. Typically, a contractor will get Form 1099 from a customer in January, the beginning of tax season.

You also send a copy to the IRS. The IRS looks at the Form 1099s from all the contractor's clients to see how much money they've made during the year. Then, they check it against the income the contractor reports. They want to be certain contractors are paying taxes on everything they've earned.

WHAT IS FORM W-9?

A W-9 is sent to a contractor to collect their contact information and tax number. Then, you use that info to fill out a Form 1099. It's your duty, as someone who is contracting work, to send the contractor a Form W-9 before the end of the financial year. The contractor's job is to fill it out with tax info for their business and return it.

A good practice is to provide W9s as soon as you think one may be required. It can be challenging to get them all completed at the end of the year, and it is your responsibility, especially in the event of an audit, to be able to prove a contractor was not an employee and submit accurate 1099's.



WHAT IS A FORM W-2?

A W-2 form, also known as a Wage and Tax Statement, is a required document that an employer must send to employees each year. Any business owner engaged in a trade or business who pays for services performed by an employee must file a Form W-2 for each employee.

Employers must provide their employees with copies of their W-2s by the end of January each year. Employees that receive a W-2 are provided an overview of their earned wages, any taxes

FINANCIAL FORTE

withheld, and any deductions taken for items like retirement contributions or health insurance for that calendar year.

IS THAT AN EMPLOYEE OR AN INDEPENDENT CONTRACTOR?

The difference between an employee and an independent contractor is the degree of control you have over the worker or the amount of independence they have. Pretty vague, we know.

The IRS looks at three categories to determine the degree of control or independence in your relationship with your worker:

Behavioral: Do you control (or have the right to control) what the worker does and how they do their job?

Financial: Are the business aspects of the worker's job controlled by the payer (these include things like how the worker is paid, whether expenses are reimbursed, who provides supplies)?

Type of relationship: Are there written contracts or employee-type benefits (i.e., insurance, vacation, 401(k), etc.)? Is the relationship permanent? Is the work that is performed a key aspect of the business?

The IRS notes that there is no magic formula that makes someone an employee or a contractor. Instead, it wants you to look at the entire relation-

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, LLC

Coulee Region Bookkeeping and Tax

**CSAW Associates
Christine Metcalf**

608-779-2143 | couleebookkeeping@gmail.com

ship and consider the degree to which you direct that person in their work.

INDEPENDENT CONTRACTOR MISCLASSIFICATION

It's very important to make sure that you are classifying your workers correctly since misclassification can result in costly financial penalties (and no one wants unexpected costs!).

If you are found to have misclassified employees as independent contractors, you will likely have to repay any taxes and benefits that you weren't paying before.

Common financial penalties include:

- Reimbursement for wages you should have paid an employee, like overtime and minimum wage
- Back taxes and penalties for federal and state income taxes, Social Security, Medicare, and unemployment
- Payment for misclassified employees' workers' compensation benefits
- Providing employee benefits, including health insurance, retirement plans, etc.

Sound confusing? We're here to help! CSAW Associates has extensive experience in dealing with employment related issues, rules, and regulations and can provide clients with answers and solutions they need when they need them most. Additionally, we offer full-service payroll and a wide range of products and services powered by business solutions by Aflac that can help clients attract and retain quality employees.

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 couleebookkeeping@gmail.com.

WMC URGES HIGH SCHOOLS TO EMPLOY CAREER COUNSELORS

Respectfully submitted by Tina Severson, WACO Office Staff



I attended the WMC's CEO Briefing Breakfast held at Kwik Trip Headquarter in La Crosse, WI on September 9th. It was an opportunity for members to connect directly with the Kurt Bauer, President & CEO and Scott Manley, EVP of Government Relations.

Both gave an overview of the current battles their members in the manufacturing, leisure and hospital-ity have been facing – specifically supply chain issues, talent shortages, and power constraints. They are fighting hard to gain traction with legislation on PPP loan taxation, joint effort solutions for more employees, and how to balance out the need for power and the current costs. I think there are some ways our members can help locally that might make a more statewide impact on the employment shortages.

Much of the conversation focused on education, the trend to focus on 4 years vs. technical colleges in our current K-12 programming and how encouraging school boards to be more focused on having career counselors could be key to moving that shift. If you know of school board openings or have influential contacts in the school districts, be sure to encourage that thought process. WI is currently the #1 manufacturing state per capita in the entire US and we don't have enough employees to support it in the years to come. When speaking with Scott Manley after the event, he stated if we can help WMC on this front, they will definitely appreciate it and take notice.



Wisconsin
**DESTINATION
MARKETING**
Grant Program

POTENTIAL GRANTS FOR WACO

*Respectfully submitted by Tina Severson,
WACO Office Staff*

Our office is working in tandem with Andrew from the State Department of Tourism and the UW-L Tourism Research Institute planning for upcoming available Destination Marketing Organizations Grant and the JEM Grant. The DMO's deadline was earlier this month and has been submitted. Our offices will keep you apprised of its status!

The JEM grant will require a lot of resources (both time and money). From what we learned, our office staff would be best suited, and less costly, to perform most of the initial information gathering and administrative tasks associated with the grant application. We have survey dates tentatively scheduled to get samples from campgrounds in every region in WI, which will allow our staff to gather the necessary information to generate an economic impact study specific to private campgrounds in the state of WI. UW-L's Research department will then assist as a 3rd party processor to compile and present the data collected in 2022. The grant application opens in April 2022. However, planning for the project will need to continue now to ensure our group is on track.

IN THE KNOW

KOA recently released data specific to their North American rewards program. In 2020, only 2% of their guests who utilized their KOA Rewards (a reward program based on discounts with so many stays) were considered “new to camping.”

So far in 2021, 13% are new to camping. Also interesting that 47% of all their users are “life-long campers.” Trends WACO should be watching when considering future marketing programs!

Trend to Watch



are new to camping - 2% historically!



consider themselves life-long campers

Glamping Show USA Set For Oct 5&6

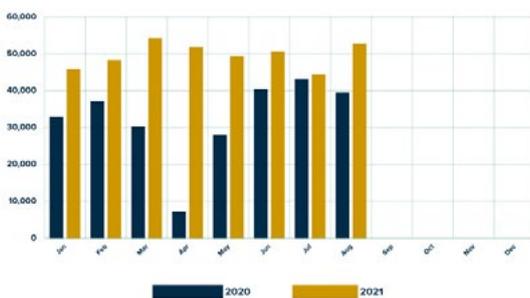
The Glamping Show USA will be live and in-person from Oct. 5-6 at the Arapahoe County Fairgrounds Event Center in Aurora, Colo.



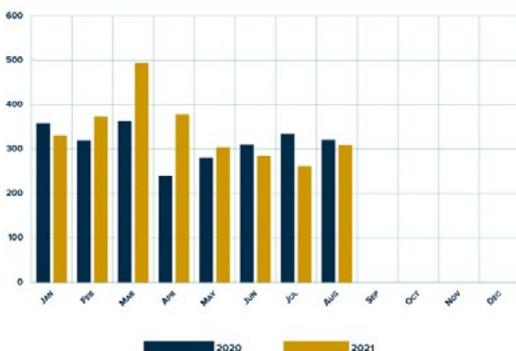
In its third year, this will be the event’s second in-person conference thanks to the disruption caused by the COVID crisis in 2020, and according to David Korse, the owner and organizer of the conference, the event has “grown exponentially from its last in-person event in 2019.” The group is sitting at 76 vendors, almost double from the 41 vendors that took part in 2019.

For more information, check out their website: www.glampingshow.us

Total Monthly Wholesale RV Shipments



Total Monthly Wholesale Park Model Shipments



RV Sales Continue to Climb in 2021

The RV noted 52,819 units shipped this August, an increase of 33.8% compared to the 39,489 units shipped during August 2020 - setting its 10th consecutive monthly shipping record. "RV manufacturers and suppliers work together to meet the sustained demand from RV consumers," said RV Industry Association President and CEO Craig Kirby. "The substantial interest in Class B motorhomes reflects the younger, first-time buyers who are a big part of the surge in RV sales."

No surprise that Park Model RVs ended the month down (-3.7%) compared to August 2020 with 309 wholesale shipments. Everyone we've talked with is struggling to find any with a delivery date that's reasonable.

<https://woodallscm.com/rv-shipments-at-52819-in-aug-sets-new-aug-record/#:~:text=%E2%80%9CThe%20RV%20industry,in%20RV%20sales.%E2%80%9D>

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **AUGUST 2021**

Results from Aug 1, 2021 - Aug 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

August 1 - August 28



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

Page Views

August 1 - August 28

297

Total Page Views ▼7%



Page Likes

August 1 - August 28

46

Page Likes ▼30%



Post Reach

August 1 - August 28

3,103

People Reached ▼32%



Story Reach

August 1 - August 28

Get Story Insights

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

[Learn More](#)

Recommendations

August 1 - August 28

2

Recommendations ▲100%



Post Engagement

August 1 - August 28

311

Post Engagement ▼16%



Videos

August 1 - August 28

63

3-Second Video Views ▼28%



Page Followers

August 1 - August 28

58

Page Followers ▼21%



Facebook Insights
Total current likes: 8,899
(+30 from July)

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **AUGUST 2021**

Performance for Your Post

904 People Reached

9 Likes, Comments & Shares (9)

3 Likes	2 On Post	0 On Shares
4 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

23 Post Clicks

1 Photo Views

0 Link Clicks (0)

22 Other Clicks (0)

NEGATIVE FEEDBACK

1 Hide Post

2 Hide All Posts

0 Report as Spam

0 Unlike Page

WISCONSIN STATS MAY BE DERIVED FROM WHAT APPEARS ON POSTS

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

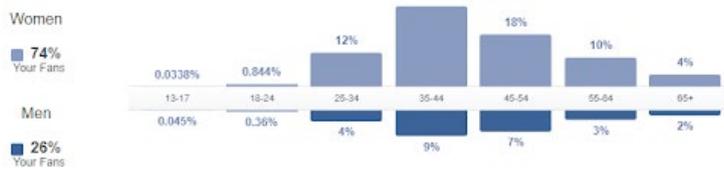
304 People Reached

22 Engagements

Boost Post

4 Comments

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

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

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

Show All Posts

Type	Average Reach	Average Engagement
Photo	851	34
Link	420	20

Top Facebook Post

Success By Post

Insights Overview

You gained 1 more follower compared to Jul 1 - Jul 31.

Accounts Reached: 149 (-20.4%)

Content Interactions: 3 (-70%)

Your Audience

Total Followers: 469 (+0.2%)

Content You Shared

9 Posts

Reach

149 Accounts Reached (-20.4% vs Jul 1 - Jul 31)

Followers and Non-Followers
Based on reach

125 Followers

24 Non-Followers

Content Type
Based on reach

Posts: 148

Stories: 12

Instagram August Stats

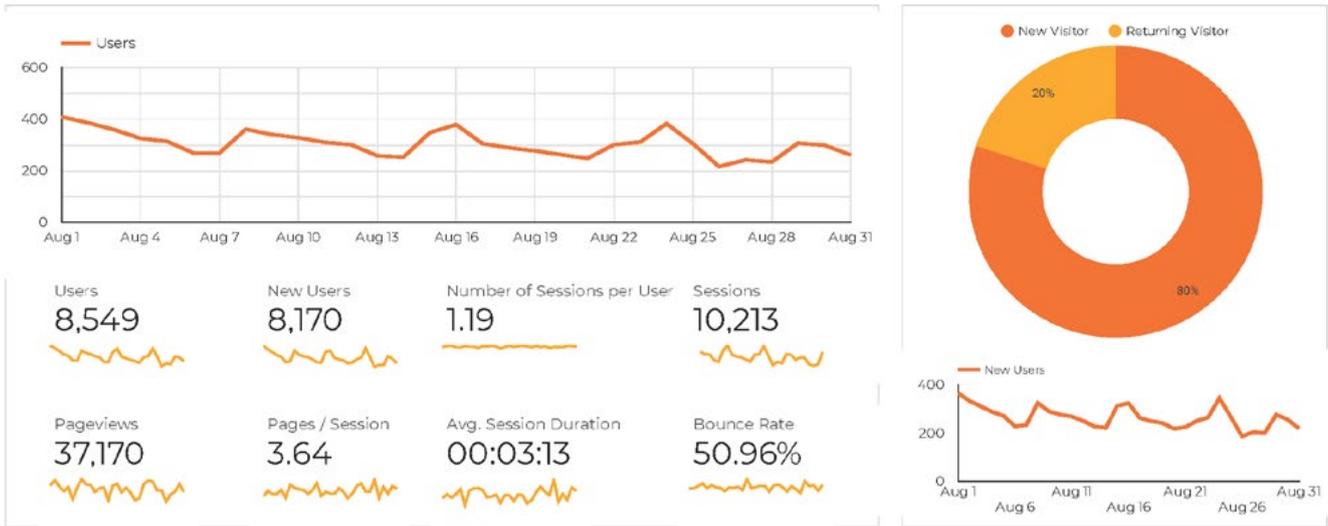
15000 Lakes
300 Campgrounds
92 Days of Summer
1 Wisconsin

WEBSITE STATS

WACO AUGUST WEBSITE ANALYTICS

Channel ▼ Device ▼ Aug 1, 2021 - Aug 31, 2021 ▼

Your audience at a glance



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

Cities where they log on

Chicago continues to be a hot spot! Visitors to your campground may be coming from a lot further than they have in the past. Keep that in mind with your advertising and information you have available for your guests about the 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 - not a lot of change here to note from June!

What device are people using?

Device	Users	New Users
1. mobile	5,125	4,958
2. desktop	3,061	2,879
3. tablet	355	337

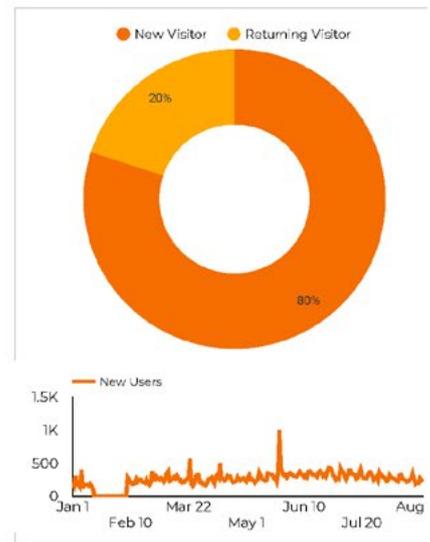
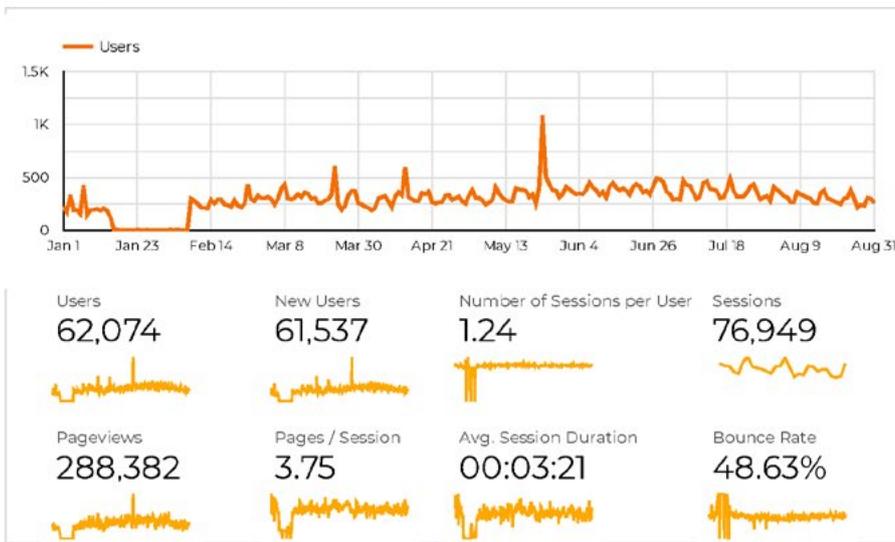


WACO Year to Date WEBSITE ANALYTICS

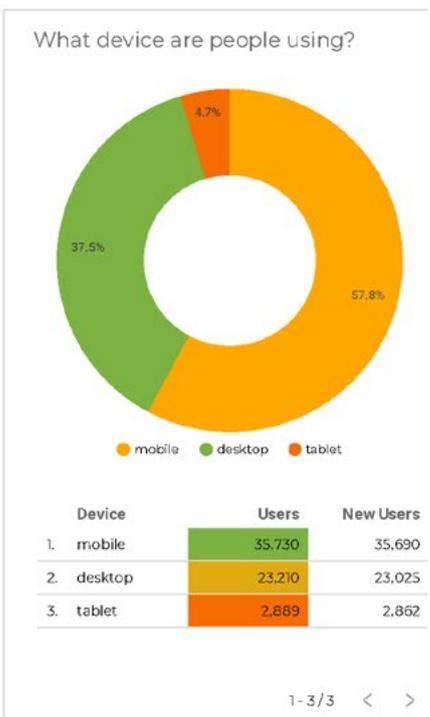
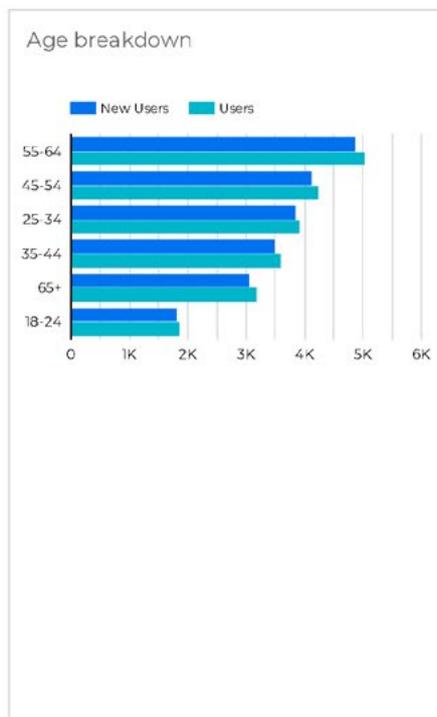
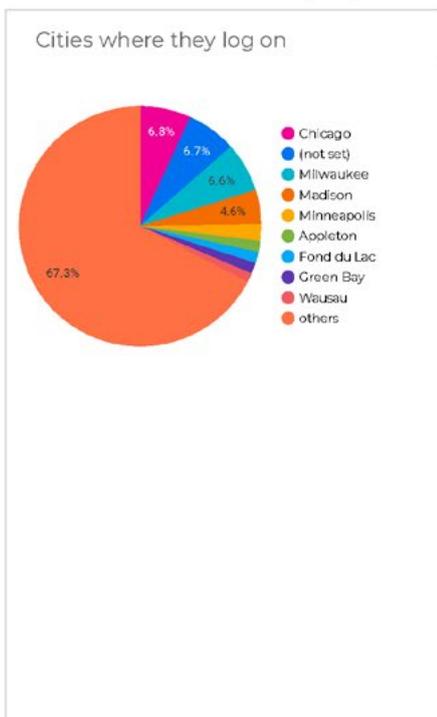
Jan 1, 2021 - Aug 31, 2021

Channel ▼ Device ▼

Your audience at a glance



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



15000 Lakes
300 Campgrounds
92 Days of Summer
1 Wisconsin

SOCIAL RELATIONSHIP & EMAIL STATS

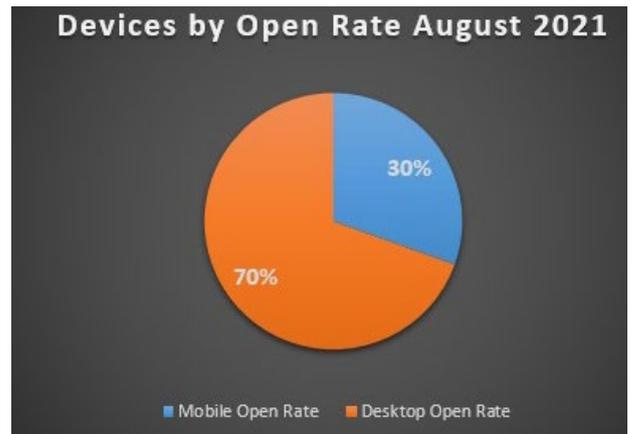
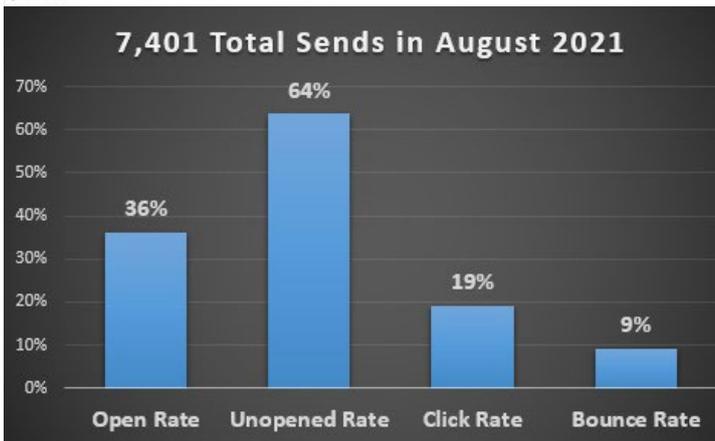
Jan-August 2020 vs Jan-August 2021 Website Visitors from Social Media Sessions

1. Facebook		
Jan 1, 2021 - Aug 31, 2021	8,045	99.68%
Jan 1, 2020 - Aug 31, 2020	2,869	98.69%
% Change	180.41%	1.00%
2. Pinterest		
Jan 1, 2021 - Aug 31, 2021	18	0.22%
Jan 1, 2020 - Aug 31, 2020	25	0.86%
% Change	-28.00%	-74.07%
3. Twitter		

YTD Social Media Referrals to Website



August 2021 Email Stats



Top 5 Emails by Open Rate for August 2021

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
8/17/2021 15:43	Sex Offender Policy	259	152	61.50%	28.10%	71.90%	89	58.60%
8/17/2021 15:35	Pool Code Revisions	259	132	53.40%	26.50%	73.50%	62	47%
8/16/2021 9:46	Model Rules & Regulations	259	131	53%	33.20%	66.80%	75	57.30%
8/18/2021 14:38	REVISION: Sex Offender Policy	259	124	50%	33.10%	66.90%	61	49.20%
8/27/2021 18:16	August 2021 Newsletter (To Trade Members)	177	83	49.10%	32.30%	67.70%	35	42.20%

Campground Ownership: 2021 and Beyond

Respectfully Submitted by Stephanie Meier VP, Marketing and Communications

Over the past few years, our team has been monitoring the renewed interest in the camping industry and, just like you, we've been actively listening while industry-specific challenges emerge. We've also been working with a number of owners on strategies to combat these challenges and to set their campgrounds up for success. Here are some of the common themes we've observed, and a few solutions as well.

Expansion is HOT

For years, we've known camping offers some of the most affordable options to relax, renew, and spend time outdoors. Apparently, the desire to connect with nature, combined with increased access to Wi-Fi and cell services, and new ways to experience camping accommodations, has proven an irresistible draw for new campers. That means, we need more room in our parks to accommodate these "experience seekers"!

Whether it's conversions of green space into pull-through sites, additions of cabins, park models, new activity ponds or water pads, people need space, especially during a continued pandemic. So, it's important to provide options and keep things fresh for your guests. Those that are land-locked may wish to consider expansion through acquisition. Either way, now is the time to get in front of a lender who can help you make the right decisions, in priority order.

Electrical & Septic Upgrades

Portable black tanks w/honey wagons and 30-amp service just aren't cutting it any more. These new campers are bringing their toy haulers, air conditioners, and their expectations. Even before COVID-19, more and more campers were purchasing RVs requiring 50-amp service and looking for full hook-up options. Campers want the freedom to go about their day, without worrying about emptying their black tank at the end of the weekend. And, they're willing to pay for it.

Finished electrical and septic upgrades can be a big boost for campground finances, but which comes first? And when? The key is not to bite off too much at one time. Some owners are choosing to focus on 10 sites at a time throughout the season, and do septic, electric, and grading before moving on to the next 10 sites. Others are choosing to run new septic or breaker boxes through an entire section as soon as the season closes, moving on to

the next section in the Spring. Both are right! It depends upon the park, but while each park has its unique solutions it's important for every owner to plan strategically for upgrades. Work with your lender to set priorities and ensure your bases are covered.

Wi-Fi and Other Accessibilities

Have you suddenly found yourself mistaken as the new IT guy? When did device-connectivity and trouble-shooting become part of your job description?

Listen, guys. Technology has changed our daily lives. That means it's changed our downtime as well. It isn't just a question about Do You or

Don't You have Wi-Fi. You're being held to the standard of the last electronic transaction your guests have had... anywhere. If they can "work from home" at a hotel but can't do it at your park, you are missing business. If they can place

a grocery order through an app but can't easily book a site with you online, you are missing business. If the kids need Wi-Fi to run devices and Mom can't get a few free minutes to herself, you are missing business.

If your campers choose to disconnect during their visit – that's got to be their decision. If they need to relax and this is how we can help



Blackhawk
Bank

Campground Ownership: 2021 and Beyond, Continued

get them there, maybe it's time to consider offering a help line for trouble shooting. Just don't quit your day job!



Teaching Etiquette and RV-ing to New Campers

Fire pit trash... Walking through another camper's site... Dog waste disposal... Ugh, where did these people come from?

We've seen it ourselves. There can be a definite knowledge gap between beginner and seasoned campers. With the influx of new campers, park owners have become guides

for those unfamiliar with camping etiquette and maintenance. In turn, owners are realizing that it might be worth their time to hold some basic-level training and address these questions.

Consider being proactive and scheduling a Camping 101 tutorial session for newbies. Maybe even get some of your experienced seasonal folks in on the action and hold a panel discussion for 30 minutes on

a Saturday or Sunday morning. Topics to consider: Surge protectors, water gauges, RV basics, sink repair, campsite etiquette, foul odor in black tank, sulfur taste from water heater, etc.

The sooner these new campers can get up to speed, the sooner we all can relax!

The Challenge of Working with a Bank That Doesn't Understand

Park owners work hard to ensure that folks have an amazing camping experience. Owning and operating a campground or RV park should be fun and rewarding, without sacrificing profitability.

At Blackhawk Bank, we are just as invested in creating a memorable camping experience as you are. Owning and operating a campground is a team effort, and our experienced bankers know what it takes to set your campground and RV park up for successful seasons to come. [Contact us](#) today to learn more.

Stephanie Meier
VP, Marketing
and Communications
[Meet Stephanie](#)



FALL WORKSHOP September Highlights



Thank you to April Katzer, our generous host from Indian Shores RV Resort & Campground!

FALL WORKSHOP September Highlights



**Scenes from Patricia Lake
Campground**
Thank you for hosting lunch and
the tour!



**Scenes from Lynn
Anne's Campground**
Thank you Heather, Mike
and Jeremy!



**Killer views from Minocqua
Lakeside Grill!**



FALL WORKSHOP

September Highlights

Scenes from Hi Pines

Thank you Karen Dugre & Mike Kocourek!



**Chain O' Lakes celebrated their 20th season
Congrats Mike Tinstman!**



Thank you for the tour of Harbor Campground Steve Skoug!

Stoney Creek learned a valuable lesson in a difficult time. They shared with members at the September workshop - "if you have an employee who passes away, while they are on the clock, and on property, OSHA requires that you notify them within 8 hours."





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 duckcrcg@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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