

WACO NEWS

NOVEMBER 2021



inside...



Glamping Trends

P. 3 & 5



Considerations if You're Thinking of Selling

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NOVEMBER 2021

The month of Thanksgiving should invoke reflection. What do you value most - about your business, your family, life in general? Take time this month to make priorities just that - a priority. Sometimes a season flies by so fast, and we get so busy that we put things off or focus on things that do not align with our values in the long run. In this month, re-focus. Realign. Put those things that matter most first while you can!

Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members,

Our whirlwind season has come to an end for many campgrounds. Now is the time for your WACO office to gather information for you to use. Here are some pointers I picked up in my November extensive travels!

Ben Quiggle from Woodalls did an excellent camp presentation on how to do press releases. His top points were:

- Always add your contact information. Make it easy for reporters to get to you. This one was surprising.
- Pitch stories before something happens – improvements in parks before they happen. Most parks reach out after it's completed and done. Make a lot of excitement and build up to it!
- Keep media lists for your area. Invite them over. Updating is important
- Invite them to the opening of your campground season – quotes from campers or seasonals works well.
- Invite students and classes to come and do B roll - get the footage



to use for several projects.

- Reporters need answers quickly – return the call the minute you get the VM or program them in your phone to know when they are calling.

Heroes / Armed Forces Weekend Tips:

- Invite your police, fireman, emergency respondents, local military, etc., and ask student groups to interview them. Get quotes, get stories - why did they choose their career, and what's the best part?
- A professional photographer is a wise investment, as these are the kinds of photos you'll always want for brochures, flyers, etc. If a professional is not within your budget, the same student group will bring in their school news photographer.



Social Media Points:

- Facebook is still on top, but it's starting to slip. Recent strategic moves brought to light could be viewed as politically incorrect - we'll see what happens with Meta.
- Spread your message on Facebook.
- Check out Go RVing - their TikTok ads are super cute and fun – Camping World has some as well.
- Have a sign-up prompt on every website and every social media thing you do.
- Messaging should include "Book your campsite now, and be sure to get to the campgrounds that make your memories!"
- Thank you messages with every offer
- You don't have to reinvent the wheel. Use what works across multiple platforms.
- Google Ads and Facebook ads are essential - find out how to make the spend worth it.
- Social Tools to check out: mention: <https://mention.com/en/> and Hootsuite: <https://www.hootsuite.com/>



Art of Being a Lobbyist:

- All about relationships – talk to everyone get to know them personally.
- Anything can happen - best to be prepared.
- Understand the Government and how it works. We all think we know, but look at the flowchart and see who works with who and what call you'd need to make in a given situation.
- Set up a 15-minute meeting with every office – introduce yourself and learn about them so you can get to know them before you need them.
- You need to understand that sometimes you have to learn to lose before you can win.
- They don't know you – it's political – they don't understand you.
- Timing is important.
- Physical and Fiscal presence - Host a fundraiser 20 people at \$200 = a good number.

At CAMP Campground Association Management Professionals –

it was interesting to see a drop in memberships. Some were a bit unexplained, some by campgrounds being busy and full and not seeing the need. A discussion ensued about how busy everyone is this year and how it took a lot more contact to get people focused and collect dues. Your WACO office experienced the same thing, as usual, with the collection of late dues. We understand most of this delay stems from members working so much this year! We are coming in a little ahead of members this year versus last year as I write this! It's inspiring to hear from members on why they continue their membership and why new members join. Our job at the WACO office would certainly be easier if it were simply one reason! The "buckets of membership," as I call them, seem to be: Marketing, Legal, Networking, Fundraising, Zoning, Information Central, & I Have a Problem! One of the things I see as a major benefit is gathering more pictures for campground owners. That's the worst problem most owners have when working on their brochures!

[RVIA](#) reported they shipped 152,000 RVs in the 3rd quarter! So far, in 2021, 557k units shipped - that's an increase of 14% over their best year ever! Predictions call for 600K units to ship in 2022. So, we are looking at even more campers coming to our parks.

The new RV owners are millennials, and we need to gather and learn more information about them! 30% of RV buyers are first-time owners.

It's truly time to look at our marketing and make hay while the sun shines! One of the best benefits your WACO office gives you is marketing ideas and assistance, and we can get your information out to so many more people!



From the KOA Convention:

KOA reports, across the board, couples with children are driving the enthusiasm and interest in camping. Whether it's new camping families who joined the fold in 2020 and intend to keep camping (63%) or campers with kids who plan to camp more in 2021 (64%), couples with children are camping's best advocates. 63% indicate they would recommend camping to others as a way to travel and explore. Couples with children are also fueling interest in RV experiences. Having more activities during the week may make sense to attract more extended stays, which is currently trending. Glamping trends and upgraded sites continue to rise across their entire franchise. As an example, they see 22% higher revenue on patio sites.

Without a doubt, internet access is as critical as water and electricity for most camping decisions.

We are getting ready to print the directory, and you don't want to miss it. Taking out an ad is a great way to get your campground promoted to over 300,000 people when we count our rental page! Don't forget to take advantage of the very reasonable Fishing, Canoeing, Kayak, ATV trails, and Rental pages where you get your listing for just \$100!

WACO PRINT PROGRAM

Get your art in
by Dec 1st!
Call us if you will
be late & let us
help you!

DON'T
MISS OUT

The printing program will be your friend this year. Every state at CAMP was jealous of the program but not the work (lol), so please save yourself some incredible money and sign up. Your art is due by Dec 1st, but we can assist if you need help!

Always know your membership is precious to us. Your board has worked very hard this year to ensure communication has increased. Scott, your WACO President, has made countless personal visits to any member who has questions so that they can get the answers directly. That is the thing I see that kills great organizations? Just a bit of misinformation that gets passed along, and before you know it – it's the telephone game. Please let us know if you have ideas or thoughts about what we can do to increase your level of interest in the association and anything our staff can do to assist you better!

Sincerely,
Lori Severson
Executive Director
Wisconsin Association of Campground Owners

From the Office of the President

Scott Kollock, WACO Board President



First off, I hope you and your families all had a wonderful Thanksgiving. And what a time to be thankful! Our industry is showing all the signs of growth. Everything we hear from RVIA tells us the camping industry is going strong. We are grateful to have been able to work through one of the most challenging times our country has had in a long time. Our organization and relationships have kept us going strong in a time where other businesses have struggled or closed. We have such a great group of people

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From the Office of the President

Scott Kollock, WACO Board President

to network with and learn from - you don't see that in every organization.

WACO is currently working on essential items to our industry success - like flood zone issues, zoning issues in general with site additions and layout changes, and keeping up with changes in our codes.



Please take a minute to update yourself by checking out our members-only section of the website. The WACO office is working on making sure you have every piece of information you need at your fingertips. If you need or want anything else stored or available to you, please let us know. We want to be sure you have the tools you need from WACO.

Members

Members Login

HOT TOPICS

COVID-19 NEWS & UPDATES

Please click the link above for all the latest regarding the COVID-19 outbreak as it relates to our industry. We will send emails with important information but will also continue to update this page with information and resources we find credible and useful to our members.

WACO CHEESE BYTE VIDEOS

MEMBERSHIP EXCLUSIVE DISCOUNTS

HOW CAN WE HELP YOU?

A

- ARVC Website
- ARVC - Update Listing

On that note, remember you can attend a board meeting or ask a question at any time. Let the WACO office you would like to attend, and we will have materials ready for you. Our next Board Meeting is Dec 8th at Monk's in the Dells at 10 am. I'm available to call any time you have a question, idea, or concern.

It will be time to get ready for shows soon. By then, we will all be glad to be getting together again and ready to ramp up! But for now, try to get in a little R&R and take care of yourself!

Respectfully,
Scott, President of the WACO Board of Directors



It's also time to let the Board and committee members know what types of seminars you want to see at the Convention, what suppliers you think we might be missing, and if you would like to be part of the Fall tours for 2022. Be sure to make use of the many communication tools that are available to you. Your ideas are important to your Board and WACO, so feel free to communicate in any way that works for you. We have the Facebook page, email, texts, and snail-mail. If you don't feel like you are getting the information or answers, please give me or any board member a call. We can get it done together!

DEC BOARD MEETING

10 AM

**MONKS, 33 Hillman Rd.,
Lake Delton, WI 53940**





The Growth of Glamping

The glamping industry customers are growing - not only in the US and North America, but across the globe. As the market grows, our knowledge of it and this niche demographic - campers who want to glamp - will become more and more important. Known as “NEOs” – highly progressive individualists, who don’t mind spending a little more in order to get the best and authentic experience ¹ - in Australia, or Millennial & Gen Xers in the US, this is a group to watch.

Glamping will account for between 2 and 3 MILLION camper households in 2021 alone.³ Some other stats from KOA’s Accommodations Report include:

- Over 72% of Glamping Guest expect a bathroom
- 9 out of 10 expect linens to be supplied
- 52% of Glampers expect a luxury experience and 33% of those guests expect to pay more than \$200/night

Sources include: ¹<https://www.glamxperience.com.au/how-to-attract-customers-to-your-glamping-business/>

²<https://www.businesswire.com/news/home/20210415005724/en/World-Glamping-Market-Report-2021-Analysis-Forecasts-2020-2028---Focus-on-Cabins-Pods-Tents-Yurts-Treehouses---ResearchAndMarkets.com>.

³ KOA Convention in 2021.



The global glamping market size is expected to reach USD 5.41 billion by 2028. It is expected to expand at a CAGR of 14.1% from 2021 to 2028.

North America is expected to expand at the fastest CAGR of 16.7% from 2021 to 2028.²

THINGS TO PONDER from the WACO OFFICE HUNTING and OWNING A CAMPGROUND

Respectfully submitted by the Ladies of the WACO Office

Hello Members,

I hope you have had a minute to reflect and relax or at least take a breath! In this article, our office looks at the skills necessary for hunting and compares them to owning a campground! Sound like two completely different topics? You’d be surprised how easy it was to make the comparison. Read on for some ideas as you plan 2022!

1 MARKSMANSHIP

Marksmanship is an age-old skill and, when done well, is part science, part practice, and part art form. As a hunter, it’s your responsibility to take your game animal as quickly and ethically as possible; you need to place your shot where you want it and know your limitations in doing this. Same with owning a campground. You

need to take responsibility for making money, be ethical, and be laser-targeted on: knowing your limitations, how you can improve, and what skills and talents you need to get better at. Knowing your limits helps you determine what you need more information on and who to train on your team to get you more focused. What is the bullseye you need to focus on for this year?

A basic understanding of your internal and external hunting skills is essential. A successful hunter needs to have spent a reasonable amount of time working on fundamentals and practicing the basics



HUNTING and OWNING A CAMPGROUND

required to release the perfect shot. The same thing with your campground. Now is the time to look over your personal fundamental campground ownership skills. Everyone has something they are great at, and everyone has things that require more practice! Look around and see what gives you new ideas, addresses, and helps you fix persona weaknesses. It all comes down to you, the owner, to take your campground to the next level. You will find the organization that fills your passion and takes you to the next level. We all hope it's WACO that assists with your fundamental basic everyday needs. Often, you need additional ideas and support, whether you get that from ARVC, your local Chamber, IAAPA, group 20, or any other organization. The point is to target those weak points and practice until you get the aim you need. Teaching others how to hunt for the next new idea, the next new thing is what every leader needs.



shows. Use your resources to get things done so you can enjoy this fun business. Check your fundamentals. Just like hunting!

Ask yourself these questions to get an idea of where you might need to brush up:

1. How's my equipment? Are there things that need replacing? Do I need to purchase these things in this fiscal year?
2. When I'm planning my events, do I have backup plans, and am I prepared, just like planning how to dress for the weather when you go hunting.
3. Can I shoot accurately from different shooting positions, and how does this change the point of impact? What happens if I have a significant change in my business? If I lose a key player, gain or lose business, - have I looked at all the angles?
4. Can I read wind effectively, and how does wind affect my maximum distance? Do I know my industry, and how can I discover more? Who can I learn from to decrease the distance to my goal? How can I avoid making those big mistakes?

Like different shooting positions, check all areas of your business. Are you controlling all areas of your business the right way? Are you easy to do business with? Do your forms need updating? Are there things you need to work on to gain and keep great staff? Is your eye still on the ball? Have you let practices slip and just let things roll from year to year? The time to check your documents, check-in packets, rental forms, Facebook hours, website information is now.

Just like before taking that shot, remember to take time to breathe! During this season, consider your "trigger" control. Are there things I need to work on purposely or with my staff? Be brutal in your self-assessment of where your weaknesses lie. Do I take some time for myself and reenergize to be the leader I want to be when the season hits hot and heavy again? Consider using your WACO benefits, like having the office represent you at the RV

Having answers to these questions will increase your chances of making quick, clean, one-shot kills. It'll enable you to make better decisions about wind calls and when a normally within-range shot is no longer an ethical shot due to strong wind—the same thing in the camping business. The more you know, the more you grow! People who are willing to open their minds, continue to learn, make smarter decisions. Owners who continuously grow from other owners and share their knowledge increase their chances of becoming better businesspeople. Just like joining a shooting club or helping a new shooter, teaching enables you to become better! Your mentorship helps you and the mentor because it reminds you of all the things you know about being successful but don't always put into action.



HUNTING and OWNING A CAMPGROUND



2 MENTAL TOUGHNESS/PHYSICAL FITNESS

Hunters are a tough breed, and they need to be. Campground owners are the same. Leaving the comfort and security of modern life and hunting any wilderness has risks, and we need to be up to the challenge. Same with campground owners. It's a different life. You have



to be comfortable with what this life is and how it works! Weather, terrain, and heavy loads for long distances are all hazards to the hunter and ones we must cope with to venture safely into the mountains. No different than campground ownership! We know there are 15-hour days, crabby customers, difficult employees, and financial issues. It's not just physical. It's mental as well. So, you need to prepare yourself to put one foot in front of the other, just like when you are covering that rugged hunting terrain. One step closer to your goal boosts your confidence. It's essential to gather the information from our older "hunters." They have knowledge and information about our industry that you can't get from a book. They can help you understand trends and tracks. Create mental toughness through experience; battles won, hills climbed, failures, and successes. There's no shortcut or cheat sheet, team. Set yourself some challenging goals, long walks, and multi-day hunts, and get into it – the rewards are worth it!

3 NAVIGATION

Even with the invention of Global Positioning Systems (GPSs), reading a map and using a compass are skills you still need; you still need common sense, the ability to choose what works for your campground. WACO should always be the map & compass you carry. We are your insurance policy, so when you lose your way, we are your net! In an emergency, small pieces of

knowledge can make all the difference; knowing the sun rises in the east and sets in the west or how to find true North using the Southern Cross are all fundamental skills that may save your life when hunting. Same with WACO – we are there when you have questions, are in trouble, or when you aren't sure which way to go!

4 OBSERVATION AND PATIENCE

I try to sit back and listen, observe what's happening in our organization. I look for ways to improve things, improve communication, and better explain to others the great things we do as an association.



Patience. Whew. That's tough virtue isn't it? Knowing when to pull the trigger on a shot, or an idea, can be really challenging. The more patience we display, the more others absorb. Let's remember to be patient with each other, our employees and our guests in the upcoming season.

Our office here for you and is open to your ideas. We observe members over the years and attempt to gather all the best information, learning from lessons along the way. If you see something we've missed - be sure to let us know!

Sincerely,
The Ladies of the WACO Office

ARVC AREA 3 UPDATE & NEWS

Hello WACO Members -

Wow! OHCE (National Outdoor Hospitality Convention & Expo) was a success, an all time high in registrations. Thank you for all of our Wisconsin parks that attended we learned a lot and know what's coming down the road.



First and foremost I would like to congratulate our very own Bert Davis, Dells Camping Resort for being nominated for Chair of ARVC. What an honor to have a Wisconsin Park owner representing all of us as the Chair. Bert also received past Chair Peter Brown's Chairman's Award- such a prestigious award! **Congratulations Bert!**

I am also very excited to share that I was nominated for treasurer for ARVC. To have 2 Wisconsin parks represented on excom at the National Level continues to help put Wisconsin on the map and we are all stronger together.

Some take backs from the networking, speakers, and educational classes is the Outdoor Hospitality Industry is booming with over 16% new campers entering the industry. A big point of discussion was the ev vehicles- otherwise known as electrical vehicles. Will you park be prepared down the road to continue to provide for you customers?

To learn more on savings please email- evergreencampsites@gmail.com or call me directly on my cell 920.570.0764.

You can also find all of your benefits on the arvc.org website!

Thank you and God Bless -
Jim Button



**Respectfully Submitted,
Jim Button, OHE, COP
Area 3 Director, ARVC**

The New Officers of ARVC Board of Directors:

Bert Davis - Chairman
Eileen Vaughan - Chair Elect
Charles Amian - 2nd Vice Chair
Jim Button - Treasurer
Joe Moore - Secretary

**Joe Moore was also voted to
serve on the board as "at large
member."**

The Full ARVC BOARD pictured here:



POOL CODE UPDATES

Respectfully Submitted By

Mary Ellen Bruesch, MS, REHS/RS, DATCP



Revisions to DATCP's pool code (ATCP 76) are moving ahead on schedule, and the first draft was reviewed by the pool code revision committee as early as Nov. 16. The revisions are in response to current trends regarding hourly rentals of pools and use of pools in tourist rooming houses.



At the Nov. 16 meeting the committee discussed the fee structure. Currently, a \$50 annual license fee increase for basic, rectangle and kidney-shaped pools is the most popular model and is supported by WACO. Due to the legislative calendar and the requirement for public input, the new administrative code could be in place no earlier January 2023. Public

hearings likely would be held in January.

The pool code revision committee has done an excellent job of providing input, which has been integrated into the current draft. DATCP appreciates WACO's involvement and enthusiasm in this effort.

To receive notifications on DATCP public meetings, visit datcp.wi.gov. Select the "Sign Up for Email Updates" at the bottom right-hand corner of the homepage. A schedule of all Wisconsin public meeting notices and minutes can be accessed at publicmeetings.wi.gov.

Additional Information

[A-Z Topics](#)

[Careers](#)

[Translate](#)

[Sign Up for Email Updates](#)

[Support](#)

[Website Feedback](#)



If you have questions, please contact Mary Ellen Bruesch:

Mary Ellen Bruesch MS, REHS/RS

Environmental Health Technical Specialist-Public Pools and Water Attractions, DATCP

Division of Food and Recreational Safety, WI DATCP: Maryellen.bruesch@wisconsin.gov

To learn more about pools at TRHs,

visit: https://datcp.wi.gov/Pages/Programs_Services/TouristRoomingHouses.aspx.

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.

Happy Fall from CSAW

As campgrounds close for the winter and the holidays approach we'd like to take a moment to say how thankful we are to be able to work with the great group of people at WACO. We learn more about campgrounds, their owners, and how to better help them meet their needs and grow their business all the time. We feel truly blessed to be a part of such a great community!

WE'VE MET A LOT OF NEW OWNERS IN THE LAST FEW MONTHS AND WANTED TO TAKE A MOMENT TO SHARE SOME QUICK TIPS ABOUT SETTING UP YOUR BOOKS FOR FUTURE SUCCESS.

KNOW YOUR BANK(S)

Many banks allow you to link your activity directly to your bookkeeping software. However, some banks and authentication protocols can make this more challenging than others.



Occasionally, there is no good way to link the accounts and you may need to manually enter the transaction or upload them from a file. It's important to know what options are available before you commit to an accounting software to make sure your bank files can be uploaded. This can save lots of time compared to manually entering transactions.

KNOW YOUR BUSINESS (CATEGORIES & ACCOUNTS)

When setting up your business you will more than likely need to adjust default categories and accounts and add some of your own. Do you sell food and drinks? Do you sell soft drinks and

alcohol and want to be able to track them separately? How about your store merchandise? Do you sell camp clothing next to your s'more making kits? Do you want to see if your sweatshirts sell better than flip flops?

These are all valuable questions to ask yourself when getting your business setup. Tracking categories of sales and expenses the way you want out of the gate is far easier and more beneficial than trying to go back after the fact.



KNOW YOUR POS (POINT OF SALE SYSTEM)

Like banks, some POS systems allow you to upload directly into your accounting software. Others will prove a bit more challenging or will require manually entering your sales. Addi-

FINANCIAL FORTE

tionally, you will want to make sure your POS is setup to track the same categories as your accounting software. Frequently POS systems will go into much more detail on a specific sale (e.g., it may track that you sold a diet coke as opposed to your accounting software tracking a generic drink sold) but it helps if the sub items report back to or are easily identifiable with your categories you want to track in your books.

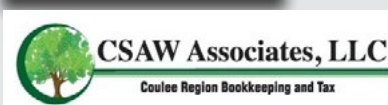


Sound complicated? It can be. Fortunately, we here at CSAW Associates have a wealth of experience helping new owners get their books set for success as well as helping veteran owners get their books back on track. If you're interested in learning more about how you can set your books up for success or have any other bookkeeping, payroll, or benefit services questions don't hesitate to reach out to us at 608-779-2143 or by email at couleebokkeeping@gmail.com. We love meeting new business owners and working with them to grow their business!

Whether you are looking to have your current practices reviewed and improved, help with taxes or reporting, 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.



Want to ask a question but feel foolish? DON'T! 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 | couleebokkeeping@gmail.com

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.

LOOKING AHEAD: A TOUGH JOB MARKET IN 2022

In the afterglow of Thanksgiving 2021, the tight labor market poses enormous challenges for the 2022 season. As things look now, campground owners have reasons to be concerned. Wages rates have escalated into uncharted territory, but positions are still unfilled. Millions of people have quit their jobs and are sitting on the sidelines. One might be worried that summer staff will be unavailable and if found, unaffordable.

That's possible. But, if history is any guide, hang on and wait for things to change. In early 1990, there was a similar labor shortage, also driving up wage rates. By September that year, the Gulf War crisis had begun, provoking a deep recession. Unemployment shot up and wage rates fell.

I certainly don't wish for a recession. The point of the recollection is that things change. Labor markets do tend to work. Right now, the economic is bloated with trillions of dollars of COVID relief and supplemental spending. The government pumped about \$4 trillion into the economy for COVID relief. That is an immense amount of money – but it is just a small fraction of the \$ 18 trillion annual personal income generated in the US. In other words, it will run out, and people will have to go back to work. At least to this admittedly non-expert observer, the labor shortage is likely to ease somewhat by next spring. That doesn't mean we won't have problems, but they will be less severe than they are now.

We will have a legacy of higher base wages than we did going into the COVID pandemic. That means employers need to take a hard look at compensation and employment issues.

The current labor market has been compressing wages by lifting entry level and lower tier rates. It puts campgrounds and other small businesses in a difficult position. With large employers offering higher wages to entry level employees, the wages we have been paying to experienced staff may suddenly look low. It may be difficult to attract young people when they have alternative offers available.



Difficult as it may be, it's necessary to compensate people for the responsibility they assume and the dependability they have demonstrated. Campgrounds may need to make some significant adjustments on pay rates. Considering making pay increases in the form of incentives and bonuses. Some campgrounds might decide to offer a substantial payment for employees who meet attendance targets and complete the entire season. Some employers have made the painful decision to reduce or eliminate services or lines of business that they can't staff profitably.



Mark Hazelbaker, SC
WACO Attorney

608-525-2326 | wacolegal@gmail.com

Keep these strategies in mind when you look to hire in 2021!



Succession Planning for Local Businesses

*Respectfully Submitted by, Phil Whitehead CExP™,
Janesville Market President*

As a local business owner, creating a financially stable future for yourself, your employees, and your clients is a high priority, and one of the best ways you can do that is to develop a succession plan. This type of planning allows owners to identify leaders and key employees in the business and how the business will carry on in your absence.

Creating a succession plan can seem daunting, and between the day-to-day operations, managing employee schedules, and solving immediate issues, it can sometimes take a backseat. However, planning for a future when you are no longer at the helm of all business decisions is important. Whether you plan to exit your business in the next 5 or 25 years, developing a plan will benefit your business for years to come.

PLANNING AHEAD

One of the main benefits of succession planning is the opportunity to plan ahead, instead of focusing on the immediate future. Some business owners focus their energy on the here and now, feeling stress to grow their business or keep their business financially solvent.

However, succession planning allows you to look ahead and give careful thought to the longevity of the company. This, in turn, will also help you make better decisions for your company here and now, because you will have your end goal in mind.

PEACE OF MIND

Another benefit is the added security for the company, future owners and customers. With an exit plan, there will be a reassurance that the company will be able to provide the goods and services that custom-

ers need and rely on, as well as provide stability for employees and their families. A plan for the successor of the business will provide everyone at the company, including yourself, peace of mind about the future.

IDENTIFYING YOUR PRIORITIES

Creating a transition plan for your company will allow you to clearly identify what your own exit objectives are. Some business owners may believe that they can leave the company at any time, with little to no preparations. Unfortunately, this outlook can create unnecessary stress on you, the employees, and the future owner. Exit planning takes into consideration your own goals as an owner and how you want the company to carry on, so nothing is left to chance.

BLACKHAWK BANK IS HERE TO HELP

Creating a succession plan that incorporates your wants and needs as a business owner is important, and Blackhawk Bank is here to help with BEI Certified Exit Planners on staff. Myself and Jim Reynolds, CExP, are ready to help you navigate the next steps and want to make sure your business continues to grow and flourish long after you decide to retire or sell.

**Contact us today at
800.209.2616 to learn
more!**

Phil Whitehead has been in the financial industry for 20 years and the market President with Blackhawk for the past six years.



WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **OCTOBER 2021**

Results from Oct 1, 2021 - Oct 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

October 1 - October 28



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

Page Views

October 1 - October 28

206

Total Page Views ▲6%



Page Likes

October 1 - October 28

26

Page Likes ▼10%



Post Reach

October 1 - October 28

3,439

People Reached ▲38%



Story Reach

October 1 - October 28

Get Story Insights

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

[Learn more](#)

Recommendations

October 1 - October 28

4

Recommendations ▲0%



Post Engagement

October 1 - October 28

594

Post engagement ▲301%



Videos

October 1 - October 28

9

3-Second Video Views ▼69%



Page Followers

October 1 - October 28

28

Page Followers ▼20%

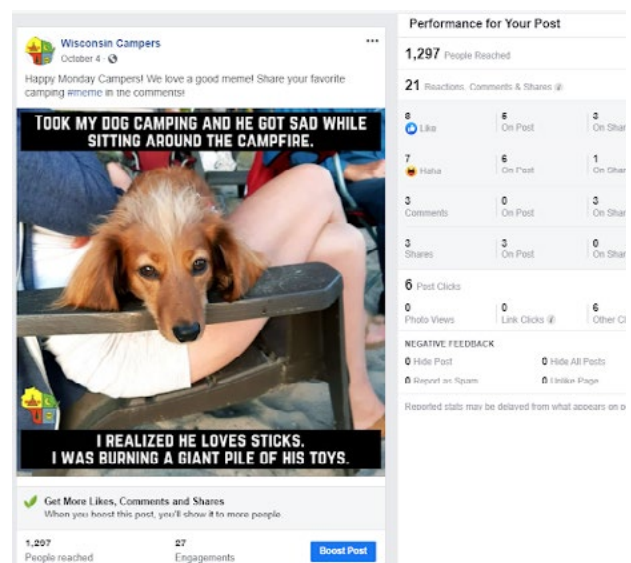
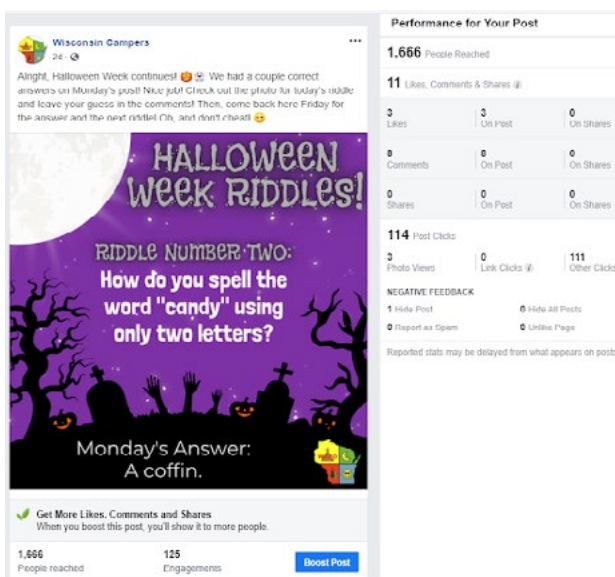


October Facebook Insights
Total current likes: 8,939 (+13 from September)
Total current followers: 9,423 (+368 in Sept.)

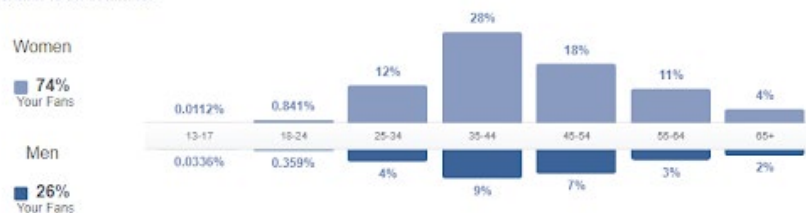
WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **OCTOBER 2021**

Top Facebook Posts



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.



Success By Post

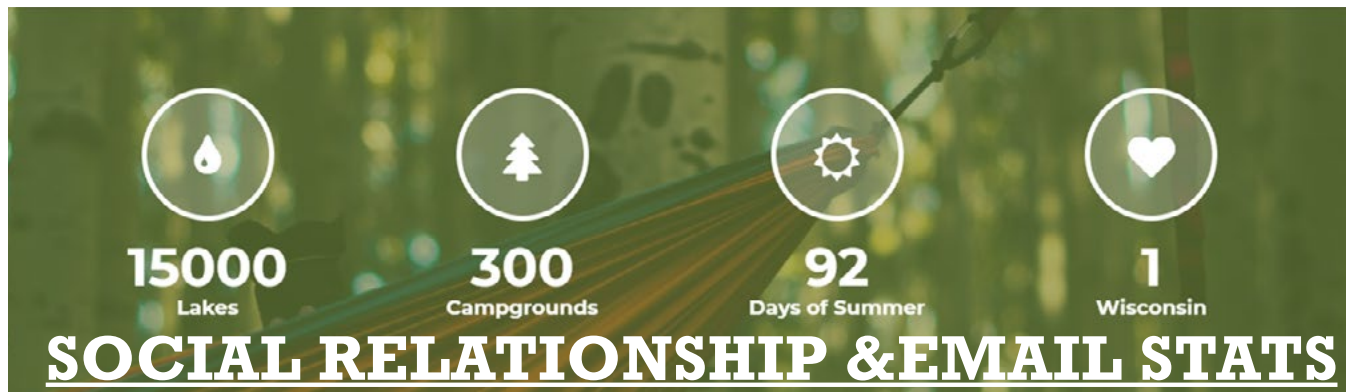


Jan-Oct 2020 vs Jan-Oct 2021 Website Visitors from Social Media Sessions

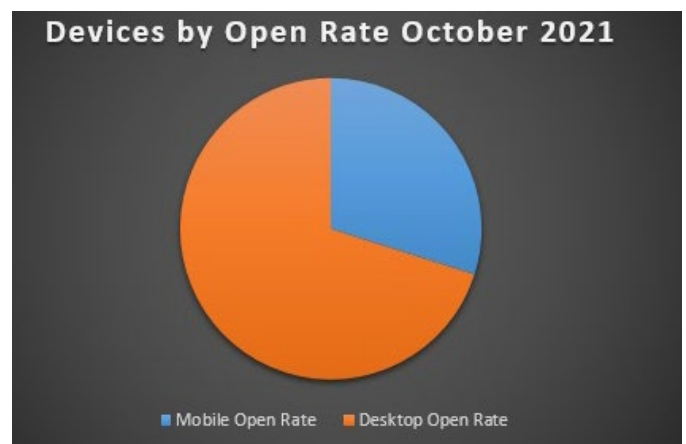
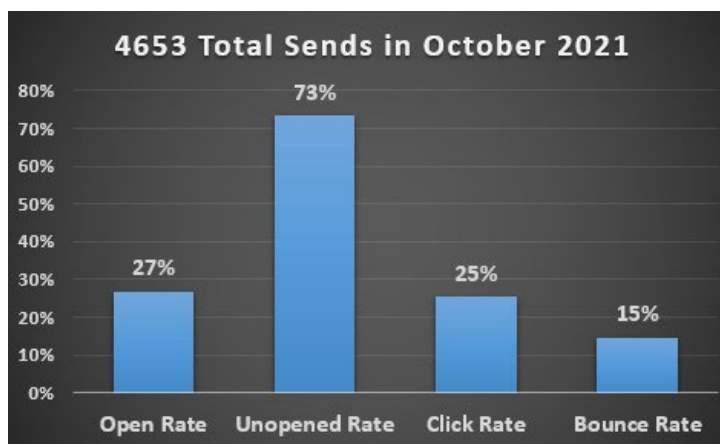
1. Facebook			
Jan 1, 2021 - Oct 31, 2021	8,412	<div></div>	99.68%
Jan 1, 2020 - Oct 31, 2020	3,298	<div></div>	98.83%
% Change	155.06%	0.86%	
2. Pinterest			
Jan 1, 2021 - Oct 31, 2021	19	0.23%	
Jan 1, 2020 - Oct 31, 2020	26	0.78%	
% Change	-26.92%	-71.10%	
3. Twitter			
Jan 1, 2021 - Oct 31, 2021	4	0.05%	
Jan 1, 2020 - Oct 31, 2020	9	0.27%	
% Change	-55.56%	-82.43%	
4. Instagram Stories			
Jan 1, 2021 - Oct 31, 2021	3	0.04%	
Jan 1, 2020 - Oct 31, 2020	0	0.00%	
% Change	100.00%	100.00%	

YTD Social Media Referrals to Website



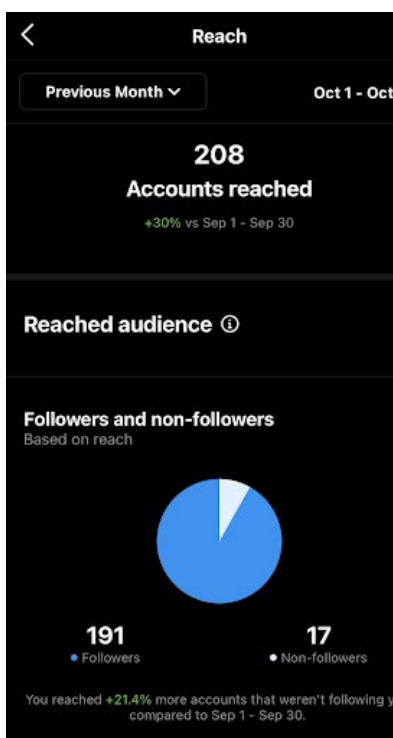


October Email Stats

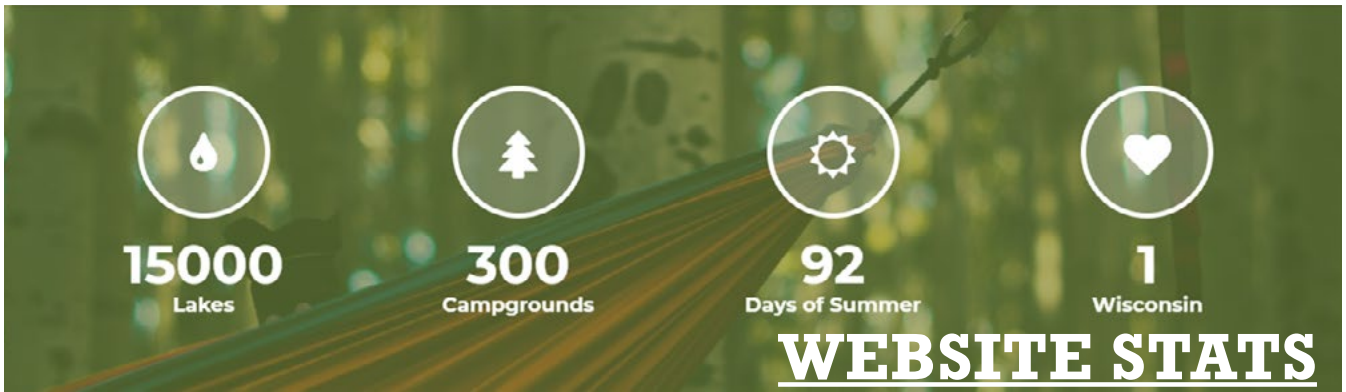


Top 5 Emails by Open Rate for October 2021

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
10/29/2021 9:58	Model Zoning Ordinance: Comments Needed!	253	114	47.70%	21.30%	78.70%	44	18.40%
10/25/2021 9:20	October 2021 Newsletter	427	183	45.40%	23.30%	76.70%	101	25.10%
10/4/2021 9:12	CORRECTION: October Fall Workshop	255	95	39.30%	41.50%	58.50%	36	14.90%
10/21/2021 13:29	DATE CORRECTION: Dues Deadline Approaching	405	133	38%	31.20%	68.80%	57	16.30%
10/11/2021 17:00	Offer from Sales Tax Advisory Network	254	87	36%	26.60%	73.40%	2	0.80%



Instagram October Stats



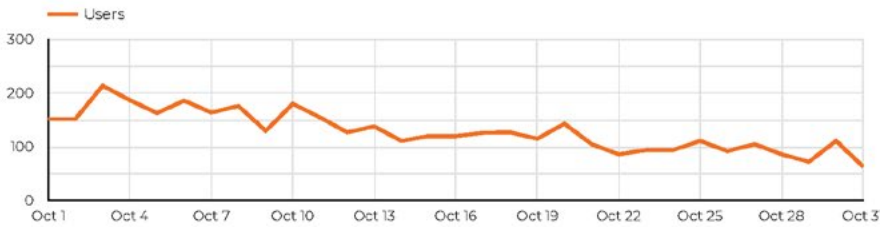
WACO OCTOBER WEBSITE ANALYTICS

Channel ▾

Device ▾

Oct 1, 2021 - Oct 31, 2021 ▾

Your audience at a glance



Users
3,583

New Users
3,400

Number of Sessions per User
1.2

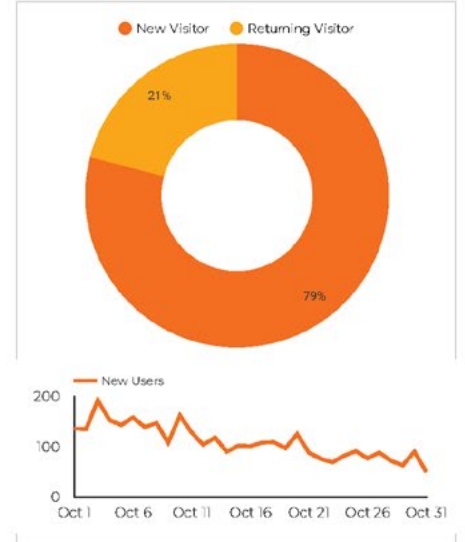
Sessions
4,303

Pageviews
14,180

Pages / Session
3.3

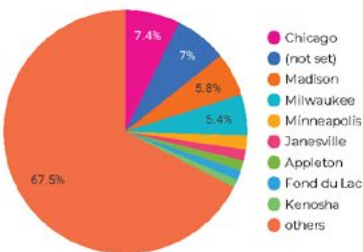
Avg. Session Duration
00:02:55

Bounce Rate
55.29%



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

Cities where they log on

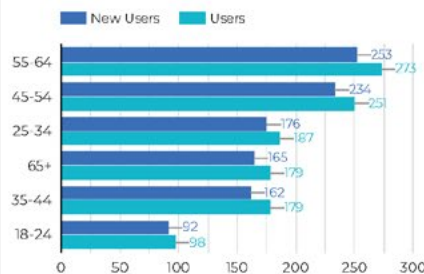


Do you really know your target market?

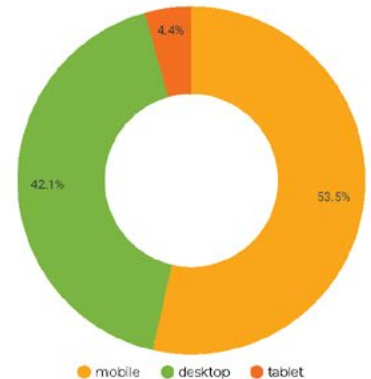
We are still seeing 7.4% of our viewers coming from the Chicago market!

Be sure to expand your marketing efforts, as will WACO, to include those campers looking to make their way to Wisco!

Age breakdown

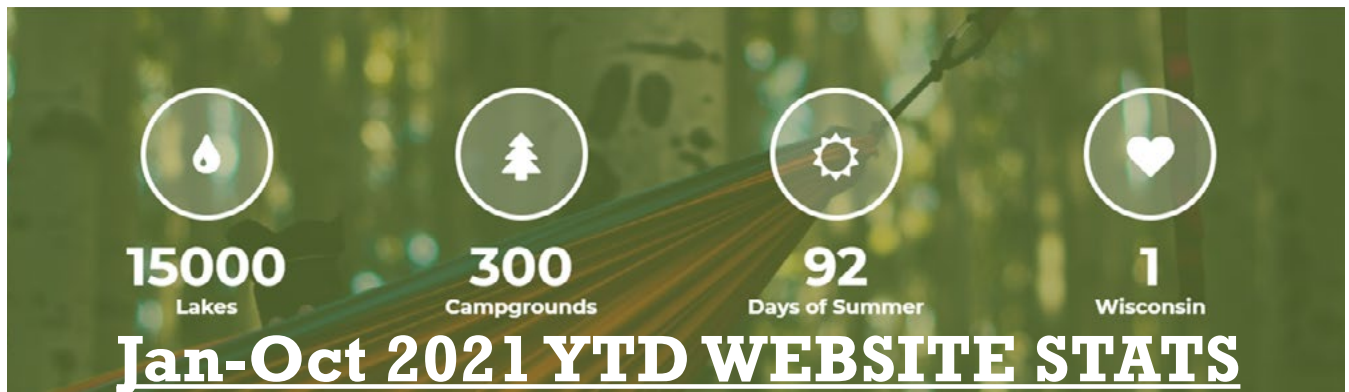


What device are people using?



Device	Users	New Users
1. mobile	1,918	1,860
2. desktop	1,509	1,398
3. tablet	156	143

1 - 3 / 3 < >



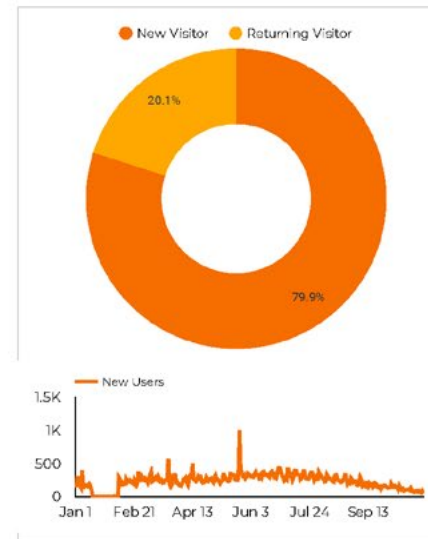
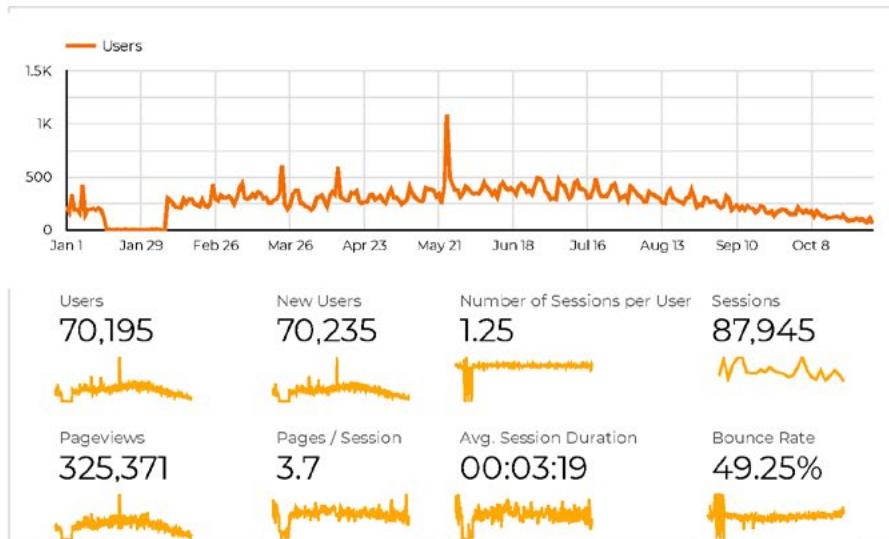
WACO Year to Date WEBSITE ANALYTICS

Jan 1, 2021 - Oct 31, 2021

Channel

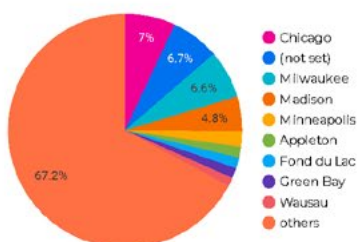
Device

Your audience at a glance



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

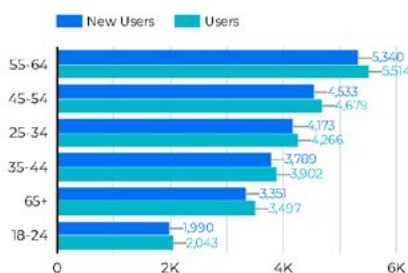
Cities where they log on



Chicago, IL & Minneapolis, MN continue to make their presence known on our pie chart of "where are they searching from."

Recent studies have continued to show that your target market radius is more than likely growing. WACO is continuously looking for new ways to ensure our directories and website, therefore your campground contact information, is getting into the hands of those who will travel to WI.

Age breakdown



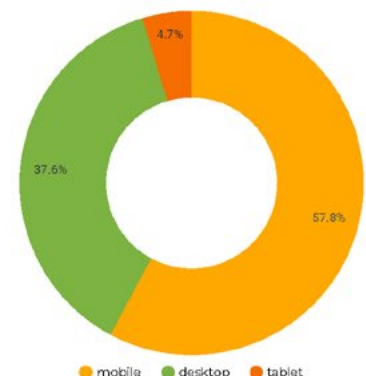
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

However, 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 and if you use TikTok!

Take a closer look at the YOY charts for trends.

What device are people using?



Device	Users	New Users
1. mobile	40,556	40,665
2. desktop	26,380	26,370
3. tablet	3,273	3,246

Is Now a Good Time to Sell Your Campground?

Written by Sponsor, John Jaszewski of Campgrounds4Sale.com

That mostly depends on how tired you are, but being in this industry for 20 years, I can tell you it can be fatiguing to make every weekend of the summer about someone else having a good time! So if you don't have family intending to take the reins from you, now may be a very good time to consider selling.

The market is hot and interest rates are still great! Financing options are incredible at the moment too!

Based on the current government trends and the talk of Capital Gains rising sharply – now may in fact be the right time to sell. The sale of a property typically triggers depreciation recapture and capital gains taxation. Let's say you have \$1 Million dollars of exposure to capital gains. If they increase by even 8 percent, that is an additional \$80,000 in taxes! If we just look at the implications as of today – at 20% capital gains – that is \$200,000 of capital gains taxes on \$1 Million dollars of depreciation recapture.



There are some ways to help minimize your immediate and/or overall exposure. Let's discuss some of them:

SELLER FINANCING – HOLDING SOME OR ALL OF THE NOTE.

This option can be great if you like and trust your buyer, because it can allow you to spread your \$200,000 of exposure at the time of the sale, potentially over time. Since the property is being sold with financing, the repayment of the loan is made in installments over time, which spreads the gain over a period of years.

For example, By financing a property for a period of 10 years, you turn your one-time tax hit of \$200,000 into a capital gain tax of \$20,000 per year over 10 years. The higher the capital gains go up the more this option may become more viable. You also gain in passive income because you can charge interest on the loan you are providing.

So long as you comply with current laws you can charge slightly higher interest than the bank, and you can create your own terms – such as a balloon payment when you want and creative payments centered around the camping season. More during the season and less during the off-season. All great options.

1031 Exchange

This is another option, even if you don't want to stay in the campground industry.

This exchange allows you to exchange one property for a "LIKE-KIND" property. For example – a 55 and older community that pays rent to the landlord could be a good swap and you could have a management team collecting the rents for you and create your passive income in that way and potentially avoid all the capital gains but still enjoy a great monthly income.

Pay the Gain

Potentially before the rates go up, you may elect to take the money, pay the taxes and simply ride off into the sunset.



With rates really low and interest in this industry extremely high, premium prices are very common, so you might actually make enough on the sale to make the capital gains taxes more acceptable to you.

In any event – I am well positioned to help you with this very important decision and look forward to working with you to determine if now is the time and which approach works best for you!



John Jaszewski, Campgrounds4Sale.com
john@campgrounds4sale.com

Sales Tax Liability Buying/Selling A Campground

Submitted by Holly Hoffman, from Sales & Income Tax Advisory Network

IF YOU ARE LOOKING TO BUY OR SELL A CAMPGROUND (OR OTHER BUSINESS SUBJECT TO SALES/USE TAX) IN WISCONSIN, YOU NEED TO UNDERSTAND YOUR RESPONSIBILITY FOR ANY UNPAID SALES TAX DEBTS. WHO CAN BE HELD RESPONSIBLE TO PAY THE SALES TAX AND FOR WHAT PERIOD OF TIME CAN THE STATE COME AFTER YOU FOR THE UNPAID TAX?

BUYER BEWARE

The purchaser of a business can be held liable for sales/use tax debt of that business to the extent of the purchase price. Note that the purchase price includes consideration paid and debts assumed by the purchaser, or canceled by a creditor. This liability is determined by law which means that a contract or agreement between the buyer and seller does not override a purchaser's liability.

To protect itself, the purchaser needs to withhold a sufficient amount from the purchase price to cover any possible sales or use tax liability. The purchaser can submit a written request to the Wisconsin Department of Revenue for a clearance certificate to ensure the seller's sales/use tax liability has been resolved prior to completing the sale.

SELLER BE PREPARED

If you are looking to sell your business, review your sales and use tax liabilities. Make sure you are up-to-date in filings and have paid all outstanding liabilities. Review your fixed asset purchases to ensure tax was properly paid. Demonstrating compliance to the

prospective purchaser will speed up the sales process and increase the value of your business.

AUDIT TARGET

The statutes of limitations for sales tax (for businesses who hold a Seller's Permit) is four years (based on the due date of the

income tax return for the period related to the sales tax returns). So understand that an audit could arise 1-4 years after the sale/purchase of your business.

The owner of a business can be held liable for sales and use tax even after closing or selling its business. The sales tax debt can be collected from the individual personally or from the former officers of the corporation. If the Department of Revenue is unable to collect from the prior owner of a business, it can pursue an audit of the successor (person who purchased the business) to collect the sales and use tax liability.

If the buyer of the business did not obtain a clearance certificate from the WI Department of Revenue, the buyer can be held liable for the sales and use tax and interest (up to the date of the sale) of the prior owner. The buyer of the business has appeal rights regarding the collection action for tax debt from the former owner.

AVOID LIABILITY ISSUES

1. Register for a Seller's Permit and comply with sales and use tax laws while operating your campground, tavern, or other taxable business.
2. Get an expert review to ensure you are in compliance – contact Holly for a compliance assessment or participate in the [Sales Tax Audit Protection Plan](#).
3. Buyers should contact WI Department of Revenue to obtain a clearance certificate PRIOR to the sale being finalized. Go to www.revenue.wi.gov and type "successors liability" in the search box for more information.



Sales Tax Liability

Buying/Selling A Campground

Plan ahead – if you intend to retire, close your business, pass it to family, or sell your business then you should have your sales and use tax records reviewed to ensure there are no tax liability risks or over-payments of tax that need to be resolved. Add it to your check list of items to give yourself peace of mind.

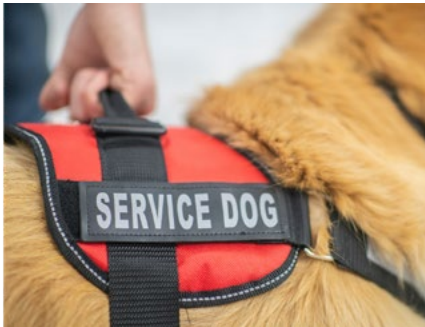
For more information, refer to [Section Tax 11.91](#), Wis. Adm. Code, Successor's liability.

Contact Holly Hoffman at holly@salestaxlady.com or visit her website at <https://salestaxlady.com>.



IN THE KNOW

SERVICE ANIMALS AT CAMPGROUNDS



Service animals continue to be a hot topic for all campgrounds. Mark, our WACO attorney, included information about them in an earlier newsletter article. Information below is shared with us from MECOA (the Maine Campground Owners Association).

Notes to consider/things to think about:

- Includes Service Dogs & Miniature Horses - You will need to assess if reasonable modifications can be made for these types of animals!
- You shall modify policies, practices & procedures
- No surcharges may be imposed
- Dog Exclusions -
 - » Out of control and no action by handler to control animal
 - » Animal is not housebroken.
 - » If dog is excluded person with disability can still stay.

The Only 2 Questions You Can Ask a Camper about their service animal:

1. Is the animal is required because of a disability?
2. What work or task the animal has been trained to perform?

IN THE KNOW



Go Camping America

As we continue to see an increase in campers, interest in camping, and our industry in general, you may feel the need to advertise going down. However, we would argue quite the opposite! Guests are traveling from further away, and the desire to plan a trip within their trip (sights/stops along the way) is a growing trend. Our office offers the various ads in the Directory and the printing program to create cost-effective advertising to distribute in those outer markets. Get your campground name in front of the right kind of guest that you want to attract!

GoCampingAmerica.com is another platform to advertise. Their "Plan Your Route," a Google map-driven program, includes member parks on a map when a traveler puts in their destination. Other stops that populate include member parks and potential visits - advertising businesses who pay - including unrelated services, such as animal vets, gas stations, etc., on the route. These mapped stops potentially create additional revenue for the Association/membership.

ARVC Receives \$1 Million Donation for National School

The National Association of RV Parks and Campgrounds (ARVC) announced receipt of a generous gift that will fund full scholarships to its annual National School of RV Park and Campground Management in perpetuity.



George O'Leary, a past member of the ARVC Board of Directors gifted the National Association \$1 million, to fully fund scholarships to their National School. O'Leary, is the longtime owner of award-winning ARVC member-parks Rincon Country East RV Resort and Rincon Country West RV Resort in Tucson, Arizona. "George has experienced so much as a campground owner and has been sharing his expertise with members of this industry for decades," says ARVC President and CEO Paul Bambei. "This gift is an exceptional extension of his generosity and it will ensure that the education and experience of National School will be more accessible to those in our industry for years to come. This is a game changer for our industry and to say we are grateful is an understatement."

"From early on, I learned the importance of education in this industry and that's why I am doing what I am doing. It's to ensure the future of our industry has the opportunity to get educated about the business," O'Leary told the audience. "I'm near the end of the trail now, and I've learned a lot along the way. I hope that what I am doing to help the [National] School will help young people on the road to success."

The next National School is scheduled for February 20-24, 2022 in Myrtle Beach, South Carolina. O'Leary's gift will begin funding scholarships for the 2023 National School. For more information about the event, or to apply for a scholarship, visit www.arvc.org/National-School-of-RV-Parks-and-Campground-Management.



Read the full article here: <https://arvc.org/node/766>

WACO OUT & ABOUT

CONGRATULATIONS!



Toby O'Rourke, CEO of KOA, Inc. was presented with the highest honor that ARVC bestows, the Stan Martin Award. O'Rourke was recognized for her strong support and dedication to the improvement and growth of ARVC and the outdoor hospitality industry.

KUDOS to both WI park owners!

At the 2021 ARVC Convention, Bert Davis of Dells Camping Resort was presented with the Peter Brown's Chairman's Award and Jim Button of Evergreen Campsites recieved a 2021 Campground Partner Award.



MUCH industry knowledge can be gained from counterparts in our industry. We were fortunate to run into Bobby from the FL State Association and Lisa from the Louisiana Association during the month of November.



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-Wegner, 1st Vice President Wilderness Campground awegner@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 Pedersen, Director Stoney Creek RV Resort deneen@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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