



JANUARY 2022

Ahhh January! The month of fresh starts, new resolutions, and planning! If you love details and dates, this is YOUR month. If you dread all that, seek help. Statistics show that planning increases your chances for success and reduces stress NO MATTER WHAT YOU ARE DOING. Someone on your staff likes this stuff - find them and let them do their thing - on your activity schedule, your menu changes, and any lists! For example, RV shows seem to be adjusting, and have no fear - we are reworking our distribution plans when we get any updates. We planned so you didn't have to!

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



Dear Members,

Well, it's crazy January! Your WACO office has started its travel season and will soon be off doing shows and distributing the WACO directory. Carla and the team will be attending the shows, so please stop by and say hello if you are in the area. If you would like to advertise "buy one get one" or "weekday camping," send the certificates to the WACO office marked for use at RV shows, and we will put them on our wheel that the Gilbert Brown Founda-



inside...



Pool Code Timeline Update

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See why your vote still matters in 2022

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CANCEL



tion uses. **This option is a voluntary program for anyone who wants to put an offer out there. It's not requested or just for certain folks to take advantage of, so anyone can get in at no charge.**

At this time, the only two RV shows in 2022 cancelling are Madison & Minneapolis. After speaking with the Madison Show promoters, we should be grateful they cancelled. It would have been challenging to manage the show. They would only allow 300 people to attend at any one time, and it likely would have been a complicated process to manage.

Don't worry if you signed up for distribution for that area! We will work to be sure we give out those brochures in that area. We are currently working with Camping World, Scheels, and the RV dealers in those areas to ensure we get you exposure. We are going to add some additional shows at RV locations as well.

At this point, it looks like Green Bay will be Friday and Saturday only as the Packers dominate Green Bay. My guess is it will only make for a wild and crazy day on Saturday and increase the distribution on Friday.



This winter, along with 15 other industry leaders, I will be traveling to the RVIA summit. I am thrilled they continue to want my presence. It's truly an honor to be involved with their strategic planning and know what they are thinking about for our industry. Some of the most exemplary leaders are involved, so I'm genuinely honored to be part of this team.

My winter travels also involve attending the North & South Carolina convention and New Jersey, where I am excited to present and see what I can learn from them. Gathering new ideas is truly critical in making things happen!

This year I will also be conducting a strategic planning session for New York. Your WACO board is holding its bi-annual full-day strategic planning session in February, so please, if you have ideas, want to attend, or contribute, email me at lori@seversonandassociates.com and let me know to expect you! It will be held at Steven's Point Holiday Inn on February 9th at 10 am. As always, if you like something, PLEASE share it with your WACO staff or a member of the Board! If you don't like something, address it with the Board or myself!

We are excited about the convention! Please take a moment and vote on Wed evening on our Facebook post, consider making a video telling what you like about Convention, or give us some suggestions. We can't be the best without the best support! Have a great January!

Sincerely,
Lori Severson
Executive Director,
Wisconsin Association of Campground
Owners

Strategic
Planning



From the Office of the President

Scott Kollock, WACO Board President

Dear Members,

Hopefully, you are all working on your plans for next year and taking some time to review those business decisions. I'm happy to see that one of those decisions was joining WACO. I personally think it's one of the best investments you can make to grow, maintain and keep your business informed of the industry as a whole. If you ever don't feel like you are getting your money's worth, don't hesitate to contact the WACO office or me.

Every meeting Lori asks the group:

- What's working?
- What do we need to change? And...
- Do you have any questions?

One of my questions was: "Lori, you have the opportunity to travel to some of these other conventions. Can you tell us what you learn or pick up?"

It was interesting to hear about how important it is to review other conventions. That's where the WACO Office discovers new vendors, checks out the latest seminar topics, and learns of the newest industry trends. Little things like how was the attendance, and who attends. We have an excellent opportunity to learn and grow from people in our industry. It was interesting to hear about the different venues, setups, and information. We gather many new vendors from these various conventions such as KOA, ARVC, The State Associations, IAAPA, The Wisconsin Fair Association, Campground Owners Expo, etc. We always want to ensure we have those new vendors at our convention.

Your Board and WACO staff are working hard on helping you with industry issues



as you bring them to our attention or to head them off before they become a bigger problem. With the expansion of your businesses, we have seen more zoning issues, department of health issues, etc. We are thrilled to have worked hard at forming relationships at the State level with people who make decisions for our members. WACO is trying to get invited to the Town associations and the zoning association conventions. It's also critical that YOU get involved on the local level. Please be sure you know your legislators and county and town leaders. Learn about them before you need them.

Last of all. If you have ideas of the direction the Board or WACO should be going, get in touch with a board member or me. We are having a strategic planning session and look forward to your input.

Try to attend the convention, and support the industry as you can. It's truly appreciated, and so is your membership! Have a great January!

Respectfully,

Scott Kollock

President of the WACO Board of Directors

**Want to join or provide your input before
the Strategic Planning session?**

Email lori@seversonandassociates.com and
we'll get your ideas passed on or RSVP you
to the event!

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ARVC AREA 3 UPDATE & NEWS



Hello Members!

I hope everyone has had a chance to unwind in preparation for the upcoming season! The industry is booming and 2022 looks to have the potential to be the best yet!

I would like to introduce myself again- I am Jim Button and I am currently your area 3 ARVC director. I have been in the industry for over 35 years and currently own Evergreen Campsites & Resort in Wild Rose. I have seen the value of being part of your local, state, and national organizations and what that can do for your business.

Not an ARVC member? Let's chat- I would love to go over all the benefits that arvc has to offer in addition to the great benefits you are currently getting being a state member! Let me help you take your business to the next level. The strength is in numbers and arvc is working for YOU nationally.

- Do you need to know how the legislative efforts are helping your campground- GIVE ME AN EMAIL/CALL!
- If you are unsure of what ADVOCACY does for you go: <https://arvc.org/advocacy-center> Knowledge is power- the more you know the more informed you are to make the best decisions for your park.
- Do you need to know what discounts you can get at some of your local retailers? GIVE ME AN EMAIL/CALL!
- How can EDUCATION at the George O'Leary School benefit you or your team to take you to the NEXT LEVEL? GIVE ME AN EMAIL/CALL!
- Just want to talk about the industry? GIVE ME AN EMAIL/CALL!
- Don't forget the Young Professional program which is BOOMING on the National Level and we would love to have anyone interested in joining! GIVE ME AN EMAIL/CALL and I'll get you connected!

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Until next time - stay healthy and remember to take care of yourself so you can take care of your park and the people around you.

I am just a phone call away: 920.570.0764 | Email: jim@evergreencampsites.com

SAVE THESE DATES:

- January 20th | Campfire Sessions:
Analyzing and Understanding Your
Online Listings Data
- February 20th | National School of RV
Park and Campground Management



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

WHAT IS KEEPING OUR CAMPGROUND CLIENTS UP AT NIGHT

*Respectfully Submitted by Blackhawk Bank,
Written by Stephanie Meier, Vice President 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.



WHAT IS KEEPING OUR CAMPGROUND CLIENTS UP AT NIGHT



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 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.

If you want to learn more about how Blackhawk Bank can help you, contact us today at 800.209.2616!



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 New Year from your friends at CSAW Associates, LLC! Working in the tax preparation business, we know that along with new opportunities a new year also means tax filing season is upon us. We know what kind of headaches tax filing season can bring. The IRS helpfully provides the following tips on how you can help prevent common issues and avoid refund delays.



Double check that your information is correct for yourself and your dependents.

Check spellings, SSNs, dates of birth, addresses, and your bank account information for accuracy. Remember, you must have valid Social Security numbers for all your dependents before filing or it could disqualify you for some refundable credits.

Check for all credits and deductions for which you may be eligible.

- Many eligibility requirements for these items often change yearly.
- Generally, family-related credits and deductions are the areas that have the most errors and one of the main reasons that cause return processing slow-downs.
- Find the full list here: <https://www.irs.gov/credits-and-deductions>

FINANCIAL FORTE

Don't forget your W-2s, 1099s, and other re- quired attachments

This includes Form 8962 if you are claiming the Premium Tax Credit and Form 1099-G if you received unemployment benefits. Any income document that shows federal income tax was withheld must be attached to your return, if you are filing by paper.

Use E-file, and either Direct Deposit or Direct Pay

The IRS recommend electronically filing your tax return as it's faster, more accurate and secure

You can read the full article here <https://www.taxpayeradvocate.irs.gov/news/tas-tax-tip-avoid-refund-delays/>.

We hope these tips help your 2021 tax filings as painless as possible!



A new year brings new opportunities to build on a great 2021! Looking for help getting your business ready for a successful 2022? 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 couleebookkeeping@gmail.com. We love meeting new business owners and working with them to grow their business!

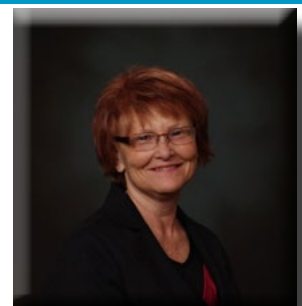


CSAW Associates, LLC

Coulee Region Bookkeeping and Tax

**CSAW Associates
Christine Metcalf**

608-779-2143 | couleebookkeeping@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.

HIRING AND MANAGING EMPLOYEES TIPS

Good employees are essential to the success of any business, campgrounds included. To help WACO members comply with innumerable laws and regulations of employment, we're updating the resources we've made available for some time. Here's an overview of what will be on the WACO member site by the end of January, for your use in preparing for the upcoming season.

1. An updated model of a job application for campgrounds. The form has been screened to exclude any illegal questions.
2. Job descriptions. These have been available for some time. I've revised them to reduce them to a much simpler format. Job descriptions do not tie your hands as an employer. Rather, they give you tools you need to prevail in disputes with employees.
3. Employee Guidebook. Again, I've simplified the former model to better track what campgrounds need. The purpose of the Guidebook is straightforward – it allows you to show that you notified employees of important rules.

Why do you need these tools? They probably seem quite bureaucratic. In truth, they are. We live in a complex world. Even seasonal employees are covered by many laws with drastic consequences. Think of these tools as helping with risk management.

When I say they are intended to help manage risk, I'm referring to the cost of defending your campground in employment cases. I have been handling complaints before the Equal Rights Division, Equal Employment Opportunities Commission, National Labor Relations Board, and Unemployment Compensation Division (and the courts) for decades. Experience shows that employers will often spend \$10,000 and more to win a complaint alleging unlawful employment practices. As annoying as it is to have to spend time on these issues, it's a good investment of your time.

It also can save time. Every new employee needs to know some basic information about the job. It makes no sense to spend the time to repeat information which can be communicated in a short, common-sense guide.

So, let me urge you to give these matters some attention in the preparation for 2022.





COUNTY ELECTIONS LOOMING

COUNTY BOARD ELECTIONS ARE ON THE APRIL 2022 BALLOT. IT'S IMPORTANT FOR EVERYONE WHO IS AFFECTED BY COUNTY GOVERNMENT TO PAY ATTENTION AND GET INVOLVED.

We saw last year that counties, when pressured, can do enormous damage to campgrounds. The Burnett County Board was pressured into amending county ordinances in a manner which effectively caps campgrounds at 100 sites. Some of the propaganda which led the Burnett County Board to act was just plain nonsense.

We have seen other counties adopt policies and ordinances which have been very harmful to campgrounds. If you wonder how that can happen, watch the elections this spring. You'll see that many – often almost all – of the county board seats are uncontested. In some counties, no one runs, and the Board has to ask people to serve.

It is also common in many counties for people to get elected to the County Board by a surprisingly small number of votes. The turnout for April elections is usually very low unless there's a major race on the ballot, which there is not this year.

County Board members who are running for reelection are going to be as receptive as they ever are. It's a great time to give them a call and ask them to tour the campground and hear what your business is all about. They need to understand the positive impact a campground has on the County. You pay taxes, you create jobs, and you bring tourists to the community who spend money.

WACO STILL SEEKING CLARITY FOR FLOODPLAINS

WACO continues to work with the Wisconsin Department of Natural Resources seeking guidance from the DNR for counties. We've seen several counties impose development restrictions on floodplains which go beyond the requirements of the federal law. WACO members Mike and Kathy Langlois did a marvelous job of leading on this issue, working with Senator Patrick Testin to introduce legislation on the issue.

It will be difficult to get legislation through Wisconsin's divided government, so we're hoping we can reach an accommodation with the DNR. If any of you reading this have had issues with floodplain ordinances, please let us know.



Mark Hazelbaker, SC
WACO Attorney

608-525-2326

wacolegal@gmail.com

Second Generation Owners

Respectfully Submitted by John Jaszewski of Campgrounds4Sale

It's a funny thing about this group of folks – most of you get very little credit for the success of your park, and yet most of you have taken your parks to heights that only the first generation could dream about! Here is the typical journey:



In the 70's, 80's and early 90's your parents either started or purchased the campground. By the time you were 12 or 13 you were working the park all summer – mowing lawns, helping customers, taking folks to their sites, running the store, cleaning the bathrooms and just about everything else! Fast forward a few years and you're 18 and are the General Manager of the park and not getting credit for it – usually with NO OPTION FOR COLLEGE. A few years later your parents want to retire and you ARE their option. So you do what is expected of you and figure out a way to buy it.

Then on comes the internet, social media, and intense marketing. All of the sudden you blow up the park to several times what it was worth when you took over. You have become an expert in Business Management without the knowledge and use of all the fancy terms, but you know how to make money and your bank account shows it!

Things like NOI, ROI, CAP RATES, EBITDA, and CASH on CASH mean very little to you, but spoken in campground speak – you know them all! I can help you bridge some of this lingo, if you're looking to expand the park or refinance or even sell!

A few years later you have children graduating high school and you and your children have the luxury of deciding about college. Off to school they go! 4 years or so later they come back with a degree and NO INTEREST in running a campground! They

say things like, "we see how hard you work every weekend to make sure someone else has a great vacation!" – That is not for me! Even if the 3rd generation does want in, you can use my help to get you a proper valuation of the park – and I will do this for free!

So now what if you are to the point where you want to ride off

into the sunset and there is no one to hand the reins to? These are the majority of the parks I sell. I understand this cycle and know how important it is to pass your park off to someone that will take it to the next level.

I look forward to helping you in which every way you want to go.

John Jaszewski
Properties Plus
Owner/Broker
WI & MN

(507) 450-5626

john@propertiespluswinona.com

CAMPGROUNDS4SALE.COM



BAR/RESTAURANT TIP

Bar & Restaurant Tip for Success

Submitted by WACO Office

A PROVEN WAY THAT YOUR BAR OR RESTAURANT CAN INCREASE SALES OF UP TO 25% BY MAKING SURE YOU ARE UTILIZING MENU DESCRIPTIONS TO THEIR FULL ADVANTAGE.

Two academic studies (done by Cornell University and by the University of Illinois at Urbana-Champaign) looked at how customers perceive menu descriptions and the effect these descriptions have on their ordering behavior.

Of significance these studies found that only two things dictate what item is ordered:

- the dish or drink we see written
- the way we imagine it



Adjectives used in the menu description are the key.

If the menu reads "Big Leo's Steak Salad", that doesn't exactly get your taste buds soaring or your tongue tingling.

But if the menu reads "Hickory Flat Iron Steak Salad - Spinach, Blue Cheese, Heirloom Tomatoes, Onion Frites, Tarragon

Vinaigrette", one comes away with a whole different idea on what is being offered. Improving the item's description can improve its sales by up to 25%, these studies reveal.

One in 10 customers say that items that are described more completely and with an appetizing description also taste better - and they're willing to pay more for them. In addition, using geographic references are very important, showing that your establishment pays attention to choosing high-quality ingredients.

Take a closer look at your menu descriptions.

Next time you update your menu you should make an effort to create tantalizing menu descriptions that make your customers say ... "That sounds so good. I want that!"

SOURCE: <https://www.barbusinessowner.com/public/10.cfm>

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **DECEMBER 2021**

Page Summary Last 28 days *

Export Data 

Results from Dec 2, 2021 - Dec 29, 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

December 2 - December 29

2

Total Actions on Page  100%



Page Views

December 2 - December 29

108

Total Page Views  2%



Page Likes

December 2 - December 29

16

Page Likes  0%



Post Reach

December 2 - December 29

1,765

People Reached  44%



Story Reach

December 2 - December 29

Get Story Insights

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

[Learn more](#)

Recommendations

December 2 - December 29



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

Post Engagement

December 2 - December 29

19

Post engagement  73%



Videos

December 2 - December 29

2

3-Second Video Views  67%



Page Followers

December 2 - December 29

16

Page Followers  11%



DECEMBER INSIGHTS:

Total current likes: 8,958

(+11 from November)

Total current followers: 9,447

(+12 from November)

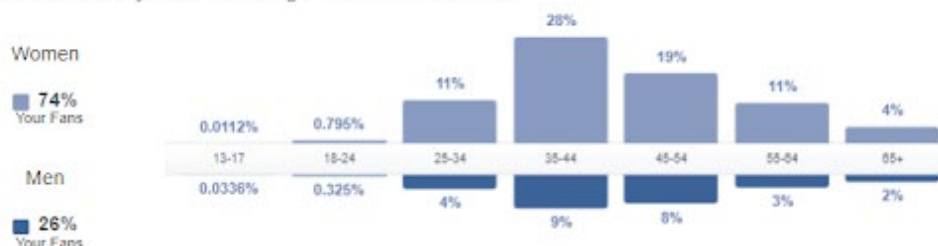
WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **DECEMBER 2021**

Top Facebook Posts



The number of likes of your Facebook Page. This metric is estimated.



Summary of Page Fans

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



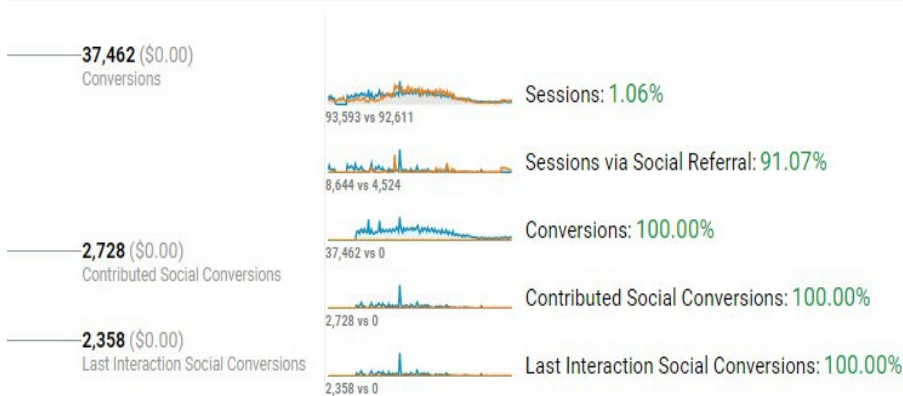
Success By Post



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

Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2021 - Dec 31, 2021	8,614	99.65%
Jan 1, 2020 - Dec 31, 2020	4,482	99.07%
% Change	92.19%	0.59%
2. Pinterest		
Jan 1, 2021 - Dec 31, 2021	22	0.25%
Jan 1, 2020 - Dec 31, 2020	26	0.57%
% Change	-15.38%	-55.71%
3. Twitter		
Jan 1, 2021 - Dec 31, 2021	4	0.05%
Jan 1, 2020 - Dec 31, 2020	10	0.22%
% Change	-60.00%	-79.07%
4. Instagram Stories		
Jan 1, 2021 - Dec 31, 2021	3	0.03%
Jan 1, 2020 - Dec 31, 2020	1	0.02%

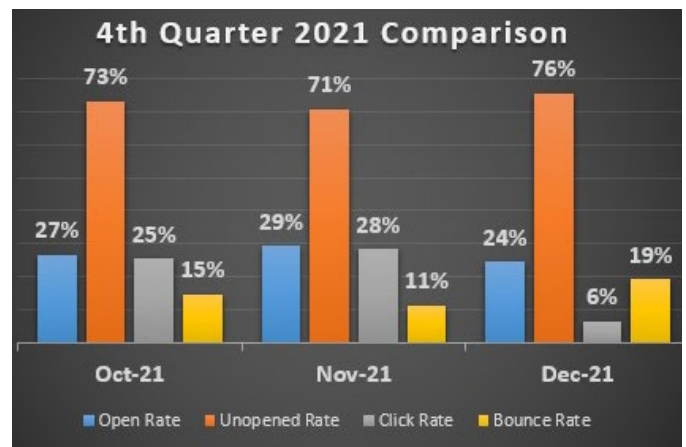
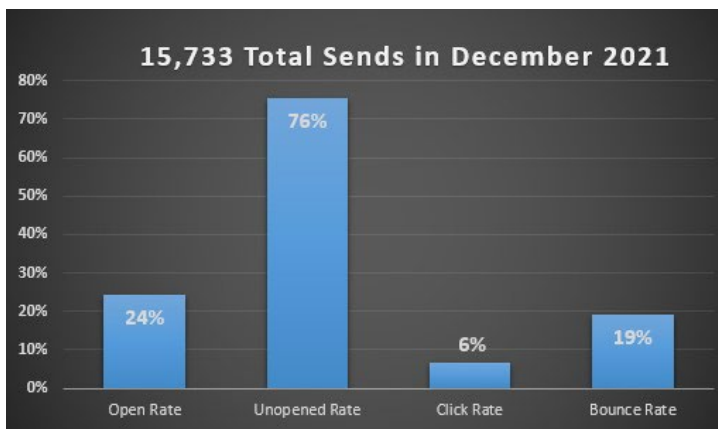
YTD 2020 vs 2021



**Traffic from
Facebook to our
Website is UP
OVER 91% YOY**

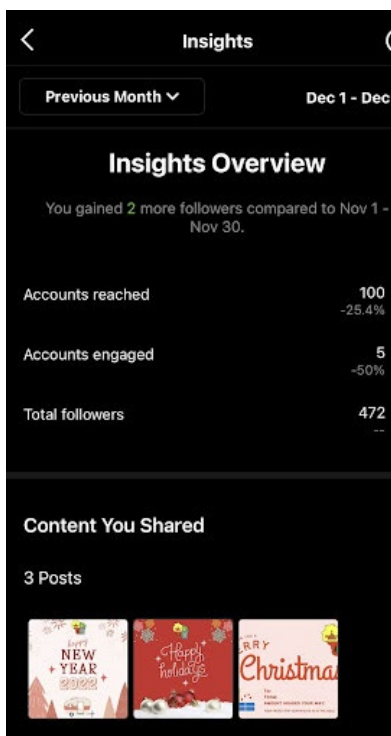


December & Q4 2021 Email Stats

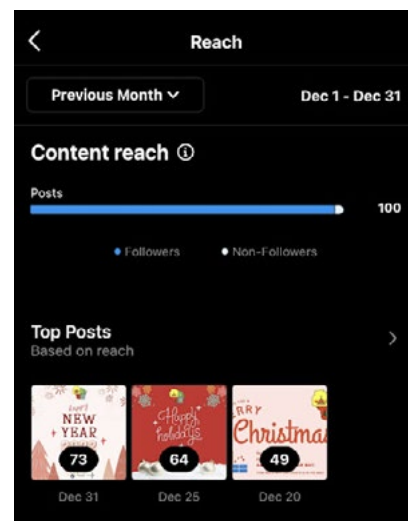


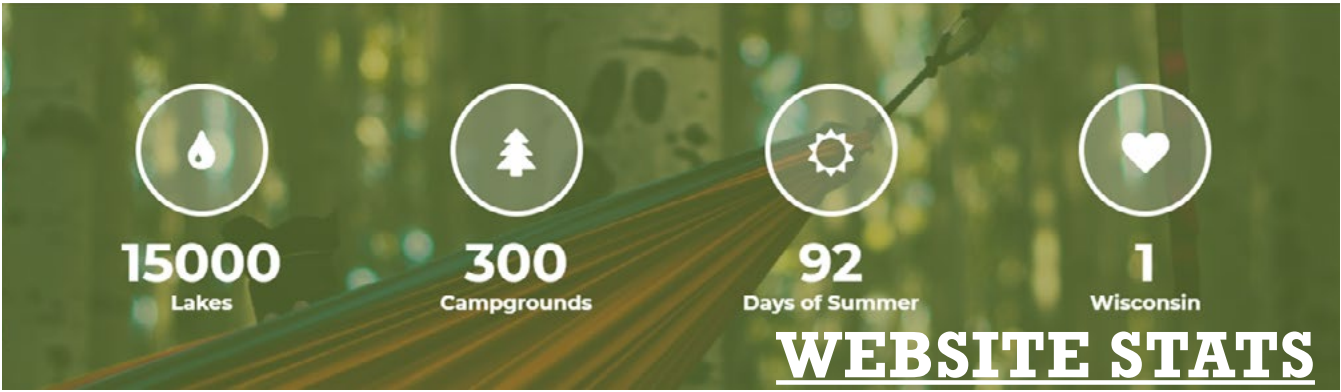
Top 5 Emails by Open Rate for December 2021

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate
12/20/2021 13:51	WACO gift certificates for Christmas!	11337	2290	25.60%	10.10%	89.90%	32	0.40%	2407	21.20%
12/20/2021 17:47	COE 2022 Dates Announced	2725	802	36.60%	13.60%	86.40%	22	1.00%	532	19.50%
12/22/2021 14:32	December 2021 Newsletter	354	172	51.70%	25.30%	74.70%	84	25.20%	21	5.90%
12/3/2021 21:21	Cookbook ad spaces	355	135	39.80%	29.10%	70.90%	10	2.90%	16	4.50%
12/1/2021 17:45	Last chance to proof 2022 directory!	192	108	59.00%	21.60%	78.40%	46	25.10%	9	4.70%



Instagram December Stats





WACO DECEMBER WEBSITE ANALYTICS

Channel ▾

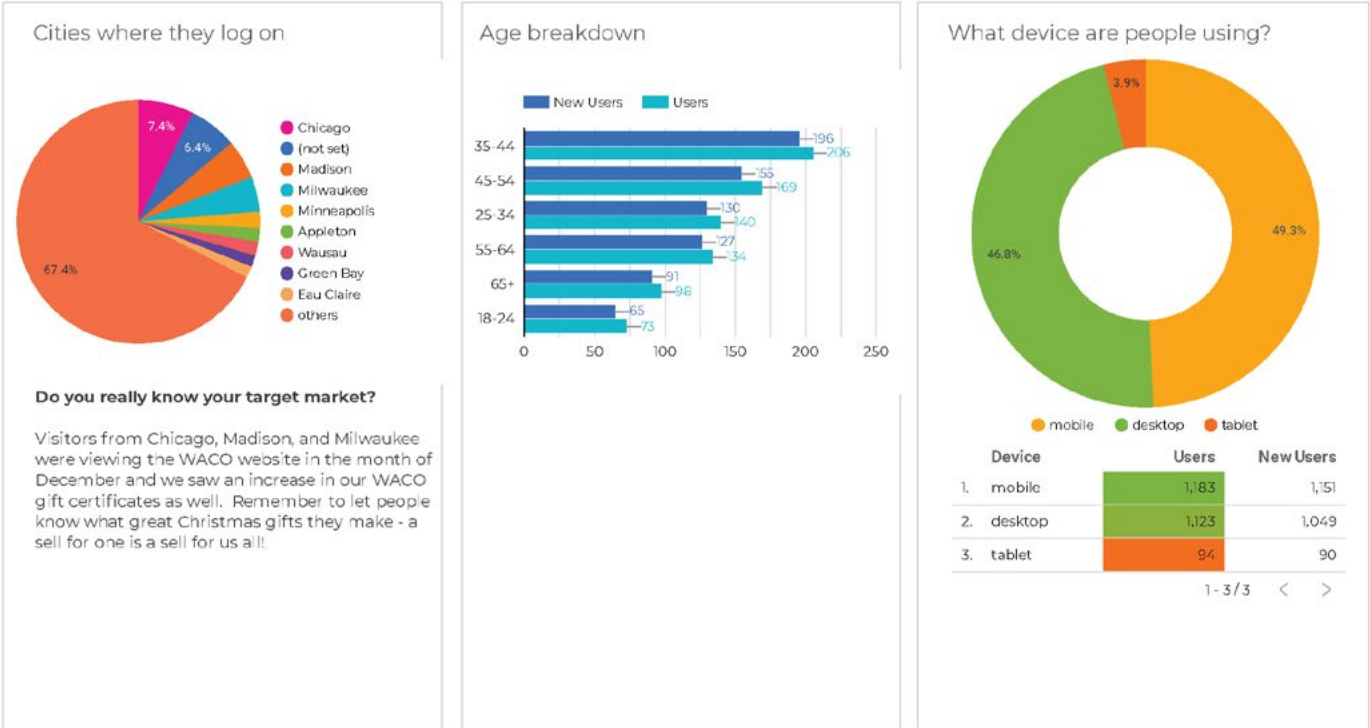
Device ▾

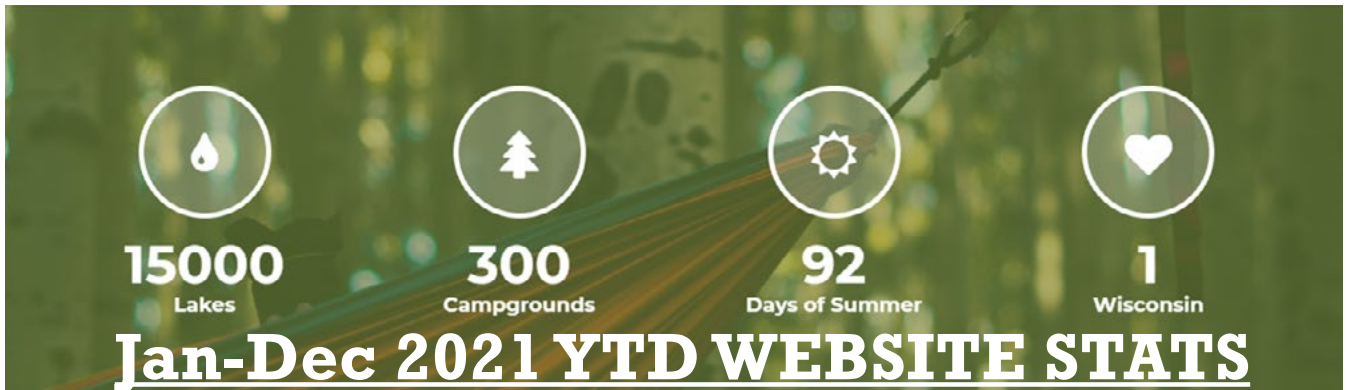
Dec 1, 2021 - Dec 31, 2021 ▾

Your audience at a glance



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





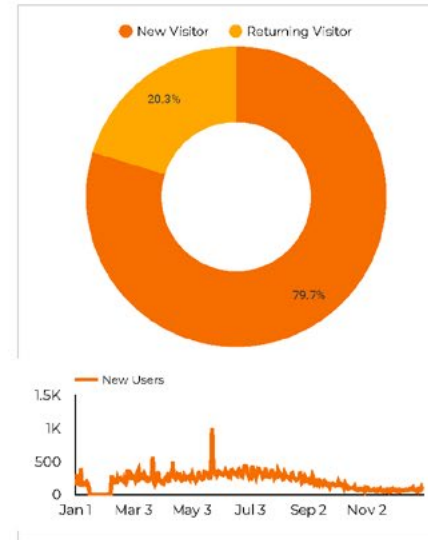
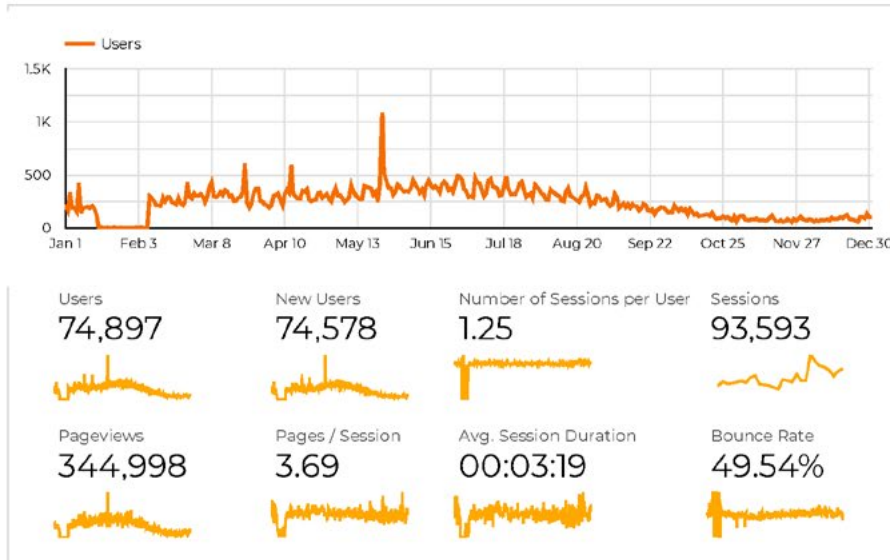
WACO Year to Date WEBSITE ANALYTICS

Jan 1, 2021 - Dec 31, 2021

Channel

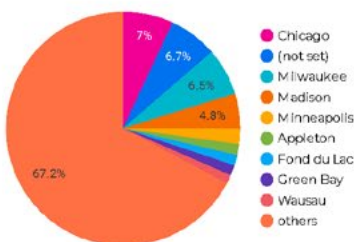
Device

Your audience at a glance



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

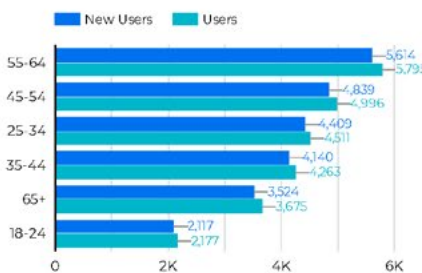
Cities where they log on



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

Our target markets continue to grow and as the industry experiences that same growth in 2022, be sure to get your brochures to the RV shows all over our state and surrounding area!

Age breakdown



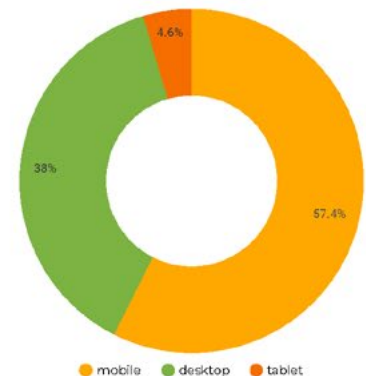
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

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	42,793	42,841
2. desktop	28,336	28,389
3. tablet	3,423	3,398

IN THE KNOW

ATCP 76 Pool Code Revision Progress



Respectfully Submitted by Mary Ellen Bruesch, Wisconsin Department of Agriculture,
Trade and Consumer Protection

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is in the process of finalizing the documents that are required as part of the code revision process and will provide more details at the 2022 WACO Convention. These required documents include the draft revised rule, an economic impact analysis, and plain language analysis.

There are many highlights, including new licensing structure, emphasis on active managerial control, and eliminating the need for variances in several areas. Regarding licensing, a small increase (\$50) in fee is proposed for simple pools (basic pools less than 2,000 square feet in area).



The timeline for code revision is as follows:

- January 14: Draft and related documents to legal
- March 3: Board meeting
- Mid-March: Public hearing notice
- April: Public hearings (and feedback received)
- April 28: Final documents package to legal
- May 12: Present final rule to board
 - ◊ Rule then goes to governor
- Aug 10: Deadline to send rule to legislature

A schedule of all Wisconsin public meeting notices and minutes can be accessed at publicmeetings.wi.gov.

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

IN THE KNOW



LEGAL Q&A

Q : Is it legal to ask guest ages?

A : It isn't illegal to consider the age of guests at campgrounds who are not adults.

So, it is legal to ask if people have children under 18. In theory it is legal to ask The ages of all the children, and some do. Some campgrounds apparently think it helps to know how many little kids are around so they can direct programming accordingly. I don't know that I think it really matters. The fact is everybody under 18 is to a certain extent a challenge, in that they need supervision and management.

It is illegal under the Wisconsin public accommodations law to discriminate against adults on the basis of age. That means that you can't exclude old people, or, treat 18 year olds differently from 22-year-olds.

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GET MORE INVOLVED



As we get closer to Convention, our Annual Meeting also draws near. In March, our Board of Directors convenes to wrap up the previous year and potentially change hands in leadership. Being a Director gives you a closer look at the direction of our Association. We are always looking for those who wish to serve and give the group time! Your experiences, successes, failures, in general,

LIFE LESSONS, will be an example for us all - and you get your picture in the newsletter, so that's cool. No, we don't have nice chairs like that, but what a great pic right?

In all seriousness, should you wish to join the Board, there will be openings this year! Please watch your email for more information on nominating, running for a position, and the next steps!

2022 RV SHOWS

WBAY RV &
CAMPING EXPO
GREEN BAY
JANUARY 27-30

MILWAUKEE CAMPER
& TRAVEL SHOW
FEBRUARY 4-6
CANCELED

LA CROSSE
BOAT, SPORTS,
TRAVEL, RV &
HUNTING SHOW
FEBRUARY 10-13

MINNEAPOLIS /
ST. PAUL
RV & TRAVEL
SHOW
FEBRUARY 3-6
CANCELED

MILWAUKEE
RV SHOW
MARCH 3-6

CENTRAL
WISCONSIN RV
& CAMPING
SHOW WAUSAU
MARCH 11-13

ROCKFORD RV,
CAMPING &
TRAVEL SHOW
MARCH 11-13

Our WACO Office staff has been busy prepping for the upcoming RV shows!

Directories and brochures of those members who chose to participate in the RV Distribution program are bagged up and ready to bring you new guests, in 2022!





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.

BOARD POSITIONS WILL BE AVAILABLE IN 2022! IF YOU ARE INTERESTED IN JOINING THE BOARD, PLEASE WATCH FOR MORE INFORMATION!



 <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>





WACO OFFICE

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

wisconsincampgrounds.com

Severson & Associates

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

lori@seversonandassociates.com

