



# WACO NEWS

APRIL 2022

## APRIL 2022

April showers bring...well, they bring a lot of mud, don't they? Happy to see we've had a few days of sunshine here and there in WI in the past few weeks! As everyone braces themselves for the busy season, remember to call your fellow members once in a while! Check-in on your neighbors - we need to be there for each other in the months ahead, and nothing says, "I care about you" more than a quick call or text! Good luck to everyone!

### Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members,

What a fantastic convention! It was so great to see everyone and all the new members! We are doing so great at growing our membership! That is not necessarily the case nationwide. The states I interact with say it's challenging to attract new members now, with the business being great for most campgrounds. I'm blessed to say Wisconsin truly understands the benefits of membership! That comes from each of you talking to new members, explaining how the organization has helped you and what you have gained from it! You also made our convention a success during a trying year! With food costs increasing by over \$40K, we are still looking to make a bit of revenue overall. We will have an update after getting all the bills in, but it's looking great! Our suppliers genuinely do make this happen! Your support of the sponsors and suppliers is the key to having a happy, healthy convention! You make this happen with your ability to insist that any supplier you give money to supports our organization. Without you doing this, we would not be successful. It's always fun to find new suppliers, and that's the key to keeping the show fresh! Many people ask where you find these new suppliers, and the answer is all over!

We attend a minimum of 10 different shows each year to find new

## inside...



Amusement Devices & Taxes P. 4



Look for this image for Tips & Tricks from Members Shared at Convention

Entire Issue

Letter from your E.D.	P. 1
President's Letter	P. 3
Amusement Devices & Tax	P. 4
Keepin' It Legal	P. 8
Digital Marketing & Camping	P. 12
EV is Here to Stay	P. 14
ARVC Update	P. 17
Website & Social Media	P. 18
Quick Tips	P. 11, 24, 25
Reminders	P. 26
Board Member Listing	P. 27

suppliers, watch Shark Tank, and do other innovative things that keep us on the cutting edge. Working with other associations helps us gather more vendors to get on our list. Sometimes just like any sales process, it takes a bit to get them excited about coming, but it's all part of the relationship building.

Special thanks to your Board of Directors who allowed us to spend more money on speakers this year and entertainment. It sure was well received! For information on courses and evaluations or let us know what other sessions you would like to see, visit our website at [www.wisconsincampgrounds.com](http://www.wisconsincampgrounds.com) in the members-only section.

This month, I'm traveling to RVIA to continue the strategic planning session I was invited to last year. I'm excited to learn more about that part of the industry and how we can work together. I'll be with CAMP – the Campground Association Management Professionals in May. **We will be talking about these agenda items:**



- Legislative Efforts: What are the issues, and what are the success stories? Are there any nightmare issues being dealt with now? What is being worked on / Lobbyist / How do government affairs work in your state. / Are members engaged in these efforts?
- Marketing our members: Print/web plus alternatives beyond and its results. Are we getting our share of national advertisers? Should we pursue joint printing efforts? Our printed directories – securing paper/bids, distribution techniques, how we sell it. Alternative to directory/ website marketing, whether it be digital, print, billboard, radio, television. Results? How to?
- Working with corporates: Success stories and nightmares. What is the impact you're seeing in your association now – how will it impact your association in 3 – 5 years?
- Feasibility of state campground owner shows vs. regional/national. Is it time to join together?
- Update from Michael Moore and Lori Severson on RVIA's Task Force
- Member benefit programs: What is new and in the pipeline?
- Public relations efforts Public Relations efforts / how to's etc. what works, what does not? Are

other national outdoor associations overshadowing state association efforts

- Supplier / vendor database and providing them more value

This CAMP and RVIA groups have proved to be especially valuable for generating new ideas and knowing what works and doesn't work in other associations. My travel plans for the winter include attending NY's convention, IAAPA, and KOA, so we should continue to have a significant pipeline of leads for new suppliers for the WACO convention.

We are unveiling a new program for our members.



Kunes RV is starting a program where we can purchase RV parts from them at 10% over cost. The website is currently being built, but they have a vast catalog. For pricing right now, simply contact Troy Meister the RV Parts & Accessories Director at [troy.meister@kunescountry.com](mailto:troy.meister@kunescountry.com) or via phone at 608-957-3704 - they will be an alternative to Camping World, and they are a trade member with us.

***(Camping World is not, so if anyone has a connection there lean on them!)***

We have a fantastic team of Board members with so much talent and wisdom. It's exciting to be a part of an organization that continuously works so hard to improve. We sure haven't spent any time getting dull or boring! Please don't hesitate to reach out to them if you need assistance! We are all here to help and serve the organization.

Thanks so much for your membership, and know we are here to serve you!

Sincerely,

Lori Severson  
Executive Director,  
Wisconsin Association of  
Campground Owners





## From the Office of the President

Scott Kollock, WACO Board President

Dear Members,

What a great convention! It was fantastic to see everyone and touch base with people I didn't get around to visiting this winter. It was a great reminder of how lucky we are as an association to have been able to continue to hold all our conferences. I'm pretty sure we are one of the lucky few who had this luxury over the pandemic, and it shows in our bank account! Lori reported many other state associations were not that lucky. We haven't skipped a beat and can continue to do important things for our members. I spent a lot of time talking with members, and they, too, are happy with our ability to keep things going through these unusual times.

The convention itself seemed to provide information for our members, specifically all the new members who will help in their business. We have grown to be able to have legal, accounting, and marketing advice, all at no charge to members. Those services offer quite the benefits package compared to many other associations.

The Severson and Associates team has grown and is continuously looking for new ways to do things and improve what's happening in our world. The addition of Tina & Danielle has helped us in the newsletter and marketing area. Tina was responsible for getting us a grant to be used for marketing to new visitors - one that we don't have to pay back. Totaling over \$57K, this money will be held in a separate bank account and used for marketing our organization to bring new visitors

to our website and the state! If you have ideas on putting this grant money to use, please don't hesitate to let our marketing committee know! So far, some of the ideas include an app

for WACO, the ability to search on our website by amenity,

and additional marketing on social media.

Next week, Lori will be traveling again to RVAI for additional strategic planning sessions. They have some significant data that ARVC and our industry, in general, have been able to combine. The only thing that seems to help in the zoning meetings is the education about what campgrounds do for the community and the economic impact on the area. Lori has also found a way to get to know the people at the Wisconsin Counties Association by securing her own seat on the Trempealeau County Board. She is now a board member and will be allowed to attend the Wisconsin Counties Association convention. We have not been allowed to have a booth, so this will be a way to educate more counties about campgrounds and what we do!

As we keep our sponsors happy, they continue to support our convention. We can show a profit in a year where it is challenging. Our Steven's Point Holiday Inn recently sold the organization, so some fairly significant changes were made. The hotel did the best they could with the issues we are all facing, like food shortages, increased costs, and less help. They did take the gratuity down from 22 percent to 20 percent because of the paper plates and service issues. I personally think they did a great job with the problems they faced. Everyone seemed to be very understanding, and we all certainly get it! Early results show we will still make a profit on convention even with the increased costs of everything.

Please be sure to let us know if you have ideas, questions, or any issues. Getting things discussed right away is the key to ensuring each member has accurate information. Please know you have a standing invite to our board meetings. The next one is at 10 am, May 3rd, at Monk's in Lake Delton. If you aren't getting what you need, I'm available to talk. Have a prosperous and safe summer!

Respectfully,  
Scott Kollock  
President of the WACO Board of Directors





# Amusement Devices: Tax Treatment of Related Purchases and Sales

*Respectfully submitted by Holly Hoffman*

**If your campground is the owner/  
operator of one or more of the fol-  
lowing amusement devices, you  
will want to know the sales and use  
tax treatment related to them.**

- **Jukeboxes**
- **Pool Tables/Dart Boards**
- **Claw Machines**
- **Arcade Games**
- **Video Gambling Machines**

JUKEBOX	Purchase by Business	Sale to Customer
Jukebox	Taxable	N/A
Music used exclusively for jukebox	Exempt (Sec. 77.54(63), Wis. Stats.)	Taxable
Jukebox/music – non- itemized	Taxable	N/A

For more information, see “Exemption for Music Sold in Jukeboxes,” [Wisconsin Tax Bulletin #193](https://www.revenue.wi.gov/WisconsinTaxBulletin/193.pdf#page=2)  
(page 6 or <https://www.revenue.wi.gov/WisconsinTaxBulletin/193.pdf#page=2>).

POOL TABLES DART BOARDS	Purchase by Business	Sale to Customer
Pool Table/Dart Board	Taxable	N/A
Fee to play game (Admission)	N/A	Taxable
Equipment/Supplies provided to customer at no additional cost	Taxable	N/A
Equipment/Supplies exclusively for sale	N/A	Taxable



# Amusement Devices, Cont'd.

CLAW MACHINE	Purchase by Business	Sale to Customer
Claw Machine	Taxable	N/A
Fee to play game (Admission)	N/A	Taxable
Prizes	Exempt (Resale)	N/A

**\*If customer purchases credits loaded onto a card, the sale is a taxable sale of admission and the card is incidental to the sale of admission. The purchase of the card by the business is taxable.**

ARCADE GAMES	Purchase by Business	Sale to Customer
Arcade Game Machine	Taxable	N/A
Video Game used exclusively in arcade machine (purchase is separate and optional from machine)	Exempt (Resale)	N/A
Fee to play game (Admission)*	N/A	Taxable
Tickets, tokens, or cards	Taxable	N/A
Prizes (Customer redeems tickets, tokens, or credits for prizes)	Exempt (Resale)	Taxable (If customer pays cash for prizes)

The amusement device operator is the consumer of tangible personal property that is used to play the amusement devices but not awarded as a prize through the use of the amusement device. Therefore, the amusement device operator is required to pay Wisconsin sales or use tax on its purchase of such property (e.g., paper tickets dispensed from the amusement device and redeemed for prizes, tokens used to play the amusement device).

For additional information, see “Exemption for Prizes from Amusement Devices,” [Wisconsin Tax Bulletin #199](#) (pages 21-22 or <https://www.revenue.wi.gov/WisconsinTaxBulletin/199-10-17-WTB.pdf>).



# Amusement Devices, Cont'd.

ARCADE GAMES	Purchase by Business	Sale to Customer
Video Gaming Machine	Taxable	N/A
Video Game used exclusively in gaming machine	Taxable	N/A
Fee to play game (Admission)*	N/A	Taxable
Cash winning (Payout)	N/A	-Does NOT reduce taxable admission

A video or electronic game (tangible or digital format) sold to a person in the business of selling admissions to amusement devices is exempt from Wisconsin sales and use tax if the video or electronic game is used exclusively for the amusement device.

The sale of the amusement device that holds the video or electronic game is subject to Wisconsin sales or use tax. "Amusement device" means a single or multiplayer device, machine, or game played for amusement, the outcome of which depends at least in part on the skill, precision, dexterity, or knowledge of the person playing, but not predominantly on the element of chance.

"Amusement device" includes a pinball machine, console machine, crane machine, claw machine, redemption game, stacker, arcade game, foosball or soccer table game, miniature racetrack or football machine, target or shooting gallery machine, basketball machine, shuffleboard table, kiddie ride game, Skee-Ball machine, air hockey machine, dart board, pool table, billiard table, or any other similar device, machine, or game. "Amusement device" does not include any device, machine, or game that is illegal to operate within this state.

**Q** If a sale includes both the amusement device and the video or electronic game, does the exemption apply to both?

- If the sales invoice for the amusement device separately states the sales price of the video or electronic game and the sales price of the amusement device, the video or electronic game is exempt and the amusement device is taxable.
- If the sales invoice for the amusement device has one price that includes the video or electronic game and the amusement device, the exemption does not apply and the entire charge is taxable.

**EXAMPLE 1:** Arcade is in the business of providing taxable admission services through amusement devices. Arcade purchases a pinball machine (i.e., amusement device). The vendor's invoice to Arcade separately states the sales price of the pinball machine from the video game component of the pinball machine. The charge to Arcade for the pinball machine is taxable. The charge for the video game that is used in the pinball machine is exempt from tax because it is separately stated on the invoice.



# Amusement Devices, Cont'd.



**EXAMPLE 2:** Distributor is in the business of providing taxable admission services through amusement devices. Distributor owns an arcade game console (i.e., amusement device) that is placed in a tavern. Distributor pays the owner of the tavern a commis-

sion based on the receipts Distributor receives from customers playing trivia and other arcade games on the console. Distributor purchases a software upgrade (i.e., electronic game) from its vendor that can be played on the console, but does not replace the arcade game console. The charge to Distributor for the software upgrade is exempt.

**EXAMPLE 3:** Distributor is in the business of providing taxable admission services through amusement devices. Distributor purchases a video gambling machine that will be placed in a tavern. A commission will be paid to the tavern based on receipts derived from the video gambling machine. Distributor's invoice from its vendor for the video gambling machine separately states the sales price of the video gambling machine from the electronic game that is a component of the video gambling machine. The entire charge for the video gambling machine and the electronic game is taxable, even though the electronic game is separately stated. The video gambling machine is not an amusement device for purposes of this exemption, because the definition of an amusement device excludes any device, machine, or game that is illegal to operate in Wisconsin. The operation of video gambling machines is in violation of Wisconsin law.

For additional information, see "Sales of Amusement Devices Are Taxable," [Wisconsin Tax Bulletin #200](#) (pages 17–18 or <https://www.revenue.wi.gov/WisconsinTaxBulletin/200-01-18-WTB.pdf#page=3>).

Holly Hoffman is a former WI Dept of Revenue auditor and the owner of Sales Tax Advisory Network, LLC. Contact Holly at [holly@salestaxlady.com](mailto:holly@salestaxlady.com).



**Contact**

**[Holly@SalesTaxLady.com](mailto:Holly@SalesTaxLady.com)  
about the Sales Tax Audit  
Protection Plan for \$1,134  
for 1 Year of Sales Tax  
Audit Protection from a  
form WI Dept of Revenue  
Auditor!**

Holly is hosting contractor happy hours and is looking to bring them to YOUR bars/restaurants! Give her a call or email if you'd like to arrange for a happy hour at your location in 2022!

# 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](mailto:wacolegal@gmail.com). Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.*

## MORE ABOUT WORKAMPERS

Effectively Using and Managing Workampers

Campgrounds are trying to staff their operations amidst the worst labor shortage in 80 years. Many are turning to workampers to fill the gap. Workampers have many positive qualities. But, they also present challenges.

The concept is simple: people with a camping unit work for the campground. Their service earns them the seasonal campsite. If your campsite charge is, say, \$2,400 per season, the workampers have to work 200 hours at \$12 per hour. You must pay workampers at least \$7.25 per hour, the minimum wage. If they work more than 40 hours in a workweek, you must pay them overtime at time and a half. Once the campsite has been paid for, if they keep working, you have to pay them in cash. Campground owners have reported several issues involving workampers worth sharing.

**TRAVEL COST.** This spring, with fuel prices out of control, some people who planned to come to Wisconsin or other northern states are reneging. They can't afford the cost to move their camping unit to Wisconsin. Campgrounds may need to agree to reimburse gas costs to make it possible for your workampers to come north.

**DEFINING ON AND OFF THE CLOCK.** Workampers are required to reside on the campground. It is legal to require employees to use employer-provided housing. It is legal to require employees to be available to be recalled from off-duty to handle emergencies. You do not need to pay employees who are waiting to be engaged if they are free to pursue personal activities. So, if workampers try to tell you they are on duty 24/7 and should be paid, that's not correct. But you do have to set limits with workampers and all other employees. If you let them keep working when their shift ends, you have to pay them. The employer is responsible for providing quitting times to employees (including workampers) and enforcing them.

**DEFINING WORK EXPECTATIONS.** BEFORE workampers are hired and arrive, it is essential to have a solid understanding of the work expectations. If you don't, you may find that you have campground residents who you thought would work as hard as anyone else, but won't.

It's appropriate and a good idea to have a specific schedule and expectations for your workampers. They need to know that they will be expected to clean toilets, showers and sinks, to mop floors, mow grass, or whatever else you expect them to do. You





# point of view. **Behavior** [br'] ... a pers

may be fortunate to have workampers with a good work ethic who don't need a lot of direction. It's smart to assume that may not be the case, and have specific job duties defined.

**MAKING SURE WORKAMPERS ENJOY THEMSELVES.** If you have good workampers, you'll want them back. They are working part time and recreating the rest of the time. It's important to establish that the workampers are just as much guests as anyone else when they are off the clock.

**KEEP THEM UNDER CONTROL.** It is also important to make clear that workampers are not in charge of other campers. They have neither a higher nor lower status than other guests. Keep them on the same level – unless you wish to assign specific responsibilities to them.

## **YOUNG ADULTS ARE PROTECTED BY PUBLIC ACCOMMODATIONS LAW**

### **BUT BAD BEHAVIOR IS NOT**

Some campgrounds asked if they can refuse to allow 18- to 20- year olds. These young people are legally adults. You cannot refuse to admit them on the basis of age.

A few years ago, the Legislature amended the public accommodations law to prohibit discrimination against 18, 19 and 20 year olds except as to premises where alcohol is served. There had been hotels and other places refusing to provide rooms

to adults who were not 21. Section 106.52(3) (a)1m forbids denying or charging a higher price to an adult for enjoyment of a lodging establishment, which includes a campground.

It is permissible, though, to have campground rules which make it clear that rowdy behavior will not be tolerated. So, if a group of 18 and 19 year olds ask to stay at a cabin and tell you they will be holding a frat party, you can inform them that only paying guests will be permitted; no underage drinking will be tolerated; noise rules will be enforced and the party will end at the commencement of your quiet hours. You absolutely can inform potential guests of all ages that you run a quiet campground and will not hesitate to remove guests who do not follow rules.

## **NOTHING TO NEGOTIATE**

I received a call recently from a campground which had sent its seasonal agreement to some guests who were renewing for 2022. They returned the agreement with several handwritten amendments which they initialed. They were attempting to negotiate different terms. I drafted the following letter to go to them:

"When you returned the 2022 contract, you made several unilateral changes to the document. (...)

We would like to have you as guests for 2022. But we will not agree to any modifications to our contract. ... Beyond that, Pine Grove reserves the right to cancel any agreement at any time, without cause.

Enclosed please find a copy of the 2022 seasonal agreement. If you sign it without changes and return it to us with the first half deposit, we will welcome you for 2022. We will not, however, agree to any modifications to the seasonal agree-

ment. If you are unwilling to agree to these terms (which are standard for campgrounds in Wisconsin and elsewhere) you will need to remove your unit as soon as possible.”

There is nothing to negotiate. You cannot afford to allow your campers to define the terms of your lodging contact.

## BURNETT COUNTY CAMPGROUNDS AGAIN TARGETED BY PRESSURE GROUP

Once again, the anonymous people behind the Preserve Burnett County group have launched a baseless attack on campgrounds. They are asking for additional restrictions on new and existing campgrounds. The shrill, exaggerated charges against campgrounds have reached the point that campgrounds are being scapegoated in PBC’s campaign to close the door to Burnett County.

There simply is no other way to describe PBC’s attacks. Their website calls campgrounds “invasive weeds.” They assert that campgrounds are a threat to the “rural way of life.” They complain about the possibility of “600 campers next to 50 cows.” They assert that a campground generates no additional tax revenues “...to fund schools, roads and first responders....”

Whatever PBC and its adherents think is going wrong with Burnett County, singling out one vulnerable target and blasting them with high-voltage rhetoric is not the solution. We will put it bluntly. If the Burnett County Board of Supervisors caves into this kind of hysteria, its reputation as a place to do business will be further damaged.

PBC claims it is “pro-growth and pro-community.” Reality will be very different. Burnett County already faces major challenges attracting business and investment. If Burnett County letting these populist attacks stampede your County into adopting anti-growth ordinances, they will send a clear message to business – invest elsewhere.

## Keepin’ it Legal Cont’d



If you have handbooks, please send them to [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com) so we can compile, review best practices and pieces from each, creating one incredible employee handbook model!



**Mark Hazelbaker, SC  
WACO Attorney**

608-525-2326

[wacolegal@gmail.com](mailto:wacolegal@gmail.com)

newbook  
Powerful Campground Management System

Discover more: [www.newbook.cloud/WACO](http://www.newbook.cloud/WACO)



## QUICK TIPS

### LET THE KIDS HANDLE IT

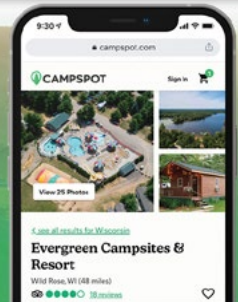
Not a TikTok fan? Or maybe you love to scroll but creating a reel isn't your thing? Let your kids or grandkids take a crack at it!

Not only is the app more up their alley, but the terms they'll use and the music they'll overlay will relate to a completely different crowd for you. See what they come up with, and if it's incredible, maybe make it a regular task!

**Book more.  
Drive revenue.  
Guaranteed.**



See why over 940 parks joined Campspot's reservation software in 2021!



**CAMPSPOT**



616-226-5500



sales@campspot.com

# HARRIS GOLF CARS

[www.harrisgolfcars.com](http://www.harrisgolfcars.com)

SERVING IOWA, ILLINOIS, WISCONSIN, NEBRASKA



# 5 WAYS DIGITAL MARKETING IS JUST LIKE CAMPING

*Respectfully Submitted by Blackhawk Bank, Phil Whitehead, CPA, CFP®, CExP™, Market President*

Seriously? A connection between marketing and camping? No kidding, guys. Check it out. The WACO Convention always awakens my urge to get out and camp. This year, I not only found myself daydreaming about the upcoming season, but (and rather sadly some might say) I also found an uncanny resemblance between the ways in which planning for a camping trip is similar to the strategy park owners should take with their digital marketing. So, not being one to avoid a challenge, I submit to you 5 ways digital marketing is just like planning for a camping trip.

## 1. GROUND PREPARATION

Before putting up the tent or opening the slides, campers need to start with level ground. Double checking the pad and clearing the site of debris all makes for a clean slate upon which to build a home away from home.

Marketing for today's tech-savvy customer needs to be founded on careful groundwork as well! As an owner, you need to inspect your terrain. Do you have clarity of purpose? A clear understanding of who your park is and what your unique selling propositions are? Without this basic intel, you won't know who will benefit from your park's experience.

Lay a solid foundation for yourself by knowing your audience. Who are they? What are their priorities and preferences? What are their challenges? How can you clear the way for them to connect easily with your park?

## 2. EQUIPMENT BASICS

Without the proper provisions, your guests could have a less than enjoyable experience. There is a

lot to be said for having enough firewood, a place to prepare a meal, and a good night's sleep.

Equipment basics for digital marketing today include: a claimed and verified Google My Business page, a solid web presence, interesting social media content, and online reservation options. There are many more marketing tools you could add on, but just like camping it's important to grow through your experience. Start simple and work your way up.

## 3. KNOWLEDGE SHARING

Be honest now, how many times have you enjoyed the high-quality entertainment that only comes when a first-time camper is pitching their tent without directions? Without experience it's quite possible to end up with a tent that leaks or collapses during the night.

Knowledge is power, but it could also be your brand. In this era of interactive brands, be the voice of experience and source of advice for your guests. Create "How To" content and be willing to share your expertise. Consider trouble-shooting topics like "Why does my RV sink smell like sulfur?" or "Common questions about black tanks". The more you share with your audience, the more they will trust that your park has their back for years to come.

## 4. MEMORABLE AND PERSONAL

Some prefer the luxurious feel of glamping life, while others prefer cooking on a tripod over the fire. Thankfully your guests can personalize their own experience because you've provided the opportunity for them to do so.



The same guests also have specific preferences about how they engage with your park. Some may research first and then book a site online. Some prefer to call and lock in their favorite site. Others may solicit recommendations from friends on social media and go to your Facebook photos to see what amenities you have. Whatever their preference, make sure you offer multiple communication channels so they can connect with you easily.

## 5. MOMENTS OF REFLECTION

My favorite part of the day is right after dark when the stars are out and campers are huddled around the fire. It can truly feel like a magical time as stories are swapped and we take time to reflect on the day. My family calls them campfire moments.

Time for reflection should also be part of your marketing plan. Just like your guests, take the time to assess your marketing experiences. Are the current tools working for you? Are you getting the traction you expected? Why or why not? Making time for analysis will allow you the space for objective thoughts to better achieve the strategic goals you've set for your park.

The most important connections are those strategic links between your customers and your park. Whether it's understanding your audience better, or using the right equipment to tell the right stories, make the experience personal for your guests and you'll be sure to have plenty of good memories to reflect upon for years to come!

### **BLACKHAWK BANK IS HERE FOR YOU**

*Park owners work hard to ensure that folks have an amazing camping experience, which is why finding the right banking partner who will work just as hard is crucial in the success of your campground.*

*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.*

*Member FDIC*

## 5 WAYS DIGITAL MARKETING IS JUST LIKE CAMPING, Con't.



**Jack Walden**  
VP Business  
Banking

400 Broad Street  
Beloit, WI

**608.299.3471**

jwalden@  
blackhawkbank.com

If you're ready to grow,  
it's time to speak with  
a banker that understands  
the campground industry.

- Alternative Payment Plans & Customized Financial Terms
- Quick Approval Process
- Treasury Management & Merchant Services
- Business Transition / Succession Planning

*Are you ready for a new kind of bank?*

**Blackhawk Bank**

<https://www.blackhawkbank.com/business/financial-guidance-for-campgrounds-and-rv-parks>

800.209.2616

MEMBER FDIC EQUAL HOUSING LENDER



**Blackhawk Bank**

**Stephanie Meier,**  
**Senior Vice President Marketing and Communications**

# EV is Here to Stay

## Are you ready?

**In February, the Biden administration unveiled its plan to award nearly \$5 billion over five years to build thousands of electric vehicle charging stations in the US.**

The City of Toronto launched its electric vehicle strategy in 2020. One of its goals is for 100 per cent of vehicles in the city to be powered by zero-carbon energy sources by 2050. Electric Vehicles (EV) are no longer a thing of the future but rather a current event. What does this mean for you as a campground owner?

**First, let's get the basics out of the way.**

### WHAT IS AN ELECTRIC VEHICLE?

An electric vehicle, such as an electric car, uses one or more electric motors powered by a battery pack to accelerate and drive. Depending on the type of EV, the electric motor(s) either assist a conventional internal combustion engine (ICE) or power the car completely.

What are the different types of electric vehicles? When talking about EVs, we generally refer to three main types of electric vehicles: hybrid electric vehicles (HEV), plug-in hybrid electric vehicles (PHEV), and battery electric vehicles (BEV).

**HEV technology** automatically charges the battery through what's known as 'regenerative braking.' It activates the electric motor system when conditions are suitable, meaning drivers do not have to monitor the charge or plug the cars into power outlets. So we don't need to worry about any special accommodations or stations for HEV technology!

Driving a plug-in hybrid (PHEV) is similar to driving a hybrid, as the car will automatically recharge the battery and switch between ICE and electric power based on conditions. However, drivers choose to top off PHEVs with both fuel and electricity. A PHEV can run on just petrol if all battery charge is depleted and battery charge alone if all fuel is used up.

Given that BEVs rely solely on electricity, they tend to have much larger capacity batteries and kilowatt-hour (kWh) outputs than comparable hybrid and plug-in hybrid electric vehicles. This extra battery tech typically results in BEVs costing more than other types of EVs. BEVs need a charge to be driven - through a home charger, fast-charging station, or energy recouped by regenerative braking. The PHEV and, more specifically, the BEVs are the electric vehicle types that campground owners need to be thinking about.

### NOW LET'S TALK LEVELS:

What will you need to provide charging services at your campground?

EV chargers fall into Level 1, Level 2, and Level 3 or direct current (DC) fast charging. One distinction between these three levels is the input voltage. Numerous manufacturers produce chargers with various products and varying prices, applica-



#### Level 1:

- Requires 110/120 volts
- Output (varies slightly) between 12 amps and 16 amps of continuous power
- 3.5 and 6.5 miles of range per hour of charging



#### Level 2:

- Requires 208/240 volts
- Output between 16 and 40 amps, depending on model
- 14 and 35 miles of electric range per hour of charging



#### Level 3, DC fast chargers:

- Requires 480+ volts and 100+ amps (50-60 kW)
- Output full charge for an EV with a 100-mile range battery in slightly more than 30 minutes (178 miles of electric drive per hour of charging).

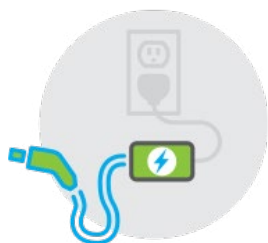


# EV is Here to Stay, Cont'd...

tions, and functionality.

## Level 1 Charging:

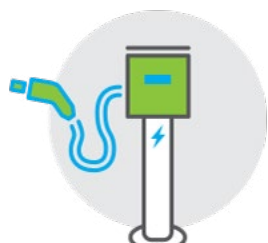
Level 1 charging is cost-efficient – it uses a standard 110-V outlet, enabling EV drivers to use the charging cord set provided with most electric vehicles. Traditionally used as an additional or emergency/backup charging solution, this charging takes the longest. Level 1 charging power stations are satisfactory for drivers who do not drive more than 30-40 miles daily and can use the charger overnight.



*L1 Charger & Plug Example*

## Level 2 Charging:

Networked chargers are standard in commercial/workplace settings where payments are required or where multiple users share the property's electricity bill. Networked Level 2 chargers, like non-networked chargers, typically produce between 16 and 40 amps of power output, which can deliver between 14 and 35 miles of electric range per hour of charging. Their power output is sometimes adjustable. Networked chargers are helpful for sites that need to monitor electricity usage across multiple chargers or require payment for chargers and sites that have little electrical capacity and therefore need to balance their load. Some networked chargers models can also limit charging to certain hours, which allows the operator to maximize a time-of-use (TOU) electricity rate structure and only allow charging when electricity is the cheapest (usually sometime between 9 p.m. and 6 a.m.). This type of control also increases the likelihood of participating in utility demand response programs. Therefore, while networked chargers are more expensive than non-net-



*L2 Charger & Plug Example*

worked chargers, they have more functionality.

## Level 3 / DC Fast Charging:

Level 3 or DC fast chargers are the highest-powered EV chargers on the market. They often are used as range extenders along major travel corridors for long-distance trips. This is probably why receiving grants or funding for Level 3 charging stations in several states and provinces requires you to be near a high-traffic area such as an Interstate or Highway.

Most Level 3 DC fast chargers are ideal for places where a person would spend 30 minutes to an hour, such as inside your campground restaurant. Currently, available Level 3 DC fast chargers require inputs of 480+ volts and 100+ amps (50-60 kW) and can produce a full charge for an EV with a 100-mile range battery in slightly more than 30 minutes (178 miles of electric drive per hour of charging). However, new generations of DC fast chargers are gaining traction and can produce 150-350 kW of power.



*L3 Charger & Plug Examples*

It is important to note that not every EV model is capable of DC fast charging, and therefore, they cannot be utilized by every EV driver. In addition, the costs to secure the equipment and ensure you can pull enough power to support Level 3 are much higher than the Level 1 or Level 2 charging stations.

## GRANTS AND REBATES MAY BE AVAILABLE:

Grants and Rebates May be Available: Infrastructure and space seem to be the biggest concerns for campground owners when considering adding EV charging stations. Where in the heck will I put these things, and do I have

## EV is Here to Stay, Cont'd...

enough juice to make them work without blowing the rest of my park out?

### Suggestions we've received include:

- Utilize designated sites - perhaps those that get reserved less or are off the beaten path (drawing from another power source than those always in use) would be good options.
- Create a designated parking spot in your car park/parking lot. A location like this will be perfect if your park is right off / right on the-Highway or Interstate!
- Many electrical services offer EV stations that literally fit over existing pedestals.
- Check with your local municipalities and governments as they may offer rebates/grants to assist with your installation. That could include checking your electrical layout for the best pedestal location.

Each state and province offers varying rebate and grant options specific to EV charging stations. Be sure to check your local governing entities before moving forward with plans. Here are some resources and sites to potentially assist!

Forty-five states and the District of Columbia provide an incentive for specific EVs and/or PHEVs, either through a particular utility operating in the state or through state legislation. The incentives may include tax credits or rebates to fleet acquisition goals, exemptions from emissions testing, or utility time-of-use rate reductions. The five gray-colored states do not have any laws or policies that would specifically impact the buying of an electric vehicle or the building of electric vehicle supply equipment

(EVSE).

An interactive map explains what states offer rebates, not only for drivers but also for those who provide charging stations. Additional information is available about what you are allowed to charge (not a pun ha!) for guests to charge vehicles with your stations in some instances. Helpful information since states can vary with limits, taxes, and rates in general.

Check out this site <https://www.ncsl.org/research/energy/state-electric-vehicle-incentives-state-chart.aspx#additional>

for more great information on what nuances apply to your state in the U.S.

Epcor's website is another great resource: <https://www.epcor.com/products-services/Pages/go-ev-funding-program.aspx>



## WATCH FOR UPCOMING INTERVIEWS AND MORE MEMBER UPDATES ON THIS TOPIC!

If you are currently installing EV charging stations, dedicating a site for EV charging, or are looking into grant options, please reach out to Tina at the WACO office! We would love to share your story with other members so they can learn from your experience!

[tina@seversonandassociates.com](mailto:tina@seversonandassociates.com)

# ARVC AREA 3 UPDATE & NEWS



Happy Spring, Everyone!

We are all in the fast mode, so with that being said, I will keep it short.

## Remember a few things:

1. There is only so much time in a day
2. Focus on the positives
3. Make sure to take time for yourself and your family

With that being said enjoy your job and keep positive, and things will shine on.

Less than 200 days, but time flies when you anticipate the industry's premier show focused on education and networking that will help you grow your business. Save the date and get ready to learn from industry-leading experts, network with other attendees in our breakout education sessions, and engage with exhibitors on the expo floor - and so much more!

Until next time,  
Jim Button

If you have any questions, please do not hesitate to email or call.

## National ARVC News & Tips:

### Advocacy wins in Indiana & Ohio are a big "W" for campground owners.

"National ARVC (ARVC) has been working closely with the Indiana Manufactured Housing Association-Recreation Vehicle Indiana Council, Inc. (IMHA-RVIC) and Ohio Campground Owners Association (OCA) to pass two important pieces of legislation in their respective states." (To read more: <https://www.arvc.org/node/866>)

### Don't post your job openings on multiple job boards, pay multiple fees, and spend hours going back to each site to review resumes!

National ARVC's "industry-first" Career Center

is now the easiest way to list and fill outdoor hospitality jobs. The Career Center offers National ARVC members unique access to nationwide job boards like ZipRecruiter, LinkedIn, and Google Jobs—all at one discounted rate—with advanced search features, email alerts, and much more. ([jobs.arvc.org](https://jobs.arvc.org))

**Young Professional Webinar is scheduled for April 25 & 26th. \$20 per person for registration will be donated on your behalf to Care Camp. Don't miss out on registering for the event!**

-Care Camp's mission "is to allow children living with cancer to enjoy the joy, healing, and freedom that comes from attending specialized oncology camps where they can just be themselves. Through the camp experience, they can learn many of the skills necessary to meet the extraordinary challenges that they will face while fighting their disease."

**AWARDS INFORMATION  
AND REGISTRATION  
DETAILS ARE COMING  
SOON!**

**SHOW DATES ARE  
NOVEMBER 7-10TH!**



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



# WISCONSIN CAMPERS SOCIAL MEDIA



Social Media Insights - **MARCH 2022**

Page Summary Last 28 days \*

Export Data 

Results from Mar 2, 2022 - Mar 29, 2022

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

March 2 - March 29

2

Total Actions on Page  0%



## Page Views

March 2 - March 29

200

Total Page Views  19%



## Page Likes

March 2 - March 29

32

Page Likes  32%



## Post Reach

March 2 - March 29

2,528

People Reached  19%



## Story Reach

March 2 - March 29

Get Story Insights

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

[Learn more](#)

## Recommendations

March 2 - March 29

2

Recommendations  0%



## Post Engagement

March 2 - March 29

87

Post engagement  53%



## Videos

March 2 - March 29

28

3-Second Video Views  83%



## Page Followers

March 2 - March 29

35

Page Followers  26%



## FEBRUARY INSIGHTS:

**Total current likes: 9,045**

**(+16 from February)**

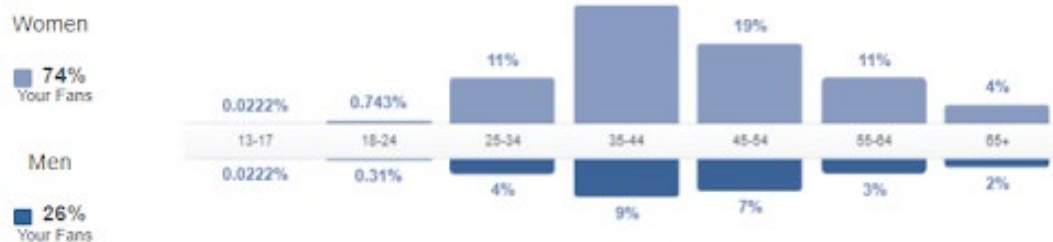
**Total current followers: 9,547**

**(+23 from February)**

# WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **MARCH 2022**

## Top Facebook Posts



## Summary of Page Fans

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



## Success By Post

**15000**  
Lakes

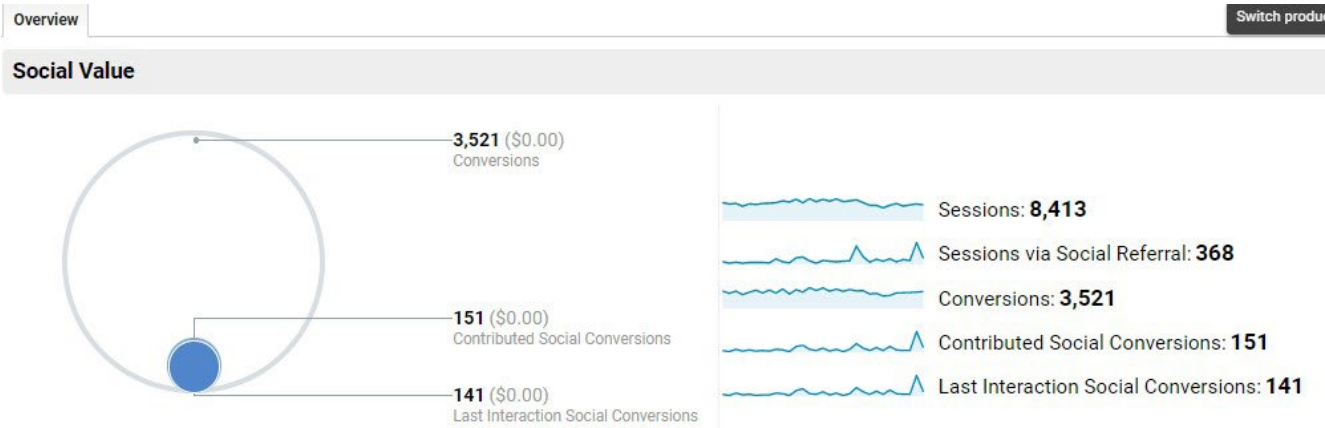
**300**  
Campgrounds

**92**  
Days of Summer

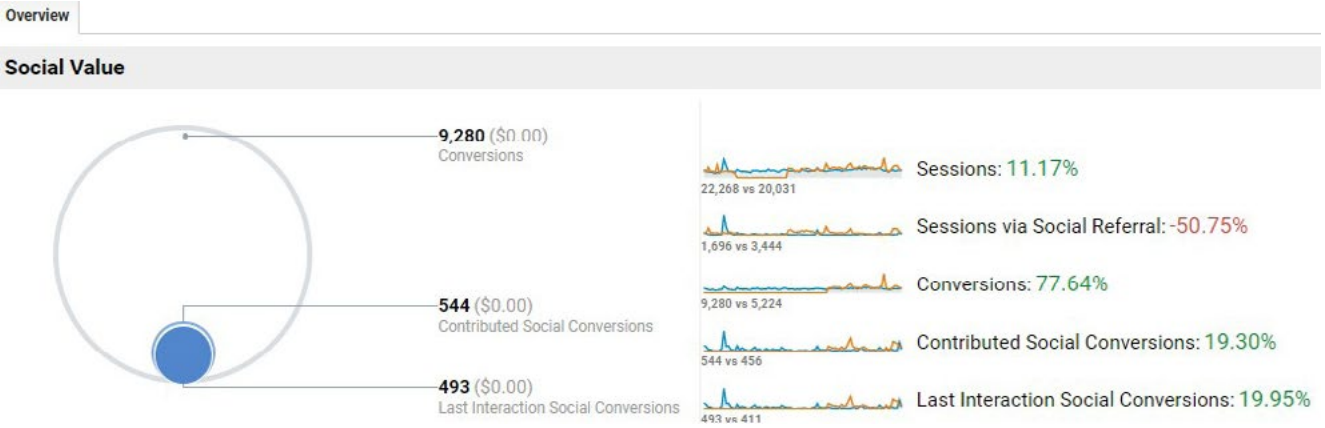
**1**  
Wisconsin

# SOCIAL RELATIONSHIP & EMAIL STATS

## MARCH 2022 Social Media Referrals to our Website



## Jan - Mar 2022 Compared to Jan - Mar 2021



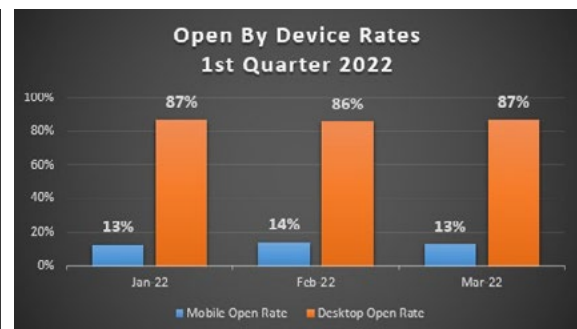
**Royalle R.V.**  
 8025 ISHERWOOD RD.  
 BANCROFT, WI 54921  
 715-335-6860  
 Central Wisconsin's Park Model Authority

**Campgrounds4Sale.com**  
 MINNESOTA WISCONSIN

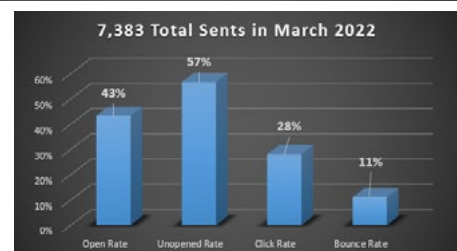




## Email Results Q1: Jan-March 2022

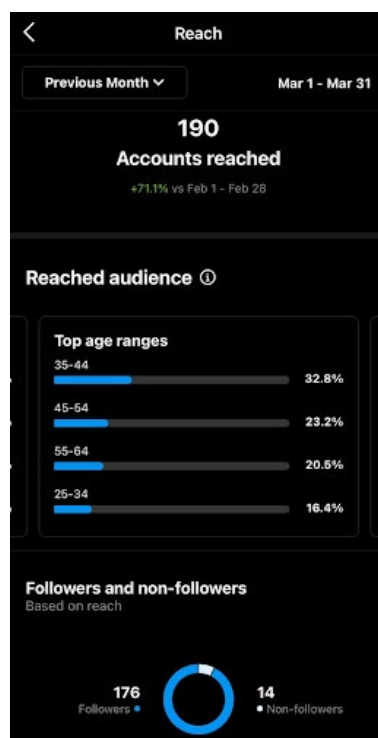


## March 2022 Total Sends



## Top Emails by Open Rate for MARCH 2022

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Public Hearings on ATCP 76 Relating to Pools and Water Attractions	201	121	63.40%	9.80%	90.20%	7	3.70%
Vendors at Show - 2022 Campground List	149	91	62.30%	11.20%	88.80%	59	40.40%
WACO Campgrounds - Blackhawk Bank Eblast #2	202	119	62.30%	18.20%	81.80%	48	25.10%
Buy from these vendors!	386	221	59.60%	13.50%	86.50%	57	15.40%
WACO Campgrounds - Blackhawk Bank Eblast #1	202	108	56.20%	16.00%	84.00%	15	7.80%



## Instagram MARCH 2022 Stats

  
**15000**  
Lakes

  
**300**  
Campgrounds

  
**92**  
Days of Summer

  
**1**  
Wisconsin

# February 2022 WEBSITE STATS

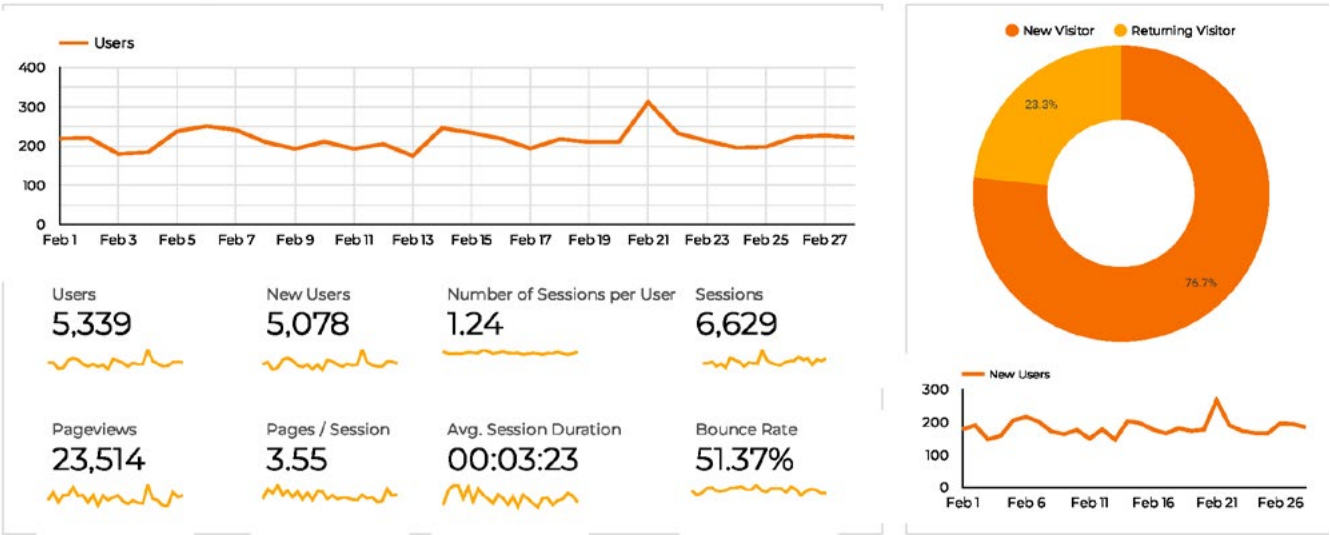
**WACO February 2022 WEBSITE ANALYTICS**

Channel ▾

Device ▾

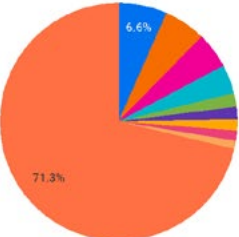
Feb 1, 2022 - Feb 28, 2022 ▾

Your audience at a glance



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

Cities where they log on



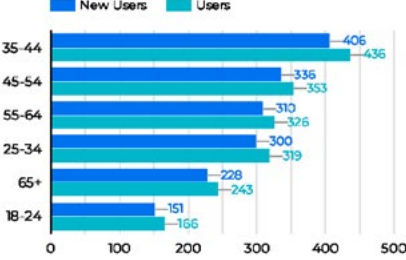
- (not set)
- Madison
- Chicago
- Milwaukee
- Appleton
- Green Bay
- Minneapolis
- Janesville
- Eau Claire
- others

**Do you really know your target market?**

As we kick the year off, we've also started attending RV shows. Looking forward to seeing these areas grow and set the stage for our upcoming spring marketing efforts!

March will bring in interesting stats as we see an uptick in those making summer plans!

Age breakdown



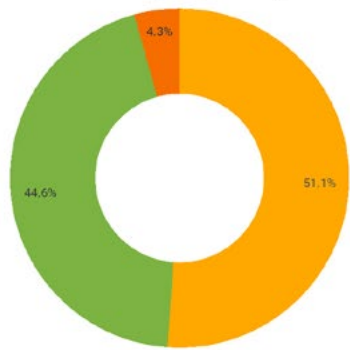
Age Group	New Users	Users
35-44	406	436
45-54	336	353
55-64	310	326
25-34	300	319
65+	228	243
18-24	151	166

**35-44 Seeing Most NEW Users**

In the month of February, we saw the age group 35-44 as the #1 group of NEW users to the website.

Be mindful of these age trends to see if you should be adjusting your social media platforms and messaging. Our office will be watching these closely!

What device are people using?



mobile 51.1%  
desktop 44.6%  
tablet 4.3%

Device	Users	New Users
1. mobile	2,728	2,651
2. desktop	2,379	2,209
3. tablet	232	224

1 - 3 / 3 < >





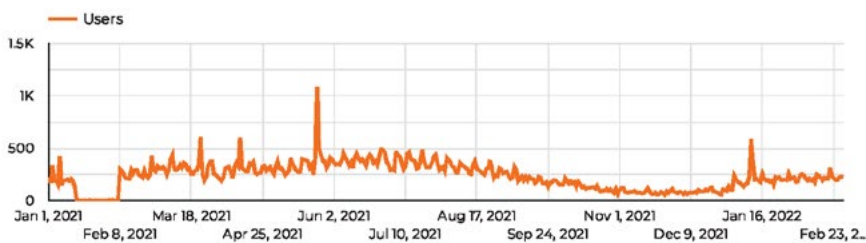
Jan-Feb 2022

Jan 1, 2021 - Feb 28, 2022

Channel

Device

## Your audience at a glance



Users

86,018



New Users

85,374



Number of Sessions per User

1.25



Sessions

107,448



Pageviews

394,733



Pages / Session

3.67



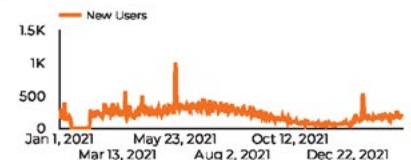
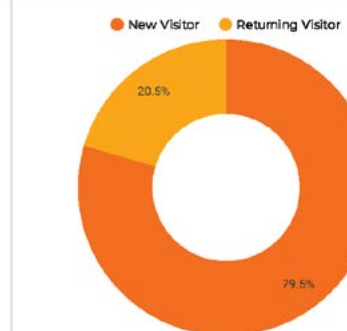
Avg. Session Duration

00:03:20



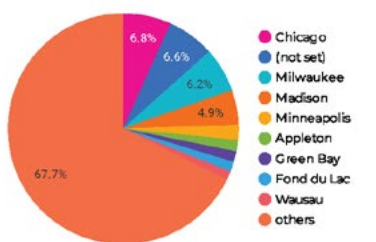
Bounce Rate

49.81%



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

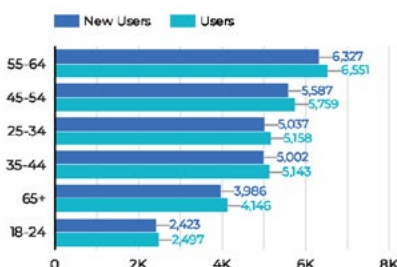
### Cities where they log on



Chicago, IL, Milwaukee, WI, and Minneapolis, MN continue to make their presence known on our pie chart of "where are they searching from." Nice to see our capital city starting to make a comeback as well! Could it be related to the relaxing mask mandates in the surrounding counties? We'll keep on eye on this!

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



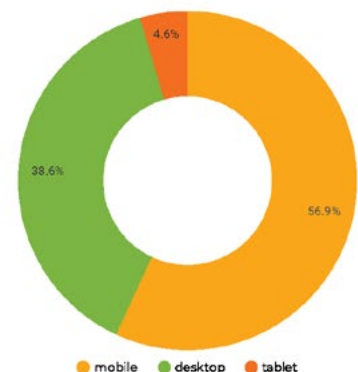
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

However, combined ages 25-54 make up our largest group of website visitors!

Still seeing that 18-24 year old range growing - keep it in mind for your Spring advertising and social media efforts!

This first quarter, we'll be checking the Month Over Month comparisons to see what our newbie website visitors look like demographically.

### What device are people using?



Device	Users	New Users
1. mobile	48,500	48,612
2. desktop	32,876	32,949
3. tablet	3,890	3,870

1 - 3 / 3 < >



# HOW MUCH SOCIAL MEDIA IS TOO MUCH?

The world of social media continues to grow, evolve, and be relevant across multiple generations! If your campground isn't using ANY social media, you need to start. However, is it possible to get too much of a good thing?

## QUICK

## TIPS

Be sure whatever option you choose between Facebook, Twitter, Instagram (and so many more) that you're CONSISTENTLY posting! Just having multiple profiles on various platforms isn't the right approach. It's crucial to encourage engagement with messaging that your viewers can expect to change!

Grab a calendar and make a plan. Schedule your posts in advance to save time and ensure that your posts include non-sales information like National Days to celebrate, pictures of your family or campers, etc.

**Bottom line:** If you're struggling to keep up with all the media options, use a service like Hootsuite to post in multiple places at once, or PICK ONE and get incredibly good at it! Being great at one thing will always be more effective than being "meh" at several.





No one loves to see a campground littered or full of trash! Hide a few pieces of garbage for your staff to find "treasure" so when they are doing their regular cleaning duties, they could potentially win a "bonus" prize of booty! Make sure you list where you placed the treasure so you can be sure to pick it up no matter what, haha! Coupons for a free drink, food, or \$10 gift cards are good ideas for prizes. Got seasonals? You could include them in the trash-to-treasure fun as well!

## QUICK TIPS

WACO NEWS | MARCH 2022 | Page 25

An advertisement for Tail Bangers dog treats. The background is a green field with stylized trees under a blue sky with a yellow sun and a crescent moon. In the center is a large logo of a brown dog's head wearing a yellow life preserver with three orange rings. To the left of the logo is a box of Tail Bangers treats, showing a dog and the brand name. Below the box is a small white camper van. To the right of the logo are several picnic items: a picnic basket, a campfire, a hot dog, a hamburger, a slice of watermelon, and a squirrel. A large yellow arrow points from the bottom left towards the website address. At the top right, the phone number (877) 725-2469 and Millsboro, DE are listed. At the bottom, a dark blue banner contains the slogan "Be The Person Your Dog Thinks You Are!" in white serif font.

(877) 725-2469  
Millsboro, DE

Tail Bangers™

VISIT OUR WEBSITE TODAY!  
[www.TailBangersWholesale.com](http://www.TailBangersWholesale.com)

Be The Person Your Dog Thinks You Are!





# **BOARD MEETING**

**May 3rd | 10:00 am  
Monks  
33 Hillman Road,  
Lake Delton**

**Excited to see you all for  
our final meeting before  
summer break!**





# 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.

Welcome to our new Board Members, Julie Michaels and Tiffany Pargman! Deneen Pedersen was also named the Board Secretary in our April Board Meeting - Congrats!



 <p><b>Scott Kollock, President</b> Vista Royale Campground <a href="mailto:skollock@uniontel.net">skollock@uniontel.net</a> 715-335-6860 2021-2024 1st Term</p>	 <p><b>Bud Styer, Past President</b> Jellystone Park™ Fort Atkinson <a href="mailto:mrbud@budstyerassociates.com">mrbud@budstyerassociates.com</a> 608-592-2128 2021-2022</p>
 <p><b>Ashley Weiss-Wegner, 1st Vice President</b> Wilderness Campground <a href="mailto:awegner@wildernesscampground.com">awegner@wildernesscampground.com</a> 608-297-2002 2018-2024 2nd Term</p>	 <p><b>Peter Hagen, 2nd Vice President</b> Pride of America <a href="mailto:petehagen@camppoa.com">petehagen@camppoa.com</a> 800-236-6395 2020-2023 1st Term</p>
 <p><b>Patricia Lombardo, 3rd Vice President</b> Equity Lifestyle <a href="mailto:patricia_lombardo@equitylifestyle.com">patricia_lombardo@equitylifestyle.com</a> 312-533-7255 2022-2025 2nd Term</p>	 <p><b>Brian Huth, Treasurer</b> Camping in the Clouds <a href="mailto:Brianhuth22@yahoo.com">Brianhuth22@yahoo.com</a> 920-422-4315 2020-2023 1st Term</p>
 <p><b>Deneen Pedersen, Secretary</b> Stoney Creek RV Resort <a href="mailto:deneen@stoneycreekrvresort.com">deneen@stoneycreekrvresort.com</a> 715-597-2102 2021-2024 1st Term</p>	 <p><b>Rob Brinkmeier, Director</b> Merry Macs Campground <a href="mailto:camp@merrymacscampground.com">camp@merrymacscampground.com</a> 815-541-4934 2020-2023 1st Term</p>
 <p><b>Sarah Krause, Director</b> River's Edge Campground <a href="mailto:camp@riversedgewisconsin.com">camp@riversedgewisconsin.com</a> 715-344-8058 2021-2024 1st Term</p>	 <p><b>Julie Michaels, Director</b> Scenic Ridge Campground <a href="mailto:jmmsrc@gmail.com">jmmsrc@gmail.com</a> 608-883-2920 2022-2025 1st Term</p>
 <p><b>Kristi Mlodzik, Director</b> Duck Creek Campground <a href="mailto:camp@duckcreekcampground.com">camp@duckcreekcampground.com</a> 608-429-2425 2021-2024 1st Term</p>	 <p><b>Tiffany Pargman Director</b> Indian Trails Campground <a href="mailto:camp@indiantrailscampground.com">camp@indiantrailscampground.com</a> 608-429-3244 2022-2025 1st Term</p>
 <p><b>Mark Stefan, Director</b> Grand Valley Campground <a href="mailto:info@grandvalleycampground.com">info@grandvalleycampground.com</a> 920-394-3643 2018-2024 2nd Term</p>	 <p><b>Jim Button, 2022 ARVC Representative</b> Evergreen Campsites and Resort <a href="mailto:evergreencampsites@gmail.com">evergreencampsites@gmail.com</a> 920-622-3498</p>
 <p><b>Adam Malsack, Chair Elect – Legislative</b> Lake Arrowhead Campground <a href="mailto:adam@lakearrowheadcampground.com">adam@lakearrowheadcampground.com</a> 920-295-3000 Appointed Term 2016-2023</p>	 <p><b>Lori Severson, Executive Director</b> Severson &amp; Associates <a href="mailto:lori@seversonandassociates.com">lori@seversonandassociates.com</a> 608-792-5915</p>





## **WACO OFFICE**

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

**[wisconsincampgrounds.com](http://wisconsincampgrounds.com)**

## **Severson & Associates**

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

**[lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)**

