

JULY



WACO NEWS

JULY 2022

JULY 2022

This past month has been trying for a lot of us. July is always tricky - and not just for a few of us! As you'll see in the water safety updates and our Executive Director letter, life can get challenging post-4th of July. Now is the time to remember why you started this business. Take a few minutes to enjoy SOMETHING - your family, a kind guest, an employee who steps up...a drink. Just remember your WACO family is always here for you, and let's charge into August with our heads held high!

Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members,

July has promised to bring us all types of interesting guests! While fielding many laughable guest issues and walking through what to do and not to do with members, I discovered something: Even though we laugh about it afterward, it's never so funny when it's happening to you. So here we go, the story of Felony Melony...

Two people were fighting over a silent auction item for a charity. Both determined they were the last to sign. Even though they were BOTH offered the same item for the price they claimed to list, their egos took over, and yelling led to fists flying. Staff quickly separated the two, and both were asked to leave the bar and return to their sites. The exit worked great for one minute until the wife of one of the patrons came back with her husband and insisted on being served as they had only had one beverage each. You can start a fist fight in front of your children over an autographed Wisconsin Badger Framed picture completely sober, apparently! The manager instructs the bartender not to serve the family and asks them to leave when the wife starts screaming the f word (not Family Fun) at the top of her voice.



inside...



The \$140 Billion Dollar RV Industry

P. 11



Don't Give Up! Even our E.D. Gets It!

P. 2

Letter from Your E.D.	P. 1
President's Letter	P. 3
Swim Bars - DATCP Update	P. 4
Financial Forte	P. 6
Keepin' It Legal	P. 8
RVIA Industry Update	P. 11
Water Safety Signage	P. 13
FAQs from Blackhawk	P. 14
Fall Workshops	P. 16/23
Social Media & Website	P. 18
GBF Updates	P. 24
WACO Celebrations	P. 25
WACO Out & About	P. 26
Board Listing	P. 27

She berates the manager and employees until they call the owner. The owner explains that the drinking has nothing to do with it, that the employees can't be talked to that way, and she needs to leave. She refuses, says she doesn't have to leave and can drink or stay in a public space if she wants to. The owner explains she is on private property and will need to go to her site immediately, or the police will be called to escort her. The owner then puts her hand on her shoulder to help guide her to the door when the wife begins screaming, "You put hands on me! Don't you dare touch me!" The owner says, no problem, however, you have to leave now, or I am calling the authorities. She leaves and goes back to her site. The following day she sends a text to the owner that reads, "You weren't around, or I would have shown you my bruises." Pictures were sent...of bug bites and alleged bruises. The owner says I understand, and if you feel something illegal happened, you should get in touch with the proper authorities. Later that evening, the owner receives a call from the manager, saying, "The police are here to see you! You are being charged with assault."

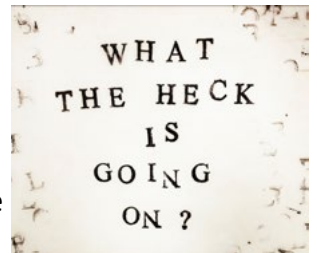
Morale to this story. I will never bitch about the cost of cameras again. I love that we have seasonal agreement removal letters on the members-only section, and you don't have to think. Just insert the campground name where Mark has directed. It's in Microsoft Word, ready to go - so it's fast and easy. And yes, your Executive Director could indeed be Felony Melony!



Resources are precious in our business and having the legal hotline and trusted advisor available to confirm what you think you know is invaluable. Our ability to rely on our partners like the Wisconsin Tavern League to ensure what you can or can't do indeed makes a difference. Having other owners you can call at 10 pm on a Saturday, who can laugh with you and maybe even at you a bit, is priceless! The whole situation was a great reminder of our power as a group - the ability to be a sounding board for each other! Even when you know for sure how to do something, there are times you need that confirmation. I know we have

been an excellent resource for that and this experience helped remind me that no matter how silly the situation is, at the time, it feels awful. Please know that at the WACO office, we truly understand that. We are blessed to hear your issues and all the other dirty little secrets around the United States! The experiences present perspectives and ideas of what works and doesn't. This situation is an example of sometimes, no matter how much experience you have or do, you can't fix stupid.

July is usually when campground owners genuinely look at what they are doing and ask themselves, "Is it really worth it?"



It's hard not to come down on yourself and your staff when a customer has a bad experience or perceives they have had a terrible experience. When you get that bad review from someone who didn't even camp or an enemy of a staff member is upset, they write a bunch of bad reviews. You get the guest who wants their money back because it rained and ruined their only vacation and the person who is bitter because their site has dirt on it. We have heard tales of:

- doggies grabbing other doggy's tails,
- kids bullying animal's,
- campers needing their service dogs at every moment and in your cabins,
- guests who plow down your pedestal's and expect payment for the damage done to their camper,
- guests who leave things on their site – like a clip from a gun (weird no one called lost and found for this one),
- guests who don't understand why quiet hour should apply to their site,
- or others who don't get why you can't check in early or leave late.

If you don't see enough of these from our WACO Members Only page, feel free to join the private group put together for just this – it's literally called the Padded Room of Rants! You can't

make this stuff up!

Ultimately, we all get very emotional because it's July, and we are working 24/7, shorthanded, and dealing with employee issues. We baby everyone, so they don't quit, deal with customers, manage crap reviews, juggle money, make business decisions, and tackle government issues and expansion problems. ALL THIS while trying to find time to balance family and life in general. The stress mounts, and it's challenging to look clearly at situations. John from Campgrounds4sale, will tell you he gets the most calls in July with the highest number of "just kidding" in October.



The bottom line is when you are looking at your business decisions and your membership return on your investment, please remember that we are all here for each other. It's not just the WACO staff you are getting. You are getting help from people who have lived this life and this industry for generations, along with new members full of new ideas! Together we can move mountains! And for sure, keep each other out of jail.

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

From the Office of the President

Scott Kollock, WACO Board President



Dear Members:

Happy "after the 4th of July and we all survived!" It looks like we are in the swing of things now! The WACO office is working on sending out renewals, so I thought I'd mention a few of our organization's many benefits.

- One of the most recognized benefits is networking. Having the ability to ask another campground owner for advice or ideas is so valuable. It's fantastic not to have to recreate the wheel! So many times, we spend countless hours looking up a code or wanting to get a quick answer.
- The Facebook members-only page and the WACO office all provide swift responses.
- The relationships your WACO office has developed with the State officials are precious.
- Our convention is second to none. We have an amazing number of vendors to purchase everything you need at a time when you need it!
- The education and opportunities for networking are fantastic.
- If you haven't been to a fall workshop, they are really informative. I don't think I've ever left one where I didn't learn something. The opportunity to go through everything and ask any question is unique! I appreciate all the discussions, and it's an excellent opportunity for me to learn what you guys like about WACO and what we need to improve.
- Our legal hotline is one of the best things our WACO office has developed! Having the ability to ask a quick question is indeed a value! Mark Hazelbaker has made it his mission to learn as much as possible about our industry, likely saving members a ton of money.
- The printing & distribution program saves so much time and money for members!
- Our legislative program keeps us in touch with the folks who make decisions for our members, and we know how important that is!
- Our National Association provides many benefits at the National level as well. WACO now has a program for campgrounds who haven't

tried the ARVC benefits. If you are a first-year ARVC member, we have a donor from Wisconsin that will pay half of your ARVC dues, and ARVC will match it, so there is no payment due for your first year. ***This matching program allows you to join and check out the benefits at no charge for the first year.***

- Our advertising is staying up with the times with the new additions to the Severson Staff, and we even received a nice grant thanks to Tina. The DMO grant will provide close to \$40,000 to create a better website and possibly an app!

I'm proud of where we are with our Association, and I hope you also recognize the value of your membership.

As always, if you have any issues or if you have any questions, please ask them. And as always, I'll get you that answer, you might not like the answer, but you will always get an answer!

Scott

Respectfully,
Scott Kollock,
President of the WACO Board of Directors

SWIM UP BARS

***Respectfully submitted by Mary Ellen Bruesch MS, REHS/RS
Environmental Health Technical Specialist-Public Pools and Water
Attractions Division of Food and Recreational Safety, WI DATCP***



Since 2012, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has worked with pool owners who are interested in having a swim-up bar, and DATCP has issued several experimental or variance approvals for these. The experimental approval or variance was necessary because the swim-up bar pools could not meet the regulations in Wis. Admin. Code ATCP 76.

Specifically, the approval was necessary to address food and drink within the basin, and the use of glass behind the bar, immediately adjacent to the pool. Additionally, approval by the Department of Safety and Professional Services (DSPS) was linked to a specific recirculation rate, water temperature, and seating for the bar, which is considered an obstruction.

Recently, DATCP was approached by a swim-up bar operator who requested to end the experimental status and make their approval permanent. DATCP reviewed the approval conditions and obtained input from sanitarians who inspect these swim-up bars to learn whether there were any problems associated with their operation. The sanitarians were not aware of any problems, and DATCP concluded the approval could be made permanent and

some of the requirements could be removed. The approvals align with the proposed revised Wis. Admin. Code ATPC 76 because the need for a dedicated attendant has been removed (the bar tender is assumed to be able to supervise the swim-up bar) and the revised code addresses food and drink in swim-up bar pools, as well as glass behind the bar.



Below is the current list of requirements:

1. The pool area is enclosed and only accessible to adults.
2. All drinks allowed in the pool will be served in plastic glasses with tight fitting lids. Bottled beverages shall be in shatterproof containers.
3. All ice and other requirements for cocktails will be done on the dry side of the bar away from the pool side.
4. No glass bottles or other glassware shall be stored on the bar top.
5. Cocktail mixing shall not occur on the bar top.
6. The pool temperature shall be below 95°F.
7. The pool shall be capable of maintaining the DSPS-approved turnover rate.
8. Pool testing shall be conducted pursuant to Wis. Admin. Code § ATPC 76.18.

If you have questions, please contact Mary Ellen Bruesch at maryellen.bruesch@wisconsin.gov.

.....

DON'T FORGET!

ARVC MUSIC LICENSING OPENS IN AUGUST

Open enrollment for music licensing will open in early August. Be on the lookout in the coming weeks for information on updates, rates, and how to advise members to purchase the drastically discounted license(s) for 2023. If you have questions about music licenses, please contact membership at membership@arvc.org, through the chat on our website, or 303-681-0401 option 2.



Keep an eye out for an announcement about a new partnership with WACO and ARVC that can help NEW Members save money!



FINANCIAL FORTE

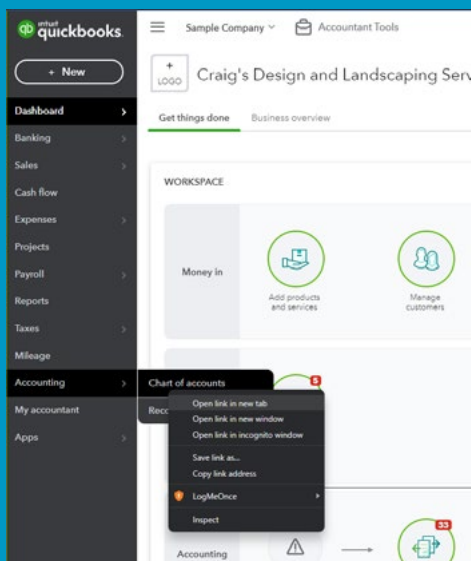
Financial strategy, insurance, legal, and HR are the four most common pain points business owners wrestle with every day. The WACO Association is here to provide helpful tidbits wherever we can. Fortunately, we have Christine Metcalf and her staff at CSAW Associates to assist with our accounting concerns! 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.

As we wrap up July and get closer to August, our clients are extremely busy. Below are some tips to help make things less crazy with accounting!



Now that the camping season is in full swing, and things are heating up (both figuratively and literally) we know many members are looking to save all the time they can on their day-to-day tasks just to make sure they can get everything done. With that in mind, we thought we would share 3 quick QuickBooks Online tips and tricks to make your lives a little easier!

transactions in your bank feed. Sometimes, however, you may need to look at another section of your books to complete your transaction. Rather than abandon your work in progress, we advise you to **ALWAYS** open a second tab by right clicking on a different section right when you first log in. This will allow you to navigate QuickBooks while still leaving your work in progress. Stop losing progress, **OPEN A SECOND TAB!**



1. OPEN A SECOND TAB!

There are many screens in QuickBooks online that will lock you in place until you either finish or leave like invoices, deposits, or splitting

2. RULES & CATEGORIZATION HISTORY

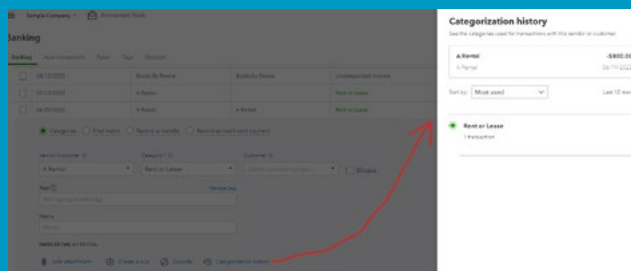
RULES

When going through your bank feed you may see transaction that happen over and over and over again that are *always or almost always* for the same thing from the same person (eg: your deposits from your CC processing company). By Creating rules, you can have QuickBooks pre-fill in the fields you need allowing you to simply review and approve large batches quickly and easily. **We do not recommend auto-adding transactions with rules.** There's always the odd exception or an amount that could use further investigation that auto-adding will keep from your notice.



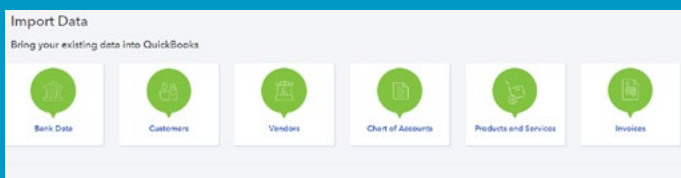
CATEGORIZATION HISTORY

A new feature QuickBooks has rolled out now allows you to look back at what a certain vendors charges have been categorized as before. This can be great if you stuck picking between categories or want a quick reminder as to what the account is called.



3. IMPORT EVERYTHING

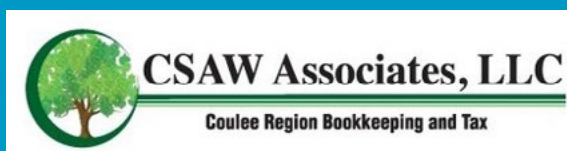
Anything that *can* be imported *should* be imported. From bank feeds to Credit Card Transaction, to data from your Point of Sales, you can import almost everything you need. Importing saves time and effort by mass adding data into your QuickBooks saving you entry time. Many POS systems and Banks can automatically feed directly into QuickBooks online and QuickBooks has several tools to manually import almost everything else. They even provide a few helpful templates to make sure your data feeds in how you want it to. Anything you don't have to manually enter is a good thing!



FINANCIAL FORTE

We hope these tips help keep you out of the office worrying about your books and spending more time running your campground and growing your business! But if you find yourself needing an extra hand, need help working on your integration or rule making, or any other bookkeeping software or best practice questions, CSAW Associates is here to help.

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 integration 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
Christine Metcalf

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.

CARRYOVER IMPACT: WHAT HAPPENS TO EXISTING SEASONAL AGREEMENTS WHEN YOU SELL?

Respectfully Submitted by Mark B Hazelbaker, WACO Legal Counsel

When a campground is sold, is the new owner required to honor the seasonal agreements executed by the former owner? How should the former owner deal with camper complaints about new owners? The significant number of campground sales in the past several years have made the issue important.

WHAT KIND OF AGREEMENT?

The short answer to the question is: if the seasonal agreements are leases, they are binding on the new owner unless there is a clause which terminates the leases if the campground is sold. If the agreement is a contract – which is what WACO strongly recommends – it is not binding on the new owner unless there is a clause that requires the campground to mandate that any buyer agree to honor the agreements. Those short answers, of course, require more explanation.

A lease is a contract, but it is more. It grants the tenant an “estate” in the leased property. So, if your seasonal agreement uses the words “tenant,” “renter,” “landlord,” “rent,” “evict,” “lessor,” or “lessee,” the camper may have a tenancy in the campground. Tenancies cannot be terminated unilaterally by the landlord. The landlord has to give the tenant notice of termination – and

specify grounds. Sale of the campground is not grounds to terminate a lease. And if the tenant does not remove from the property, the landlord must go to court to evict the tenant. There must be proof the tenant breached the lease. If it sounds like it is hard to remove a tenant, you're correct. It is hard. That's why WACO has recommended that campgrounds enter into seasonal agreements which do not use lease terminology.

Campgrounds are not rental property. They are places of lodging. Lodging is a contractual relationship which can be terminated by the owner at pleasure, unless the contract contains some kind of limiting language. The WACO model seasonal agreement has been drafted to give the campground complete control over guests. Campers are in close proximity to one another. If they choose to misbehave, the campground needs the ability to get them out without delay.





WHAT HAPPENS IN A SALE?

When a potential buyer starts inquiring about a campground, one of their biggest concerns is the guest roster. How many sites are filled? How much are they paying? What portion of the sites are seasonal as opposed to overnight guests? What do the seasonal agreements say?

In every real estate transaction, buyers review that and other information to make sure the property is worth what they are proposing to pay for it. As you all know quite well, a campground needs to generate enough income to pay its operating expenses and generate income to compensate the owners for their time and investment.

In some recent sales, buyers have evaluated campgrounds and concluded that a different operating model would generate more money. The buyer is willing to pay a substantial price, reflecting the buyer's belief that they can increase the cash generated by campers.

Sometimes, sales occur between seasons. If a sale closes in February, for example, seasonal agreements for the upcoming summer were offered months ago. Probably almost all the seasonals signed agreements for the next season and made a deposit.

The WACO model seasonal agreement does not

require the campground to make the seasonal agreement binding on any campground purchaser. Nor should any campground owner agree to make the agreement binding on a purchaser. The buyer should have the right to decide what to do with the campground. But – that's not the end of the discussion.

It is possible, with the WACO model agreement in place, for a buyer to contact all the seasonals with a notice terminating their agreement and directing them to leave. That can be done in the middle of a season. But doing so is, to say the least, a harsh action. The seasonals signed a contract and paid a deposit. Even though the agreement indicates it is terminable at will, there is a question of fairness.

There also is the reality that the government is always watching. If campground owners use their power in too drastic a fashion, they invite legislators or even state agencies to step in and adopt statutes or modify rules. Right now, Wisconsin law does not limit the authority of campground owners to remove guests at pleasure. Be aware, though, that a few mobile home park owners pushed the limits decades ago, and wound up prompting the State to adopt rules which impose draconian limits on mobile home owners.

THE FORMER OWNER'S ROLE

When I counsel campground (and every other business) buyers, I always tell them not to accept any terms on which the former owner of the business will remain on the property or as an employee or consultant. When people have run a business their way for years, it's often hard to let go. Candidly, if a campground owner does not want to let go of control of a campground, don't sell it. But if you do sell it, walk away. Answer questions when you are asked, and refrain from offering opinions when you aren't.

The new campground owner will hear from the campers all the time what the former owners used to do or wanted to do. It's not that different from what happens when a substitute teacher shows up at school. "We've always done it this way," you will hear. "Not anymore," is what they need to hear in response.

Above all, please do not take the campers' sides against the new owner. You are the reason the new owner is there. Give them a break.

NEW FOR 2023 – PROPOSED MODEL RULES FOR CAMPGROUNDS

There is a set of model rules for campgrounds which will be released with the 2023 Seasonal Agreement. I have spent years reading campground rules. They range from more than a dozen pages of detailed proscriptions for everything that can happen at the campground to many much shorter documents. The Model leans in the direction of short and general, while trying to stake out a broad scope of coverage.

I'm not confident that people read the rules, but it seems a lot more likely they'll read shorter rules which are easy to read. The rules state expectations – respect the privacy of other campers; operate vehicles safely and not more than 5 mph, and so on.

I would be interested in your reactions. There would be some value in moving toward more uniform campground rules, if only so that when campers go somewhere else, they see similar sets of expectations. Of course, every campground needs to address its own issues. I hope these model rules help find the right tone with your guests.



Mark Hazelbaker, SC
WACO Attorney

608-525-2326

wacolegal@gmail.com



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

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

CAMPSPOT 616-226-5500 sales@campspot.com

Evergreen Campsites & Resort
Wild Rose, WI (48 miles)
5.0 (10 reviews)

**Keepin'
it Legal
Cont'd**

The RV Industry is a \$140 Billion AMERICAN-MADE Industry

There is a fundamental change happening in the way Americans travel, work, and live. More and more people are choosing RVs as their preferred option for travel as they prioritize spending time in the great outdoors and embracing the freedom that comes with RVing.

Just how much the RV industry has grown is captured in the new [*RVs Move America Economic Impact Study*](#), released by the RV Industry Association. The study revealed that the RV industry has an overall annual economic impact to the US economy of \$140 billion, supporting nearly 680,000 jobs and paying more than \$48 billion in wages. This is a 23% increase in economic output in just the past three years.

“More Americans than ever before have discovered RVing and the incredible physical and mental health benefits that come from living an active outdoor lifestyle,” said RV Industry Association President & CEO Craig Kirby. “The American-made RV industry is an essential part of the American economy that supports \$140 billion in economic output and hundreds of thousands of well-paying jobs.”

The \$140 billion total annual RV industry economic impact includes:

- **\$73.7 billion generated by RV manufacturers and suppliers**
- **\$35.7 billion by RV campgrounds and related travel**
- **\$30.5 billion by RV sales and service activities**

In addition to the economic impact, the RV industry pay \$13.6 billion in federal, state, and local taxes.

“Every resident in America benefits from the substantial tax revenue brought in by the RV industry,” continued Kirby. “Taxes that fund roads, bridges, education, and the parks and recreation areas our customers visit.”

The 65 million Americans who plan to go RVing this year contribute not only generally to the US economy, but to the entire outdoor recreation economy, which according to the US Department of Commerce's Bureau of Economic Analysis represents 1.8 percent of the US Gross Domestic Product. Camping and hiking, and even boating and fishing, are often not just activities in themselves, but start and end with a destination reached in an RV.

The RVs Move America Economic Impact Study includes all companies involved in the manufacture,

The RV Industry, Cont'd.

sale, rental, repair, storage, and service of RVs, as well as in the aftermarket industry, financing, and insurance of RV purchases. The economic impact of campgrounds and trip spending during RV travel is also captured in the report.

Not surprisingly, the greatest economic impact of the RV industry is felt in states with the presence of significant manufacturing facilities and robust RV sales. Indiana – where the RV manufacturing industry was founded – tops the list of states with its more than \$38 billion in total economic activity, followed in order by California, Texas, Florida, Ohio, and New York. A total of 31 states each accounted for at least \$1 billion in total economic activity.

The economic impact of each state and congressional district can be found at www.RVsMoveAmerica.org.

ABOUT RV Industry Association: With offices in Reston, Va. and Elkhart, Ind., the RV Industry Association is the leading trade voice of the \$140 billion dollar RV industry, representing approximately 480 manufacturers and component and aftermarket suppliers who together produce 98 percent of all RVs made in the United States, and approximately 60 percent of RVs produced worldwide.

RV INDUSTRY
ASSOCIATION



AccessParks

(877) 725-2469
Millsboro, DE

Tail Bangers™

VISIT OUR WEBSITE TODAY!
www.TailBangersWholesale.com

Be The Person Your Dog Thinks You Are!

Support for Our Members

In light of recent events that have tragically occurred at some of our member's campgrounds this year, WACO connected with our Mark Hazelbaker to see if there was anything we could do as business owners. Of course, safety is the first concern for any campground while protecting the business you work so hard at daily. Unfortunately, there is nothing that you can do to prevent ALL risks of drowning. Fortunately, they are rare.

Mark reminded us that you might remember in 2016, WACO won the approval of legislation limiting campgrounds' liability for inherent risks of

camping. That law limits liability for injuries sustained in natural bodies of water.

The law applies whether you place signs or not. Mark suggests placing a sign informing guests that the campground does not provide lifeguards and is not liable for injuries sustained in the water.

We've also developed signage linking to [895.519 Civil liability](https://www.wisconsin-campgrounds.com/legal/) exemption and private campgrounds with a QR Code.

Examples of that signage are below and available under the SIGNAGE section of the WACO Members Only section of the legal documents: <https://www.wisconsin-campgrounds.com/legal/>

**WARNING!
SWIM AT
OWN RISK!**

THE POND IS AVAILABLE FOR SWIMMING AND WATER SPORTS. USE OF THE POND IS *AT YOUR RISK*. YOU ARE RESPONSIBLE FOR THE SAFETY OF YOURSELF AND OTHERS IN YOUR PARTY!



AS PROVIDED BY SECTION 895.525 OF THE WISCONSIN STATUTES (QR LINK TO THE LEFT)

**WARNING!
SWIM AT
OWN RISK!**

THE POOL IS AVAILABLE FOR SWIMMING AND WATER SPORTS. USE OF THE POOL IS *AT YOUR RISK*. YOU ARE RESPONSIBLE FOR THE SAFETY OF YOURSELF AND OTHERS IN YOUR PARTY!



AS PROVIDED BY SECTION 895.525 OF THE WISCONSIN STATUTES (QR LINK TO THE LEFT)

Our heart goes out to members recently affected by these incidences, and we hope they can move forward knowing they are all doing their best.



FAQs from Blackhawk Bank for Campgrounds

Respectfully Submitted by our Sponsor, Blackhawk Bank

At Blackhawk Bank, we understand the challenges, as well as the opportunities of running a campground or an RV park in different areas of Wisconsin and Illinois. We also know that you deserve a rewarding, enjoyable, and profitable experience when running your business. That's why we make our banking relationships easy as well as useful. We'll listen to your special requirements and offer different solutions for your current and future business needs. We'll help your campground or RV park remain competitive with favorable campground, RV park, and SBA loans.

WHAT KIND OF LOAN DO I NEED FOR A CAMPGROUND?

The best way to choose the most suitable type of regular or SBA loans for your campground or RV park business in Wisconsin is to consult experienced bankers who've been providing such services for many years.

At Blackhawk Bank, we work according to your specific needs and requirements to help you obtain either a conventional line of credit or apply for a specialized SBA loan. This way, we ensure you secure the financing you need in a quick, easy, and efficient manner. Please feel free to contact us at your convenience.

HOW DO YOU FINANCE AN RV PARK?

There are several aspects you have to pay attention to when considering how to finance your

RV park in Illinois or Wisconsin. When it comes to securing the necessary funds, it's best to opt for a specialized campground and RV park loan, or an SBA financing option.

However, there are other expenses associated with running an RV park that you have to keep in mind. These include:

- Taking care of the down payment
- Securing additional cash for general operating expenses
- Ensuring you have additional financing for potential expansion and development



HOW DO I FIND A BANK FOR MY RV AND CAMPGROUND PARK LOAN?

When you're looking to secure a loan for your RV park and campground business in Wisconsin, it's important to choose a reputable bank that will not only provide the loan, but also advise you on how to choose the best financing solution.

Pay attention to the following criteria before mak-

ing your decision:

- **See whether the bank offers start-to-finish support** for the duration of your process.
- **Choose a bank that partners** with relevant institutions connected to RV parks and campgrounds.
- **Find a bank that offers different types of loans**, including SBA options.
- **Look for a bank with many years of experience** providing services you require.
- **Hire a bank that offers other additional services**, such as business transition planning, alternative payment plans, and tailored financial terms.

What's more, make sure to choose a bank that offers the following additional services and benefits:

- Custom financial terms
- Alternative payment options and plans
- Fast process of approval
- Protection against fraud
- Merchant services and treasury management
- Advisory services for your online strategies and website management
- Consulting services regarding your human resources
- Succession and business transition planning

WHO OFFERS EASY & EFFICIENT CONVENTIONAL AND SBA LOANS FOR CAMPGROUND & RV PARKS IN WISCONSIN?

Blackhawk Bank specializes in [different types of business banking services in Wisconsin](#). Our bankers can advise you on the most suitable financial option for your campground and RV park business. We ensure a convenient, fast, and custom-made service.

We have more than a 100 years of experience and ample professional success. We're here to help you choose the [right type of loan for your campground or RV park](#). Our

bankers offer comprehensive guidance from the moment you contact us to the moment you receive your financing. Give us a call today and make the first step toward a better future for your business.

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.



Create a financially stable future for your guests, your employees, and for yourself:

Develop a succession plan.

Our Certified Exit Planners have the tools you need for successful transition planning.

- Help define your goals and assure the longevity of your business.
- Objective valuations of your property and business assets.
- Help you identify your priorities, reduce stress and leave much less to chance.



Phil Whitehead
CEXP™
608.713.1997
pwhitehead@blackhawkbank.com



Jim Reynolds
CEXP™
815.986.7120
jreynolds@blackhawkbank.com

blackhawkbank.com/business/financial-guidance-for-campgrounds-and-rv-parks

MEMBER FDIC EQUAL HOUSING LENDER



JOIN US at the 2022 Fall Workshops!

**September
27–28, 2022**

Oasis Campground

Your Hosts: Ryan Davis, Troy
Clendenning & Laura Bliven
N4398 Elizabeth Lane,
Hancock, WI 54943
oasishancock@yahoo.com
(715) 249–3322

Camping Option:

Camp at Rivers Edge or Oasis Campground:
Cabins and sites available.
\$35 for a site or \$75 for a cabin
Call (715) 249–3322 to reserve!

Hotel Options:

Holiday Inn Conference Center:
WACO rate is \$82.00 per night.
1001 Amber Ave. Stevens Point WI
Call (715) 344–0200 to reserve!

AmericInn: WACO rate is \$79.99 per night.
Room block code is **GCWACO**.
1501 American Drive Plover WI
Call (715) 342–1244 to reserve & Book Early! Room
block is dropped on August 27, 2022!

<https://www.wisconsincampgrounds.com/fall-workshops/>

**October
11–12, 2022**

Champions Riverside Resort

Your Hosts: Ryan Lipke & Lisa Black
W16751 Pow Wow Lane,
Galesville, WI 54630
camp@championsriversideresort.com
(608) 582–2995

Camping Option:

Camp at Champions Riverside Resort:
Cabins and sites available. No charge for
lodging – Call (608) 582–2995 to reserve.

Hotel Option:

Comfort Inn:
WACO rate is \$65.00 per night.
1223 Crossing Meadows Dr.,
Onalaska, WI 54650
Call (715) 344–0200 to reserve.

**Full itinerary has been
emailed to you!
See registration
information on website
and later in this issue!**



2022 Fall Workshop Registration Form

Please be sure to pre-register for this event!
Mail To: PO Box 228 | Ettrick, WI 54627 – Fax To: (608) 582-2328
Email To: danielle@seversonandassociates.com

You are welcome to bring family and employees to this event. The fee is the same no matter if you have 1 or 20 members from your campground!

WACO MEMBER FEE:

\$40 FOR ONE WORKSHOP
\$75 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

NON-MEMBER FEE:

\$55 FOR ONE WORKSHOP
\$105 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

****MEALS & LODGING COSTS ARE NOT INCLUDED****

Registration Information:

Campground Name: _____

Contact Name: _____

Contact Phone: _____

Email: _____

Number of People Attending In Your Group: _____

Workshop Choices:

- ☐ September Workshop Only
☐ October Workshop Only
☐ Both September & October Workshops

Total Amount Due: \$ _____

Payment Method: ☐ Please Invoice Me

☐ Check Enclosed

Check #: _____

Card Type: ☐ MasterCard ☐ VISA
☐ Discover ☐ AmEx

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Billing Zip Code: _____

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - JUNE 2022

Content overview

Explore noteworthy trends from the content you recently created and shared.

Facebook posts

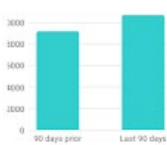
Facebook stories Instagram posts Instagram stories

Organic reach

Post reach

10.7K \uparrow 16.6%

Total from last 90 days vs 90 days prior



Median post reach per media type

For posts created in the last 90 days



Median post reach per content format

For posts created in the last 90 days



Organic engagement

Post reactions, comments and shares

359 \uparrow 9.2%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares

per media type

For posts created in the last 90 days



Median post reactions, comments and shares

per content format

For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



This post reached 1,545 more people (5,433 people) than your median post (489 people) on Facebook.

Highest reactions on a post



This post received 2,891 more reactions (29 reactions) than your median post (0 reactions) on Facebook.

Highest comments on a post



This post received 46 comments compared to your median post (0 comments) on Facebook.



Boost post

GIVEAWAY We're giving away \$50 camping gift certi...
June 22, 2022 at 7:00 PM
ID: 8879687232037291

Interactions

21 reactions

23 comments

22 shares

Performance

Reach

Total

1,545 Worst Best

This post reached more people than 92% of your 50 most recent Facebook posts and stories.

Reach

1,545

Reactions, comments and shares

Total

66 Worst Best

This post received more reactions, comments and shares than 98% of your 50 most recent Facebook posts and stories.

Reactions

21

Comments

23

Shares

22

Results

Total

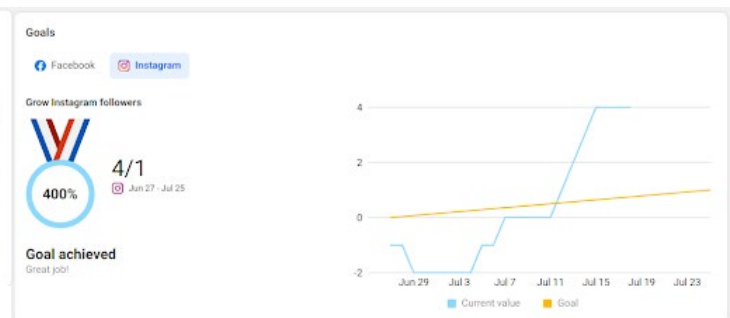
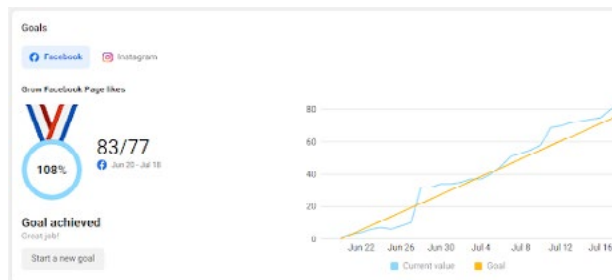
127 Worst Best

This post received more link clicks than 96% of your 50 most recent Facebook posts and stories.

Link clicks

127

Top Facebook Posts & Goals

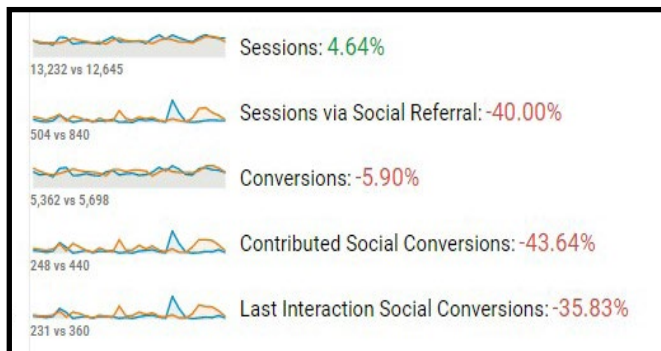


JUNE INSIGHTS:

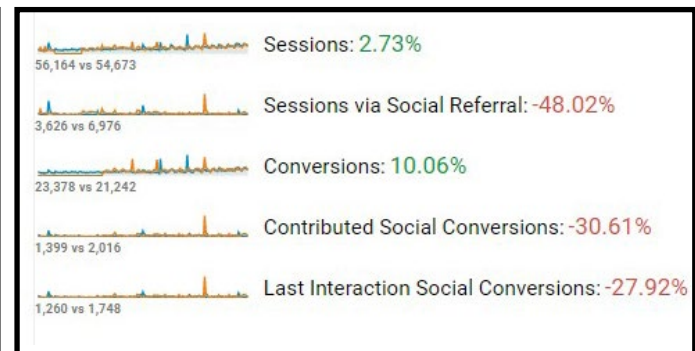
Total FB current likes: 9,240 (+118 from May)
Total FB current followers: 9,685 (+48 from May)
Total IG current followers: 501 (+4 from May)



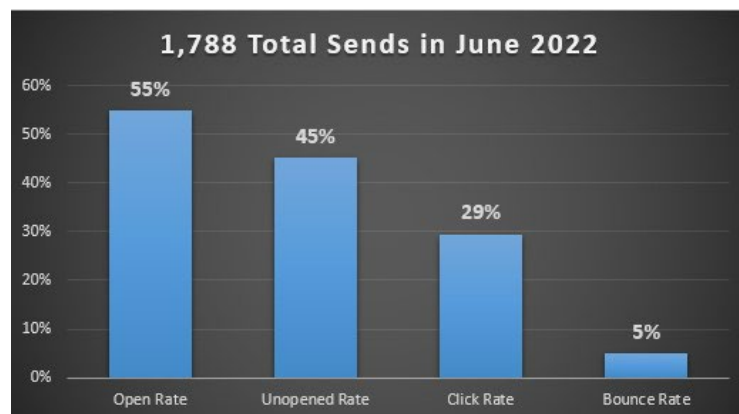
June 2021 vs 2022 Social Media Referrals to Website



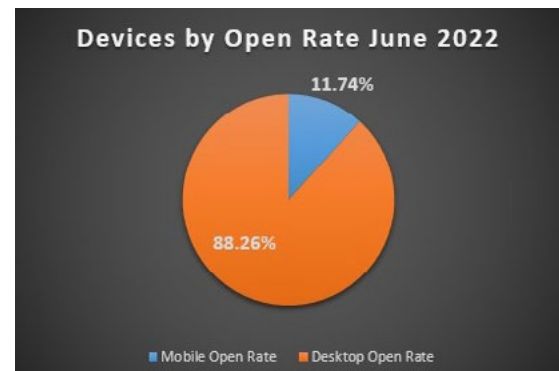
Jan-June 2022 Compared to Jan-June 2021



June 2022 Email Stats



June 2022 Open by Device



Top Emails by Open Rate for June 2022

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Agreement for Selling a Camping Unit	199	135	71.80%	13.80%	86.20%	63	33.50%
2022 Fall Workshop Information	198	120	64.50%	12.10%	87.90%	27	14.50%
Scam Alert: Asking for gift cards	212	125	62.20%	8.00%	92.00%	0	0.00%
WACO 2023: Room Block Open	199	116	61.70%	10.60%	89.40%	27	14.40%
2022 Fall Workshop Sponsorship Opportunities	201	105	54.40%	13.50%	86.50%	13	6.70%
June 2022 Newsletter	396	197	52.30%	11.70%	88.30%	78	20.70%

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





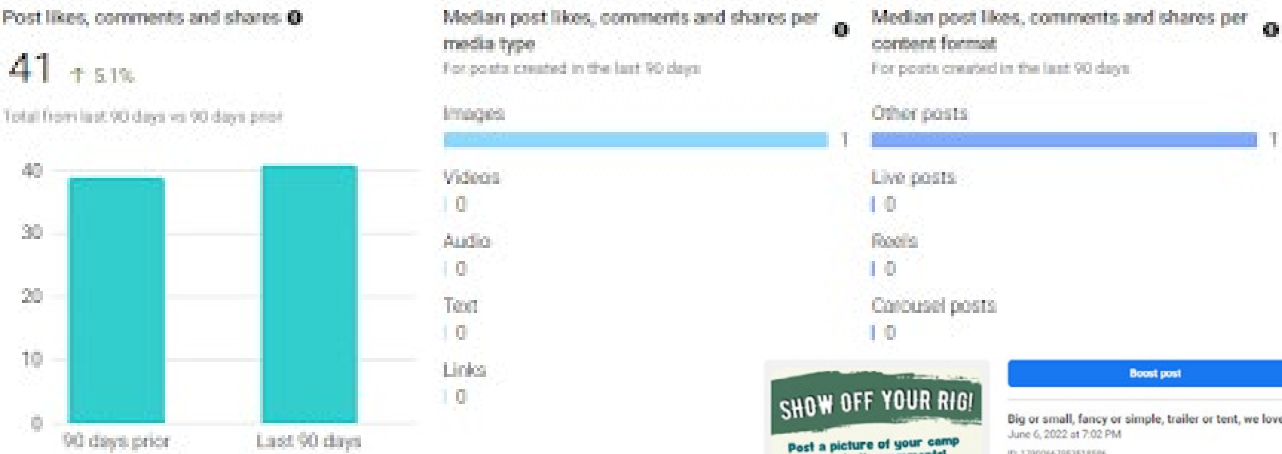
Content overview
Explore noteworthy trends from the content you recently created and shared.

Facebook posts Facebook stories **Instagram posts** Instagram stories

Organic reach



Organic engagement



SHOW OFF YOUR RIG!

Post a picture of your camp set up in the comments!

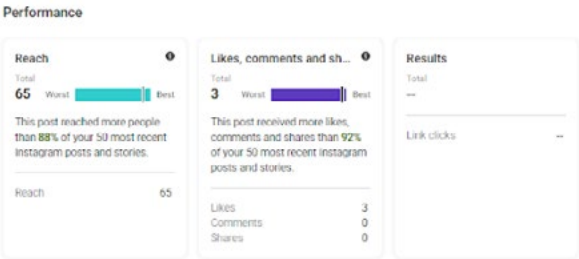
Boost post X

Big or small, fancy or simple, trailer or tent, we love ALL co...
June 6, 2022 at 7:02 PM
ID: 17900667953518586

Interactions

3 likes 0 comments

Instagram June 2022 Stats





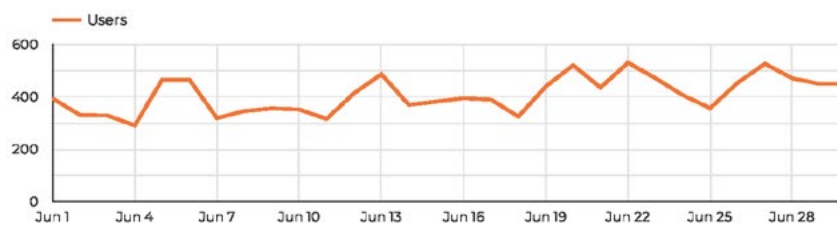
WACO June 2022 WEBSITE ANALYTICS

Channel

Device

Jun 1, 2022 - Jun 30, 2022

Your audience at a glance



Users
11,083

New Users
10,777

Number of Sessions per User
1.19

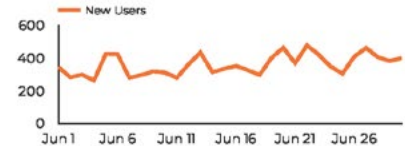
Sessions
13,232

Pageviews
38,355

Pages / Session
2.9

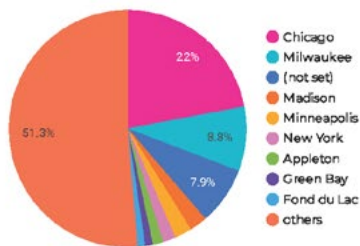
Avg. Session Duration
00:02:27

Bounce Rate
52.52%



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

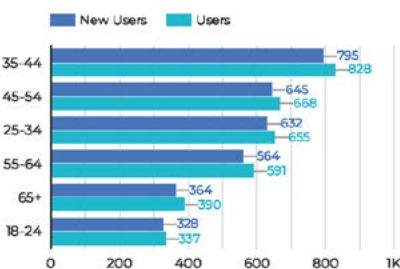
Cities where they log on



More Variety

WOW our reach with just one month of new SEO in place is certainly growing our user markets! New York on the map with a big enough slice to be noted? CRAZY! Chicago area grew from less than 5% to 22% and Milwaukee grew from less than 5% to almost 9%. We will continue to monitor this monthly to determine any additional tweaks that need to be made for increased traffic to the site...which equates to increased visibility of your campground!

Age breakdown

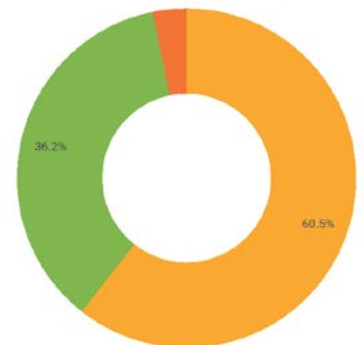


35-44 Seeing Most NEW Users

The past 5 months, this age group continues to be our top target market - which is also reflected in the Jan-June 2022 on the next page.

This area will reflect a large jump in users overall since our website visitors jumped from 5,913 to 11,083 from May to June. Take a look at the monthly YOY comparison to see more!

What device are people using?



Device	Users	New Users
1. mobile	6,745	6,580
2. desktop	4,034	3,851
3. tablet	362	350

1 - 3/3 < >



15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

Jan-June 2022 YTD WEBSITE STATS



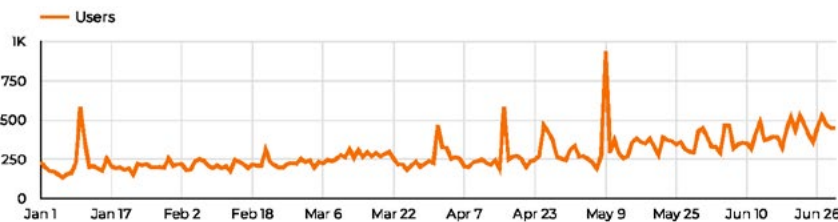
Year to Date: January - June 2022

Jan 1, 2022 - Jun 30, 2022

Channel

Device

Your audience at a glance



Users

45,075



New Users

44,837



Number of Sessions per User

1.25



Sessions

56,164



Pageviews

176,825



Pages / Session

3.15



Avg. Session Duration

00:02:53

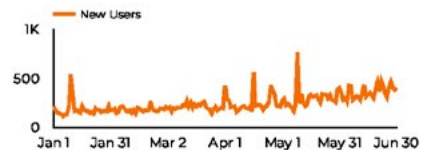
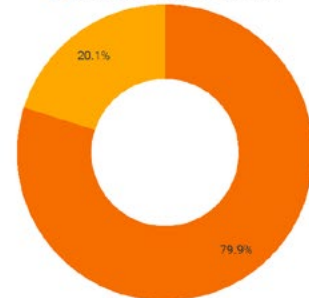


Bounce Rate

51.68%

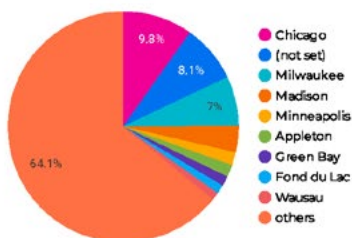


New Visitor Returning Visitor



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

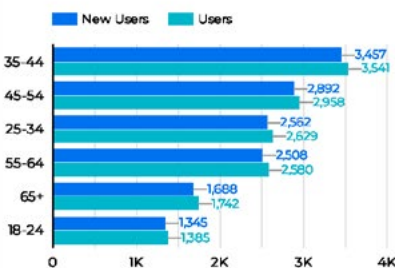
Cities where they log on



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 we put the DMO grant funds to use, we should see this pie split into other areas with a more noticeable concentration based on the areas we choose to target.

Age breakdown

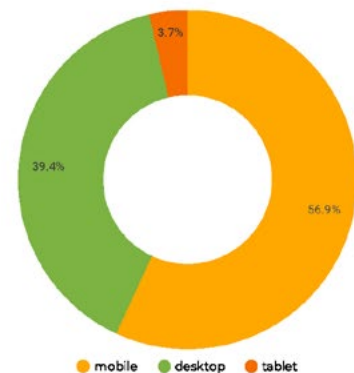


We have a new age bracket that seems to be taking over on the website traffic if you just look at Jan-April users/new users: Most users are 35-44.

However, combined ages 18-34 make up our largest group of website visitors!

Be sure you switch up your social media platforms to hit all the right age groups and we'll do the same at the office!

What device are people using?



Device	Users	New Users
1. mobile	25,707	25,424
2. desktop	17,832	17,777
3. tablet	1,671	1,661



2022 Fall Workshop Sponsor Form

Mail To: PO Box 228 | Ettrick, WI 54627 – Fax To: (608) 582-2328

Email To: danielle@seversonandassociates.com

Company Name: _____

Contact Name: _____ Phone: _____

Email: _____

SEPTEMBER 27, 2022 – SPONSOR OPPORTUNITIES:

☐ **EXCLUSIVE LUNCH SPONSOR - \$1,500**

☐ **...OR JOINT SPONSOR AT \$750**

YOUR COMPANY SPONSORS LUNCH FOR CAMPGROUND OWNER ATTENDEES AT OASIS CAMPGROUND IN HANCOCK, WI. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

☐ **EXCLUSIVE DINNER SPONSOR - \$2,000**

☐ **...OR JOINT SPONSOR AT \$1,000**

YOUR COMPANY SPONSORS DINNER AT BULLHEADS BAR & GRILL IN STEVENS POINT. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

OCTOBER 11, 2022 – SPONSOR OPPORTUNITIES:

☐ **LUNCH SPONSOR - \$1,500**

☐ **...OR HALF-SPONSOR AT \$750**

YOUR COMPANY SPONSORS LUNCH FOR CAMPGROUND OWNER ATTENDEES AT CHAMPIONS RIVERSIDE RESORT IN GALESVILLE, WI. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

☐ **LA CROSSE QUEEN BOAT CRUISE - \$2,500**

☐ **...OR HALF-SPONSOR AT \$1,250**

LOCATED AT 405 EAST VETERANS MEMORIAL DRIVE IN LA CROSSE. YOUR SPONSORSHIP INCLUDES A DISPLAY ON THE BOAT AND AN OPPORTUNITY TO ADDRESS THE CAMPGROUND OWNER ATTENDEES.

☐ **DINNER SPONSOR - \$2,000**

☐ **...OR HALF-SPONSOR AT \$1,000**

YOUR COMPANY SPONSORS DINNER AT CHAMPIONS RIVERSIDE RESORT IN GALESVILLE. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

Total Amount Due: \$ _____

TOTAL FROM ALL SPONSORSHIP CHOICES ABOVE.

Payment Method: ☐ **Please Invoice Me**

☐ **Check Enclosed**

Check #: _____

Card Type:

☐ **MasterCard**

☐ **VISA**

☐ **Discover**

☐ **AmEx**

Credit Card Number: _____

Expiration Date: _____ **CVV:** _____

Billing Zip Code: _____



GBF APPRECIATES WACO MEMBERS

Summer is here, which means GBF is out and about visiting campgrounds and raising funds for over 56 WI-based charities.



Campground	Total Funds Raised
Wilderness Campground	\$5,665
Duck Creek	\$5,300
Champions Riverside Resort	\$3,400
Vista Royale Campground	\$3,000
Stoney Creek	\$2,310
Blue Bird Family Campground	\$2,240
Grand Valley Campground	\$1,650
Lake Arrowhead	\$1,480
Pineland Camping Park	\$990
Whispering Pines	\$675
Buffalo Lake	\$550
Whiskey Creek Family RV Park	\$465
Grand Total	\$27,725

As we near the \$30K mark for funds raised by our WACO members to contribute to GBF, we want to stop and say, "THANK YOU!" Gilbert Brown and all the players who support their cause are very fortunate for the continuous support of the WACO group. We look forward to seeing more of you out and about this summer!

THANK YOU

**to Kara and Rob
Traxler at Dells
Pines
Campground
for hosting their
first ever GBF
event this month!**

Happy 1st Year Anniversary to Whiskey Creek!

*Storyline respectfully submitted by the Monroe County Herald:
Jennifer Rodriguez Moran, Contributing Writer*



The name Whiskey Creek came from George Gilbertson and a friend, who suggested Whiskey Creek would be a catchy name for a campground someday. Owned and operated by the Gilbertson family: George and Diana, with their son Marcus, and his wife Kristin, that day has come. Whiskey Creek Family RV Park is open today to families and campers, beach goers, kayakers, canoeists and fishing enthusiasts alike.

Once a dairy farm, and then a crop farm, it was Diana and George's dream to take the land at 17694 Icarus Rd, right off of HWY 16 in Sparta, WI, and create a wonderful place for folks to camp, fish, and gather around the campfire. The dream has been passed down through the generations. First started by George's father, Harlan Gilbertson, who farmed the original Hillgrove Farm on Highway 16, then to George and finally to Marcus. When Marcus asked his Dad in 2019 if he still had that dream of having a campground on the creek land, George was a little apprehensive. But Marcus said, "It's now or never!" and so a partnership was born.

Some said building a campground on a corn field was too much work, some said they were crazy. The Gilbertson family has never been afraid of hard work and were undeterred. They stuck to their vision and got to work planning the development of the park. They turned to experts at WACO-Wisconsin Campground Owners Association, an association with campground members from around the state, for priceless advice, experience, and guidance.

What a great shoutout to WACO! Read the rest on the Monroe County Herald website at: https://www.monroecounty-herald.com/stories/local-family-celebrates-one-year-of-their-dream-come-true-cornfield-to-campground-and-aqua-park-in,11815?fs=e&s=cl&fbclid=IwAR1vgCtB5YK6W4q_rDOK4EzF1Ty3eqfP7X-kmuQpdtr8TX-dX2Ane_yeEcTI&fs=e&s=cl





‘The WMC Foundation’s annual golf outing raises money for the Wisconsin Business World program, which teaches students about free enterprise, business and career opportunities in the state. We greatly appreciate WACO’s long term support and partnership, as their donations of in demand hole prizes were an exclamation on a great day for the Wisconsin business community.’

~ Wade Goodsell, Executive Director, WMC Foundation.

SHOUT OUT to Jellystone Park™ Caledonia, WI for being a finalist for the USA TODAY 10Best Readers Choice awards in the **Best Luxury RV Resort** category!

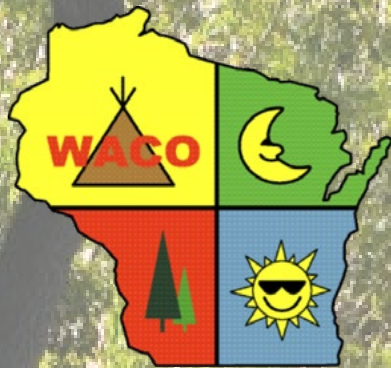




Board of Directors

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.

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

