

WACO NEWS

AUGUST 2022



HELLO AUGUST

AUGUST 2022

The dog days of summer are upon us - whew, we made it! Our office knows everyone is tired, sick of people, and ready to nap for days on end. Good news - we're almost there! Focus on making that guest experience at the end of your season as amazing as it was during the first month. Bring back your smiles, give your employees some incentives and stay strong! Check out information on the Fall Workshops throughout this issue - we are excited to see many of you there.

Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members:

Thanks to all of you for working hard to make our lives easier at the WACO office! Getting your paperwork filled out for renewals is so helpful! We are thrilled that many of our members see the dues as a no-brainer! We've heard that so much this year! I appreciate so many of you using our members-only website. The forms and easy changes seem to make a difference. In today's world, it's super important to make changes to your release forms, seasonal agreements, and other essential documents.



We are excited for a super busy September.

I will be at our convention for the Wisconsin Counties Association Board, networking like crazy to get to know board members from your county. Getting elected was a colossal

project, and going to meetings is a time commitment, but now I will be allowed to talk and educate other board members about campgrounds. The tricky part will be keeping my lips super-glued during the upcoming meetings locally, so I don't get kicked off before I get to the prize! Rick is thrilled - I'll barely be home, haha!

inside...

TAX ALERT

Inflation Reduction Act Signed into Law

Inflation Reduction Act Signed

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Fall Workshops - Sign Up TODAY!

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Our fall tours look to be super exciting! What an opportunity to see how others operate and learn from each other. Getting together is healthy for your soul. If you know campground owners who are not members, please give Carla a call or email. She would appreciate the lead! Sept workshops will be in the Steven's Point area - so you know we will have a great time with great food and entertainment options. We are excited to visit the host of campgrounds!

In October, Champions will be in the fall workshop mix, so please ignore the sign at the entrance if it says "for sale." Sometimes Rick gets down there before we notice and get it removed! Seriously we are excited to get together on a beautiful tour of the Mississippi with the Mississippi Queen! The ride should be a fun adventure sponsored by Blackhawk Bank! Thanks to them, this trip is a hundred percent free.



If you haven't registered for the Fall workshops, please do. We all need a little togetherness!

JUST FOR FUN!

What an exciting summer! We have had some interesting times at the WACO office. I will try to protect the innocent in my comments! It's important to laugh and have fun to manage stress, so if we laugh at ourselves, sometimes that might be the best medicine.



Here are some of my best text messages this summer to date:

- "Do the pigs, bleach, and woodchipper work on any type of human? Like both spouses and customers? Asking for a friend...."
- "Is F-off an okay answer for a public review, or would you go with I don't give a F what you think?"
- "Should I use Mark's removal letter or just pull the camper out myself moving it to the middle of the highway?"
- "I got a 1-star review saying I was rude to this family of buttholes. I'm gonna start my reply with, '2 ugly nasty people should not mate. All you did was create the most disgusting children I've ever met.' Can you check my grammar?"
- "I hate people – all people, short ones, fat ones, skinny ones, tall ones, and I don't give a S**t what color they are! I mean not you...."
- "Seriously, a Saint Bernard is a small comfort dog? What does the big one look like?"
- "Does your brother rent the FOR-SALE sign? I want to put it on my seasonal's site! He is moving today at noon, but I just really, really need to do it."
- "Is it wrong to have a ½ cup of alcohol with each reservation I take?"
- "I am going to butcher today.....any use for fresh husband slices?"
- "My wife invented the word (insert female dog her) ignore her – I do!"
- "I would have a great day if this dang phone stopped ringing."
- "I actually told a woman today, 'I'd like world peace, but I ain't getting that, and you ain't getting a refund 'cause it rained.' That was in the customer service seminar, right?"
- "I quit again!" Me: "Honey, you own the place." Answer: "So?"
- "This is my first confession of the year. I've killed 71 people in my head, sometimes even up to 3 times, I've used profanity with my outside voice, I've pictured small children being jailed, and mostly I really, really enjoyed it."
- "Is it legal to fire your family or is it best to just bury them in an unknown location?"
- "Doesn't anyone believe in Doggy birth control? This family doesn't have one pet. They have a breeding facility on wheels!"
- "No one else charges a daily fee to get into

their parks. After going round and round, I finally said, "Lady, I need a name, just one name seriously, give me a name of any campground that doesn't!"

- So a camper honestly said to me, "I think my neighbors are having an illegal 3-way. Can you go in there and check it out?" My reply accidentally came right out, "I've never heard of that - is a 4-way illegal too?"
- "I hate my boss." Me: "You are the boss." Reply: "IKR!!! You got a seminar for that?"



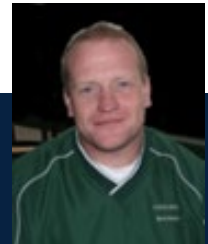
These are a few of my favorites! Now off to delete my phone texts, so nobody can be held accountable for their comments.

Love you guys! We got this! Make it a great August!

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

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

It's been a busy summer, and we all have been experiencing help shortages, so I guess we are all ready for some R&R! Well, one way to get some extra energy is by joining us for the Fall Tours. This year we have some great campgrounds to visit.

Check out the list of tours and workshop topics here:

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

You can register for both workshops online or by clicking these links if you're viewing the PDF/online version of the newsletter:

September workshop:

<https://www.wisconsinacampgrounds.com/wp-content/uploads/2022/08/September-Fall-Workshop-Registration.pdf>

October workshop:

<https://www.wisconsinacampgrounds.com/wp-content/uploads/2022/08/October-Fall-Workshop-Registration.pdf>

I enjoy the fall workshops. Even though I've been in the business for quite a while, and my parents taught me a lot, I walk away, picking up something new every time. Getting caught up in the busy part of the business is easy, but if you find one thing that saves you money or helps you make better decisions, it's worth it. I find that networking and participating in the outings we coordinate are worthwhile. Growing up in this business, I learned early on that WACO isn't about competition but family helping each other get better and better. I love it when I see new members who remind us how difficult it can be to start a business without knowing the industry. Seeing the look on other owners' faces when they are helping another member is pretty awesome. We all love contributing and supporting, and you see that each time we get together.

I want to thank everyone who has taken the time to renew! When you get your paperwork in, it truly saves a lot of hardship for the WACO office. I know it's a pain, especially this time of year, so know it is appreciated! The office tells me we

are 24 members shy of matching membership numbers from last year.

Our WACO membership includes many benefits, like handy tools making our jobs a little less stressful during this stretch of our busy season. Most of us are looking at our seasonal agreements at this time. Be sure to use those valuable tools, like the seasonal agreement Mark prepared for our group. The example agreement changes annually based on issues other owners have encountered and any legal updates. It's a very valuable tool, assuring you can remove unwanted guests in a hurry, capture money owed to you, and all kinds of great legal information! Just this alone is worth the cost of membership.



One final reminder - be sure to sign up for our convention. We are celebrating our 60th convention this year and want to make it remarkable! These annual meetings are packed with an excellent education, a fantastic trade show, and the opportunity to network with some of the best people! Watch your emails and our Members-only Facebook page for surveys collecting your input on seminar topics, speaker suggestions, and entertainment.

Please have a great rest of the summer, and I hope to see you all in person at the Fall workshops!

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



Inflation Reduction Act's Energy and Climate Impact

The following is a News & Insights report by the RV Industry Association, adapted for Woodall's online:

<https://woodallscm.com/rvia-inflation-reduction-acts-energy-climate-impact/>

On Tuesday, President Joe Biden signed into law the Inflation Reduction Act, which previously passed the House and Senate along party line votes. The sweeping package to combat climate change, lower health care costs, raise taxes, reduce the deficit, and provide significant new funding for National Parks and public lands contains several provisions of specific interest to RV manufacturers and suppliers.

Earlier this week, we explained the tax changes in the bill. Today, we are taking a look at the energy and climate provisions in the new law.

The centerpiece of the Inflation Reduction Act's climate provisions is a \$270 billion package of tax credits to incentivize renewable energy production, electric vehicles, energy efficiency improvements for homes and buildings, and manufacturing to boost energy supply chains and more.

Clean Vehicles — Electric and Hydrogen

The Inflation Reduction Act bill creates a new \$7,500 tax credit for those who purchase "clean

Continued on p. 8

News from National ARVC



Little Message from Jim Button

Greetings Area 3 Members

Well, 3/4 of our season is almost over! You've got this! Make sure you take time for yourself, if you don't, no one will. Relax, take time for yourself, and get refreshed. You deserve it!

Your AREA 3 ARVC Rep.



Jim Button, OHE (Treasurer)
Evergreen Campsites & Resort

Are you a National ARVC Member?

NOW IS your chance!

A gracious WACO member will pay 1/2 of your membership and ARVC will pay your other 1/2. This is for NEW MEMBERS joining National ARVC. Thank you to the sponsor of this newly created program.



ARVC Area 3 Represents Indiana.
We mourn the loss of **Rep. Jackie Walorski** from Indiana. A true advocate for the Outdoor Hospitality Industry. She will be missed dearly. Our thoughts and prayers for family, friends, and endeavors.



Nov. 7-10, 2022



Want to attend OHCE2022 for FREE?! - Register to attend as a HOSTED BUYER at www.arvc.org/ohce. KIDS CAMP is new this year as well, so you can bring the entire family to Orlando. You also won't want to miss the welcome reception at Jimmy Buffet at Margaritaville (come dressed in your best parrothead attire!) and amazing key note Judy Holler!

Upcoming Events

Campfire Session 8/16/22 - Increasing your stores retail

Campfire Session 9/15/22 - Effective ways to achieve ADA compliance

George O'Leary National School

Coming soon February 26- March 3rd, 2023

Go on arvc.org to register.

This will be the 30th anniversary of the schooling and will be held at (the original location!) Ogelbay in West Virginia. We hope you can attend and watch yourself grow and prosper.

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.



Hello again, WACO Members from your friends at CSAW Associates, LLC!

This month Congress is expected to pass the “Inflation Reduction Act” which, while according to the CBO won’t actually reduce inflation, will potentially have some immediate impacts on our members. Among a litany of other provisions, one of the biggest news stories has been about the \$80 BILLION increase in funding for the IRS and the hiring of 87,000 new



IRS agents. The National Federation of Independent Business (NFIB) released a statement claiming that “Small business owners avoided the worst-case scenario of direct tax increases on their businesses, such as the new 3.8% tax on business income. But the direct tax was replaced with what is likely to be an indirect tax, by doubling the size of the

Internal Revenue Service, and stressing enforcement, audits, and examinations over compliance assistance and resolving backlogs.”

In their weekly newsletter the National Association of Tax Professionals warned

“The additional funding will aid the IRS in addressing the return backlog, outdated technology, and inefficiencies within the service. However, you should also expect an increase in IRS correspondence and scrutiny of returns.” In it, they recommend the following:

ommend the following:

BE PREPARED FOR INCREASED IRS SCRUTINY

More IRS agents means more notices, requests, and inevitably audits. While

some communications may be benign others could be more significant. It's important that you carefully review communications from the IRS and be prepared to respond. Don't be afraid to reach out to a tax professional if you have any questions or concerns about interactions with the IRS.

ENSURE YOUR RECORDS AND DOCUMENTATION ARE CORRECT AND MAINTAINED

Any claimed deductions and credits should be documented in your books, and backup documentation preserved. This includes receipts, statements, and sales data. Another big area for WACO members would include 1099's and W9's. CSAW recommends having contractors, including bands, complete a W9 upfront as it can be difficult to track down a vendor after they have been paid. The IRS provides the following guidelines for record retention.

1. Keep records for 3 years if situations (4), (5), and (6) below do not apply to you.
2. Keep records for 3 years from the date you filed your original return or 2 years from the date you paid the tax, whichever is later, if you file a claim for credit or refund after you file your return.
3. Keep records for 7 years if you file a claim for a loss from worthless securities or bad debt deduction.
4. Keep records for 6 years if you do not report income that you should report, and it is more than 25% of the

FINANCIAL FORTE

gross income shown on your return.

5. Keep records indefinitely if you do not file a return.
6. Keep records indefinitely if you file a fraudulent return.
7. Keep employment tax records for at least 4 years after the date that the tax becomes due or is paid, whichever is later.



KNOW YOUR RIGHTS AND RESPONSIBILITIES

The IRS details the rights of taxpayers in IRS Publication 1, Your Rights as a Taxpayer, including a full list of taxpayers' rights.

- It includes The Right to Retain Representation.
- Taxpayers have the right to retain an authorized representative of their choice to represent them in their dealings with the IRS. Taxpayers have the right to seek assistance from a Low Income Taxpayer Clinic if they cannot afford representation.
- You may select a person, such as an attorney, certified public accountant, or enrolled agent to represent you in an interview with the IRS. You do not

have to attend with your representative unless the IRS formally summons you to appear.

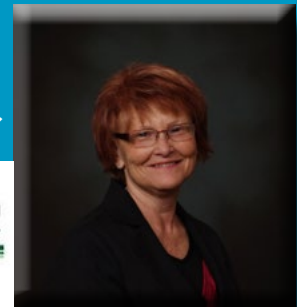
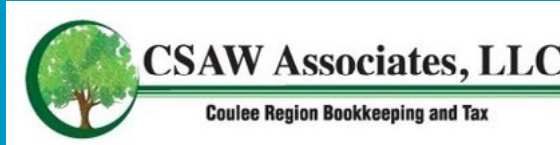
- In most situations, the IRS must suspend an interview if you request to consult with a representative, such as an attorney, CPA, or enrolled agent.
- You may have any attorney, CPA, enrolled agent, enrolled actuary, or any other person allowed to represent taxpayers before the IRS submit a written power of attorney to represent you. The person must not be disbarred or suspended from practice before the IRS.

Know your rights and when in any doubt, seek proper representation. Remember the job of the IRS is not to help you, it is to increase federal tax revenue.

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



Inflation Reduction Act's Energy and Climate Impact, Cont'd.

vehicles." The tax credits apply to both new and used EVs. Also, the existing EV tax credit has a cap limiting the benefit to only 200,000 vehicles sold per manufacturer. Purchasers of EVs from some large auto companies like General Motors and Tesla who have hit this ceiling currently can't use the credit. The legislation would pave the way for all car companies to enjoy incentives. And in a twist, the bill gives hydrogen fuel-cell vehicles access to the tax credits as well.

Automakers will continue to offer \$7,500 in tax credits for the purchase of new "clean cars," a category that includes electric and hydrogen vehicles. There are caveats:

- To qualify for the credit, the final assembly of a vehicle must occur in North America.
- Buyers must purchase the vehicle from a dealership and cannot claim the credit more than once every 3 years.
- Vehicles will need to be built with minerals extracted or processed in a country



Inflation Reduction Act's Energy and Climate Impact, Cont'd.

with whom the US has a free trade agreement.

- Vehicles will need to have a battery that includes a large percentage of components that were manufactured or assembled in North America. Specifically, the bill introduces two new battery content requirements. To meet the critical mineral requirement, the applicable percentage of critical minerals contained in the battery must be extracted or processed in a country with which the United States has a free trade agreement. To meet the battery content requirement, the applicable percentage of the components contained in the battery used in the vehicle must be manufactured or assembled in North America. Many have expressed concerns that no EV manufacturer today can meet these requirements.
- The deal also includes a cap on suggested

retail prices of eligible vehicles: \$55,000 for new cars and \$80,000 for pickups and SUVs.

- For the first time, car buyers would be eligible to receive \$4,000 for used clean cars.
- Taxpayers with income over the threshold amount of \$300,000 for couples filing jointly, \$225,000 for the head of household and \$150,000 in any other case are not eligible for any credits.
- The current per-manufacturer tax credit limitation is repealed.
- The bill also creates a 30% tax credit for commercial electric vehicles.
- The bill appropriates \$2 billion for the Domestic Manufacturing Conversion Grants program, supporting the domestic production of hybrid, plug-in electric, and hydrogen fuel cell electric vehicles.

The Inflation Reduction Act also provides an investment of \$3 billion into the Department of Energy Advanced Technology Vehicle Loan Guarantee Program for the costs of providing loans supporting clean vehicle manufacturers and removes the \$25 bil-

Continued on p. 13



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Keepin' it Legal

Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker, our WACO Attorney, when those pesky legal troubles rear their head.

We've created an email specifically for your legal questions at wacolegal@gmail.com. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

AUGUST LEGAL UPDATES

Respectfully Submitted by Mark B Hazelbaker, WACO Legal Counsel

HANDLING NON-RENEWALS IN 2022 WITH CARE

Every summer, campgrounds need to decide whether to renew their seasonal guests for another season. Whether the guests' behavior make the decision easy, or not, it's a judgment call. That's why the WACO model seasonal agreement includes language which makes renewal your decision. The agreement's language may make non-renewal easy from a legal sense. Handling that decision may not be as simple.

WACO has a form letter informing guests they are not being renewed. You will see the letter states that the campground has decided it is not in the best interests of the campground to renew them. The language avoids giving a specific reason because no reason is required, and no debate is desired. Experience tells us that giving people a reason makes the parting more difficult, not less. Many people who warrant non-renewal are exactly the kind who will debate every reason you identify.

The need to avoid a debate is more critical in 2022 than ever. We're seeing an unprecedented level of antagonism and contention in every aspect of life. Employers, landlords, retailers – all report that many people are energized to react negatively to corrective actions. Unfortunately, we also live in an era when people escalate their disappointments or

resentments to violence to a degree never before seen. Violence is still not common – but the possibility of violence cannot be ignored.

For these reasons, it is even more appropriate today to rely on the general statement that renewal is not in the campground's best interests. That should be the extent of what you state to guests. But – be aware that if the guest chooses to take the matter further, you may have to explain yourself.

Campgrounds are places of public accommodation under the Wisconsin Public Accommodations law, found at sec. 106.52 of the Wisconsin Statutes. The law prohibits discrimination in accommodations. We have public accommodations laws because of shameful practices before 1964 when many hotels, motels and restaurants refused to serve Blacks, Hispanics or other minorities. These laws serve an important purpose. They require the operators of places of accommodation to treat all guests fairly. If you would allow a person who is heterosexual to camp at your campground, the law requires that you allow a gay or lesbian to camp. The law forbids basing accommodation decisions on the sex, race, color, creed, disability, sexual orientation,





national origin or ancestry of the guest.

The public accommodation law does not require that you have good cause to non-renew or remove a guest. It simply requires that you non-renew or remove guests without regard to their sex, race, color, creed, disability, sexual orientation, national origin or ancestry. In other words, if you decide to remove a Hispanic guest after a loud drunken party which results in a police call, you need to be prepared to explain that you would have done the same (and indeed, may have done the same) to a guest who was white.

When you decide to non-renew, there certainly is an explanation for your decision that renewing would not be in the best interests of the campground. I'm not suggesting that you cannot decide to non-renew guests. You can. It's simply important to keep track of the reasons why you came to that "best interests" determination.

The sensitivity of the current situation in our country suggests handling the non-renewal with a brief, professional meeting, at which you hand the camper the letter. The camper will want to know why and may become angry. It's the kind of situation where you need to stay calm, stand your ground and refuse to engage in a debate.

Final comment – as always, if you have a situa-

tion you are worried about, give me a call for a quick hotline consult.

CAMPING CABINS AND GLAMPING TENTS RAISING QUESTIONS WITH CODE ADMINISTRATORS

Bureaucracy hates anything new, so it's no surprise the code enforcement community is raising questions in some communities about camping cabins and glamping tents. Here's a quick overview of those issues.

Campgrounds have long had camping trailers, pop-ups, primitive tents, and more recently, park model RVs. There are still some communities which think park model RVs are small mobile homes. [They aren't]. Campgrounds have had simple camping cabins for years. Many cabins are small one- or two-room structures which are built for short-term guests. Think of them as a tent built out of wood.

For years, some state officials in the building code section insisted that camping cabins needed to meet the Uniform Dwelling Code, which, they noted, applies to all structures "intended for human habitation." When efforts to resolve that issue through discussions failed,



the Legislature stepped in and adopted language which required the building code regulators to create a separate code for camping cabins. That Code is now found in SPS 327 of the Wisconsin Administrative Code.

Keepin' it Legal Cont'd

The camping cabin code does not exempt camping cabins from any code requirements. It imposes a much more limited set of requirements directed at fire and structural safety. Camping Cabins must meet those codes. Local communities have the option of declining to administer SPS 327, in which case the Department of Safety and Professional Services administers the Code. If the cabin is built on site, the construction requires a building permit. If the zoning authority requires one, a zoning permit or land use permit is also required. To summarize, camping cabins are regulated like other structures, but the requirements are reduced.

Glamping tents are another change to the camping scene. The term covers a range of camping units. It's usually a fancier large tent which may have a solid floor, may have fixtures built in, but has a roof and side walls of tent material. Some code administrators are puzzled by these. The Campground code, ATCP 79, allows campers to place "tents" on campsites. The Code does not contain a definition of the word "tent." But for centuries tents have been set up with solid wood floors or other partial structures. There's no reason to think that a glamping tent is anything other than a tent. However, nothing new, innovative and entrepreneurial escapes the attention of regulators very long. We will see how the code administrators respond as glamping tents evolve.



Mark Hazelbaker, SC
WACO Attorney

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Inflation Reduction Act's Energy and Climate Impact, Cont'd.

lion cap on loan authorization authority.

Investment in Clean Energy Manufacturing

- Extension of the advanced energy project credit. The bill revives the Section 48C qualified advanced energy property credit, allowing the Secretary to allocate an additional \$10 billion in tax credits to qualifying projects, starting in 2023.
- Advanced manufacturing production credit. The bill includes a \$60 billion production tax credit directly to companies involved in clean energy manufacturing. About half of the credits are for solar, wind, batteries, and critical minerals processing. There's also around \$10 billion to build clean technology manufacturing facilities.

Energy Efficiency Incentives

- Tax Incentives for Energy Efficiency in Commercial Buildings. The bill increases the 179D deduction for properties that achieve higher levels of efficiency. The bill also provides another boost for projects that meet prevailing wage requirements for any involved contractors and subcontractors.



Incentives for Clean Electricity

- Clean electricity production credit. The provision extends for five years the current production tax credit under IRC section 45 for facilities that begin construction before January 1, 2025. Qualifying resources include wind, biomass, municipal solid waste (including landfill gas and trash), geothermal, hydropower, and marine and hydrokinetic energy. The provi-

sion also revives the production tax credit for solar energy (previously sunset in 2006) for facilities that commence construction before January 1, 2025.

- Clean electricity investment credit. The provision extends the section 48 energy investment tax credit, which allows taxpayers to claim a credit for the cost of energy property. In most cases, the provision extends the credit for property for which construction begins before January 1, 2025.
- Clean fuel production credit. The provision



creates a technology-neutral incentive for the domestic production of clean fuels. The level of the incentive depends on the lifecycle carbon emissions of a given fuel. Lifecycle emissions take into account the "well to wheel" emissions profile, from production of the feedstock for the fuel through to its use in a vehicle. Fuels may qualify for the credit if the fuel's lifecycle emissions are at least 25 percent less than the current U.S. nationwide average. Zero-emission fuels qualify for a base incentive of \$0.20 per gallon or gallon equivalent.

- Clean hydrogen. This provision creates a new tax credit for the production of clean hydrogen produced by a taxpayer at a qualified clean hydrogen facility during the 10-year period beginning on the date such facility is placed in service.

Be on the lookout as the RV Industry Association provides an in-depth analysis of key components of the legislation, including healthcare and Medicare provisions and outdoor recreation-related provisions.

SCAM

Recent Scams: What to Look Out for and How Blackhawk Bank Can Help

Respectfully Submitted by our Sponsor, Blackhawk Bank

Your hard-earned money should stay just that – YOURS! We have seen an uptick in a few scams, and we want you and your employees to be on the lookout for fraudsters who are looking to steal your money.

PAY YOURSELF SCAM

There are recent reports of fraudsters posing as a financial institution, trusted individual or company, and stating that an account in your name has suspicious activity. Scammers will then request customers to pay themselves by transferring money from one account to the other, either via text message, Zelle or online wire transfer, to “verify” a transaction. However, fraudsters will often provide inaccurate information for you to send to, so while you believe to be sending money to yourself, you are actually sending money to a scammer. Once you send the money, it is stolen from your account, without any means to get it back.

a utility company representative, call you, and claim that you have an overdue bill that needs payment immediately. Fraudsters pressure victims into giving them access to funds, claiming that electric or gas services will be shut off if there is no immediate payment.

REMOTE ACCESS SCAM

Fraudsters are also attempting to gain remote access to your devices in order to steal information. Scammers will pretend to be an Amazon, Microsoft or Apple support specialist and insist that they need access to your computer, laptop or phone in order to perform maintenance or reverse a charge on your account. Scammers will then send a link to click or app to download, so that they can have access to a device, but this is really a means for them to steal your personal information, including your bank account.

SAFETY TIPS

- Never provide your personal account number, PIN or payment information in response to an unsolicited request, whether it's over the phone or over the Internet.
- Never click on a link provided in an email

UTILITY SCAM

Another scam that has been going around is the utility scam. This is where a fraudster will pose as



you believe is fraudulent. It may contain a virus that can contaminate your computer, or in this case, give fraudsters remote access to your device.

- Don't be intimidated by an email or caller who suggests dire consequences if you do not immediately provide or verify financial information. Fraudsters want to create a sense of urgency so that you will feel more pressured to give up personal information or do something. If you are contacted by someone claiming to be a representative of a company, and they are requesting immediate payment, hang up and call that company directly.



BLACKHAWK BANK IS HERE TO PROTECT YOU

Here at Blackhawk Bank, we will never initiate a call and ask for sensitive, personal identifying information. If you are ever unsure of the authenticity of a call, disconnect the call and contact Client Services directly or visit your favorite Blackhawk Bank branch location.

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
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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 - JULY 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

6.3K \downarrow 49.2%

Total from last 90 days vs 90 days prior



Organic engagement

Post reactions, comments and shares

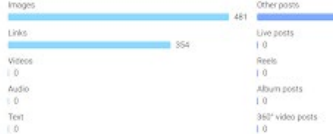
379 \uparrow 121.5%

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



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



GIVEAWAY Week #31 We're giving away \$50 camping gift certificates to ...

July 7, 2022 at 10:06 AM
ID: 854973558385788

Interactions:
29 reactions 46 comments 20 shares

Performance

Reach
Total: 1,830
Worst: [Bar] Best: [Bar]

Reactions, comments and shares
Total: 95
Worst: [Bar] Best: [Bar]

Results
Total: 13
Worst: [Bar] Best: [Bar]

This post reached more people than 99% of your 50 most recent Facebook posts and stories.

This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.

This post received more link clicks than 74% of your 50 most recent Facebook posts and stories.

Reactions: 29
Comments: 46
Shares: 20

Link clicks: 13

Top Facebook Posts & Social Media Goals

Goals

Facebook Instagram

Grow Facebook Page likes



Tips

Reach more people with an ad
Consider boosting a recent post so people who aren't your followers may see it.

Create Ad



Goals
Facebook Instagram

Grow Instagram followers

400% 4/1
Jun 27 - Jul 25

Goal achieved

Current value: [Blue line] Goal: [Yellow line]

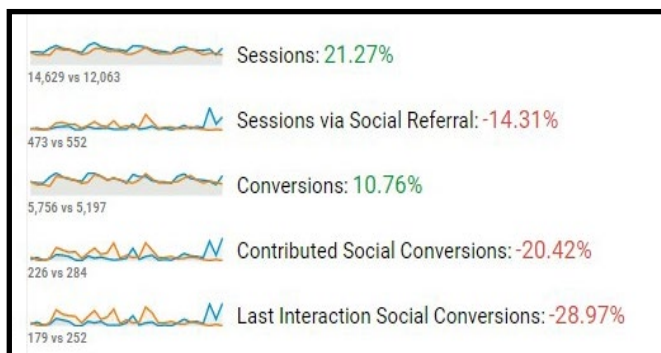
JULY INSIGHTS:

Facebook/Instagram Insights

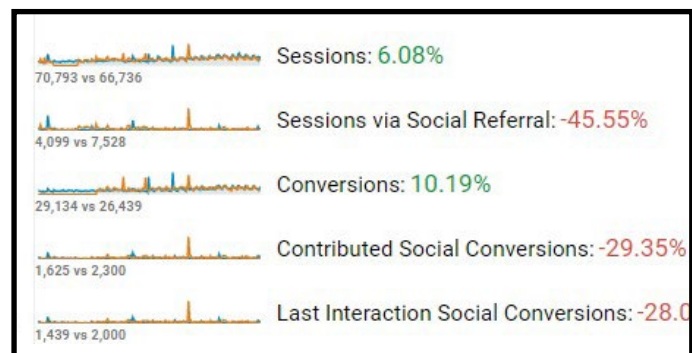
Total FB current likes: 9,312 (+72 from June)
Total FB current followers: 9,756 (+71 from June)
Total IG current followers: 500 (-1 from June)



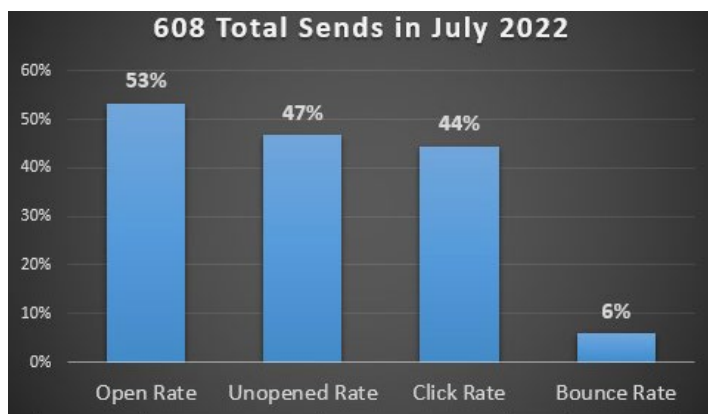
July 2021 vs 2022 Social Media Referrals to Website



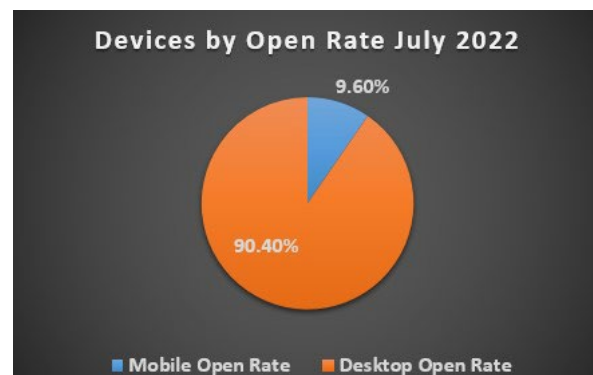
Jan-July 2022 Compared to Jan-July 2021



July 2022 Email Stats



July 2022 Open by Device



Top Emails by Open Rate for July 2022

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
2023 Seasonal Agreement (and other forms from Mark)	212	120	59.70%	7.30%	92.70%	61	30.30%
July 2022 Newsletter	396	204	55.00%	11.90%	88.10%	83	22.40%

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





15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

SOCIAL RELATIONSHIP & EMAIL STATS

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 ⓘ

Total for last 90 days



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

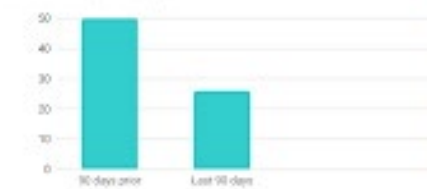


Organic engagement

Post likes, comments and shares ⓘ

26 ↓ 43%

Total for last 90 days vs 90 days prior



Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, 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 128% more people (66 people) than your median post (29 people) on Instagram.

Highest likes on a post ⓘ



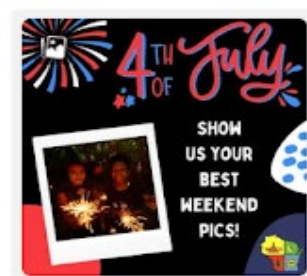
This post received 3 likes.

Highest comments on a post ⓘ



This post received 2 comments compared to your median post (0 comments) on Instagram.

Instagram July 2022 Stats



We hope you had an amazing July 5, 2022 at 4:47 PM

ID: 17941603514023470

Interactions

0 likes

0 comments



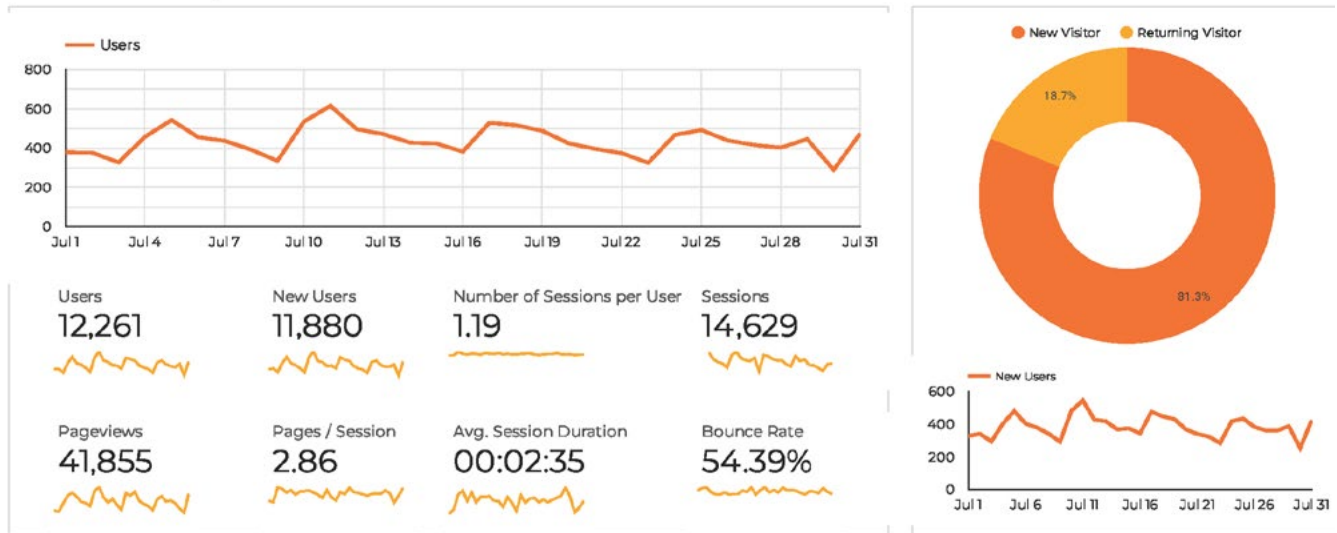
WACO July 2022 WEBSITE ANALYTICS

Channel ▼

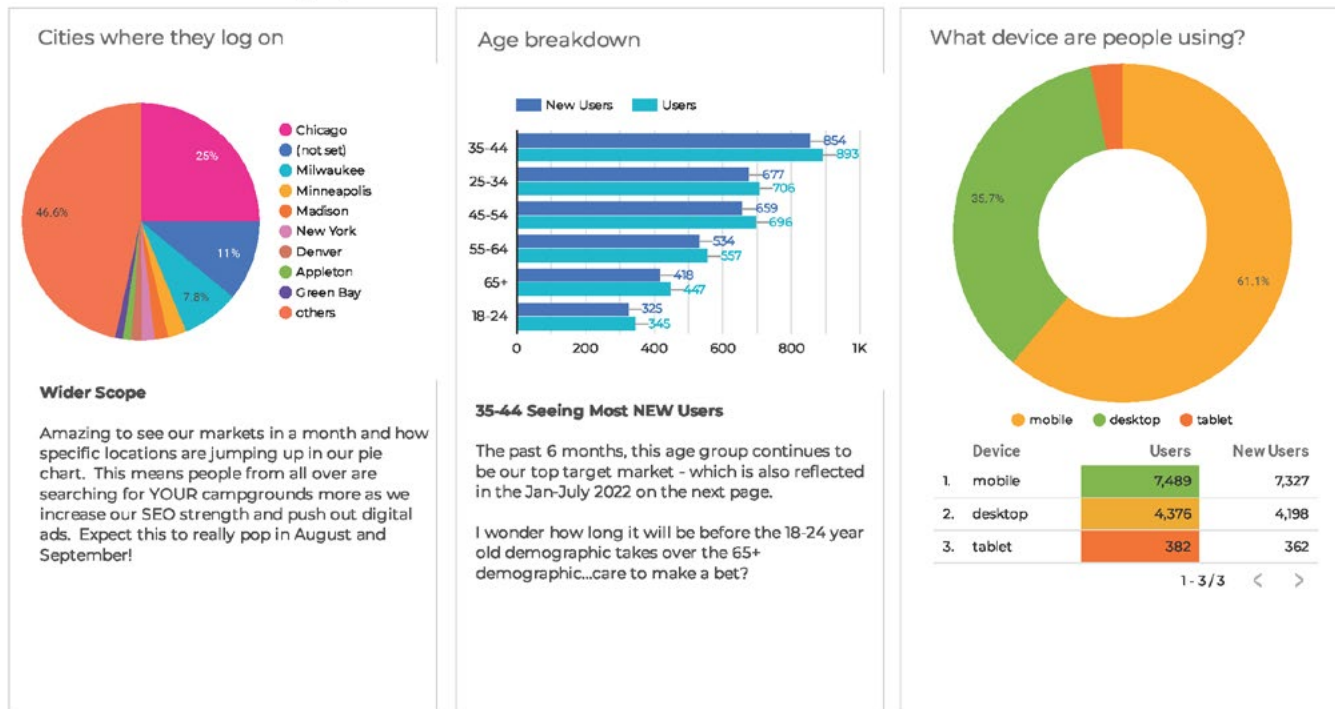
Device ▼

Jul 1, 2022 - Jul 31, 2022 ▼

Your audience at a glance



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





15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

Jan-July 2022 YTD WEBSITE STATS



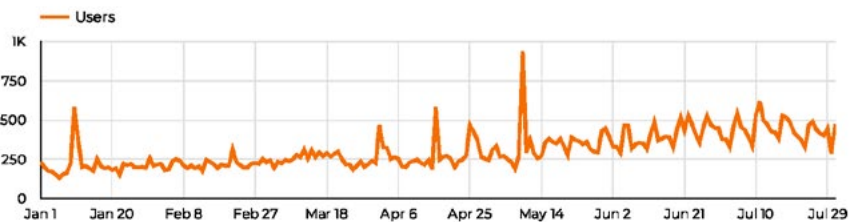
Year to Date: January - July 2022

Jan 1, 2022 - Jul 31, 2022

Channel

Device

Your audience at a glance



Users

56,608



New Users

56,717



Number of Sessions per User

1.25



Sessions

70,793



Pageviews

218,680



Pages / Session

3.09



Avg. Session Duration

00:02:50

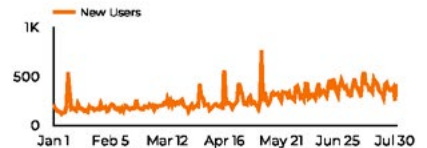
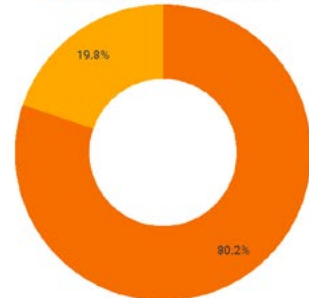


Bounce Rate

52.24%

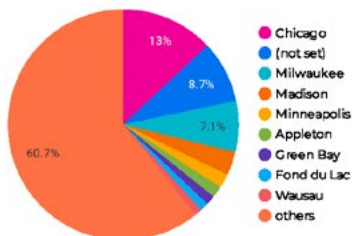


New Visitor Returning Visitor



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

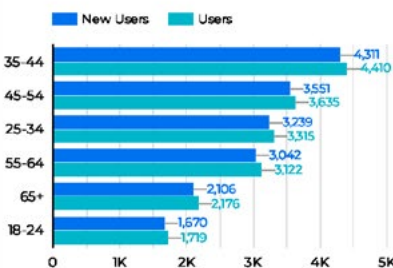
Cities where they log on



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

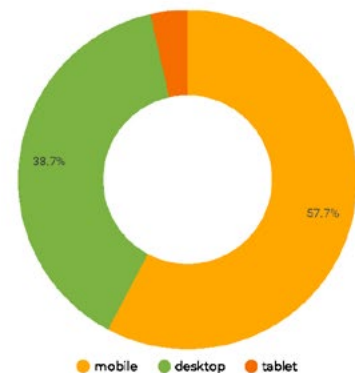
Our target markets continue to grow and as we put the DMO grant funds to use, we should see this pie split into other areas with a more noticeable concentration based on the areas we choose to target.

Age breakdown



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	32,920	32,751
2. desktop	22,079	21,975
3. tablet	2,033	2,023



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

THANK YOU

Rolling out of August with over \$42K raised for over 156 WI-based charities is no easy task! We are thankful for members like you for continuing to show support for the Gilbert Brown Foundation.

Let's see what we can make happen the rest of the season - we look forward to seeing you all!

Campground	Total Funds Raised
Duck Creek	\$6,145
Wilderness Campground	\$5,665
Dell Pine Campground	\$3,532
Stand Rock Campground	\$3,478
Champions Riverside Resort	\$3,400
Vista Royale Campground	\$3,000
Oak Ridge Inn & Campground	\$2,965
Web Lake Resorts	\$2,740
Stoney Creek	\$2,310
Blue Bird Family Campground	\$2,240
Grand Valley Campground	\$1,650
DuFour's Pine Tree Campground	\$1,562
Lake Arrowhead	\$1,480
Pineland Camping Park	\$990
Whispering Pines	\$675
Buffalo Lake	\$550
Whiskey Creek Family RV Park	\$465
Grand Total	\$42,847



SEEKING PUBLIC INPUT ON EXPANSION IN WASHBURN

overview of the proposals and gather feedback.

Washburn (Wisconsin) officials seek public input on a proposal to add up to 12 RV spaces and five tent pads to the campground at Thompson's West End Park.

According to a report, Assistant City Administrator Tony Janisch said an engineering study estimated that it would cost \$440,892 to fully develop an area near the park that is now used for overflow camping.

Under the plan, the site will be redeveloped to include five RV sites and five camping spots with water, power, and sanitary hookups and restroom and shower facilities. Fire rings, picnic tables, lighting, grills, and Wi-Fi routers for each site would also be added.

Another location for RV development is an open field adjacent to the park's boat launch on Holman Lakeview Drive. At that location, a plan to add seven RV sites would cost an estimated \$553,408.75.

If one or both of these proposed projects are approved, Janisch stated that the city would have to seek grants to help offset the development expenses.

City Council members authorized the study in January, and the plans were reviewed at the July 11 meeting.

In that meeting, the council voted to seek residents' opinions at sessions sponsored by the city's park committee. They are planned for Tuesday, August 23, and Tuesday, August 30.

City Council Member Jenifer Maziasz, who also serves as chairwoman of the city's Park Committee, said the sessions would provide a quick

"Thompson's West End Park and Memorial Park are both getting extreme use, particularly in the past couple of years, as people are getting outside more because of the pandemic," Maziasz said.

"Almost anytime you can see people in our overflow area. Last weekend it was jam-packed with tents and campers."

Maziasz claimed that the city might satisfy the needs of accommodating tourists and locals by expanding two of the parks. The city has been considering the possibility of developing them since 2015 when the West End Park plan included the possibility of expanding to accommodate tent and RV camping.

"At West End, it was always not unheard of to be full on the weekends, but in 2020 and 2021, both of our campgrounds were full every single day, all of July and half of August, even on days like Wednesday, which before the pandemic was unheard of," he said.

This story originally appeared on Ashland Daily Press. Featured image from City of Washburn.

The WACO office, Mark Hazelbaker, and our contacts at WMC continue to monitor the township, city, and county ordinances and rulings that directly impact our ability to bring more tourism and dollars to the local areas. We'll all be interested to see how this pans out as the property is a municipality. How the public reacts to this expansion and how the city chooses to move forward may help or hinder our efforts as members plan expansion projects.

If you have seen rulings, code changes, or legislation outside the state level directly impacting your markets, PLEASE send the information to tina@seversonandassociates.com. We are doing our best to include real-world examples to assist WMC in working for our businesses.

OUT & About



GREAT TO SEE our friends at Shangri-la Campground and attempt to increase our membership making prospect stops at places like Inn the Pines!





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@riversedgewisconsin.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

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Severson & Associates

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

lori@seversonandassociates.com