



WACO NEWS

SEPTEMBER 2022

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September leaves are changing, and while it may feel like summer is lingering with the heat we've seen in the southwest corner of the state, fall is definitely on its way! Prepare yourself for a great 2023 season by attending the Fall Workshops and sharing your insight on the upcoming 60th WACO Convention. We welcome new members to this issue and look forward to seeing more of you in the forthcoming months!

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

Dear Members,

This month, I start my undercover work as a County Board member! I will have attended my first convention as you receive this. My mission (and I've decided to accept it) is to educate all county board members on what a campground is and how exciting and powerful our industry is. I plan to do this by first talking to as many board members as possible, targeting the anti-campground areas. Thanks to Patricia, I will also include county board members who get it! She was concerned for my safety! I think the issue remains the misunderstanding of what a campground in today's world really is and how much we contribute to the economy's bottom line. I have memorized this and will talk to everyone who will listen about how vital camping is to the tourism industry!



We need to talk about the jobs we continuously create in our communities, our fundraising, and the memories we help create. People still relate camping to homeless shelters and

inside...



Ready for Elections?

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trailer courts. Believe me. I've heard this repeatedly in numerous zoning meetings. Now that we are getting to the point where we can think about in-

dustry issues, we need to recognize how vital your local government is to your business. Learn who is on your town board and your county board. Learn about your legislators and look at how they vote on issues related to our business and industry! Check out the table of economic impact by county listed on the website here:

<https://www.wisconsincampgrounds.com/wp-content/uploads/2022/09/WisconsinEconomicImpact-byCounty2020-2021.pdf>

on the new pool code, and Ted can help with any campground code questions you may have. Get to know these guys so you are comfortable when you need to ask a question! We have worked for over 20 years to get this relationship to this point and are very proud!

Jim from Jim's Golf Cars is sponsoring our lunch at Oasis and will talk about the golf car industry and what he sees

happening in the future. He gave us the greatest compliment the last time I spoke with him and said he saw an improvement in his business once he became a sponsor. That speaks volumes of how well each of you does your job! If you don't support our sponsors and vendors, we cannot run the organization as we do. Many state associations do not have this kind of support, and it all starts with you. Every trade member counts! If you are doing business with someone who is not a trade member, ask them to join! Your business, and that of your peers, should be worthy of the \$300 minimum it takes to participate.



We have so many incredible adventures in these next couple of tours. I hope you take advantage of asking your peers questions and learning about their stories. We all have one. Here is mine for the month.

Please plan to attend the Fall workshops! It's so amazing to get together and brainstorm ideas and solutions! I've never worked with a group of people who are so willing to share information and be honest about successes and failures! It's also crazy to hear how one promotion fails in one area and is a success story in another. The years of experience and the knowledge we are willing to share always amaze me. We have purposely included more time to socialize and mingle with each other because those are the times we learn! It's great to see what others have experienced this season compared to last and the latest trends in our industry! We have some great partnerships that we will share in September.

Working with our DATCP partners has been indeed a blessing through the years. DATCP's Food and Recreational Safety Division enforces food, lodging, and recreation laws. Jim Kaplanek has developed a great team that helps us navigate the lodging establishment laws, pool and water attractions, restaurants, snack shacks, and campground codes. He has ensured that we are at the table when new regulations that affect our industry are being discussed. His entire team

that works on campground items will be at the fall workshop. Please come and bring your questions for this group. MaryEllen will answer questions



Traveling the state in search of members, I stumbled across a small campground and started talking about the benefits of WACO. The gentleman mentioned that they are all seasonal. I explained how beneficial it could be to have a seasonal agreement reviewed by an attorney who understands the campground business. He told me

that a few years back, a blond hair gal who was a lawyer tried to tell him the same thing. She was younger and skinnier. (Well, no kidding!) He did think I was a bit more educated (and older and fatter), and he learned a few new tricks and would think about joining. He did hear that WACO did some incredible things in the legislation, and "I'm glad I get that by not having to join" saved me some money. And a few other things...

"I like the directory idea, so I can raise my rates when the others do. It helps me determine how to make more money."

"I don't need the convention 'cause my cheap seasonals don't buy nothing anyway." ("Hmmm, could it possibly be that your store features a couch indicating how exhausted you are from running a campground?" I said with my inside voice.)

He asked if we still rated campgrounds because he was very low in our book and wasn't happy about that. I explained that it may have been Good Sams, Woodalls, or trailer life back in the day. He replied, "little lady, you need to keep up on things. Print is going away. No one keeps those books these days. It's all on their computers." I am speechless as I gaze at the directory in his seasonal's hand, who stops to ask me if I know of any seasonal spots in the area, right in front of the owner. No kidding! Kids, you can't make this stuff up!

I hope you end the season with a bang! I'm excited to see everyone this fall! As always, please let us know if we can serve you better!

Sincerely,

Lori Severson,
Executive Director, WACO



From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

September is here; we have officially made it through Labor Day. I have heard many comments about how hard all our members work with the continued staff shortages. It's time to re-energize. One great way to do that is to attend fall workshops with your peers who understand exactly what is going on in your world and can relate to the daily ups and downs! Every time I go to a workshop, I learn something which shows you can be in the industry for many years and learn a lot if you listen and network with our members. That is the best part of the Presidents job for me. I hope you recognize our efforts to continuously improve the communication process. For those new to WACO and the organization, I hope you are looking at all the benefits of belonging. Everyone gets information differently, so we use a ton of vehicles to get the information to you. We have a private Facebook page where you can ask questions of members on how they handle situations, what to include in your agreements, where to purchase items etc. You receive constant contact emails, text updates, and website information. The members-only page on the website includes tons of excellent information from every form you might need to the model agreements put together by our WACO attorney.

I am personally hosting this month's fall workshop, so I would love to invite you to the Steven's Point area. We have a couple of key speakers, including all the State campground, restaurant, and pool officials. You will surely pick up some great ideas and learn something, so I hope you can join.

We have certainly had a lot of challenges in our industry. Zoning has been a big one. Getting connected and educating those in local legislation has been a primary strategy in our long-term

planning, and this year it's starting. Lori is going to the Wisconsin Association of Counties this month. She will do her best to make solid connections with board members from other counties so they can get educated about who campgrounds genuinely are.

As always, if you have a question, if you've heard something and have a question about anything, ask me! I'm available to come to you personally - to visit in person, or you can call me.

I promise you will always get an answer, it might not be the answer you are hoping to get, but you will get the honest answer. Your board is always working hard to improve our industry, so share your ideas and get involved. Our board meetings are open to all members - simply call or email the WACO office, and we will be happy to set you up with a packet!

Hope to see you at the workshop!

Scott Kollock,
WACO Board President

Check out the list of tours and workshop topics here:

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

October workshop:

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

Election Time is Approaching.

Are you Prepared to Vote?

As we get closer to election time, WACO urges all our members to investigate and educate yourselves on all the candidates! Lori attended a County event that included several candidates across the State. Tina attended the Tavern League's Caucus meeting as well this month. Below is a little synopsis of what they learned. Again, this is some information gathered, it's not the **ONLY** opinion. We would urge you to check into **ALL** candidates and make the best choice for your business, your family and of course our industry!

Tim Michels - we did support him through the PAC fund! He still needs more help understanding the business of camping – I'm working with his people now! We do need to become important to him. I took some memorabilia to the fundraiser and that got his interest, whatever I can use to get him to learn about us. This is a tight race for sure.

David Estenson totally gets us – he is running for State Senate – Loved us and thanked us for the donation we gave him at the last fundraiser! Putting it in the hands – makes you memorable – GO BUD for teaching us all this! Dave also attended the Tavern League Caucus and took time after the meeting to chat with Tina about WACO, what our association does for its members and seemed to express a genuine interest in what we're doing for business owners in WI.

Patrick Testin - he is running for Lieutenant Governor and was in attendance at the County event Lori attended. We need to do more for him! He introduced Lori to Tim and others and told them all about the Camping industry – It's super important to hand these people, who are openly supporting our industry, checks!

Derrick Van Orden – He's got some outside the box ideas, BUT he loves camping and our industry and is running again. He also attended the Tavern League Caucus and told Tina, "the camping industry is under appreciated and brings a lot of money to the state."

Based on what Lori and Tina both witnessed, if you hear of additional fundraising events, we should really try to get a WACO member or staff there! Keep us posted as will we!



The Tavern League hosted a state meeting and caucus event this month at which candidates for all offices were invited to discuss views with members.



Lori presenting a PAC check to Tim Michels at a County gathering earlier in the month.

FINANCIAL FORTE

Financial strategy, insurance, legal, and HR are the four most common pain points business owners wrestle with every day. The WACO Association is here to provide helpful tidbits wherever we can. Fortunately, we have Christine Metcalf and her staff at CSAW Associates to assist with our accounting concerns! Her last seven years of experience, specific to the campground industry, gives her a lot of insight, which translates to a lot of help for you.



Happy September from the CSAW Associates family! With most campgrounds moving towards their off season, it's time to make sure to dot your I's and cross your Ts in preparation for end of the year and next year's taxes. Today we want to talk about two year-end areas to focus on to help make your 2022 lead to a successful 2023.

W9's and 1099's

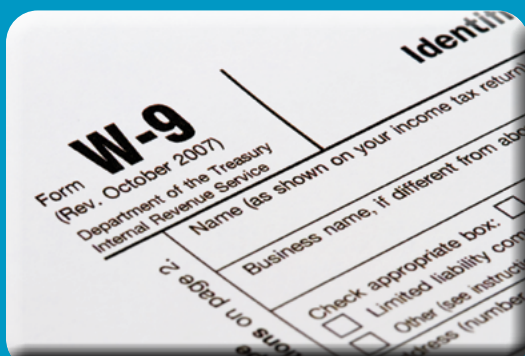
Avid readers of our articles may have noticed we talk about W9's and 1099's a LOT. And with good reason. W9's can be notoriously difficult to obtain from contractors. While larger or more established business will usually be able to supply you with one upon request, obtaining one from

smaller operations can prove difficult if not impossible.

WHAT IS FORM 1099?

Whenever you pay any contractor \$600 or more in a calendar year you are required to send the contractor a Form 1099. This form

lists what you've paid them over the course of the prior tax year. Typically, a contractor will get Form 1099 from a customer in January, the beginning of tax season.



WHAT IS FORM W-9?

A W-9 is sent to a contractor to collect their contact information and tax number. It's

your duty, as someone who is contracting work, to send the contractor a Form W-9 before the end of the financial year. The contractor's job is to fill it out with tax info for their business and return it.

We at CSAW Associates recommend getting contractors, **including bands,**

to complete W9's upfront, whether you think you will pay them at least \$600 or not. On more than one occasion, we have found contractors needing 1099s with no contact information available, or even being closed, making getting a completed W9 virtually impossible. Any attempt to obtain a W9 should be documented in writing. The IRS requires at least three documented "solicitations" for W-9s. 1099's filed with incorrect or missing information, or not filed at all, can result in penalties.

Deferred Revenue

Many WACO members opt to defer revenue for next year's season instead of claiming it in the current tax year. Make sure your books are setup to properly handle this income to avoid double postings and confusion.

WHAT IS DEFERRED REVENUE?

Deferred revenue, also known as unearned revenue, refers to advance payments a company receives for products or services that are to be delivered or performed in the future. The company that receives the prepayment records the amount as deferred revenue, a liability, on its balance sheet.

WHAT CAN YOU DO?

Some Campgrounds create separate bank accounts to hold funds from deferred revenue. This can be helpful but isn't required. You will, however, want to make sure you have an account in your books that can track the deferred revenue and hold it separate from revenue you are claiming for the calendar year. It's also important to make sure your products and services are tying to the cor-

FINANCIAL FORTE

responding deferred account when entering items. Entering sales with products tied to a current year income account and entering deposits to the deferred account can end up with double posting of sales and over inflating your tax burdens.

Following these simple tips can make your year-end much smoother and help ensure you're ready for tax filings come

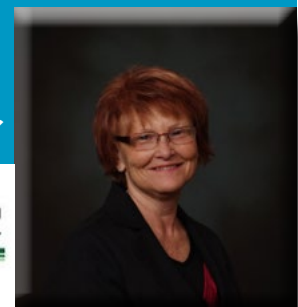
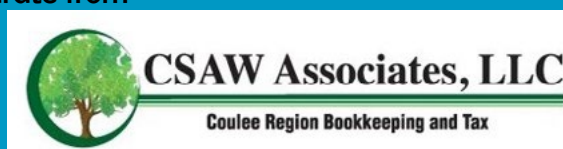


next year. We here at CSAW Associates have a wealth of experience helping new owners get their books set for success as well as helping veteran owners get their books back on track. If you're interested in learning more about how you can set your books up for success or have any other bookkeeping, payroll, or integration questions don't hesitate to reach out to us at

608-779-2143 or by email at [**couleebookkeeping@gmail.com**](mailto:couleebookkeeping@gmail.com).

We love meeting new business owners and working with them to grow their business!

CSAW Associates
Christine Metcalf



Sales Tax Happy Hours with Holly & The Blue Book



I hope you plan to attend, sponsor, and/or share with others... these Sales Tax Happy Hours w/ Holly & The Blue Book will connect General Contractors, Subcontractors, trades, suppliers, campgrounds, and bars – for upcoming projects, innovations/ideas, and the manpower to get the job done! And plan wisely, ask Holly for some sales tax guidance on your project before you enter into contracts!

Tuesday, October 4th

3-5PM

Scales N Tales Bar & Grill

W7520 West Bush Rd

Pardeeville, WI 53954

Tuesday, October 25th

3-5PM

Champions Bar & Grill

W16751 Pow Wow Ln

Galesville, WI 54630

Attendance is FREE, register here:

<https://www.eventbrite.com/cc/sales-tax-happy-hours-fall-2022-965589>

The Blue Book Building & Construction Network is helping contractors and trades to connect with you based on your project needs, innovation/possibilities & location! Didn't meet the contractor you were looking for? Leave your project wish list and The Blue Book will find contractors for you!!! Come talk to Brittney & Conny to learn more!

Types of projects campground or bar owners may be pursuing include:

1. Bar and kitchen renovations
2. Electric car charging stations
3. Wifi and communication solutions – data cabling/connectivity
4. Excavating/landscaping/logging – creating roads/paths, ponds, retaining walls, drainage
5. Electrical solutions and upgrades
6. Sewer/pumping solutions for sites and campground
7. Buildings/structures – entertainment, office, food/beverage, store, mechanical, storage
8. Roofing/siding contractors
9. Decking, enclosed patios – design, materials, installation
10. Boat docks, piers – seasonal and permanent
11. Trades connections – HVAC, plumbing, electrical, installation & service providers



Contact

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

12. RV sales & service
13. Paving/concrete – roads, driveways, parking lots, sidewalks, pathways, etc.
14. Innovation and the future – what is newly available and what is on the horizon?

TRADE MEMBERS - SPONSOR DRINKS OR FOOD

And if you would be interested in sponsoring drinks at one or both of the events, let me know! Drink sponsors will be \$125-\$250 – depending on your level of comfort. Or contact me if you want to bring finger foods to share or a raffle prize! Contact me early to sponsor!

Contact Holly Hoffman holly@salestaxlady.com to secure a table to display your products/services.

Don't miss this opportunity to connect with suppliers and contractors to get your to-do list started!!!
Let's make great things happen!

Holly Hoffman, Owner of the Sales Tax Advisory Network, LLC
715.498.4164
<https://salestaxlady.com>

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AccessParks



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.

SEPTEMBER LEGAL UPDATES

Respectfully Submitted by Mark B Hazelbaker, WACO Legal Counsel

ON-SITE SALE ISSUES

This year, the Hotline fielded a number of calls involving campers trying to sell their camping units. The question result in a few observations. One campground owner related that letting campers sell trailers on site was so troublesome and time-consuming that they were considering ending the practice. Under the right circumstances, assisting campers with selling their trailers can yield a new camper who adds value to the campground. Let's review why sales on-site are good for the camper and may be good for the campground, and share some ideas.

SELLING ON SITE ADDS VALUE

Campers, like cars, lose value the moment they leave the sale lot. But, unlike cars, their resale value is greatly enhanced by their location. The same camper in the same condition will bring much more if it is already sited in a quality campground. And the difference in value is almost always much greater than the costs involved in placing the camper (transport, connections and site work). Simply stated, being able to take over a campsite in a quality campground adds enormous value to a camping trailer being sold.



Of course, that value-added is the result of the campground's efforts and amenities.

Campers wishing to sell realize that; they set a sales price which is premised on the buyer being able to effortlessly take over a great campsite. The sales process necessarily involves significant time and effort by the campground. Campgrounds routinely require their approval of purchasers before the deal is closed, a review process which may need to be repeated before the right buyer emerges.

So, every time a camping unit is sold, the camper selling their trailer gets significant value from the amenities, location and efforts of the campground. For these reasons, campgrounds routinely charge campers a fee for selling the trailer on site. Those reasons remain valid.

CAMPERS' OBJECTIONS TO SALE FEES:

1. Campers Dislike Paying.

No surprise there. Campers have raised a number of spurious objections. The objections are, in the end, rooted in our universal reluctance to pay for something. To be blunt, some people are cheap. Every campground should be prepared to offer a specific explanation of the factors identified above. When the camper says "I don't see why I should have to pay your for selling my camper," you can respond by explaining that they are not selling their camper, they are selling a camper already located in a nice campground, if their buyer is approved.

FOR SALE

2. People Don't Admit To Reading Contract.

The most common statement related to me this year was "well I didn't read the seasonal agreement." The Agreement, of course, has a provision which plainly requires payment of a fee for selling a camping unit on the campground. My suggestion is to show them the final portion of the Agreement, where the document states that the signer will be deemed to have read the Agreement if they sign it. Asserting that you didn't read an agreement is an admission of carelessness, not a reason for relief.

3. The Fee Is Not An Illegal Commission.

A few disgruntled campers have asserted that they talked to their lawyer who told them it is illegal for a campground to charge a commission for selling a trailer. This is wrong for many reasons. The campground is not selling the camping trailer, the owner is. The campground is providing services to support the sale, and adding value to the transaction. The selling fee is just that – a fee. I'd like to add that in my experience, people who claim to have spoken to their lawyer are almost always lying. Lawyers simply don't hand out free advice on something few know anything about. There simply aren't many lawyers who deal with campgrounds, trailer sales or motor vehicle titles. Those lawyers who know the subject aren't likely

to give away advice. Those who do not are unlikely to shoot their mouth off without researching the issue, and that costs money. People who are too tight to pay a sales commission without complaining are not likely to hand a \$1,500 retainer over to a lawyer.

4. The fee protects the camper.

A campground would soon descend into anarchy if campers were allowed to sell their trailers on site to anyone they wished. Unacceptable campers and dreadful conditions would rapidly result. Control by the campground in the past led to the value the campground contributes now. It's the same reason why subdivisions have deed covenants – it takes good behavior by everyone to preserve the value of a community but bad behavior by just one party can ruin it.

SUGGESTED PRACTICES

1. Have a Signed Sales Agreement With the Camper.

A sales agreement specifically addresses the issues involved in sale of a trailer. There is a WACO form available for your use. Do not assume that the language in the Seasonal Agreement will be enough. The Agreement's language is enforceable. But, it always helps to have a separate agreement which reiter-

Keepin' it Legal Cont'd

ates and emphasizes the sales obligations involved. It makes it easier to hold the camper to the terms.

2. Define what is accepted marketing practice. Many campgrounds prohibit placing signs offering the units for sale. Do buyers need to register as guests and pay a guest fee, or is registration enough? What days of the week are acceptable for moving?
3. Close out the Seller camper's account and agreement. Make sure you're paid in full by the seller before you sign with the purchaser of the camping unit. Once they're off the property, collection will be difficult.
4. Stay Out Of The Sales Transaction. It's not your role to mediate or "broker" a sale. Anything you say will be taken as a guarantee. Let the buyer and seller work out all their problems. Your role is to make sure the buyer meets your campground standards.
5. Sales of trailers represent an opportunity. Take advantage of them to bring new campers to the campground who enhance the experience you offer.



EXIT INTERVIEWS ARE A CHANCE TO LEARN ABOUT YOUR CAMPGROUND

As the season ends, it's easy to say goodbye to your summer staff, offer them a handshake and move on. But they may have a lot to tell you.

People tell things to the line staff of a business which they would never say to the owner face to face. The staff working out in the campground sees things the owner cannot. Your seasonal staff has just spent several hundred hours interacting with your guests, using your equipment and dealing with your facilities.

The comments and insights you get from your staff may not be useful, but they also might be game-changing. Give it a try and see what you learn.

- Are there campers who the employees think are disruptive or otherwise unsuited to return for another season?
- How would they like to see Campground operations change in the coming season?
- Are there procedures or equipment which need updating or repair?
- Are their safety issues the campground needs to address?
- Were they given clear supervision? How could their management be improved?

In the 1940's, W. Edward Deming, an engineer, tried to persuade American businesses they needed to continuously improve their production and service methods. They largely ignored him. He went to Japan, whose industries built their post-War recovery on his theories. Relying on input from line staff employees is a key measure of improving any business. That can work for campgrounds.




Mark Hazelbaker, SC
WACO Attorney

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As you close for the season, schedule a meeting with each of your employees. Pay them for the time so they show up. Learn from them. They can tell you a lot about your business.



WE WOULD LOVE
TO HEAR FROM YOU

SHARE **YOUR** IDEAS FOR WACO'S 60TH **CONVENTION!**

In 2023, WACO celebrates its 60th year of our successful convention! 2022 was an incredible year at Stevens Point, WI, so we want to keep it going and make sure that we are providing the best event possible for our members.

We would greatly appreciate it if you could take just a few minutes and complete the survey linked below and tell us what you're hoping to see in every aspect of the 2023 WACO Convention!

Here is a link to the survey:

<https://form.jotform.com/222514313948051>



Keeping the Family Business Running and the Business Family Happy

Respectfully Submitted by our Sponsor, Blackhawk Bank

Running a successful business is complex per se. Adding the element of “family” to a business often creates more complexities, especially as the business grows. Lifelong family bonds and expectations can run headlong into business realities and needs. Today, we’ll share some ideas from the Business Enterprise Institute about how to keep the family business running and the business family happy.

FIRST, A DEFINITION

Let’s briefly define the difference between a family business and a business family.

- Family business: A business based on family relationships and involvement, closely connected to the family and its persona.
- Business family: A business (and a family) driven by performance and profitability rather than the family’s personality or reputation, in which the people and the business are focused on achieving business goals, and the fact that some are family members is secondary.

As a successful business owner, you can see how the subtle difference between these definitions can have monumental effects on how you run a business. So, how do successful family businesses thread the needle between family loyalty and business performance?

1. DECIDE WHAT’S IMPORTANT

The first step you can take is to ask yourself, “*Am I making decisions based on what’s best for the business or what’s best for my family?*” This stark question is hard to answer, but it’s crucial to know. This doesn’t imply that family interests and business performance are mutually exclusive. However, asking this question lets you dip your toe into the idea that you may sometimes need to make tough decisions where family harmony and business performance are incompatible.

Consider a brief example: You have a sibling who’s run your sales department since you founded the business. Sales have stagnated, and profitability has declined. You know your sibling is responsible, but your sibling also helped you get the business off the ground. How do you respond?

Knowing how you’d respond to a situation like this will help you create appropriate strategies to address the issue with the help of qualified, professional advisors.

For instance, if family harmony is non-negotiable, you may create strategies to foster that harmony while capitalizing on your hard work, such as selling to a third party and cashing out. Likewise, if business performance is your top priority, you might create strategies that reposition family members into more appropriate roles.



2. SEPARATE BUSINESS DECISIONS AND FAMILY DECISIONS

Successful business owners maintain objectivity in terms of business performance. But it can be hard to do that when people you care about are responsible for performance.

One way to address this common issue is by setting performance guidelines that employees must abide by, regardless of their relationship with you. Creating a written standard and presenting it to all employees can help create a business that's focused on putting you in control of your business's future success.

It also has the added bonus of creating a more equitable workplace with minimal favoritism. This is important because it provides an objective basis for hiring and advancement, which could attract talent that bolsters your family business and business family.

3. OPTIMIZE OPERATIONS

When businesses optimize their operations, it can support an increase in business value. When business value grows, both the family business and the business family can benefit via dividends, distributions, stock price increases, and the like.

However, optimizing operations can lead to tough decisions regarding family harmony. Think back to the example about your sibling. You may realize that your sibling is a much better salesperson than manager.

However, that sibling may view a repositioning as a demotion, which can affect family harmony. Anticipating this kind of issue in the context of optimization can give you a head start in how you handle it. While the strategies you use to achieve your goals may vary, the key is to have the foresight to address such issues.

CREATE A BALANCE

There's nothing wrong with having a family busi-

ness that derives its strength, in part, from the goodness of the family. You don't have to give that up. But when you make decisions, it's a good idea to balance them in favor of supporting the business, because the benefits that can come back to the family when you do so are so much more valuable.

Source: Business Enterprise Institute, Inc. Any examples provided are hypothetical and for illustrative purposes only. Examples include fictitious names and do not represent any particular person or entity.

BLACKHAWK BANK IS HERE FOR YOU

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.



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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 - **AUGUST 2022**



Boost post

Last call for Labor Day Weekend camping! If you haven't yet made your camp...
August 29, 2022 at 4:30 PM
ID: 9207382052621139

Interactions

6 reactions 0 comments 3 shares

Top Facebook Posts & Social Media Goals

Performance



Content overview

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

Facebook posts Facebook stories Instagram posts Instagram stories

Organic reach

Facebook posts

7K +432%

Total reach in 30 days

10 days prior Last 10 days

10 days prior Last 10 days

10 days prior Last 10 days

10 days prior Last 10 days

10 days prior Last 10 days

10 days prior Last 10 days

10 days prior Last 10 days

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10 days prior Last 10 days

10 days prior Last 10 days

10 days prior Last 10 days

Audience

Facebook Page likes

9,363

Age & gender

10-24 25-34 35-44 45-54 55-64 65+

Women 14.1% Men 25.9%

10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

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10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

Instagram followers

502

Age & gender

10-24 25-34 35-44 45-54 55-64 65+

Women 66.6% Men 33.4%

10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

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10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

10-24 25-34 35-44 45-54 55-64 65+

AUGUST INSIGHTS:

Facebook/Instagram Insights

Total FB current likes/followers: 9,363 (+51 from July)

Total IG current followers: 502 (+2 from July)



15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

SOCIAL RELATIONSHIP & EMAIL STATS

Instagram August 2022 Stats



Boost post

Labor Day Weekend is coming up in just two weeks! If you haven't yet made y...
August 19, 2022 at 3:51 PM
ID: 17952303818040507

Interactions

0 likes 0 comments

Performance

Reach

Total
58

Worst Best

This post reached more people than **96%** of your 50 most recent Instagram posts and stories.

Reach 58

Likes, comments and shares

Total
0

Worst Best

This post received more likes, comments and shares than **0%** of your 50 most recent Instagram posts and stories.

Likes 0
Comments 0
Shares 0

Results

Total
0

Link clicks 0

Content overview

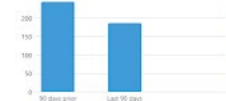
Explore noteworthy trends from the content you recently created and shared.

Facebook posts Facebook stories Instagram posts Instagram stories

Organic reach

Post reach
187 ↓ 237%

Total from last 90 days in 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 likes, comments and shares

31 ↓ 417%

Total from last 90 days in 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

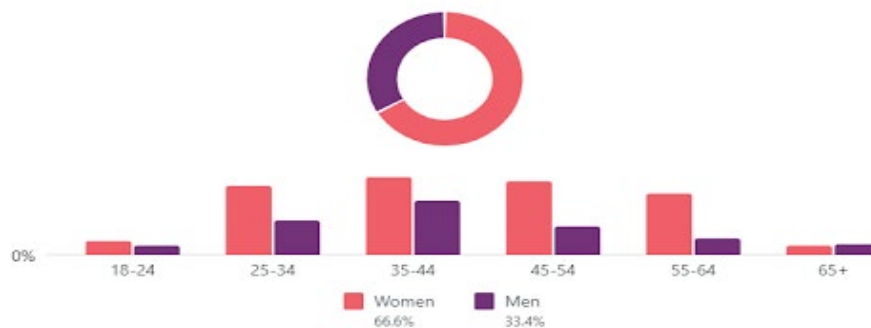
For posts created in the last 90 days



Instagram followers

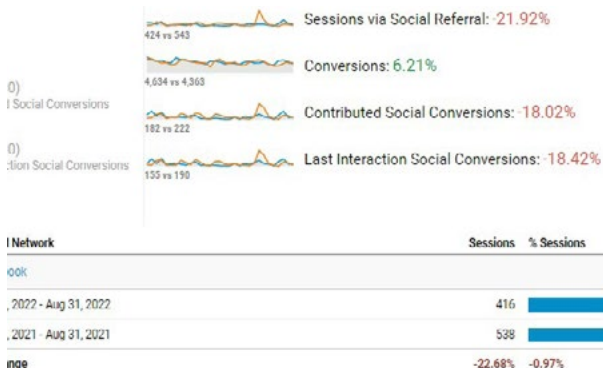
502

Age & gender

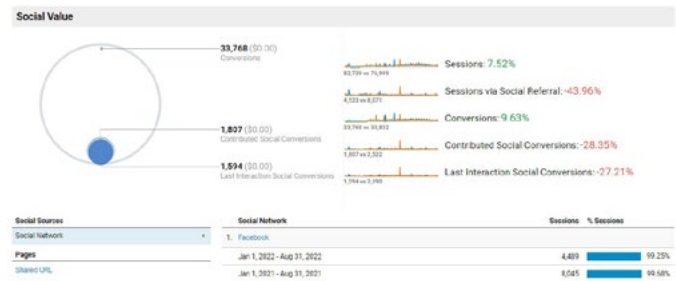




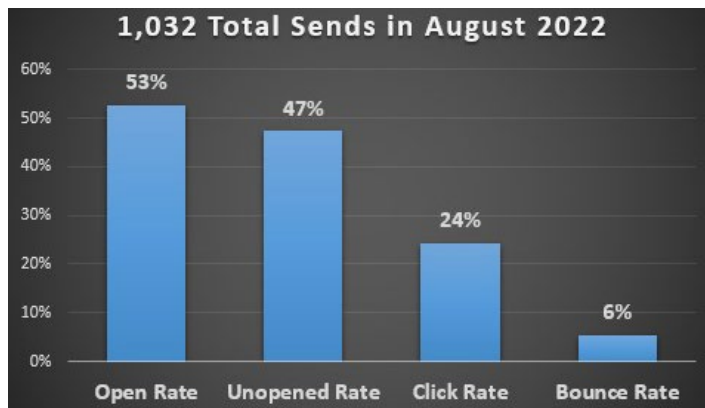
August 2021 vs 2022 Social Media Referrals to Website



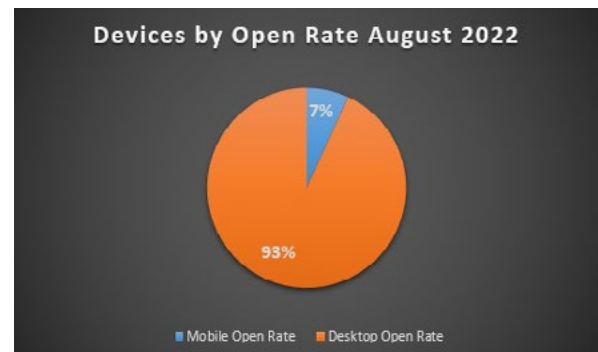
Jan-Aug 2022 Compared to Jan-Aug 2021



August 2022 Email Stats



August 2022 Open by Device



Top Emails by Open Rate for August 2022

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Lake Rule Update Notification from Wisconsin LPR	212	133	66.50%	7.90%	92.10%	23	11.50%
August 2022 Newsletter	396	218	58.40%	9.30%	90.70%	103	27.60%
Member Benefit Notice: Free Facebook Post	212	105	52.50%	6.20%	93.80%	3	1.50%
Free Water Recreation Webinar Sponsored by CRS	212	88	43.60%	4.00%	96.00%	3	1.50%

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

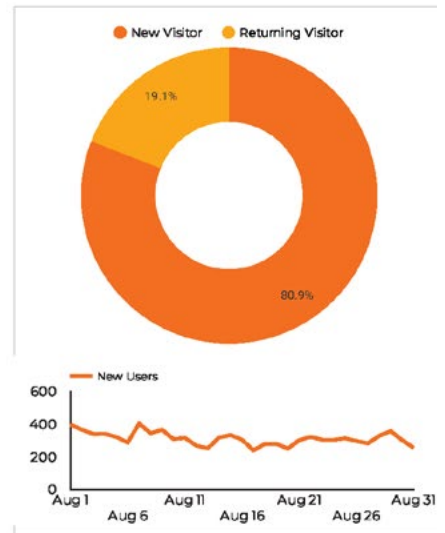
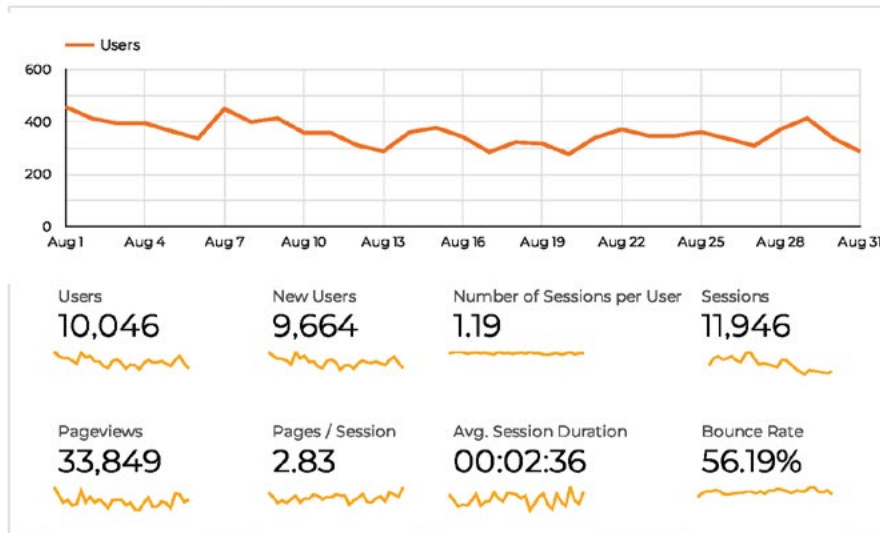




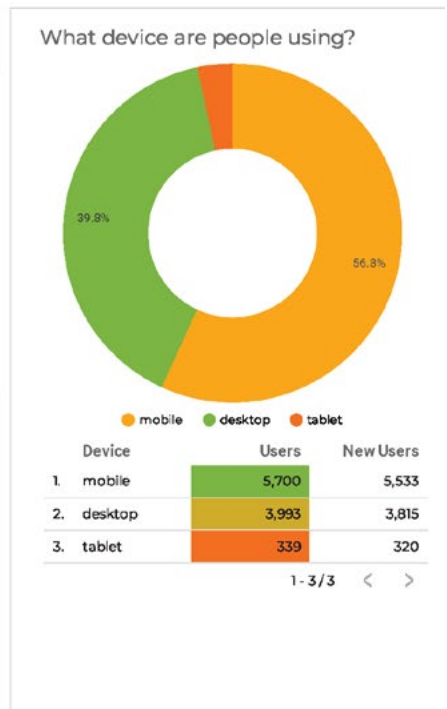
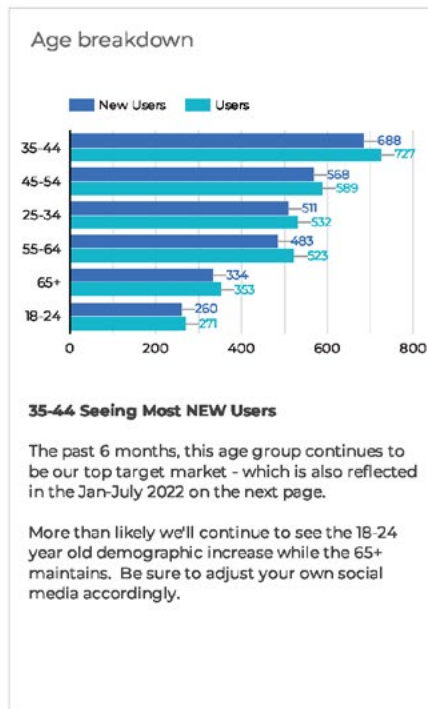
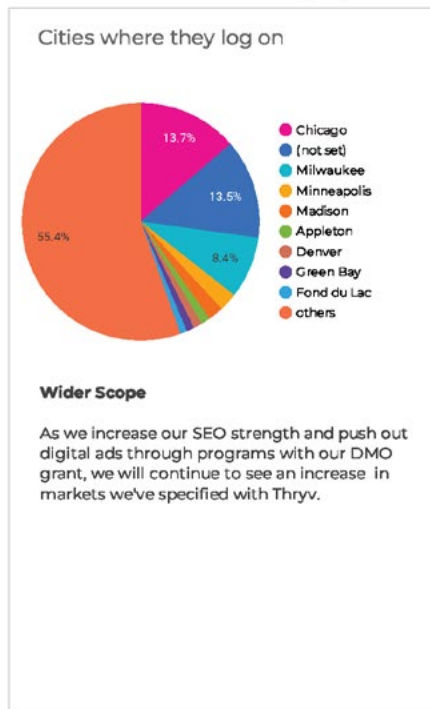
WACO August 2022 WEBSITE ANALYTICS

Channel Device Aug 1, 2022 - Aug 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-Aug 2022 YTD WEBSITE STATS



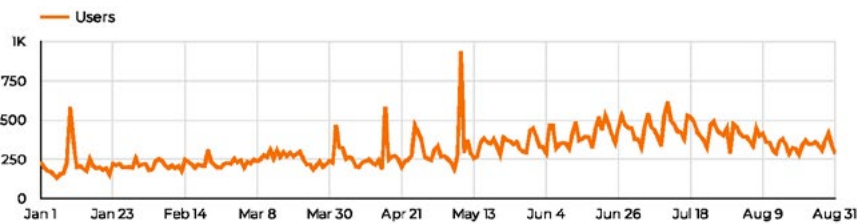
Year to Date: January - August 2022

Jan 1, 2022 - Aug 31, 2022

Channel

Device

Your audience at a glance



Users

66,784

New Users

66,380

Number of Sessions per User

1.24

Sessions

82,739

Pageviews

252,529

Pages / Session

3.05

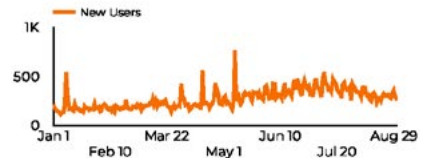
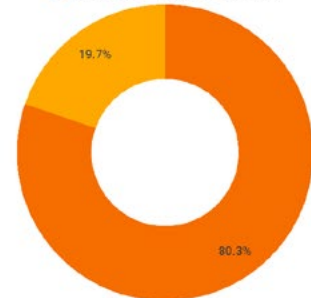
Avg. Session Duration

00:02:48

Bounce Rate

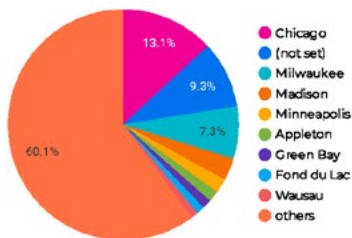
52.81%

New Visitor Returning Visitor



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

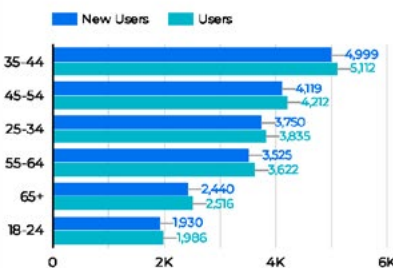
Cities where they log on



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

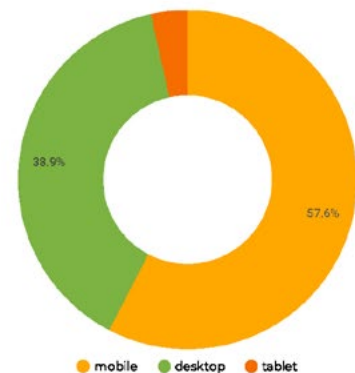
Our target markets continue to grow and as we put the DMO grant funds to use, we should see this pie split into other areas with a more noticeable concentration based on the areas we choose to target.

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	38,529	38,284
2. desktop	26,003	25,790
3. tablet	2,352	2,343



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: _____

Campground	Total Funds Raised
Kinney Lake Campground	\$9,840
Duck Creek	\$6,145
Chetek River Campground	\$5,682
Wilderness Campground	\$5,665
Diamond Lake Campground	\$4,200
Stoney Creek	\$3,755
Hitts Wildwood Resort	\$3,709
Dell Pines Campground	\$3,532
Stand Rock Campground	\$3,478
Champions Riverside Resort	\$3,400
Milton KOA	\$3,000
O'Neil Creek Campground	\$3,000
Vista Royale Campground	\$3,000
Oak Ridge Inn & Campground	\$2,965
Web Lake Resorts	\$2,740
Blue Bird Family Campground	\$2,240
Grand Valley Campground	\$1,650
DuFour's Pine Tree Campground	\$1,562
Sand Haven Campground	\$1,535
Lake Arrowhead	\$1,480
Rock Lake Resort & Campground	\$1,000
Pineland Camping Park	\$990
Whispering Pines	\$675
Buffalo Lake	\$550
Rivers Edge	\$500
Whiskey Creek Family RV Park	\$465
Grand Total	\$76,758

GBF THANKS GENEROUS WACO MEMBERS

WHAT A JUMP FROM LAST MONTH'S TOTALS!

"Thank you!" to the many members these past weeks who have held successful August events to bring our current total to \$76,758! We are blessed to have such dedicated and generous members.

A special "Thank You" to Carla Brown, our VP, who has been coordinating, traveling, and taking care of these events all year - we appreciate you and all your hard work!



NEW MEMBER ALERT



Welcome

APPLE CREEK

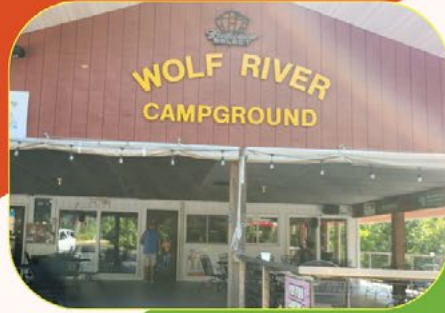
NEW MEMBER ALERT



Welcome

HICKORY OAKS

NEW MEMBER ALERT



Welcome

WOLF CREEK





2023 Music License Renewal with ARVC

Are you paid? We know what its like to keep track of multiple subscriptions and information. If you have a music license from ARVC, here is your reminder that it's time to renew for the 2023 calendar year!

Visit this link to see if you're paid for 2023:

<https://files.constantcontact.com/4003fe6a001/5f79be62-a0fe-42ca-a09b-f4bc6ce979b1.xlsx>



ABOUT THE NATIONAL ARVC COMBINED MUSIC LICENSE PROGRAM

National ARVC member-parks are turning music into money at their parks—with karaoke contests and pool parties that drive engagement with campers who purchase tickets to participate. But did you know if you play music at your park, you must have a license to avoid copyright law infringement?



Performing rights organizations, known as PROs, collect licensing fees, and, in turn, pay royalties to the songwriter, publisher or performer of that music. There are four major music licensing companies: ASCAP, BMI, SESAC, and GMR. If you play copyrighted music at your RV park, campground or glamping resort without a license from these organizations, you could be liable for damages set by federal statute that can range from \$750 to \$30,000. In addition, if a jury finds that the infringement was “willful,” the damages assessed could run as high as \$150,000 per song plus legal costs

Don't miss out on this unique opportunity to secure the right music license -- at our exclusive discounted rates -- that will help protect your park from liability and costly fines. National ARVC Combined Music Licenses are only available for National ARVC members, so become a member or contact ARVC at 303-681-0401 now to get assistance.

OUT & About



One of our **WACO** staff (I bet you can tell who by the cutie pie featured in most of the pics!) was able to visit **DELL PINES!** What gracious hosts and such a beautiful spot - be **PROUD TRAXLER FAM!**

The beautiful Harper Leigh Todd featured in the images above.



OUT & About



DIRECTORY DISTRIBUTION is going strong in 2022! We're thankful for partners like those at the Hersey PA show who support our organization with racks of WACO Directories!



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

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



CAMPSPOT 616-226-5500 sales@campspot.com



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

wisconsincampgrounds.com

Severson & Associates

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

lori@seversonandassociates.com