



OCTOBER 2022

As you finish the season, host your last Halloween events, or get ready for trick or treating in your local communities, take a minute to appreciate this....THE CAMPGROUNDING HAS ENDED. At least for most of you! Toast yourself and the staff for getting through another year, and let's look forward to the upcoming year with positive energy and great vibes. Here's to winter planning and prep!

inside...



The workshops were AWESOME!

P. 12

Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members,

To say Fall Workshops were a huge success was an understatement! We had a tremendous showing for both sessions, and it's such a great way to get together. My staff and I from Champions want to give you a personal "Thank you" for all the kind texts, emails and comments about their service and the tour. They were all so nervous, and you gave them confidence and made them feel important! Thanks so much for that. Our sponsors for these events genuinely help, so be sure to reach out and thank them if you can! Specifically, Campgrounds4sale, Blackhawk Bank & Coverra Insurance Services sponsor EVERY time! Tina & Danielle have done an excellent job taking pictures and documenting cracker barrels, which has been an excellent addition to the newsletters and Facebook.



Well, here we are, nearing November - Severson & Associate's official busy season! I will begin traveling on October 28 and will be home for three days between now and December 5, so a crazy time has already started!



Protect Your Business

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We are constantly looking for ways to look for new resources and information to improve our organization. That means learning new things from

other industries in and outside our own. I'm going to CONY's (New York campgrounds) to do their strategic planning and a session for them at their convention. CONY hosts a great convention - very comparable to ours. I'm excited because I always learn things when I attend! Next up is 2.5 weeks in the same location lol! Orlando will be my home as I attend CAMP (Campground Association Management Professionals), ARVC's OHC, KOA's 60th anniversary Convention, and IAAPA in the same couple of weeks. That will be a jam-packed half-a-month with PA and COE following, so I should have a full brain of new ideas!

Severson & Associates was able to pull together a package deal with IAAPA. Danielle has sent you an email and put the news on Facebook. We have \$129 pricing that includes the seminars and expo. The rate is impressive as you usually pay \$795 for membership, \$359 for the Seminars, and \$169 for the expo so \$129 for every-



thing is fantastic!

Please register asap, as our pricing only goes until November 1, and we need to have everything in before the pricing goes up! If you have never been to IAAPA, this is my take: This expo is literally for everyone from Carnival organizers to Disney-type parks and everything in between. If you are attending a seminar, you will know quickly if it's for you or not. In my experience, if you're not feeling it, get up and move to another. Many seminars are

running at the same time. Please note that some workshops charge additional for the session - not included in the \$129. Those are usually special events or full-day sessions.

SIGN UP HERE:

<https://form.jotform.com/222915822687061>

Our organization is tracking strong for 2023, and we are excited to form new and solid relationships with our suppliers and members. I recently met with Blackhawk Bank, which is officially creating a division dedicated to campgrounds. Phil has been excellent at connecting us with people who know about city and town zoning issues and is genuinely interested in visiting and learning about campgrounds. That is huge for our industry! John at Campgrounds4Sale has a fantastic spreadsheet that he works with you on that tells you what adding items to your campground does for your sales price. This service is important for strategic and long-term planning - and best of all, free! Holly Hoffman is a fantastic resource for sales tax issues.

Please be sure to have a conversation with her if you have any questions on sales tax, and again this is a free benefit! Chris at Coulee Accounting (CSAW) is a whiz at QuickBooks and is on our hotline program. I think most of you know about Mark Hazelbaker and the hotline. We are using the heck out of that program. Using your WACO benefits helps you see what a brilliant investment WACO is. Using just one of these valuable benefits can pay for your dues.

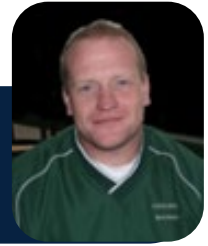
I am proud to represent all of you and excited for the following years. Breathe and take a day of your time! Hugs, and see you soon!

Sincerely,

Lori Severson,
Executive Director, WACO

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

Well, we certainly had an excellent turnout for Fall workshops! A record breaker. Thanks for all the great comments about all the parks. Everyone appreciated it. As I told everyone, you can see all my messes at the park - at the end of the day, that's what it's all about. We share information and get better as a group. I grew up with the WACO mentality of knowing how much better we can be together, and I try to lead by example in that area. WACO is here for you to use your benefits; we get more and more of these benefits yearly. I think the staff works hard to look for new member benefits and often comes through with ideas that truly make a difference.

Just remember, it's our job to use them. We have a great printing program where you can save a lot of money by printing in bulk. The sales tax issue is always tricky for everyone, and we have an expert to assist us with any questions in Holly Hoffman.

Chris from Coulee Region Bookkeeping runs a service that gives WACO a hotline to call – use the hotline. The same with the attorney hotline and all the other WACO benefits that are there to use. One thing that was pressed into my brain when my parents ran the campground was that supporting the association was something you always did. That means sometimes you do things for the good of the whole and not just what you get out of it. Lori calls it your insurance policy.

We are there when you need us. It's tough right now because we know business is good, we likely don't need print advertising, for example, but we need a directory. Our customers are still asking for it, and it's a pivotal piece of our branding.

Carla recently brought up an example in Minneso-

ta. They stopped producing their state directory, and she ran out of our WACO directories at the show on the first day. Why? Well, everyone was looking for the Minnesota directory, and none was to be had. Our consumers still look at that book, and we still need to produce it for a time. If you can support the organization by participating, we sure appreciate it. The costs of printing are skyrocketing, so every little bit helps!

Hopefully, you are getting buttoned up and ready to refresh for what's likely to be a busy summer. I hope to see you at ARVC and other upcoming conventions.

Happy Halloween!

Scott Kollock,
WACO Board President



News from National ARVC



Your AREA 3 ARVC Rep.



**Jim Button, OHE (Treasurer)
Evergreen Campsites & Resort**

As you wrap up your 2022 season - I would like to remind you that if you have any questions in regards to National ARVC please do not hesitate to reach out.

I hope you had a successful season and hope to see you in Orlando.

My Cell is 9205700764
jim@evergreencampsites.com

National ARVC Introduces AHA! Advocacy Updates

Link: <https://arvc.org/ahaq3>

We get it. You're busy. You don't have time to track every new policy, regulation, or potential law that could affect your outdoor hospitality business—but we do.

National ARVC is proud to introduce AHA!, a quarterly advocacy update built for you. It's a short and sweet newsletter designed to make sense of the often complicated legislative issues affecting our industry and provide you with aha! moments around advocacy that are relevant to our members and the work we're doing. View the most recent edition at arvc.org/ahaq3.

What's Better than One Beatle?

Link: <https://arvc.org/Music-Licensing>

What's better than one Beatle? All the Beatles. And the only way to get them all is with the full National ARVC Music License Program. National ARVC's discounted music licensing program is open for renewal (or new licenses) through early December 2022. 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. Learn more at arvc.org/music-licensing.

National School returns to Oglebay! Scholarships Available

Link: <https://arvc.org/National-School-of-RV-Parks-and-Campground-Management>

Save the date for National ARVC's upcoming George O'Leary National School of RV Park and Campground Management, Feb 26 – Mar 3, 2023, at Oglebay Resort in Wheeling, WV. The George O'Leary National School of RV Park & Campground Management enhances the skills of its attendees through a high-quality educational program focusing on business management principles and practices as applied to the RV park and campground industry. National School brings leading industry experts to provide participants with the skills and expertise needed to positively impact the industry.

Learn more, apply for a scholarship, or register today at arvc.org/NationalSchool.

Attend **IAAPA** Expo for just **\$129!**

Severson & Associates has secured a DEEPLY discounted rate for our clients to attend the IAAPA Expo show in Orlando, Florida!

Conference: November 14-17, 2022

Trade Show: November 15-18, 2022



This discounted ticket gets you access to both the educational seminars, and the expo!

**THE DEADLINE TO PURCHASE THESE DISCOUNTED
TICKETS IS NOVEMBER 1ST SO DON'T DELAY!**

REGISTER TODAY!

[HTTPS://FORM.JOTFORM.COM/222915822687061](https://form.jotform.com/222915822687061)

About the IAAPA Expo

Fueled by a passion for fun, IAAPA Expo allows you to explore the sights, smells, tastes, sensations, and thrills of the amusement industry. Professionals from the world's most respected theme parks, family entertainment centers, zoos, aquariums, museums, science centers, and attractions come to see innovation at work, connect with leaders, and source new products.

[Learn more about the show, the agenda,
educational seminars, and more:](https://www.iaapa.org/expos/iaapa-expo)
<https://www.iaapa.org/expos/iaapa-expo>

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.

Top 5 QuickBooks Tips of 2022

We've provided a lot of QuickBooks tips and tricks this year in our newsletters. Below are 5 of our favorites!

1. MATCH YOUR POINT OF SALE WITH YOUR CHART OF ACCOUNTS

to find a good balance of what information you can get from both your POS and bookkeeping software and the complexity you are comfortable with. Remember, keeping numerous accounts to track transactions is great for data, but comes at the cost of time and effort.

Point of Sales	Chart of Accounts	Reporting
25 Pack Stickers	Retail Sales	
Sunglasses		
Insect Repellent		
Pizza	Food Sales	Income
Cheese Curds		
Burger		
Tent Site	Overnight Camping	
Pull through site		
Tent Site - Water		

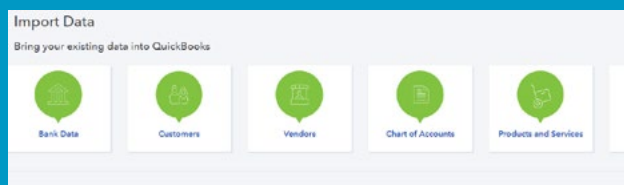
2. OPEN A SECOND TAB! There are many screens in QuickBooks online that will lock you in place until you either finish or leave. We advise you to always open a second tab by right clicking on a different section right when you first log in.

3. RULES – Rules are great for repeating transactions,

but be wary of auto-adding!

4. CATEGORIZATION HISTORY – A new feature QuickBooks has rolled out that allows you to look back at what a certain vendors charges have been categorized as before can help you remember account names and keep consistent.

5. IMPORT EVERYTHING – Anything that can be imported should be imported. 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. We love meeting new business owners and working with them to grow their business!

**CSAW Associates
Christine Metcalf**



CSAW Associates, LLC
Coulee Region Bookkeeping and Tax





DATCP

FAST FOLLOW UP FROM WACO FALL WORKSHOPS

Q: Member questions came up in both September and October Fall Workshops regarding TRH room houses and the lodging code. The code used to be if you had 2-3 rooms in a rental unit, you switched to a hotel/motel license. NOW, if there are 5 or more rooms, the inspection doesn't change, just the way its licensced. Can you explain this all to us better?

A: It all has to do with Wisconsin Legislature: ATCP 72.05(1) and Table ATCP 72.05 B. If a premises has 1 to 4 rooms then a tourist rooming house license is issued. If there are more than 5 rooms then a hotel license is issued and the fees incrementally increase as the number of rooms increase.

For example, Camground XYZ has a one-dwelling home and multiple cabins throughout the campground available for rent. Six of these units exceed 400 square feet in area which requires an ATCP 72 license per Wisconsin Legislature: ATCP 79.13(3)(a)2. Therefore, the second row of Table ATCP 72.05 B would be the appropriate lodging license for the property.

Table ATCP 72.05 B
Fee Schedule — SFY 2012
For permits issued on or after April 1, 2011

Type of Facility	Permit Fee	Preinspection Fee	First Reinspection Fee	Second and Subsequent Reinspection Fee
Tourist Rooming House	\$110	\$300	\$128	\$170
Hotel / Motel Permit Fee 5–30 Rooms	\$205	\$480	\$218	\$290
Hotel / Motel Permit Fee 31–99 Rooms	\$280	\$665	\$300	\$400
Hotel / Motel Permit Fee 100–199 Rooms	\$355	\$795	\$379	\$505
Hotel / Motel Permit Fee 200+ Rooms	\$490	\$1185	\$525	\$700

5 THINGS TO AVOID PRIOR TO A SALES TAX AUDIT

Respectfully Submitted by Sponsor Holly Hoffman of Sales Tax Industry Network

1. 100% TRUST IN OTHERS

Be in control of your business, especially the accounting. Sales tax liability follows the owner, shareholders, and/or officers of the corporation personally – so understand enough about the tax laws to at least ask the right questions of your accountant, employees, and even the auditor. Know where to go for answers and verify.

2. SOLE FOCUS ON SALES

Primary audit adjustments and majority of penalties from audits are imposed on purchases, not sales. Watch out for changes in business structure that may impact your use tax liability and do an annual review of your fixed asset purchases to verify proper tax was paid on large purchases. Often, I find that the issue is not whether sales or use tax was intended to be paid, but whether the accounting system was properly operating to report the tax correctly. Verifying whether your reporting system is functioning accurately is also something that should be verified on an annual basis or after changes such as new accounting software, staffing changes, or business structure changes that impact accounting. Verifying reporting systems is an additional step that seems redundant; however, it helps remind you of the logic behind



your system and it catches any errors before they compound over time.

3. POOR RECORD KEEPING

Record keeping is like doing the dishes, it is a necessary but dreaded task. For sales tax, it is crucial. If you are not going to keep your records (your invoices/receipts/



contracts/exemption certificates), there is no reason to pay the sales/use tax in the first place. If you cannot prove that you paid tax on a purchase, DOR will assess use tax in audit unless you can prove what you purchased (with a receipt) and that it was exempt from tax. It specifically states in the statutes that "all sales are considered taxable until proven to the contrary." To be proven not taxable requires documentation, if you paid tax you must be able to prove you paid tax on that specific purchase and how much sales/use tax you paid to Wisconsin. For credit card purchases, a credit card statement is not sufficient because that does not show sales tax or purchases description detail. You must have the actual receipts/invoices of each purchase. Also – keep your sales and use tax return along with the backup that shows the reports used to come to the numbers used on the return. This is so important, especially if you had special additions or subtractions (edits) for that period.

4. MIXING PERSONAL TRANSACTIONS W/ BUSINESS

Keep your personal accounts and credit cards separate from your business accounts! Reimburse yourself for business purchases or take owner's draws – do not directly spend out of the business account or pay personal credit cards out of the business account. While doing so can properly be accounted for income tax-wise, you just opened yourself up for sales tax audit liability on your personal credit cards and purchases by doing this. This can be very significant dollars in an audit. Besides that, it muddles your ability to see your financial situation clearly for your business – adds more accounting complexity. Separate and clarify – reduce your liability.

5. TRYING TO OUTSMART THE SYSTEM

There are tax planning strategies that I absolutely promote and implore you to take advantage of. Many tax planning strategies do require documentation or record keeping. Tax returns are mostly filed on an honor system – because you don't submit all your records, just your totals. The IRS and DOR verify some information like W-2's and 1099's, etc. but until an audit occurs, they do not verify your detailed records. Don't get overconfident in not having to prove what you claim.

While sales tax has some gray areas, the law is inflexible. I also find that you can determine the true nature of transactions because there is the customer, seller, and usually a third party (vendor, bank or other entity) there are numerous ways to prove/document the nature of the event. This is how I help my clients, and this is how a good auditor identifies when a taxpayer is either being truthful or not truthful about a transaction under question.



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!**



HELPFUL LINKS ON [SALESTAXLADY.COM](https://www.salestaxlady.com):

[Wisconsin Campground Provider Sales Tax FAQ's](#) – Blog Article

[Amusement Devices Tax, Related Purchases & Sales](#) – Blog Article

[Sales Tax Training Videos](#) – Audit Tips and Real vs Personal Property Tax Treatment

About Holly Hoffman:

Holly provides WI businesses sales tax education, audit “insurance,” and advisory services as the owner of Sales Tax Advisory Network. Prior to starting her consulting business, Holly worked for the WI Dept of Revenue as an auditor and head of the WI Dept of Revenue's Speaker's Bureau. Holly has a Bachelors and a Masters in Accounting. Holly also serves as chair of WI Institute of Certified Public Accountants State & Local Taxation Committee (2022-2025).

Sales Tax Advisory Network, LLC provides Sales Tax Audit Protection Plan for businesses- receive unlimited advisory services, access to training, and guaranteed sales tax audit representation all for a low flat monthly fee. Reduce your risk to be selected for an audit and, if selected, receive audit defense services for no additional cost. OR Hire us to defend you in a current sales and use tax audit. Don't wait, hire a professional advocate who knows audit policy and sales tax law to work for you.

Contact Holly Hoffman at holly@salestaxlady.com or call (715) 498-4164.

Positive Pay Fraud Prevention System

What it is and how it works to keep your business safe.

Respectfully Submitted by our Sponsor, Blackhawk Bank in follow up from the Fall Workshops

Positive Pay is a fraud prevention system designed to protect against altered, forged and counterfeit checks. A company lacking in proper defenses is vulnerable to financial loss, costly disruptions and reputation damage — secure your assets, increase control and streamline business operations with Positive Pay!

In spite of the fact that overall paper check usage continues to decline each year, check fraud remains high. Paper checks are an easy target for criminals. Since they're passed hand-to-hand on their way to payment, they can easily be stolen, duplicated, altered or cashed illegally. One of the better ways to protect your business from altered checks is to implement Positive Pay.

HERE'S HOW IT WORKS:

1. Business Banking Customers send a check register file containing check numbers, dates and amounts to the Bank for checks the Business Customer has written.
2. When a check is presented for payment, the Bank compares the presented check against the Business Customer's previously transmitted check information for that account.
3. When there is a discrepancy between a presented check and the check file information, the Bank notifies the Business Customer through an Exceptions Report and withholds payment until the Customer tells the Bank to accept the check. Checks not approved by the Business Customer are rejected and will not be cashed.

POSITIVE PAY BENEFITS & FEATURES:

- Monitors and detects unusual check activity
- Reduces the risk of financial loss
- Safeguards your company's reputation
- Solidifies internal controls & reinforces audit trails
- Simplifies account reconciliation
- Automates accounts payable workflow
- Notifies you when you have potentially fraudulent checks to review
- Offers online review of potentially fraudulent checks
- Gives you the ability to make pay/no pay decisions on potentially fraudulent checks
- Sends email notices for transactions that need to be reviewed



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



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



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Guaranteed.**

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

CAMPSPOT 616-226-5500 sales@campspot.com



SEPTEMBER

OCTOBER

FALL WORKSHOPS

Summary of what we learned and who we visited

Between September and October, our office and members visited 14 campgrounds! Over four days, we conducted multiple cracker barrels, listened to and were able to ask questions of industry experts at two lunch learning sessions, and enjoyed social hours. All this while sharing everything we could about what we love most - our campgrounds. We are thankful for those who opened their gates to our group and gave us a quick peek into their season, successes, lessons learned, and funny quirks - everyone should be incredibly proud of your park!

IN THE FOLLOWING PAGES, YOU'LL SEE A HIGHLIGHT OF EACH STOP AND A THANK YOU IF THEY HOSTED ADDITIONAL FACETS OF THE FALL WORKSHOP.



Lunch at
Oasis Campground



Lunch at Neschonoc Lakeside
Camping Resort



Lunch at Champions
Riverside Resort



River cruise on the
La Crosse Queen

THANK YOU
TO OUR
SPONSORS

OASIS CAMPGROUND



Beach views at the bar & grill



Store
Displays



Lodging



Thank you to Lana, Rob & Sarah for showing us your beautiful property, being prepared for our group and hosting lunch!



Unique life jacket storage



EXPERT UPDATES



Jim Kaplanek, Reed McRoberts, Mary Ellen Bruesch & Ted Tuchalski from DATCP joined us to provide updates on:

- **Administrative rule changes** and when they take effect
- **ServSafe** - conversations to make code fit our business models
- **Safety Ropes in pools**
- **Lodging Permit** - be to check out the DATCP article updating you on the latest TRH requirements!



Over 60 attendees joined us in September's Fall Workshop!

Topics that need more conversation:

- **Conversations about swim ponds** and how we can share what we've done in terms of safety / precautionary measures.
- **Legal Updates:** Does providing lifejackets make you more liable?
- **Amusement Devices** - need to do more follow up with DSPS. Have you received a letter from them? If so, forward to tina@seversonandassociates.com



Fast Follow Up from the DATCP

At our September Fall Workshop, a WACO member asked Mary Ellen Bruesch from the DATCP a question regarding safety ropes in their pool. The NEXT DAY she reached out to confirm campground name and more details to assist. We are lucky to have such an amazing relationship with this group of officials!

EXPERT UPDATES



Blackhawk Bank's Phil Whitehead & Kim Lantta

- **Rates** - when interest rates increase, loan rates follow - starting to see deposit rates rise too!
- **Fraud a Bigger Concern:**
 - Over 70% of businesses will experience fraud of some kind. Check out their Check Positive Pay Prevention program listed later in the newsletter!
 - Look into Cyber Security protection with Eric at Coverra to protect yourself further



BLACKHAWK BANK



Hearing from experts

Jim from Golf Cars & Utility Vehicles:

- Shared that it will get more difficult to source new & used carts
- \$1000 Lease Program: Expires 12/31/22 - contact Jim today to learn more!



Sarah Krause , Ashley Weiss-Wegner, & Lori Severson reminding us about Member Benefits like the print program!

VISTA ROYALLE

Go big or go home!



So many acres and
unique seasonal spaces



Lodging



Thank you to Scott, our Board
President, for opening up his
campground and sharing the
family history, as well as
hosting our Cracker Barrel!



Multiple bodies of water





RIVER'S EDGE CAMPGROUND



Thank you to Sarah & Troy for sharing your park with us!



Amazing spaces



Unique lodging

LAKESIDE FIRE CAMPGROUND

Thank you to the Ledger Family for sharing your park with us!



Beautiful
restrooms



Unique lodging &
gathering spaces



PINELAND CAMPGROUND

Thank you to the Mehring Family for sharing your park!



Party places



Unique lodging

RUSTIC RIDGE RESORT on CASTLE ROCK

Thank you to Clint and Janet for sharing your park, and feeding us lunch!



Gorgeous bar & grill



Beautiful views

CHAMPIONS RIVERSIDE RESORT



Seasonal sites on 3 levels



Waterfront views



Added Lodging & New Construction



Thank you to Ryan, Lisa, Chris, and Lori for showing us your property and hosting us for a delicious lunch!



Zipline keeps staff busy!



EXPERT UPDATES

Nearly 100 attendees joined us in October's Fall Workshop!



Abe Leis, CPA from Hawkins Ash explained strategies to reduce tax:

- **Accelerated depreciation** - Bonus and Section 179 are pivotal and if you don't know what that means, ASK YOUR ACCOUNTANT!
- **Repairs & Maintenance** - need to determine if it's a capital asset vs. repairs/maintenance because that may help avoid personal property tax
- **Select S-Corp if profitable**

He also highlighted good reminders if you're selling:

- **Buyer & Seller should agree to allocation of price during the negotiating process**
 - Recommended that allocation be in purchase agreement
 - Form needs to be submitted to IRS in year of sale - Form 8594
- **Tax treatment of different asset classes**
 - Buyer will want as much as possible to equipment
 - Seller will want as much as possible to goodwill and land



Eric from Coverra shared the Biggest Risk Management & Safety Issues:

- **Swim Ponds** - do you offer lifejackets, do you limit ages, what can you do to mitigate risk?
- **Golf Carts** - Seasonal vs. overnight renters and rules
- **Content on Social Media and Websites** - Can be a beacon for agencies to ask questions, require permits, etc. so watch what you post!
- **Rising Costs** - for both buildings and labor, be sure you have proper coverage
- **Insurance/Marketplace** - Costs are increasing and the market is "hardening" meaning companies restrict capacities and coverages they'll offer. Don't panic, this won't last long, just need to ride it out.

John from Campgrounds4Sale went over profit for your campground:

- **Inflation** - People recognize inflation is in play
 - Your campground is an inch by inch profit center
 - Look at what you can do to increase all your profit centers
- **When buying a cabin** - if you're paying 6.5% on your loan, make it up in your nightly rates.
 - The interest rate doesn't really matter if the cabin is paying for itself
 - If you're taking calls asking for a cabin and you're saying no we're full - you need more cabins.
- **Improvements** - If you want to lay blacktop or put in shrubs - are you getting paid more from your customer by having those things? If so - do it!





WHISPERING PINES

Thank you to Janelle & Alex
for sharing their pond project
and park with us!



Amazing spaces



Pond clean up
for next season!

PETTIBONE RV PARK & CAMPGROUND

Our group enjoyed a self-
guided tour overlooking the
Mississippi River!



Hard to believe the main drag was close
with views like these



LAKE ROAD CAMPGROUND

Thank you the Hanson's for explaining their amazing work life balance and how they manage offsite!



Cutest corners



Unique lodging

Bluebird Family Campground

Thanks to Tricia for telling us about the family history behind their park!!



Space to play



Spring fed pond

WHISKEY CREEK

Thank you to the Gilbertson Family for sharing your park with us!



Gorgeous scenery



Unique lodging

LEON VALLEY

Members enjoyed a self-guided tour here!



Places to play



Great pavilion

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **SEPTEMBER 2022**



Boost post

Looking for a new place to camp? Check out Great Northern Campground! Se...

September 14, 2022 at 7:26 PM
ID: 9262619306410746

Interactions

21 reactions 1 comment 12 shares

Top Facebook
Posts & Social
Media Goals

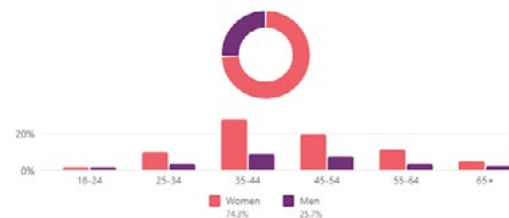
Performance



Facebook Page likes

9,466

Age & gender



Reach

Facebook Page reach

4,785 + 41.2%



Instagram reach

Instagram reach

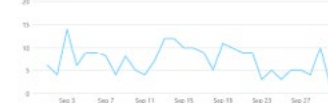
109 + 10.2%



Page and profile visits

Facebook Page visits

218 + 24.6%



Instagram profile visits

Instagram profile visits

5 + 15.0%



New likes and followers

Facebook Page new likes

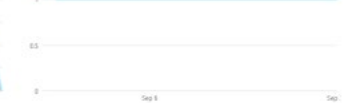
53 + 23.2%



Instagram new followers

Instagram new followers

4 + 20.0%



SEPTEMBER INSIGHTS:

Facebook/Instagram Insights

Total FB current likes/followers: 9,466 (+103 from Aug)

Total IG current followers: 504 (+2 from Aug)



15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

SOCIAL RELATIONSHIP & EMAIL STATS

Instagram September 2022 Stats



Boost post

What's something that ALWAYS gets forgotten when packing for a camping t...
September 9, 2022 at 1:17 PM
ID: 17932177439319815

Interactions

1 like 0 comments

Performance

Reach

Total
49

Worst Best

This post reached more people than 94% of your 50 most recent Instagram posts and stories.

Reach 49

Likes, comments and shares

Total
1

Worst Best

This post received more likes, comments and shares than 82% of your 50 most recent Instagram posts and stories.

Likes 1
Comments 0
Shares 0

Results

Total

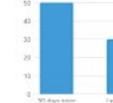
Link clicks

Engagement

Post likes, comments and shares

30 4.4%

Total from last 30 days or 30 days prior



Median post likes, comments and shares per media type

For posts created in the last 30 days



Median post likes, comments and shares per content format

For posts created in the last 30 days



Reach

Post reach

181 4.4%

Total from last 30 days or 30 days prior



Median post reach per media type

For posts created in the last 30 days



Median post reach per content format

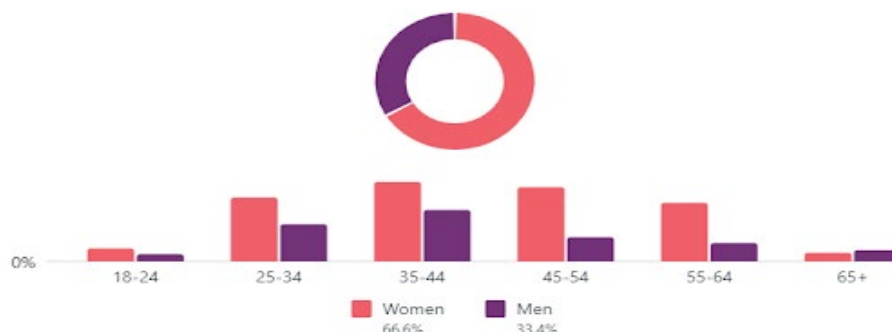
For posts created in the last 30 days



Instagram followers

504

Age & gender

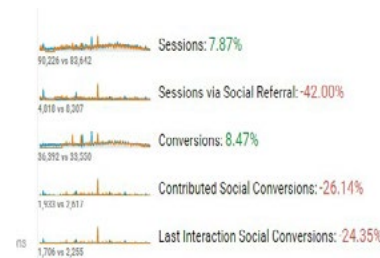




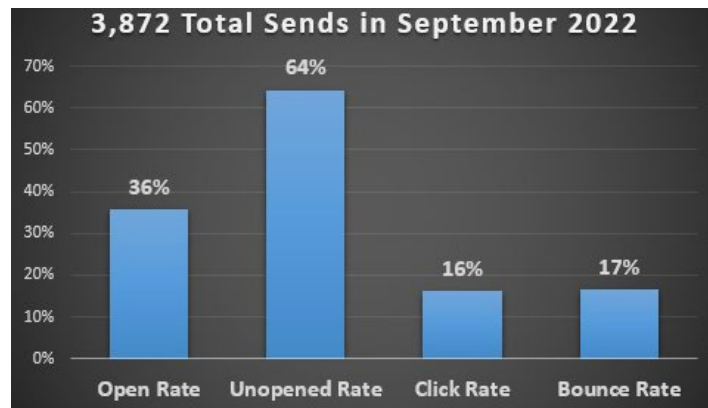
Sept 2021 vs 2022 Social Media Referrals to Website



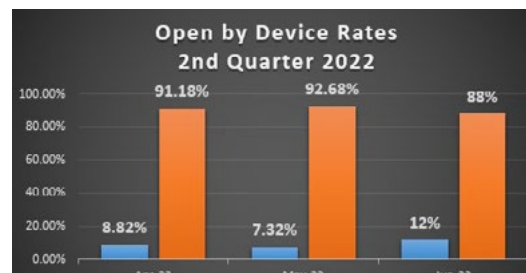
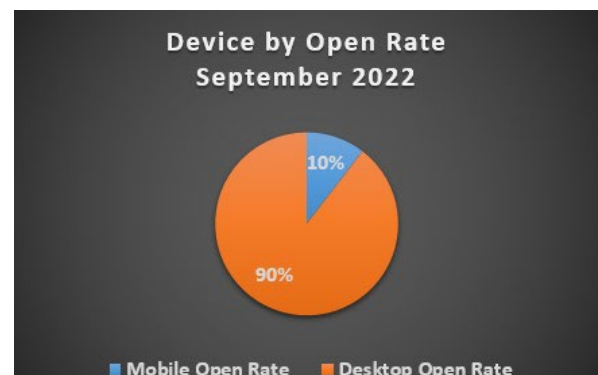
Jan-Sept 2022 Compared to Jan-Sept 2021



Sept 2022 Email Stats



Sept 2022 Open by Device



Q2 2022 Email Stats

Top Emails by Open Rate for Sept 2022

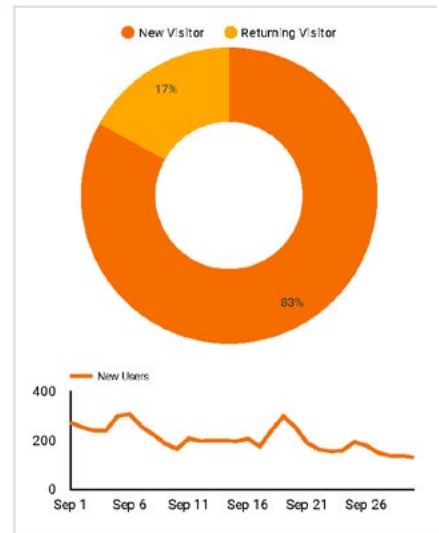
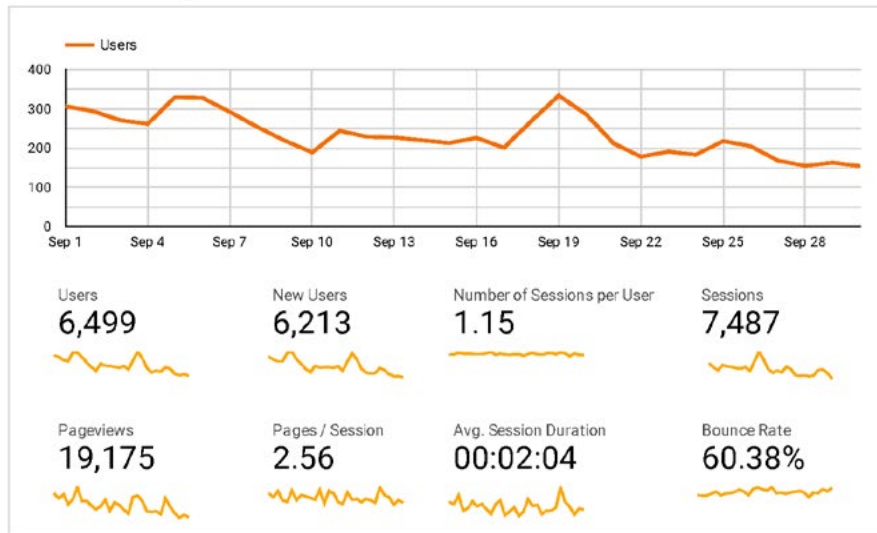
Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Lake Rule Update Notification from Wisconsin LPR	212	133	66.50%	7.90%	92.10%	23	11.50%
August 2022 Newsletter	396	218	58.40%	9.30%	90.70%	103	27.60%
Member Benefit Notice: Free Facebook Post	212	105	52.50%	6.20%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



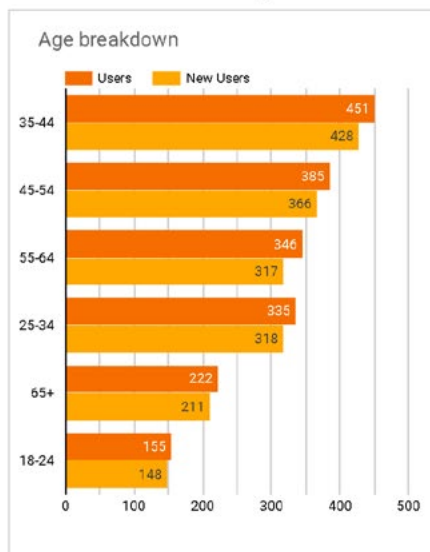
September 2022 Monthly Audience Overview

Continent ▼
 Region ▼
 Channel ▼
 Device ▼
 Sep 1, 2022 - Sep 30, 2022 ▼

Your audience at a glance

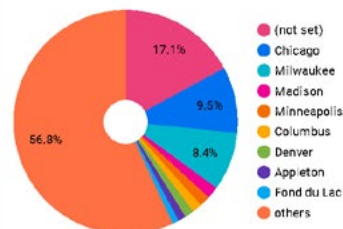


Let's learn a bit more about your users!



Ages 35-54 continue to hold the line for the largest age groups for online visitors in the month of September.

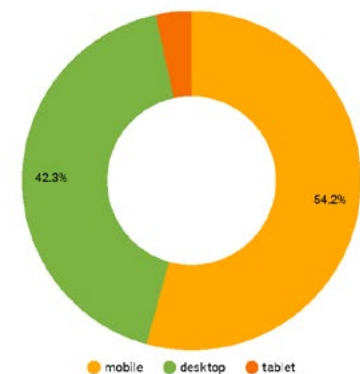
City breakdown



In the month of September 2022, we continue to see uses from Chicago IL, Minneapolis, MN, and out of nowhere, Denver, CO. Great to see some of the digital ads and work we've been doing with Thry/Vivial pick up that out of State traffic of visitors to our website.

Also interesting to note this month that the users logging on with their phone vs. their desktop seems to be getting more even.

What device are people using?



Device	Users	New Users
1. mobile	3,505	3,396
2. desktop	2,735	2,611
3. tablet	222	208



YTD Jan-Sept 2022 Audience Overview

Continent

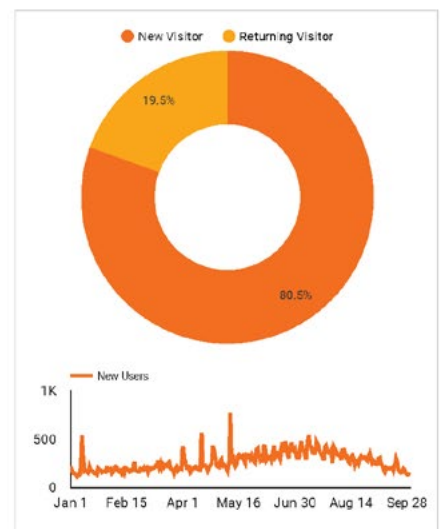
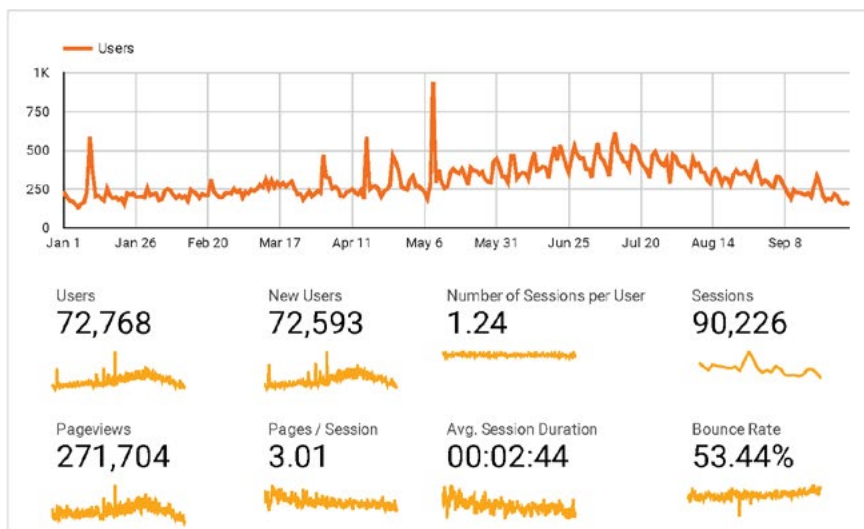
Region

Channel

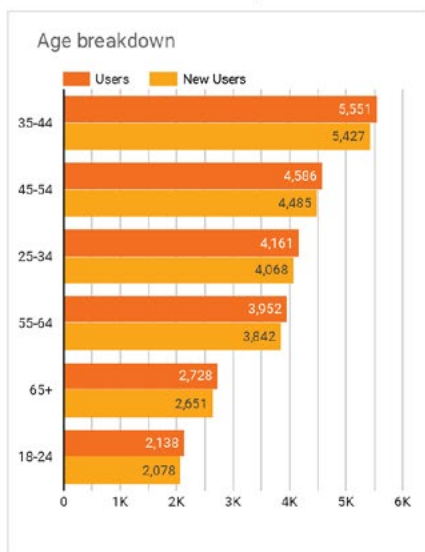
Device

Jan 1, 2022 - Sep 30, 2022

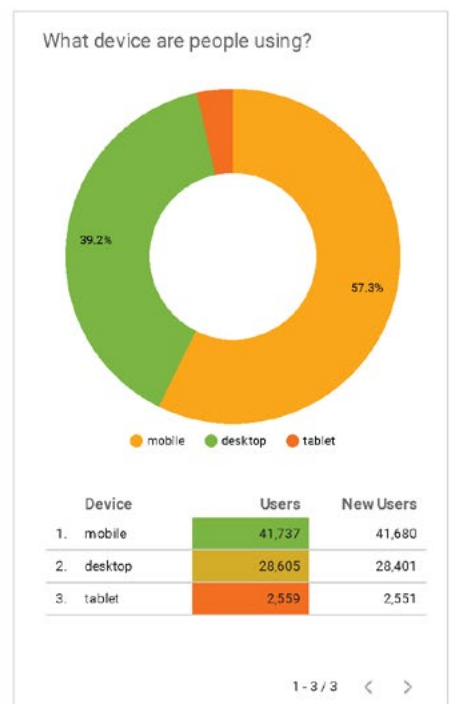
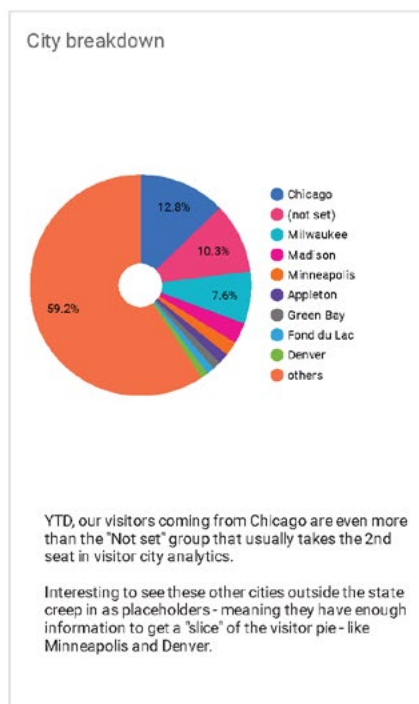
Your audience at a glance



Let's learn a bit more about your users!



Ages 35-54 continue to hold the line for the largest age groups for online visitors in the month of September.



Glamping, Welcome to the New Corporate Retreat

By: Woodall's Campground Magazine | Published on: Oct 24, 2022

<https://woodallscm.com/glamping-welcome-to-the-new-corporate-retreat/>

When Google Pixel was looking for a location to host its recent Camp Pixel 2022 Summit, the brand chose AutoCamp Catskills, a next-level glamping property that just opened in June on 37 acres between the iconic towns of Woodstock and Saugerties, according to Forbes.

For three days, #TeamPixel built bonfires, hiked along the Esopus Creek, practiced archery, did forest bathing sessions and stayed in AutoCamp's 65 converted Airstream trailers, 10 sleek tiny-home cabins and 10 "basecamps" (an Airstream plus a luxury tent). At the center of it all, guests gathered at the modern Clubhouse for craft cocktails, cornhole matches and morning meditation sessions.

Welcome to the new corporate retreat, AutoCamp-style.

AutoCamp helped transform the idea of glamping when CEO and founder Neil Dipaola launched the first location in Santa Barbara, Calif., in 2016. What was originally supposed to be a simple Airstream rental concept blew up after Sunset Magazine put the property on its cover: AutoCamp sold out for the next 52 weekends. Suddenly, Dipaola went from handling all the reservations to building a national brand. "It was a happy accident," he says.

The beauty of AutoCamp was that it helped connect travelers with the great outdoors by providing a uniquely cool place to stay in a scenic location. For travelers who didn't know how to tow a camper or pitch a tent, that was no problem. With AutoCamp, everything came ready-made (and Instagram-perfect), including beautifully packaged logs for the campfire, ready-to-roast s'mores kits and locally sourced coffee to use in the room's French press.

Thanks to the simple concept, great branding and a community of travelers who were craving a new kind of comfort in the great outdoors—plus awesome Instagram opportunities—the path to success was swift. Fast Company called AutoCamp "the ultimate summer camp for adults" and named its founder, CEO Neil Dipaola one of the most creative people in 2019, while Airstream's manufacturer, Thor Industries, loved the idea so much that it made an exclusive deal to partner with AutoCamp, creating the world's first Airstream hotel chain. The company has also secured millions of dollars in funding.

Since its inception, AutoCamp has been expanding around the country, with locations in and around Yosemite National Park, the Russian River in Sonoma County, Joshua Tree, Cape Cod and the latest opening in the Catskills. Zion National Park, Sequoia, Texas Hill Country and Asheville are coming up next, plus there are at least 20 more locations in the works. A new spin-off brand has also been announced: Field Station, which will transform former motels with an outdoorsy vibe.



CAMPGROUND	Total Funds Raised
Champions Riverside Resort	\$14,405
Kinney Lake Campground	\$9,840
Stoney Creek	\$7,909
Scenic Ridge	\$7,012
Duck Creek	\$6,145
Chetek River Campground	\$5,682
Wilderness Campground	\$5,665
Fond du Lac Kettle Moraine KOA	\$4,850
Grand Valley Campground	\$4,561
Diamond Lake Campground	\$4,200
Rock Lake Resort & Campground	\$3,900
Hitts Wildwood Resort	\$3,709
Dell Pines Campground	\$3,532
Stand Rock Campground	\$3,478
O'Neil Creek Campground	\$3,410
Milton KOA	\$3,000
River's Edge	\$3,000
Vista Royale Campground	\$3,000
Oak Ridge Inn & Campground	\$2,965
Web Lake Resorts	\$2,740
Pride of America	\$2,600
Blue Bird Family Campground	\$2,240
Lake Arrowhead	\$1,849
Evergreen Campsites	\$1,621
Rose's Enchanted Forest	\$1,580
DuFour's Pine Tree Campground	\$1,562



GBF THANKS GENEROUS WACO MEMBERS

Holy moly over that \$100K mark and rolling into the end of the year! We are on pace to beat 2020 and 2019 years...but last year we ended at a record breaking \$224,000, so it would be awesome to see some big pushes here before the end of the calendar year. Thanks for all you do for GBF and their charities!

Whiskey Creek Family RV Park	\$1,550
Sand Haven Campground	\$1,535
Little Creek	\$1,330
Pineland Camping Park	\$990
Fremont Jellystone RV Resort & Campground	\$700
Rustic Woods	\$700
Whispering Pines	\$675
Buffalo Lake	\$550
GRAND TOTAL	\$122,484



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>

TRICK OR TREAT



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