



# WACO NEWS

DECEMBER 2022

## DECEMBER 2022

As we enter the Holiday season, everyone from the WACO offices would like to wish every one of you blessings! May your holidays be full of love, family, and the best memories. Next month we'll be including potential board position openings, gathering your suggestions for Convention, and more! Take care, stay warm, and Happy New Year!

### Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members,

Happy holidays! After literally four weeks of non-stop travel, I am happy to be home for the holidays! It's time to celebrate all that is good in our world! We are blessed to have been able to hold our conventions during really tough times when others were not as fortunate! Seeing our bottom line and realizing that we didn't have to borrow money to keep afloat or increase dues by a crazy amount just to make things work is a true tribute to your fantastic board! They continue to allow us to try crazy things to increase membership, build equity, and create an organization that members can justify!

Seeing how many wonderful notes, gifts, texts, and emails we have received this season is amazing! Our staff is comprised of mostly "feelers" (with one exception, lol), so hearing those words of appreciation is truly appreciated in the office. The team needs to hear that you are more than satisfied with what we do! WACO will always be our baby.



Building a business or association from 39 suppliers to over 193 and

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taking membership from under 60 to over 200 is rewarding! A transformation like that takes a Village! Every time you insist on

making that purchase from a WACO supplier, talk to a campground owner who hasn't joined, participate on a panel or give us a lead - YOU make us stronger. Your ideas for strengthening conventions, making fall workshops more powerful, and attending legislative events make WACO a force! We love the compliments and the support, but you, our members, make things happen. Without our village, we could not exist. And we are doing more than existing. It's so awesome to sit and listen to my peers and beam about our accomplishments – things we could not do without you.

Your board is innovative and cutting-edge. Most of all, Board members allow us to do our jobs without being micromanaged, but they are right there if you need them! It's essential to recognize how much volunteer time it takes to make a board work. Please do so if you haven't said "thanks" because it means more than you may realize. These folks give up precious time to direct the ship; let me tell you, the rewards are great! Whenever there is an issue – they hear about it – they are the keeper and solver of all complaints. They have to make it better when your staff's feelings get hurt, and they have to travel and prepare for meetings. They do this out of love for our organization because they do not get a paycheck!

December brought another birthday, which makes me grateful for the team we have put together. Each of them brings unique skills, and it's exciting to see them change the business and bring innovation to the table. The new ideas and skill sets will make WACO even bigger and better! I will be forever grateful to our Thinkers on the board. God love them – at one meeting, we talked about our WACO succession planning, and I had thought about it and was working at it but not too hard. When someone said, "Lori's getting old." I was shocked! Who knew – but my thinker friends are

correct. I woke up one day, well, old. Lol!

We do need the thinkers and the feelers to make a strong organization! We can disagree, say it wrong, beat around the bush, and say it bluntly as long as we communicate and respect each other. Ultimately, it's all in the name of making it better, so it's all good! We have those members who say things without thinking and genuinely don't mean it to come off harshly. They brainstorm out loud, just looking for ideas. We have what Carla fondly calls the "invisible people!" Those folks listen and quietly share the best ideas. We need to listen when they do talk! We have sensible people who believe in history and common sense and dreamers who take the vision to a whole different level as long as they have a sensible person to implement the dream.



Then we have differences in how we do the work, the fly by the seat of our pants folks and the "I must have a list, folks." The key to our business and yours is to value the differences! Understand the most incredible teams include people who are different. The key is to get to the solution without any violence!

I wanted to tell each of you that you make a difference in my life. We have a genuine family in WACO and are blessed to have it! We all work hard to make it the best, and because of you .... we are!

Happy Holidays,

Lori Severson,  
Executive Director, WACO

# From the Office of the President

Scott Kollock, WACO Board President



Happy Holidays!

It was an interesting couple of months visiting other conventions and talking to other industry leaders. Every time I get to get out and learn more about the people who make up our industry, the more I learn and the prouder I become of WACO and what we offer. We are one of the best in Wisconsin, no doubt about it. Our members are genuinely one of a kind in offering their expertise and knowledge! We show what it means to share information and help others grow their businesses. We learn more from sharing and helping others than from any other learning method. Talking with, creating friendships, and networking is what it's all about.

If you need more help from your association, please reach out. It's literally that easy. Just ask a question on our Facebook page, or call a board member – or any member. Call the WACO office. We have qualified people in those positions who can guide you in the right direction.

We all work hard in the winter, preparing for our crazy summer. If you are trying to enjoy your family more this winter, consider using some WACO programs to help you do that! The RV distribution program is excellent if you want to keep your information in front of a targeted audience but don't want to attend shows. It's a significant cost savings idea as well. Think about what you pay to attend a single RV show. A minimum of three to four days prepping for the show, three nights or more in a hotel, gas, staff, and meals adds up to \$2,000 pretty quickly! Our WACO program allows you to do up to SEVEN shows for \$1700! The WACO office hands these out to qualified campers and has some excellent partnerships developed over the years! If you aren't signed up, consider it a great way to keep advertising and not spend the time and money.

Our January board meeting will be on finalizing budgets, so if you have ideas or input, let us know. We continue offering as many free benefits to our members as possible. One of our goals is always to provide enough free options that membership is a no-brainer! If you haven't used the hotlines – these are the best in the industry. No other State organization offers so many options at no charge. You get access to a well-trained industry Attorney, a sales tax consultant who knows campground taxes like no other, a QuickBooks and bookkeeping expert, and state experts in campground code, pool code, and tourist rooming house code. It's all here for you to take advantage of. We have worked hard over the years to develop these relationships and hope you take advantage of them.

I enjoy being President of an Association that works hard to be on the cutting edge. It's part of my heritage, and my parents taught me the importance of belonging to your association. I plan to run for President of the board next year, and I hope you will continue to come to other board members with any questions or me. I will always answer that question. You may not love the answer, but you will get answers! Have a safe and happy holiday and new year!

Scott Kollock,  
WACO Board President





Jim Button, OHE (Treasurer)  
Evergreen Campsites & Resort



Get jazzed. Kansas City is coming.

George O'Leary National  
School of Outdoor Hospitality



I would like to wish you and your family a very Merry Christmas and Happy New Year. I hope 2022 was the best yet and 2023 is one for the books.

I would love to set up a time to connect at the start of 2023 and answer any questions you might have.

*Jim Button*

## Highlights From RMS Study: 2022 Generational Camping Report

### How EV Impacts Campground Selection

- 56% say EV charging is important/very important to their decision
- Campers prefer Level 2 chargers (41%) over Level 1 chargers (28%) or Level 3 chargers (26%)

### How Voluntary Standards Will Impact Camper Decisions

- Important that campground meet standards in general (99%); Top answers- Safety and Security (94%); accuracy of park description (92%);
- 89% said they would be will to pay more

### The Economy and Community Spend by Campers

- The median distance from home traveled = 179 miles
- Due to the price of gas, 40% have traveled less frequently; 35% have shorter distances
- \$50/person/day spend; \$249-289/day for a family of 4 (including lodging)

### General Camper Preferences

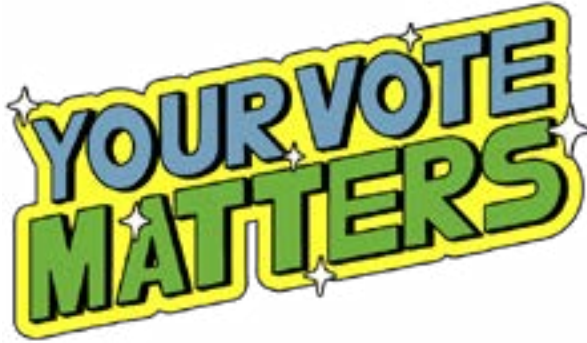
- 86% prefer National/State Parks, 72% privately-owned campgrounds
- Top 5 amenities: Scenic View (72%); Full-Hook-up sites (71%); Restroom/Shower Facilities (64%); WIFI (60%), and Pull-thru sites (41%)

**Date: Feb. 26 - March 3, 2023**  
**JOIN US FOR THE SPRING 2023 GEORGE O'LEARY NATIONAL SCHOOL OF OUTDOOR HOSPITALITY**  
National ARVC is proud to offer the 2023 National School, in-person at Oglebay Resort! Join us to enhance your management and leadership skills in the RV Park and Campground industry.



# BYLAW SUGGESTED CHANGES

To Be **Voted** on at the **Annual Meeting**



In the link below (as well as on the website), you'll find suggested changes to the WACO Bylaws.

These changes were presented, reviewed, and approved by the Board of Directors in our December Board meeting.

The suggestions (in red) focused on clearing up the description of a member, membership eligibility when they are a Director, and Directors-At-Large.

Amending the bylaw requires a 2/3 majority vote by the membership present at the annual meeting. Therefore, we look forward to your input, and official vote, at the Annual Meeting held Saturday, March 18th, during Convention.

Watch for this same information on our Facebook Members Only Page and website.

Respectfully,

WACO Development & Planning Chair, Pete Hagen

**[Click here to see the suggested Bylaw Changes](#)**

**READING A PRINTED VERSION OF THIS NEWSLETTER? BYLAW CHANGE LINK:**

[https://www.wisconsinincampgrounds.com/wp-content/uploads/2022/12/Bylaws-Edit-12\\_13\\_2022BOD\\_Update12-15\\_For-MembershipApproval.pdf](https://www.wisconsinincampgrounds.com/wp-content/uploads/2022/12/Bylaws-Edit-12_13_2022BOD_Update12-15_For-MembershipApproval.pdf)





As promised, Mary Ellen Bruesch from DATCP provided the WACO office with an update on workshops for the new pool code, and opportunities for WACO members (assuming code passes in Jan or Feb) to prepare for the upcoming season!

DATCP is coordinating dates with WACO, WPRA, and Lodging, as well as staff, and has a couple of opportunities for WACO with other groups.

**DATCP will be offering:**

- One workshop in the Dells area at MerryMacs, which will also be open to Sanitarians in April or May;
- One workshop at the Convention - presentation in the morning and a Q&A full hour session in the afternoon;
- A virtual presentation option - people can participate in from anywhere via computer (April or May), state-wide, all public may participate;
- One in Green Bay at Tundra Lodge (with the Lodging Association but will be open to WACO and Sanitarians in addition to hoteliers.);
- Possibly 1 or 2 workshop(s) in Eau Claire on May 4, at the Sanitarian training

Of course, we will keep you posted as details become available. Thankful for our partners at DATCP, who always keep WACO in the loop!



# Feeling Contaminated?

**A**s you plan for your upcoming season and have a little downtime this winter, check out the American Rescue Plan Act Well Grant Programs!

These grants offer replacements, reconstruction, or treatments for private water supplies! Our Board President, Scott Kollock, brought this to our attention as he's known Portage County over the years to offer a program to help pay with new wells or reverse osmosis systems. Nitrate levels are a big concern in the area, so while this is nothing new, the grant now available through the State is!

If you wish to learn more about the American Rescue Plan Act Well Grant Programs, you can view a recording of the Webinar explaining the program at: [https://widnr.widen.net/view/video/tpvwlfldum/DG\\_ARPAWebinar\\_20221011.mp4?u=kfkpym](https://widnr.widen.net/view/video/tpvwlfldum/DG_ARPAWebinar_20221011.mp4?u=kfkpym).

**To determine if you are eligible to apply for a Well Compensation Grant, please take the Eligibility Questionnaire:**  
<https://www.surveymonkey.com/r/BVN8KPQ>

The ARPA well compensation grant program provides funding to eligible land-owners, renters or WI business owners to replace, reconstruct or treat contaminated private water supplies that serve a residence or non-community public water system wells. To be eligible, family or business income may not exceed \$100,000 for the prior calendar year.

The Grant Announcement describes complete program details. If the Grant Announcement and the information provided

on this website differ, the Grant Announcement will govern.

**Check out the link below for potential funding!**

<https://dnr.wisconsin.gov/aid/WellCompensation.html>



# Keepin' it Legal

*Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker, our WACO Attorney, when those pesky legal troubles rear their head. We've created an email specifically for your legal questions at [wacolegal@gmail.com](mailto:wacolegal@gmail.com). Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.*

## LOCAL ORDINANCES

### GOING TO FAR AND WHAT WACO IS DOING TO HELP OUR MEMBERS!

***This edition of "Keepin' it Legal" is more of an office update but includes much work that our WACO Attorney, Mark Hazelbaker, has been doing behind the scenes.***

***Read on to learn more about what you can do to help fellow members in your area, and be sure to let us know if you have issues in your Town or County with zoning or ordinances as well!***

## THE SITUATION

In recent years, WACO has continued to receive updates from members regarding strict ordinances and zoning changes at the town and county legislative levels. Most of these changes are more restrictive than those set in [Wisconsin Legislature: Chapter ATCP 79](#). More concerning is that the suggested (and in some cases, passed) ordinances involve restrictions on campgrounds and their growth. Site size, rental unit restrictions, and expansion limitations are just a few examples.

The issue continues to be the need for more education and grasping this concept at the local levels on town and county boards! As educated owners, we all realize our businesses' impact on regional economic growth. We contribute significantly to the local economy between property, income, and employment taxes. That doesn't even account for the boost in revenue when guests shop at local gas stations, grocery stores, restaurants, and boutiques.

At the last Board meeting, our group reviewed continued concerns from several counties, including Washburn, Douglas, and Burnett. Our members continue to stay involved. Gwen from Anchor Bay has joined an Ad-Hoc committee - Advocates Campground Committee, and is fighting the good fight for her area! They are particularly interested in collecting the data showing the local-level government attempting to dampen business growth

with codes more strict than those outlined in [ATCP 79](#). WACO met with WMC in April and continues to send them any updates we receive on these limitations and potential crunch in our industry. Mark sits on County and Town Board meetings, speaks when allowed to explain the true definition of a campground, and joins other attorneys as necessary. An example of this includes a recent Notice of Claim involving an anti-campground ordinance that Attorney Anders Helquist of the Weld Riley firm will be filing on behalf of the Dufours Campground in Burnett County. WACO's attorney, Mark Hazelbaker, worked with Attorney Helquist to include WACO as a claimant. Attorney Helquist's claim describes why the Town ordinance involved is illegal.

CITY HALL



### WHAT DOES ALL THIS BOIL DOWN TO?

**The need for a complete tool box when working on zoning issues!** The Board and our legal partners agree that the number one threat to campgrounds is not a recession but these zoning and ordinance issues! Think about it - we've been through a recession and a pandemic! We do well when the economy is doing well – so our fear of protecting and expanding our investments is the primary threat to our industry. We have seen these issues in more states than Wisconsin, so we want to get ahead of this issue where we can.

### OUR PLAN INCLUDES:

- To get to the Towns Association and County association conventions and educate board members in both areas – hopefully with a booth and possibly a breakout session. Lori Severson got on her own County board so she could attend the County Association, just as an example/idea of what needs to happen!
- We are working with RVIA to gather data to put in our toolbox.
- The Wisconsin Department of tourism also has some campground data.
- Our WACO offices have collected some economic impact information that we want to update and compile with the others.
- Mark is looking at legal issues and partnering in litigation, if necessary, in counties where that makes sense.
- We made new connections with a partner, Gale, from Blackhawk Bank, who has years of experience working with Villages, Towns, and Counties. She knows what information to gather, how to present said information, and what questions may be asked of you at hearings/council meet-

ings - very helpful!

- We will continue to work with Legislators to educate them on campgrounds.

Working with the right expert, the WACO office will compile best practices after everyone has looked them over, and be sure to get this toolbox in your hands!

### MEANWHILE:

**Here are some things you can do as a member:**

- Share your experience with us - ESPECIALLY if any codes or zoning in your area is more strict than what is outlined in the state codes!
- Get to know your local officials - town, village, county board, and STAFF. The elected officials are necessary, as are those who stamp "approved" on your paperwork!
- Get us your testimonials - if you have quotes, examples, or stories showing how your relationships helped pave the way for a better expansion project or increased revenue to the community, be sure to send those in!

We have strength in numbers; the more information we collect and prepare for our members, the stronger we'll all be!

Please send any questions you have on issues like this, such as success, concerns, or comments, to Tina at [tina@seversonandassociates.com](mailto:tina@seversonandassociates.com). Stay tuned as we continue to work for our members!



**Mark Hazelbaker, SC  
WACO Attorney**

608-525-2326

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

# 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.

## Merry Christmas and Happy New Years from your friends at CSAW!

As another great year of camping closes out we wanted to take a moment to talk about some year end activities and opportunities you can take advantage of before 2023.

### 1. ENSURE YOUR RECORDS AND DOCUMENTATION ARE CORRECT AND MAINTAINED

Any claimed deductions and credits should be documented in your books, and backup documentation preserved. This includes receipts, statements, and sales data. Another big area for WACO members would include 1099's and W9's. CSAW recommends having contractors, including bands, complete a W9 upfront as it can be difficult to track down a vendor after they have been paid. It's never too early to begin contacting your contractors for missing W9s.

#### SOME KEY YEAR-END DOCUMENTS INCLUDE:

- Form 1099-NEC and Form 1096
- W-2 Forms and W-3 Forms
- State and federal payroll returns annually (Form 940) or quarterly (Form 941)

You should also compile your income documentation, both business and personal, if relevant. Gather all your deduction documentation, too.

### 2. PREPARE YOUR KEY FINANCIAL DOCUMENTS

Financial documents play a crucial role in your company. Reviewing your financial documents gives you three benefits.

First, it shows you whether you're running a

healthy business or if you need some belt-tightening going forward. Your documents should provide a guide to your company's financial position and health, and should include details about your assets and liabilities, profit and expenses, and cash flow.

Second, if you do need some adjustment (more sales, say, or fewer expenses), financial documents show you where adjustments are needed and tell you how much you need to adjust. Third, if you're in the market for funding, expansion, or mentorship, financial documents are often required to let interested parties see the financial records of your business.

#### SOME KEY REPORTS ARE:

- Balance Sheet: shows assets, liabilities, and equity
- Profit & Loss: shows revenue, expenses, and profit

If you need help putting together your year-end financials, don't hesitate to reach out to your bookkeeper or CPA for assistance. Don't have a bookkeeper or CPA? CSAW Associates is always available to help WACO members!

### 3. BONUS DEPRECIATION

The Tax Cuts and Jobs Act (TCJA) significantly boosted the potential value of bonus depreciation for taxpayers — but only for a limited duration. The amount of first-year depreciation available as a so-called bonus will begin to drop from 100% after 2022, and businesses should plan accordingly.

#### SOME THINGS TO KEEP IN MIND:

- The TCJA expanded the deduction to 100% in the year qualified property is placed in service through 2022, with the amount dropping each subsequent year by 20%, until bonus depreciation sunsets in 2027.
- Businesses can take advantage of the deduction by purchasing, among other things, property with a useful life of 20 years or less. That includes computer systems, software, certain vehicles, machinery, equipment and office furniture.
- Both new and used property can qualify. Used property generally qualifies if it wasn't:
  - › Used by the taxpayer or a predecessor before acquiring it,
  - › Acquired from a related party and
  - › Acquired as part of a tax-free transaction.
- Buildings themselves aren't eligible for bonus depreciation, but some components that are tangible personal property might be.
- Bonus depreciation may not necessarily be advisable in every situation.

For example, taxpayers who claim the qualified business income (QBI) deduction for pass-through businesses could find that bonus depreciation backfires. The amount of your QBI deduction is limited by your taxable income, and bonus depreciation will reduce this income. Like bonus depreciation, the QBI deduction is scheduled to expire in 2026, so you might want to maximize it before then.

The QBI deduction isn't the only tax break that depends on taxable income. Increasing your depreciation deduction also could affect the value of expiring net operating losses and charitable contribution and credit carryforwards.

And deduction acceleration strategies always should take into account tax bracket expectations going forward. The value of any deduction is higher when you're subject to higher tax rates. Newer businesses that currently have relatively low incomes might prefer to spread out depreciation, for example. With bonus depreciation, though, you'll also need to account for the coming declines in the maximum deduction amounts.

#### 4. PLAN 2023 GOALS

Do you need to increase sales? Hire new employees? Keep a more rigorous inventory count?

Institute more thorough training? Reduce costs? Did circumstances or changes in 2022 point out a need for new goals? If your financial statements indicated a need for improvement, how can you improve them?

Once you've determined your key goals in the new year, devise an action plan for each.

The best goals are SMART (specific, measurable, attainable, realistic, and time-based). Break each goal down into daily, bite-sized chunks. Pinpoint key metrics you can measure and assess on an ongoing basis. What can you and your employees achieve? How many months or quarters will it take to achieve them?

It's been a great year. We've gotten to meet and work with a lot of great WACO members, and we look forward to meeting more in 2023! Following these tips should hopefully help you to make the most of your upcoming season!

***Looking for help getting your business ready for a successful 2023? 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 or payroll 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**





Pictured left to right: Whitney Lien, Dawn Button & Jim Button

## Shout Out to Evergreen!

Evergreen Campsites and Resort in Wild Rose, Wis., donated \$10,000 to Children's Wisconsin!

Jim and Dawn Button, known for their generosity, previously donated to the hospital, which Jim notes is always in need of donations.

"When you have known someone who has needed care from Children's Wisconsin there is no question where you are going to donate money to," he explained. "The care children receive from doctors, nurses, volunteers and support staff at the hospital is first class."

"Donors play a vital role in helping save and transform lives at Children's Wisconsin, and there's still so much more we can do together," notes the hospital on its website. "Community investment in Wisconsin's kids has afforded many of our amazing accomplishments and has helped to pave the way for an exciting future as we continue to make progress in our quest to provide the best care every single day."

"It's human nature, plus that is what my mother taught me," he said. "Children are our future and each and every child in today's world brings smiles and hope for tomorrow. I urge people to reach out, if not to Children's Wisconsin, to the Red Cross, Salvation Army, a family in need, a neighbor or someone who is alone, to help in any way you can. Giving doesn't have to be at Christmas time, giving can happen anytime."

If you are interested in donating, volunteering or being an advocate for Children's Wisconsin reach out to Whitney Lien, senior events and engagement coordinator for Community Events, at [wlien@childrenswi.org](mailto:wlien@childrenswi.org).

SOURCE: <https://woodallscm.com/evergreen-campsites-donates-10g-to-wis-hospital/>



### FUTURE CAMPGROUND OWNER

Join me in congratulating  
Chris & Lea Ann Gieck from  
Skillet Creek Campground on  
their newest addition to the  
family!

Ridge Gieck  
12.6.22  
9 lbs. 1 oz.  
"We are in  
love!"  
~ Lea Ann &  
Chris Gieck



# The Reason We Give

*Respectfully Submitted by Lori Severson, Executive Director*

Thanks to those who donated to the foundation for my Birthday! We did some fun things with the money - here's the story:

You all know Caden – he is our poster child for the foundation. He has been with us for 16 years – basically his entire life. He was the first candidate to have a rod implanted that could be moved with a magnet in his spine. A few weeks ago, he needed to have a permanent rod put in for one more surgery – I think he is up to 17 now – one more than he is old. Caden has never let the fact that he has little use of his one good flipper arm and no arm on the other side hinder him in any way! Caden is super bright and wants to go to an Ivy League college and do brain research (there is a fancy word for it, but I took the explanation he gave to Gilbert!) He is also huge in sports – he was a kicker on the football team and now is an outstanding long-distance runner. He was the second recipient of a specialized bike he rode daily – even in the snow. He was second because he asked me to give a 5-year-old who needed one.



He has to cut all that out for a year which will be tough on him. I told him I wanted to give him my birthday money so his mom could use it for gas. Caden told me he had been working so he could handle that, but he met a family struggling to get some food for the kids during the hospital stay. He overheard them say that mom was making sandwiches, and the kids asked for something warm, like soup. They were from Wisconsin, so Caden got their address just in case he had extra left. Caden was reluctant to ask the foundation for help, but when I offered this, he lit up. It's crazy how we have people who teach us the true meaning of giving and gifts!

I brag about Caden all the time because he is what the foundation is all about to me, and I am so proud to see him volunteering, helping out, and being him! He was interviewed by Sean Jones a while back, and Sean asked him this question. "I know you have been able to do some cool things in your life, make a wish sent you to Disney, I know you have been to Packer games with Gilbert. What was your coolest adventure?" Sean expected him to say the Packer game with Gilbert. But he looked him right in the eye and said, "there is this convention in Steven's Pont, and I get to help Gilbert auction items for the coolest people who raise money for the foundation. This auction is for them, so it's Gilbert's and my chance to pay them back a little bit. I love it and would say it's the best experience I've had." Out of the mouths of babes! I think he sums up our WACO family better than I ever could – thank you to every one of you!

## GROW YOUR GLAMPING BUSINESS WITH PLAINSCRAFT

Opportunity awaits in Wisconsin. As more leisure travelers want glamping available to them, PlainsCraft can help you grow. With amenities like A/C and bathroom upgrades, our wagons give your guests exactly what they want. Put your land to work for you and start building your future with us.

*Get in touch and let's build something together.*

Plainscraft.net/waco  
info@plainscraft.net • (785) 748-4588



# Another Record Year for Camping Expected, 2023 Outlook 'Looking Healthy'

From Modern Camping, Akari Nakano

The campground industry continues to thrive despite higher prices of goods and the recession scare, with Kampgrounds of America (KOA) forecasting another record year for camping.

According to the campground industry giant's newly released KOA Monthly Research Report – December Edition, the anticipated record year comes on the heels of 58 million households reporting to have camped at least once this year.

"With several years of record growth, even more campers are eager to make their way



out," Whitney Scott, chief marketing officer of KOA, noted in the press release.

The KOA's CMO believes that the increase is being driven by the realization that experiences in the outdoors are an

ideal way to slow down from the everyday hustle and bustle, and instead reconnect with nature.

"Camping is more than a way to travel; it allows us to unwind and reconnect," Scott further said.

The trend towards outdoor recreation and camping is reportedly particularly strong among younger generations.

**A**mong the 52% of respondents who shared that spending time outdoors will be more important in the coming year, 58% were millennials, a nod to KOA's annual report stating that young campers are on the rise.

The 2022 Annual North American Camping Report of KOA revealed that campers are getting younger, with 53% being millennials (40%) and Gen Z (13%) in 2021.

The RV industry has also noticed an increase in the number of younger RVers.

**“We’ve seen over the past few years that the age of [RVers] has gotten younger and more diverse,” RVIA Spokesperson Monika Geraci told Modern Campground in a recent interview.**

In a conversation with Modern Campground in May, Scott said that most younger campers are putting weight on the importance of getting outdoors and how the outdoors is preserved.

Such can also be said for the other age brackets who choose to camp outdoors to escape the stresses of everyday life:



- 86% currently, versus pre-pandemic digits (75%).
- According to the same December report, 85% (versus 76% pre-COVID) camp to relax and not feel like they need to be somewhere,
- 73% (57% pre-COVID) said they enjoy the outdoors to let loose and blow off steam,
- while 64% (58% pre-COVID) do so to be physically active.

The same report also indicated that the outlook for 2023 camping “looks healthy” with:

- 87% of campers considering the kind of outdoor recreation in their New Year’s resolutions.
- Most even shared that they plan to camp more in 2023 (41%),
- while some will take more extended trips (29%), get outside more (28%),
- upgrade camping gear (22%),
- try a new form of camping (18%), and more.

“We know there is more urgency around getting outdoors and reaping nature’s benefits. Our campgrounds provide an accessible way to fill that need as we support our mission of connecting people to the outdoors and each other,” Scott said in the release.

**Overall, KOA’s report shows that the 2023 season is looking bright for the members of the campground industry. As of December, 14% of the research’s respondents said they already booked some of their camping trips for next year.**

Source: <https://moderncampground.com/usa/koa-another-record-year-for-camping-expected-2023-outlook-looking-healthy/>

## WATCH: Mark Koep on National Shows, Year-Ahead

By: Woodall’s Campground Magazine, Dec 2022

Mark Koep, the founder and CEO of Campground Views, joined WCM’s Park Update on Tuesday (Dec. 20) to chat about the health of the industry, how national conferences fared this past fall, trends for the year ahead and more.

A well-known figure in the outdoor hospitality industry, Koep is always full of valuable insights. Koep noted during the show that even with uncertain economic times ahead, park owners/operators are in a prime position to continue seeing campers at their parks. He explains that while the RV industry may be seeing a downward trend on the manufacturing side, current RV owners are still going to want to use their rigs.

Koep also spoke about the importance of marketing and how finding a campsite has changed for the consumer, while also highlighting [Campground Views’ Virtual Tours](#).

*WCM’s Park Update is hosted by Ben Quiggle, editor of Woodall’s Campground Magazine, and Mike Gast, former vice president of communications at Kampgrounds of America Inc. (KOA)*

SOURCE: <https://woodallscm.com/wcms-park-update-mark-koep-on-nat-shows-year-ahead/>



# Succession Planning for Campground Owners

*Respectfully Submitted by our Sponsor, Blackhawk Bank  
Written by Phil Whitehead & Jim Reynolds*

**A**s a campground owner, creating a financially stable future for yourself, your employees, and your campers is a high priority, and one of the best ways you can do that is to develop a succession plan. This type of planning allows owners to identify leaders and key employees in the business and how the business will carry on in your absence.



**C**reating a succession plan can seem daunting, and between the day-to-day operations, managing employee schedules, and solving immediate issues, it can sometimes take a backseat. However, planning for a future when you are no longer at the helm of all decisions is important. Whether you plan to exit in the next 5 or 25 years, developing a plan will benefit you for years to come.

## PLANNING AHEAD

One of the main benefits of succession planning

is the opportunity to plan ahead, instead of focusing on the immediate future. Some owners focus their energy on the here and now, feeling stress to grow their campground or keep it financially solvent.

However, succession planning allows you to look ahead and give careful thought to the longevity of your park. This, in turn, will also help you make better decisions because you will have your end goal in mind.

## PEACE OF MIND

Another benefit is the added security for future owners and campers. With an exit plan, there is a reassurance that the services and amenities that campers have grown to know and love will still be there, and will also provide stability for employees and their families.



## IDENTIFYING YOUR PRIORITIES

Creating a transition plan will allow you to clearly identify what your own exit objectives are. Some owners are of the mindset that they can step away from their position at any time, with little to no preparations. Unfortunately, this outlook can create unnecessary stress on you, the employees, and the future owner. Exit planning takes into consideration your own goals as an owner and how you want the campground to carry on, so nothing is left to chance.



Creating a succession plan that incorporates your wants and needs as an owner is important, and Blackhawk Bank is here to help with BEI Certified Exit Planners on staff. Phil Whitehead, CExP, and Jim Reynolds, CExP, are ready to help you navigate the next steps and want to make sure your park continues to grow and flourish long after you decide to retire or sell.

### **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](https://blackhawkbank.com/business/financial-guidance-for-campgrounds-and-rv-parks)

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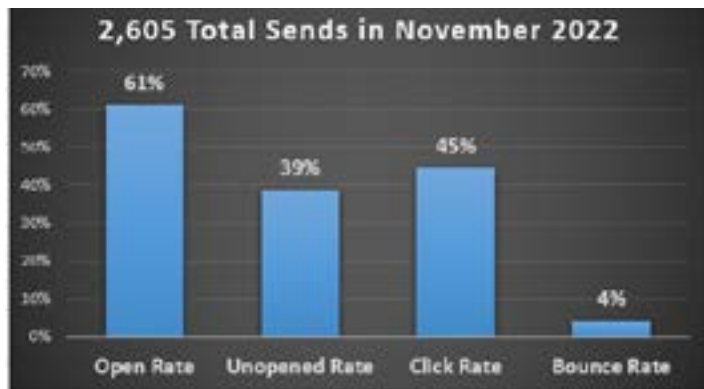




### November 2021 vs 2022 Social Jan-Nov 2022 Compared to Media Referrals to Website Jan-Nov 2021



### November 2022 Email Stats



### November '22 Open by Device



### Top Emails by Open Rate for November 2022

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
CDE - Hotel Update (Campgrounds Registered - WACO Members)	158	89	27.40%	12.50%	87.50%	14	12.20%
2023 WACO Directory Proof	217	156	25.70%	8.60%	91.40%	108	52.40%
CDE - Final Show Update for WACO Members	129	92	73.00%	28.20%	71.80%	64	50.80%
November 2022 Newsletter	222	118	56.20%	22.30%	77.70%	47	22.40%
2022 Madison RV Show Registration	204	90	46.40%	4.80%	95.90%	10	5.20%

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





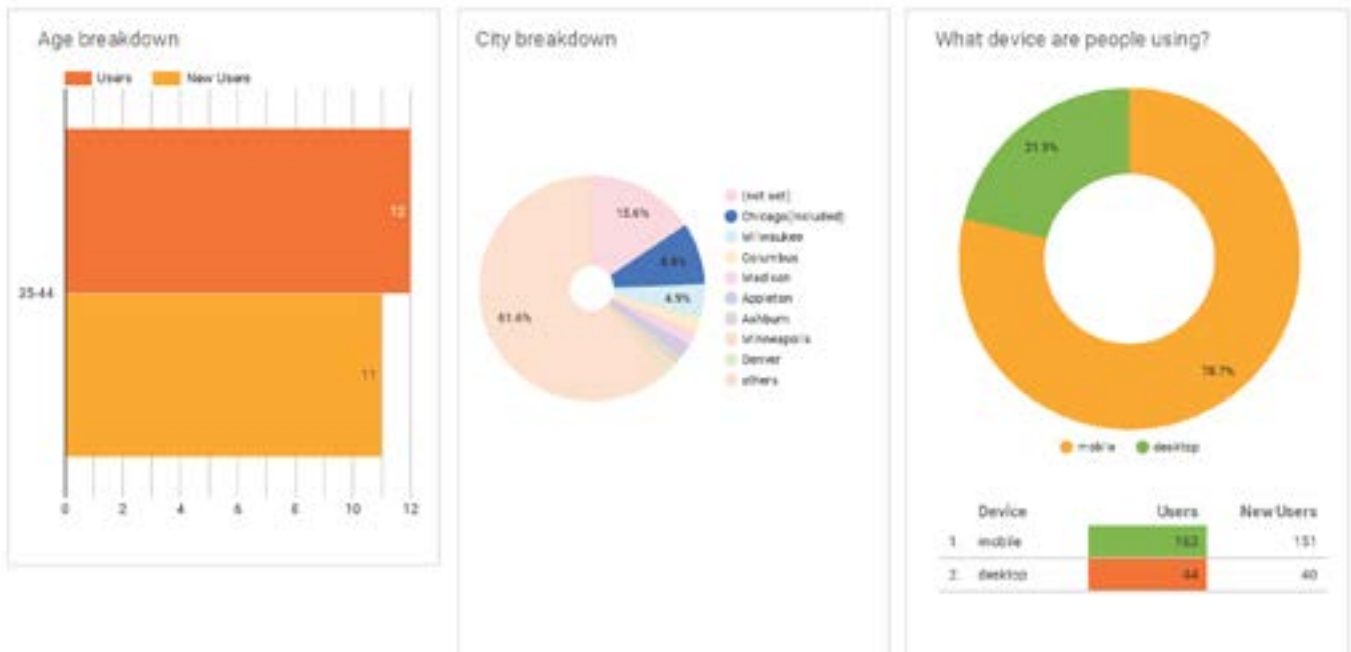
## November 2022 Monthly Audience Overview

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

### Your audience at a glance



### Let's learn a bit more about your users!





**15000**  
Lakes



**300**  
Campgrounds



**92**  
Days of Summer



**1**  
Wisconsin

# Jan-Nov 2022 YTD WEBSITE STATS



## YTD Jan-Nov 2022 Audience Overview

Continent

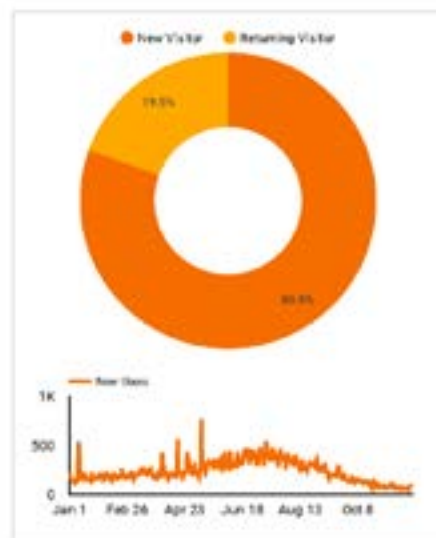
Region

Channel

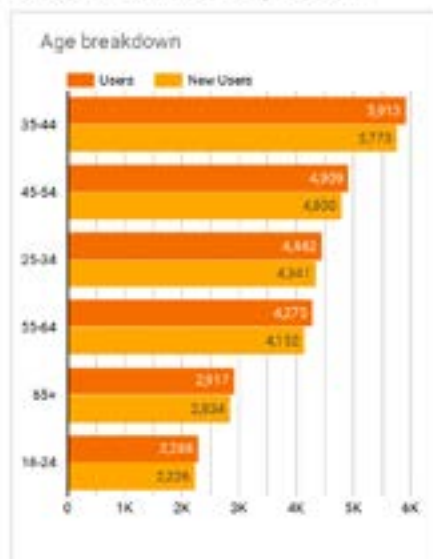
Device

Jan 1, 2022 - Nov 30, 2022

Your audience at a glance



Let's learn a bit more about your users!



Age 35-54 continue to hold the line for the largest age groups for online visitors when we look from the beginning of 2022 to 10/31. Let's keep a close eye on the 18-24 year olds as KOA as recently seen a flip in that demographic taking over the 65+.

City breakdown



Here we see new cities listed in the "where are our visitors coming from" pie including Denver. The increase in the Minneapolis and Chicago percentages also tells us our SEO and ad listings with Vivial / Thyry seem to be working.

What device are people using?



CAMPGROUND	Total Funds Raised
Duck Creek	\$29,145
River Bend RV Resort	\$20,000
Champions Riverside Resort	\$14,405
Kinney Lake Campground	\$9,840
Stoney Creek	\$7,909
Scenic Ridge	\$7,012
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	<b>\$3,000</b>
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



# THANK YOU WACO MEMBERS

The Gilbert Brown Foundation would like to thank our WACO Members for all their generosity in 2022! Your events, on-site games, raffles, and more led to nearly \$168,000 in donations assisting more than 100 charities in WI! If you're looking for a local impact, check out the update on Caden!

DuFour's Pine Tree Campground	\$1,562
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
<b>GRAND TOTAL</b>	<b>\$167,871</b>



# Shots from COE

BRANSON | DEC 2022



Great to see so many of our WACO Members at the 2nd Annual Campground Owners Expo (COE) show in Branson this December. Amazing to see so many states and execs from across the country come together! Recognized at the show included names you know, like Scott Kollock, Bud Styer, Dana Voit, and the Pargman's just to name a few!



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



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