

WACO NEWS

MARCH 2023



HELLO
MARCH

MARCH 2023

Things are rockin' here at the 60th Annual WACO Convention! We hope you're here and sharing all the knowledge and excitement with your fellow members. Check out some of the highlights for today and tomorrow, and remember the Annual Meeting Saturday morning! We look forward to spring and seeing everyone in our state getting busy for the 2023 season!

Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members,

2022 was full of exciting industry learning adventures. It's so easy to be in love with this industry. Years ago, I left corporate America to work independently because, being a high feeler, I was not too fond of politics. Ok, I hated them. Politics are everywhere, but this industry is unique in wanting to help each other be the best we can be. I genuinely don't know other industries that can say that. With the staff being in place and doing such a great job, I've been able to travel to more shows, gather more information, connect with new vendors, and continue to get educated about the industry.

We can certainly continuously improve Convention, but comparably we are pretty awesome. State Associations continue to lose money or break even at their conventions. I am proud to say we make great money, and it's because our members understand how WACO members roll! We know to keep our vendors providing sponsorships and attending, we must spend our money with them. They need to take home orders to justify the business proposition. We all get that for



inside...



2023 HALL OF FAME INDUCTEE

P. 8

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

60th ANNUAL
WACO
CONVENTION
AND TRADE SHOW
MARCH 15-19, 2023

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sure! I appreciate everyone who talks to your suppliers and brings them to the show! Without that, we couldn't create an affordable convention that meets our members' needs.

I want to give a "shout-out" to Tina for getting us our first EVER grant. This grant was used to bring in campers from surrounding states to be aware of what WACO campgrounds have done. She worked hard to make this happen, and the nearly \$60K significantly boosted our marketing budget. Danielle has taken our social media efforts to the next level and has been instrumental in traveling to other conferences to gather ideas and get new vendors. Carla has been the face of our industry at the RV shows, and we all know how critical that piece is. We are excited about adding Carrie to the Severson Team and look forward to seeing the new ideas and changes she will bring. It's really all about teamwork! Let's not forget all the others that make things happen at Severson & Associates! Mary, Michelle, Laurie, Lisa, Lara, Arlene, and everyone who works full or part-time or volunteers at convention time. Please take a moment to thank these folks if you can. I truly believe it takes many different skill levels to make things happen.

I believe and have evidence from all the Strategic Planning sessions I've done this year that a great board is a key to success. How cool to see people with different personality styles and passion for the industry working hard for the greater good! These people are vital to creating some-

thing that everyone benefits from. Please be sure to thank them for doing this job, because it's a job. When you think about it, this VOLUNTEER job allows you to hear anything negative. Hopefully, optimistic too, but it includes driving hours, spending days of your time and energy monthly, and homework! The zero-dollar pay doesn't make it a great business decision for them, but it's the main reason we at WACO are highly successful. Your board allows us to try things, fail, succeed, and experiment. Nothing happens without trying, and soon, you have very little left! I've seen it happen in other states.

Thanks so much for everything you do to make WACO the organization it is! I hope you see and appreciate the entire organization's work in annual report presented at the Annual Business Meeting. We want all our members to feel informed and part of our process. If you have questions, please ask me or any board member and see you at Convention!

Lori Severson,
Executive Director, WACO



9:30PM FRIDAY
TRADE SHOW SHOPPER DRAWING!
STICK AROUND AND YOU COULD WIN \$500 TO
SPEND AT ANY OF THESE
SHOW SPONSORS! MUST BE IN THE BANQUET
ROOM TO WIN!

**Blackhawk Bank , Campgrounds4sale.com,
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Cars, Newbook, Severson & Associates/S&H Ad
Specialties, Utility Supply Group**

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

Networking and attending association conventions are critical components to the success of any business professional. Not only do they provide valuable education and insights into industry trends, but they also offer an opportunity to connect with like-minded individuals and potentially form partnerships or business relationships. You want to network and pick the brains of the best of the best? Come to WACO! Seriously, whether you are new to the industry or are a seasoned pro, you will be thrilled you took the time to invest in your business. WACO is one of the strongest organizations in the United States and we are strong because of the members. Everyone is willing to share, make the effort to learn and give and take ideas! Consider a few things when making your decision to come to convention or not....

THE VALUE OF NETWORKING AND INDUSTRY EDUCATION

Networking and industry education are essential for individuals who want to succeed in business. According to a survey conducted by LinkedIn, 85% of all jobs are filled through networking, making it a vital component of any professional's career. Networking also helps build relationships and establish trust, which can lead to new business opportunities and increased sales. For example, a study conducted by HubSpot found that companies with active blogs generate 97% more leads than those without. Our members tell us that networking is one of top reasons they attend! There is nothing better than putting a face to a name and being able to call and ask for valuable advice when you need a quick answer!

THE IMPORTANCE OF INDUSTRY EDUCATION

The importance of industry education cannot be overstated. According to a survey conducted by

Harvard Business Review, companies that invest in employee education outperform those that do not. Specifically, companies that invest in employee education see a 24% increase in profit margins, a 6% increase in productivity, and a 26% increase in employee satisfaction. WACO gives you opportunities to educate yourself, and your employees. Whether it's in much needed licensing areas like, serve safe, pool school, or in soft skills we work hard to make sure we have something for everyone. Our awesome Young Professionals are working with the teens this year to being to educate them on how to start their career, and even the youngest future campground owners get educated in kids camp. Your board of directors and the WACO staff have tried very hard to listen to what you want to see at convention. We are satisfied that will be able to continue our overall rating of 4.75% satisfaction rate in the seminar areas this year as well. This is a satisfaction rating out of 5, that's pretty phenomenal within this industry. It's gotten better and better over the years because you our members work so hard to contribute your knowledge and ideas.

THE IMPORTANCE OF INDUSTRY TRADE SHOWS

We have over 160 booths filled with new products, basic supplies, special deals, and entertainment you need in your park. I really hope you will take a minute to look at those trade show members that support your association! Just think about what we currently pay for convention. Where can you go and eat for 5 days for that price? We can not do that if our suppliers don't leave this show with orders. We all run businesses we know how it works! We support people who support us. Any business can be at least a trade member for only \$300. If you buy from them, ask them if they are a card carrying WACO trade member. Ask them to show you! The staff will tell you they are hearing from suppliers who say they have your information and they don't need to come to the show. Give these folks an

incentive to come! Make them earn your business, because without them we simply pay more! Hat's off to so many of you who tell suppliers you will do business with them but you want them to support the industry too!

THE IMPORTANCE OF FELLOWSHIP AND FUN

Not to be missed is the chance to get that final get together with all your friends before season starts. The entertainment is always fun and worth hanging out for! I'll end with my usual saying, "If you have a question, ask it! I'll always give you the answer, it might not be the exact one you'd like, but you will always get the answer!" Looking forward to seeing you all today and tomorrow at Convention.

Scott Kollock,
WACO Board President



Using our DMO grant funds, we are working towards a redesigned website! Changes include the ability to search based on amenities offered, improved SEO, which gets us more views, and mobile-friendly improvements! The site will be faster, more user-friendly, and easier to navigate. Watch for updates, and if you have suggestions on how you'd like to see the website laid out, feel free to send them to the WACO office.



ARVC News



Your AREA 3 ARVC Rep.



Jim Button, OHE (Treasurer)
Evergreen Campsites & Resort



Jim Button currently is your Area 3 Board of Director with ARVC. Jim has been involved in the industry since 1983 and currently owns Evergreen Campsites & Resort which is Nationally recognized in the industry as a leader. Jim is part of your National ARVC Excom Board and currently holds the treasurer's position, he holds a seat on ARVC Foundation and is the current education chairman. Jim is known for being an industry advocate and is here to help guide you to successes.



 **OTE**
BUTTON

I am up for re-election this Fall for
National ARVC Board of Directors and would love your support
again. Voting details will be out this upcoming summer.

Save
T.H.E.
DATE

WACO FALL WORKSHOPS

SEPTEMBER
12TH & 13TH

OCTOBER
10TH & 11TH



Board of Directors Nominees



Rob Brinkmeier

Merry Mac's Campground

I have been married to my wife, Nichole, for 25 years. Together we have 2 children and recently became grandparents. We purchased Merry Mac's in 2017. Before this we were avid weekend campers for numerous years and were then seasonals at Merry Mac's for 5 years before purchasing the campground. For the 10 years prior to owning the campground, I was a propane manager for a local cooperative in northern Illinois and oversaw all aspects of the LP side of the business for their 7 locations. While in that position I was on the Illinois Propane Gas Association board. During my 7 years on the IPGA board, 5 of them I served in all positions on the Executive Board. I am completing my first term on the WACO board and would like to continue on. I take an interest in doing what is right for all campgrounds and not just our own.



**Running for 1st Year
of 2nd, 3 year Term
2023 - 2026**

We ♥ Wisconsin

Did you know Leavitt Rec has
access to over 20 campground carriers?

And yes, we now have earned access to a few
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Leah Bright
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Christina Kornetzke ELS/ Lake of the Woods

Christina has been with ELS for 9 years in their RV portfolio. Prior to ELS she was in the Hotel Resort Industry for over 25 years. During that time in the hotel industry, she sat on the tourism board for Sheboygan County for five years and Glenwood Springs, CO for three years.

She and her husband are both WI natives and raised their family of five children in the Kiel area. They now live in the Elkhart Lake area and are busy in our spare time with seven grandchildren. They are outdoor enthusiasts and love to spend our free time traveling and exploring the great outdoors on backpacking trips.

Christina believes her experience will provide this board with some valuable insight into Campground operations and Wisconsin guidelines and statutes that will affect our industry.



**Running for 1st Year
of 1st, 3-year Term
2023 - 2026**

Mike Dricken Lake Lenwood Beach and Campground

Mike Dricken and his wife, Mary, along with their three kids, have been operating Lake Lenwood Beach and Campground since 1983. My parents were charter members of WACO and started the campground in the early 60s. Since then, Mike has grown up, raised his children in, and purchased the campground. WACO was set up to represent only private parks, and Mike feels it should stay that way. Mike and his family operate a smaller park with limited staff, so can relate to and help represent smaller parks of the WACO membership. WACO has given so much to me, and he would like to give back!



**Running for 1st Year
of 1st, 3 year Term
2023 - 2026**

7 REASONS TO JOIN THE NATIONAL ARVC COMMUNITY



As a leader in the outdoor hospitality industry, The National Association of RV Parks and Campgrounds (National ARVC) is deeply committed to providing members exclusive access to professional development, networking, business and marketing tools, and advocacy at the local, state and national levels. We look forward to welcoming your RV park/resort, campground or glamping business into the National ARVC community!

- 1 ADVOCACY + LOBBYING**
 National ARVC has strength in numbers, making us better equipped to fight off legislative and regulatory threats. Our Government Affairs team reviewed over 15,000 pieces of legislation in 2022 and is working to establish our industry as an essential business, which will benefit you if/when another pandemic or natural disaster occurs. We retain a dedicated DC-based lobbying firm focused on issues affecting our industry.
- 2 EXCLUSIVE MEMBER DISCOUNTS**
 Save on propane, music licensing, Office Max/Office Depot, Leslie's Pool Supplies, Sherwin-Williams, Club Car, John Deere, TenantMagic, RMS, up to 10% off select products with **NEWLY ADDED LOWE'S** and more!

 See all the ways you can save at arvc.org/member-discounts
- 3 GROW YOUR KNOWLEDGE**
 We create industry-leading professional development opportunities, both in-person and online. Grow your knowledge with National School, Campfire Sessions, NFPA 1194 certificate of completion, our renowned annual Outdoor Hospitality Conference and Expo (OHCE2022) and more. **Join us at OHCE2023 in Kansas City, MO November 6-9, 2023!**
- 4 RESOURCE DATABASE**
 Don't recreate the wheel! Save time with National ARVC's resource database, your one-stop-shop for a plethora of business toolkits, SOPs, ADA guides, how-to videos, ready-to-use templates and more. New resources are added weekly at arvc.org/resources
- 5 MARKETING + PR**
 National ARVC has significantly increased our investment in digital advertising to reach RVers and campers each year, driving business to member parks. Members receive a listing on the industry-leading RV park/resort and campground database and mobile app, GoCampingAmerica.com
- 6 INDUSTRY REPORTS + TRENDS**
 Make informed business decisions! We're proud to offer members convenient access to 15+ years of Industry Reports and economic impact data, PLUS access to GoRVing's Industry Portal. See our full line up invaluable data and reports at arvc.org/industry-reports
- 7 SOLUTIONS + NETWORKING**
 Looking for solutions and year-round networking with fellow industry owners and operators?

 Join the conversation now at facebook.com/groups/CampfireVoices

Have Questions? Ready to Join?
 Send us an e-mail at membership@arvc.org, chat with us at arvc.org or call 303-681-0401 (ext. 2 for membership).

 Join today at arvc.org/join





NATIONAL ARVC MEMBER BENEFITS



Join National ARVC today to take advantage
of **exclusive member benefits, discounts,
resources, support and more!**

BENEFITS



ADVOCACY & LOBBYING

arvc.org/PublicAffairs

Our dedicated Government Affairs team has already reviewed 15k+ pieces of legislation in 2022 and is working with industry leaders to establish our industry as an essential business, which will benefit you if/when another pandemic or natural disaster occurs. We also retain a dedicated DC-based lobbying firm focused on issues affecting our industry.



MARKETING + PR

arvc.org/GoCampingAmerica

National ARVC has significantly increased our investment in digital advertising to reach RVers and campers each year, driving business to ARVC-member parks. Members receive a listing on the industry-leading RV park/resort and campground database and mobile app, GoCampingAmerica.com.



EDUCATION

arvc.org/education

We create industry-leading educational opportunities, both in-person and online. Grow your knowledge with National School, webinars, NFPA 1194 certification, our renowned annual Outdoor Hospitality Conference and Expo and more. Join us for OHCE2023 in Kansas City, MO November 6-9, 2023.



RESOURCE DATABASE

arvc.org/resources

The newly improved National ARVC Resource Database is your one-stop-shop for SOPs, how-to videos, templates, toolkits, operational resources and much more. New resources are added weekly!

Looking for solutions and year-round **NETWORKING**? Join the conversation at facebook.com/groups/CampfireVoices

+ DISCOUNT PROGRAMS

EXPANDED EXCLUSIVE DISCOUNT PACKAGES



PROPANE

Exclusive member only rates/per gallon (average 10-40% discount) with the following providers: Suburban Propane, Global Gas, Ferrell Gas and AmeriGas.



MUSIC LICENSING

Save 50% when you purchase ARVC's ASCAP/BMI Combined Music License. Save an average of 26% off a SESAC license (3-month minimum req).



MOVIE LICENSING

Save 20% off the MPLC license fees: \$389 per year for umbrella license. Save 25% off the SWANK license fees: 6 months: \$195; 1 year: \$435.



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AND MORE!

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Questions? Contact us at membership@arvc.org or 303-681-0401

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TOP 5 TIPS FOR MAXIMIZING REVENUE

Respectfully submitted by Gemma Todd-McVinish of Newbook, a WACO Sponsor

As a campground operator, you're so busy in your day-to-day that often discovering new ways to generate more revenue can feel out of reach. But, we've got you covered! Newbook recently hosted an online event with revenue expert Kathleen Walsh, and the tips are too good not to share. So, let's countdown from five to one...

TIP 5: RENTALS:

Offering rentals like bicycles is a low-cost investment for a high-value profit margin. You'll even be providing a better guest experience! Bikes can be purchased for as little as \$100 each and hired out for about \$15 each. So let's take a look at this example...



usually seek out five or six different site types.

If you don't have any neighbors behind you and you're in a quieter area, you're in a different site type. If you're near the pool, you're poolside rather than back-in".

When it comes to pricing the different site types, Kathleen doesn't raise the rate dramatically. She recommends starting with a difference of \$2, \$5, \$8 – it's very incremental but when you multiply that by the number of nights you sell, it creates an enormous revenue stream".

TIP 2: ACTIVITIES:

Tie-dying shirts are a classic campground activity that you may provide for free. But the guest won't often come to the park with a plain white t-shirt. So, this offers an opportunity to make an extra \$6-8 for every person who takes part in the activity just by selling white t-shirts!

TIP 4: EXTRA FEES FOR PERSONS, PETS AND VEHICLES:

When it comes to pets, most guests would rather bring their furry friend on the family vacay instead of paying for a pet sitter. So, as an RV Park, you can research local boarding rates and match that fee per pet per night! Let's take a look at an example charging \$35 per pet per night...



TIP 3: SITE TYPES:

Not all sites are created equally. Traditionally, operators would class their site types as pull-throughs, back-ins and cabins. Kathleen tells us this is a bad way to go about your approach. Kathleen says, "When I look at a site map, I can

TIP #1 MANAGING RATES:

Kathleen explains that if you're not constantly monitoring rate, pick-up, demand, occupancy, average daily rate and minimum length of stay, you're leaving real dollars on the table.

"If you would have a peek into my back end Newbook, you would see... Friday and Saturday might be my higher rates. Sunday, I might go down a little, but not really because I get a lot of three-night weekends. Monday I might go down a little bit more, but not a lot because I still get some long weekends. Tuesday and Wednesday I go lower because those are my off days. But Thursday I start creeping back up again because they're coming in for the weekend."

SPEAK TO THE CAMPGROUND MANAGEMENT EXPERTS AT NEWBOOK TO LEARN MORE ABOUT MAXIMIZING YOUR REVENUE.

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Reservation Software Panel featuring...

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FRIDAY, 8-9:30 am



**2023
Hall
of
Fame
Inductee**



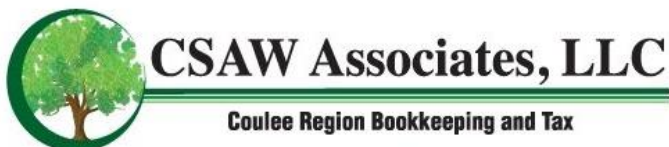
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Convention Entertainment

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MEMBER FDIC  EQUAL HOUSING LENDER

Jeff Crider is a long-time freelance writer and media relations consultant for campground and RV industry associations across the country.

He's here looking to interview parks for the following topics – stop at the registration desk to sign up for an interview time!



- Wisconsin Parks that are Open in Winter
- Wisconsin's Best Parks for Canoeing, Kayaking and White Water Rafting
- Wisconsin's Newest Campgrounds
- Wisconsin Park Improvements and Expansions for the 2023 Camping Season
- Unique Accommodations at Wisconsin Parks
- Newest Activities at Wisconsin's Family Parks
- Green Bay Packer Appearances at WACO-Member Parks
- Fun Fall Activities at Wisconsin Campgrounds
- Wisconsin Parks that have or are planning to add EV charging stations this year.
- Wisconsin Parks that believe they offer some of the most affordable camping opportunities

**USG Interactive
Tutorial Workshop
Heidi Doyle, Utility
Supply Group**

FRIDAY, 9:45 - 10:45 am

Let USG SHOCK YOU with all their answers to your electrical problems. See what I did there?



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FRIDAY LUNCH & LEARN with Matt Heller
"The Cause and Effect of Leadership"



Additional Breakout Sessions on Friday include:

9:45 am: Caring for Not-So-Happy Campers

11:00 am: ABC's of Employee Engagement

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**Becoming a
POWERHOUSE
Campground**

**FRIDAY
11 AM - NOON**

SALES TAX ON ONLINE RESERVATIONS

Respectfully Submitted by Sponsor Holly Hoffman of Sales Tax Industry Network



Contact

Holly@SalesTaxLady.com



Do you have a reservation service that both advertises your campground sites on its website AND processes the customer's payment (even if the payment is processed through a third-party merchant such as Stripe)? If yes, Wisconsin sales tax law calls that reservation service provider a "marketplace provider." The marketplace provider is 100% liable for the sales tax on all taxable sales through its reservation service. The marketplace provider is the only one who can be audited for these sales. You cannot be held liable during an audit for sales through a marketplace provider. Also, Wisconsin room taxes follow the same tax treatment/liability as sales tax.

JOIN ME

Friday, March 17th | 8 am

Learn more about details of what a marketplace provider is, how to report sales through a marketplace provider, and how these sales are addressed in audit at the March WACO Convention.

Effective January 1, 2020, [2019 Wis. Act 10 clarifies](#) that a marketplace provider is required to collect and remit sales or use tax for all sales of taxable products and services in Wisconsin that the marketplace provider facilitates on behalf of a marketplace seller, as provided in secs. 77.52(3m)(a) and 77.523(1), Wis. Stats.

The Act also reverses the effect of the decision in Orbitz, LLC vs. Wisconsin Department of Revenue, (Wisconsin Court of Appeals, District IV, February 11, 2016) by requiring marketplace providers that facilitate sales of all services under sec. 77.52(2), Wis. Stats., including lodging services, to collect and remit sales or use tax on the entire amount charged to a purchaser, as provided in sec. 77.52(3m)(a), Wis. Stats.

Note: For sales made prior to January 1, 2020, both the marketplace and third-party seller may be liable on taxable sales. See the article titled "On-

line Marketplace Sellers are Liable for Wisconsin Tax on Third-party Sales" in [Wisconsin Tax Bulletin 192](#) (January 2016) for additional information.

WHO IS A MARKETPLACE PROVIDER?

A [marketplace provider](#) is any person who does both of the following:

1. Facilitates a retail sale on behalf of another seller by listing or advertising for sale, in any manner, the seller's taxable products or services, and
2. Who directly or indirectly, processes the payment from the purchaser, regardless of whether the person receives compensation or other consideration in exchange for their services.

When is a marketplace provider required to collect and remit tax? Prior to 2019 [Wis. Act 10](#) taking effect, Wisconsin law provides that a marketplace that sells taxable products on behalf of a third-party seller is liable for Wisconsin sales or use tax on its Wisconsin sales. A marketplace is considered a retailer, as provided in sec. 77.51(13)(c), Wis. Stats., and liable for sales and use tax on taxable sales, unless the marketplace can show the tax was remitted by the third-party seller.

The law change that takes effect on January 1, 2020 ([2019 Wis. Act 10](#)), clarifies that a marketplace provider is required to collect and remit Wisconsin sales or use tax on all sales of taxable products and services that the marketplace provider facilitates on behalf of a marketplace seller, as provided in secs. 77.52(3m)(a) and 77.523(1), Wis. Stats.

Note: A marketplace provider with no physical presence in Wisconsin (i.e., remote seller) is required to collect and remit Wisconsin sales or use tax on taxable sales made on behalf of a third-party seller on and after October 1, 2018, unless it qualifies for the small seller exception in sec. 77.51(13gm), Wis. Stats. See [Remote Sellers – Wayfair Decision](#) for additional information.

More information regarding marketplace providers can be found on my website <https://salestaxlady/training-videos>.

Visit me at the Expo Friday & Saturday

Learn more about getting your campground/business in compliance and protecting yourself from a Wisconsin sales and use tax audit.



15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

SOCIAL RELATIONSHIP

Facebook/Instagram Insights

Total FB current likes: 9,557 (+23 from January)

Total IG current followers: 520 (+11 from January)

Top Facebook Posts in Feb 2023

Top-performing organic posts

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

Highest reach on a post



Facebook post
Making the RV beds is never easy! 😊
What's your necessary struggle when...
Jan 16, 2023, 11:25 AM

This post reached 846% more Accounts Center accounts (5,959 Accounts Center accounts) than your median post (630 Accounts Center accounts) on Facebook.

Highest reactions on a post



Facebook post
If this is you, don't worry, camping season is coming soon! Get a...
Jan 11, 2023, 12:35 PM

This post received 7,050% more reactions (143 reactions) than your median post (2 reactions) on Facebook.

Highest comments on a post



Facebook post
Apparently, it's 'National Take Down The Christmas Tree Day' - who knew!...
Jan 6, 2023, 1:55 PM

This post received 156 comments compared to your median post (0 comments) on Facebook.



February 2023 Social Media Referrals to Website



Sessions: **6,921**



Sessions via Social Referral: **261**



Conversions: **2,622**



Contributed Social Conversions: **131**



Last Interaction Social Conversions: **117**

Social Network	Sessions	% Sessions
1. Facebook	261	100.00%

Feb 2022 vs Feb 2023



Sessions: **4.40%**



Sessions via Social Referral: **-21.15%**



Conversions: **-5.99%**



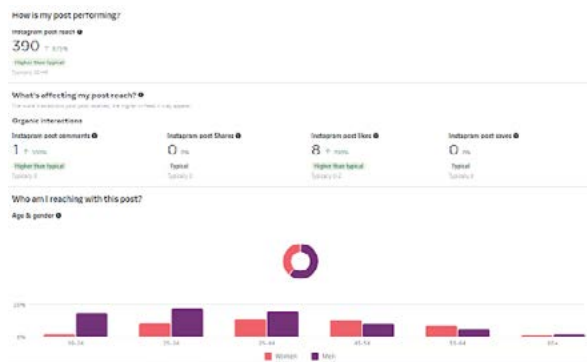
Contributed Social Conversions: **24.76%**



Last Interaction Social Conversions: **24.47%**

Social Network	Sessions	% Sessions
1. Facebook		
Feb 1, 2023 - Feb 28, 2023	261	1
Feb 1, 2022 - Feb 28, 2022	323	9
% Change	-19.20%	2.48%
2. Instagram		
Feb 1, 2023 - Feb 28, 2023	0	0.00%
Feb 1, 2022 - Feb 28, 2022	3	0.91%
% Change	-100.00%	-100.00%

Instagram Feb 2023



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



February 2023 Monthly Audience Overview

Continent ▾

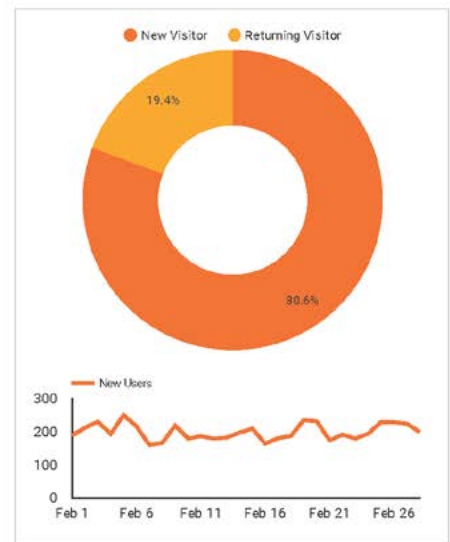
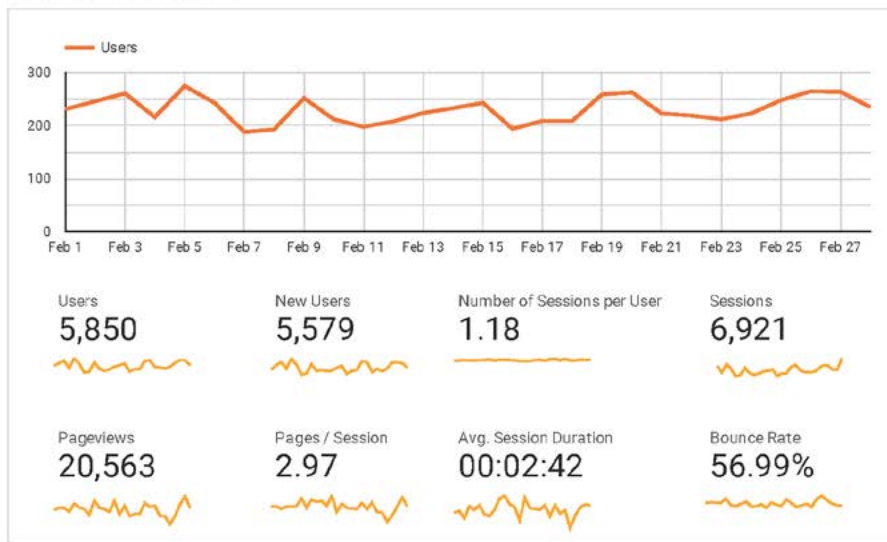
Region ▾

Channel ▾

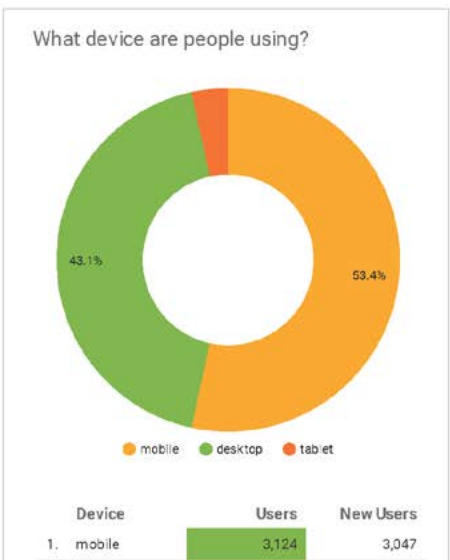
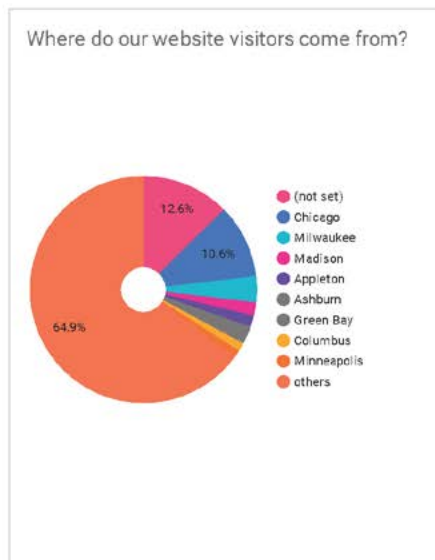
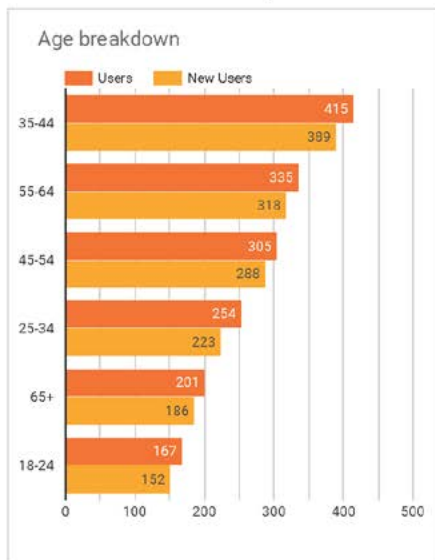
Device ▾

Feb 1, 2023 - Feb 28, 2023 ▾

Your audience at a glance



Let's learn a bit more about your users!



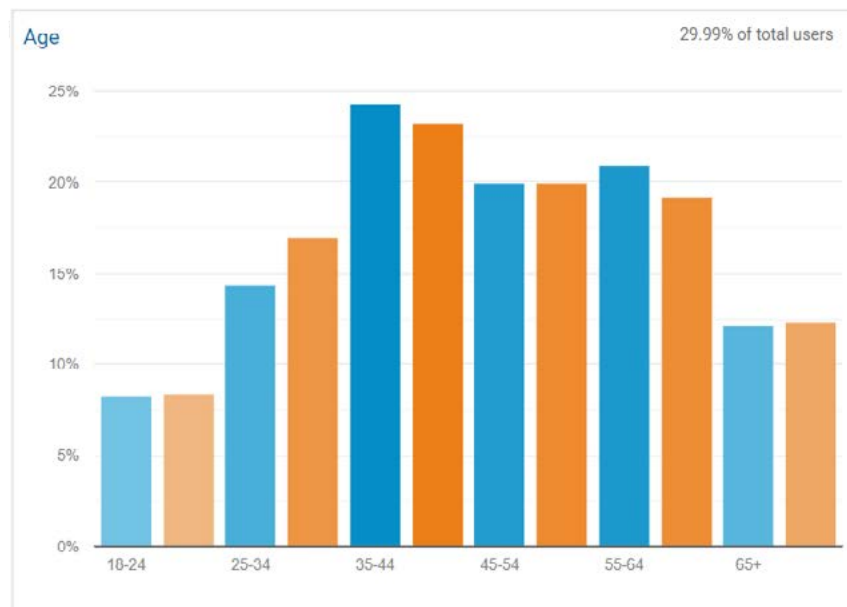
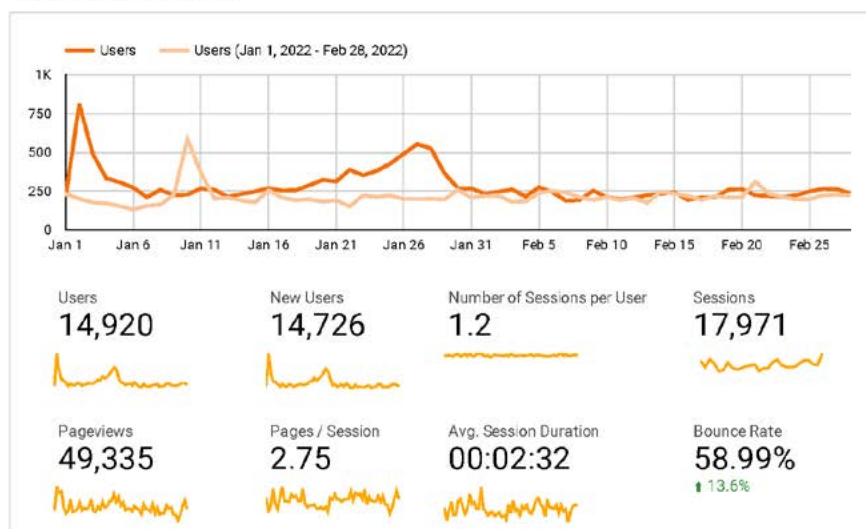


FEB 2022 vs 2023 WEBSITE STATS

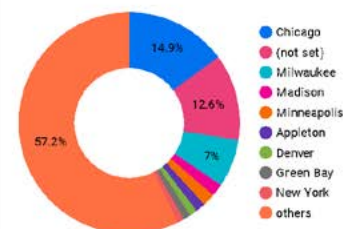
YTD (Jan-Feb) 2023 Audience Overview

Continent Region Channel Device Jan 1, 2023 - Feb 28, 2023

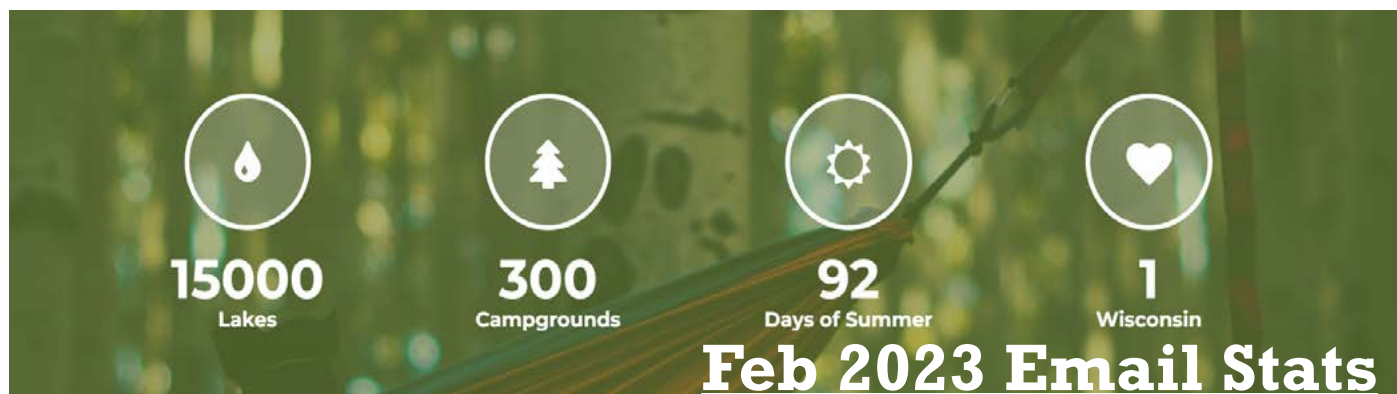
Your audience at a glance



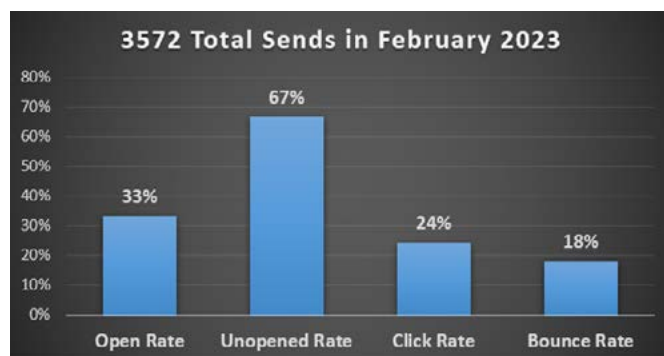
Where do our visitors come from since our Digital Ads & SEO with Vivial?
(June 2022 - January 2023)



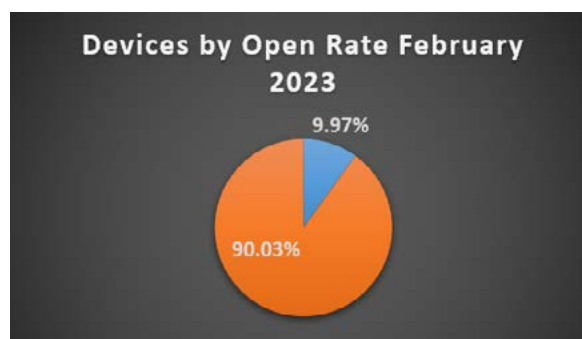
Here we see new cities listed in the 'where are our visitors coming from' pie, including Chicago, Denver, Minneapolis, and even New York!



Feb 2023 Email Stats



Feb 2023 Open by Device



Top Emails by Open Rate for February 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open	Clicks	Click Rate
WACO Convention - Schedule Updates	225	148	69.80%	9.20%	90.80%	37	17.50%
WACO Convention - Auction Item Challenge	234	126	57.00%	7.00%	93.00%	13	5.90%
February 2023 Newsletter	439	217	52.30%	11.10%	88.90%	91	21.90%
From Jeff Sims - What Do Death, Taxes, & AHA! Moments Have In Co	225	105	49.50%	8.00%	92.00%	12	5.70%
WACO Convention - Are you registered? (Campgrounds)	950	251	34.70%	15.00%	85.00%	84	11.60%
WACO Convention - Are you registered? (Trade Members)	1499	343	30.20%	9.50%	90.50%	52	4.60%



Eric Haun, CIC
Vice President - Leisure & Hospitality

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WHY AM I NOT GETTING WACO EMAILS?

Sometimes a member accidentally "unsubscribes" from our WACO email lists. When that happens, the office is able to send a ONE TIME link to add you back to our distribution listing. This does require you to "accept" the link and we cannot do it without you accepting it on your end.

IF YOU FEEL LIKE YOU'RE NOT GETTING INFORMATION, GIVE US A CALL AND WE WILL CONFIRM WHAT EMAILS WE HAVE ON FILE FOR YOUR CAMPGROUND!

MISS A SEMINAR?

Head to the tables right next to the registration desk to find any available extra handout materials from seminars!

If you're looking for something you don't see, ask a staff member to put you on our list to email you the presentation and/or handout you're looking for!



Stop at the registration desk to grab your limited edition 60th Annual WACO Convention commemorative t-shirt! Just \$20 each!



CAMPGROUND	Total Funds Raised
Great River Harbor	\$50,195
Duck Creek	\$29,145
Champions Riverside Resort	\$29,100
River Bend RV Resort	\$20,000
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
Maple View Campsites	\$3,831
Hitts Wildwood Resort	\$3,709
Dell Pines Campground	\$3,532
Buffalo Lake	\$3,513
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



THANK YOU WACO MEMBERS

In 2022, our Members generously raised over \$230,000 for the GBF foundation! Your efforts help those in need across 156 charities in Wisconsin - please pat yourself on the back!

These numbers will be used for recognition at the WACO Convention in March!

Remember to check this listing for accuracy, and email tina@seversonandassociates.com if something doesn't look right.

Rose's Enchanted Forest	\$1,580
DuFour's Pine Tree Campground	\$1,562
Whiskey Creek Family RV Park	\$1,550
Sand Haven Campground	\$1,535
Merry Mac's Campground	\$1,500
Little Creek	\$1,330
Pineland Camping Park	\$990
Fremont Jellystone RV Resort & Campground	\$700
Rustic Woods	\$700
Whispering Pines	\$675
GRAND TOTAL	\$238,668



TOP GBF CONTRIBUTORS

will be recognized during our FRIDAY NIGHT program! THANK YOU for all you've done in 2022!



Schedule - Friday (3/17)



Your Friday night entertainment lineup!

Hosted by: Gilbert Brown & Santana Dotson

5:45pm

Banquet Room Opens - Suppliers are welcome!

7:00pm



Dinner is served!

- GBF Supporter Recognition - Top Campground Fundraiser Award
- Dates for the 2023 Camping For Kids Fundraiser Weekend!

7:30pm –
8:00pm

Ask the President everything you ever wanted to know about WACO but were afraid to ask!
With Scott Kollock & Lori Severson



GILBERT BROWN

SANTANA DOTSON

8:00pm –
8:30pm

**Foundation Awards
Campground Awards Presentation**



8:30pm –
9:30pm

Live Auction Begins! Many items including things like...
Packer tickets for the 2023 season! Autographed memorabilia!
A three-night employee retreat at Champions Riverside Resort! ...And more!

8:30pm –
9:30pm

Rockin' What's In Your Wallet Game!

Purchase tickets for \$5 each or a Wingspan for \$20! Get a chance to be one of twelve contestants. PLUS! Play the musical chairs game with Gilbert Brown and Santana Dotson! Grand prize consists of a large helmet with Superbowl Champ signatures, \$300 in Kwik Trip gas cards and a football autographed by Gilbert and Santana! Losers get to go see Carla in the 360 photo booth!

9:30pm

Trade Show Shopper Drawing - \$1000 to spend at the trade show - \$500 to spend at any show sponsor – Must be in room at time of drawing to win!

Silent Auction Closes & Campground Basket Winner Announced - See which campground wins \$1000 to spend at the Trade Show for having the best basket!

Purse Raffle Fun

\$20 per ticket – limited tickets sold
Designer purses – mini purses with prizes!



**50/50 Raffle
Winner drawn after
the Live Auction
tonight!**

**Trade Show Shopper winnings can be
spent at any of these Show Sponsors:**

Blackhawk Bank	Campgrounds4sale.com
Coverra Insurance	Harris Golf Cars
Jim's Golf Cars	Newbook
Severson & Associates /S & H Ad Specialties	
Utility Supply Group	

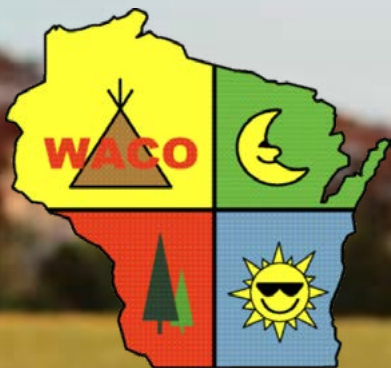


Board of Directors

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>



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Ettrick, WI 54627

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