



WACO NEWS

JULY 2023

JULY 2023

We hope you all had an incredibly successful 4th of July Holiday! While you may be counting down the days to the end of the season, strap yourself in for a busy last couple of months. Weather for most of Wisco is showing as HOT, HOT, HOT, and we hope your reservations are the same. Register for the Fall Workshops, and Convention, and renew your memberships this month!

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

Dear Members,

Your WACO office has indeed had a hectic summer so far. But it's great to see what the network of helpful people we are developing can do for our organization. We have indeed come to recognize that additional education for the people who hold positions on our county boards is crucial.

That is why the WACO board is committing to attend the County Association Board conference, and we will attempt to put on a show educating people on exactly what a campground is. They genuinely need to know what a county campground is as well! It is incredible that some counties believe they don't have to be licensed or follow the same rules as we do. Working with Jim Kaplanek and his DATCP staff is a great working relationship. We have been lucky enough to cultivate this partnership with the people who govern our business for over 20 years. This relationship makes it easy for us to see who is licensed, who has the proper documentation and to help DATCP address issues that are not fair. Jim's team is also very responsive



inside...



Amusement Letter from DSPS

P. 3



FALL WORKSHOP & TOURS:
REGISTRATION OPEN!

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whenever we need a question answered. I can tell you from other Executive directors this is not usually the case! We are also blessed that Jim is training in Reed, who will be just as customer service oriented. We must celebrate these victories and credit these folks for genuinely doing their jobs! It's a great resource and an outstanding member benefit!

We also started working closely with Dan Bahr, Government Affairs Associate, from the Counties Association. He focuses on issues related to transportation, environment, and land use. (Zoning) He also works closely with legislators as he worked as legislative staff in the Wisconsin State Assembly. It turns out Dan is from my area, went to school at UWL, and his parents are avid campers! He has had one of the legislators draft a memo asking the counties not to be more restrictive than the state rules. We are excited about this new relationship and look forward to seeing some movement on this issue.



The Department of Safety and Professional Services must be our next relationship to cement. They have sent letters (see the letter on the following page!) to some (not all) campgrounds about registering our amusement rides, or we will be fined \$200 in August. After many calls and voicemails, Tina and I are meeting with Secretary Hereth's office later this week. We've asked Senator Ballweg's office to help. Jim from Evergreen and Bob from Wilderness have been great about helping us reach out. If you know Senator Balweg or Representative Gae Magnifici, please also reach out. The sooner we can understand this process and explain how it will impact our businesses to the DSPS and the Senators, the better. We will keep you posted on this process and what you need to know - watch your email and our Members-Only Facebook page!



Our hearts go out to Sarah & her team at Rivers Edge. They have experienced a rash of bad publicity on social media based on information and comments that are simply unproven. Mark and Jeff Crider are assisting to create a program for Reputation defense. We all have been in a position to use this. One of the things Jeff Crider reminded me about is how important it is to publicize your charitable and community contributions. He notes that Wisconsin is incredibly giving but likely could be better at tooting our horns. When there is a zoning issue or community concern of any kind, people like to see what you have done. Anytime you have a charitable giving event, please let us know so we can send out press releases. It's essential documentation you can use in your business planning, and we can use it in our industry.

I'm excited about the fall tour lineup our membership committee has pulled together. It's always a boost to get together with like-minded people to discuss how we can improve our business. Check out the registration pages included

Thank you for all your positive thoughts throughout this summer. It's incredible to get a text, email, or call from members who just have a compliment to give you. I want to thank you for this. It makes a huge difference to me personally and to my staff!

See you at the Fall workshops!

Lori

Lori Severson,
Executive Director, WACO

A promotional graphic for Severson & Associates. The background is a light blue and white marbled pattern. At the top, the name "Severson" is written in a large, elegant, black cursive script, followed by "& ASSOCIATES" in a smaller, black, sans-serif font. Below this, a bold black line of text reads: "A woman-owned business, offering a wide range of marketing, promotional, and training options to meet your needs, big or small!". At the bottom, the contact information is listed in a black sans-serif font: "PO Box 228 | N22676 HWY 53 | Ettrick, WI 54627" and "(608) 525-2323 | tina@seversonandassociates.com".



June 22, 2023

To: All Wisconsin Campground Owners

The 2023 camping season is upon us. This letter is to remind you that all Amusement Rides that you may have at your campground need to be registered with the State of Wisconsin Department of Safety and Professional Services prior to use.

An amusement ride means a device or animal that carries, transports, or supports passengers in unusual, entertaining, or thrilling modes of motion and any vehicle providing entertainment or transportation in conjunction with an amusement ride, including rider-powered and power-driven thrill rides, mild rides and ride-throughs, walk-throughs, air pillows, bounce houses, giant slides, and animal rides. Vehicles include parking lot trams, old fire engines, stagecoaches, and trains.

An amusement ride does not include any of the following: Aircraft under the jurisdiction of the federal aviation administration. Railroad trains under the jurisdiction of the federal railroad administration. Boats used on navigable waters. Animal rides where the animal is under the control of the passenger. Hang gliders and parachutes. Climbing walls that do not involve a mechanical take-up or release system.

If you have any of the above-mentioned devices that are Amusement Rides, these will need to be registered with the Department as soon as possible. Any Amusement Rides you may have will need to be registered with the Department by August 1, 2023, or there will be a \$200 late registration fee for the device. All Amusement Ride registrations can be submitted to the Department through the online ESLA system. I have included a link to the ESLA website below for your reference. <https://esla.wi.gov/PortalCommunityLogin> I have also included a link below to the ESLA Customer Service page. This page contains helpful information including User Guides and Videos to help navigate the ESLA website. <https://dps.wi.gov/Pages/eSLA.aspx>

Any questions regarding Amusement Ride registration can be directed to your State of Wisconsin DPS Amusement Ride inspector. A copy of the District Map has been included in this letter for your reference. Please note: DPS is the only agency that may perform an Amusement Ride inspection of any permanent or traveling Amusement Ride.

Should you have any other questions, please feel free to contact me at the number below or via email at DpsSbHealthAndSafetyTech@wisconsin.gov

Department of Safety & Professional Services Code 334 may be viewed or downloaded at:
https://docs.legis.wisconsin.gov/code/admin_code/sps/safety_and_buildings_and_environment/326_360/334

Thank you,

Lucas Dederich

Lucas Dederich
Section Chief, Public Sector Safety & Commercial Building Inspection
Office: (608) 445-6558

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

Who wants to learn new ideas and get with people who know EXACTLY what you are going through in your business? If the answer is you, join us for the Fall Workshops. Our members tell us these are so helpful in gaining new insight into the industry and great ideas. Best of all, most owners will happily share their whoopsies! We do learn from each other's mistakes and victories! These workshops are an excellent opportunity to learn how others are doing this summer, compare business strategies, and vent if needed!

We have some great leaders attending both sessions this year:

You will have an opportunity to learn more about the new pool code, talk to the campground code guru, ask questions and get answers so you know what to do and how to comply in every situation. The cracker barrel style allows us to be comfortable asking great questions without being called out in any way.

It's really important to take some time now to learn about what's happening in the industry. You sure don't want to be on the outside looking in when some of the changes happen. You may have heard about the DSPS letter some campground owners received – **listed on page 3 of this newsletter.**

Please note that WACO is all over this. Mark



2023 WACO Fall Workshops GUEST SPEAKERS



- **Jason Culotta, President at Midwest Food Products Association, experienced in Legislation & Lobbying**
- **Dan Bahr, Wisconsin Counties Association (WCA), Government Affairs Associate**
- **Zac Dolan, Revenue Agent 5 of the Wisconsin Department of Revenue Alcohol & Tobacco Enforcement Unit**
- **Phil Whitehead, Market President at Blackhawk Bank**
- **Eric Haun, Vice President of Leisure & Hospitality at Coverra Insurance**
- **DATCP Representatives including: Jim Kaplanek, Mary Ellen Bruesch, Reed McRoberts & Ted Tuchalski**
- **John Jaszewski, Owner/Real Estate Agent, Campgrounds4Sale.com**
- **Mark Hazelbaker & Anders Helquist, Attorneys for WACO/WACO Members**
- **Lori Severson, Executive Director of WACO**

From the Office of the President

Scott Kollock, WACO Board President



Hazelbaker & Jason Culatto pulled together information and asked the Secretary of DSPS to meet with us to discuss this and understand the impact of this on our industry. Lori and Tina got a meeting secured for later this week. We will keep you updated on this!

Your WACO membership is significant. Together we make a difference. It's challenging to be the expert on everything and keep updated on what's happening legislatively! You should've seen membership renewal information in your mailbox and inbox. Please be sure to call the office if that's not the case! We want to allow everyone to sign up and continue receiving benefits.

Your WACO office is here to help! I don't know another organization that can help you get all the State information you need to be successful in your business. Your benefits are here for you, so please use them!

My job is to listen to your concerns and answer any questions about how the organization runs and what's happening. I'll always give you an answer - it might not be the exact answer you are looking for, but you will get a response! If you think anything needs improvement, let us know so we can work on it and be the best we can be together!

Scott

Scott Kollock, WACO Board President
Owner at Vista Royale Campground

We know it's only mid-July, but it's time to start thinking ahead to 2024! Your membership renewal paperwork has gone out and should arrive in your mailbox soon!

Remember, 2024 membership is due by September 16, 2023, but if you pay by July 31, 2023, you will receive a 3% discount!

When you get your renewal paperwork, please be sure to check over the sheet before sending it back in and make any adjustments to your listing to reflect any additions you've made over the last year so we can keep your online listing up to date!



RESALE VS TAXABLE

Respectfully Submitted by our Sponsor, Holly Hoffman

Can I occasionally use a camper trailer in my business or for personal use but still have the trailer qualify for resale?

No. Whether it is a camper trailer, bikes, golf cart/UTV, boat, kayak, or other item purchased without tax, for resale, it has to be used solely (100%) for sale/rental. The only exceptions are retention, display or demonstration. As soon as the item is used in a taxable manner (anything other than resale, retention, display or demonstration), you must remit use tax on the original purchase price.

Example: Pull behind camper trailer is purchased without tax, for resale. It is rented to customers who use the trailer off campground property (a true rental, not admission to the campground) for a set period of time. The rental charges are subject to sales tax including any fees necessary to complete the rental sale.

Nontaxable use:

- renting trailer to customer who takes control/possession and removes the trailer from campground (rental does not provide access to campground facilities)
- displaying the trailer as available for rental/sale
- holding in inventory/onsite available to be rented
- demonstrating useful features of the trailer for prospective renters
- selling the trailer
- destruction of the trailer (insurance claim situation)
- disposal of trailer

Taxable use includes:

- any use not listed above
- employee/family use of trailer
- parked on campsite and rented (sale is taxable admission to campground, purchase of trailer is subject to sales/use tax and does not qualify for resale)
- used as a storage facility

The first time the item is used in a taxable manner, it is subject to use tax on the original purchase price (no matter what its current value is) and the item no longer qualifies for resale even if it continues to be rented out. The fact that the purchase of the item no longer qualifies for resale does not change the tax treatment of your sale. Rentals of tangible personal property are subject to sales tax. If you have mixed use of an item (partially used in the business and partially rented out), the purchase does not qualify for resale. Your sale of that item



RESALE VS TAXABLE, CON'T...

is subject to tax based on whether it is a sale/rental of tangible personal property or a sale of a campground admission.

Example: Pontoon boat originally purchased without tax for resale for \$42,000. For 15 years, it is solely used as a rental boat for campers. After 15 years, the campground owner decides to partially retire the pontoon boat and only rents it when all other boats are rented. The pontoon is available for employee and owner use when not rented.

- Use tax is due on the original purchase price of \$42,000 the period in which the boat was first used by employees/owner.
- Rental charges are subject to sales tax prior to the 15 year mark and after the change in usage.
- The sale of the pontoon boat (transferring title/ownership) is subject to sales tax on the sales price. Pontoon boat is sold for \$5,500 so sales tax is calculated on that amount.

While the item qualifies for resale, all parts and services to the item are exempt. Sales tax law provides that if an item is not subject to sales tax at the time of service, then the service to that item is not subject to sales tax. Parts that become a component of the item for resale also qualify for resale.

Once the item is used in a taxable manner, from the date it is used in a taxable manner all parts and services to that item are subject to sales tax.

You should consider sales tax implications for change in use when purchasing items for resale and when deciding to use items in a different manner. Tax planning may suggest that it is best to sell an old pontoon boat rather than pay use tax on the original purchase price. Maybe you would decide to rent items used for resale instead of buying so that you can switch out old and worn out items without use tax issues. If you are changing the use of an entire fleet of items (bikes, boats, or golf carts), the use tax cost will be significant.

For questions or to purchase Sales Tax Audit Protection Plan with unlimited advising, contact Holly Hoffman at holly@salestaxlady.com.



Contact

Holly@SalesTaxLady.com



WACO 2024 CONVENTION REGISTRATION NOW OPEN!



We are excited to welcome you back to
Stevens Point, WI on March 13-17, 2024, for another
fun-filled WACO Convention & Trade Show!

NEW in 2024: We now have a convenient online
registration link – Easily register and pay online
so you can check it off your list!

Click the links below for the registration forms and hotel
information as well as online hotel booking links!



**CAMPGROUND
OWNERS**

CLICK HERE TO REGISTER &
PAY ONLINE:

<https://form.jotform.com/231767805454059>

CLICK HERE TO REGISTER & PAY ONLINE:
<https://form.jotform.com/231777430248055>

←..... **EXHIBITORS**
TRADE SHOW INFORMATION

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WITH YOUR
WATERFRONT!**

Ask us
"What's New?"
at WACO

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2023 September Fall Workshop Registration

September 12–13, 2023

Bear Lake Campground & Resort

Your Hosts: Bob & Sarah Kahlscheuer

N4715 State Road 22 – 110, Manawa, WI 54949
kampkbearlake@gmail.com | (920) 596–3308

Camping Option:

Camp at Bear Lake Campground & Resort

Sites with Full Hook-Up and standard W/E available ranging from \$45–\$60/night & Cabins for \$160/night (limited cabins, call for those quickly!) Call (920) 596–3308 and tell them you're with WACO Fall Workshop/Tour to reserve.

Hotel Options:

Cobblestone Inn & Suites:

WACO rate is \$99.00+ tax/night, Booking code is W.A.C.O. & Discount ends Sept 3rd
302 West Main Street Fremont, WI 54940 | (920) 551–5055



SIGN UP ONLINE & PAY HERE:

<https://form.jotform.com/231875143941055>



Eric Haun, CIC
Vice President - Leisure & Hospitality

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2023 September Fall Tours/Workshop Itinerary Tuesday – September 12, 2023



Host Campground: Bear Lake Campground & Resort
N4715 State Road 22 – 110, Manawa, WI 54949
kampkbearlake@gmail.com | (920) 596-3308

8:30–9:00 am: Registration with Coffee & Donuts

9:00–10:00 am: Q&A with State Officials from DATCP: Jim Kaplanek, Reed McRoberts, Ted Tuchalski & Mary Ellen Bruesch

- Campground Code / Lodging Requirements Review
- Senate Bill 319 related to Campgrounds on Farms
- New Pool Code Updates
- Ways to Work on Zoning Issues NOW, before its an emergency

10:00–11:00 am: Tour at Bear Lake Campground & Resort

11:15–12:15 pm: Tour at Wolf River Campground

E8041 Cty Rd X, New London, WI 54961 | (920) 982-2458 | (920) 585-1608

12:30–2:00 pm: Lunch at Huckleberry Acres Campground

E9005 Huckleberry Lane, New London, WI 54961 | (920) 982-4628

Hand-tossed, homemade Pizza from Jolly Roger's Pizzeria and
Dessert – **\$10/person** with **drinks sponsored by Stefan**

Technologies & Grand Valley Campground

- During lunch, we'll Meet **Jason Culotta** who will speak to understanding how to work with your legislators on both sides of the isle to assist in vital projects.

2:00–3:00 pm: Tour at Huckleberry Acres

3:30–4:30 pm: Tour at Blue Top Campground & Resort

1460 Wolf River Dr, Fremont, WI 54940 | (920) 446-3343

5:00–6:00 pm: Meet at Bridge Bar & Restaurant

101 West Main Fremont, WI 54940

- Legal Updates on Trusts and Zoning Issues in the Counties: Mark Hazelbaker & Anders Helquist
- Adding Revenue to Your Bottom Line: Lori Severson, Phil Whitehead of Blackhawk Bank & John Jaszewski of Campgrounds4Sale
- Social hour/dinner to follow.

6:00–7:00 pm: Dinner at Bridge Bar & Restaurant – \$\$\$ order off the menu



2023 September Fall Tours/Workshop Itinerary



Wednesday – September 13, 2023

8:30–9:30 am: **Donuts/Refreshments Provided by Fremont RV Campground**
Tour at Fremont RV Campground
E 6506 WI-110, Fremont, WI 54940 | (920) 446-3420

10:00–11:00 am: **Tour at Rustic Woods Campground**
E2585 Southwood Drive, Waupaca, WI 54981 | (715) 942-2863

11:30–1:00 pm: **Lunch & Learning at Rose's Enchanted Forest Campground**
W5695 County Rd A, Wild Rose, WI 54984 | (920) 622-3500
Lunch Sponsored by Coverra Insurance with drinks
sponsored by Stefan Technologies & Grand Valley
Campground

Insurance Trends in the Industry, Eric Haun

What do you need to know about your policy, what are common issues in the campground industry and coverage you should carry at your park!

1:00–2:00 pm: **Tour at Rose's Enchanted Forest**

2:00 pm: Goodbye everyone! See you in October!
Thank you for joining us and of course...

THANK YOU TO ALL OF OUR SEPTEMBER HOSTS!



Thank you!

If you took any great pictures during this event, we would love for you to send them to tina@seversonandassociates.com for use in the WACO newsletter!

Thank you to
Coverra
Insurance Services
our lunch sponsor!



2023 October Fall Workshop Registration

October 10–11, 2023

Merry Mac's Campground

Your Hosts: Rob & Nichole Brinkmeier
E12995 Halweg Rd, Merrimac, WI 53561
camp@merrymacscampground.com
(608) 493–2367

Camping Option:

Camp at Merry Mac's Campground – \$50 Rental Units and Free Sites if you'd like to bring your RV! EMAIL to reserve at: camp@merrymacscampground.com

Hotel Option:

Best Western Resort Hotel & Convention Center – \$87.99 + tax/night, Booking Code: W.A.C.O. & Discount ends SEPT 9th!
2701 County Road CX Portage, Wisconsin 53901



**2023 WACO
Fall Workshops
Registration**

SIGN UP ONLINE & PAY HERE:
<https://form.jotform.com/231875143941055>



2023 October

Fall Tours/Workshop Itinerary



Tuesday – October 10, 2023

Host Campground: Merry Mac's Campground

E12995 Halweg Rd, Merrimac, WI 53561

camp@merrymacscampground.com | (608) 493-2367

8:30–9:00 am: Registration with Coffee & Donuts from your hosts!

9:00–10:00 am: State Updates from DATCP: Jim Kaplanek, Reed McRoberts, Ted Tuchalski & Mary Ellen Bruesch

- Review the campground code and make sure you know of the changes!
- Campgrounds on Farms? What does Bill 319 mean for our industry?
- Ask about New Pool Code Updates for your next season
- Ways to Work on Zoning Issues NOW, before its an emergency

10:00–11:00 am: Tour at Merry Mac's Campground

11:00 – 12:30 pm: Lunch at Merry Mac's – Sandwich Platters from Milios, Sponsored by: Blackhawk Bank; Beverages provided by Stefan Technologies & Grand Valley Campground Dessert provided by Merry Mac's Campground

Phil Whitehead/Kim Lantta from Blackhawk Bank will discuss current AI scams and check frauds to be aware of, interest rate trends, and how proper financing can help you improve your bottom line.

Dan Bahr, Government Affairs Associate with WCA: Zoning/Codes/Ordinances and how they can vary between Towns, Townships and Counties AND how they directly impact your business's ability to grow.

1:00–2:00pm: Tour at Fox Hill RV Resort & Campground

E11371 N Reedsburg Rd, Baraboo, WI 53913 | Phone: (608) 356-5890

2:30–3:30 pm: Tour at Skillet Creek

E11329 State Rd 136, Baraboo, WI 53913
(608) 356-4877

Thank you to
Blackhawk
our lunch sponsor! Bank

4:00–5:00 pm: Tour at Wisconsin Dells KOA Holiday

S235A Stand Rock Rd, Wisconsin Dells, WI 53965 | (608) 254-4177

5:15–7:30 pm: Tour at River Bay Premier Camping Resort with Buffet Dinner and Cracker Barrel to follow

W1147 River Bay Rd, Lyndon Station, WI 53944 | (608) 254-7193

Cracker Barrel Note

These will be in a structured format with a specific time spent on each topic. Ask any question you'd like and learn how other campgrounds handle issues! To be sure we have time to get your questions answered, send them in ahead of time to Danielle Todd at danielletodd425@gmail.com!



2023 October Fall Tours/Workshop Itinerary Wednesday – October 11, 2023



**9:00–10:00 am: Donuts/Coffe/Water Sponsored by Sky High Camping Resort
Tour at Sky High Camping Resort**

N5740 Sky High Drive, Portage, WI 53901 | Phone: (608) 742–2572

10:45–12:15 pm: Tour at Holiday Shores

3900 River Rd, Wisconsin Dells, WI 53965 | Phone: (608) 254–2717

12:15–1:30 pm: Lunch at Holiday Shores – \$\$\$ TBD

Drinks sponsored by Stefan Technologies & Grand Valley Campground

Guest Speakers: Jason Culotta, who will speak to the importance of knowing what's happening in Legislation and how that will impact your business

Zac Dolan, Revenue Agent 5 of the Wisconsin Department of Revenue

Alcohol & Tobacco Enforcement Unit: What You NEED to Know About Changing Liquor Laws!

1:30 pm: Goodbye everyone! See you at convention in March!
Thank you for joining us and of course...
THANK YOU TO ALL OF OUR OCTOBER HOSTS!



Thank you!

If you took any great pictures during this event, we would love for you to send them to tina@seversonandassociates.com for use in the WACO newsletter!



John Jaszewski | Owner/Broker - MN & WI

Campgrounds4Sale.com

724 E. Broadway | Winona, MN 55987

507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com



2023 Fall Workshop Registration Form

Please be sure to pre-register for this event!

Mail To: PO Box 228 | Ettrick, WI 54627

Email To: tina@seversonandassociates.com, CC:
michelle.seversonandassociates@gmail.com

You are welcome to bring family and employees to this event. The fee is the same no matter if you have 1 or 20 members from your campground!

WACO MEMBER FEE:

\$40 FOR ONE WORKSHOP

\$75 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

NON-MEMBER FEE:

\$55 FOR ONE WORKSHOP

\$105 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

****MEALS & LODGING COSTS ARE NOT INCLUDED****

Registration Information:

Campground Name: _____

Contact Name: _____

Contact Phone: _____

Email: _____

Number of People Attending In Your Group: _____

Workshop Choices:

- ☐ September Workshop Only
- ☐ October Workshop Only
- ☐ Both September & October Workshops

Total Amount Due: \$ _____

Payment Method:

☐ Please Invoice Me

☐ Check Enclosed

Check #: _____

Card Type: ☐ MasterCard ☐ VISA
☐ Discover ☐ AmEx

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Billing Zip Code: _____



**2023 WACO
Fall Workshops
Registration**



SIGN UP ONLINE & PAY HERE:

<https://form.jotform.com/231875143941055>

Expansion Projects Brings Milton Hidden Valley KOA to a new level!



WACO Member Interview with Matt Riggio, Milton/Hidden Valley KOA

The initial vision for the WACO member's expansion project at Milton/Hidden Valley KOA, located in Southern Wisconsin, came from Jim Kersten in 1993. Jim and Marcia purchased the KOA in 1993. Since then, Mindy, Jim's daughter, and her husband, Matt, are proud 2nd generation owners.

They start their 4th year of ownership during the 30th anniversary of the park - and when they host an anniversary, they know how to party! Well, party like a campground owner anyway. This year they embarked on a 15-acre expansion project, which features:

- 2-acre lake with 600 ft sandy beach
- Dozens of Wibit inflations
- About 50 Lakeside sites – full W/E/S sites
- 2900 sq ft clubhouse with showers and bathrooms
- Picnic area
- Rustic wooded sites with the same full hookup with W/E/S

They are also building a large shed to house all the inflatables for end-of-season storage and other maintenance equipment.



The family is doing as much work as possible; as you can see from the pictures, it truly is a family affair! They've rented a D6 bulldozer for about 3.5 months to do the digging as they have done all the earth moving in-house. The Riggios are blessed to have team members able to operate skid steers, dump trucks, etc.

The goal is to see the project complete end of 2025-Beg of 2026. Three years may seem like a long time, but as Matt reminded us, "When you're taking on the work yourself, to save the money, you are doing projects between handling customers and fixing plumbing - you know how that goes!"

The KOA will host 264 sites – 100 seasonal, with the remaining sites including a combination of overnights, two deluxe cabins, and four "sleeper cabins" / basic camping cabins.



"The pond area will almost be like another campground with the rustic sites in the surrounded wooded area," says Riggio.

Planning has all gone well because Jim Kirsten won "initial battles with the local' powers that be' for zoning and planning years ago." We always talk about the importance of knowing your local government and officials. WACO is here to assist with broad-picture legislative issues, but in the end, as an owner, you need to get out and meet your township board, your County Board Supervisors, your Sheriff, etc. Otherwise, when it comes time to adjust your CUP (Conditional Use Permit), or secure building permits, things could get very tough. Matt remarked, "Jim was brilliant in setting up the initial CUP and the relationships he put in place - thankful for that!"



Matt reminisced about how crazy to think one night they were eating dinner with Mindy's parents, and Jim asked if he'd ever thought about owning a campground. "And look at us now - I had no idea what an opportunity I was being given."

From your entire WACO family - best wishes on completing your project. Sleep when you can haha!

If your campground is going through an upgrade, adding unique camping accommodations, or would like to share some highlights of your season, be sure to send them to the office at tina@seversonandassociates.com.





Keepin' it Legal

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

SEASONAL AGREEMENTS ISSUE WITH POWTS

THE 2024 SEASONAL AGREEMENT HAS BEEN RELEASED

The updated seasonal agreement for 2024 will be available for download and use by the time this Newsletter reaches you. It's accompanied by a set of model rules for campgrounds and some related documents.

Whether you choose to use the model or not, there are two major changes you should consider for your seasonal agreement:

1. State explicitly in the agreement that you do not agree to store the guest's camping trailer after the termination of the agreement. The agreement needs to say that to allow you to pursue obtaining title to abandoned trailers.
2. Language requiring guests to keep a valid credit card on file and charging fines to that card for violations of campground rules. Some campgrounds have been doing this for years. It's not without controversy. But, if you want to enforce your rules, having the ability to impose small monetary penalties on guests has significant advantages.



OTHER FORMS – PLEASE ASK

Almost every form we have on the WACO website originated as a request from a campground looking for help with a document. If you can think of something we don't have, please let me know. I'm happy to help draft additional forms for use by our members.



ISSUES WITH POWTS

State government appears to be focusing more intensely on water quality issues involving Private Onsite Wastewater Treatment Systems (POWTS), commonly called septic systems. Campgrounds contemplating expansions need to be aware of the issues that may

result. There's quite a bit of history involved.

Wisconsin once had serious problems with inadequate septic systems that polluted lakes. In the 1970s and later, the State spent hundreds of millions of dollars helping homeowners replace failed systems and upgrading local sewer plants. The sanitary code was outdated and inadequate. Regulators sought to update the code to allow technology proven to work in other states.

Those efforts triggered an epic struggle between environmentalists and development advocates, and resulted in adoption of the current sanitary code. The Code made additional wastewater systems (such as mounds systems) available without limitation. For years, environmental advocates fought all proposals to make onsite wastewater systems more broadly available because those systems make it possible to develop more rural land. Environmental groups generally prefer that people live in urban areas with sewer systems. The development community argued that land use decisions should be made through the land use process. Ultimately, the State decided to approve newer wastewater systems. But at about the same time, Wisconsin adopted a new comprehensive planning law which was supposed to improve land use decision making.

There has been a long period of calm over wastewater issues. We've seen some controversy lately raised by anti-campground groups. Those groups believe – with no evidence – that the current code allows campgrounds to pollute lakes and groundwater.

The current statutes and code assign enforcement duty over POWTS to the Department of Safety and Professional Services and the counties. Under current law, systems that meet the code's standards must be approved. There is, however, a limit to that rule. New or revised systems under common ownership which generate more than 12,000 gallons per day of wastewater must be approved by the Department of Natural Resources.



The DNR's role is supposedly limited to assuring that large systems meet groundwater protection standards. The chief concerns posed by larger systems are nitrates and phosphorous in the water. Smaller systems discharge filtered and treated water to the ground, where soil deals with the effluent. With larger systems, the apparent fear is that larger concentrations of nitrates and phosphorous could build up.

If you are planning an expansion which will take your system above the 12,000 gallons per day threshold, it is important to evaluate all potential options for handling the issue. These are site-specific and involved. I invite you to make a Hotline call to me to discuss it.



Mark Hazelbaker, SC
WACO Attorney

608-525-2327

tina@seversonandassociates.com

EMAIL THE OFFICE AND WE WILL ROUTE ALL REQUESTS!





FALL ACTIVITIES COLLECTED FOR THE NEWS from JEFF CRIDER!

Many thanks to those members who responded to the Jeff Crider Interview request for Fall / Halloween activities. We will undoubtedly see publications picking up the press release shortly, and we'll be sure to share those as they come out! Check out who replied below and what kinds of Fall activities they have scheduled - anything you can adjust for your park? Let's learn from each other!

Wisconsin campgrounds over the next couple of months:

- **Dell Pines Campground in Baraboo:** This campground is planning a Halloween-themed weekend Sept. 22-24. Children will be able to sow magic pumpkin seeds. Other activities include pumpkin painting and carving, a costume contest, trick or treating and dancing. The last weekend of September will feature a fall chili and soup cooking competition.
- **Duck Creek Campground in Pardeeville:** This campground will have three consecutive Halloween-themed weekends starting Sept. 16. Activities include costume and campsite decorating contests and spooky wagon rides.
- **Evergreen Campsites in Wild Rose:** This campground's fall activities include a Harvestfest Weekend Sept. 7-10 featuring craft beer samples, caramel apples, a pumpkin patch ride and a vendor craft fair. The park's four-consecutive Halloween-themed weekends begin Sept. 13-15 with spooky train rides, trick or treating for children and adults, and dances.
- **Holiday Shores Campground & Resort in the Wisconsin Dells:** This park will have a Halloween-themed weekend Sept. 22-24. Activities include a campsite decorating contest, a golf cart decorating contest and trick or treating.
- **Lake Arrowhead Campground in Montello, Wisconsin:** This campground has a state-sanctioned barbecue competition called the Puckaway Pigfest Sept. 8-10 and four Halloween-themed weekends including the last three weekends of September and Oct. 13-15. Activities include a magic pumpkin patch, a haunted walk, a costume dance and trick-or-treating. Halloween-themed weekends will also include a Candy Corn Carnival where you can play games, win prizes, make a caramel apple, or tie dye a shirt.
- **Lakeside Fire Campground in Nekoosa:** Two Halloween-themed weekends are planned at this campground Sept. 15-17 and Sept. 22-24. Activities each weekend include a visit to the pumpkin patch, face painting, a campsite decorating contest, a haunted walk, a movie and trick or treating for children and adults. A football and chili weekend is planned for Oct. 6-8 with a campsite decorating contest, a football-themed golf cart parade, a chili cookoff and a bonfire. Sunday's activities include a potluck brunch.
- **Little Creek Family Campground in Fairchild:** This campground will have its third annual "Church Lady's Potluck Dinner" on the weekend of Sept. 22-24. Guests are invited to bring their favorite comfort dish to share. The park will have a Halloween-themed weekend Oct. 6-8 with games and crafts, a costume parade, and trick or treating.
- **Wilderness Campground in Montello:** This campground is planning two Halloween-themed weekends, Sept. 15-17 and 22-24, with a magic pumpkin patch, a pumpkin decorating contest, a kid's costume jam, a Halloween costume party, a campsite decorating contest and an outdoor movie. The weekend of Sept. 29-Oct. 1 will have a Camptoberfest theme with German-inspired activities, including kids hammerschlagen (hammering a nail into a wooden beam) and schokoladenessen (chocolate eating) competitions. There will also be an adult hammerschlagen and a stein holding contest for men and women. The winner keeps the steins and gets a 12-pack of beer.

Area 3 - ARVC Update



Your AREA 3 ARVC Rep.



Jim Button, OHE
Evergreen Campsites & Resort

We want you at OHCE
Scholarships to Attend for Free!



OHCE2023 Registration is OPEN
And Early Bird Pricing Is Available

<https://arvc.org/ohce>

Get Jazzed for November 6th!

[CLICK HERE](#)

Campfire Session Sign-Up

[CLICK HERE](#)

OH Handbook available online- use
this to train employees as this is your
outdoor hospitality 101

- Make sure to check out your campground listing on GCA!
- Check out your member benefits and take advantage of :
 - Kubota (New Member Benefits)
 - Quiet Kat (New E-Bikes)
- Don't forget about ARVC's exclusive discount for music licensing!

We're always looking to cheer for you, and one of the best ways to do that is by recognizing you through our awards program. Our Awards of Excellence nominations are open now through August 31.

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.

VOTE BUTTON



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WACO OUT & ABOUT



Leveraging our partnership with GBF, WACO donated several hole prizes and four-some grand prizes to the WMC (Wisconsin Manufacturer & Commerce) Annual Golf Outing at the beautiful Trapper's Turn. This golf outing in Wisconsin Dells will always be special to the WACO office as it marks a turning point in our relationship with them and our partners at WMC. It's all about who you know and how you can help!



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2022 SUPPLIER OF THE YEAR AWARD



Facebook/Instagram Insights

Total FB current likes: 10,111

(+59 from May)

Total IG current followers: 557

(+8 from May)

Top Facebook Posts in Past 90 Days - May 2023

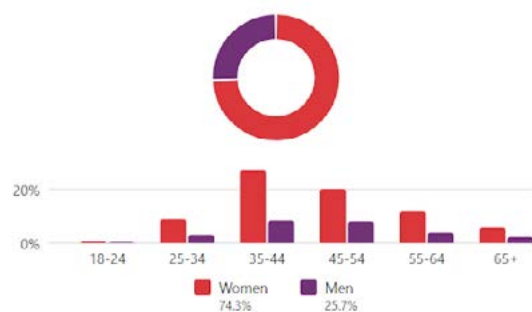


Age Breakdown for FB & IG June 2023

Facebook followers ①

10,176

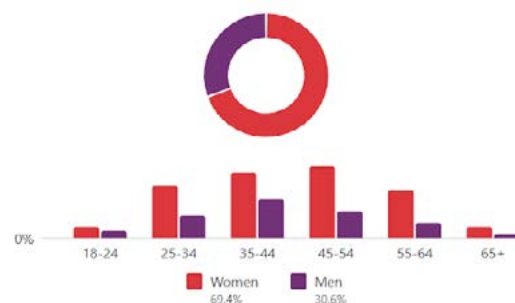
Age & gender ①



Instagram followers ①

565

Age & gender ①





Top Instagram Posts in Last 90 Days / June



JUNE 2023 Social Media Contest - DMO

WISCONSIN CAMPERS SOCIAL MEDIA CONTEST REPORT - JUNE 2023

DMO Grant Marketing Contest

- **Contest:** Write a funny caption to be entered to win.
- **Prize:** Two winners will be chosen to win \$500 in WACO bucks each
- **Ad Spend:** \$34.48 per day for 29 days - total of \$999.92
- **Ad Copy:** "Write the best caption and you could win \$500 to spend on your next Wisconsin camping adventure! Two winners chosen!"
- **Placements:** This ad will appear on Facebook, Instagram, and Messenger
- **Graphics:** Just one graphic for this contest - see below.



Audience Details - Locations

This ad reached 104,607 people in our audience.



Performance



SUBMISSIONS/OUTCOME

- Total of 414 submissions on the JotForm & 532 comments on the post itself.
- Collected an additional 414 emails to add to our WACO camper email list.
- *In June, we had a 57.4% increase in our Facebook page visits, and a 52.9% increase on our Instagram page.*

While not entirely related to this contest, it certainly helped our visibility!



June 2023 Monthly Audience Overview

Continent ▾

Region ▾

Channel ▾

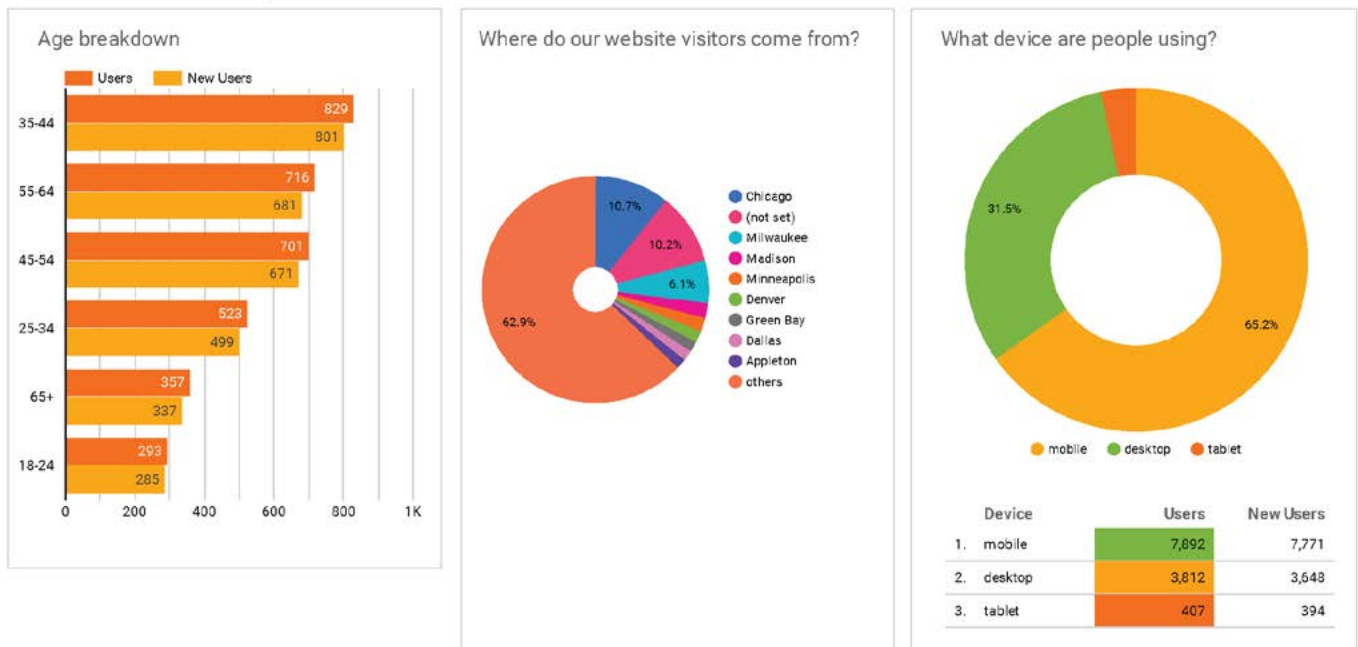
Device ▾

Jun 1, 2023 - Jun 30, 2023 ▾

Your audience at a glance



Let's learn a bit more about your users!

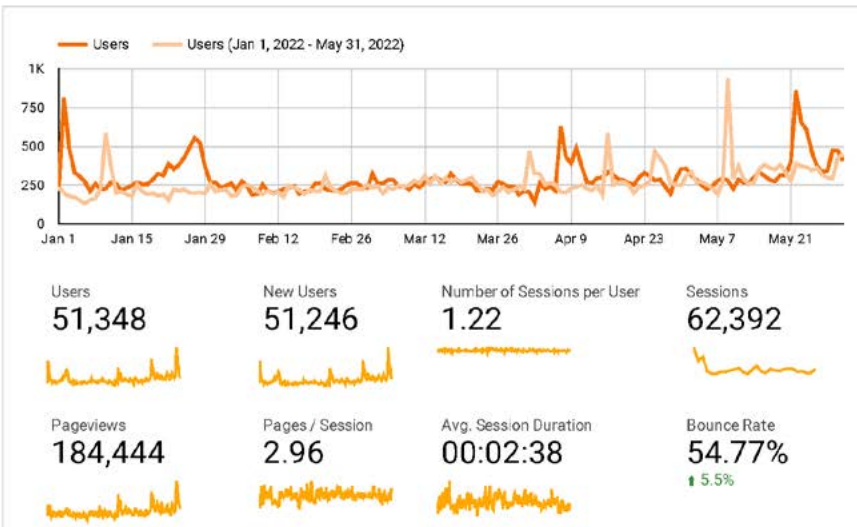




YTD (Jan-June) 2023 Audience Overview

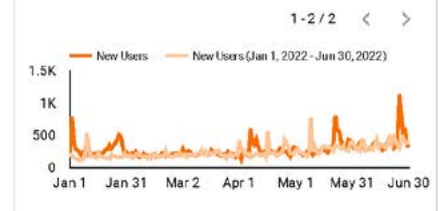
Continent ▼
 Region ▼
 Channel ▼
 Device ▼
 Jan 1, 2023 - Jun 30, 2023 ▼

Your audience at a glance



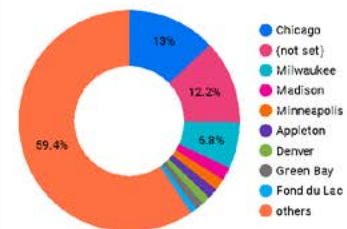
User Type	Sessions	% Δ
1. New Visitor	21,512	24.5% ↑
2. Returning Visitor	5,116	2.5% ↑

Note the increase of NEW visitors in Jan-June YTD 2023 vs 2022 - 24.5% increase in traffic!



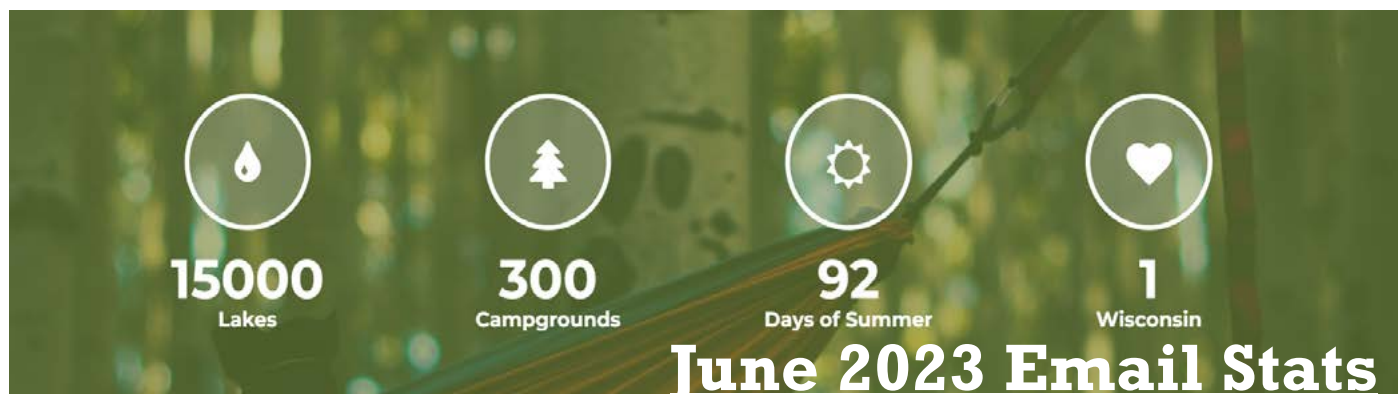
Event name	+	↓ Event count	Total users
SHOW ALL ROWS			
		126,130 vs. 122,104 ↑ 3.3%	12,151 vs. 11,271 ↑ 7.81%
1 page_view			
Jun 1 - Jun 30, 2023		41,555	12,096
Jun 1 - Jun 30, 2022		38,354	11,259
% change		8.35%	7.43%

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

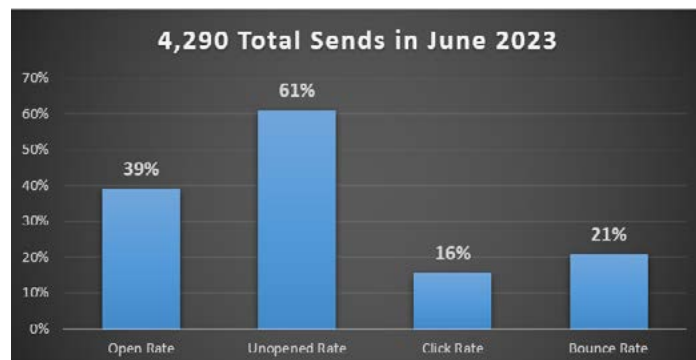


Here we see new cities listed in the 'where are our visitors coming from' pie, including Chicago, Denver, and Minneapolis!

Check out the website stats from our Facebook DMO grant contests - easy to see how many people we're pushing to our site from MN, IA, and IL!



June 2023 Email Stats



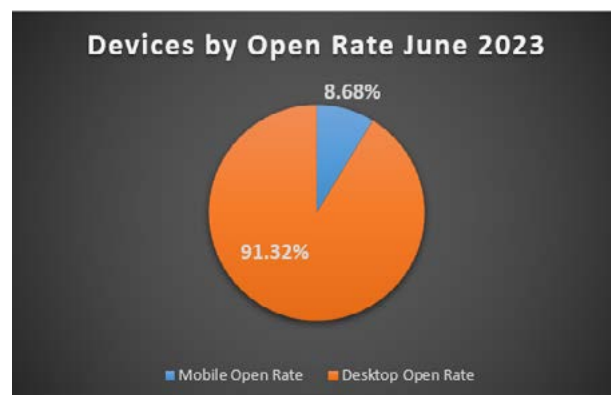
Q3 2023 Email Stats



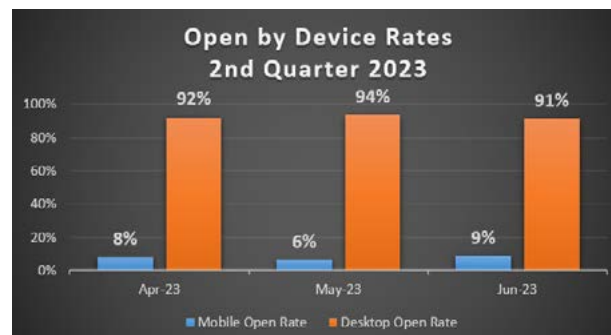
Top Emails by Open Rate for June 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Fall Activities Interview Opportunity & Member in Need	232	141	65.30%	8.30%	91.70%	6	2.80%
June 2023 WACO Newsletter	450	263	63.70%	8.80%	91.20%	98	23.70%
Members Need Your Help TOMORROW!	255	145	61.70%	8.80%	91.20%	21	8.90%
New Pool Code Reference Docs	232	132	60.80%	12.50%	87.50%	35	16.10%
From TLW: Contact your senators!	232	118	54.60%	7.20%	92.80%	10	4.60%
2024 WACO Convention - Registration Now Open!	2889	870	41.50%	6.50%	93.50%	90	4.30%

June 2023 Open by Device



Q3 2023 Open by Device



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GBF Continues to Make Magic in WI

THANK YOU WACO MEMBERS

The GBF train continues chugging the state, raising funds for over 156 charities. Seeing what some of these funds contribute makes a difference! If you have any images from your events this season, send them in - Gilbert and crew love to see them! Here we are in July, and over \$69,000 has been raised.

We look forward to seeing us jump over that \$100K mark. As you'll all remember, we successfully raised over \$230,000 in 2022!

Champions Riverside Resort hosted a **FREE Football Camp** this past week with 110+ youth! These kids got a taste



of what a real NFL training camp is like from Green Bay Packers legends Gilbert Brown and Craig Newsome! Thank you to our sponsors, volunteers, and coaches who made this a fun and memorable day! Those kids who made it all the way through and the ones who did their best are amazing!

Remember to check this listing for accuracy, and email

tina@seversonandassociates.com if something doesn't look right.

CAMPGROUND	Total Funds Raised
Duck Creek	\$21,000
Rustic Ridge	\$10,370
Wilderness Campground	\$8,325
Chapparal Campground	\$5,565
Champions Riverside Resort	\$5,000
Buckhorn Campground & Resort	\$3,395
Harbor Village	\$3,000
Grand Valley Campground	\$2,940
Smokey Hollow	\$2,128
Buffalo Lake	\$2,048
Jellystone Park Warrens	\$1,840
Lake Arrowhead	\$1,404
Yukon Trails / ELS	\$1,038
Oakdale KOA	\$450
Spur of the Moment	\$400
Neshonoc Lake / ELS	\$358
Evergreen Campsites	\$255
Blue Bird Family Campground	\$175
Whiskey Creek Family RV Park	\$126
GRAND TOTAL	\$69,817



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 2023-2024</p>
 <p>Ashley Weiss-Wegner, 1st Vice President Wilderness Campground awegner@wildernesscampground.com 608-297-2002 2018-2024 2nd Term</p>	 <p>Patricia Lombardo, 2nd Vice President Jenkins Org/Jellystone Park - Warrens Tricia@Jenkinsorg.com 773-294-3364 2022-2025 2nd Term</p>
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 <p>Deneen Pedersen, Secretary Stoney Creek RV Resort deneen@stoneycreekrvresort.com 715-597-2102 2021-2024 1st Term</p>	 <p>Mike Dricken, Director Lake Lenwood Beach & Campground mmdricken@gmail.com 262-334-1335 2023-2025 1st Term</p>
 <p>Christina Kornetzke, Director ELS/Lake of the Woods Christina_Kornetzke@equitylifestyle.com 602-339-0698 2023-2025 1st Term</p>	 <p>Sarah Krause, Director River's Edge Campground camp@riversedgewisconsin.com 715-344-8058 2021-2024 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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