

# CIRCUS



## Post Convention 2024

### LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO



Dear Members:

Thank you so much for a fantastic year! We have accomplished quite a bit as a team! Looking at other organizations, I am consistently grateful for our WACO family. The industry is a bit jealous of the WACO family, and I am thankful for your patience and understanding as we grow. I have genuinely watched this organization become a definite leader in our industry. It is like watching your baby grow up and become successful.

One of the ways we do this is by having a board of directors with diverse personality styles. It is vital to always and forever be sure you have people on your board with new, exciting ideas and people who understand and know the history. We need thinkers who can see what to do financially and feelers who understand how members will react to decisions and benefits. Most importantly, you need a great leader who invests the time and energy necessary to create this kind of organization. Please believe me when I say this is the hardest you will ever work for free! The president takes responsibility for running the board and the WACO staff to be sure we are all focused on tasks and projects that improve the industry.

I watch other associations struggle with this, constantly working on personality issues and problems, and it consumes their time. Our collaboration with multiple personality types is why we can develop more programs, create more advertising, and spend more time working on the things that make a difference to our bottom line and the organization's success! Everyone honestly would do anything we ask them to do! You all know we certainly do ask! You don't

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CONGRATS TO SCOTT FOR  
BEING VOTED OUR  
PRESIDENT FOR ANOTHER  
TERM IN 2024!

Scott Kollock & Mike Henry raising money for WACO with the purchase of the post-Monkey race trikes on Wednesday of Convention!

have to do something all the time, and it's incredible to know we have various skills to lean on when the time comes! Every member makes a difference, even if it's just one thing you contribute. We have members who get their legislators involved when necessary because they took time to develop a local relationship. Members are willing to pull a team together during a disaster. Members who will help mentor new members, members who give seminars, and members who share convention ideas. It does take just a little from every person to make us successful!



I want to give a "shout-out" to all the staff members who make our convention happen and work for our members. It's wild to think we have been running a Kids Kamp for over 20 years! In one of the first post-convention surveys, we asked members why they weren't attending. Number one response: "We have kids and can't leave them without care for a week." We fixed that issue, and it worked amazingly well. It's due to our fantastic volunteer staff that we can do this. Every other organization that makes it happen must hire help, and that's an expensive Kamp!

I am grateful to all the people I have in my life, family, and friends who continuously make this



Just a sample of the auction items  
sourced and donated by our  
amazing members!



happen year after year. I'm thankful that Tina works on new plans to research what kids like to do. If you don't have kids, you forget about the activities that keep them engaged and having fun. Our convention makes money because you all work hard at bringing baskets and finding unique items that make it fun for everyone! Thanks to all of you who bid on the auction items! We can not make things happen without that!

I am very proud of the team we are building at WACO. Your staff is growing and developing, so we can contribute more to the industry! We are working with every association we can to obtain cutting-edge data and information to bring back to you!

Thank you for allowing us to serve you for over 27 years. We are thrilled to be part of such a dynamic organization, and your help and support have been tremendous. We are indeed lucky to be among the best!

*Lori*

Lori Severson, Executive Director of WACO  
Champions Riverside Resort



We love you Lori!

C O N G R A T S



Thank you for 27 years of amazing service, advice, and navigating our Association to the level of greatness Lori!



The WACO office appreciates all the ladies "suing up" before Lori's award presentation!

2024  
PRESIDENT  
AWARD  
RECIPIENT

## A Word from the President

Scott Kollock, WACO Board President



Dear Members:

**We have had an incredible year working on creating better relationships with the folks who regulate us.** This upcoming year will be the time to focus on these relationships and ensure that we do everything possible to contribute to this mission and get on the same page with them. We realize it takes time and effort to create lasting relationships like our one with DATCP. The issue is that most other regulatory groups see a lot of staff rotation - maybe not turnover - but employees moving into various roles.

**That leaves our association constantly renewing its relationship.** However, it is one of the most critical issues to keep updated on. We must continually understand what is happening and be available to

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sit at the table with these folks to understand what laws and regulations will impact our membership. The plan is to work with Mark Hazelbaker and Jason Culotta to train and introduce Tina to navigating legislation. Having someone on our team who understands our needs and requirements is essential to future regulatory requirements. The number one issue for our campgrounds is the ability to expand and continue to run our businesses. We are seeing increasing government involvement on both State and county levels.

At the county level, we are working hard to get to know board members and people involved by participating in the Wisconsin County Association Convention. Last year, we brought in free lemonade, and Gilbert Brown provided himself, Dorsey Levens, and LeRoy Butler to attend the County Association convention. The event was a huge hit and got some attention in a way we have not been able to do before! We will continue to do this and try to do more with the Towns Association. Tina did a great job pulling together speakers for our Thursday event

and providing us with face time for these folks.

### **Your organization is in great shape overall.**

Measuring the success of a non-profit organization is a multifaceted process that goes beyond financial metrics, of course. It involves assessing the organization's impact on its mission, the efficiency of its operations, financial health, and ability to engage members, provide benefits, and adapt to changing circumstances. While financial health is vital for sustainability, the impact and effectiveness of the organization's mission are equally crucial.

**We must examine our mission and align our strategic plan with our organization's programming and core values.** Recognizing things that affect all members brings value and benefits to our membership. We look at the data that tells us the number of members served and how we impact their business and improve the industry. We look at our program effectiveness and track the number of members attending our fall

DATCP  
AWARD  
RECIPIENTS  
AND  
LEADERSHIP  
PANEL FROM  
THURSDAY'S  
LEADERSHIP  
LUNCHEON



workshops and conventions and those participating in our co-op advertising and benefit programs. We gather feedback and conduct surveys with our members to gauge their satisfaction with our services and their impact on the industry and their business.



**Our financial health indicates the organization's economic stability and sustainability.** We aim to have enough funds to operate for a year without income if we have to. We are currently well on our way to that. We have recently worked with First National Bank and Trust Company, which has a new product to help us access our funds and still make a decent interest rate. In this Companion Program, if you, for example, put in \$100K in a CD, you get a competitive interest rate that allows you to open a companion savings account with matching funds and earn 3.25% on that companion account. This new program helps WACO achieve financial goals by creating revenue streams outside dues. I think our WACO staff does a great job of creating new income streams that help us accomplish enough revenue to make a bit of profit each year and still be sure we are advertising and getting the word out to our guests that WACO campgrounds are the place to bring your families and set up your seasonal site.

## COMPANION DEPOSIT ACCOUNT

*Simple Savings Account Delivering a CD Yield.*

Can only be opened with accompanying CD.  
Can add up to the value of the CD opened.  
Used to keep portion of funds liquid.

|                                 |                              |
|---------------------------------|------------------------------|
| Current Variable Rate           | 3.25%, 3.30% <sup>APY*</sup> |
| Time Commitment                 | None                         |
| Penalty for Early Withdrawal    | None                         |
| Number of Withdrawals Permitted | Unlimited                    |
| Type of Withdrawals Required    | In Person                    |
| Number of Deposits Permitted    | None                         |

<sup>\*</sup>Annual Percentage Yield (APY)

**FIRST**  
NATIONAL  
BANK AND TRUST COMPANY

**The other factor is the ability to fundraise through events, grants, and donor programs.** Another factor is operational efficiencies, which the WACO office continues to do to increase revenues to our bottom line. We are consistently working towards analyzing program costs, determining if it's something members consider valuable enough to fund, and looking for cost savings.

**Volunteer engagement is critical to our bottom line.** Did you know we have over 1008 hours of volunteers for the convention alone? If we paid just minimum wage, we would have \$7308.00 in costs for the convention alone. Please be sure to thank those folks you see volunteering.



**Membership engagement is a large piece of a successful organization.** Let's look at the community, industry, collaboration, and partnership levels. If you look at all the associations and partnerships we have added in the past years, it's a ton! The other huge piece is the board's effectiveness in providing oversight, strategic guidance, membership support, fundraising support, and allowing the staff to do the job they are hired for. In other words, they understand how to get out of the way or clear the way so they can do the job.

**Long-term sustainability is another factor in creating a great organization.** Strategic planning and updating the organization's mission and



vision is critical. Succession planning is an effective tool many organizations use and ensures the organization sets a clear path for new staff. This pathway includes developing leadership pipelines, just like our founding fathers did, adding succession plans and strategies for organizational growth.

We continue to develop guidelines and best practices in governance and operations. We also work very hard to communicate openly, be accessible, and provide all members with needed information. A great organization achieves industry-recognized accolades from peers and industry experts, and we have certainly obtained that.

**Comparative analysis benchmarks our performance against other industries, comparing our organization's performance to similar states and identifying our strengths and areas for improvement.**

Peer learning and mentors, engaging with other organizations, attending conferences, and participating in networks to share best practices and learn from others make a strong organization. WACO does a great job of this with minimal investment from IAAPA, Gift shows, KOA, OHI, COE, and many other organizations where we learn and bring back information to our members.

**One of the keys to success is our ability to adapt and be innovative. Our flexibility in budgeting time, money, and resources allows us to become a true leader in the industry.** If we see a great advertising opportunity that is good for everyone, unlike some organizations, we can take advantage of it because we have the flexibility to respond quickly. We can effectively watch changes and react appropriately. Your board works hard to create the time our WACO staff needs to focus on developing creative and impactful solutions. That adaptability is critical to keeping relevant in the industry.

I am proud to be the President of this thriving organization. Thank you to each and every one of you for contributing to its success and I look forward to another year of leading a successful association with you all.

*Scott*

Scott Kollock, WACO Board President  
Vista Royale Campground



*Lori speaking at CAMP, from which she brings back best practices, new ideas and a comparison of where we fit next to other associations.*



*We were blessed with a packed house at this year's WACO Convention!*

# CONGRATULATIONS



## THEN



## WACO



### 2024 Hall of Fame Inductee



## NOW





WACO continues to build partnerships with Travel Centers, Visitor Bureaus, Gas Stations, Dental/Medical Offices, and distribution centers like Wisconsin Travel, Anderson Brochure, Travel Ad Service, and Vector & Ink to distribute the WACO Directory to over 20 states!

**TOTAL DISTRIBUTED in  
2024 so far: 159,244**

**[Check out the Annual Report online for more stats and updates about this past year!](#)**

# 2024 WACO



## RV Shows





# Why campgrounds are **switching** to **Campground Commander** reservation software



## Unbeatable Value

- best value for reservation software
- no increase in rates for the last 7 years
- pricing is simple and includes all features, updates, unlimited customer support, and more



## Revenue Growth

Campground Commander users report an **increase** in revenue year-over-year.

## Dynamic Pricing

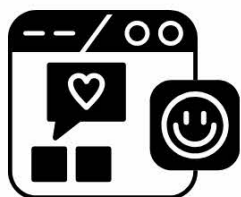
The dynamic pricing feature allows you to increase or decrease your pricing according to your specific needs



## Exceptional Customer Support



In-house customer service and support staff are available to help when you need it



## User-Friendly Experience

Campground Commander software is renowned for its ease of use and top-rated user experience for both managers and campers



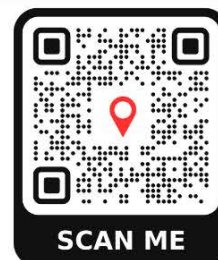
## Websites

Campground Commander websites are built to market your campground. All website updates, and hosting are free!

**Book a  
demo  
today.**

**816-835-9571**

**campgroundcommander.com**



**SCAN ME**

**CAMPGROUND COMMANDER PUTS YOU IN CONTROL.**



## **NEW NAME SAME GREAT ASSOCIATION**

**Not just for today but the future of tomorrow - committed to our membership!**

**OHI is dedicated to its MEMBERS!  
OHI is membership FOCUSED and DRIVEN.**

**Your National Association stands by you. OHI has supported you since the 1960s, stood by you in the 1990s, and continues to be here for you not just today, but into the future.**

**Don't miss out on your new member benefits!**

## **UPCOMING OHI EVENTS**

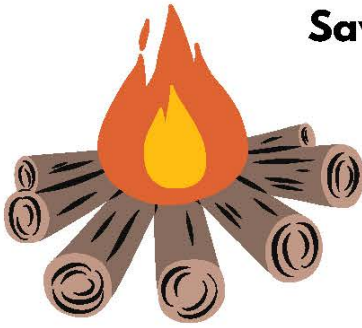
- **May 5-7, 2024—Members of the OHI team will be traveling to Washington DC to advocate for the outdoor hospitality industry alongside other members of the Outdoor Recreation Roundtable (ORR).**
- **June 2-6, 2024—Members of the OHI team, alongside selected campground owners/operators, will be traveling to Washington DC to participate in RVs Move America and will host separate meetings with lawmakers on topics specifically important to the outdoor hospitality industry.**
- **November 4-7, 2024—OHCE2024 will take place in Oklahoma City, OK. More than \$50 million in business was done on the tradeshow floor at OHCE2023 in Kansas City, so the OHI team is already planning for an even bigger show this year!**



# SAVE THE DATE

**The Outdoor Hospitality Conference and Expo is the industry's premier show focused on possibility-driven professional development and networking to help you grow your business. Learn from industry-leading experts, network with your peers, engage with the best in the business on the expo floor – and so much more.**

**Save the Date for OHCE2024**

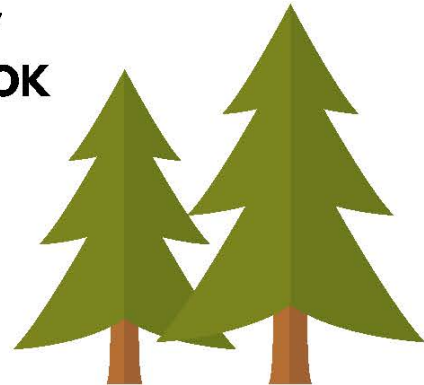


**November 4-7  
Oklahoma City, OK**

**Our goal is your success, and we make sure you get there with unparalleled access to exclusive benefits.**

**As a member, you gain access to an array of exclusive benefits designed to propel your business (or potential new business) to new heights. From professional development resources, networking opportunities, vetted partners, member-only discounts, industry-tailored marketing tools, and advocacy at local, state, and national levels, the commitment to your success is in everything we do and offer.**

**More INFO:  
<https://ohi.org/membership/member-benefits/>**



**Report prepared by:  
Jim Button**



# POST CONVENTION

## FOLLOW UP

As the months post-convention continue into our season, you'll see additional follow-ups from the WACO office. Some of the action items requested from our membership included meeting with state officials, others were simple follow-up items in our cracker barrel conversations on Sunday, and we also received some requests that will require additional research to provide better answers.

### In this issue, you'll see updates from the:

- DHS/DATCP presentation regarding Legionella—the group asked for more information on keeping your ice machine clean!
- How do the taxes work when buying items out of state from out-of-state vendors?
- Propane Gas - is that subject to tax?

### Items you'll see in the end-of-April newsletter:

- Property Tax vs. Real Tax - what can we do if we don't like an assessment?
- POWTS systems, when your system tips the 12,000 gallons mark
- New VGBA Requirements and Drain Cover Replacement
- What WACO is working on legislatively

### Items you'll see later this year include:

- **Speakers for the Fall Workshops based on your recommendations**
- **Credit Card processing - is there a max cap on your surcharge or convenience fees?**
- **Online payment options**
- **Website launch with NEW format and search functionality**



**Eric Haun, CIC**  
Vice President - Leisure & Hospitality

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# How to Clean a Commercial Ice Machine

Source: [GoFoodService.com](http://GoFoodService.com)

The average American buys 4 bags of ice per year. Online party planner websites recommend one pound of ice per person for a picnic, more if you need to chill drinks. Restaurants plan on three pounds per bar stool and a pound-and-a-half for each chair.

Our love of crystal clear ice and cold drinks is unparalleled in the world. For that reason, a commercial ice machine is one of the most important pieces of equipment in any foodservice organization. Ice comes in contact with every single employee and customer.

Keep your commercial ice maker in tiptop condition with regular cleaning. Read on for our how-to guide.

## Why Clean Your Commercial Ice Machine Regularly?

Commercial ice machine cleaning is regulated by the Food and Drug Administration for large manufacturers of packaged ice. Ice is considered food. Specifically, the FDA inspects

- the plumbing to prevent contamination of the water supply or ice,
- the safety and sanitation of the water supply

Local health departments oversee ice machines in hospitals, restaurants, hotels, and stores. Regulations are similar to the FDA guidelines.

Commercial ice machines harbor dangerous bacterial growth and contamination if not cleaned properly. Frequent cleaning prevents the formation of biofilm. Biofilm protects harmful organisms, and once established, is difficult and expensive to remove.

Machines need maintenance to operate at peak efficiency. For equipment as vital as your ice maker, this is especially true.

## Clean Your Ice Machine Every Six Months or Sooner

Consult your manual for the manufacturer's recommended interval. At a minimum, clean a commercial ice maker every six months. Regular cleaning is part of the maintenance process for trouble-free operation.

Times between cleanings vary between different brands, models, and use. Signs you need to clean your ice machine:

- Ice quantity is smaller than normal
- Ice is cloudy
- Ice is partially formed
- Has a strange taste or odor

The cleaning procedure removes mineral deposits, lime, and scale. It includes exterior maintenance such as filter changes, heat coil dust removal, and rust treatment. The sanitizing procedure removes harmful pathogens, algae, and biofilm.

## Follow Your Manufacturer's Recommendation and Local Health Codes

Ice machine cleaning methods vary. Some commercial ice makers have automatic cleaning cycles. Other machines require manual disassembly and cleaning.

Review documentation before starting the cleaning process. The correct process is essential to maintain food safety. Use the recommended cleaning solution and sanitizer.

Use of the wrong solution can damage your machine or leave a dangerous biofilm intact. In most cases, all you need are several soft, clean cloths and a special cleaning solution made for ice machines. Ice machine cleaner is nickel-free and 30% or less phosphoric acid.

## The General Cleaning Process

Manufacturer's instructions may vary. Follow manufacturers' instructions to preserve warranty coverage.

- Empty all ice from the reservoir
- Begin the automatic cleaning cycle
- Add ice maker cleaner per the manufacturers' recommendation
- Let the clean cycle complete.

- At the end of the cycle, disconnect the machine from the power supply
- Remove ice machine components and soak in a mixture of cleaner solution and water
- Clean internal ice machine components per manufacturers' instructions
- Mix a lukewarm solution of cleaner and water. Refer to your machine's documentation for the right ratio.
- Most solutions start to foam when in contact with lime, scale, and mineral deposits.
- Use a soft-bristle nylon brush, scrubber, or cloth to carefully clean all parts and then rinse with clean water.
- Use the diluted cleaning solution to clean all surfaces of the ice machine, reservoir, and dispenser. Use a nylon brush or scrubber to clean the base, sides, plastic parts of the evaporator, trough, reservoir, and dispenser.

Follow the cleaning cycle with a sanitizing solution before reassembly. Cleaning and sanitizing steps safeguard public health.

## Sanitizing Your Ice Machine

Here are the steps for sanitizing your ice machine.

- Dilute the sanitizer solution with water to the correct ratio
- Use a spray bottle or soak the removed parts with the solution
- Do not rinse parts with water after sanitizing
- Use a spray bottle to liberally cover all food handling surfaces with sanitizer
- Replace all removed components
- Wait the recommended time for the disinfectant to work
- Connect the ice machine to power
- Start the automatic clean cycle
- Let the water trough refill and add sanitizer to the water trough
- Set your machine to start making ice

Clean the exterior, vents, and condenser coils while the ice machine completes its first ice cycle.

## How to Clean the Exterior

Clean the exterior of your machine with a damp cloth or mild dish soap solution daily to prevent build-up. Do not use abrasives, corrosive, or chlorine solutions. They can damage the finish.

Use compressed air to blow dust from the coils or use a vacuum cleaner with a soft brush. Remove the air filter and wash it with soap and water. Let the filter dry before replacing it.

## Replace the Water Filters

On average you should change the water filters every 6 months unless the filter system says otherwise. Clogged filters reduce water quality and quantity. You can learn more about water filters by checking out our Water Filter Guide.

## Always Have Clean, Clear Ice

A commercial ice machine is a vital part of your foodservice organization. Regular cleaning and sanitation keep your ice maker running with maximum efficiency. Your local health department and manufacturers' recommendations suggest cleaning every 6 months or sooner.

Use only specialized ice machine cleaners and sanitizers. The wrong solutions or chemical combinations can leave dangerous biofilms. Biofilms allow the rapid growth of pathogens. Regular cleaning removes mineral deposits, scale, and prevents biofilm buildup. The result is clean, safe ice. It tastes good, too.

Source: [GoFoodService.com](http://GoFoodService.com)

[www.gofoodservice.com/blog/how-to-clean-a-commercial-ice-machine](http://www.gofoodservice.com/blog/how-to-clean-a-commercial-ice-machine)

# TAX TALK



Sales & Income  
TAX ADVISORY NETWORK



## FEELS LIKE HOME – BUT SALES TAX LAW SAYS IT'S NOT

RESPECTFULLY SUBMITTED BY, HOLLY HOFFMAN



**IF YOU SELL PROPANE TO  
YOUR CAMPGROUND  
CUSTOMERS FOR USE IN  
THEIR GRILLS, YOU MAY  
WONDER WHETHER OR  
NOT IT IS SUBJECT TO  
WISCONSIN SALES TAX.**

If 100% of the propane sold to a customer in Wisconsin is for use in the person's permanent residence or for farm use, an exemption certificate is not required. However, the seller must maintain adequate records to identify which sales are exempt. If for any reason the propane is not 100% exempt from Wisconsin sales and use tax, then an exemption certificate must be completed by the customer and kept on file by the seller. Sellers of propane should always have an exemption certificate on file for sales to manufacturers who claim some or all of their propane is exempt from Wisconsin sales and use tax.

Water, Steam, Gas & Electricity are taxable tangible personal property unless an exemption applies. An exemption exists for fuel used at the primary residence. Primary residence does not include second homes, RV's, or vacation homes/cabins. See below for further explanation. A campground owner can purchase the propane without tax for resale. The sale of propane to campground customers is taxable.

WI Dept of Revenue Article: [Do I Need a Wisconsin Sales and Use Tax Exemption Certificate for Every Residential Customer to Sell Them Propane Without Wi](#)

Examples of uses of propane in a person's permanent residence that are considered for "residential use" such that the propane is exempt from Wisconsin sales and use tax include use in (this list is not all-inclusive):

- An attached garage, regardless of whether there is a separate tank or meter
- An unattached garage, regardless of whether there is a separate tank or meter
- A backyard swimming pool
- A gas grill
- Outdoor gas lights and lamps
- A whirlpool or sauna
- A space heater



Examples of uses of propane that are not considered for "residential use" such that the propane is subject to Wisconsin sales or use tax include use in (this list is not all-inclusive):

- A gas grill at a campground
- A recreational vehicle
- A pool at a health club
- A garage where a trade or business is carried on (e.g., garage at a residence that is used to conduct the resident's business of small engine repair)



Contact Holly Hoffman for the Sales Tax Audit Protection Plan to get guidance like this and audit defense protection.

Thank you!

Holly Hoffman  
Sales Tax Advisory Network, LLC  
[holly@salestaxlady.com](mailto:holly@salestaxlady.com)

# POST CONVENTION FOLLOW UP

**Q:**

I bought products from a New Jersey vendor at the Smokey Mountain Gift Show and they did not add sales tax to my invoice. How should I handle this? Do I need to reach out to them to have them charge me? If so, do I have them use the Wisconsin sales tax?

**A:**

Always, as a purchaser if the seller does not charge you WI sales tax and you use or consume the taxable product in WI...then you must remit WI use tax on the invoice amount.

Technically NJ sales tax would apply first, but they did not charge it. ***If these are for resale in your store, you would not pay sales tax.***

If you are not reselling the sunglasses, and you store and or consume them in Wisconsin then you owe Wisconsin use tax. If this is just a pair of sunglasses for personal use, I would not bother.

# Convention Snapshots

Congrats on your park's  
60th anniversary!



Best spot to take a  
lemonade break haha!



Getting tips from Bob on  
how to race cars!



Guest speaker Joe Teti and  
our raffle basket & auction  
Queen, Lisa!



Tom showing us his true  
nature on Wednesday night!



Our workshop sessions were  
so popular - be sure to fill out  
our surveys!



Congrats to our Board  
member Christina K for  
being a Grandma x2!



Thanks to our very own chefs,  
Scott K, Emily B, Jim B & Scott G -  
the meals you make every year are  
absolutely delicious!



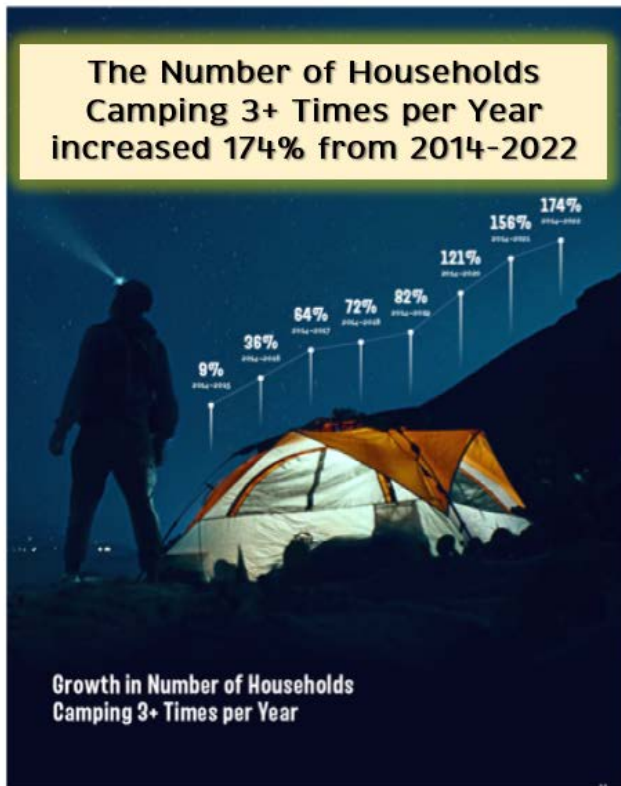


# 2024 WACO DIRECTORY NOW AVAILABLE ONLINE

Physical copies are available for mailing and pick up!  
You're welcome to check out the final version online as  
well - use the appropriate QR code to either view or  
request boxes of the directories here!



# INDUSTRY TRENDS





# INDUSTRY TRENDS

## The Importance of Food in Outdoor Hospitality

Overall, more than a third of all campers (36%) express a direct interest in food tourism in the coming year. Their desire to venture out and seek new culinary experiences is also expressed in the number of miles they drive (140 miles more than other travelers), as well as how much money they spend in the areas they visit (nearly an additional \$300 per trip when compared to other campers or other travelers).

More than 4-in-10 campers say that it's important for a campground offering outdoor hospitality to also provide food service. More than half (56%) say that when glamping, they are most likely to expect the food and beverage service to be of the highest quality compared to all other attributes. Similarly, almost 6-in-10 (57%) want access to local dining options.

### Experiences Campers Want This Year

#### What Specific Types of Trips Are Campers Planning for 2023?

Trips to locations that have specific natural events, or attractions

40%

Food tourism which is seeking out culinary experiences

36%

Visiting small towns

31%

Adventure travel to remote locations in order to take part in challenging outdoor activities

29%

Take "hush trips" which includes exploring or vacationing while working

28%

Engage with local community; to have more immersive experiences

26%

An all-inclusive resort vacation

25%

Agritourism

25%

Unique outdoor experiences (spelunking, canyoneering, hot springs, scuba divers, cattle drives/ranching)

22%

Trips that include volunteer work, trail maintenance, trash pick-up, etc.

22%

Eco-tourism / sustainability / environmentally friendly preferences

19%

Leading or taking part in a group on a youth trip

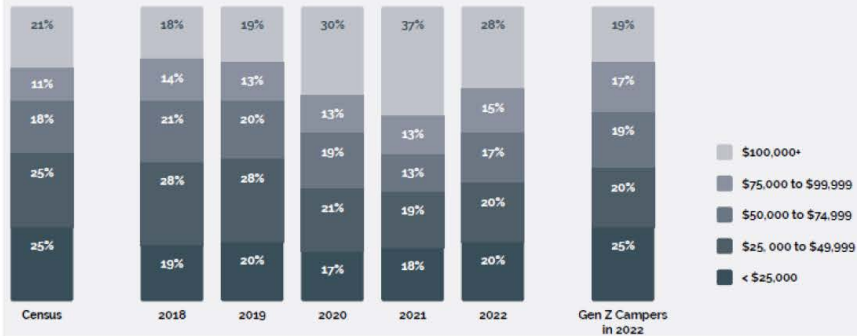
16%



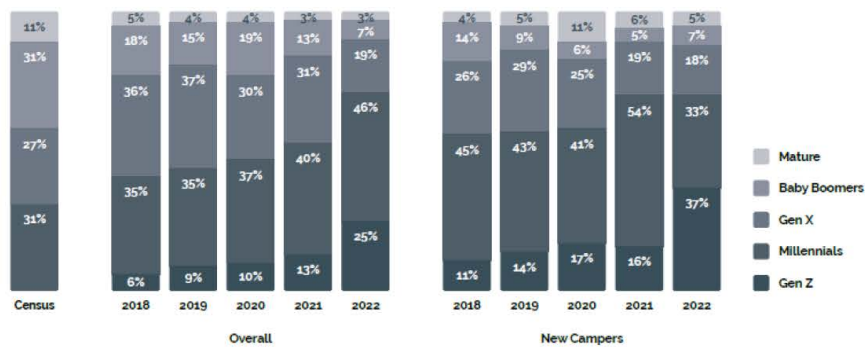
**Campers want food! If you don't have a bar, restaurant to offer unique options – something people can only get from you – then be sure to partner with local snack shops, hot spots, and food trucks so you can give your guests what they want while staying in your park!**

# INDUSTRY TRENDS

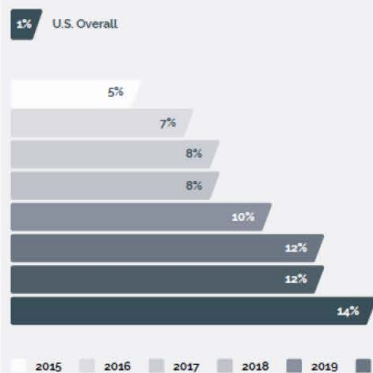
Percentage of Campers by Household Income



Percentage of Campers by Generation



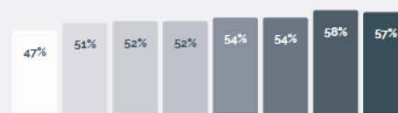
Same-Sex Camper Households 2015-2022



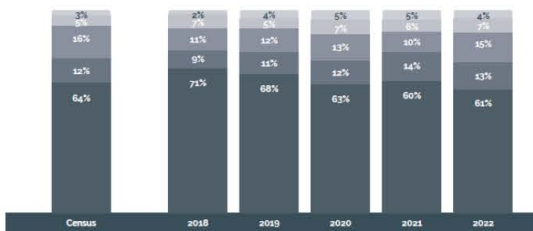
Same-Sex Camper Households With Children



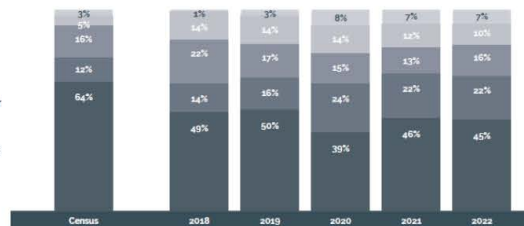
Camper Households With Children



Ethnicity 2012 to 2022



Ethnicity Among New Campers 2015 to 2022





# INDUSTRY TRENDS



**"CAMPING IN STYLE" IS GETTING MORE POPULAR. NOT ONLY WERE 44.8% OF CAMPERS USING RVs IN 2022, "GLAMPING" WAS UP 10% YEAR OVER YEAR. PROPERTY MANAGERS ADJUSTED CAMPSITES ACCORDINGLY, WITH 44% OF MANAGERS THAT ADDED NEW TYPES OF CAMPING TO THEIR SITE IN 2022 OPTING TO ADD GLAMPING-SPECIFIC OPTIONS.**

A [report](#) from the Milwaukee Journal Sentinel highlighted that the sector contributed \$9.8 billion to the state's gross domestic product (GDP), a 6.8% increase from the previous year's record.

This growth is part of a national trend, with the U.S. [outdoor recreation](#) industry [exceeding \\$1 trillion](#) in gross output, representing 2.2% of the nation's GDP.

According to a news release from Gov. Tony Evers, the substantial increase in the industry's contribution to the state's GDP underscores the growing importance of outdoor activities in the state's economy.

Monroe Brown, director of the Wisconsin Office of Outdoor Recreation, emphasized the economic significance of the sector. "These historic numbers are a testament to the importance of the outdoors and the outdoor recreation economy to [Wisconsin](#)," Brown said. He highlighted the industry's role in driving tourism, workforce attraction, and retention across various economic sectors.

<https://moderncampground.com/usa/outdoor-recreation-industry-surpasses-1-trillion-fuels-us-economy/>

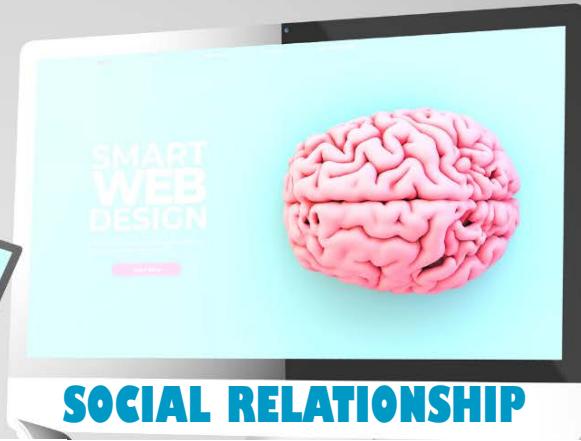
[https://subscribe.jsonline.com/restricted?return=https%3A%2F%2Fwww.jsonline.com%2Fstory%2Ftravel%2Fwisconsin%2Foutdoors%2F2023%2F12%2F12%2Fwisconsin-tourism-brings-in-record-9-8-billion-in-2022%2F71825619007%2F&reg=true&sltsgmt=TBP\\_1-1&gps-source=CPROADBLOCKDH](https://subscribe.jsonline.com/restricted?return=https%3A%2F%2Fwww.jsonline.com%2Fstory%2Ftravel%2Fwisconsin%2Foutdoors%2F2023%2F12%2F12%2Fwisconsin-tourism-brings-in-record-9-8-billion-in-2022%2F71825619007%2F&reg=true&sltsgmt=TBP_1-1&gps-source=CPROADBLOCKDH)

<https://moderncampground.com/tag/outdoor-recreation/>

<https://moderncampground.com/category/usa/wisconsin/>

[https://madison.com/travel/5-camping-trends-of-2023-more-campers-more-money-more-problems/article\\_655b42a8-3ea1-593b-a357-cbec75ea4527.html#:~:text=%22Camping%20in%20style%22%20is%20getting.to%20add%20glamping%2Dspecific%20options.](https://madison.com/travel/5-camping-trends-of-2023-more-campers-more-money-more-problems/article_655b42a8-3ea1-593b-a357-cbec75ea4527.html#:~:text=%22Camping%20in%20style%22%20is%20getting.to%20add%20glamping%2Dspecific%20options.)

# WACO WEB



## SOCIAL RELATIONSHIP

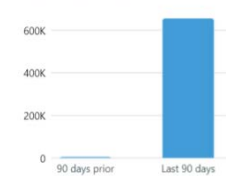
### Content Overview - Facebook Last 90 Days

#### Reach

##### Post reach ①

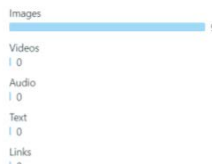
655.1K ↑ 14.2K%

Total from last 90 days vs 90 days prior



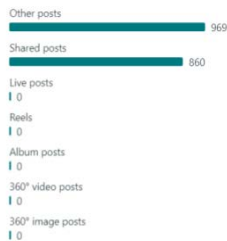
##### Median post reach per media type ①

For posts created in the last 90 days



##### Median post reach per content format ①

For posts created in the last 90 days

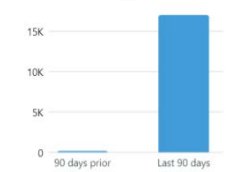


#### Engagement

##### Post reactions, comments and shares ①

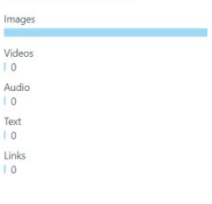
17K ↑ 9.2K%

Total from last 90 days vs 90 days prior



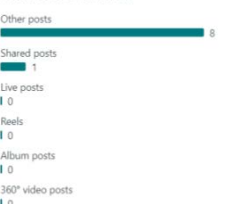
##### Median post reactions, comments and shares per media type ①

For posts created in the last 90 days



##### Median post reactions, comments and shares per content format ①

For posts created in the last 90 days



#### 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.

### LAST 90 Facebook

### LAST 90 IG

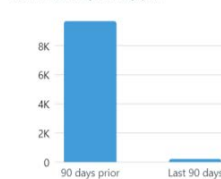
### Content Overview - Instagram Last 90 Days

#### Reach

##### Post reach ①

212 ↓ 97.8%

Total from last 90 days vs 90 days prior



##### Median post reach per media type ①

For posts created in the last 90 days



##### Median post reach per content format ①

For posts created in the last 90 days

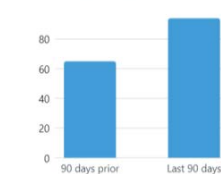


#### Engagement

##### Post likes, comments and shares ①

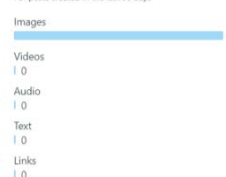
94 ↑ 44.6%

Total from last 90 days vs 90 days prior



##### Median post likes, comments and shares per media type ①

For posts created in the last 90 days



##### Median post likes, comments and shares per content format ①

For posts created in the last 90 days



#### 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.



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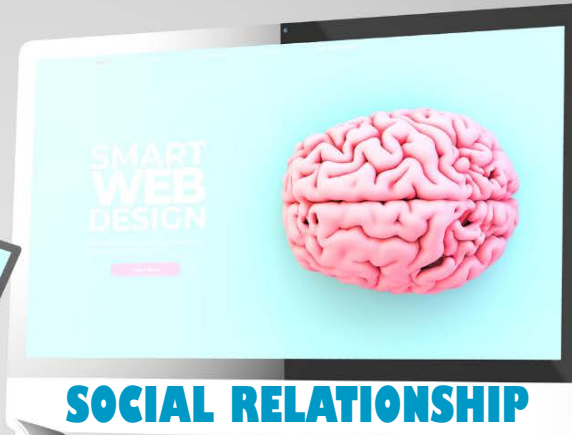
724 E. Broadway | Winona, MN 55987

507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com



# WACO WEB



## Facebook/Instagram Insights

Total FB current likes: 10,392 (+11 from January)

Total IG current followers: 587 (+7 from January)

## Top Facebook Posts in Past 90 Days - Feb 2024



Wisconsin Campers

Published by Danielle Todd · February 12 at 4:48 PM ·

Wednesday is Valentine's Day! ❤️ If you need the perfect gift for your camping-obsessed Valentine, we got you covered! Our gift certificates can be used just like cash at any of our 220+ members throughout the state of Wisconsin in the upcoming 2024 season! Full list of our members can be found at [www.wisconsincampgrounds.com](http://www.wisconsincampgrounds.com)!

Order your gift certificate online now and download our fun WACO gift tag (found at the link below!) to give to your recipient, letting them know thei... See more

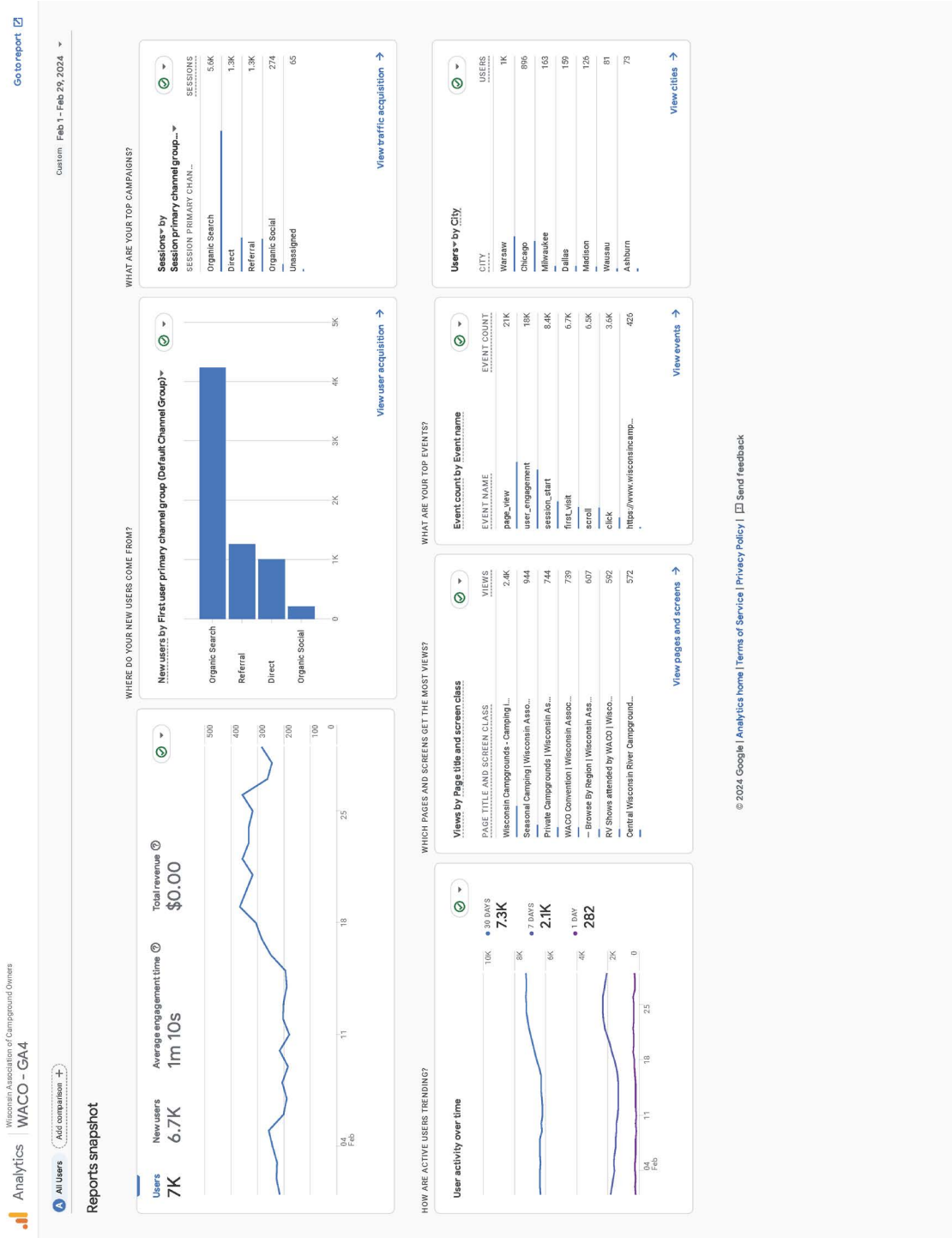


## Top Instagram Posts in Last 90 Days / Feb



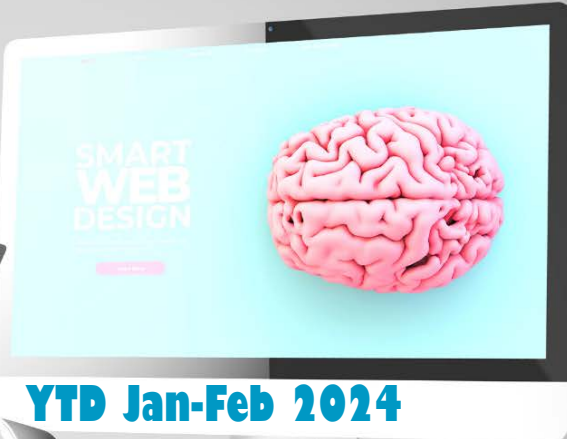


## Feb 2024





# WACO WEB



YTD Jan-Feb 2024

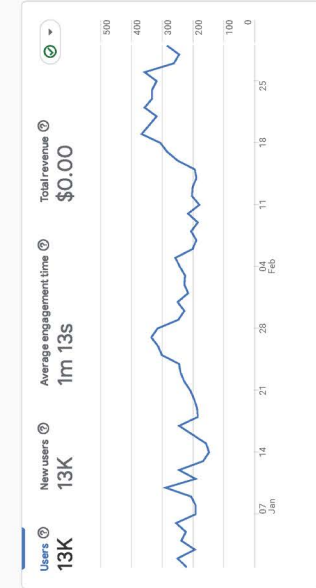
Go to report ☒

Custom Jan 1 - Feb 29, 2024

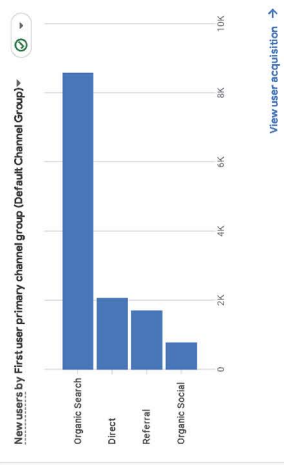
Analytics WACO - GA4

All Users Add comparison

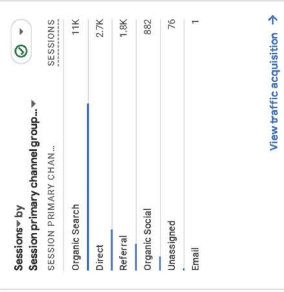
## Reports snapshot



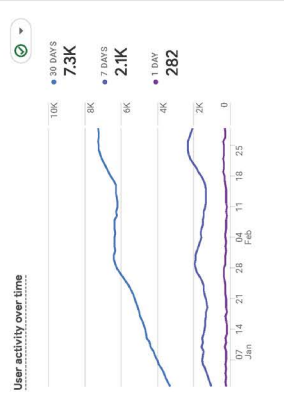
WHERE DO YOUR NEW USERS COME FROM?



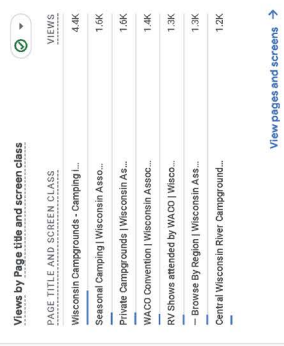
WHAT ARE YOUR TOP CAMPAIGNS?



HOW ARE ACTIVE USERS TRENDING?



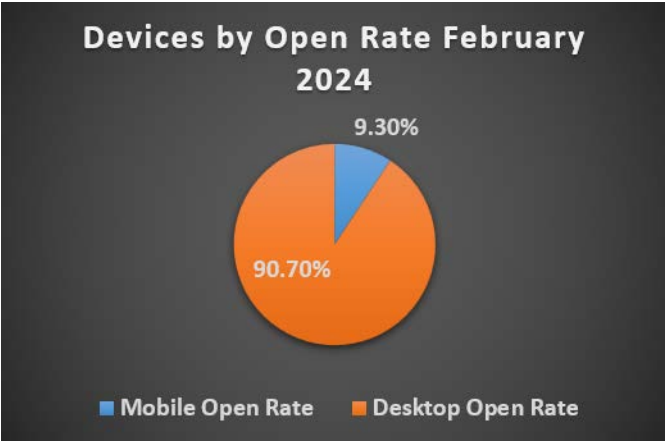
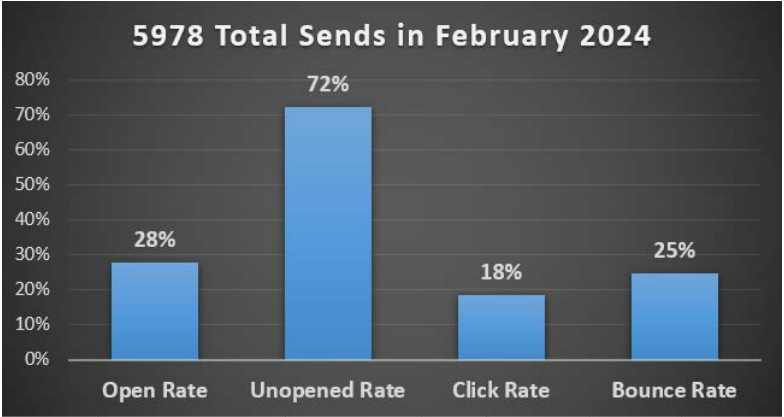
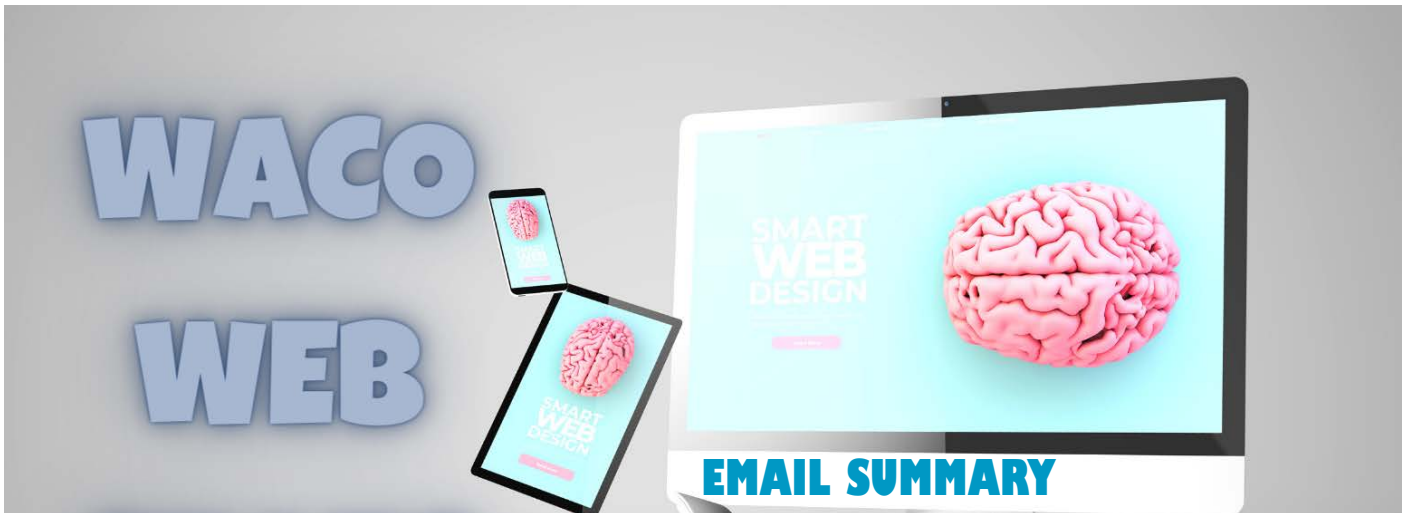
WHICH PAGES AND SCREENS GET THE MOST VIEWS?



WHAT ARE YOUR TOP EVENTS?



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### Top Emails by Open Rate for February 2024

| Campaign Name                                              | Sends | Opens | Open Rate | Mobile Open Rate | Desktop Open | Clicks | Click Rate |
|------------------------------------------------------------|-------|-------|-----------|------------------|--------------|--------|------------|
| Jeff Crider Interviews at Convention 2024                  | 251   | 137   | 60.60%    | 7.20%            | 92.80%       | 14     | 6.20%      |
| Randy Isaacson                                             | 254   | 137   | 59.60%    | 6.00%            | 94.00%       | 1      | 0.40%      |
| February 2024 WACO Newsletter                              | 489   | 219   | 48.10%    | 12.90%           | 87.10%       | 79     | 17.40%     |
| 2024 WACO Convention - Are you registered? (Trade Members) | 1574  | 414   | 37.90%    | 8.70%            | 91.30%       | 78     | 7.10%      |
| Members - Check trade member list                          | 261   | 91    | 37.80%    | 18.80%           | 81.20%       | 31     | 12.90%     |





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**Thank you to our members for your support of GBF in this past year!**



**BIG THANKS to Great River Harbor for being the top WACO member donor to GBF for FIVE YEARS in a row!**



**We look forward to seeing you fundraising events you've scheduled for the summer and fall!**





# Board of Directors

CONGRATULATIONS to your 2024-2025 Board of Directors! This dedicated group of members spend time and energy making decisions for your Association. If you have ideas, questions, or want to get more involved, reach out to one of them or the WACO office.



Scott Kollock, President  
Vista Royale Campground  
[skollock@uniontel.net](mailto:skollock@uniontel.net)  
715-335-6860  
2021-202 Ist Term



Bud Styer, Past President  
Red Barn Campground  
[mrbud@budstyerassociates.com](mailto:mrbud@budstyerassociates.com)  
608-592-2128  
2023-2024



Rob Brinkmeier, Ist Vice President  
Merry Macs Campground  
[camp@merrymacscampground.com](mailto:camp@merrymacscampground.com)  
815-541-4934  
2020-2025 2nd Term



Sarah Krause, 2nd Vice President  
River's Edge Campground  
[camp@riversedgewisconsin.com](mailto:camp@riversedgewisconsin.com)  
715-344-8058  
2021-2024 Ist Term



Kristi Mlodzik, 3rd Vice President  
Duck Creek Campground  
[camp@duckcreekcampground.com](mailto:camp@duckcreekcampground.com)  
608-429-2425  
2021-2024 Ist Term



Julie Michaels, Treasurer  
Scenic Ridge Campground  
[jmmsrc@gmail.com](mailto:jmmsrc@gmail.com)  
608-883-2920  
2022-2025 Ist Term



Deneen Pedersen, Secretary  
Stoney Creek RV Resort  
[deneen@stoneycreekrvresort.com](mailto:deneen@stoneycreekrvresort.com)  
715-597-2102  
2021-2024 Ist Term



Patricia Lombardo, Director  
Jenkins Org/Jellystone Park Warrens  
[Tricia@Jenkinsorg.com](mailto:Tricia@Jenkinsorg.com)  
773-294-3364  
2022-2025 2<sup>nd</sup> Term



Christina Kornetzke, Director  
ELS/Lake of the Woods  
[Christina\\_Kornetzke@equitylifestyle.com](mailto:Christina_Kornetzke@equitylifestyle.com)  
602-339-0698  
2023-2025 Ist Term



Mike Dricken, Director  
Lake Lenwood Beach &  
Campground  
[mmdricken@gmail.com](mailto:mmdricken@gmail.com)  
262-334-1335  
2023-2025 Ist Term



Tiffany Pargman Director  
Indian Trails Campground  
[camp@indiantrailscampground.com](mailto:camp@indiantrailscampground.com)  
608-429-3244  
2022-2025 Ist Term



Lea Ann Gieck, Director  
Skillet Creek Campground  
[skilletcreekcampground@gmail.com](mailto:skilletcreekcampground@gmail.com)  
608-356-4877  
2024-2027 Ist Term



Mark Stefan, Director  
Grand Valley Campground  
[info@grandvalleycampground.com](mailto:info@grandvalleycampground.com)  
920-394-3643  
2018-2024 2nd Term



Jim Button, OHI Representative  
Evergreen Campsites and Resort  
[evergreencampsites@gmail.com](mailto:evergreencampsites@gmail.com)  
920-622-3498



Adam Malsack, Chair Elect  
Legislative  
Lake Arrowhead Campground  
[adam@lakearrowheadcampground.com](mailto:adam@lakearrowheadcampground.com)  
920-295-3000  
Appointed Term 2016-2023



Lori Severson, Executive Director  
Severson & Associates  
[lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)  
608-792-5915

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[danielle@seversonandassociates.com](mailto:danielle@seversonandassociates.com)

