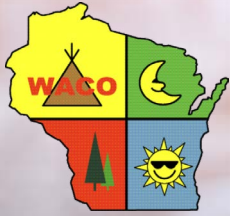


# WACO



# NEWS

## HELLO

## JUNE



## LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO



Dear Members,

The summer season is in full swing, and we know it can be both exhilarating and stressful. We enjoyed a minute without customers, but as a business, it's time to put some money in the bank. As guests flock to your campgrounds seeking an escape from their daily routines, their expectations can be sky-high. While managing these expectations can be challenging, remaining positive and proactive is essential. I had 24 calls to my cell on situations with campers on the Tuesday after Memorial Day alone. Most of the time, we know what to do, but it's nice to be able to run it by an impartial person! The members-only page works great for this as well! Just a quick disclaimer: like anything, if it's a touchy thing, always reach out to the WACO office, as everyone has their opinion, and we all run our businesses just a bit differently, so use caution. But it is fantastic to see how many people can offer solutions! What a great resource. **Here's a guide to help you navigate the season with a smile and some clever tips to keep it short and focus on the customers you want to return to!**

**Handling Policy Complaints is usually the most significant issue, especially if you have this with your seasonals!** Remember that, for the most part, if you do it for one, you will have to do it for everyone!

- **Complaint:** "Why can't I bring my pet to the pool area? That's ridiculous!"
- **Clever Comeback:** "We love our furry friends too! We must follow health guidelines to keep everyone safe and ensure a clean pool area. How about we show you some great pet-friendly trails instead?"
- **Quiet inside voice:** "You want to bring that fleabag into my pool that I have worked tirelessly to get the chemicals just, right? Are you \*\$#ing crazy."

**\*\*Tip:\*\* Communicate your policies clearly and empathetically.**

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**Highlight the reasons behind them and offer alternatives when possible. Safety, insurance, health, and campground codes are hard to argue about!**



**Dealing with weather issues**, such as storms, lightning, rain, or too hot or cold weather.

- **Complaint:** "This rain is ruining our camping trip! What are you going to do about it?"
- **Clever Comeback:** "We wish we could control the weather! While we can't stop the rain, we have some fantastic indoor activities lined up for you. How about a cozy campfire story session in our lodge?"
- **Complaint:** The high water is ridiculous! I can't swim to my camper!
- **Clever Comeback:** I agree. I have a petition in the office to Mother Nature. Will you please sign it? I'm so sick of this! It's making all our lives so tough!
- **Quiet Inside voice:** If I could drown you in 2 inches of water, would that help?

**\*\*Tip:\*\* Prepare a list of indoor activities and alternative plans for inclement weather. Guests will appreciate your effort to ensure they have a great time, rain or shine. This one is critical, especially for kids. If you can find something for them to do in the rain, it helps a lot!**

### **Addressing Things Beyond Your Control**

- **Complaint:** "The Wi-Fi is so slow! I can't get any work done."
- **Clever Comeback:** "We understand how important staying connected is. Our remote location can sometimes affect the Wi-Fi. Why not take this opportunity to disconnect and enjoy nature? We have some beautiful spots

where you can truly unwind."

**\*\*Tip:\*\* Turn challenges into unique selling points. Promote the idea of a digital detox and the benefits of disconnecting in nature.**

### **Employee issues ranked the highest in my cell phone conversations!**

Managing a team comes with challenges, and addressing employee issues effectively is crucial for maintaining a positive and productive work environment. It becomes even more complicated when the family is involved. Here's how to handle some common issues creatively and constructively:

#### **1. Employees Not Getting Along**

- **Situation:** Two employees are constantly bickering, affecting team morale.
- **Creative Comeback:** "Teamwork makes the dream work! Let's schedule a team-building activity to help us understand each other better and improve our collaboration. How about a fun team challenge or a group problem-solving session?"  
"We need to support each other; tell me what you are personally willing to do to move us forward."  
"We each have talents and skills. What do you see as the other person's talents?"

**Handling Strategy: I know no one has time for these, but do you have time to hire and retrain?**

- » **Mediation:** Hold a mediation session where employees can express their concerns in a controlled environment.
- » **Team-Building Activities:** Organize regular team-building exercises to foster better understanding and cooperation. You can also use this as a way to discuss what is working and what we can do better for our customers. Key point: Use this as a training tool!
- » **Clear Communication:** Set expectations for respectful behavior and communication among team members.

#### **2. Complaints Over Workload Inequity**

- **Situation:** Some employees feel they are carrying more weight than others.
- **Creative Comeback:** Let's shuffle the deck! Let's share our current tasks and see if we can balance

the workload more fairly. It's vital that we all feel valued and not overwhelmed."



#### Handling Strategy:

- » **Workload Assessment:** Conduct a review of tasks and responsibilities to identify imbalances.
- » **Job Rotation:** Implement job rotation to ensure tasks are evenly distributed.
- » **Open Dialogue:** Create an open forum for employees to voice their concerns and suggest solutions.
- » **5-minute Conference Call:** Let's see what we all have on our plates for today. Sometimes, when they list what they have to do, it's as much as they think. We often need to understand everything others are doing before saying anything, and we may not understand the other person's job duties either. A 5-minute conference call with the team can help eliminate this issue.

### 3. Employee Not Pulling Their Load

- **Situation:** A team member consistently underperforms, affecting team productivity.
- **Creative Comeback:** "Let's aim higher together! How about we set some clear, achievable goals and milestones to help us stay on track and support each other in reaching them?"

#### Handling Strategy:

- » **Set Clear Expectations:** Clearly define job responsibilities and performance expectations.
- » **Regular Check-Ins:** Schedule regular one-on-one meetings to discuss progress and provide feedback.
- » **INSPECT WHAT YOU EXPECT!**

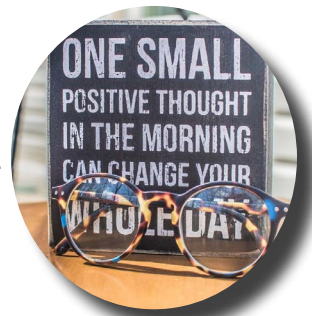
- » **Provide Support:** Offer additional training or resources to help the underperforming employee improve.

### 4. Negative Comments Infecting the Team

- **Situation:** Negative remarks from one or more employees are bringing down team morale.
- **Creative Comeback:** "Let's focus on the positives! How about we start each meeting with a quick 'What went well this week?' round to highlight our successes and build a positive atmosphere?" If it's not a meeting, when you are managing by walking around, ask that question: what's one great thing that you accomplished, learned, or were complimented on today?

#### Handling Strategy:

- » **Promote Positivity:** Encourage positive feedback and recognition within the team. Ask your employees if they are happy, and then tell them to show their faces!
- » **Address Negativity:** Speak privately with the employee(s) making negative comments to understand and address the root cause.
- » **Lead by Example:** Model positive behavior and communication as a leader. This one can be difficult to practice, but it makes a world of difference.



### 5. Insensitive Remarks Being Made

- **Situation:** An employee, owner, or manager makes insensitive or inappropriate comments.
- **Creative Comeback:** "Let's keep our conversations inclusive and respectful. How about we all take a moment to refresh our understanding of respectful communication and inclusion? Each person is critical to making our Teamwork!"

#### Handling Strategy:

- » **Immediate Response:** Address the remark



immediately, stating that it's inappropriate.

- » **Training:** Provide training on diversity, equity, and inclusion. Carefully document all conversations.
- » **Clear Policies:** Ensure all employees understand the company's policies on respectful behavior.

I already had four issues with our member campgrounds this summer—things to remember. In today's world, if you OR Your managers say or do something inappropriate and you can not prove that you took an action of some kind, you could be liable under the Sexual Harassment rule, even if it has nothing to do with sex!

**Some examples of inappropriate situations you should address include:**

- Comments like "You are just a woman" or "You are just a man."
- Persistent Unwanted Comments about Personal Appearance.
- Constantly commenting on someone's weight, body shape, or attire in a suggestive manner.
- Sharing explicit jokes or stories in a work setting, especially if they make others uncomfortable or are directed at a specific person.
- Backhanded Compliments or Insults – examples:
  - » "You'd be much prettier if you smiled more, especially for a woman in your position."
  - » "For a guy, you aren't afraid to wear anything, are you?"
  - » I don't know how you people do it, but you seem to pull it off."
  - » "You'd get a lot further in this company if you used your assets – like your tiny little brain or your big A\$\$ more effectively."
  - » If you don't get your fat A\$\$ back to your campsite now, I'm Fn calling the cops.

# SEXUAL HARASSMENT

You can't make this stuff up, so I didn't. These are real-life examples. And as you can see, these need to be used only in your quietest inside voice! The joking is usually the area that gets us in the most considerable trouble. Even if they laugh and giggle, they change their minds very quickly when there is an issue with their performance. All of a sudden, it's a big deal! Adopt a zero-tolerance policy for harassment and discrimination. Address any inappropriate behavior immediately and consistently. This one is tough to do in small environments, but we are seeing more and more people intentionally targeting small businesses. Always remember, IF it does get reported that one of your team is making someone uncomfortable, take action and document what you did. When in doubt - find out!

This year has been a heck of a year managing, finding, and keeping employees! You will be challenged. Use each other to stay positive and gather ideas on what you can do, not what you can't do! Making decisions of any kind under stress can be a bad idea for your future. I discovered that drinking Tequila shots with a neighboring WACO member didn't help, but I'm not sure it hurt either. I would not suggest this as a cure-all, but try milk if this doesn't work. The whole idea is we have no choice but to do the best we can and handle the stress our way.

Because there is gonna be stress! Together, we have such a better chance of being super successful! Keep the faith!

*Lori*

Lori Severson, Executive Director of WACO  
Champions Riverside Resort

# A Word from the President

Scott Kollock, WACO Board President



Dear Members,

June is over, and the 4th is right around the corner. So far, it's been an inspirational year. We listen to all the campers having a blast camping in the weather, dealing with the public who loves us all, and employees' concerns with empathy because they all work very hard and long hours. Insert sarcasm of your choice here.

We know it's our job to fix all issues any member of the public has. All these "inspirational" things make me think about the future and ensure I'm prepared. Lori calls it the "season of selling." Every season, multiple owners get to the point of saying that's it, I'm selling. It seems to be coming early this year, but let's blame that on Mother Nature. All kidding aside, thinking ahead about your exit plan is important. It's something we never have time to focus on, and the way time flies, it's good to become educated, so when and if the time comes, you have a plan, or two or three!



**I think it's crucial to approach each year by asking yourself, "What is my goal at this moment?" If I decided to sell, what would I owe? What would I need to fix? What money to the bottom line or makes my campground worth more?**

There are many ways to look at this and various levels of understanding to combine all the pieces. It's good to focus a little on the what if. It's important to consider spending money on the right things for your end goal. We are lucky with WACO to have some pretty terrific resources, but it's good to talk with these folks long before you need them. Looking at things strategically and

understanding the financials make a difference. Selling a property, especially one as dynamic as a campground, involves several layers of consideration—from capital gains to the implications of current interest rates. Here are a few things to consider.



What do I want to do other than this with my life?

Can I exit the campground business with some cash in hand, or will I need another job?

Do I understand Capital Gains and how it affects me? Capital gains are the profits earned from selling your property for more than its purchase price.

For campground owners, the difference between your campground's buying and selling price can be subject to capital gains tax. It's essential to understand how these taxes will affect the net proceeds of your sale. Long-term capital gains, which apply to properties held for more than one year, are taxed at lower rates than ordinary income, which can affect your decision on the timing of the sale.

Do I know the impact of depreciation? Remember when you have to buy equipment quickly at the end of the year so you don't have a big tax burden? Well, our government wants to ensure we pay back that little "loan" in the end. So when you sell, this depreciation is recaptured and taxed as ordinary income. So, part of the profit from the sale will be allocated to "repay" the

deduction loan, potentially increasing your tax liability.

Monitoring interest rates and understanding how they affect you, and a buyer is essential. What am I “using” tied to this business? A company vehicle, cell phone plans, a home on the property, etc., are all examples.

I always try to write something relevant, and this is what came out at this moment. But seriously, professional guidance, using your resources, and leaning on WACO are the keys! Before you make any decisions, always remember it’s imperative to consult with a range of professionals, from a real estate agent who understands the business to the bank, a tax advisor, a CPA, a tax attorney, and people from the industry who sold.

After writing all this, I think I’ll do some homework on where I stand and then get back to work. We are all so lucky to have each other to help us navigate the entire business process. I’ll put my “For Sale” sign away now and see you at the fall workshop!

*Scott*

Scott Kollock

Owner of Vista Royale, WACO Board President



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# RVs Move America Week

I am thankful to be part of such an insightful and passionate group focused on continuing the success of the Camping industry! Pictured here are several other state association Executive Directors, RVIA representatives, and the R.V. Sub Committees for Tourism and Data members.

Lori Severson and I had the pleasure of attending RVIA's RV Move America Week as part of their day on the hill in Washington, D.C. at the beginning of June. We were able to absorb a wealth of information and were truly impressed by the vibrant state of the RV/Campground industry. We not only gathered some great economic

points but also the privilege of first run of a video, a the dedication Campground (Thank you, Go RV'ing!). to impactful and data to economic just a few of benefits that the industry can gain from in events Move America



talking had the seeing the fantastic testament to of the RV Coalition Catherine, The access marketing specific impact are the many we, and as a whole, participating like RV's Week.

National interests can trickle down to the State levels, so it's important that we attend these events and more in the future.

## Topics We Connected with Senate & House On...

- GSP & CNL, where we asked the House to support H.R. 7986, the GSP Reform Act.
- Dealer Floor Plan Interest Deduction / Travel Trailer and Camper Tax Parity Act, where we asked the House to co-sponsor H.R. 3624 and the Senate to co-sponsor S. 3345, a move that could significantly impact our industry.
- De Minimis Reform, where we asked for support of H.R. 7979, supporting this first step in a hopefully aggressive plan to lower the dollar threshold and exclude China.
- Outdoor Recreation Package (AORA/EXPLORE) - we thanked the House for passing this vote in April 2024, a testament to our collective efforts and your invaluable support.



**Update for WACO Newsletter-June 2024**  
**Respectfully Submitted by Jim Button, Evergreen Campsites & Resort**

## **OHI On Capitol Hill Focused on Issues Important to RV Parks and Campgrounds**

Members of OHI (formerly National ARVC) leadership and campground owners were in Washington in early May and again in early June advocating on issues important to RV parks and campgrounds, meeting with more than 30 key members of Congress, including Wisconsin Senators Ron Johnson and Tammy Baldwin, and strategizing with other associations that share similar goals.

The meetings with Congressional offices were focused primarily on legislation that would lower taxes and fees levied on small businesses, including the Credit Card Competition Act, the Main Street Tax Certainty Act and the Death Tax Repeal Act. In addition, the team is working on draft legislation that would provide a 90-day cure period to allow small businesses to remedy website-based ADA compliance issues before a lawsuit could be filed.

One of these new relationships is [OHI's recently announced alliance with the Merchants Payments Coalition \(MPC\)](#), a group of more than 20 associations in the retail, restaurant and hotel industry united specifically on the passage of the Credit Card Competition Act.

The average RV park and campground in the United States is paying thousands of dollars each month in credit card swipe fees—accumulated every time a camper uses a credit card to reserve a campsite online or in person, or purchases goods at the camp store. [The Credit Card Competition Act](#) would break up the stranglehold Visa and Mastercard have on creating these fees, which will increase competition, lower fees for businesses like RV parks and campgrounds that run credit-card transactions.

Other current legislation OHI is focused on for its members are the Main Street Tax Certainty Act and the Death Tax Repeal Act.

[The Main Street Tax Certainty Act](#) would make permanent the 20 percent tax deduction for qualified business income. (Under current law, the deduction expires after December 31, 2025.) The qualified business income deduction has been an important part of the success of RV parks, campgrounds and other outdoor hospitality businesses of all sizes across the country.

Small, independently owned RV parks and campgrounds are often “asset rich and cash poor”, so when a family member passes away, the family is forced to sell off family assets to pay the estate taxes, and no one should be punished for fulfilling the American dream. [The Death Tax Repeal Act](#) would repeal the estate and generation-skipping transfer taxes, providing stability and peace of mind to small, family-owned businesses.

The OHI public affairs team is also currently working closely with North Carolina Senator Ted Budd's office to draft and introduce legislation that would provide a 90-day cure period to allow small businesses to remedy website-based Americans with Disabilities Act (ADA) compliance issues before a lawsuit could be filed.

In addition to the block of meetings in June, OHI representatives also attended events during RVs Move America Week, an annual RV industry advocacy event hosted by the RV Industry Association.



# Keeping

# an



# on Property Tax

If you've been keeping up Property Tax (workshops, conversations and the panel during our Leadership Luncheon at Convention, along with the various follow up articles in every newsletter issue since), you know things MAY be changing in your area.

As we know, Wisconsin state legislators changed the law making personal property exempt. The change in the law was meant

to exempt personal property from taxation to provide relief for individuals and businesses. After the change on January 1, 2024, some municipalities attempted to recoup potential revenue losses by shifting the assessment values to landowners - YOU, the business owner. In other municipalities, there has been NO increase, no change in process, or even a decrease in the assessment based on local MIL rates and other factors. WACO put out a survey requesting you send in your current situation to vet this issue, knowing if we charged ahead, we could negatively impact those in the latter camp.

As we've mentioned in previous follow-ups, those seeing a shift in assessments were witnessing an attempt to collect and pay on decks, sheds, and patios of their seasonal camper. This adjustment in assessments resulted in unusually high financial burdens for campground owners.

WACO consulted with several partners on this issue, including our legal counsel, Mark Hazelbaker, Evan Umpir, Director of Tax, Transportation & Legal Affairs, and General Counsel from WMC. Knowing that not ALL of our members saw this shift to the higher assessments, we strongly urged our members to be aware of the issues, review their assessments with their assessors, and have open conversations. Our next suggestion was to ensure they were prepared to attend and attend the "open book" process in their local municipality. Jim Button, a member who recently did that, shares his experience below!

"After a significant increase in his property assessment as a direct result of this law, Jim Button, owner of Evergreen Campsites and Resort and Vice Chair on the OHI Board of Directors, took action. During the town of Springwater's board review on Monday, June 3, Button and his team successfully challenged the new interpretation of the law to shift the assessment. Button's team argued that personal property assessment under these circumstances should be assessed as that, not as the campground's.

"It's a small-town win here in Springwater but it can mushroom into a big win for the state of Wisconsin," Button said. "And it's a difference of \$2.7m in assessed tax value for me, and over \$62,000 in savings for our seasonal campers alone. Maybe in turn, they'll take some of that and spend it in the local community.

In the end, it's a win for the camper, it's a win for the campground owner, and it's a win for the town overall."

Button remains committed to resolving this issue, not just for himself but especially for small and medium-sized recreational campgrounds across Wisconsin.

In Springwater alone, there are six rural recreational parks facing similar challenges. Jim Button asserts, "Recreational parks should not be responsible for billing and collecting taxes that are not ours. Plain and simple." He argues that placing this burden on park owners is an overreach, fundamentally unfair, and likely unlawful.

Read the full article here: <https://ohi.org/ohi-blog/a-big-property-tax-win-for-small-parks-in-wisconsin/>

# Music License Facts At a Glance



**We don't have live music in our park, so we don't need a license.**

If you play recorded music for your guests, you need a music license. But there are many ways to obtain a license that fits the needs of your park.

**FALSE**

**FALSE**

**We have to be licensed through all music agencies if we provide live music.**

You can control the music your musicians play by letting them know the companies you are licensed with so they can design their set lists accordingly.

**The only way I can be licensed to play music is through an association.**

If you are only playing music in your camp store, club room, or office you can utilize a music subscription service. The business version of these services come with a license and is typically less costly than a standard license.

**FALSE**

**TRUE**

Your membership with Wisconsin Association of Campground Owners offers a discounted license for live music and recorded music, i.e. karaoke, 80's nights, luaus, special events, but you can also go direct to the music organization for a license.

**There are many misconceptions surrounding the licensing requirements for music.**

**Hospitality Connections and Wisconsin Association of Campground Owners are here to help you make the proper licensing decisions to meet your needs. Email or give us a call to-day to renew your license or discover the right one for your park!**



GLOBAL  
MUSIC  
RIGHTS



**ascap**

**Hospitality Connections**

care@hospitalityconnections.net | 610-767-5026

**Wisconsin Association of Campground Owners**

tina@seversonandassociates.com | danielle@seversonandassociates.com

lori@seversonandassociates.com

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Emily Truell (R) volunteers to help those with hearing loss.

## Park Owner Volunteers to Help Those with Hearing Loss

Emily Truell sometimes makes her way into the headlines for her work as a third-generation co-owner and operator of **Lake Arrowhead Campground** and **Lakeside Seasonal Campground** in Montello, Wis., where she oversees office and store management, human resources and marketing.

"I had a brain tumor at age 27 called an Acoustic Neuroma that resulted in the loss of all my hearing in one ear as well as some balance challenges," said Truell, who is now 36.

"I began volunteering for the **National Acoustic Neuroma Association**. First as a peer mentor, then as a support group leader and now I also lead an online community specifically for young adults diagnosed with this tumor," she added. "I became passionate about advocacy and support for both Acoustic Neuromas as well as hearing loss. I created my blog, "The Lucky Brain Tumor," as a





off the

Jeff Crider continues to keep our campgrounds top of mine with his well written, perfectly timed press releases!

Be sure to keep responding when we request information, take his calls and get your campground some **FREE press!!**



[10 Best Campgrounds With Water Parks in Wisconsin \(2024\)](#)



[Torzala's oak-aged stout honors Packers' Gilbert Brown](#)



**Indian Trails Campground**

1d • 🌐

Indian Trails Campground turns 59 years old today! Thank you to the countless number of families who have camped with us over the past 59 years. It is absolutely amazing to see generation after generation come back to enjoy our campground and continue to make precious memories. We have been family owned and operated (by members of the same family) all these years. We have BIG plans for our 60th next year which will include live music, food trucks, BINGO, hourly prize drawings and cake of course! Thank you to the hundreds of employees (past and present) who become part of dream to keep the legacy alive. We couldn't do it without your hard work. Comment below with your favorite past time at Indian Trails. We can't wait to take a stroll down memory lane with you! Happy camping!

*Happy 59th Anniversary*



*Indian Trails Campground!*



# 2024 WACO DIRECTORY

## AVAILABLE ONLINE & VIA MAIL

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!



## REMINDER ABOUT CC FEES!



### Examples of Signage Wording

We impose a  
surcharge of  
3% on the  
transaction  
amount on  
credit card  
products,

which is not greater  
than our cost of  
acceptance. We do  
not surcharge debit  
cards, prepaid cards  
or gift cards.

We impose a surcharge  
of 3% on the transaction  
amount on [Mastercard,  
VISA, Discover, Amex]  
credit card products, not  
greater than our cost of  
acceptance.

We impose a surcharge of 3% on credit cards,  
which is not greater than our cost of acceptance.

To our valued customers,  
Instead of raising our prices, your receipt now includes  
a 3% surcharge to cover the rising cost of credit card  
acceptance that we pay when cards are used. If you pay  
cash or with a debit card, you won't get surcharged.  
Thank you for your continued patronage!

#### 2 Places You MUST Post in a Restaurant

1. Point of entry
2. Point of sale

#### A 3rd Recommendation

3. On your menu

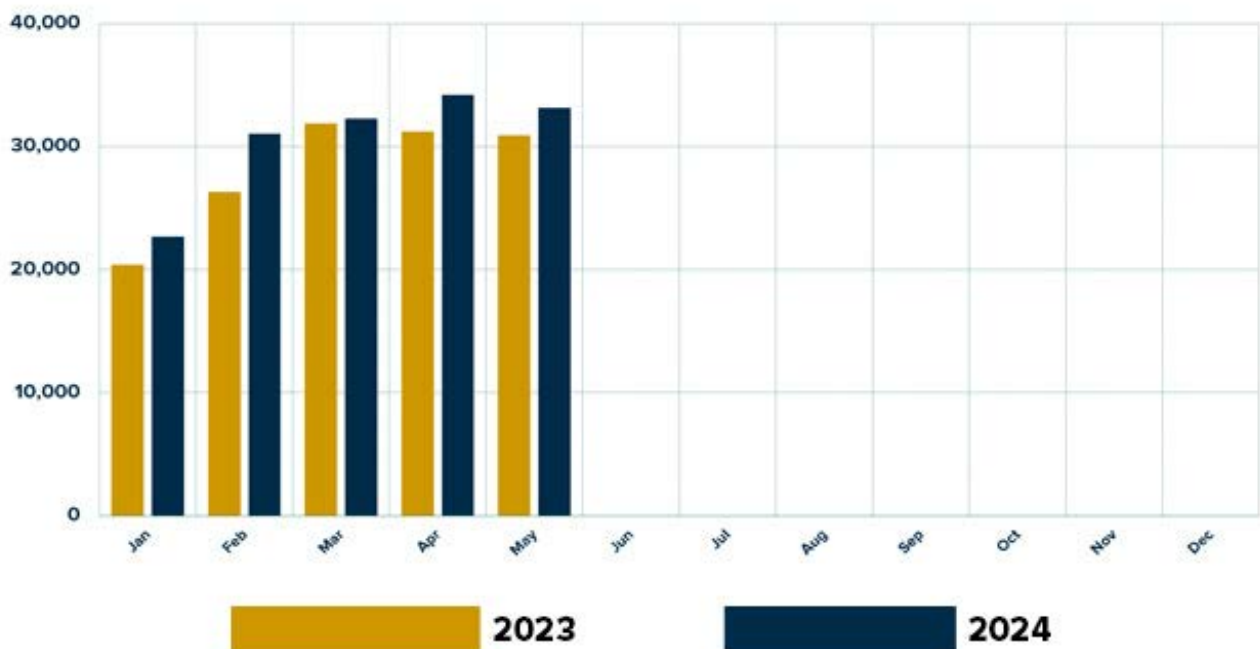
A 3% credit card fee will be applied to all credit card transactions.  
Cash and debit card transactions are not subject to a surcharge.

# UPDATES FROM PARTNERS

## RV SHIPMENTS INCREASE 7.2%

“As the summer RV travel season kicks into high gear, 45 million Americans will make lasting memories with friends and family as they get out and go RVing this summer,” said RV Industry Association President & CEO Craig Kirby. “Shipments are continuing to show moderate increases over last year as units head to dealerships across the country where consumers will find an RV to fit every budget and lifestyle.”

### Total Monthly Wholesale RV Shipments



To date, RVs are up 8.9% compared to the same timeframe last year with 153,288 units shipped through May. Towables are up 14.9% and motorhomes are down (-23.4%) year to date.

Park Model RVs finished May down (-24.4%) compared to the same month last year, with 363 whole-sale shipments and are down (-30.9%) for January to May.

To read the full report and update, check out [RVIA's website](#).



# UPDATES FROM PARTNERS



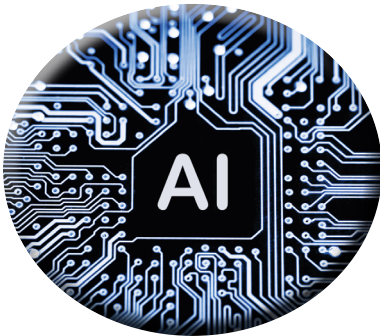
## **C**OMMERCIAL RECREATION SPECIALISTS (CRS)

announced Spencer Wiberley's appointment as the new national business development specialist. With over 20 years of experience transforming waterfronts into recreational hubs, Spencer's addition will help promote active recreation.



Spencer's achievements include establishing global junior sailing programs and developing waterfront operations. His expertise aligns with CRS' mission to deliver recreational solutions that drive results for their clients.

Known for his empathetic approach and focus on business objectives, Spencer delivers strategic, goal-oriented solutions that meet client expectations. Additionally, his consultative style has led to numerous successful projects.



## **Solo Travel Soars: Roadtrippers Autopilot Empowers Adventurers**

### **with AI-Powered Planning**

Remote work, gap years, sabbaticals and a need to get out of the city are just some of the factors contributing to a significant uptick in the number of solo travelers in the United States the past few years, an increase of as much as 30-35%, according to The Dyrty and [Pinterest](#).

While all those stories about single "Van Lifers" make the lifestyle look effortless, these people spend time planning their trips and seeking out resources to help them find hotels, campsites, restaurants, sights and more. And one of the best resources is [Roadtrippers](#), an app that can help solo travelers plan and navigate their trips with confidence, accuracy and an increased comfort level.

Powered by patent-pending AI [technology](#), Roadtrippers Autopilot makes personalized road trip recommendations based on interests and travel style, suggesting accommodations, meals, routes and stops along the way. The app makes it simple to plan a trip and then navigate with a car or RV using CarPlay through an Apple device such as an iPhone or the vehicle's compatible device.



<https://moderncampground.com/press-releases/solo-travel-soars-roadtrippers-autopilot-empowers-adventurers-with-ai-powered-planning/>

# WACO Web Stats & Social Media Trends

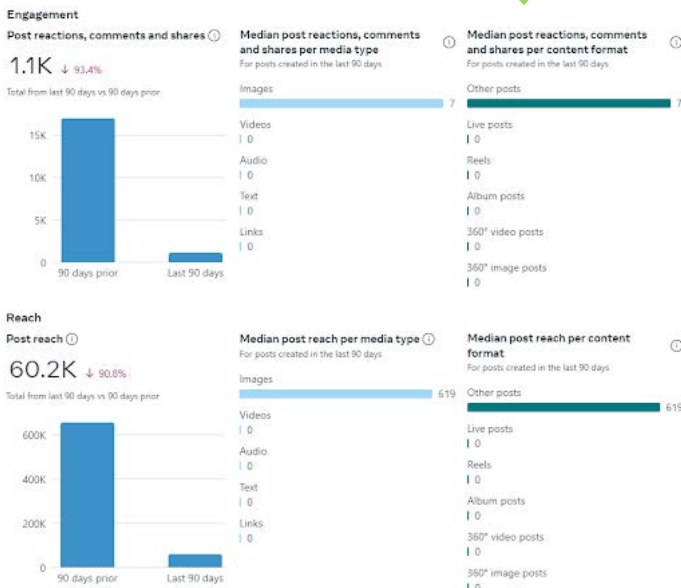


## Facebook/Instagram Insights - MAY

Total FB current likes: 10,420 (-3 from April)

Total IG current followers: 596 (+1 from April)

### Last 90 Days FB



### May IG



## Top Posts in May 2024

### May FB

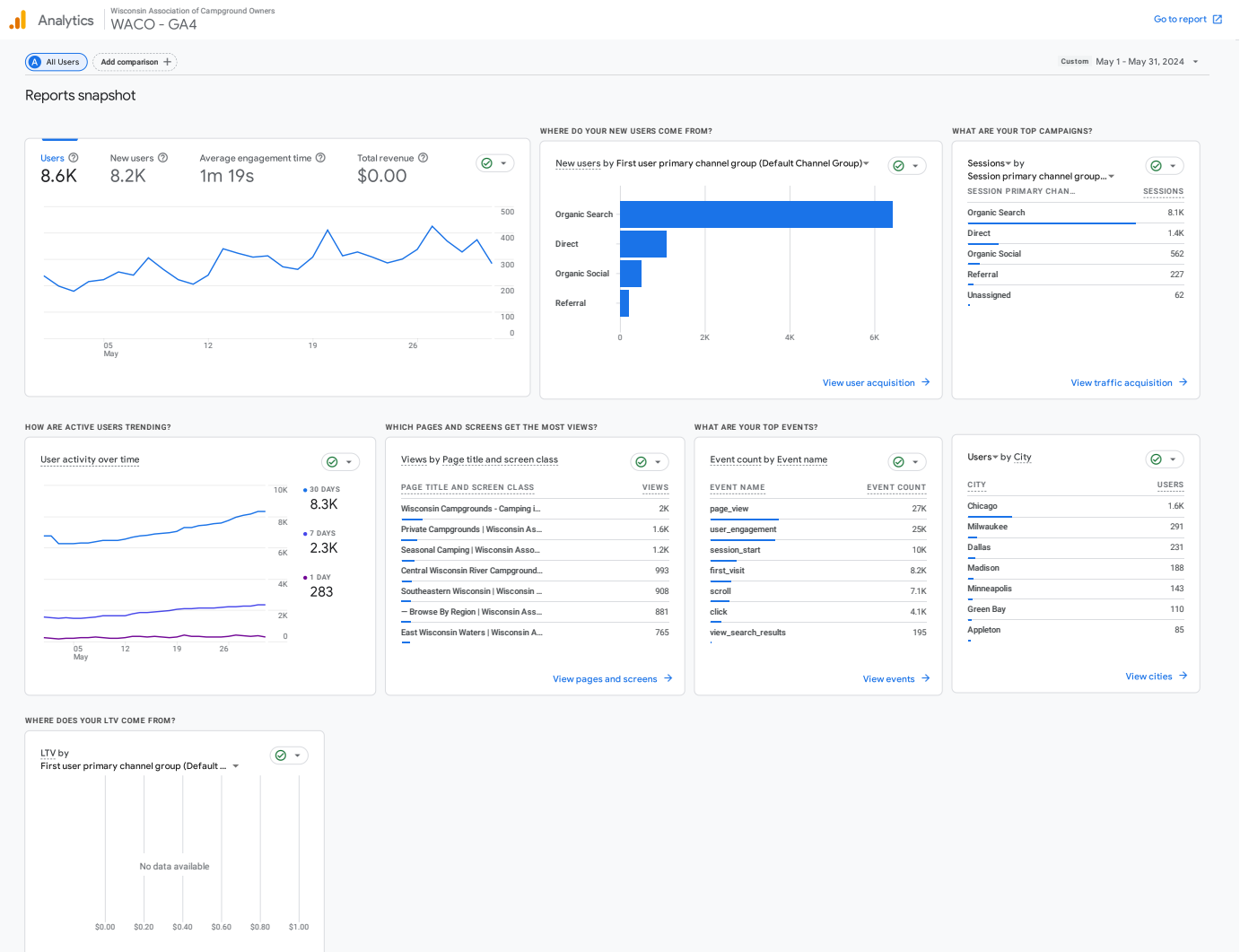
### May IG



# WACO Web Stats & Social Media Trends



## May 2024 WEB MONTHLY SNAPSHOT





# WACO Web Stats & Social Media Trends



## May 23 vs 24 WEB MONTHLY SNAPSHOT

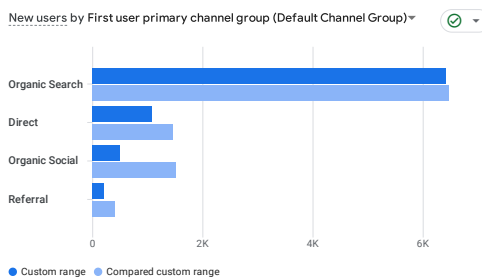
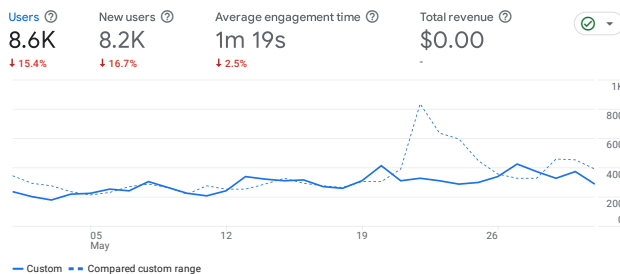
Analytics Wisconsin Association of Campground Owners  
WACO - GA4

[Go to report](#)

All Users Add comparison

Custom May 1 - May 31, 2024  
Compare: May 1 - May 31, 2023

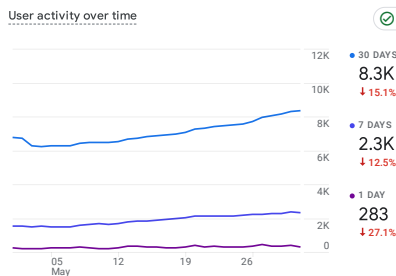
### Reports snapshot



**Sessions by Session primary channel group**

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	8.1K ↑ 1.4%
Direct	1.4K ↓ 23.8%
Organic Social	562 ↓ 65.5%
Referral	227 ↓ 49.9%
Unassigned	62 ↑ 34.8%

### HOW ARE ACTIVE USERS TRENDING?



### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

**Views by Page title and screen class**

PAGE TITLE AND SCREEN CLASS	VIEWS
Wisconsin Campgrounds - Camping L...	2K ↓ 51.6%
Private Campgrounds   Wisconsin As...	1.6K ↓ 20.9%
Seasonal Camping   Wisconsin Asso...	1.2K ↓ 1.9%
Central Wisconsin River Campground...	993 ↓ 20.2%
— Browse By Region   Wisconsin Ass...	881 ↓ 28.6%
Southeastern Wisconsin   Wisconsin ...	908 ↓ 21.7%
Northwoods Region   Wisconsin Ass...	694 ↓ 44.6%

### WHAT ARE YOUR TOP EVENTS?

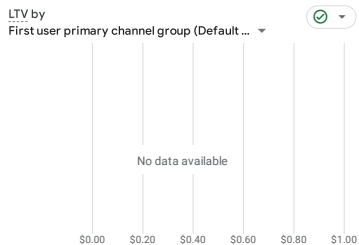
**Event count by Event name**

EVENT NAME	EVENT COUNT
page_view	27K ↓ 25.3%
user_engagement	25K ↓ 15.8%
session_start	10K ↓ 16.8%
first_visit	8.2K ↓ 16.7%
scroll	7.1K ↓ 29.7%
click	4.1K ↓ 30.5%
view_search_results	195 ↓ 30.1%

**Users by City**

CITY	USERS
Chicago	1.6K ↑ 50.7%
Milwaukee	291 ↓ 60.2%
Madison	188 ↓ 29.6%
Dallas	231 ↑ 27.6%
Minneapolis	143 ↓ 21.0%
Green Bay	110 ↓ 35.3%
Appleton	85 ↓ 47.2%

### WHERE DOES YOUR LTV COME FROM?



# WACO Web Stats & Social Media Trends



## YTD (Jan-May 23 vs 24) WEB MONTHLY SNAPSHOT

Analytics Wisconsin Association of Campground Owners  
WACO - GA4

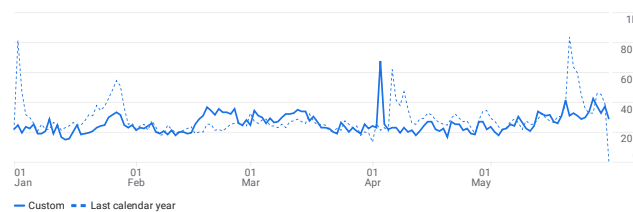
[Go to report](#)

All Users Add comparison

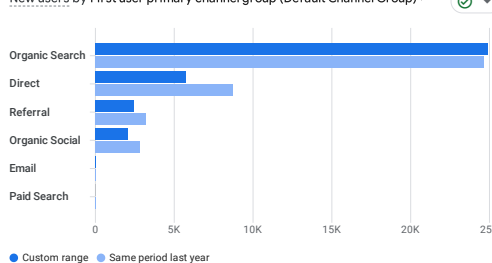
Custom Jan 1 - May 31, 2024  
Compare: Jan 1 - May 31, 2023

### Reports snapshot

Users 36K  
New users 35K  
Average engagement time 1m 17s  
Total revenue \$0.00



### New users by First user primary channel group (Default Channel Group)



[View user acquisition](#)

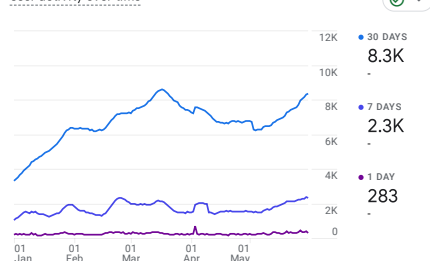
### Sessions by Session primary channel group

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	32K 12.0%
Direct	7.5K 31.3%
Referral	2.6K 26.1%
Organic Social	2.4K 22.3%
Unassigned	238 24.0%
Email	3 57.1%
Paid Search	0 100.0%

[View traffic acquisition](#)

### HOW ARE ACTIVE USERS TRENDING?

#### User activity over time



### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

#### Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Wisconsin Campgrounds - Camping L...	11K 34.9%
Private Campgrounds   Wisconsin As...	5.4K 21.9%
Seasonal Camping   Wisconsin Asso...	4.9K 4.7%
Central Wisconsin River Campground...	3.7K 27.3%
Browse By Region   Wisconsin Ass...	3.7K 22.7%
East Wisconsin Waters   Wisconsin A...	3K 33.2%
Northwoods Region   Wisconsin Ass...	2.6K 32.5%

[View pages and screens](#)

### WHAT ARE YOUR TOP EVENTS?

#### Event count by Event name

EVENT NAME	EVENT COUNT
page_view	114K 19.5%
user_engagement	104K 15.6%
session_start	45K 10.2%
first_visit	35K 10.8%
scroll	31K 24.9%
click	18K 16.3%
https://www.wisconsincamp...	2.2K 10.6%

[View events](#)

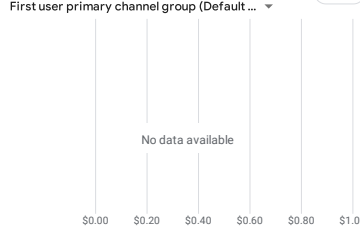
#### Users by City

CITY	USERS
Chicago	5.7K 138.8%
Milwaukee	1K 56.9%
Madison	689 15.5%
Warsaw	1.2K 1488.5%
Dallas	847 1127.7%
Appleton	400 48.4%
Ashburn	735 180.6%

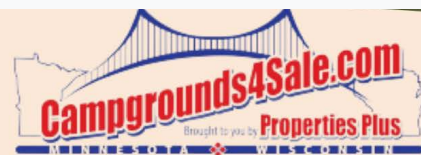
[View cities](#)

### WHERE DOES YOUR LTV COME FROM?

#### LTV by First user primary channel group (Default ...)



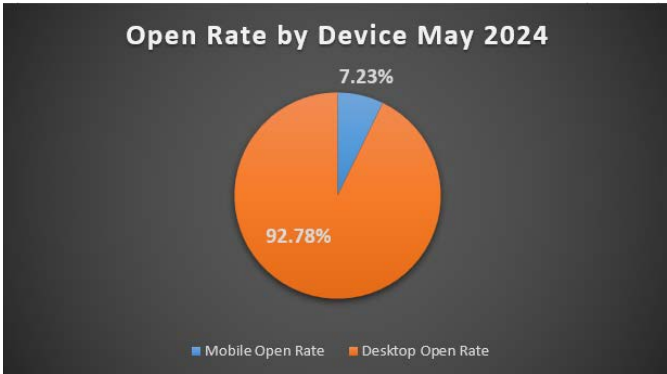
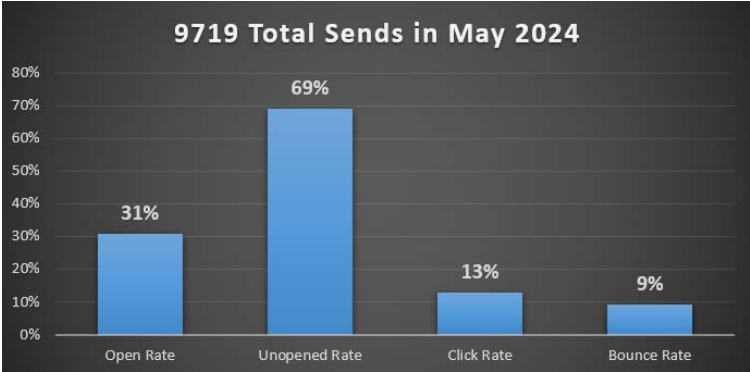
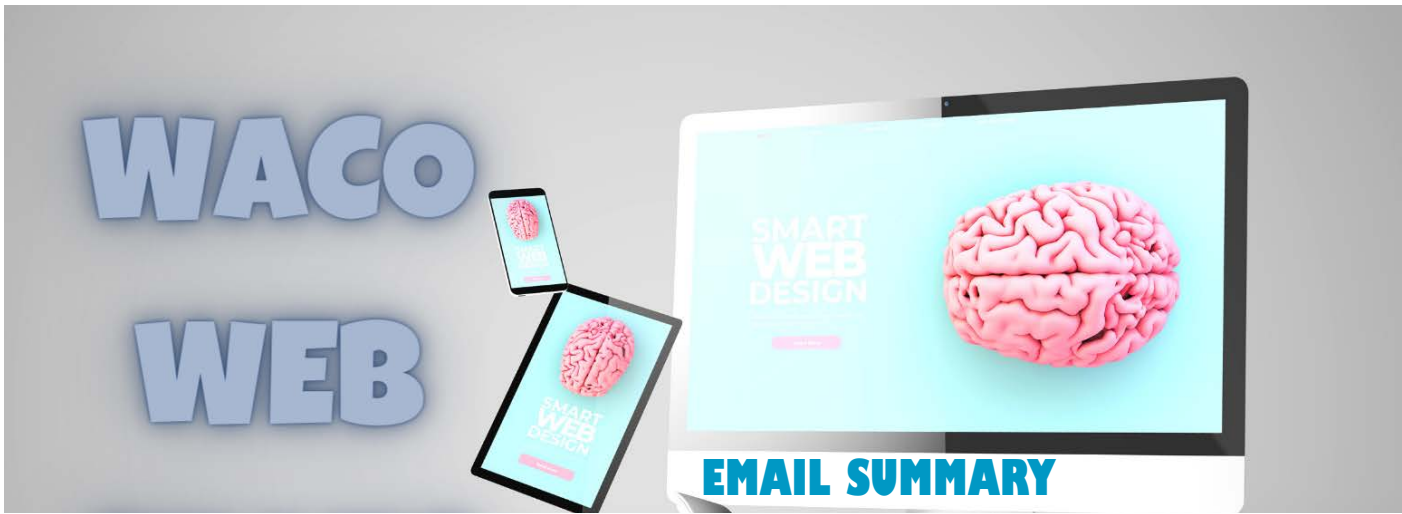
[View user acquisition cohorts](#)



John Jaszewski | Owner/Broker - MN & WI  
Campgrounds4Sale.com

724 E. Broadway | Winona, MN 55987  
507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com



Top Emails by Open Rate for May 2024

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Urgent News from the WACO Office - Jacque for Congress	259	168	72.10%	7.50%	92.50%	35	20.80%
REMINDER - Urgent News from the WACO Office - Jacque for Congress	259	158	68.70%	6.40%	93.60%	19	12.00%
May 2024 WACO Newsletter	507	287	63.10%	9.10%	90.90%	127	44.30%
Memorial Day - Lodging Still Available 2024	8694	2392	30.20%	5.90%	94.10%	207	8.70%





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## GBF Member Donations 2024

### TOTALS FOR YEAR

*(As of 6/15/24)*



Campground	Total Funds Raised
Duck Creek	\$23,500
Wilderness Campground	\$11,425
Huckleberry Acres	\$10,429
Buffalo Lake	\$1,407
Stoney Creek	\$1,210
Evergreen Campsites	\$1,125
Timber Trail	\$800
Lake Arrowhead	\$655
Dells Camping Resort	\$355
<b>GRAND TOTAL</b>	<b>\$50,906</b>

Thank you to all the members that  
continue to raise funds for the  
Gilbert Brown Foundation!

Be sure to keep tabs on this page  
monthly - we use it for tracking  
purposes for recognition at our  
Convention in March!



# 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  
2024-2027 1st Term



Bud Styer, Past President  
Red Barn Campground  
[mrbud@budstyerassociates.com](mailto:mrbud@budstyerassociates.com)  
608-592-2128  
2024-2025



Rob Brinkmeier, 1st 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 1st Term



Kristi Mlodzik, 3rd Vice President  
Duck Creek Campground  
[camp@duckcreekcampground.com](mailto:camp@duckcreekcampground.com)  
608-429-2425  
2021-2024 1st Term



Julie Michaels, Treasurer  
Scenic Ridge Campground  
[jmsrc@gmail.com](mailto:jmsrc@gmail.com)  
608-883-2920  
2022-2025 1st Term



Deneen Pedersen, Secretary  
Stoney Creek RV Resort  
[deneen@stoneycreekrvresort.com](mailto:deneen@stoneycreekrvresort.com)  
715-597-2102  
2021-2024 1st Term



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



Christina Kornetzke, Director  
ELS/Lake of the Woods  
[Christina\\_Kornetzke@equitylifestyle.com](mailto:Christina_Kornetzke@equitylifestyle.com)  
602-339-0698  
2023-2025 1st Term



Mike Dricken, Director  
Lake Lenwood Beach &  
Campground  
[mmdricken@gmail.com](mailto:mmdricken@gmail.com)  
262-334-1335  
2023-2025 1st Term



Tiffany Pargman Director  
Indian Trails Campground  
[camp@indiantrailscampground.com](mailto:camp@indiantrailscampground.com)  
608-429-3244  
2022-2025 1st Term



Lea Ann Gieck, Director  
Skillet Creek Campground  
[skilletcreekcampground@gmail.com](mailto:skilletcreekcampground@gmail.com)  
608-356-4877  
2024-2027 1st Term



Ben Stefan, Director  
Grand Valley Campground  
[info@grandvalleycampground.com](mailto:info@grandvalleycampground.com)  
920-369-6393  
2024-2027 1st Term



Jim Button, OH 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



## WACO OFFICE

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

[wisconsincampgrounds.com](http://wisconsincampgrounds.com)



## SEVERSON & ASSOCIATES

Phone (608) 525-2323

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

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

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

