

JULY



WACO NEWS



LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO



Dear Members,

We are well into the dog days of summer. It's time to look at what you get for your membership. I hope you find a moment to review some of the additional benefits we have put together for you. Hospitality Connections will be the "holding" house for many of the benefits of CAMP (Campground Association of Management Professionals) that many state associations will use. As you need "numbers" to get any discounts in these programs, Jason, the executive director of PCOA, formed Hospitality Connections to run the benefits through. Almost all of our programs will go seamlessly through them. Some exceptions would be IAAPA and a few others through which Severson & Associates could only get the connection. Jason's organization will handle the billing piece and take on the potential massive liability - because if we don't collectively get enough people signed up as a team, the burden will fall back on Hospitality Connections. Arizona has been using the MSP savings program for a long time. They discovered a lot of savings in this co-op buying program.

Some of the best discounts are Ferrellgas, Batteries Plus, and the Ace Hardware program. Under Hospitality Connections, WACO purchased this program and will split the \$5000.00 cost among all the States who signed up. This group will send you specials as they come out and help us get the best possible pricing. There is a background check discount, payroll assistance program, Bear Factory, and Glitter tattoos. US Foods, Swank motion pictures, and Fun Express are also great benefits. We will continue to search for deals with other partners. Don't hesitate to reach out so we can help you understand them all. We are still working on some exciting relationships and

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CAMPGROUNDS & ENTERPRISES

AND

Severson
& ASSOCIATES

TO BRING YOU...

NEW MEMBER BENEFITS

hope to continue getting new partnerships to give our members more bang for their buck!

One of the areas of confusion is the music license. **You are still covered through January with your OHI membership if you are an OHI member and opted to pay into the music license program.** We are putting out information for 2025 in our 2025 Membership Drive emails and mailings; however, if you missed OHI's deadline and have issues, contact us.

We have access to all three licenses (Global Music Rights, ASCAP & SESAC) and are working on the 4th new one (BMI)! This license is one of the most difficult to navigate. We have researched and are working with other state executives to ensure all our members have the best possible benefits! You should receive a handy piece explaining all the benefits, and our website (in the future) will outline the new benefits and how to gain access to them. Kudos to Tina and Danielle for getting this put together! One other note: If you use Constant Contact or want to start an email blast program, the 25% discount from Constant Contact truly helps! Check out the Suburban Propane deal - even if you don't use them, take the pricing to your provider and see if they'll match any savings! Pepsi, Water Company, and several Slushy-Icy product discount programs are in the works.

We are working hard on legislative issues and creating support across the isles for support for tourism. Tina did an excellent job working at a fundraiser for Andre Jacque. If you remember, Andre's staff provided WACO with fantastic support and helped us open before many of our counterparts. He was very impressed with all of you reaching out to him and personally supporting him. He even came

out to the parking lot on our way out and wanted to thank WACO for their support. He said people often reach out when they need support and help, and he is in awe that we remembered him when it was HIS

turn to be supported! He is one of the most genuine people I've ever seen in politics, so let's hope! A member of his Administrative staff, Bill Cosh, who did loads of leg work on the COVID issue, offered assistance if we needed anything, and Tina sure grabbed that up! Bill and Tina are connecting on several issues WACO needs to prepare for when legislation is back in session. Tina has been scouting out new candidates and listening to those who understand our industry and tourism. Tourism is always the determining factor in giving any candidate PAC money.

One of the most important things you need to do while you are still open is invite your local Sheriff, First Responders, Fire Chief, etc., including members of your town and county boards, to your campground. Have your seasonal agreement ready to show them, and make sure they leave understanding the campground is your private property. Talk to them about the no-tenant rules. Make sure they have a brochure and understand everything. I have been encouraging owners to do this forever! It's the most critical thing you will do. Please be sure these people know how to remove a person from your campground before you have an issue. A simple meeting with them makes all the difference in the world, and I'm telling you, if you do this BEFORE you have a problem, everything will work out before



Lori & Tina attended a reception supporting Andre Jacque for Congress on July 23rd in DePere, leveraging our partnership with GBF to encourage additional donations through a raffle program organized by the campaign organizers.

you have to make that call! If they don't have to do research and you've talked through everything - they will understand, making it easier for people like local judges and the DA to understand. One small meal, snacks, and a meeting at your facility make such a huge difference. I'd suggest a folder containing a site map, instructions for getting into your park, a clicker if you have a gate system (or register their license plates), your business card with your cell number, your contract for seasonals, and your documentation that guests sign. I would highlight the necessary information and go over it with the sheriff. If they get it (or don't), you will know this way before something happens!



Five years ago, I needed help removing a guest. When the deputy came to the park, he brought that folder with him, read the highlighted removal section in our agreement to the guest, and said, "Your choice is to leave immediately or to come with me to be processed." I know 100% that it doesn't work like this every time; however, I would bet some money on a different outcome if you had this simple conversation and followed the agreement Mark made for us. If you are going to have trouble - you will know right away and can ask questions like, how do I protect my guests from poor behaviors and actions of other guests if you are not going to handle it should an issue arise? If you don't take time to do this, I know from experience at the WACO office listening to other campground owners that the answer (the EASY answer) is that I think this is a civil matter.

Last thing: I know you are all tired, and it's easy to tell our employees and customers where to go during this crazy time! You might want to pull out some responses before that customer gives you the nasty review. I've pulled the issues from calls this summer and included them in our feature article. Take a peek, and then take a deep breath. We're almost there, everyone!

Lori

Lori Severson, Executive Director of WACO
Champions Riverside Resort

A Word from the President

Scott Kollock, WACO Board President



Dear Members,

Well, here we are at the halfway point. Mother Nature and her recent crazy weather patterns have made our jobs more difficult. It is incredible how running our businesses depends on the weather. We are surely pulling for all of you still experiencing flooding and water issues. Let us know if we can help in any way!

At WACO, we have been busy working with several organizations, ensuring we have our ears to the ground on things happening around us, especially in an election year. As you know, it's crucial to know all the legislators. Could you imagine the power we would have if we all knew our legislators well enough to get them to grab a cup of coffee with us? That has to be

our goal and we have to learn about all the candidates and understand how what they do impacts the industry and our businesses. With all of us being busy, especially during the season, WACO is doing its best to manage what is happening legislatively.

We are glad to have Tina on board with an interest in learning more and more about politics and keeping us in the know. The personal property tax has been a thorny issue to work through. We sent out a survey to see which members were affected by this. We had a total of 16 responses to the WACO Tax Assessment survey. Of those, 1/2 were seeing an increase and were concerned about it. The other half did not see an increase or were unsure of any increases/concerns. WACO urged those with issues to attend their Open Book, including reminders at the WACO Convention and follow-up newsletter articles and emails. This advice was concurred with Jason Culatta, Bill Cosh from Senator Jaques's office (who knows nothing of any legislation on this at this point), and WMC.

Given the information we had then, we felt that was the best advice to pass along to our members. It is incredibly important to understand your assessments and review the items being taxed - specifically if they were previously classified as property and are now classified as real. Interestingly, sometimes they are just "catching up" because they haven't gotten around to taxing you for everything you added in past years. The tough nut to swallow is when you are being taxed on a deck or porch you don't own. This part will need to be a legislative initiative. We will use all our resources to ensure we know about as much stuff as possible ahead of time.



SOME OF OUR RESOURCES ARE:
OHI, and we are fortunate to have Jim Button and Bert Davis, who inform us of important issues and tools we can use from them.

Wisconsin Manufacturers & Commerce (WMC) is the state's largest and most influential business association. They focus on all businesses in general and belong to the state Chamber of Commerce, the State Manufacturers' Association, and the State Safety Council. They have been around since 1911 and represent over 3,800 member companies.

Lori found a way to become more important to them about ten years ago. They have huge money sponsors, but Lori worked out a deal for their golf tournament to supply memorabilia. That makes us more important to them and offers us a nice discount on our membership. Our annual membership is the only money changing hands, which is \$850. We discuss this in the annual report and at the convention, but it's worth mentioning how important this and all our other relationships are to gathering data for us!

Jason Culotta stopped working for WMC but didn't stop working for us. We are grateful he has continued to watch out for any legislation that is being proposed that affects our industry. Jason's biography, including his current position, is posted in the WACO Convention program, our Fall Workshop handouts, and the WACO Annual Report if you want more information about him. He is currently the President of the Midwest Food Products Association. He gets presently paid with camping certificates. Champions donates

all the stays, but let the WACO office know if you want to assist.

RVIA and WRVDA: We have developed a better relationship with these guys over the past four years. The board supported having Lori attend the strategic planning they held a few years back. They have spent a great deal of money on data we can use when trying to figure out zoning issues and just recently agreed to allow us to utilize this. That ad hoc group is working on a toolbox kit we can use for our town boards.

Speaking of that, WACO will again sponsor the opening reception at the **Wisconsin Association of Counties** to educate the board members about campgrounds and what our industry is and isn't. Our next group will be reeducating the Towns Association. We have worked with those guys, but it's been a while, so it's time to get to know them better.

Tina has also subscribed to 2 different software programs that pick out keywords and flag her when our industry is involved.

At WACO, we strive to keep our members informed about all the developments. However, if you have any questions or need further clarification, please don't hesitate to reach out to me directly. I'm always available for a chat.

Let's have a great rest of the season!

Scott

Scott

Scott Kollock

Owner of Vista Royale, WACO Board President

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2024 Fall Workshop Registration Form



Please be sure to pre-register for this event!

Mail To: PO Box 228 | Ettrick, WI 54627

Email To: danielle@seversonandassociates.com

Or, scan the QR code here to easily register online!



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:

\$50 FOR ONE WORKSHOP

\$95 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

NON-MEMBER FEE:

\$65 FOR ONE WORKSHOP

\$125 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

WHILE THERE IS NO CHANGE IN PRICE, IF THE NUMBER OF YOUR ATTENDEES SHOULD CHANGE, PLEASE CALL OUR OFFICE AT (608) 525-2327 TO LET US KNOW. WE USE THIS NUMBER TO PLAN MEALS SO WE APPRECIATE YOUR HELP IN KEEPING OUR MEAL COUNT ACCURATE.

Total Amount Due: \$ _____

Payment Method:

☐ Please Invoice Me – Email to: _____

☐ Check Enclosed

Check #: _____

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Card Type:

☐ MasterCard


☐ VISA

☐ Discover

☐ AmEx

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Billing Zip Code: _____



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.

Stuck In The Middle With You

When Campers Divorce, Go Bankrupt, Get Arrested or Vanish

Respectfully Submitted By Attorney Mark Hazelbaker, WACO Legal Counsel

Every now and then, the quiet and serenity of the campground is disturbed by trouble between or involving guests. When that happens, the campground is often affected even without doing anything to cause the problem. It might be a couple divorcing or going bankrupt. One camper might get arrested. These situations involve exceedingly complex issues. The legal questions are, almost always, the guests' problem. For you, the important point is to understand what is going on and how to stay out of the problem as much as possible. This article is a very general overview of the key concepts to rely upon. If you take one concept away from this article, it should be that you should take care of the campground and let your guests be responsible for solving their problems.

THE GUEST AGREEMENT IS A CONTRACT BETWEEN THE CAMPGROUND AND THE PEOPLE NAMED IN IT.

Every person who is a party to the Agreement has rights and responsibilities under it.

When John Smith and Jane Doe, husband and wife, sign a seasonal agreement, each of them is a guest entitled to the lodging provided by the Agreement. Each of them is required to pay the fees and perform the responsibilities in that document.

A guest may come to you and say, "I have a written agreement from my ex that the campsite is mine, and she does not have to pay for it." That agreement is between them. If she signed the seasonal agreement, she remains responsible for it. Unless a party is released from a contract by the other party (i.e., the campground) or a bankruptcy court (see below), they remain liable.

PROBLEMS BETWEEN CAMPERS ARE NOT YOUR PROBLEMS.

Suppose John and Jane get into a nasty fight which leads Jane to throw John out and tell him not to return. She comes to the campground office to inform you that she and John have separated and John is "no longer with her." As you undoubtedly have seen, people do not wait for a final judgment of divorce

Keepin' it Legal, Cont'd

to decide a marriage or relationship is over, to split up and to move on to someone else. This can lead to uncomfortable and even ugly or violent situations.

Jane can decide not to spend time with John. But she cannot force or require the campground to decide which guests get the campsite under the Agreement. Of course, you do not want a fight on the campground. The appropriate response probably is – “we cannot take sides in your relationship. If you expect the campground to refuse admission to John, you must get his agreement in writing to stay off the premises or get a court order. If you cannot agree or there is a breach of the peace at the campground, both of you will have to leave.”

People involved in disputes have options. First and foremost, they can talk to one another and reach an agreement. If there is harassment or abuse, the victimized party can get a restraining order. The Campground is not the proper party to resolve these disputes. Instead, enforce the peace of the campground—by removing both parties if necessary—and put the burden on them to decide who will pay the required fees.

DIVORCE CASES BETWEEN GUESTS ARE YOUR CONCERN ONLY IF THERE IS AN ORDER WHICH AFFECTS YOU

Imagine that John calls you and tells you he has filed for divorce from Jane. He says he will ask the Court to award him the camping trailer. He expects you to let him continue to occupy the trailer during the divorce. You ask him if he has a court order, and he answers, “Not yet.”

In Wisconsin, when a couple starts a divorce action, there is an automatic restraining order against both parties which forbids either party from restraining the liberty of the other, harassing the other, or disposing of marital property. Again, this is a problem for them. But if one of the spouses is asking you to take their side and has no court order, your answer has to be, “We simply cannot choose one spouse over the other.” That may be a hard position for you, but it’s the only sound choice legally and practically.

The parties can and often do obtain a “temporary order,” which awards temporary use of specified property owned by the couple to one or the other party. The temporary order may, for example, say that John is awarded the temporary use of the camping unit and the campsite. John may show the campground such an order and insist it binds the campground to keep Jane out. It does not; the order applies only to the parties. The order would also likely award responsibility for paying for the camper to one party – but that order does not mean the campground cannot collect from the other party. The other party is still obligated under the contract. The divorce court cannot cancel contracts or debts. It can only assign responsibility for those obligations. Sometimes, debtors go along with the court’s decision, but that is the campground’s choice.

Remember that, as a general rule, you get notice of any claim against you and the chance to be heard about it before an order is entered against you. A court order entered without notice is called an “ex parte” order. Such orders occur only in unusual circumstances. The most common circumstance where you can be affected by an order you had no chance to oppose involves bankruptcies (see below) and restraining orders entered in abuse cases.

Campers may come to you with a court order that says, “The Campsite at Fever River Campground is awarded to the husband.” The husband may say to you, “The Court has ordered you to keep my ex-wife



CDC UPDATES DOG IMPORTATION REGULATION

NEW RULES WILL START AUGUST 1, 2024

CDC Update

CDC is updating its [dog importation regulation](#) to protect the health and safety of people and animals by making sure any dog arriving in the United States is healthy and doesn't present a risk to our communities.

Starting on August 1, 2024, all dogs entering the United States must:

- Appear healthy upon arrival;
- Be at least six months of age;
- Be microchipped; and
- Be accompanied by a CDC Dog Import Form online submission receipt.

More Info

Additional requirements are based on where the dog has been in the last six months and whether or not the dog was vaccinated in the United States. For dogs arriving from [countries with a high risk of dog rabies](#), they must be protected against rabies.

CDC encourages people traveling with their dogs to use CDC's new personalized question-and-answer tool, "DogBot," on the [CDC website](#) to determine what rules apply to their dogs based on their travel dates, where their dog is traveling from, and where their dog was vaccinated (if required).

Source: <https://www.cdc.gov/media/releases/2024/s0508-Dog-Importation-Regulation.html#print>

Keepin' it Legal, Cont'd

off the campground.” That’s not correct. The order does not order the campground to do anything. By awarding the “campsite” to the husband, the order compels the wife to sign the necessary documents to remove her from the seasonal agreement. Whether you are willing to agree to that is up to you. You certainly can ask the husband if he has the money to pay for the site on his own.

YOU DO NOT ENFORCE RESTRAINING ORDERS AND NO-CONTACT ORDERS, BUT YOU SHOULD SEE THEY ARE ENFORCED.

It may happen that relations between guests go bad in a big way. That could involve a breakup between spouses or partners sharing a campsite. But it also could involve a feud between guests on different sites. It is possible for a court to issue a restraining order precluding a party from having contact with another party. It is also possible when a person is arrested for the person to be released on bail with a condition that they have no contact with a person and/or avoid certain premises. What does that mean for the campground?

Once again, court orders are not binding on the campground (or any party) unless they are directed to the party. It is highly unlikely a third party would be ordered to do anything in a restraining order – unless you are alleged to be part of the problem. If you get into a fight with some campers, for example, they might seek charges against you or try to get a harassment restraining order against you. It’s one of many reasons why we strenuously urge campground owners and employees not to become friends with campers.

Let’s assume two campers have a simmering feud which boils over into a nasty confrontation. One of them goes to the courthouse and gets a restraining order against the other. The sheriff will serve the injunction on the camper. If the camper violates the order, they may be arrested.

It is also possible that a violent confrontation might result in one or more campers being arrested, taken to jail and charged with disorderly conduct or battery. When the camper is released, they will be under various kinds of restrictions. There may be a “72-hour” condition of release forbidding contact with the alleged victim. After the initial appearance before a judge, the court will set conditions for the release on bail. One of them will likely be a prohibition against contact with the alleged victim and a requirement that the defendant avoid premises where the victim is. Violation of bail conditions is another crime known as “bail jumping.”

The result is the same whether it’s a restraining order or a bail condition. The camper involved cannot violate the order. But in the immediate aftermath of the incident, though, you must respect the court order – if you are aware of it. If a camper claims to be protected by a restraining order, they cannot expect the campground to respect the order if you do not have a copy. If the campground has seen the order (and I recommend you keep a copy if it is shown to you) you should treat apparent violations of the order like any other crime – call the sheriff and let them deal with it. In any such situation, handle the details yourself.



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Keepin' it Legal, Cont'd

Do not attempt to physically remove a guest. I'm sure you realize the danger is not worth the risk. You may ask a guest, in a diplomatic tone of voice, to leave. If that does not work, call the sheriff. Of course, the longer-term solution to the issue probably involves terminating the guest status of the camper, possibly including others who were not charged or restrained. It is not your fault that campers cannot behave.

It should be apparent that troubles of these kinds are very difficult for campgrounds. They disturb the serenity of the campground and risk the safety of the guests. They consume resources. It's a great reason to do a background check on prospective campers. I will comment on background checks in a future article.

BANKRUPTCY: LEAVING YOU WITH OBLIGATIONS BUT NO REMEDIES

Anyone in business will, sooner or later, be affected by bankruptcies. Unfortunately, people sometimes simply cannot get out from under a mountain of debt. It may result from the most common cause of financial distress, health care bills, or it could be irresponsibility. The cause is not material.

When an individual or a couple file bankruptcy, they go through an elaborate process mandated by federal law. Before filing, the debtors are required to go through credit counseling from an approved agency. The hope is that counseling may help debtors avoid filing or, if they file, having to file again.

Filing bankruptcy is not easy. The petition involved is lengthy, complex and demanding. Debtors must list every asset they have in exacting detail, and all debts they owe. When the petition is filed, the process begins, and with it, the effect on third parties begins.

After the debtor files the petition, the bankruptcy court issues an order which imposes what is called an "automatic stay." Once the stay is in place, creditors can no longer attempt to collect debts. One of the major benefits to debtors from filing bankruptcy is that it ends incessant phone calls, emails and texts from debtors looking to collect. Of course, the creditors are out of luck.

For the campground, bankruptcy is at a minimum, annoying. You will receive a notice from the bankruptcy court indicating the petition has been filed and you are listed as a creditor. The notice will inform you not to file anything unless the Court asks you to. Creditors who have security in collateral owned by the debtor can ask the court for "relief from stay" so they can foreclose the mortgage or other lien. Those requests are usually granted. A bank or finance company holding a lien against a camping unit is likely to get relief from stay and get title to the trailer. But campground agreements are rarely backed by a filed security interest. It is likely that any unpaid balance owed to you will be discharged. That means you cannot collect it.

Will you ever see any money from the bankruptcy? It's unlikely. The debtor is allowed to keep retirement accounts, a homestead allowance and a small amount of property. Other than that, everything the debtor owns is used to pay debts. There are "priorities" among the claims. The expenses of the bankruptcy get paid. Then, taxes owed are paid, followed by secured debts (mortgages, car loans). Most debtors don't even have enough assets to pay all their secured creditors. Any unpaid seasonal fees probably will be discharged.

There's one further and messy possibility. If a debtor decided to pay their seasonal fees in one payment and files for bankruptcy less than 180 days later, you may find yourself receiving a "claw back" letter. The

Keepin' it Legal, Cont'd

bankruptcy court looks back 180 days before the filing to make sure debtors have not unfairly manipulated their assets. If the debtor paid an unsecured debt like a seasonal fee, the bankruptcy court may order you to refund the seasonal fees to the bankruptcy trustee so the money can be used to pay higher priority claims. There's little to be done about that.

Once the bankruptcy case is completed, the court will enter judgment. At that point, the automatic stay expires. The previous debts are discharged. You cannot require the camper to pay what they owed as a condition of remaining on the property for the next season. You should ask the camper to complete a new application and evaluate whether they will be in a position to pay in the ensuing year. That is not as simple a question as it may sound. After bankruptcy, many debtors who have a respectable income are in much better financial condition. It is not unusual for people generally able to pay their bills to be crushed by a serious illness or accident. Once that debt is gone, they may be able to afford the campsite – if their camping trailer has not been repossessed.

This leads to a final bit of general advice about these and all other legal situations.

READ THE PAPERWORK. READ IT AGAIN.

Legal papers are often written in the formalistic language of lawyers. But if you read the papers, and read them a second time, you can usually figure out what you're supposed to do. When a person is sued, for example, they receive a document called a "Summons." The summons says what you are required to do – file an answer with the court. Letters from government agencies often state exactly what you're required to do – and people do not read them.

**READ THE PAPERWORK. READ IT AGAIN. IF YOU HAVE QUESTIONS, CALL SOMEONE.
DO NOT IGNORE PAPERS.**

If you get stuck in the middle of someone else's dispute, ask for help. It will not go away by ignoring it.





SCHOLARSHIPS TO ATTEND OHI'S NATIONAL SCHOOL DUE AUGUST 8

OHI (formerly National ARVC) and the [OHI Foundation](#) are proud to announce that George O'Leary National School of Hospitality Management scholarship applications are now being accepted. This is a great way for you and your staff to attend National School completely free of charge. The application deadline is notably earlier this year than in previous years, so this is your heads up to submit your application promptly. Applications must be submitted by August 8, 2024, and each scholarship covers the cost of a full registration plus a \$500 travel stipend. Don't miss this opportunity to advance your career in the Outdoor Hospitality Industry; when one of us grows, we're all better for it.

The George O'Leary National School of Outdoor Hospitality is a high-quality, in-person cohort program taught by industry experts focusing on business management principles and practices as applied to the Outdoor Hospitality Industry. You'll learn the competencies necessary to operate a thriving outdoor hospitality business.

[Click here to learn more about the George O'Leary National School of Outdoor Hospitality.](#)

[Click here to apply for the scholarship.](#)

OHI WILL OFFER MEMBER EXCLUSIVE RATE ON POOL CERTIFICATION COURSE IN SEPTEMBER

This September, OHI, along with Terry Munoz, an OHI Board Member, OHI Foundation Board Member and Certified Pool Instructor, will be providing a two-day online pool and spa operator certification training to OHI members.

"This two-day online course will ensure you and your staff know the critical information to operate your pool, provide proper water safety and ensure compliance with local and state regulations,*" says Munoz. "The PHTA Certified Pool & Spa Operator Certification is recognized by local and state authorities as the most widely accepted and verifiable pool and spa training credential. Each year, more than 30,000 professionals learn how to more efficiently operate safer aquatic facilities with this program."

The Certified Pool Operator Certification (CPO Certification) is valid for five years. This is an approved National Environmental Health Association course which will earn you 16 CEUs.

THE CPO CERTIFICATION COURSE WILL HELP YOU UNDERSTAND HOW TO:

- Operate a pool more easily and efficiently — saving time and money.
- Reduce chemical, electrical, biological, and physical hazards — protecting users and employees.
- Comply with key safety regulations — reducing liability and risk of closure.

The course will be held 100% online and will require a computer with internet access and the ability to use Zoom with a camera. More registration details are set to be released soon. While pool certification is not required in Wisconsin, having someone on your staff with certification does provide valuable opportunities to lower your insurance rates.

ATTEND OHCE®2024 IN OKC FOR FREE AS A HOSTED BUYER

OHI's Outdoor Hospitality Conference & Expo® (OHCE®) is right around the corner and you're not going to want to miss this year's event! OHCE®2024 is set to be held in Oklahoma City, Okla., from Nov. 4-6. Attendees can register at OHI.org/OHCE, or apply to be a Hosted Buyer to attend for free.

"We are always looking to improve upon the previous year and introduce new content, speakers and fun at OHCE®," said David Basler, chief strategy officer for OHI. "Attendees this year are going to experience an OHCE® like no other. Some approach events with an 'if it ain't broke, don't fix it' mentality, but we prefer to always be improving, reimagining and surprising our attendees with unique experiences."

OHCE® was also recently honored by being named (once again) as one of the 50 Fastest Growing Tradeshows in the country by Trade Show Executive Magazine. This prestigious recognition underscores OHCE's significant impact on the Outdoor Hospitality Industry and highlights its exponential growth trajectory in recent years.

This comes after OHCE®2023, held in Kansas City, Mo., surpassed all expectations, set new records and provided unequalled opportunities for industry professionals.

A key highlight of OHCE2023 was the remarkable success of the Expo, where exhibitors reported collective sales exceeding \$50 million. This milestone, verified by a third-party research firm, reflects the immense value generated at the event. From small independently owned campgrounds to corporate mega parks, OHCE attendees from Wisconsin and all across the country seized the opportunity to enhance their businesses and drive real economic impact within the industry.



OHI'S COFFEE CONVERSATIONS PROVIDE CASUAL NETWORKING TIME

Mark your calendars and grab your favorite morning beverage! OHI is hosting "[O-hi! Coffee Conversations](#)"—a virtual networking space for Outdoor Hospitality Industry professionals. We know your days are busy and networking can easily take a back-burner. But your morning brew can't, so we paired the two.

No matter where you are in your journey (or your day), these short and sweet 30-minute networking sessions brewing every other week provide the perfect opportunity for you to grow your community.

No topics, no speakers—just fellow industry professionals coming together to start their day growing. Join us for one of the upcoming "O-hi Coffee Conversation" on Wednesday, August 14 or 28.



TAX TALK



Sales & Income
TAX ADVISORY NETWORK



CAMPGROUND PURCHASES FOR DONATION VS GILBERT BROWN FOUNDATION PURCHASES **RESPECTFULLY SUBMITTED BY, HOLLY HOFFMAN**

One of the March convention's questions is about purchasing items for donation – for raffle/fundraising prizes for the Gilbert Brown Foundation events. I provide the long-winded explanation and a short answer at the top. Remember that I assume that the Gilbert Brown Foundation (GBF) qualifies for the Occasional Sales Exemption for nonprofit organizations. So truly, all purchases AND all sales directly by GBF are exempt from sales and use tax.

- 1. Only Gilbert Brown Foundation (GBF) can use its exempt status to purchase/sell exempt. This status does not transfer to campgrounds to use, even if you are holding an event for GBF. (Read below article for more information.)**
- 2. Campground cannot purchase items that are not inventory items – without tax for resale – claiming donation to GBF or other exempt entity. According to tax law, only items pulled from inventory (that were purchased for resale) do not incur tax (are not used in a taxable manner) if donated to an exempt entity. A TV or bike specifically purchased for donation, that is not normally part of campground inventory, is subject to tax.**
- 3. Beware that your inventory items are donated to a qualifying exempt entity. Donations to a fundraiser event that is not one of the tax exempt organization listed in sec. 77.54(9a), Wis. Stats. and holds a certificate of exempt status from the State of Wisconsin Department of Revenue, then your donations are subject to use tax. This might be a local individual who is struggling with health issues, had a disaster in their home, or a car accident.**
- 4. If you purchase something from the GBF silent auction the purchase is subject to sales tax if the item is a taxable item (i.e., lottery tickets or gift cards are not taxable).**
- 5. Raffles are not a sale. So winning something from a raffle is not subject to tax. The purchase of items provided as prizes in a raffle are taxable as applicable based on what the item is or who purchased the item.**

Inventory. If a business buys inventory without tax for resale, and then uses the inventory, the business owes use tax.

- » **Example:** A retailer of office furniture buys a desk and places it in its inventory. Rather than selling the desk, the retailer uses the desk in its office. The retailer owes use tax on its purchase price of the desk.

Giveaways. Generally, if a business purchases an item without tax and then gives it away in Wisconsin, the business owes use tax.

- » **Example:** To advertise its business, an insurance agency gives pens and calendars to its Wisconsin customers. The agency's purchase of the pens and calendars is subject to tax.

Use tax applies to the total purchase price of a taxable item, including charges by the retailer for shipping and handling.

A business registered to collect Wisconsin sales or use taxes must report tax due on its Wisconsin sales and use tax return.

Donated property. Property that is purchased without tax for resale and later used in a taxable manner is subject to Wisconsin use tax. The business is the consumer of such property that it uses, rather than sells. The use tax is based on the purchase price of the property.

Exception: A donor business does not owe use tax if the property is purchased without tax for resale and later donated to a tax exempt organization listed in sec. 77.54(9a), Wis. Stats. If the exempt organization is not a governmental unit, the donor business should obtain the exempt organization's certificate of exempt status number to document this exemption.

- » **Example 1:** Retailer sells athletic wear. Retailer takes a football jersey out of stock and donates it to Exempt Organization, who will use the JERSEY AS A PRIZE IN ITS RAFFLE. RETAILER DOES NOT INCUR A USE TAX LIABILITY, since the jersey is donated to a qualifying tax exempt organization.



This exemption only applies to donations to qualifying organizations (i.e., organizations listed in sec. 77.54(9a), Wis. Stats.). A fundraiser may be held to benefit an individual. Property that is taken out of inventory and donated to a fundraiser for an individual does not qualify for exemption from use tax, since the funds raised benefit an individual and not a qualifying organization. The donor is liable for use tax on its purchase price of taxable products donated in this manner.

- » **Example 2:** Individual has incurred medical expenses that are not covered by insurance. Individual's friends and neighbors organize a silent auction, with the proceeds being used to defray Individual's medical expenses. Retailer takes a football jersey out of inventory and donates it to the auction. Retailer is the consumer of the jersey that it uses in a taxable manner and must pay use tax on its purchase of the jersey. The exemption for property purchased without tax for resale and donated does not apply, since the property is being donated to a nonqualifying person or organization.

Only the qualifying exempt organization may make purchases exempt from Wisconsin sales and use tax. A purchase by an individual is taxable, even if the products or services purchased are intended for the

TAX TALK CONTINUED

exempt organization and the individual is reimbursed by the organization for the purchase.

Exception: When an individual makes a purchase on behalf of an exempt organization and the invoice or billing document identifies the organization as the purchaser, the purchase is exempt from tax provided the individual gives the seller the organization's CES number, or a properly completed exemption certificate (S-211E or Form S-211).

If making payment using personal funds, the individual must also provide the seller a written statement from the organization indicating the individual is authorized to make the purchase on behalf of the organization and that the organization will reimburse the individual for the purchase.

The seller must keep the exemption certificate on file and/or record the CES number on the copy of the invoice the seller keeps.

- » **Example 1:** Nonprofit Organization holding a CES number orders office supplies. Nonprofit Organization provides the seller a properly completed exemption certificate identifying Nonprofit Organization as the purchaser. The seller issues an invoice identifying Nonprofit Organization as the purchaser. Nonprofit Organization pays using a check drawn on the organization's bank account. The sale of office supplies to Nonprofit Organization is exempt from Wisconsin sales tax.
- » **Example 2:** Individual purchases office supplies on behalf of a qualifying organization. Individual provides the seller the organization's CES number and a letter from the organization stating Individual is authorized to make the purchase for the organization. The sale is invoiced in the organization's name. Individual pays for the purchase using their personal credit card and is subsequently reimbursed by the organization for the purchase price. The sale of office supplies to the organization is exempt from Wisconsin sales tax.
- » **Example 3:** Individual purchases office supplies on behalf of a qualifying nonprofit organization. The invoice is issued in Individual's name. Individual pays for the purchase using their personal credit card and is subsequently reimbursed by the organization for the purchase price. The sale of office supplies is taxable, as the sale was made to Individual. Neither the organization nor Individual are allowed a refund of sales tax paid.

Holly Hoffman is the owner of Sales Tax Advisory Network where she provides sales tax compliance support and training. Prior to starting her business, she was a former WI Dept of Revenue auditor and head of the Dept of Revenue's Speaker's Bureau. She has presented at WACO conventions for almost 10 years. Contact Holly Hoffman for the Sales Tax Audit Protection Plan to get guidance like this and audit defense protection.

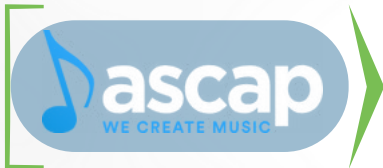
Thank you!

Holly Hoffman
Sales Tax Advisory Network, LLC
holly@salestaxlady.com

MUSIC LICENSE



WORKING TOGETHER WITH CAMP MEMBER STATE ASSOCIATIONS CONFIDENCE-BUILDING STRATEGIES & ENSURING MEMBER BENEFIT AVAILABILITY LEVERAGING NATIONAL OPPORTUNITIES TO SUPPORT CAMPGROUNDS & RV PARKS



**UP TO 50%
DISCOUNT**

ASCAP Music License Discounts up to 50%. 975,000 songwriters, composers & music publishers.
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Global Music Rights Discounts up to 20%.
Represents today's greatest and most popular music creators. 115,000 works. 100 + Billboard Top 100 #1s
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**UP TO 20%
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GLOBAL
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**UP TO 20%
DISCOUNT**

SESCAC Music License Discounts up to 20% and access to over 1,000,000 songwriters, composers, and music publishers!
[Repertory available here or by clicking on the QR code to the right.](#)



**OPEN ENROLLMENT WILL BE
SEPTEMBER THROUGH JANUARY 20TH**



Great Customer Service Responses to Common Campground Policy Questions

Submitted by WACO's ED, Lori Severson

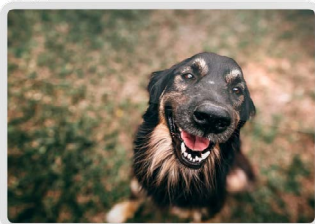
By the end of July, we're all tired and stressed. We've heard and seen just about everything! In this timeframe, it's easy to lose your mind on a customer, which unfortunately only leads to bad reviews and the loss of a future guest.

Remember these keys: What do I want to have happen? What do we need to do for the business and our reputation? What impact does it have on the team and other customers? Is the answer to the customer request a hard "no," and if so, what's the best way to explain your policy? Your answer involves balancing empathy and understanding with clear policy communication.

GUEST QUESTION: WHY CAN'T MY DOG BE IN THE CABIN?

Response 1: "We love our furry friends and understand they are part of the family. However, our policy ensures the comfort and safety of all our guests, some of whom may have allergies or fears. We offer a Dog Park and pet-friendly camping sites where your dog is more than welcome."

Response 2: "We have a no-pets policy to keep our cabins in the best condition for all guests. We want to ensure everyone enjoys a clean, allergy-free environment. We appreciate your understanding and know you would like the same if your child had allergies."



Response 3: "Our no-pet policy for cabins is in place to maintain the cleanliness and allergen-free environment for future guests. We have designated pet-friendly zones where you and your pet can

enjoy your stay comfortably."

Response 4: "We aim to provide a pleasant experience for all guests. Our no-pets policy in cabins helps us manage allergies. We offer pet-friendly cabins for guests with pets, where the next guest understands we clean thoroughly, but there has been a pet in the cabin. The \$XX Cleaning fee is for the additional sanitizing and cleaning specific to a pet."

BUT my dog is a service dog!

"Totally understand. What service does your dog provide for you?"

- You do not have to accommodate the guest if it's a comfort pet.
- If it's a service dog assisting with pulling a wheelchair, or one trained to fetch specific items, sense diabetic symptoms, etc. – that's a service dog, and you have to allow it.

GUEST QUESTION: WHY CAN'T MY CHILD BE ALONE IN THE POOL?

Response 1: "Your child's safety is our top priority. Our policy requires adult supervision for children in the pool to ensure they are always safe and secure. Thank you for helping us keep the pool a fun and safe place for everyone."

Response 2: "We want everyone to have a safe and enjoyable time at the pool. Requiring adult supervision helps prevent accidents and ensures immediate assistance is available if needed. I appreciate your cooperation."

Response 3: "Our lifeguard policy mandates that children must be accompanied by an adult for their safety. We appreciate your understanding and cooperation in helping us maintain a safe environment for all our young swimmers."



Response 4: "To ensure the safety of all our guests, children must be supervised by a guardian in the pool. This policy helps us prevent accidents and provides a safe swimming experience for everyone. We appreciate your understanding." You can use variations of these for the pond or other bodies of water.

GUEST QUESTION: CAN I GET A REFUND? IT RAINED DURING MY STAY.

Response 1: "We understand that weather can be unpredictable and can affect your stay. However, our policy does not offer refunds for weather-related issues. We hope you can enjoy other amenities and activities we offer during your stay."

Response 2: "We're sorry to hear about the weather affecting your stay. Unfortunately, we cannot provide refunds for weather conditions, but we would be happy to help you make the most of your visit with alternative activities." Tell them (if it applies) that you do have a weekend in September or October you could offer – reducing the next stay.

Response 3: "We understand the weather was not ideal. While we don't offer refunds for weather-related issues, we encourage you to take advantage of our indoor amenities and other activities to make your stay enjoyable."

Response 4: "Weather is beyond our control, and our policy does not allow for refunds due to weather conditions. However, we're here to help you find other ways to enjoy your stay despite the rain."

Response 5 - A fun one: We make it clear that we will never charge you for sunshine ... and shut up and let them think on it.

Continued on next page!

IMPORTANT LINKS

LAST WEEK, WACO SENT OUT 2025 MEMBERSHIP INFORMATION! THE PACKETS INCLUDED FORMS TO UPDATE YOUR MEMBERSHIP LISTING IN THE DIRECTORY, MEMBERSHIP RENEWAL FORMS, THE FALL WORKSHOP TOUR REGISTRATION & LINKS FOR THE UPCOMING CONVENTION & TRADESHOW.

CLICK BELOW TO TAKE CARE OF BUSINESS TODAY!

MEMBERSHIP DUES FORM



Visit this link to view on a desktop computer:
bit.ly/2025WACOdues

FALL TOUR/ WORKSHOP FORM



Visit this link to view on a desktop computer:
bit.ly/2024FallTour

ANNUAL CONVENTION & TRADE SHOW + HOTEL



REGISTRATION



HOTEL

Visit these links to view on a desktop computer:
bit.ly/2025convention
bit.ly/2025WACOhotel

Great Customer Service Responses to Common Campground Policy Questions

GUEST SITUATION: I HAVE TO CANCEL BECAUSE I HAVE A DEATH IN THE FAMILY. THIS STATEMENT IS A TOUGH ONE AND NEVER FUN!

Response 1: "We are deeply sorry for your loss. In such cases, we do offer exceptions to our cancellation policy. Please provide any necessary documentation when you can, and we will process your refund as quickly as possible."

Response 2: "Our heartfelt condolences for your loss. We understand these are difficult times and will make an exception to our standard policy. Please let us know how we can assist you with your cancellation and refund."

Response 3: "We're very sorry to hear about your loss. You know our policy, and we will do our best to get you in on a weekend that works for you by transferring your current reservation to that timeframe."

Response 4: "We extend our sincerest condolences. Unfortunately, I can not give a refund for any reason, but here's what I can do_____."

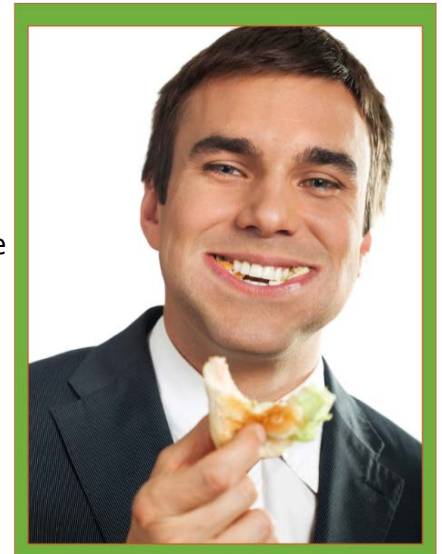
GUEST SITUATION: I ATE ALL MY FOOD BUT WANT A REFUND.

Response 1: "We're glad you enjoyed your meal. However, our policy is that we cannot offer refunds for food that has already been consumed. If there was an issue with the food, please let us know so we can address it."

Response 2: "Thank you for dining with us. Unfortunately, we cannot issue a refund after a guest has consumed the food. If your meal had a problem, we'd like to hear more about it and make it right."

Response 3: "We appreciate your feedback. Our policy is not to provide refunds for consumed meals. Please let us know if you encounter any issues, and we will do our best to address them."

Response 4: "We're sorry, but we cannot refund meals that have been fully consumed. If there was an issue with your food, please share the details with us, and we will work to resolve it."



GUEST QUESTION: YOUR PRICES ARE CRAZY FOR THIS SITE. CAN I GET A DISCOUNT?

Response 1: "We strive to offer a high-quality experience for all our guests. Our pricing reflects the amenities and services we provide. While we can't offer a discount, we believe the value you'll receive makes it worthwhile."

Response 2: "Our rates are set based on the amenities and overall experience we offer. We aim to provide excellent value for the price. We hope you'll find your stay enjoyable and worth the cost."

Response 3: "We understand that budgeting is important. Our prices are designed to reflect the quality and range of our services. While we can't offer discounts, we believe you'll find our amenities and service worth the investment."

Great Customer Service Responses to Common Campground Policy Questions

Response 4: "Our pricing ensures we can maintain high standards and a range of amenities for all guests. We can't offer a discount, but we are confident you will find great value in your stay with us."

GUEST QUESTION: WHY DO I NEED TO WEAR A WRISTBAND?

Response 1: "Wristbands help us ensure that only registered guests use our facilities, which keeps everyone safe and secure. It also allows us to provide the best possible experience by managing access effectively."

Response 2: "We require wristbands to maintain a secure environment for all our guests. This process helps us identify registered guests and ensures everyone can enjoy our amenities safely."

Response 3: "Wristbands are part of our security measures to ensure that our facilities are used only by registered guests. The wristbands help us maintain a safe and enjoyable environment for everyone."

Response 4: "Our wristband policy helps us manage and monitor access to our amenities, ensuring that all guests are registered and safe. It's a small step to enhance everyone's experience."

GUEST QUESTION: WHY DO I HAVE TO BE REGISTERED TO BE IN THE PARK?

Response 1: Registration helps us manage the number of visitors and ensures that our facilities are being used by guests who have booked their stay. This way, we can provide the best experience for everyone.

Response 2: We require all guests to be registered for security reasons and to ensure that our amenities are reserved for those who have planned their visit with us. This registration process helps us maintain quality and safety.

Response 3: "By registering, you help us maintain a safe and enjoyable environment for all guests. It al-

lows us to control the number of visitors and provide a high-quality experience for everyone."

Response 4: "Registration ensures that we can offer our guests the best possible service and amenities. It helps us manage the facilities efficiently and keeps the park secure."



GUEST QUESTION: WHY CAN'T I CARRY MY ALCOHOL TO THE BAR?

Response 1: "For safety and regulatory reasons, we don't allow outside alcohol in the bar. This rule helps us ensure that all beverages meet safety standards and comply with local laws."

Response 2: "Our policy prohibits outside alcohol in the bar to comply with licensing laws and to maintain a safe environment for all guests. We appreciate your understanding."

Response 3: "To ensure compliance with local laws and maintain a safe, controlled environment, we do not allow outside alcohol in the bar. We offer a wide selection of drinks for you to enjoy."

Response 4: "Our no outside alcohol policy is in place to meet regulatory requirements and ensure the safety of all guests. We hope you'll enjoy the beverages available at our bar."

GUEST QUESTION: WHY CAN'T WE DO A POTLUCK?

Response 1: "While potlucks are a fun idea, health and safety regulations prevent us from allowing them. We must ensure that all food served meets safety standards and is properly prepared."

Great Customer Service Responses to Common Campground Policy Questions

Response 2: "For health and safety reasons, we cannot permit potlucks. We must ensure that all food served at our campground is prepared in a controlled environment to meet health standards."

Response 3: "To comply with health regulations, we do not allow potlucks. This policy helps us ensure that all food provided meets safety standards. Thank you for understanding."

Response 4: "Our policy against potlucks is due to health and safety regulations. We want to ensure that all food served at our campground is safe and prepared under controlled conditions."



GUEST QUESTION: I WANT 12 PEOPLE ON MY SITE – WHY CAN'T I?

Response 1: "To ensure a comfortable and safe experience for all our guests, we have a limit on the number of people per site. This limitation helps us manage resources and facilities more effectively."

Response 2: "Our site capacity limits are in place to ensure everyone has enough space and access to amenities. Exceeding this limit can impact the experience of all guests. We appreciate your understanding."

Response 3: "To maintain the quality of our facilities and the comfort of all guests, we limit the number of people per site. This policy helps us ensure everyone can enjoy their stay."

Response 4: "We limit the number of people per site to provide all guests with a safe and enjoyable environment. This policy helps us manage our resources and ensure a pleasant experience for everyone."

GUEST SITUATION: MY NEIGHBORS ARE TERRIBLE. I WANT TO MOVE, BUT THERE ARE NO SITES AVAILABLE.

Response 1: "We're sorry to hear about your experience with your neighbors. While we don't have any sites available now, we can address the situation with your neighbors to help improve your stay."

Response 2: "I apologize for the inconvenience. Although we can't move you to a different site, we can speak with your neighbors to ensure everyone adheres to our campground rules and respects each other's space."

Response 3: "We regret that you're having issues with your neighbors. While we currently have no available sites, we can address the situation directly with your neighbors to ensure a more pleasant experience."

Response 4: "We understand your frustration with your neighbors. Since we have no available sites, we will address the issue with them to help improve your stay. Thank you for bringing this to our attention."

GUEST QUESTION: WHY ARE YOU TAKING MY GOLF CART AWAY? I WAS JUST LETTING THE KIDS DRIVE TO HAVE SOME FUN.

Response 1: "We understand that kids want to have fun, but for safety reasons, only licensed drivers can operate golf carts. This policy ensures the safety of everyone in the campground. I appreciate your understanding."

Response 2: "Safety is our top priority, and our policy requires that only licensed drivers operate golf carts. This helps prevent accidents and keeps

Great Customer Service Responses to Common Campground Policy Questions

everyone safe. We appreciate your cooperation.”

Response 3: “Our policy mandates that only licensed drivers can operate golf carts to ensure safety. We want to prevent any potential accidents and keep everyone safe. Our insurance policy doesn’t allow it. We appreciate your understanding.”

Response 4: “For the safety of all our guests, only licensed drivers are permitted to drive golf carts. This policy helps us prevent accidents and ensure everyone’s safety. Thank you for being so understanding.”

GUEST SITUATION: MY SITE IS WET. I WANT TO MOVE.

Response 1: “We apologize for the inconvenience. While we currently have no available sites to move you to, we can provide additional resources to help make your current site more comfortable. Please let us know how we can assist.”

Response 2: “We’re sorry to hear about the wet conditions. Unfortunately, we don’t have any available sites to move you to. However, we can offer some solutions to help improve your stay at your current site.”

Response 3: “We understand the wet conditions can be frustrating. While we don’t have any available sites, we can provide assistance to help make your current site more comfortable. Please let us know what you need.”

Response 4: “We apologize for the inconvenience caused by the wet conditions. Although we don’t have any available sites to move you to, we can help make your site more comfortable. Please let us know how we can assist.”

GUEST SITUATION: THE BUGS ARE RIDICULOUS. I WANT A REFUND.

Response 1: “We understand that bugs can be bothersome. Unfortunately, we cannot offer refunds for natural occurrences. However, we can provide some insect repellent and tips to help minimize their impact on your stay.”



Response 2: “We apologize for the inconvenience caused by the bugs. While we cannot issue a refund for natural occurrences, we offer an activity using all-natural oils that act as insect repellent! Join us at _____.”

GUEST SITUATION: IF YOU DON’T GIVE ME SOME COMPENSATION, I WILL WRITE A NASTY REVIEW.

Response 1: “We strive to provide the best experience for our guests and are sorry to hear you’re unhappy. While we cannot offer compensation, we value your feedback and would like to address any specific issues you encountered to improve your stay.”

Response 2: “We’re sorry to hear you’re dissatisfied. We take all feedback seriously and would like to understand the issues you’ve experienced. While we cannot offer compensation, we are committed to resolving any problems to the best of our ability.”

Response 3: “We apologize that your experience was not as expected. While we cannot offer compensation, we appreciate your feedback and are here to address any concerns you may have to ensure future guests have a better experience.”

Response 4: “We regret that you’re considering a negative review. We value all feedback and want to address any issues you’ve encountered. While compensation is not part of that process, we are committed to improving based on your experience.”

Great Customer Service Responses to Common Campground Policy Questions



GUEST SITUATION: I HAD TO WAIT 45 MINUTES FOR MY FOOD.

Response 1: "We apologize for the long wait time for your food. We strive to provide timely service and appreciate your patience. Please let us know if there is anything we can do to make your dining experience more enjoyable."

Response 2: "We're sorry for the delay in your food service. We aim to serve our guests promptly and appreciate your understanding. Please accept our apologies and let us know if there's anything we can do to improve your experience."

Response 3: "We apologize for the wait time you experienced. This kind of wait is unusual for us. We strive to provide efficient service and appreciate your patience. Please let us know how we can make your visit better."

Response 4: "We regret the long wait for your meal and appreciate your patience. We aim to serve all guests promptly and are sorry we fell short. Please let us know how we can make it right. What do you think is fair?"

GUEST SITUATION: THE INTERNET ISN'T WORKING. I WANT A REFUND.

Response 1: "We apologize for the inconvenience with the internet service. While we cannot offer refunds for this issue, we are working to resolve it quickly. Thank you for your patience."

Response 2: "We understand how important internet access is and apologize for the disruption. While we cannot issue a refund, we are doing everything possible to fix the problem swiftly. I appreciate your understanding."

Response 3: "We're sorry for the inconvenience with the internet service. Unfortunately, we cannot

provide a refund for this issue, but we are actively working to resolve it. Thank you for your patience."

GUEST SITUATION: THE AIR CONDITIONER IN MY RENTAL UNIT WILL NOT WORK. I HAVE IT SET ON 59!



Response 1: "We apologize for the trouble with your air conditioner. Setting it too low can sometimes cause it to malfunction. We'll send maintenance to check and fix the issue right away. Thank you for your patience."

Response 2: "We're sorry about the issue with your air conditioner. Often, setting it too low can cause problems. Our maintenance team will address it immediately to ensure your comfort."

Providing clear, empathetic responses to these common campground questions helps ensure a positive experience for all guests while upholding the policies that maintain the quality and safety of the campground. As hard as it is to say it the way you want to – be sure you think about how you can handle this without escalating the situation. We all have those times when we not only want to throw fuel on the fire but also want to throw the propane tank on it! Re-think and Remind yourself what you need to do to make YOUR business successful. You have got this!!



BACKGROUND CHECKS



Easy & Instant Background Checks

Are you doing enough to keep your campground guests safe? Uncover sex offenders, dangerous criminals, and fraud in seconds for only \$34.95.



Identify Safety Risks

Run an instant criminal background check and show guests your campground is safe.



Get Paid on Time

Don't get stuck with a guest that doesn't pay. Get a credit report to uncover late payments and eviction history.



Hire a Good Employee

A bad hire can ruin a good thing. Hire confidently by verifying identity, criminal records, and more.

For Guest Screening visit TenantAlert.com/Hospitality
For Employee Screening visit aGoodEmployee.com/Hospitality



WACO Web Stats & Social Media Trends

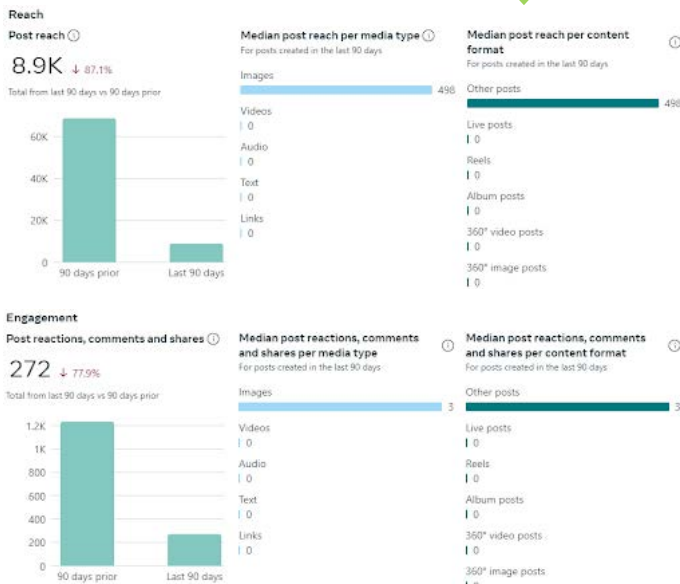


Facebook/Instagram Insights - June

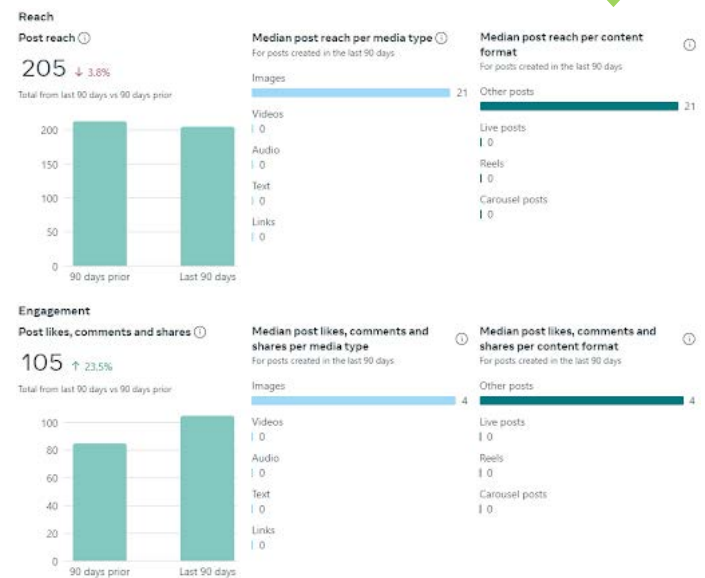
Total FB current likes: 10,412 (-6 from May)

Total IG current followers: 596 (no change from May)

Last 90 Days FB



June IG



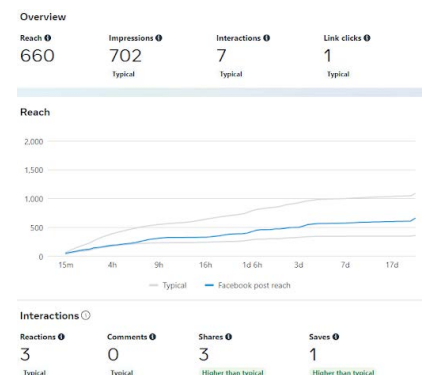
Top Posts in June 2024



June IG



June FB

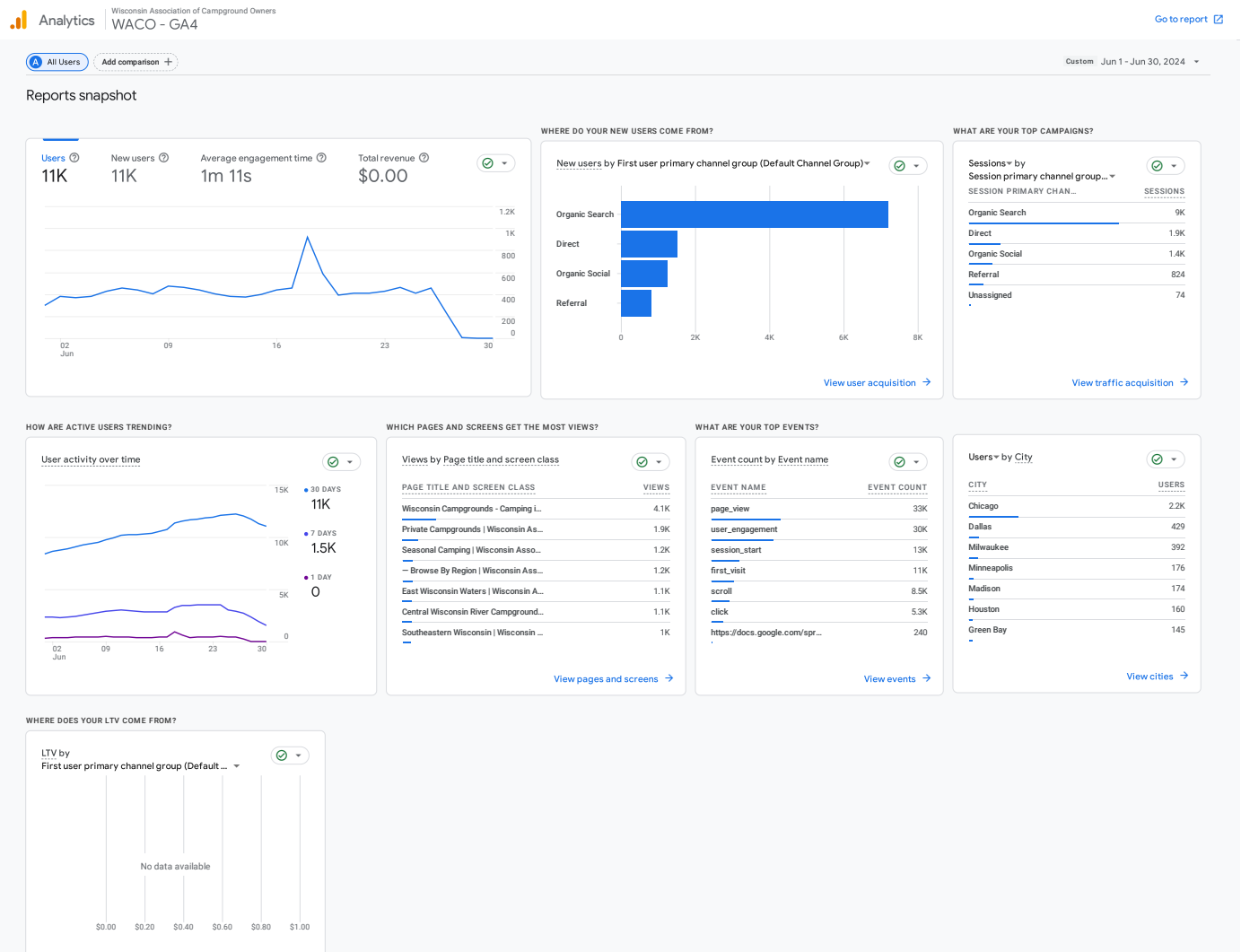


WACO Web Stats & Social Media Trends



June 2024

WEB MONTHLY SNAPSHOT



WACO Web Stats & Social Media Trends



YTD Jan-June 2024 WEB MONTHLY SNAPSHOT

Analytics Wisconsin Association of Campground Owners
WACO - GA4

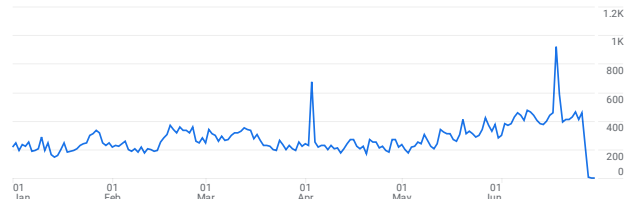
[Go to report](#)

All Users Add comparison

Custom Jan 1 - Jun 30, 2024

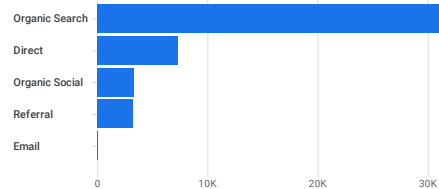
Reports snapshot

Users 47K New users 46K Average engagement time 1m 16s Total revenue \$0.00



WHERE DO YOUR NEW USERS COME FROM?

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



[View user acquisition](#)

WHAT ARE YOUR TOP CAMPAIGNS?

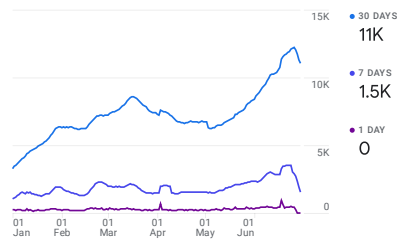
Sessions by Session primary channel group

| SESSION PRIMARY CHAN... | SESSIONS |
|-------------------------|----------|
| Organic Search | 41K |
| Direct | 9.5K |
| Organic Social | 3.8K |
| Referral | 3.5K |
| Unassigned | 312 |
| Email | 3 |

[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... | 15K |
| Private Campgrounds Wisconsin As... | 7.3K |
| Seasonal Camping Wisconsin Asso... | 6.1K |
| — Browse By Region Wisconsin Ass... | 4.9K |
| Central Wisconsin River Campground... | 4.8K |
| East Wisconsin Waters Wisconsin A... | 4.2K |
| Southeastern Wisconsin Wisconsin ... | 4.1K |

[View pages and screens](#)

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

| EVENT NAME | EVENT COUNT |
|------------------------------|-------------|
| page_view | 148K |
| user_engagement | 134K |
| session_start | 58K |
| first_visit | 46K |
| scroll | 40K |
| click | 23K |
| https://www.wisconsincamp... | 2.3K |

[View events](#)

Users by City

| CITY | USERS |
|-------------|-------|
| Chicago | 8K |
| Milwaukee | 1.4K |
| Dallas | 1.3K |
| Warsaw | 1.2K |
| Madison | 860 |
| Ashburn | 800 |
| Minneapolis | 617 |

[View cities](#)

WHERE DOES YOUR LTV COME FROM?

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



[View user acquisition cohorts](#)

WACO Web Stats & Social Media Trends



YTD (Jan-June 23 vs 24) WEB MONTHLY SNAPSHOT

Analytics Wisconsin Association of Campground Owners WACO - GA4 [Go to report](#)

All Users Add comparison

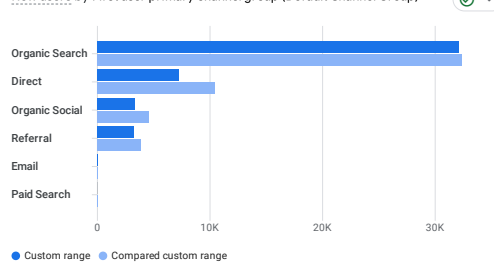
Custom Jan 1 - Jun 30, 2024
Compare: Jan 1 - Jun 30, 2023

Reports snapshot

Users 47K ↓ 9.3%
New users 46K ↓ 10.2%
Average engagement time 1m 16s ↓ 11.8%
Total revenue \$0.00



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



[View user acquisition](#)

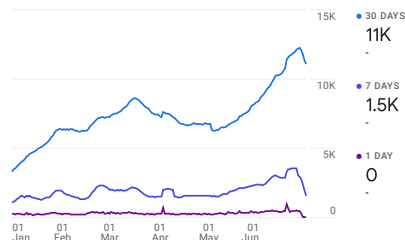
Sessions by Session primary channel group

| SESSION PRIMARY CHAN... | SESSIONS | |
|-------------------------|----------|----------|
| Organic Search | 41K | ↑ 10.6% |
| Direct | 9.5K | ↓ 28.8% |
| Organic Social | 3.8K | ↓ 22.5% |
| Referral | 3.5K | ↓ 17.3% |
| Unassigned | 312 | ↓ 19.0% |
| 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... | 15K | ↓ 29.1% |
| Private Campgrounds Wisconsin As... | 7.3K | ↓ 23.7% |
| Seasonal Camping Wisconsin Asso... | 6.1K | ↓ 6.3% |
| Central Wisconsin River Campground... | 4.8K | ↓ 28.3% |
| Browse By Region Wisconsin Ass... | 4.9K | ↓ 20.5% |
| East Wisconsin Waters Wisconsin A... | 4.2K | ↓ 30.3% |
| Northwoods Region Wisconsin Ass... | 3.5K | ↓ 34.0% |

[View pages and screens](#)

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

| EVENT NAME | EVENT COUNT | |
|------------------------------|-------------|---------|
| page_view | 148K | ↓ 19.5% |
| user_engagement | 134K | ↓ 14.8% |
| session_start | 58K | ↓ 9.8% |
| first_visit | 46K | ↓ 10.2% |
| scroll | 40K | ↓ 25.6% |
| click | 23K | ↓ 16.7% |
| https://www.wisconsincamp... | 2.3K | ↓ 12.5% |

[View events](#)

Users by City

| CITY | USERS | |
|-------------|-------|----------|
| Chicago | 8K | ↑ 45.3% |
| Milwaukee | 1.4K | ↓ 54.9% |
| Madison | 860 | ↓ 19.2% |
| Dallas | 1.3K | ↑ 126.7% |
| Appleton | 533 | ↓ 43.7% |
| Green Bay | 582 | ↓ 26.9% |
| Minneapolis | 617 | ↓ 17.0% |

[View cities](#)

WHERE DOES YOUR LTV COME FROM?

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



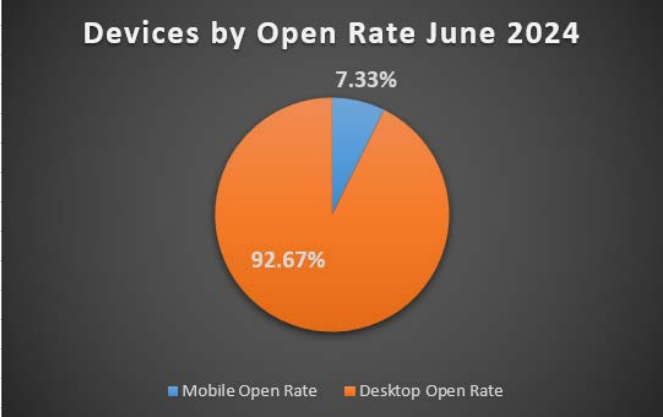
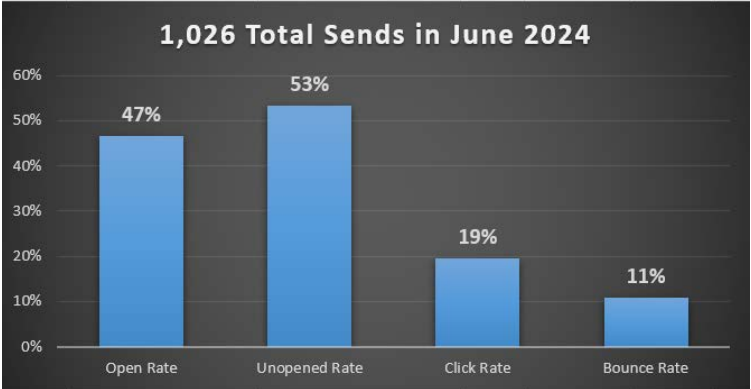
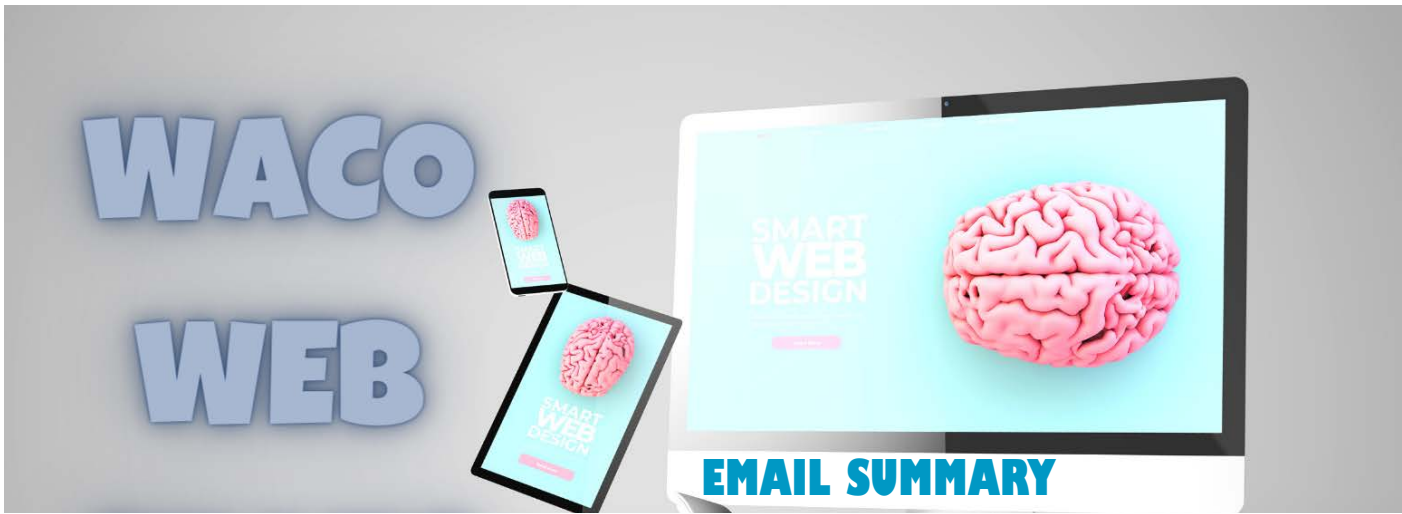
[View user acquisition cohorts](#)



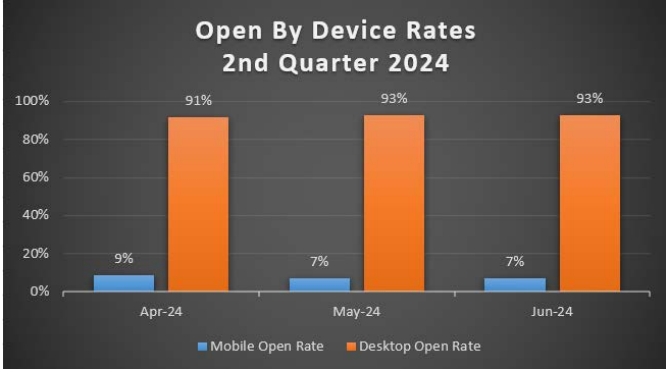
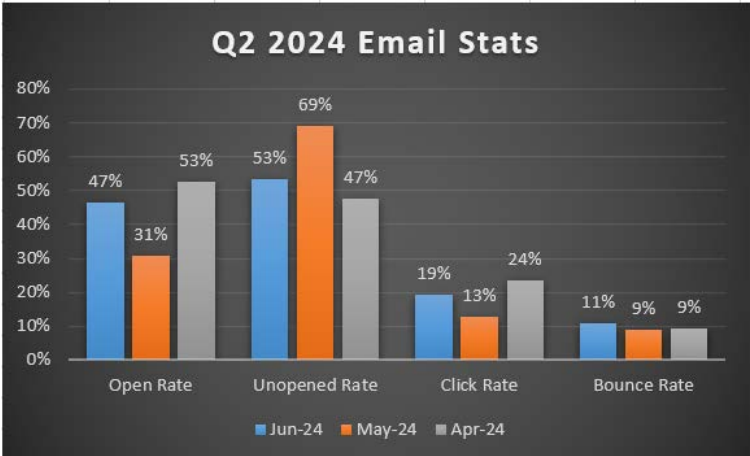
John Jaszewski | Owner/Broker - MN & WI
Campgrounds4Sale.com

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

john@campgrounds4sale.com | www.campgrounds4sale.com



QUARTERLY SUMMARY



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 7/24/24)



| Campground | Total Funds Raised |
|------------------------|--------------------|
| Duck Creek | \$24,255 |
| Wilderness Campground | \$11,425 |
| Huckleberry Acres | \$10,429 |
| Emrick Lake Campground | \$3,680 |
| Pride of America | \$1,665 |
| Buffalo Lake | \$1,407 |
| Green Lake Campground | \$1,385 |
| Stoney Creek | \$1,210 |
| Evergreen Campsites | \$1,125 |
| Lake Arrowhead | \$810 |
| Timber Trail | \$800 |
| Yukon Trails / ELS | \$795 |
| Arrowhead Campground | \$460 |
| Dells Camping Resort | \$355 |
| GRAND TOTAL | \$59,801 |

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!

Thank You



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.



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2024-2027 1st Term



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2024-2025



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2020-2025 2nd Term



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2021-2024 1st Term



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2021-2024 1st Term



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2022-2025 1st Term



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2022-2025 2nd Term



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2023-2025 1st Term



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2024-2027 1st Term



Ben Stefan, Director
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2024-2027 1st Term



Jim Button, OH Representative
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Adam Malsack, Chair Elect
Legislative
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Appointed Term 2016-2023



Lori Severson, Executive Director
Severson & Associates
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