

HELLO
SEPTEMBER

LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO



Dear Members,

The September fall tour was terrific, and seeing so many of you was a real "shot" of enthusiasm that we ALL need, especially this time of year!

The fall shoulder season looks to be an interesting one. I'm hearing from all over the country that numbers are trending down from last year. Those folks with big Halloween events planned are doing okay, but either way, it's time to put on our marketing hats. I believe, from all I've seen and heard through RVIA, KOA, and CAMP, it's time to turn on the guerilla marketing. We rode the crazy pandemic wave and enjoyed the uptake in business for sure. I think now is the time to get used to our new normal.

People seem more cautious with their entertainment money, so let's start next season while it's fresh. Don't kill the messenger on this one. I know you are beat from the season, but if you take just 15 minutes to note what happened this summer and how you

can improve, you will see a big difference next season. Let's give it the good old college try! As a campground owner, the off-season is an essential time to plan, strategize, and implement changes to ensure a successful next season. With the growing popularity of outdoor recreation and multiple events popping up, competition is fierce! It's crucial to



INSIDE THIS ISSUE

LETTER FROM YOUR E.D.	1
A WORD FROM OUR PRESIDENT	4
NEW MEMBER BENEFITS	5,14-15
FALL WORKSHOPS	6-8
SEASONAL SITES & PROPANE SALES TAX FROM HOLLY HOFFMAN	9-10
SEPCTRUM CONTRACT ISSUES	11
OHI UPDATE (ARVC)	12
SOCIAL MEDIA & WEBSITE	16-21
GBF UPDATES	22
BOARD OF DIRECTORS	33



stay ahead of trends, provide exceptional customer experiences, and employ innovative marketing strategies. Whether you're running a small, family-owned campground or managing a larger facility, now is the time

to take action to position your business for growth and profitability. Start by looking at who you are. What is your campground known for? Where do your people come from? What exactly does the perfect camper for your business look like? Getting as specific here as you can will take you a long way. You can't do any solid marketing until you know this piece!

Guerilla marketing is a cost-effective and creative approach to generating buzz about your campground. It's about thinking outside the box and using unconventional methods to reach potential customers without breaking the bank. Here are some guerilla marketing strategies that campground owners can use:

- **Social Media Takeovers: Partner with local influencers or outdoor enthusiasts to "take over" your campground's social media** channels for a day or weekend, allowing them to share their experiences with your campground and reach their followers, expanding your online presence. This "takeover" is an excellent idea if you have some crazy good weekends to end your season with. If not, schedule them for next season - BUT DO IT NOW!
- **Encourage campers from the previous season to**

share their photos and videos with a unique hashtag (e.g., #Campwanttoberich) and run a contest or giveaway. Not only does this engage past guests, but it also creates a wealth of authentic content to promote your campground.

- **Contests** will also help you grow your customer base if you capture the emails with JotForm or another tool that captures this information. Use email marketing and social media to launch limited-time offers, such as discounts for early bookings or special deals for groups.
 - **Flash sales create a sense of urgency** and can help you fill up your reservation calendar before the season even begins. You can get these ready now! Schedule them, and then the sales posts/ads will be set to roll when you get busy.
 - **Engage with your community and the communities you pull from.** Don't just help out your school in your area – work with the ones that have customers you need.
 - ◇ You can sponsor a football game or an event at low or no cost. Offer to provide certificates for bogo camping to hand out with purchases made at the concession stands.
- EXAMPLE:** We offered freeze-dried candy to the Legion Ball concession stand at ½ price and attached a coupon to the candy. They advertised you could get a buy-one-get-one breakfast with every purchase of freeze-dried candy. They got to keep half of the profit, we got the coupons distributed and more than paid for our cost.
- ◇ **When your area community asks you for a donation,** ask them how they can help distribute your flyers or offers.
 - ◇ **Host off-season events like winter hikes, birdwatching workshops, or campfire cooking classes.** These events keep your brand top-



of-mind and generate additional revenue. You can promote these events heavily on social media and local community boards. Be sure you are working with local businesses and businesses located where you traditionally pull guests.

- ◇ **Collaborate with local restaurants, outdoor gear stores, or adventure tour operators to create exclusive deals for your campers.** For example, a local kayak rental business could offer discounts to campers who stay at your campground, and in return, you promote their services to your guests. This cross-promotion benefits both parties and enhances the overall camping experience.
- ◇ **Building relationships with local businesses, tourism boards, and other campgrounds can boost your visibility and help you tap into new markets.** Strategic partnerships can take many forms, from referral agreements to co-hosted events. Work with the Tourism Board, city, county, and statewide. Look for Chambers of Commerce that are a good investment because they have the customers you want to reach.
- ◇ **Explore partnership opportunities.** Many tourism boards are eager to promote regional attractions, including campgrounds, especially if you are willing to contribute to joint marketing efforts like brochures, websites, or social media campaigns. This type of partnership can provide valuable exposure to a broader audience. If you want more inspiration, Jason from PA has asked me to do a Zoom on Oct 15th at 3 pm, so tune in!
- **Showcase Your Campground:** Consider setting up a booth at a trade show that is really in your target market to showcase what makes your campground unique. Trade shows can help you attract both customers and business partnerships. Bring plenty of business cards, promotional materials, and a digital presentation of your facilities. It's super easy these days to show pictures of your property and your fun events. Be present at these if you

will spend the money – work the booth! Madison and Green Bay are both on the same days this year, so you will want to consider which one is most valuable for you if you can't staff both. Madison is an excellent deal as WACO gets booths for less than half the price others pay for booths, and we have that wonderful space that everyone has to walk through to get to the RVS!

- **Using the print program WACO will make great sense this year if you attend more than a few shows.** You can do one show or do them all. It's truly a benefit when you think about how difficult distribution is! You can have your brochure stuffed, or an offer, or change it up!

A few members who are closing the 1st week in October contacted me about attending the Legends weekend at Champions on the 12th. You are more than welcome to come. I'm happy to comp any available sites. Call the reservation line and ask for Tina; she'll hook you up!

I can't wait to see you all in October!

Lori

Lori Severson, Executive Director of WACO
Champions Riverside Resort



**CHOOSE YOUR
TUESDAY EVENING
MEAL FOR OCTOBER'S
FALL WORKSHOP
HERE!**

A Word from the President

Scott Kollock, WACO Board President



It was great seeing you all on the fall tours! It never fails to amaze me how great this WACO organization is. We have such a powerful group of members. It's incredible to see members helping out other members. We always learn a lot at these things, from the speakers to networking with other owners and managers. Touring other parks and getting the history of what people went through when they first started and how they have grown their business is so interesting. We share the good and not-so-good stuff, and hey, when one of us makes a mistake, not everyone has to - because we share the successes and the mistakes!

This year, it will be important to head to the trade shows. Get to every convention and networking course you can get your hands on. We are such a giving industry, and we genuinely share information. Now is the time to take advantage of every educational piece of information you can get your hands on. OHI has a convention in November, along with COE and KOA. The Glamping Association meets in October. Our fall workshops are extremely valuable for networking and learning from your peers. If you can get to anything, do it! You can always learn something that will make you better. When you go, be present! Go with the idea of searching for the one idea that will make or save you money! Trade shows offer an invaluable opportunity to network with other industry professionals, learn about the latest trends, and gain access to new products and services that can enhance your campground.

Be sure to take advantage of all the benefit programs WACO has to offer. The printing program and RV distribution program are a great benefit. If you choose not to go to the RV shows, this will get your name out there.

WACO is constantly working on introducing new benefits, so don't hesitate to inquire about them or ask questions. We are fortunate to work with individuals who are always on the lookout for innovative solutions. Your proactive approach in seeking information about these benefits will ensure you are always ahead in leveraging the resources available to you.

I hope to see you at the October workshop. As always, let me know if you have questions; I will always get you an answer!

Scott

Scott Kollock,
Board President of WACO,
Vista Royale Campground

Let WACO know your situation re: Spectrum and their recent contract letters sent to several campground owners! Read more on p. 11.



IMPORTANT LINKS

2025 membership information was sent via USPS mail in July, and 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. We also followed up with emails and facebook posts! DID YOU MISS THE INFO? NO WORRIES!
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

**WE ARE EXCITED TO ANNOUNCE THAT WE CAN OFFER A NEW MEMBER BENEFIT
WITH SUBURBAN PROPANE. THEY CAN PROVIDE BETTER RATES AND
SUBSTITUTION FOR EV CHARGING WITH PROPANE!**



Suburban Contacts include:

Scott McLean: SMcLean@suburbanpropane.com
Tammy Meeker: TMeeker@suburbanpropane.com
Panco Kasapinov: PKasapinov@suburbanpropane.com

For information on Enviro-Charge, please email
Charlie Stockton at Charlie@EnviroGen.Tech

**Suburban
Propane®**

**10-40%
DISCOUNT**

**October Fall Workshop
Social Highlights**
See full schedule here!



SPONSORED BY

ESTD 2008
BREEZY HOLLOW
FARM

**Agribusiness
tour, hayride
& free
pumpkin!**



**HEAD INTO THE DARK
FOREST FOR A WALK
THROUGH ALL KINDS OF
FRIGHTS AND DELIGHTS!**

**HOSTED BY LAKE
ARROWHEAD FOLLOWING
DINNER TUESDAY NIGHT**

**WOW
GUESTS
WITH YOUR
WATERFRONT!**



COMMERCIAL
RECREATION
SPECIALISTS

Ask us
"What's New?"
at WACO



Royalle R.V.

8025 ISHERWOOD RD.
BANCROFT, WI 54921
715-335-6860

Central Wisconsin's Park Model Authority



Jim's
GOLF CARS INC.

SALES • SERVICE • RENTALS

1-800-465-4495

www.jimsgolfcars.com

Club Car

Severson
& ASSOCIATES

A woman-owned business, offering a wide
range of marketing, promotional, and training
options to meet your needs, big or small!

PO Box 228 | N22676 HWY 53 | Ettrick, WI 54627
(608) 525-2323 | tina@seversonandassociates.com

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 #: _____

Credit Card Number: _____

Card Type:

☐ MasterCard

☐ VISA

☐ Discover

☐ AmEx

Expiration Date: _____ CVV: _____

Billing Zip Code: _____

2024 September Fall Workshop

October 8–9, 2024

Camping Options:

Grand Valley Campground

W5855 County Rd Bh, Dalton, WI 53926 (920) 394–3643: Our host is offering FREE RV Sites & 50% off rentals for those attending the Fall Workshops!

Camp at Glacier Valley Campground

N8129 Larson Rd, Cambria, WI 53923 | (920) 348–5488:

We are fortunate this year to have another member in the area offering additional rental units at 50% off their rentals!

Call one of our members or the hotel to let them know you're attending the WACO Fall Workshop to get access to the reservation details listed to the left!

Your Hotel Host:

Best Western Resort Hotel & Conference Center | \$85/night

Call & mention WACO: (608) 742–2200
2701 County Rd CX, Portage, WI 53901

CLICK HERE TO MAKE YOUR MEAL CHOICE NO LATER THAN 10/3

MEMBER TOUR STOPS INCLUDE:

- Glacier Valley Campground
- Grand Valley Campground
- Lake Arrowhead Campground
- Lakeside Campground
- Ox Creek Campground
- Lake Mason Campground
- Blue Lake Campground
- Deep Lake Campground
- Emrick Lake Campground



SPEAKERS:



- James Kaplanek, Section Manager of Retail Food and Recreational Programs, Division of Food and Recreational Safety and Mary Ellen Bruesch, MS, REHS/RS Environmental Technical Specialist for Public Pools and Water Attractions
- POWTS speakers from both DSPS (Mathew Janzen, Wastewater Specialist) and the DNR (Monica Begley, Wastewater Engineer)
- Jason Culotta, President of MWFP

**THANK
YOU
SPONSORS**


First Mid
BANK & TRUST

 **Stefan
Technologies**

**SEE FULL
OCTOBER SCHEDULE
HERE!**

TAX TALK



Sales Tax
Advisory Network



TWO FOR ONE – SEASONAL SITES AND PROPANE TAX TREATMENT **RESPECTFULLY SUBMITTED BY, HOLLY HOFFMAN**

Seasonal campsites or long-term rentals of sites where folks park their RV's are taxable. The more than 30 day exemption applies only to lodging providers such as hotels/motels. A campground does not provide "lodging" because they do not have a building in which they are furnishing a room or other accommodations, sec. 77.52(2)(a)1, Wis. Stats. Per 11.65(1)(g), Wis Adm. Code, the receipts from the sale or furnishing of access to campgrounds are taxable whether the fees are collected on a daily, weekly, or other basis.

However, permanent cabins (or affixed mobile homes) provided at your campground for rental do qualify for the more than 30-day exemption. Those rentals of 30 days or more would not be subject to sales tax. If those mobile homes/cabins are rented for less than 30 days, those sales would be subject to tax. To be perfectly clear, these cabins and mobile homes would be considered real property, not unaffixed or moved from site to site.

Sales of propane fuel are taxable, unless an exemption applies. No exemption applies to the uses in your campground, except for resale or if you use it in your personal, primary residence. Propane you are reselling can be purchased for resale by providing an exemption certificate claiming resale. You are required to collect/remit sales tax on the sales price you charge your customers.

Propane consumed in a primary residence is exempt and does not require an exemption certificate to receive the exemption, unless the tank also serves a commercial facility (store, office, bar, restaurant, lodge, etc.) If the tank is split between taxable and exempt primary residence, then you will need to provide your propane provider with an exemption certificate identifying the percentage of exempt propane use.

TAX TALK



Sales Tax Advisory Network

A propane dealer's sale of and service to tangible personal property, including propane, is taxable. The propane dealer's taxable receipts include the total amount received for the sale, including charges for labor, materials, and delivery. The additional fees for propane on a split use (partially exempt) tank/meter will be allocated between the taxable and nontaxable portion (i.e. the same percentage of exemption will apply to the additional fees unless specific fees apply to the commercial use only.)

The sale of propane fuel is taxable, unless an exemption applies. Taxable sales include the sale of propane for use in a recreational vehicle or a person's vacation home.

Propane is exempt from sales tax if the propane is:

- Sold for residential use. Note: "Residential use" is limited to a person's primary personal residence (i.e., it does not include use in a second home or summer home). (Section 77.54(30)(a)1., Wis. Stats.)
- Sold for use in farming, including but not limited to agriculture, dairy farming, floriculture, silviculture, and horticulture. (Section 77.54(30)(a)5., Wis. Stats.)
- Consumed in manufacturing tangible personal property, or items or property under sec. 77.52(1)(b) or (c), in this state. (Section 77.54(30)(a)6., Wis. Stats.)
- Used for certain charter fishing boats. (Section 77.54(30)(a)7., Wis. Stats.)

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.

With the exception of propane sold for residential use, a propane dealer is only relieved of its liability to collect and remit sales tax if it receives a fully completed exemption certificate from the customer.

Thank you!

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

SPECTRUM CONTRACT ISSUES: A REAL THREAT

We have been informed that current widespread threat letters are being sent to Campgrounds and RV Parks nationwide.

Referencing a line in their service agreement, Spectrum is actively shutting down internet access for many RV parks and campgrounds. Internet access is not just a convenience for guests, it's a vital tool for modern businesses. In many areas, Spectrum is the sole provider of high-speed internet, making this threat particularly serious and potentially disruptive to business operations.

WACO representatives attended an informal virtual townhall this past week and learned:

- That the threat is real and could include cutting off the WiFi at your park if you have received this letter,
- Spectrum does have clauses related to redistribution, AKA selling/sharing usage without proper licensing as a wholesaler or reseller,
- And that, in some cases, this may be an example of the old "bait n' switch" where salespersons told the campground there would be this insane bandwidth provided by Spectrum when, in fact, the bandwidth was always fixed at a lower rate for the neighborhood/footprint of coverage.

Our industry partners believe other internet service providers (ISPs) will likely begin charging on a "per site" basis for WiFi as well, so this can impact you regardless of which ISP you are currently contracted.

IF YOU HAVE RECEIVED A "NOTICE OF MATERIAL BREACH" FROM SPECTRUM, THE FOLLOWING ARE SOME INITIAL STEPS YOU CAN TAKE:

- Contact your local Spectrum representative to verify if the account flag was applied in error or can be removed.
- Respond to the violation notice to avoid termination and contact Spectrum Community Solutions. The following are options Spectrum has provided others who've called in:
 - › Adjust your property coax internet service to stop sharing service with guests/residents and only use Spectrum coax line for your campground office;
 - › Purchase Spectrum Community Solutions bulk rate at \$25-\$35 per site per month; or
 - › Request service continuation until you secure an alternative.

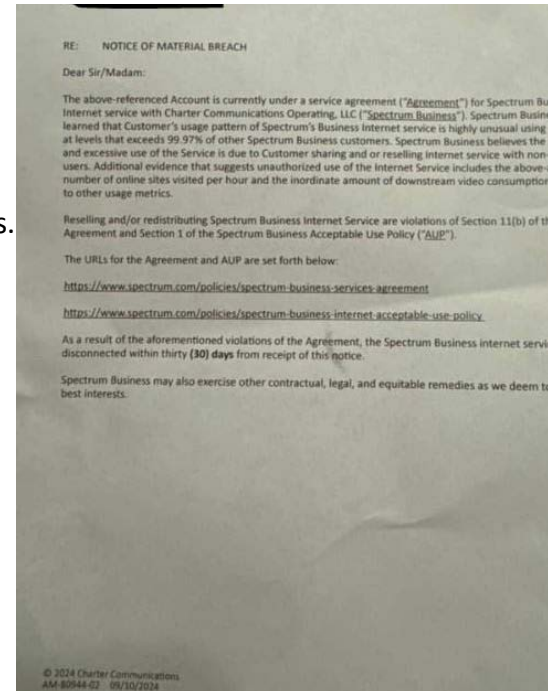
If the quote from the Spectrum Community Solutions Team is outlandish, consider transitioning to an internet provider whose contracts and AUP make sense for your campground size and needs.

There are national and regional wired and fixed wireless providers, in addition to satellite options for immediate restoration. [Access Parks](#) is a Trade Member and sponsor of WACO, as one suggestion.

However, we are fully aware the costs of such upgrades may not be feasible for many of our members.

Your input is crucial in understanding the full extent of this issue. We urge you to take this survey as soon as possible to provide us with the necessary information for our upcoming board meeting in October!

TAKE THIS SURVEY TO TELL US MORE! <https://form.jotform.com/242740697688070>





UPDATES

HOW TO PAY YOUR 2025 NATIONAL DUES DIRECT TO OHI

With the upcoming membership renewal season just around the corner, OHI wants to share some helpful information about the renewal process for 2025. We're here to ensure that renewing your membership is as smooth and straightforward as possible.

Previously, your OHI (formerly National ARVC) dues were collected by WACO. For 2025, you will receive a separate bill from OHI for national dues and a separate bill from WACO for your state dues. You can choose to join one or both, but we highly recommend being a part of both OHI and WACO to get access to everything you need to be a successful outdoor hospitality business. The more plugged in you are to professional development and networking opportunities at the national and state level, the better we all run our businesses. And the better we run our businesses, the happier campers are and the happier campers are the more they camp and everybody wins!

Joining OHI and WACO means you have two memberships and twice the impact! You should have received an invoice from OHI via email the week of Sept. 2 that will allow you to log in and quickly pay your OHI dues. The subject line of this email was "Your 2025 OHI Membership is Available for Renewal". If you didn't receive this email or you have any questions, please reach out to OHI at ohi-membership@ohi.org.

THE 2024 OUTDOOR HOSPITALITY CONFERENCE & EXPO® IS RIGHT AROUND THE CORNER!

With less than two months to go before the 2024 Outdoor Hospitality Conference & Expo® in Oklahoma City, registrations continue to track ahead of last year and hotel rooms in the Omni Hotel adjacent to the Convention Center are filling up fast. Don't delay and register for conference today! <https://ohi.org/event/ohce/>

DID YOU KNOW THERE IS AN EASY WAY TO ATTEND OHCE® FOR FREE?

When you register, apply to be a Hosted Buyer. The program is open to owners, operators and managers who make purchasing decisions. Simply meet with a handful of participating exhibitors and we cover your registration cost. You also get to attend as a VIP—enjoying exclusive Expo time before other attendees, fast check-in lines at registration onsite, and VIP receptions so only Hosted Buyers can network. It's the BEST way to attend OHCE®! Learn more and apply to be a Hosted Buyer: <https://ohi.org/hostedbuyer/>



HEAR THAT? THAT'S THE SOUND OF INCREASING ANCILLARY REVENUE AT YOUR PARK.

OHI's discounted music licensing program offers OHI members the most comprehensive licenses with all four PROs—ASCAP, BMI, SESAC and Global Music Rights—at the best licensing rates in the industry. Period.

The open enrollment period for OHI's 2025 discounted music licensing program began in mid-August and runs through January 15, 2025. If you held a music license in 2024, you received an invoice the week of August 12 to easily renew your license and your OHI dues all at once. The subject of this email was "Renew Your Membership & Music License All At Once".

If you need a new license or need to make changes to your existing licenses, contact us at ohi-membership@ohi.org. Learn more about OHI's music licensing program with best-in-industry pricing at <https://ohi.org/music-licensing/>.



DON'T FORGET TO RENEW YOUR 2025 WACO MEMBERSHIP TODAY!

- **Memberships are DUE NOW!**
- **Directory ads are DUE NOW!**
- **Ensure your Directory listing is up to date ASAP!**

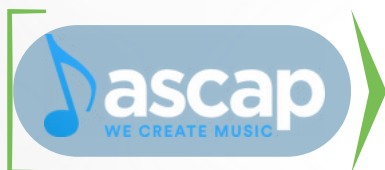
CLICK THE IMAGE BELOW TO FILL OUT YOUR MEMBERSHIP FORM ONLINE.



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.
[View their catalog here or by using the QR code to the right.](#)



Global Music Rights Discounts up to 20%. Represents today's greatest and most popular music creators. 115,000 works. 100 + Billboard Top 100 #1s

[Catalog of songs available here or click on the QR code to the left.](#)

**UP TO 20%
DISCOUNT**



GLOBAL
MUSIC
RIGHTS



**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**



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

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.

FALSE

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!

Check out the amazing options WACO is able to offer our members in terms of music licensing!

Hospitality Connections
care@hospitalityconnections.net | 610-767-5026

Wisconsin Association of Campground Owners
tina@seversonandassociates.com | danielle@seversonandassociates.com
lori@seversonandassociates.com
608-525-2327



WACO Web Stats & Social Media Trends

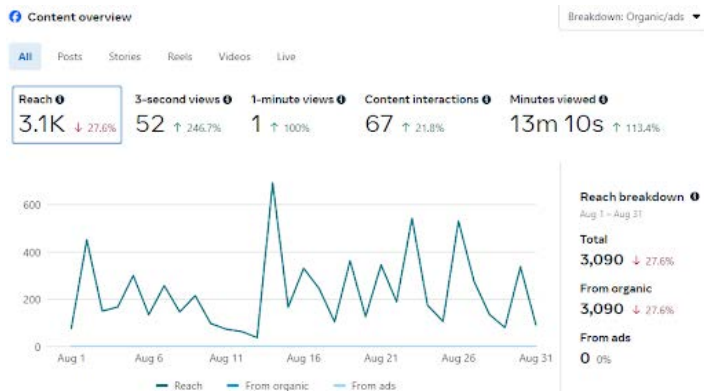


Facebook/Instagram Insights - August

Total FB current likes: 10,412 (No change from July)

Total IG current followers: 601 (+2 from July)

Last 90 Days FB



August IG



Top Posts in August 2024

Reach 58 Impressions 60 Interactions 3

This post received more reach compared to your recent Instagram posts.



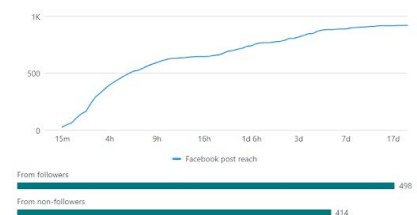
August IG



August FB

Reach 926 Impressions 1,033 Interactions 15 Link clicks 0

This post received more reach compared to your recent Facebook posts.

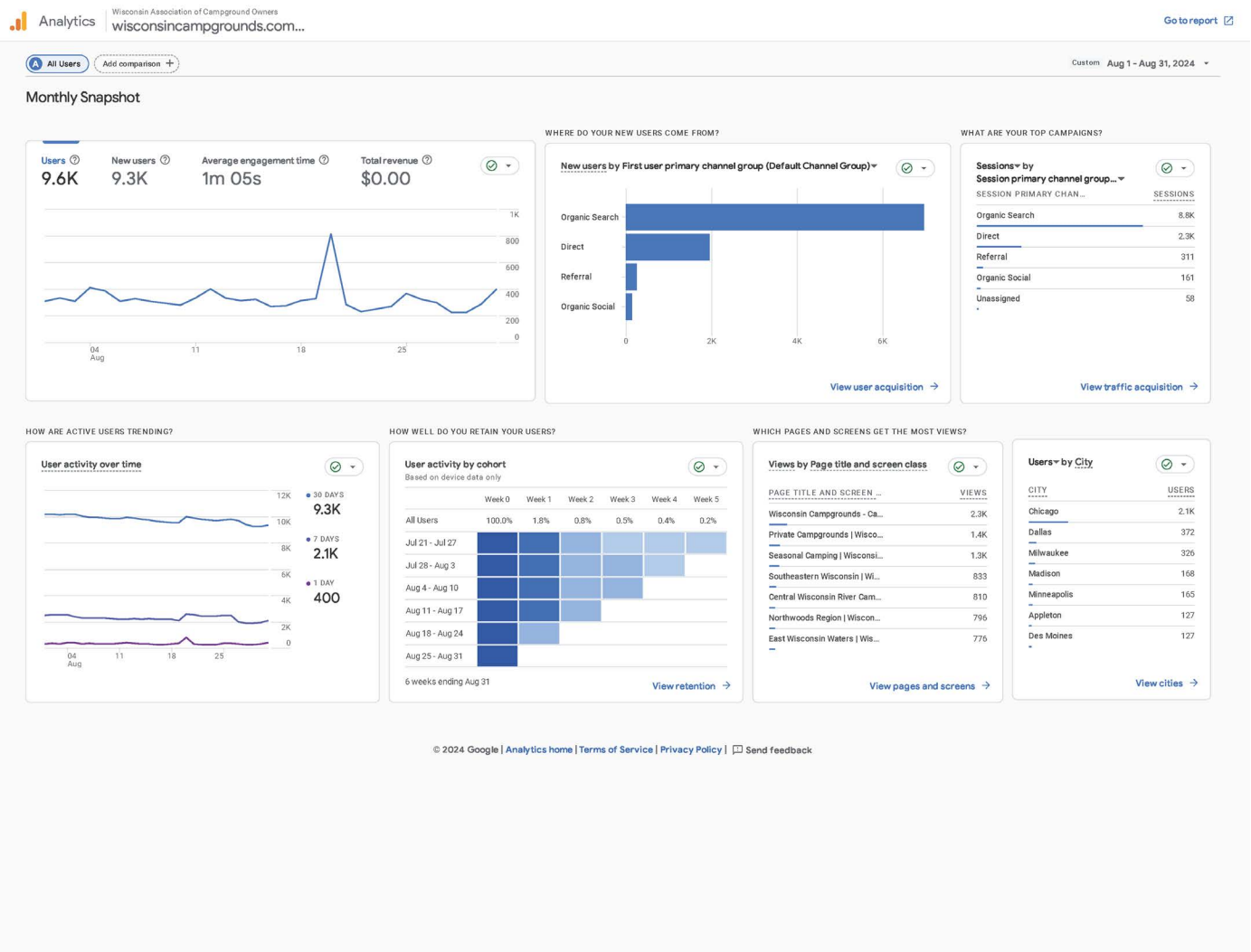


WACO Web Stats & Social Media Trends



August 2024

WEB MONTHLY SNAPSHOT



WACO Web Stats & Social Media Trends



YTD Jan - Aug 2024 WEB MONTHLY SNAPSHOT

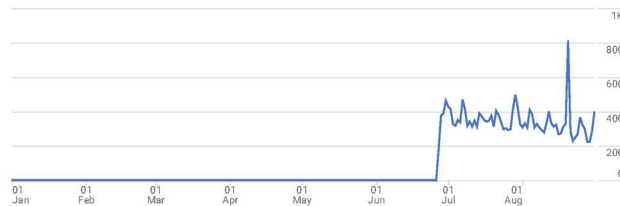
Analytics Wisconsin Association of Campground Owners wisconsinacampgrounds.com... [Go to report](#)

All Users Add comparison

Custom Jan 1 - Aug 31, 2024

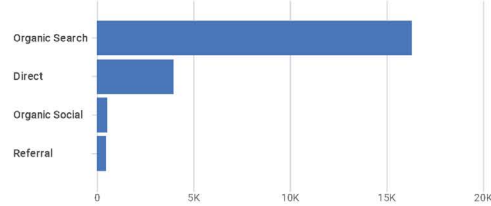
Monthly Snapshot

Users 22K New users 21K Average engagement time 1m 08s 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?

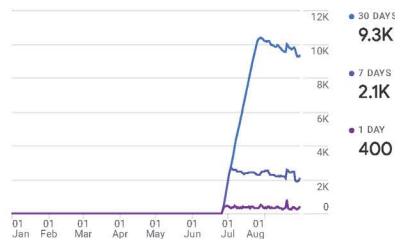
Sessions by Session primary channel group

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	20K
Direct	4.8K
Organic Social	561
Referral	539
Unassigned	123

[View traffic acquisition](#)

HOW ARE ACTIVE USERS TRENDING?

User activity over time



HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	1.8%	0.8%	0.5%	0.4%	0.2%
Jul 21 - Jul 27						
Jul 28 - Aug 3						
Aug 4 - Aug 10						
Aug 11 - Aug 17						
Aug 18 - Aug 24						
Aug 25 - Aug 31						

6 weeks ending Aug 31

[View retention](#)

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

Based on device data only

PAGE TITLE AND SCREEN ...	VIEWS
Wisconsin Campgrounds - Ca...	5.1K
Private Campgrounds Wisco...	3.5K
Seasonal Camping Wisconsin...	2.8K
Browse By Region Wisconsin...	2K
Southeastern Wisconsin Wi...	2K
Central Wisconsin River Cam...	1.9K
East Wisconsin Waters Wis...	1.9K

[View pages and screens](#)

Users by City

CITY	USERS
Chicago	4.8K
Dallas	876
Milwaukee	744
Minneapolis	433
Madison	367
Green Bay	261
Appleton	253

[View cities](#)

© 2024 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)



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

724 E. Broadway | Winona, MN 55987

507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com

The Importance of the Written Word

Jeff Crider joined us at the September Fall Workshop and explained how he uses his connections to get our membership coverage in the press! Below are links to a dozen articles he's written for GoRVing.com this year that reference Wisconsin campgrounds. GoRVing.com has over 900,000 followers. So, this is significant exposure for any parks I reference. Jeff stated, "I have the ability to suggest travel blog topics for GoRVing, but they assign me to cover different topics as well. So, the more I learn about WACO-member parks and, more importantly, the more they reach out to me and tell me what they're doing, the more I can do to spread the word about what they're doing." In other words, if you have ANYTHING happening at your park – renovations, additions, changes to your schedule that fit the season, or similar topics below, SEND THEM TO THE OFFICE! We're happy to pass along the information and images to Jeff. And watch for those requests for data because his turnaround time is usually super tight!

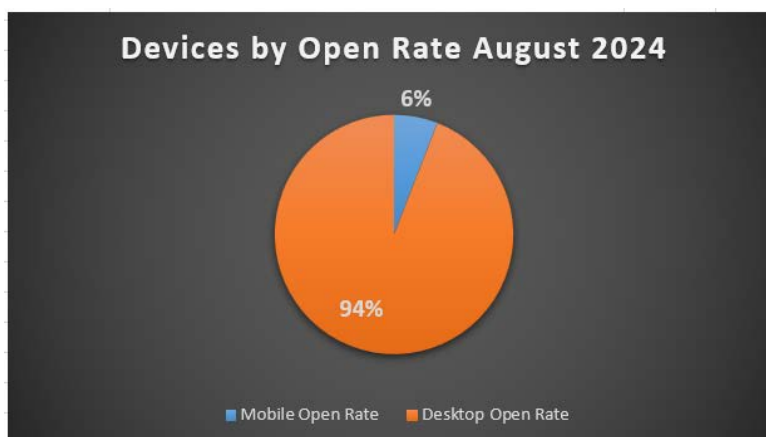
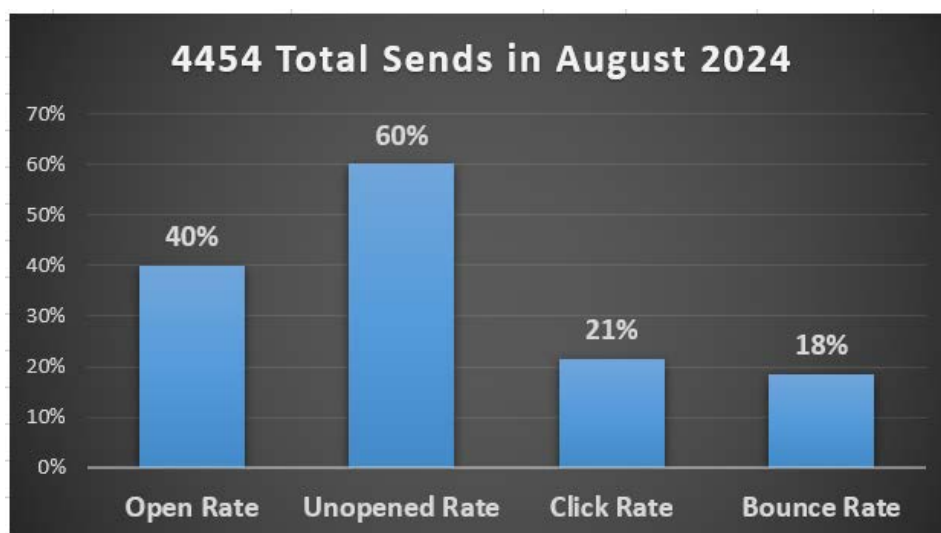


- [2024 Easter Events in Campgrounds](#)
- [Go RVing to These 2024 Cinco De Mayo Celebrations](#)
- [Mother's Day and Father's Day Events at Campgrounds](#)
- [Visit These 2024 Memorial Day Events](#)
- [Go RVing to These 2024 July 4th Campground Activities](#)
- [55 Campgrounds And RV Parks With Exceptional Water Features](#)
- [RV Resorts as Base Camps for Bigfoot Festivals](#)
- [Campgrounds as Base Camps for Rodeo Adventures](#)
- [Visit These RV Resorts With Pickleball Courts](#)
- [A Taste of Luxury RV Resorts | Go RVing](#)
- [Fall 2024 Hunting Adventures](#)

.....
The September Fall Workshop & Tours in Door County was beautiful, informative, and full of learning moments. Watch in the next couple of newsletters as we cover key points, highlight each member kind enough to provide a tour, and more!



WACO WEB



Top Emails by Open Rate for August 2024

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
WACO - Oops/Mailing Issue - Campgrounds	259	151	65.70%	4.10%	95.90%	36	15.70%
WACO - Printing program survey	259	141	61.60%	4.50%	95.50%	26	11.40%
Convention Registration Reminder & Survey - Campgrou	259	131	57.20%	8.20%	91.80%	31	13.50%
August 2024 WACO Newsletter	506	251	55.50%	11.20%	88.80%	81	17.90%
WACO Trade Member Prospects - Fiver List	2574	917	45.40%	5.20%	94.80%	200	9.90%
2025 Membership Drive - Prospect Email	597	185	38.90%	2.40%	97.60%	7	1.50%



Makes it easy to book Your sites!

Call for Demo: 800-832-3292
or email brian@sepub.com

**MORE RESERVATIONS.
MORE REVENUE.**



**UTILITY SUPPLY
GROUP**

- Pedestals & Power Outlets
- Non-metallic Pedestals
- Metering
- Utility Metering
- Distribution Panels
- Transformers
- Wire & Cable
- Solar Lighting
- Water Hydrants & Meters
- Electric Vehicle Charging
- Replacement Parts

**IN STOCK
NOW**



Exclusive Supplier of
Heritage Pedestals & Power Outlets

**Your Industry
Experts For
Electrical Supplies**

RV Resorts, Campgrounds &
Manufactured Home Communities

Phones Open 8:30am - 5:00pm
800-800-2811

Utility Supply Group is part of Rexel USA

Visit Our Website at:
go-usg.com

newbook

**Your Connected Campground
Management Solution**

www.newbook.cloud

Ideal for Campgrounds, Backyards, & RV Parks!



Fire Rings



**Available
Diameters:**

24" 30" 36" 42" 48"

Height:
12"H

Finishing:
Rolled Top Edge

*Custom sizes and quantity
discounts available upon request.*

**Safe, Functional
& Ready to Use!**

Order Today!

1 (866) 356-4283

Sales@WisconsinFlowgate.com

9511 Bainbridge Trail,
Wisconsin Rapids, WI 54494

WisconsinFlowgate.com



GBF Member Donations 2024

TOTALS FOR YEAR

(As of 9/30/24)



Campground	Total Funds Raised
Duck Creek	\$24,255
Rustic Ridge Resort	\$11,665
Wilderness Campground	\$11,425
Huckleberry Acres	\$10,429
Kinney Lake Campground	\$7,925
Buckhorn Campground & Resort	\$5,005
Vista Royale Campground	\$5,000
Snug Harbor	\$4,685
Emrick Lake Campground	\$3,680
Rivers Edge	\$3,155
Wishing Well Campground	\$3,024
Chapparal Campground	\$2,505
Champions Riverside Resort	\$2,275
Jellystone Fort Atkinson	\$2,164
Pride of America	\$1,665
Lake Arrowhead	\$1,519
Buffalo Lake	\$1,407
Timber Trail	\$1,400
Green Lake Campground	\$1,385
Stoney Creek	\$1,210
Evergreen Campsites	\$1,125
Yukon Trails / ELS	\$795
Lake Lenwood Beach and Campground	\$500
Arrowhead Campground	\$460
Dells Camping Resort	\$355
GRAND TOTAL	\$109,013

WACO

Members



**Thank
You**

We appreciate every dollar our WACO members raise for the GBF! As of right now, we're down from previous years' donations - be sure to send in your fundraising dollars to ensure you are properly recognized at Convention!



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
715-335-6860
2024-2027 1st Term



Bud Styer, Past President
Red Barn Campground
mrbud@budstyerassociates.com
608-592-2128
2024-2025



Rob Brinkmeier, 1st Vice President
Merry Macs Campground
camp@merrymacscampground.com
815-541-4934
2020-2025 2nd Term



Sarah Krause, 2nd Vice President
River's Edge Campground
camp@riversedgewisconsin.com
715-344-8058
2021-2024 1st Term



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



Julie Michaels, Treasurer
Scenic Ridge Campground
jmsrc@gmail.com
608-883-2920
2022-2025 1st Term



Deneen Pedersen, Secretary
Stoney Creek RV Resort
deneen@stoneycreekrvresort.com
715-597-2102
2021-2024 1st Term



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



Christina Kornetzke, Director
ELS/Lake of the Woods
Christina_Kornetzke@equitylifestyle.com
602-339-0698
2023-2025 1st Term



Mike Dricken, Director
Lake Lenwood Beach &
Campground
mmdricken@gmail.com
262-334-1335
2023-2025 1st Term



Tiffany Pargman Director
Indian Trails Campground
camp@indiantrailscampground.com
608-429-3244
2022-2025 1st Term



Lea Ann Gieck, Director
Skillet Creek Campground
skilletcreekcampground@gmail.com
608-356-4877
2024-2027 1st Term



Ben Stefan, Director
Grand Valley Campground
info@grandvalleycampground.com
920-369-6393
2024-2027 1st Term



Jim Button, OH Representative
Evergreen Campsites and Resort
evergreencampsites@gmail.com
920-622-3498



Adam Malsack, Chair Elect
Legislative
Lake Arrowhead Campground
adam@lakearrowheadcampground.com
920-295-3000
Appointed Term 2016-2023



Lori Severson, Executive Director
Severson & Associates
lori@seversonandassociates.com
608-792-5915

WACO OFFICE

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

wisconsincampgrounds.com

SEVERSON & ASSOCIATES

Phone (608) 525-2323

lori@seversonandassociates.com

tina@seversonandassocaites.com

danielle@seversonandassociates.com

