



**WISCONSIN
ASSOCIATION OF
CAMPGROUND
OWNERS**

ANNUAL MEETING & REPORT 2024-2025

**SATURDAY,
MARCH 15, 2025**

Prepared by
THE WACO OFFICE

Prepared for
WACO MEMBERSHIP



ANNUAL MEETING & REPORT

2024-2025
PRINT VERSION

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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 ROYALLE CAMPGROUND
skollock@uniontel.net | 715-335-6860
2024-2027, 2nd Term



BUD STYER, PAST PRESIDENT

RED BARN CAMPGROUND
mrbud@budstyerassociates.com
608-592-2128



ROB BRINKMEIER, 1ST VP

MERRY MACS CAMPGROUND
camp@merrymacscampground.com
815-541-4934 | 2023-2026, 2nd Term



SARAH KRAUSE, 2ND VP

RIVER'S EDGE CAMPGROUND
camp@riversedgewisconsin.com
715-344-8058 | 2024-2027, 2nd Term



KRISTI MLODZIK, 3RD VP

DUCK CREEK CAMPGROUND
camp@duckcreekcampground.com
608-429-2425 | 2024-2027, 2nd Term



JULIE MICHAELS, TREASURER

SCENIC RIDGE CAMPGROUND
jmmsrc@gmail.com | 608-883-2920
2022-2025, 1st Term



DENEEN PEDERSEN, SECRETARY

STONEY CREEK RV RESORT
deneen@stoneycreekrvresort.com
715-597-2102 | 2024-2027, 1st Term



CHRISTINA KORNETZKE, DIRECTOR

ELS/LAKE OF THE WOODS
Christina_Kornetzke@equitylifestyle.com
602-339-0698 | 2023-2026, 1st Term



MIKE DRICKEN, DIRECTOR

LAKE LENWOOD BEACH & CAMPGROUND
mmdricken@gmail.com | 262-334-1335
2023-2026, 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



ADAM MALSACK, CHAIR ELECT LEGISLATIVE

LAKE ARROWHEAD CAMPGROUND
adam@lakearrowheadcampground.com
920-295-3000 | Appointed 2024-2025



LORI SEVERSON, EXEC DIRECTOR

SEVERSON & ASSOCIATES
lori@seversonandassociates.com
608-792-5915



JIM BUTTON, OHI REP

EVERGREEN CAMPSITES AND
RESORT
evergreencampsites@gmail.com
920-622-3498



OPEN DIRECTOR POSITION

THIS COULD BE YOU!

Submit reasons why you feel you'd be a great director, along with a brief bio & your picture to office@wisconsincampgrounds.com!





WACO Board of Directors



SCOTT KOLLOCK, PRESIDENT

VISTA ROYALLE CAMPGROUND
skollock@uniontel.net | 715-335-6860
2024-2027, 2nd Term

Scott is a second-generation owner of Vista Royale Campground in Bancroft, WI. The park was built by his family 46 years ago and has been ran by them since day one. Scott has valuable long-term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future. Scott is now serving as President of the WACO Board of Directors.



BUD STYER, PAST PRESIDENT

RED BARN CAMPGROUND
mrbud@budstyerassociates.com
608-592-2128

Bud is a member of both State and National professional associations, not only attends National and State conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (OH), Wisconsin Association of Campground Owners (WACO), University of Illinois,

Lewis University, IL, St. Mary's College, MN, and numerous state wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



ROB BRINKMEIER, 1ST VP

MERRY MACS CAMPGROUND
camp@merrymacscampground.com
815-541-4934 | 2023-2026, 2nd Term

Rob owns and operates Merry Mac's Campground with his wife Nichole for the past 6 years. They were avid "weekend" campers for numerous years and were then seasonals at Merry Mac's for 5 years before purchasing the campground. For the prior 10 years, Rob was a propane manager for a local cooperative in northern

Illinois and oversaw all aspects of the LP side of the business for their 7 locations. While in that position he was on the Illinois Propane Gas Association board. During his 7 years on the IPGA board, 5 of them he served in all positions on the Executive Board.



SARAH KRAUSE, 2ND VP

RIVER'S EDGE CAMPGROUND
camp@riversedgewisconsin.com
715-344-8058 | 2024-2027, 2nd Term

As a WACO Board Member, I draw upon my nine years of invaluable experience at C & D Hospitality. Passionate about the camping industry, I have cultivated a deep appreciation for its intricacies and have been privileged to contribute to its growth. My journey at C & D Hospitality has not only honed my skills but instilled in

me a profound love for the camping sector. Embracing the collaborative spirit of the industry, I find joy in learning from my peers and fostering a sense of community. As a current member of the board, I have relished the opportunity to actively contribute to shaping the future of the camping industry. Being part of the board allows me to play a pivotal role in creating cherished family memories through the growth and development of our beloved industry. Join me in this endeavor to continue building a thriving camping community that leaves a lasting impact on families and enthusiasts alike. Your support will propel us towards a future where the camping industry flourishes, making memories for generations to come.



WACO Board of Directors



KRISTI MLODZIK, 3RD VP

DUCK CREEK CAMPGROUND
camp@duckcreekcampground.com
608-429-2425 | 2024-2027, 2nd Term

Kristi Mlodzik, was born and raised on a Dairy Farm in Green Lake County and always involved in 4-H, where she was involved in leadership programs. She loves sewing, doing Crafts and just repurposing things. After High School, she went to Cosmetology School in Green Bay and has been a Hair Stylist for 36 years. Kristi owned a salon

for 7 years and managed other salons while raising children and working in another business with her sister-in-law, "Jill's of all Trades". Always staying busy! When Denny and I started to look at a business to buy, we had camped for years with our family and Grandchildren. We had enough of working for someone else. We bought Duck Creek Campground after touring several Campgrounds. I have always been a people person so being in the Campground Industry is just perfect because it is everyone's "Happy Place." I would like to be on the Board of WACO. I am a firm believer of WACO. When we were on the hunt for Campground to buy we could tell the difference in Campgrounds that were WACO Members or not based on the support behind them. WACO is a wonderful organization of support and knowledge.



JULIE MICHAELS, TREASURER

SCENIC RIDGE CAMPGROUND
jmmsrc@gmail.com | 608-883-2920
2022-2025, 1st Term

Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 23 plus years. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so

being able to pass along the rewards of providing other families a safe and enjoyable place to create those memorable family moments is what she believes makes her job and this industry so special. When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.



DENEEN PEDERSEN, SECRETARY

STONEY CREEK RV RESORT
deneen@stoneycreekrvresort.com
715-597-2102 | 2024-2027, 1st Term

I started my campground career in high school working the front desk at Jellystone Park in Warrens, WI. I worked my way up to management. Over my 25+ years at Jellystone, I was the Director of Entertainment and Retail Services. I was monumental in growing the recreational program, developing a large, award-winning retail store,

and running the day-to-day operations at the 1,000 site campground. In 2014, along with my husband, Brian, and mother, Joyce, we purchased Stoney Creek RV Resort in Osseo, WI. Stoney Creek has 233 sites with a newly finished expansion, with new RV sites, one-acre swim pond with wrap around beach with Wibits, and a new snack bar/retail space serving homemade pizza, hard scoop ice cream, Island Oasis Drinks, groceries, beach supplies and more. We are approaching our 10 year anniversary at Stoney Creek and can't imagine a better business to run with my family and share with generations to come. I have thoroughly enjoyed my last 3 years on the WACO board, and over 30+ years as a WACO member; I hope to continue to serve this organization and industry that I truly love. member of WACO for over 30+ years, she is excited to share her knowledge and passion with the industry.



CHRISTINA KORNETZKE, DIRECTOR

ELS/LAKE OF THE WOODS
Christina_Kornetzke@equitylifestyle.com
602-339-0698 | 2023-2026, 1st Term

Christina has been with ELS for 10 years in their RV portfolio. Prior to EIS she was in the Hotel Resort Industry for over 25 years. During that time in the hotel industry, she sat on the tourism board for Sheboygan County for five years and Glenwood Springs, CO for three years. She and her husband are both WI natives and raised their

family of five children in the Kiel area. They now live in the Elkhart Lake area and are busy in our spare time with seven grandchildren. They are outdoor enthusiasts and love to spend our free time traveling and exploring the great outdoors on backpacking trips. Christina believes her experience will provide this board with some valuable insight into Campground operations and Wisconsin guidelines and statutes that will affect our industry.



WACO Board of Directors



MIKE DRICKEN, DIRECTOR

LAKE LENWOOD BEACH & CAMPGROUND
mmdricken@gmail.com | 262-334-1335
2023-2026, 1st Term

Mike Dricken and his wife, Mary, along with their three kids, have been operating Lake Lenwood Beach and Campground since 1983. My parents were charter members of WACO and started the campground in the early 60s. Since then, Mike has grown up, raised his

children in, and purchased the campground. WACO was set up to represent only private parks, and Mike feels it should stay that way. Mike and his family operate a smaller park with limited staff, so can relate to and help represent smaller parks of the WACO membership. WACO has given so much to me, and he would like to give back!



TIFFANY PARGMAN DIRECTOR

INDIAN TRAILS CAMPGROUND
camp@indiantrailscampground.com
608-429-3244 | 2022-2025 1st Term

Greetings WACO! My name is Tiffany and Indian Trails Campground and the camping industry has been my heart and passion my entire life. My grandparents Chuck & Betty Meierdirk founded Indian Trails Campground in 1965 and I am a 3rd Generation Owner. My husband Matt and I fulfilled my childhood

dream & bought Indian Trails from my mom Myrna & her husband Dave in January 2021. Matt's family has camped at Indian Trails for almost 40 years and yes, I married a camper boy. Matt ended his 25-year engineering career to be a fulltime campground owner and working together is challenging and rewarding at the same time. We have two boys who have been fortunate to grow up at the campground, just as I did. I attended Kids Kamp when I was little and going booth to booth at the trade show is a fond memory of my childhood. Both of my boys attended Kids Kamp throughout their childhood and hold the same memories I do. My grandparents joined WACO right from the start and our campground has benefited so much from being a part of WACO. In 2007 & 2008, I attended the RV Park and Campground Management School at the Oglebay National Training Center in Wheeling, WV. As a campground owner, we wear many hats, but my favorite and specialty is our gift shop. I am running for the WACO board for many reasons; to gain more knowledge and insight of our industry, expand networking while helping to grow my campground as well as my peers and to help support and give back to an organization I believe in. I served as VP on our local Boys Club board and ran the basketball program while Matt coached for 7 years when my boys were younger. That was a full-time job during the winter/off season. Throughout those 7 years, our club became very successful and made a 100% turnaround from almost being shut down the year I joined. We were able to purchase new uniforms, equipment and gear for every sport as well as all new tables and equipment for concessions and fundraisers. I recently have been asked by several teachers, administrators and community members to run for our local School Board, which I respectfully declined due to the commitment of 2 meetings a month and having a business to operate. I was very grateful and appreciative to be considered and thought about for that role. What I am passionate about is our industry and will give 110% to the WACO board, just as I do my own business. I want each and every campground to be successful and I wish you all the best.



LEA ANN GIECK, DIRECTOR

SKILLET CREEK CAMPGROUND
skilletcreekcampground@gmail.com
608-356-4877 | 2024-2027, 1st Term

Having recently "retired" from my role as the Regional VP in Human Resources/Staffing, where I managed a team of 70 and oversaw operations across 20+ office locations, I bring a wealth of expertise in developing people, implementing system and process improvements, and leading teams to surpass financial

targets. My professional background is complemented by my current role as co-owner and operator of Skillet Creek Campground, a venture my husband and I purchased in 2021. As we celebrate our 5th season, I have successfully collaborated with government entities, contractors, engineers, and surveyors to expand the campground, adding over 100 RV sites, 9 rental units, and a 1-acre swimming pond. Additionally, I manage the front-end operations, including the camp store, reservations, customer service, and activities. My proficiency in marketing allows me to contribute to the business's success with a keen eye for content and graphics. I take pride in my ability to excel in execution, consistently delivering high-quality products and services within deadlines. Joining the WACO Board of Directors was an opportunity for me to give back to an organization from which I have gained invaluable information, connected with the right resources and people, and continue to grow in the industry.



WACO Board of Directors



BEN STEFAN, DIRECTOR

GRAND VALLEY CAMPGROUND
info@grandvalleycampground.com
920-369-6393 | 2024-2027, 1st Term

I am Ben Stefan and my family has owned and operated Grand Valley Campground since 2005. I grew up working in the campground from a young age. As a second-generation owner I now work full time at the campground with my parents, brother, wife and sister-in-

law. I also worked as a Systems Engineer in the IT department at Moraine Park Technical College for 10 years while working at the campground every weekend. WACO has helped my family grow our campground in so many ways. I hope to be on the WACO board to give back and share the knowledge that I have learned from WACO over the past 20 years.



Appointed by the Board



ADAM MALSACK, CHAIR ELECT LEGISLATIVE

LAKE ARROWHEAD CAMPGROUND
adam@lakearrowheadcampground.com
920-295-3000 | Appointed 2024-2025

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership. Adam has

undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp. Adam has become a key player in the science of expressing our legislative ideas to people who matter.



JIM BUTTON, OHI REP

EVERGREEN CAMPSITES AND
RESORT
evergreencampsites@gmail.com
920-622-3498

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the

BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (OHI) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 OHI Large/Mega Park of the Year, and 2017-2018 OHI Campground Partner Award, and OHI 2020 Park of the Year & OHI 2020 Green Park of the Year. He is also active on the National Group 20 #4 for the past 10 years. This group is devised of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville.

LETTER FROM THE BOARD PRESIDENT



SCOTT KOLLOCK, PRESIDENT

VISTA ROYALLE CAMPGROUND
skollock@uniontel.net | 715-335-6860

Dear Members,

As President of WACO, I am proud to reaffirm our unwavering commitment to excellence and the power of collaboration that sets our association apart. At WACO, sharing information openly and learning from our collective experiences prevents us from repeating past mistakes and drives innovation and growth within our industry.

We need all of you to help us continue to be one of the best organizations in the nation! I can't tell you how many tragic stories Lori tells about great organizations that falter because of opinions. We cannot afford to do that. We need this organization for many reasons—legislative, regulatory, industry data, banking relationships, knowledge, and just plain networking. When you repeat something you hear, be sure it's verified information. I think just making sure each of you truly knows the background and information is essential. My motto is if you don't know, ask! I will always give you the answer – it might not be the answer you want, but it will be the information you need to understand it! I have attended CAMP (Campground Association Management Professionals) many times, and Wisconsin has it going on! We are working hard to create a legislative team to help us watch and be aware of everything happening in our government that matters in our business. Tina utilizes various programs and sources that alert her of any legislative issue that could impact our industry. She uses keywords that alert her to conversations that could be an issue for us. She is constantly talking to Jason Culotta, who has been very involved with legislators, developed a relationship with Bill from Andre Jaques' office to gain assistance with writing legislation, works with WMC, has solicited information from the Tavern League of Wisconsin, is attending a national lobbying event with RVIA and is planning a trip to the capital with Mr. Bud. WACO is currently working to contract with a lobbyist.

We were the first state to set up a legal hotline, which is now used regularly and copied by many other states.

We have a solid showing of suppliers coming to the convention and can boast of being sold out every year, while other conventions struggle to get enough suppliers. Our campground owner's attendance is 27% higher than other state associations. We have kept our costs down for attendees through sponsorships and auctions. We appreciate all your contributions.

We have created a balanced budget while introducing additional marketing initiatives and creating partnerships that make sense, such as working with Scheels and RV dealers. Each year, we have worked hard to create extra money to keep in CDs and keep us solvent for future years should a disaster occur. We are working towards having a one-year expense savings and then will be able to do even more marketing for our owners. Last year, due to a special promotion from a member bank, we generated 9k in additional revenue.

I am very proud of WACO's work and believe in this organization. It has built strong owners and a strong industry.

Thank you for your membership and as always, if you have ANY questions, please feel free to reach out and ask!

Scott Kollock

JUST ASK!

Our goal at WACO is full transparency to our membership. If you have a question - and remember there are no dumb questions - PLEASE ASK! We are happy to help our membership understand any decisions or offer solutions!

LETTER FROM THE EXECUTIVE DIRECTOR



LORI SEVERSON, EXEC DIRECTOR

SEVERSON & ASSOCIATES

lori@seversonandassociates.com

608-792-5915

I am writing today as your Executive Director to reaffirm our commitment to unity, effective communication, and shared leadership within our association. As we navigate the evolving landscape of the campground industry, every member must understand the importance of leadership, consistency, and the invaluable role that each of us plays in upholding our shared values. It kills me to watch the States that are suffering from huge divisions because of a difference in opinions. It's popular these days to allow your opinion to create a wall and divide friends and families. WACO has a strong membership with people with diverse personalities and skills. Please look and see what's good in people and their opinions. Do not allow others' opinions to shape yours. Look at numbers, facts, and where we have come from! I am so proud to see all the new things happening because of our fresh leadership. Tina, Danielle & Carla have a great hold on gathering new benefits, increasing our legislative connections and knowledge, social media, creating excellent educational opportunities, and getting directories in campers' hands! New ideas and ways of thinking keep us on the cutting edge. Mike Dricken and I have this conversation every time he tells me he might be too old to be on the board – HISTORY and cutting edge = huge successes!

Can you afford NOT to attend the convention? Do you want to make the most money and have the best business you can? You cannot do this without investing in YOU and your people. Here are just SOME of the many benefits of attending our Convention:

- **Valuable networking opportunities**
- **Enhanced learning and skill development**
- **Access to cutting-edge market trends**
- **Strengthened supplier relationships**
- **Direct impact on ROI**
- **Leadership and strategic vision**
- **Community building and emotional support**
- **Benchmarking and best practices**
- **Problem-solving and innovation**
- **Long-term competitive advantage**

Overall, campground owners who attend the convention invest in personal and professional growth and secure a measurable return on investment through improved operations, enhanced supplier deals, and valuable industry connections. Those who forgo these opportunities may miss critical insights and networking that can significantly improve their bottom line. Your WACO membership is valuable to us in more ways that you realize - AND - is valuable to you as a business owner as well! On this page and the next are things to consider in the upcoming season. Be sure to take full advantage of your WACO membership in 2025 and make it a general rule to be a helpful member to other owners in our State Association! You can probably assist in more ways than you realize.

Unity and Communication

The belief that a unified community is our greatest asset is at the heart of our association. Our success depends on transparent and effective communication at every level. Whether through formal meetings, informal discussions, or digital correspondence, every member must stay informed and engaged with our collective vision. This commitment fosters a sense of belonging and ensures that our goals and strategies are clearly understood and executed across the organization. WACO staff is committed to communicating in several different ways. Please be sure to ask a staff member or board member if you have a question before you repeat something you aren't sure of. These are the things I have seen split Strong organizations!

The Impact of Division

The entire organization suffers when conflicting opinions and unaddressed issues erode our foundation. Divisions can lead to a fragmentation of efforts, diluted innovation, and ultimately a weakened competitive position. History has shown us that organizations that splinter due to internal conflict often struggle to regain momentum, risking not only their market position but also the trust of their members. We safeguard the integrity and vitality of our association through respectful dialogue and a commitment to shared objectives. We have a board that is COMMITTED to ensure this doesn't happen. I can't express enough how important this is, and it's a thankless job! Please ask your board members if you have any questions or issues!

LETTER FROM THE EXECUTIVE DIRECTOR



LORI SEVERSON, EXEC DIRECTOR

SEVERSON & ASSOCIATES

lori@seversonandassociates.com

608-792-5915

Embracing Diverse Perspectives

One of our strengths lies in the rich tapestry of perspectives that our members bring to the table. We benefit from our Thinkers' analytical insights and our Feelers' empathetic approaches. Each personality style contributes uniquely to problem-solving and decision-making processes. By recognizing and integrating these diverse viewpoints, we create a balanced approach that allows us to address challenges comprehensively and develop innovative solutions that reflect our association's needs.

The Vital Role of Dedicated Board Members

Our Board of Directors is integral to steering our association toward continued success. Board members who care deeply about our mission and actively share their knowledge and experiences play a crucial role in shaping strategic decisions. Their commitment to transparency and open communication sets the tone for the entire organization. When board members are engaged and willing to share information, it builds trust, empowers staff, and encourages active participation from all members. Their leadership and willingness to listen to diverse viewpoints ensure that our association remains adaptive and resilient in the face of industry challenges. We have these people on our board, and we are so fortunate to have people who invest hours and hours to make us a better organization.

Conferences, Networking, and Supplier Support

Investing time in professional development is a critical component of our ongoing success. Attending conferences informs us about the latest industry trends and benefits and provides invaluable networking opportunities. These gatherings are a platform for learning, sharing best practices, and building relationships with peers and industry experts. Equally important is the support of our suppliers at these events. By engaging with the suppliers who play a pivotal role in our ecosystem, we fortify our supply chain and gain insights into emerging technologies and innovations that can enhance our operational efficiency and bottom line.

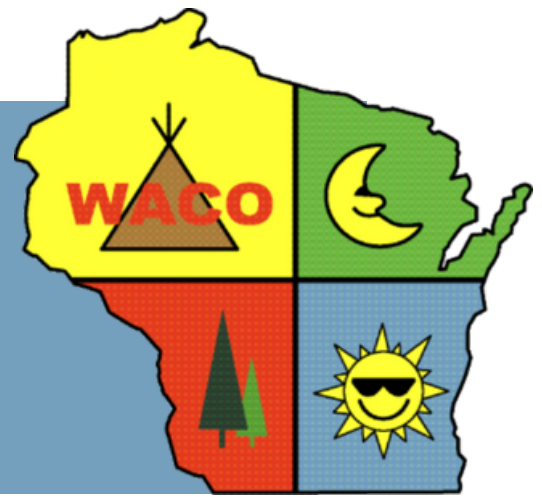
A Call to Action

Please embrace the spirit of unity and take every opportunity to further our collective mission. Commit to open dialogue, support one another, and invest in professional development by attending conferences and engaging with our valued suppliers. Let us also acknowledge and support the efforts of our dedicated board members, whose insights and leadership are fundamental to our continued success. Together, we can overcome any challenge, capitalize on emerging opportunities, and ensure that the Wisconsin Association of Campground Owners remains a beacon of excellence in our industry.

Thank you for your unwavering dedication and commitment to our shared future. YOU make a difference. We can't do the things we do without your membership!

Lori Severson

MEETING AGENDAS



ANNUAL MEETING AGENDA:

- Scott Kollock – Call to order
- Secretary’s Report
 - Approval of 2024 Annual Meeting Minutes
- Treasurer’s Approvals
- Nominations from the floor
 - Nominations
 - Elections for Board
- PAC Report
- OHI Update
- Any other new business
 - Bylaw Vote for term adjustment
 - Change to timeframe notice
- Adjourn

MARCH BOARD MEETING:

- Approval of Jan & Feb 2025 Meeting Minutes
- Celebration & WACO Updates
- Board Member Recognition & Acceptance of New Board Members



2024 SECRETARY REPORT

2024 ANNUAL
BOARD OF DIRECTORS MEETING
MARCH 16, 2024
HOLIDAY INN & CONVENTION CENTER
1001 AMBER AVENUE
STEVENS POINT, WI 54481
(715) 344-0200

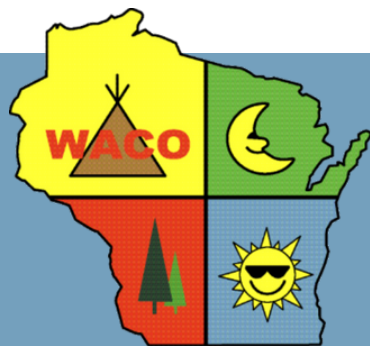
WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

ANNUAL MEETING

March 16, 2024 – 8 am – Banquet Room

ANNUAL MEETING MINUTES:

- **Scott Kollock** – Call to order -8:02 am, addressed the flag.
- **Agenda review** – Rob motioned to approve, Mike 2nd, all approved, none opposed, motion passed.
- **Secretary's Report** – Approval – Bert motioned to approve the secretary's report – 2nd Rob, all approved, none opposed, motion passed.
- **Treasurer's Approvals** - positive balance of \$37,350.13 net profit for the 2023 year. Prior years; \$50K in a CD this year to keep safe from everyone else. The rate on that \$100K with a companion CD is 5% on the CD, but it also makes a 3.25% on the companion account. The 2024 Budget is balanced and in place for your review – the board did approve this budget earlier in the year.
 - **Question from the floor:** Pete Hagen – asked re: why the amount went up, discussed DMO grant, and how most of that Internet 5-1060 was based on the SEO and FB ads, and most of that campaign from the target state-specific and activity for increasing the website traffic. Realized this was in the advertising area.
 - **Question from the floor on the Newsletter:** \$500/month to create, information from the sponsors, industry trends, and research - \$6000
 - **Requested Report re: S&A total compensation:** would like to see a full report on all compensation S&A gets because it's scattered all over? Yes, it's not a problem to generate that report.
 - **A/R** - \$40K in accounts receivables – normal this time of year with convention
 - **Madison show** – why are we separated, and why are we getting income from that show? I like to keep it separate because we assist Dave with compiling the campgrounds that attend, and we control a different section that includes GBF or other entertainment. \$675 is what others get charged (and our members get charged \$325), and we also get some kickback if we bring in other vendors – we take in all the money for that area and take in one check.
 - **Mark motioned to approve 2024 budget, 2nd Adam, motion carried** – none opposed, all approved, motion carried.
- **Nominations from the floor** – called three times, no response, none given.
Motion to close the nominations from Deneen, Rob 2nd – all positions ran unopposed so that the secretary will cast a unanimous ballot.



2024 SECRETARY REPORT

2024 ANNUAL
BOARD OF DIRECTORS MEETING
MARCH 16, 2024
HOLIDAY INN & CONVENTION CENTER
1001 AMBER AVENUE
STEVENS POINT, WI 54481
(715) 344-0200

- **Nominations:**
 - Ben Stefan – Grand Valley Campground
 - LeAnne Gieck – Skillet Creek – introduced herself – bio available for everyone in the reports
 - Sarah Krause – C&D Hospitality
 - Deneen Pedersen – Stoney Creek
 - Kristi Mlodzik – Duck Creek
 - Scott Kollock – Vista Royale
- **PAC Report**
 - \$11,748.88 – balances ending in 2023 was \$17586.67. \$11,350 contributions received at 2023 PAC fund. We have a lot of work to do this year – lots of seats up to grab, and with it being an election year. Need to get some input from OHI, Jason, Tina with lobbying, etc. as to who to donate this year.
 - 2024 initial results - \$7300 from \$300 in private - \$7600 to add to the PAC fund in 2024. I wrote a check to Andre Jacque, but can only do \$1000, so I would need to send in private donations to his fund.

✓ **ACTION ITEM: Send out donation information to membership.**
- **OHI Update** – in a good position, going in a rebranded direction with the new name and has been there for its members since the 1960 – they are focused and driven – Pau Bambei explained we are stronger together – fighting on the local and the national level is so important. 6 campgrounds from the state of WI attending at the leadership classes. Testimonial from Ollie at Pride of America: Hearing from knowledgeable people in the industry and talking with campground owners from across the county – now has friends in various states to pull and share ideas from.
 - **Did anything change with music licensing?** No, nothing changed – still have access to ASCAP, BMI, and SECC – hopefully we won't see more players here as things just get more confusing.
 - **Scholarship Program for National School** – free scholarships, can apply online - 25 available; Pride of America let the room know that Justin went the first year on scholarship. It doesn't cover the entire cost, but it does help!
 - **20 Groups** – starting with campgrounds nationwide; 6 nationwide – WI has a good representation; PA has the most. Application process to participate. Groups have different rules – based on proximity as you do share your P&L. Simple process - \$50 for an application fee.
 - **Polaris** – Scott mentioned he got a \$1750 rebate from OHI, is a good program
- **Any other new business**
 - **Bylaws** – Need to clean up bylaws, as its an appointed position to an individual represented by OHI. Also adjusted terms for board positions. Bylaws were discussed



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and the board did review and approve these changes, along with the executive officer positions:

- **Officer Positions –**
 - ✓ Treasurer – Julie will continue in this role
 - ✓ Secretary – Deneen will continue in this role
 - ✓ VP – 1: Rob Brinkmeier will continue
 - ✓ VP – 2: Sarah Krause
 - ✓ VP – 3: Kristi Mlodzik
 - ✓ President – Scott Kollock

- **BYLAW Suggestions listed below:**

ARTICLE III. BOARD OF DIRECTORS, OFFICERS, COMMITTEES, AND DUES

Section 1. BOARD OF DIRECTORS

- The board of directors shall consist of the immediate past president, twelve (12) members elected from the membership at the Annual Meeting to serve three-year terms and ~~the ARVC Region 3~~ one (1) OHL representative provided they are a qualifying member of WACO.
- If at any time during a director's term, they cease to be deemed a qualifying member of WACO, a replacement director shall be elected at the next annual meeting.

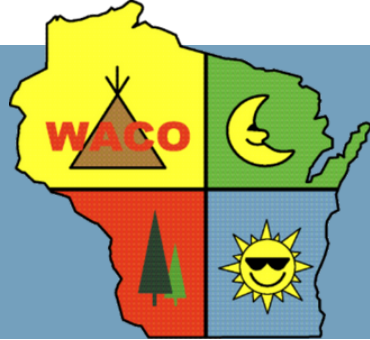
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- **Section 2. OFFICERS.** A president, first, second, and third vice presidents, secretary, and treasurer shall be elected by the board of directors from its membership. Unless there are extenuating circumstances, a board meeting to elect officers shall take place immediately following the conclusion of the annual meeting. No person is eligible to become an officer unless they have served WACO as a current director for a period of not less than one (1) year. The term for office shall be one year. ~~No one person shall hold the same officer seat for more than three consecutive terms.~~

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- Comment from the floor (Bert) - can you amend the terms vs. changing the bylaws to keep the term limited. Scott – to clarify, you would still term out, just the election of the executive officers to be 1 year. Pete – operating under bylaws that aren't in place. Scott – we are following the bylaws, the board has the opportunity to change and vote to change bylaws, then can give the membership a chance to veto it. Mark Hazelbaker confirmed this is correct – we are following the bylaws – the board has the opportunity to make bylaw changes, they made the changes and the membership can veto those changes at the next annual meeting.
- Comments: Don't want to just fill a position to fill it – President have taken the position for the year just to fill in and it doesn't work so well – especially with the back/forth between the board and S&A – it just gets very messy if someone doesn't truly want to be in the position. Limited number of people that wanted to do it, so Scott stepped up for this year.



2024 SECRETARY REPORT

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- Comment from the floor: I wanted to thank Scott and the Board for their time and service – so much going on in life and at their own parks and here they are doing this work, and I appreciate having them.
- Bert: Very good relationship with Staff and good relationships – some don't remember where it was, and how we got there. What happened, and what brought the decision to sue Washburn County? If you start suing, those are shots fired and did this potentially tarnish the relationships we have in place with State and County Reps?
 - Mark responded: WACO provided Washburn County with economic impact data, the boating launch information, the county being held to a different standard than the privately owned campgrounds; (2) county parks weren't licensed, adopted a plan for zoning WITHOUT having an overall strategic plan in place – which is ILLEGAL. Normally the counties do everything right and it makes no sense to sue – but in this particular case, we have a leg to stand on legally. Mark agreed to cap the lawsuit expense at \$5,000, which also helped the board decide to move forward. Lori ran for her County Board so she can see process/thoughts. As soon as they get verbiage from another County and copy/paste – looks it up and its already legal/correct. Mark – first time we've ever sued in the history of WACO. Conference at court at April 8th to set a schedule – don't expect an outcome any time soon. Adam – shared concerns re: relationships and where that puts us in terms of political goodwill, etc. From what he's seen – its defensible to DATCP or some other agency – unusual agency, they wouldn't work with us, rare situation.
 - ✓ Adam – we've spent a lot of time spent with them in other situations such as the Amusement Ride situation – looked at having DATCP do these inspections instead. If we write legislation and can get it approved that they do the inspections, at that point, what does that look like? They told us it was not going to work – they needed more time to figure it out and didn't have the proper education/background to do those inspections. WACO preserved that relationship and the more we talked about it, that would've painted a target on our back – so thinks it should continue to go forward well. As usual, attempting to maintain those relationships and continue to have conversations.
 - ✓ Intent is not to allow growth or any other campgrounds in that county. Jim – asking Mark to please fight the fight, because right now they wouldn't have the ability to start a campground in that county and that will just spread.
- Adjourn – motion to adjourn, rob, 2nd Mark – motioned adjourned at 9:15 am.

CELEBRATION & WACO UPDATES FROM S&A:

- Appreciate all your ideas – please be sure to send them in the survey because just like when its your 4th of July weekend, you won't remember some great suggestion a guest had in the craziness, but we do want and appreciate your input.
- Lori represents CAMP, where she hears things from other associations – where we are financially is amazing. When you benchmark against others, we are so far ahead. 11 of 12 associations had



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to take out loans to make it through since the pandemic. Hard for Lori to watch associations crumble over small things, causing division that split a group. Important to all work together – can't do it by yourself. Appreciate you having open conversations and making things work the way you do. Every member contributes in a way they can.

- Jim – we have a very strong state association. Potential here is huge so grab your neighbor next door and encourage them to join – we're very blessed to have the association we have.
- Mike – in a large part that's due to Lori and her team, so thank you.
- SWANK movie license – 25% off discount
- Fun Express/Oriental Trading – 20% off, contact them directly
- Legal Hotline – please use the JotForm for that, follow the format so we can gather all that information and easy to assist other members.
- Sale Tax Hotline – if you haven't taken out that "insurance policy" with Holly – TAKE ADVANTAGE. IRS is targeting any industry that looks to have made any money during the pandemic, so they will look at those industries that did make money.
- Lobbyist – Tina is registered as a Lobbyist for WACO, using Jason's expertise and relationships
- RVIA – collection of people of surveys and info of folks that camp in your state, which could help with zoning issues. March 6-7th is there national convention.
- Personal Property Tax – our direction on this? This one is going to be a lot to navigate, DOR is the group we have to work with and their assessors are not all consistent, so what they are doing in others, is not what they are doing across the board. Mark: it's a huge, complex issue and it will get fixed, as we aren't the only ones needing revision – it will get figured out. Lori – thanked people like Mike and others that did send in their information. Insider information always helps us understand things.
 - Jim – definitely don't want to let this lose sight, need to be looking at specific partners to collaborate with. Adam – personal property taxes changed to all structures will be assessed – decks, porches, sheds, structures – local township was taxing those seasonals directly, now passing that on to the campground owner to take care of that. What Jim was discussing was cell phone towers on farmland now requiring the farmer to collect taxes for those.
 - Adam – for me we asked the assessor to generate a list of the new charges and will plan to charge it back. Have a couple different options on how to charge that: one flat fee that we collect and divide by the number of seasonal sites; common to see a tax clause that would pass it through to each site based on the specific taxes for that site.
 - Bob – it was explained to me that personal property tax went to real property tax – which doesn't make sense, because the campground didn't create/purchase those sheds.
 - Mark – assessors are to PROPOSE, the Board of Review is who actually approves/denies the taxes being assessed. If you don't like your assessment, attend OPEN BOOK to negotiate and change that. Early rounds of this – values are being put on decks of like \$1000 – all real estate is valued at its fair market value – what a willing buyer would pay a willing seller. How many people would pay \$1000 for a used deck? Adam – you can review the listing of assessments prior to being charged. WI Properties Assessment



2024 SECRETARY REPORT

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Manual – 3 volumes and doesn't cover everything and so much variation among assessors. Some just pick a number out of thin air and charge it that way.

- ✓ **ACTION ITEM: Mark will rewrite 2025 agreements to show that seasonals will pay this back should campgrounds get assessed with real vs. personal property that is in fact seasonal property.**
- Adam's position – so important to have that legislative liaison to work with WACO – he's able to write legislation and amendments that work. Please recognize all the help he's doing.

ACTION ITEM: Send out invite for April 16th , 10 am Board meeting at Monk's.



TREASURER REPORT

2024 BUDGET TO ACTUALS

WACO

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

| | TOTAL | | | |
|---|---------------------|---------------------|--------------------|-----------------|
| | ACTUAL | BUDGET | OVER BUDGET | % OF BUDGET |
| Income | | | | |
| 4-1020 Convention Income | | 0.00 | 0.00 | |
| 4-1021 Auction/Raffles Etc | 76,795.00 | 60,000.00 | 16,795.00 | 127.99 % |
| 4-1023 Booth Fees | 98,920.00 | 95,000.00 | 3,920.00 | 104.13 % |
| 4-1024 Classes | 3,175.00 | 4,000.00 | -825.00 | 79.38 % |
| 4-1025 Kids Kamp | 2,625.00 | 3,000.00 | -375.00 | 87.50 % |
| 4-1027 Optional Events | 1,200.00 | 1,000.00 | 200.00 | 120.00 % |
| 4-1028 Registrations | 74,750.00 | 75,000.00 | -250.00 | 99.67 % |
| 4-1029 Sponsorships | 72,550.00 | 72,500.00 | 50.00 | 100.07 % |
| 4-1030 Convention Income - inserts-opt | 2,000.00 | 1,000.00 | 1,000.00 | 200.00 % |
| Total 4-1020 Convention Income | 332,015.00 | 311,500.00 | 20,515.00 | 106.59 % |
| 4-1210 Fall Workshop Income | 5,350.00 | 6,000.00 | -650.00 | 89.17 % |
| 4-1220 Interest Income | 9,164.24 | 1,000.00 | 8,164.24 | 916.42 % |
| 4-1230 Internet Income | 1,000.00 | 4,000.00 | -3,000.00 | 25.00 % |
| 4-1240 RV Literature Dist. | 24,200.00 | 25,000.00 | -800.00 | 96.80 % |
| 4-1241 Madison Show Booth Inc-Member | 5,600.00 | 5,000.00 | 600.00 | 112.00 % |
| 4-1300 Directory Advertising | | 0.00 | 0.00 | |
| 4-1301 Directory Advertising Member | 116,551.09 | 110,000.00 | 6,551.09 | 105.96 % |
| 4-1302 Directory Advertising Trade Mem | 16,644.00 | 15,000.00 | 1,644.00 | 110.96 % |
| 4-1304 Additional Directory Listing | 300.00 | 1,000.00 | -700.00 | 30.00 % |
| 4-1309 Member Advertising - Other | | 0.00 | 0.00 | |
| Total 4-1300 Directory Advertising | 133,495.09 | 126,000.00 | 7,495.09 | 105.95 % |
| 4-1330 Membership Dues | | 0.00 | 0.00 | |
| 4-1331 Membership Dues - WACO | 165,024.07 | 150,000.00 | 15,024.07 | 110.02 % |
| 4-1332 Membership Dues - ARVC | 45,494.31 | 50,000.00 | -4,505.69 | 90.99 % |
| Total 4-1330 Membership Dues | 210,518.38 | 200,000.00 | 10,518.38 | 105.26 % |
| 4-1450 Trade Member Dues | 39,000.00 | 35,000.00 | 4,000.00 | 111.43 % |
| 4-1470 WACO Gift Certificate Sales | 5,655.00 | 5,000.00 | 655.00 | 113.10 % |
| 4-1480 The Piggy Back Promo Program | 250.00 | 1,000.00 | -750.00 | 25.00 % |
| 4-1485 Member Goodwill Income | 10,000.00 | 10,000.00 | 0.00 | 100.00 % |
| 4-1700 Waco Member Printing Program | 42,218.25 | 30,000.00 | 12,218.25 | 140.73 % |
| Total Income | \$818,465.96 | \$759,500.00 | \$58,965.96 | 107.76 % |
| GROSS PROFIT | \$818,465.96 | \$759,500.00 | \$58,965.96 | 107.76 % |
| Expenses | | | | |
| 5-1000 Advertising & Promotion | 0.00 | 0.00 | 0.00 | |
| 5-1016 Madison Show Expense | 9,272.30 | 9,000.00 | 272.30 | 103.03 % |
| 5-1020 Advertising Contract Fee | 15,000.00 | 15,000.00 | 0.00 | 100.00 % |
| 5-1030 Camping Coupons | 5,405.00 | 15,000.00 | -9,595.00 | 36.03 % |
| 5-1040 Directory Distribution | 30,790.71 | 25,000.00 | 5,790.71 | 123.16 % |
| 5-1050 Directory Printing | 76,716.33 | 77,000.00 | -283.67 | 99.63 % |
| 5-1060 Internet Expense | 11,937.78 | 15,000.00 | -3,062.22 | 79.59 % |
| 5-1070 Printed Materials | 24,368.33 | 25,000.00 | -631.67 | 97.47 % |



TREASURER REPORT

2024 BUDGET TO ACTUALS

WACO

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

| | TOTAL | | | |
|---|---------------------|---------------------|--------------------|-----------------|
| | ACTUAL | BUDGET | OVER BUDGET | % OF BUDGET |
| 5-1095 Show Expense | 10,987.42 | 10,000.00 | 987.42 | 109.87 % |
| 5-1096 Advertising/Promo. - Other | 28,893.52 | 30,000.00 | -1,106.48 | 96.31 % |
| Total 5-1000 Advertising & Promotion | 213,371.39 | 221,000.00 | -7,628.61 | 96.55 % |
| 5-1097 Waco Mmb Printing Prog Expen | 37,272.20 | 35,000.00 | 2,272.20 | 106.49 % |
| 5-1200 Bank Charges | 0.00 | 0.00 | 0.00 | |
| 5-1300 Board of Directors | 1,539.01 | 2,000.00 | -460.99 | 76.95 % |
| 5-1400 Commissions | 48,584.98 | 45,000.00 | 3,584.98 | 107.97 % |
| 5-1500 Contract Fee | 129,000.00 | 129,000.00 | 0.00 | 100.00 % |
| 5-1600 Convention Expense | | 0.00 | 0.00 | |
| 5-1610 General | 164,878.17 | 145,000.00 | 19,878.17 | 113.71 % |
| 5-1620 Kids Kamp | | 0.00 | 0.00 | |
| 5-1630 Speakers | 18,056.05 | 10,000.00 | 8,056.05 | 180.56 % |
| 5-1632 Classes | | 2,000.00 | -2,000.00 | |
| Total 5-1600 Convention Expense | 182,934.22 | 157,000.00 | 25,934.22 | 116.52 % |
| 5-1999 ARVC Dues Expense | 42,347.51 | 45,000.00 | -2,652.49 | 94.11 % |
| 5-2000 Credit Card Fees Expense | 7,310.95 | 9,000.00 | -1,689.05 | 81.23 % |
| 5-2010 Dues, Subscriptions, Reg. | 2,075.00 | 2,000.00 | 75.00 | 103.75 % |
| 5-2020 Fall Workshop Expense | 7,670.22 | 6,000.00 | 1,670.22 | 127.84 % |
| 5-2030 Insurance | 1,938.00 | 2,000.00 | -62.00 | 96.90 % |
| 5-2050 Legal & Professional | 26,876.57 | 25,000.00 | 1,876.57 | 107.51 % |
| 5-2055 Accounting Fees Expense | 6,697.82 | 7,000.00 | -302.18 | 95.68 % |
| 5-2060 Legislative Expense | 9,560.43 | 10,000.00 | -439.57 | 95.60 % |
| 5-2080 Membership & Dues Expense | | 0.00 | 0.00 | |
| 5-3000 Miscellaneous Expense | | 0.00 | 0.00 | |
| 5-3100 Newsletter Expense | 6,000.00 | 6,000.00 | 0.00 | 100.00 % |
| 5-3200 Office Expense | 19,877.71 | 20,000.00 | -122.29 | 99.39 % |
| 5-3400 Postage | 10,933.59 | 12,500.00 | -1,566.41 | 87.47 % |
| 5-5000 Telephone | 3,035.42 | 3,000.00 | 35.42 | 101.18 % |
| 5-6000 Travel Expenses | | 0.00 | 0.00 | |
| 5-6010 Air Fare | 4,762.93 | 4,000.00 | 762.93 | 119.07 % |
| 5-6020 Lodging | 2,335.90 | 4,000.00 | -1,664.10 | 58.40 % |
| 5-6030 Meals | 1,795.38 | 2,000.00 | -204.62 | 89.77 % |
| 5-6040 Mileage | 7,134.55 | 7,000.00 | 134.55 | 101.92 % |
| 5-6050 Other Travel Expense | 6,331.35 | 6,000.00 | 331.35 | 105.52 % |
| Total 5-6000 Travel Expenses | 22,360.11 | 23,000.00 | -639.89 | 97.22 % |
| QuickBooks Payments Fees | 0.00 | 0.00 | 0.00 | |
| Total Expenses | \$779,385.13 | \$759,500.00 | \$19,885.13 | 102.62 % |
| NET OPERATING INCOME | \$39,080.83 | \$0.00 | \$39,080.83 | 0.00% |
| NET INCOME | \$39,080.83 | \$0.00 | \$39,080.83 | 0.00% |



TREASURER REPORT

2025 BALANCE SHEET

WACO

Balance Sheet

As of January 31, 2025

| | TOTAL |
|---------------------------------------|---------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 1-1180 FNB Checking 6460 | 274,594.51 |
| 1-1181 FNB Savings 0790 | 102,852.53 |
| 1-1182 FNB CD 0970 Nov 23 | 0.00 |
| 1-1190 CCF 356 - CD Act. | 105.21 |
| 1-1191 CCF Bank Checking 7592 | 0.00 |
| 1-1195 United Bank | 0.00 |
| 1-1200 United Bank-Script Acct | 0.00 |
| WACO CD Nov 24 1838 | 104,754.09 |
| WACO DMO Checking | 0.00 |
| Total Bank Accounts | \$482,306.34 |
| Accounts Receivable | |
| 1-1205 A/R - Severson & Assoc. | 0.00 |
| 1200 Accounts Receivable | 58,450.23 |
| 1210 Accounts Receivable-S&H | 0.00 |
| 1220 Accounts Receivable-Severson | 0.00 |
| Total 1200 Accounts Receivable | 58,450.23 |
| Due from Bank | 0.00 |
| Total Accounts Receivable | \$58,450.23 |
| Other Current Assets | |
| 1-1340 Prepaid Expense | 0.00 |
| 1-1400 Undeposited Funds | 5,689.15 |
| 1-1450 Inventory-Script Cards | 0.00 |
| 1-1500 Prepaid Booth Fees | 0.00 |
| 1-1551 Prepaid Convention Expense | 0.00 |
| Due from VISA | 0.00 |
| MHC/Equity Lifestyle Holding Account | 0.00 |
| PayPal Holding | 0.00 |
| Total Other Current Assets | \$5,689.15 |
| Total Current Assets | \$546,445.72 |
| Fixed Assets | |
| 1-2000 Fixed Assets | |
| 1-2210 Software | 0.00 |
| Total 1-2000 Fixed Assets | 0.00 |
| 1-2110 Equipment | 0.00 |
| 1-2115 Equipment Cost | 5,432.36 |
| 1-2120 Accum Depr - Equipment | -5,432.36 |



TREASURER REPORT

2025 BALANCE SHEET

WACO

Balance Sheet

As of January 31, 2025

| | TOTAL |
|--|---------------------|
| 1-2215 Software Cost | 295.35 |
| 1-2220 Accum. Depreciation - Software | -295.35 |
| Total Fixed Assets | \$0.00 |
| Other Assets | |
| 1-2320 Suspense | 0.00 |
| Total Other Assets | \$0.00 |
| TOTAL ASSETS | \$546,445.72 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2-1110 Accounts Payable | 0.00 |
| 2-1111 Accounts Payable-HACH | 0.00 |
| Total 2-1110 Accounts Payable | 0.00 |
| Total Accounts Payable | \$0.00 |
| Credit Cards | |
| US Bank #4545 | 0.00 |
| Total Credit Cards | \$0.00 |
| Other Current Liabilities | |
| 2-1130 Deferred Convention Income | 0.00 |
| 2-1125 Def Convention Income - Inserts | 0.00 |
| 2-1126 Deferred Madison Show Booth Inc | 0.00 |
| 2-1131 Deferred Booth Fees | 0.00 |
| 2-1132 Deferred Classes | 0.00 |
| 2-1133 Deferred Kids Kamp | 0.00 |
| 2-1134 Deferred Meals | 0.00 |
| 2-1135 Deferred Optional Events | 0.00 |
| 2-1136 Deferred Registration | 0.00 |
| 2-1137 Deferred Sponsorships | 0.00 |
| 2-1138 Deferred Cov. Inc. - Other | 0.00 |
| Total 2-1130 Deferred Convention Income | 0.00 |
| 2-1200 Deferred Memb. Adv. | 0.00 |
| 2-1201 Def Directory Adv - Trademember | 0.00 |
| 2-1203 Def Directory Adv - Member | 0.00 |
| 2-1204 Deferred Addl. Dir. Listing | 0.00 |
| 2-1205 Deferred Directory Ad Listing | 0.00 |
| 2-1208 Deferred New Ad Discount | 0.00 |
| 2-1212 Deferred Inc. - Member Adv | 0.00 |
| 2-1216 Deferred Piggy Back Program | 0.00 |



TREASURER REPORT

2025 BALANCE SHEET

WACO

Balance Sheet

As of January 31, 2025

| | TOTAL |
|--|---------------------|
| Total 2-1200 Deferred Memb. Adv. | 0.00 |
| 2-1210 Deferred Internet Income | 0.00 |
| 2-1214 Deferred Video Advertising | 0.00 |
| 2-1215 Deferred Member Printing Progra | 0.00 |
| 2-1230 Deferred Member Dues | 0.00 |
| 2-1120 Deferred Mem. Dues - ARVC | 0.00 |
| 2-1231 Deferred Mem. Dues - WACO | 0.00 |
| 2-1232 Deferred Mem. Dues - Other | 0.00 |
| 2-1235 Deferred New Member Discount | 0.00 |
| Total 2-1230 Deferred Member Dues | 0.00 |
| 2-1260 Deferred Trade Member Dues | 0.00 |
| 2-1265 Deferred RV Show Booth | 0.00 |
| 2-1266 Def RV Literature Distrubution | 0.00 |
| Deferred Newsletter Advertising | 0.00 |
| Due to Gilbert Brown Foundation | 125.00 |
| Total Other Current Liabilities | \$125.00 |
| Total Current Liabilities | \$125.00 |
| Total Liabilities | \$125.00 |
| Equity | |
| 3-1000 Opening Bal Equity | 0.00 |
| 3-1010 Prior Period Adjustments | 0.00 |
| 3-1020 Net Assets | 80,202.20 |
| Net Income | 466,118.52 |
| Total Equity | \$546,320.72 |
| TOTAL LIABILITIES AND EQUITY | \$546,445.72 |



TREASURER REPORT

2025 BUDGET

WACO 2025 Budget Worksheet

| | 2024 Actual | 2024 Budget | 2025 |
|---|----------------------|----------------------|----------------------|
| Income | | | |
| 4-1020 Convention Income | | 0.00 | |
| 4-1021 Auction/Raffles Etc | 76,795.00 | 60,000.00 | 65,000.00 |
| 4-1023 Booth Fees | 98,920.00 | 95,000.00 | 95,000.00 |
| 4-1024 Classes | 3,175.00 | 4,000.00 | 4,000.00 |
| 4-1025 Kids Kamp | 2,625.00 | 3,000.00 | 3,000.00 |
| 4-1027 Optional Events | 1,200.00 | 1,000.00 | 1,000.00 |
| 4-1028 Registrations | 74,750.00 | 75,000.00 | 75,000.00 |
| 4-1029 Sponsorships | 72,550.00 | 72,500.00 | 70,000.00 |
| 4-1030 Convention Income - Inserts-opt | 2,000.00 | 1,000.00 | 2,000.00 |
| Total 4-1020 Convention Income | \$ 332,015.00 | \$ 311,500.00 | \$ 315,000.00 |
| 4-1210 Fall Workshop Income | 5,350.00 | 6,000.00 | 6,000.00 |
| 4-1220 Interest Income | 9,164.24 | 1,000.00 | 9,000.00 |
| 4-1230 Internet Income | 1,000.00 | 4,000.00 | 2,000.00 |
| 4-1240 RV Literature Dist. | 24,200.00 | 25,000.00 | 23,000.00 |
| 4-1241 Madison Show Booth Inc-Member | 5,600.00 | 5,000.00 | 6,000.00 |
| 4-1300 Directory Advertising | | 0.00 | |
| 4-1301 Directory Advertising Member | 116,551.09 | 110,000.00 | 115,000.00 |
| 4-1302 Directory Advertising Trade Mem | 16,644.00 | 15,000.00 | 15,000.00 |
| 4-1304 Additional Directory Listing | 300.00 | 1,000.00 | 500.00 |
| 4-1309 Member Advertising - Other | | 0.00 | |
| Total 4-1300 Directory Advertising | \$ 133,495.09 | \$ 126,000.00 | \$ 130,500.00 |
| 4-1330 Membership Dues | | 0.00 | |
| 4-1331 Membership Dues - WACO | 165,024.07 | 150,000.00 | 165,000.00 |
| 4-1332 Membership Dues - ARVC | 45,494.31 | 50,000.00 | 0.00 |
| Total 4-1330 Membership Dues | \$ 210,518.38 | \$ 200,000.00 | \$ 165,000.00 |
| 4-1450 Trade Member Dues | 39,000.00 | 35,000.00 | 37,000.00 |
| 4-1470 WACO Gift Certificate Sales | 5,655.00 | 5,000.00 | 6,000.00 |
| 4-1480 The Piggy Back Promo Program | 250.00 | 1,000.00 | 1,000.00 |
| 4-1485 Member Goodwill Income | 10,000.00 | 10,000.00 | 10,000.00 |
| 4-1700 Waco Member Printing Program | 42,218.25 | 30,000.00 | 40,000.00 |
| Total Income | \$ 818,465.96 | \$ 759,500.00 | \$ 750,500.00 |
| Gross Profit | \$ 818,465.96 | \$ 759,500.00 | \$ 750,500.00 |
| Expenses | | | |
| 5-1000 Advertising & Promotion | 0.00 | 0.00 | |
| 5-1016 Madison Show Expense | 9,272.30 | 9,000.00 | 6,000.00 |
| 5-1020 Advertising Contract Fee | 15,000.00 | 15,000.00 | 15,000.00 |
| 5-1030 Camping Coupons | 5,405.00 | 15,000.00 | 7,500.00 |
| 5-1040 Directory Distribution | 30,790.71 | 25,000.00 | 30,000.00 |
| 5-1050 Directory Printing | 76,716.33 | 77,000.00 | 80,000.00 |



TREASURER REPORT

2025 BUDGET

| | 2024 Actual | 2024 Budget | 2025 |
|---|----------------------|----------------------|----------------------|
| 5-1060 Internet Expense | 11,937.78 | 15,000.00 | 12,000.00 |
| 5-1070 Printed Materials | 24,368.33 | 25,000.00 | 25,000.00 |
| 5-1095 Show Expense | 10,987.42 | 10,000.00 | 12,000.00 |
| 5-1096 Advertising/Promo. - Other | 28,893.52 | 30,000.00 | 30,000.00 |
| Total 5-1000 Advertising & Promotion | \$ 213,371.39 | \$ 221,000.00 | \$ 217,500.00 |
| 5-1097 Waco Mmb Printing Prog Expen | 37,272.20 | 35,000.00 | 35,000.00 |
| 5-1200 Bank Charges | 0.00 | 0.00 | |
| 5-1300 Board of Directors | 1,539.01 | 2,000.00 | 2,000.00 |
| 5-1400 Commissions | 48,584.98 | 45,000.00 | 47,500.00 |
| 5-1500 Contract Fee | 129,000.00 | 129,000.00 | 133,000.00 |
| 5-1600 Convention Expense | | 0.00 | |
| 5-1610 General | 164,878.17 | 145,000.00 | 165,000.00 |
| 5-1620 Kids Kamp | | 0.00 | 3,000.00 |
| 5-1630 Speakers | 18,056.05 | 10,000.00 | 10,000.00 |
| 5-1632 Classes | | 2,000.00 | 3,000.00 |
| Total 5-1600 Convention Expense | \$ 182,934.22 | \$ 157,000.00 | \$ 181,000.00 |
| 5-1999 ARVC Dues Expense | 42,347.51 | 45,000.00 | 0.00 |
| 5-2000 Credit Card Fees Expense | 7,310.95 | 9,000.00 | 5,000.00 |
| 5-2010 Dues, Subscriptions, Reg. | 2,075.00 | 2,000.00 | 2,000.00 |
| 5-2020 Fall Workshop Expense | 7,670.22 | 6,000.00 | 7,500.00 |
| 5-2030 Insurance | 1,938.00 | 2,000.00 | 2,000.00 |
| 5-2050 Legal & Professional | 26,876.57 | 25,000.00 | 20,000.00 |
| 5-2055 Accounting Fees Expense | 6,697.82 | 7,000.00 | 7,000.00 |
| 5-2060 Legislative Expense | 9,560.43 | 10,000.00 | 25,000.00 |
| 5-2080 Membership & Dues Expense | | 0.00 | |
| 5-3000 Miscellaneous Expense | | 0.00 | |
| 5-3100 Newsletter Expense | 6,000.00 | 6,000.00 | 6,000.00 |
| 5-3200 Office Expense | 19,877.71 | 20,000.00 | 20,000.00 |
| 5-3400 Postage | 10,933.59 | 12,500.00 | 12,000.00 |
| 5-5000 Telephone | 3,035.42 | 3,000.00 | 3,000.00 |
| 5-6000 Travel Expenses | | 0.00 | |
| 5-6010 Air Fare | 4,762.93 | 4,000.00 | 7,000.00 |
| 5-6020 Lodging | 2,335.90 | 4,000.00 | 6,000.00 |
| 5-6030 Meals | 1,795.38 | 2,000.00 | 3,000.00 |
| 5-6040 Mileage | 7,134.55 | 7,000.00 | 7,000.00 |
| 5-6050 Other Travel Expense | 6,331.35 | 6,000.00 | 2,000.00 |
| Total 5-6000 Travel Expenses | \$ 22,360.11 | \$ 23,000.00 | \$ 25,000.00 |
| QuickBooks Payments Fees | 0.00 | 0.00 | 0.00 |
| Total Expenses | \$ 779,385.13 | \$ 759,500.00 | \$ 750,500.00 |
| Net Operating Income | \$ 39,080.83 | \$ 0.00 | \$ 0.00 |
| Net Income | \$ 39,080.83 | \$ 0.00 | \$ 0.00 |

BOARD NOMINEES

Running for a 2nd Term



Scenic Ridge
campground

JULIE MICHAELS – SCENIC RIDGE CAMPGROUND

RUNNING FOR SECOND TERM

Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 22 plus years. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create those memorable family moments is what she believes makes her job and this industry so special.

When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.



TIFFANY PARGMAN – INDIAN TRAILS CAMPGROUND

RUNNING FOR SECOND TERM

Greetings WACO! My name is Tiffany and Indian Trails Campground and the camping industry has been my heart and passion my entire life. My grandparents Chuck & Betty Meierdirk founded Indian Trails Campground in 1965 and I am a 3rd Generation Owner. My husband Matt and I fulfilled my childhood dream & bought Indian Trails from my mom Myrna & her husband Dave in January 2021. Matt's family has camped at Indian Trails for almost 40 years and yes, I married a camper boy. Matt ended his 25-year engineering career to be a fulltime campground owner and working together is challenging and rewarding at the same time. This year will be our 25th Anniversary and we have two boys who have been fortunate to grow up at the campground, just as I did. I attended Kids Kamp when I was little and going booth to booth at the trade show is a fond memory of my childhood. Both of my boys attended Kids Kamp throughout their childhood and hold the same memories I do. My grandparents joined WACO right from the start and our campground has benefited so much from being a part of WACO. In 2007 & 2008, I attended the RV Park and

Campground Management School at the Oglebay National Training Center in Wheeling, WV. As a campground owner, we wear many hats, but my favorite and specialty is our gift shop. I am running for the WACO board for many reasons; to gain more knowledge and insight of our industry, expand networking while helping to grow my campground as well as my peers and to help support and give back to an organization I believe in. I served as VP on our local Boys Club board and ran the basketball program while Matt coached for 7 years when my boys were younger. That was a full-time job during the winter/off season. Throughout those 7 years, our club became very successful and made a 100% turnaround from almost being shut down the year I joined. We were able to purchase new uniforms, equipment and gear for every sport as well as all new tables and equipment for concessions and fundraisers. I recently have been asked by several teachers, administrators and community members to run for our local School Board, which I respectfully declined due to the commitment of 2 meetings a month and having a business to operate. I was very grateful and appreciative to be considered and thought about for that role. What I am passionate about is our industry and will give 110% to the WACO board, just as I do my own business. I want each and every campground to be successful and I wish you all the best.

BOARD NOMINEES

Running for a 1st Term



Joe Ledger – Lakeside Fire Campground

Running for new 2-year term



Joe Ledger and his wife, Kristen, own and operate Lakeside Fire Campground, which they purchased in 2020. Now entering their fifth season in 2025, they are thrilled to continue growing a family-friendly destination where guests return year after year, creating lasting memories with loved ones.

In addition to running the campground, Joe has had the honor of serving as an Army Chaplain for the past 23 years. His goal is to reach at least 30 years of service before retirement, continuing his mission of mentoring and leading others. A firm believer in helping people discover and pursue their passions, he finds great fulfillment in coaching, guiding, and equipping others for success.

A self-proclaimed data junkie, Joe enjoys analyzing information to enhance processes, programs, and organizations. In his free time, he and Kristen love woodworking and scuba diving, embracing both creativity and adventure.

Their vision for Lakeside Fire Campground goes beyond just providing a place to stay. They aim to create a fun, welcoming environment where guests enjoy quality time with friends and family. For their employees, they hope to teach, guide, and prepare them not only for their roles at the campground but also for future opportunities in any career path they choose.

FALL

Workshops

September 16-17

October 7-8

PAC REPORT

ABOUT PAC

Your WACO PAC (Political Action Committee) is making a difference in legislation that affects your campground business!

WACO directors, along with our members, community partners, mentors from the industry, and WACO staff, are instrumental in working with our Legislators to keep our members informed on all the latest bills and reforms that could impact our industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance when you can schedule teen employees to work, your licensing fees, zoning ordinances – the list goes on!

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members. As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact. Our PAC's active involvement in campaigns will then help elect candidates with small business experience or pro-business attitudes on the state and local level and help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state!

If you have contribution suggestions for specific candidates...

PLEASE LET US KNOW!

WACO 2024 PAC REPORT

- The Jan 1st, 2024 beginning balance was \$17586.68
- Our fundraisers raised \$8,100.00 in 2024. We have a strong PAC, outstanding job everyone.
- We made contributions to committees of \$18,500.00. (Register report of all transactions included).
- Bank charges totaled \$44.21.
- Our balance on Dec 31st, 2024 was and currently is \$7142.47.

All candidates we contributed to were chosen by our board as those that have helped or are willing to help the tourism industry in Wisconsin.

There are some elections coming up so please contribute. Make tourism stronger in Wisconsin.

Please remember to thank our 2025 WACO Volunteer of the Year, Bob Weiss, for all his work with the PAC Fund!

PAC REPORT

REGISTER REPORT OF ALL TRANSACTIONS IN 2024

▾ Transactions by Category

All Accounts

1/1/2024 Through 12/31/2024

| Num | Date | Payee | Category | Amount |
|---------------------------|------------|---------------------------------|------------------|--------------------|
| Income Categories | | | | |
| pac fund raisers | | | | |
| | 3/29/2024 | | pac fund raisers | 6,850.00 |
| | 5/29/2024 | pac fund raisers | pac fund raisers | 1,000.00 |
| | 10/30/2024 | pac fund raisers | pac fund raisers | 250.00 |
| Total pac fund raisers | | | | 8,100.00 |
| Total Income Categories | | | | 8,100.00 |
| Expense Categories | | | | |
| Bank Charges | | | | |
| Bank Charges - Unassigned | | | | |
| | 4/12/2024 | US Bank | Bank Charges | (12.21) |
| | 9/16/2024 | US Bank | Bank Charges | (32.00) |
| | | | | (44.21) |
| Total Bank Charges | | | | (44.21) |
| contribution | | | | |
| | 3/14/2024 | Jacque for Wisconsin | contribution | (1,000.00) |
| 1393 | 5/11/2024 | Friends of Alex Dallman | contribution | (1,000.00) |
| 1394 | 10/14/2024 | Committee to elect Joan Ballweg | contribution | (1,000.00) |
| 1395 | 10/14/2024 | Tammy Baldwin for Senate | contribution | (1,000.00) |
| 1397 | 10/14/2024 | Hovde for Senate Committee | contribution | 0.00 |
| 1398 | 10/14/2024 | Keeping America Strong PAC | contribution | (1,000.00) |
| 1415 | 10/14/2024 | Hovde for Senate Committee | contribution | (1,000.00) |
| 1399 | 10/21/2024 | Van Orden for Congress | contribution | (1,000.00) |
| 1400 | 10/21/2024 | Testin for Senate | contribution | (1,000.00) |
| 1401 | 10/21/2024 | Stacey Klein for State Senate | contribution | (1,000.00) |
| 1402 | 10/21/2024 | Taxpayers for Stafsholt | contribution | (1,000.00) |
| 1403 | 10/21/2024 | TE Pronchinske for Assembly | contribution | (1,000.00) |
| 1404 | 10/21/2024 | Ryan Habsch-State Assembly | contribution | (1,000.00) |
| 1405 | 10/21/2024 | Friends of Julian Bradley | contribution | (1,000.00) |
| 1406 | 10/21/2024 | Duey for Senate | contribution | (1,000.00) |
| 1407 | 10/21/2024 | Friends of Swearingen | contribution | (500.00) |
| 1408 | 10/21/2024 | Jeff Mursau | contribution | (500.00) |
| 1409 | 10/21/2024 | friends of Rob Summerfeld | contribution | (500.00) |
| 1410 | 10/21/2024 | Nancy 4 Wisconsin | contribution | (500.00) |
| 1411 | 10/21/2024 | Billings 4 Assembly | contribution | (500.00) |
| 1412 | 10/21/2024 | Krug for Assembly | contribution | (500.00) |
| 1413 | 10/21/2024 | kitchens for Assembly | contribution | (500.00) |
| 1414 | 10/28/2024 | Glenn Grothman for Congress | contribution | (1,000.00) |
| Total contribution | | | | (18,500.00) |
| Total Expense Categories | | | | (18,544.21) |
| Grand Total | | | | (10,444.21) |



DID YOU KNOW that OHI is regularly advocating for you in Washington DC on multiple issues important to RV parks and campgrounds?



The OHI government affairs team, along with more than 35 campground owners and operators (including two from Wisconsin), have traveled to DC fighting specifically for the Credit Card Competition Act that will save all of us who accept credit cards as a form of payment an average of 15% annually on our credit card swipe fees.

For more information on this, and to express an interest in participating in future DC advocacy trips, [click here](#).

If you've been impacted by Spectrum's new business model that has dramatically increased costs for WiFi at campgrounds across Wisconsin, **DID YOU KNOW that OHI has announced a partnership with AT&T that can save you thousands on your WiFi costs?**

This partnership delivers exclusive tiered pricing, flexible bandwidth options, and the highest discounted pricing available through AT&T's enterprise contracting model, helping RV parks and campgrounds in Wisconsin deliver reliable internet to their guests at reasonable prices.

For more information about this partnership, and how to access OHI exclusive, custom AT&T pricing plans, [click here](#).



DID YOU KNOW that Wisconsin's own Ollie Gauthier of Hickory Hills Campground, was recently featured by OHI as an up-and-coming Young Professional in our industry?

When Ollie Gauthier's parents decided to purchase Hickory Hills Campground in 2022, his life took an unexpected turn. "I never knew that owning or managing a campground could be a career path," Ollie reflects. "I had no clue this industry even existed." Fresh out of his freshman year of college, Ollie decided to set aside his studies to help his family breathe new life into their new property. What began as a crash course in campground management has since grown into reshaping Ollie's career and his outlook on the industry.

To read Ollie's story, [click here](#).

DID YOU KNOW that OHI has announced a new event, OHI®Connect, the first regional conference of its kind, designed to bring affordable and industry-leading professional development and networking directly to the industry?

Scheduled to take place March 25–27, 2025, at the beautiful Cherry Hill Park in College Park, Maryland (outside of DC), this event will provide RV park and campground owners and operators with significant opportunities to connect, learn, and grow. Open to owners, operators, and invited business partners, OHI®Connect is ideal for those navigating financial challenges, wanting to sharpen their strategic vision, or those who are just entering the industry. For more information on OHI®Connect and to register, [click here](#).



And finally, DID YOU KNOW there are only 10 spots remaining at this year's George O'Leary National School of Outdoor Hospitality Management?

It's time to register and attend National School! I did it more than a decade ago and I can tell you it was one of the best things I've ever done for the future success of my campground. You will expand your knowledge learning from the industry's best experts, and you'll leave having met dozens of owners and operators just like you passionate about making their businesses better. These friendships will last forever and will be people you contact and share ideas at every turn in your career.

For more information and to register for National School, [click here](#).

I'm looking forward to connecting with everyone in just a few weeks at the WACO Convention! If you have any questions in the meantime, feel free to reach out to me directly at 920-570-0764.

Remember, we're stronger together!

Annual OHI Update

By Jim Button

OHI BOARD OF DIRECTORS



Joe Moore, CPO, OHE (Chair) Moore's Campground Consulting

Jim Button, OHE (Vice Chair) Evergreen Campsites

Charles Amian, CPO, OHC (Second Vice Chair) Pismo Coast Village RV Resort

Bert Davis, OHC (Immediate Past Chair) Dells Camping Resorts

Jeff Hoffman (Treasurer) JAH Consulting

Brian Saunders, OHM (Secretary) Pinewood Lodge Campground

Robert Bouse, Travel Resorts of America

Kathy Dyer, Maine Campground Owners Association

Jon Gould, Treehouse Communities

Tyler Grim, Canyon Country Campground

Barb Krumm, CPO, OHC Ocean Lakes Family Campground

Karen Kymer, Kymer's Camping Resort

Ed Miller, Rush No More RV Park, Resort, Cabins & Campground

Michael Moore, CTE AGS Guest Guides

Terry Munoz, CPO, OHC The Retreat RV & Camping Resort

Lance Pitre, Lakeview Park & Beach

John Sheedy, Park Brokerage

Kitty Winship, OHP Papoose Pond Family Campground

Jed Wood, Blue Rocks Campground

OHI'S YOUNG PROFESSIONALS HAVE TWO NEW LEADERS AS WELL, WHO ARE READY TO LEAD THIS POSITIVE AND IMPACTFUL GROUP INTO THE FUTURE:

- **Erica Edmonds, Professional Development Committee Lead**, Thousand Palms RV Resort (FL)
- **Ashley Migliaccio, Co-Chair**, Hidden Acres Family Campground (CT)



2025 BYLAW VOTE



Indicates line of bylaw adjustment

ARTICLE III. BOARD OF DIRECTORS, OFFICERS, COMMITTEES, AND DUES

Section 1. BOARD OF DIRECTORS

- The board of directors shall consist of the immediate past president, twelve (12) members elected from the membership at the Annual Meeting to serve three-year terms and ~~the ARVC Region-3~~ ~~one~~ (1) OHI representative provided they are a qualifying member of WACO.
- If at any time during a director's term, they cease to be deemed a qualifying member of WACO, a replacement director shall be elected at the next annual meeting.

Section 2. OFFICERS.

A president, first, second, and third vice presidents, secretary, and treasurer shall be elected by the board of directors from its membership. Unless there are extenuating circumstances, a board meeting to elect officers shall take place immediately following the conclusion of the annual meeting. No person is eligible to become an officer unless they have served WACO as a current director for a period of not less than one (1) year. The term for office shall be one year. ~~No one person shall hold the same officer seat for more than three consecutive terms.~~

CHANGE FOR MEMBERSHIP VOTE IN 2026 ANNUAL MEETING

Section 11. RESOLUTIONS AND REFERENDUMS.

The General Membership hereby assigns the board of directors the ability to change the association bylaws when the amendment is approved by a two-thirds majority vote of the board of directors. Board approved amendments shall be announced to the General Membership no less than ~~90~~ 45 days prior to the Annual General Membership Meeting and are subject to veto by two-thirds majority vote of those present at the meeting (including ~~ballots received via mail~~ votes of approval or disapproval received by the WACO office at least 30 days prior to the annual meeting)

**END OF THE
ANNUAL
MEETING**



**ANNUAL
REPORT
2024-2025**

**PLEASE READ ON
FOR THE FULL
ANNUAL REPORT
FROM THE WACO
OFFICE & BOARD
OF DIRECTORS**

Social Media Website Emails



JAN-DEC 2024 MONTHLY REPORTING

- Reports are included in our WACO newsletters, reflecting the previous months' statistics and include:
 - Social Media
 - Website Analytics
 - Constant Contact Statistics



JAN & FEB 2025 MONTHLY REPORTING

- January and February full reports are included in the following pages.

ITEMS OF NOTE:

- ✓ **Facebook & Instagram are constantly “evolving,”** which means their tracking, statistics, and how we can pull data changes along with the latest “evolution.” That makes it difficult to compare Year-Over-Year, sometimes even Month-Over-Month. Ex: As recently as August of 2024, we tracked Facebook “Likes” on our page & IG “Followers” on our account. That changed to “Lifetime Followers” for both Meta-owned socials. Our best practice is to stay even-keel during transitions like this and increase a month or two after the data settles. ***Shout out to Danielle in our office for always keeping our posts fresh and consistent! See some of her best work on the following pages.***
- ✓ **Google Analytics is now G4** with its online tutorial, step-by-step setup process, and painful transition. The reporting is great, but since our WACO website was transitioning from a very outdated structure (thank you, GEM Grant!), we cannot compare 2023 data to 2024 after June without looking at each line “by hand.” The WACO Office is happy to do that for anyone curious. Still, we quit reporting the month over month-as it would reflect a comparison to no activity, which was inaccurate. Thankfully, our new website is already set up with G4! So we’re all set. That is until Google changes its analytics again.
- ✓ **Constant Contact tracks everything,** including who opens an email, if the email bounces out into the ether, and how many people click on our links. If you feel like you aren’t seeing WACO emails, something is likely wrong on the back end! Let us know so we can make sure you’re getting all the communication you can!



Wisconsin Campers

Published by Canva on January 3 at 7:15 PM

Okay, holidays are over. Is it camping season yet? Get a jumpstart on planning your summer adventures at www.wisconsincampgrounds.com!



#1 Facebook Post in 2024

Overview

Reach

622,695

Higher than typical

Impressions

631,150

Higher than typical

Interactions

4,469

Higher than typical

Link clicks

128

Higher than typical

Reach

100,000

100,000

100,000

0

15m

4h

9h

15h

1d 6h

3d

7d

17d

Typical

Facebook post reach

Interactions

Reactions

1,397

Higher than typical

Comments

147

Higher than typical

Shares

2,917

Higher than typical

Saves

8

Higher than typical

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Facebook post

Okay, holidays are over. Is it camping season yet? Get a...

Jan 3, 2024, 5:15 PM

This post's reach (624,799) is **66,227%** higher than your median post reach (942) on Facebook.

Highest reactions on a post



Facebook post

Okay, holidays are over. Is it camping season yet? Get a...

Jan 3, 2024, 5:15 PM

This post received **106,433%** more reactions (9,588 reactions) than your median post (9 reactions) on Facebook.

Highest comments on a post



Facebook post

Okay, holidays are over. Is it camping season yet? Get a...

Jan 3, 2024, 5:15 PM

This post received **291,000%** more comments (2,911 comments) than your median post (1 comment) on Facebook.

The best Facebook posts are engaging, visually appealing, and provide value to the audience. They often include compelling visuals, concise and impactful text, and a strong call to action. Posts that spark conversation, share relatable stories, or offer helpful insights tend to perform well.



This post in January 2024 reached more people, received more clicks, and got more comments than any other post from our Facebook marketing! It shifted how we approach marketing with our social media.



Seeing traction into the next month on this specific post helped us realize how 90-day reporting could generate "post longevity." Sometimes, we post and move on, so seeing our creative sticking in people's feeds is exciting!



Wisconsin Campers

Published by Canva on January 3 at 7:15 PM · 🌐

Okay, holidays are over. Is it camping season yet?
Get a jumpstart on planning your summer adventures at
www.wisconsincampgrounds.com!



A 90-day review helps by analyzing what types of content performed best, identifying trends in engagement, and refining the overall social media strategy. It allows for adjustments based on data, ensuring that future posts resonate more effectively with the audience.

By reviewing metrics such as likes, shares, comments, and reach over 90 days, our organization can optimize their content strategy for better results.

PRO TIP: Are you checking YOUR 90-day reporting on FB or collecting the data past the timeframe Facebook keeps it readily available?

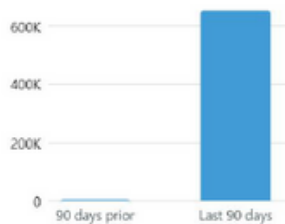
90 DAY REPORTING STILL STRONG INTO FEB-MARCH 2025!

Reach

Post reach ①

655.1K ↑ 14.2K%

Total from last 90 days vs 90 days prior



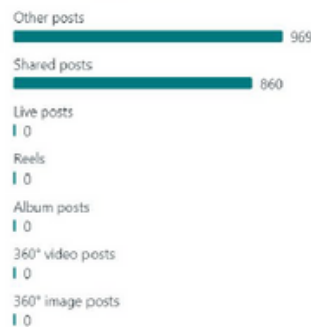
Median post reach per media type ①

For posts created in the last 90 days



Median post reach per content format ①

For posts created in the last 90 days

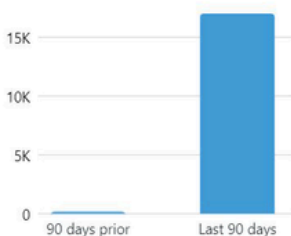


Engagement

Post reactions, comments and shares ①

17K ↑ 9.2K%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type ①

For posts created in the last 90 days



Median post reactions, comments and shares per content format ①

For posts created in the last 90 days





SOCIAL MEDIA

Posts of Note in 2024 - Facebook

Wisconsin Campers
April 3 at 1:42 PM · 🌐

Sounds like a good plan to us 🍷

Start planning all your trips now at [wisconsincampgrounds.com/](https://www.wisconsincampgrounds.com/)



👍 Boost this post to reach up to 3805 more people daily if you spend \$77.

Boost post

👤 Kathy Thill, Indian Trails Campground and 340 others

16 comments 495 shares

Overview

Reach ⓘ

51,047

Higher than typical

Impressions ⓘ

54,263

Higher than typical

Interactions ⓘ

859

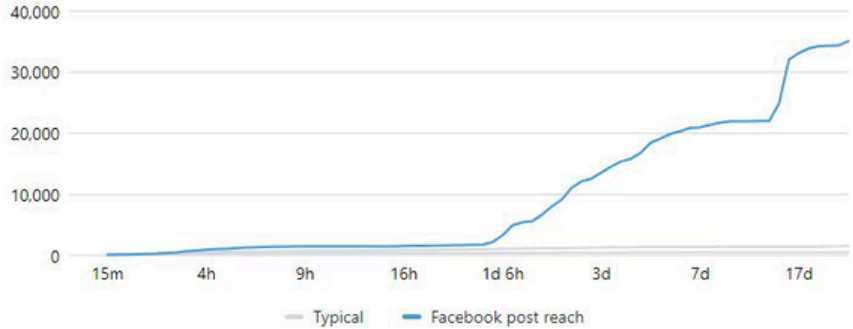
Higher than typical

Link clicks ⓘ

3

Typical

Reach



Interactions ⓘ

Reactions ⓘ

342

Higher than typical

Comments ⓘ

16

Higher than typical

Shares ⓘ

499

Higher than typical

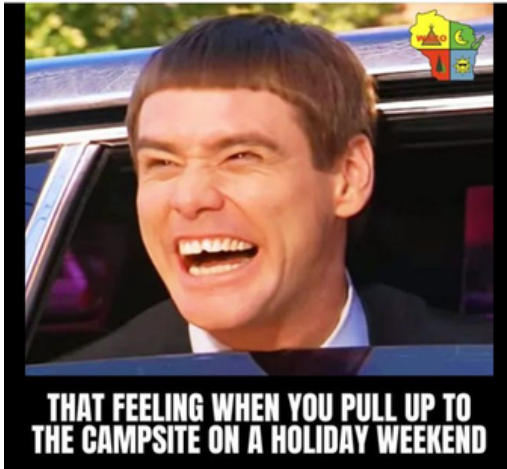
Saves ⓘ

2

Higher than typical

Wisconsin Campers
May 24 at 9:21 AM · 🌐

Happy first holiday weekend of the 2024 camping season! 🍷 Where are you headed this weekend?!



👤 Indian Trails Campground and 14 others

1 comment 5 shares

Overview

Reach ⓘ

2,046

Higher than typical

Impressions ⓘ

2,086

Higher than typical

Interactions ⓘ

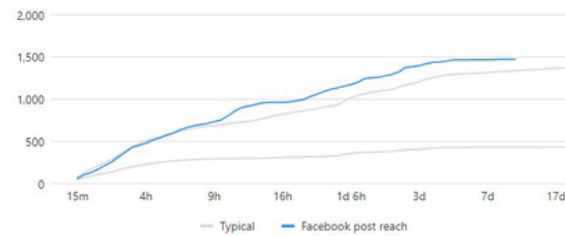
21

Higher than typical

Link clicks ⓘ

--

Reach



Interactions ⓘ

Reactions ⓘ

15

Higher than typical

Comments ⓘ

1

Typical

Shares ⓘ

5

Higher than typical

Saves ⓘ

0

Typical

Wisconsin Campers
Published by Danielle Todd · March 13 at 5:04 PM · 🌐

Adventure is calling. Get started planning your summer camping trips today at www.wisconsincampgrounds.com/



Overview

Reach ⓘ

3,054

Higher than typical

Impressions ⓘ

3,152

Higher than typical

Interactions ⓘ

11

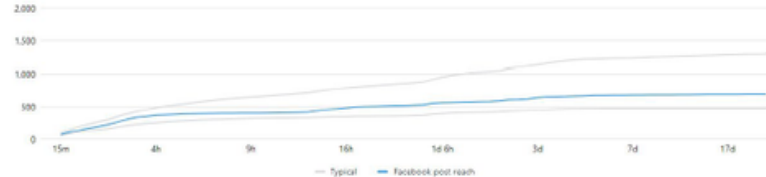
Typical

Link clicks ⓘ

5

Typical

Reach



Interactions ⓘ

Reactions ⓘ

10

Higher than typical

Comments ⓘ

0

Typical

Shares ⓘ

0

Typical

Saves ⓘ

1

Higher than typical



Instagram



wicampgrounds



wicampgrounds Happy Friday! What a great day it is, because the NEW 2024 WACO Campground Dir... more

Overview

Reach ①

78

Higher than typical

Impressions ①

81

Higher than typical

Interactions ①

6

Higher than typical

Interactions ①

Likes ①

5

Higher than typical

Comments ①

1

Higher than typical

Shares ①

0

Typical

Saves ①

0

Typical

#1 Instagram Post in 2024

As we mentioned, Instagram (IG), under Meta, has been evolving its metrics to prioritize meaningful engagement over what they refer to as "vanity metrics," like likes. Key changes include a **greater focus on reel performance, time spent on content, shares, and saves, and AI-driven content recommendations.** In other words, IG is pushing for the use of AI and more videos to increase time on the site.



Seeing a post with our latest directory image and links make the top Instagram post for 2024 is more rewarding than you know! The whole point of our marketing is to show campers all over the US that Wisconsin boasts a variety of options regarding campground selection!



Instagram continues to be challenging for our office. Gaining traction on social media geared to a younger demographic will continue to be important in the coming seasons.



SOCIAL MEDIA

Posts of Note in 2024 - Instagram



Camper Joe

Today at 9am · 🌐

Can't wait to get to the campground this weekend!

Like Comment Share

👍❤️👍 100 Mosquitos liked your post

Write a comment...



wicampgrounds · Following

wicampgrounds 2w
Best of luck out there this weekend, campers! 🌞
Plan your adventures at www.wisconsincampgrounds.com

No comments yet.

Start the conversation.



2 likes

July 12

Add a comment...

Overview

| Reach ⓘ | Impressions ⓘ | Interactions ⓘ |
|---------------------|---------------------|----------------|
| 62 | 62 | 3 |
| Higher than typical | Higher than typical | Typical |

Interactions ⓘ

| Likes ⓘ | Comments ⓘ | Shares ⓘ | Saves ⓘ |
|---------|------------|----------|---------|
| 2 | 0 | 1 | 0 |
| Typical | Typical | Typical | Typical |

Overview

| Reach ⓘ | Impressions ⓘ | Interactions ⓘ |
|---------------------|---------------------|---------------------|
| 59 | 61 | 7 |
| Higher than typical | Higher than typical | Higher than typical |

Interactions ⓘ

| Likes ⓘ | Comments ⓘ | Shares ⓘ | Saves ⓘ |
|---------------------|------------|---------------------|---------|
| 5 | 0 | 2 | 0 |
| Higher than typical | Typical | Higher than typical | Typical |

wicampgrounds · Following

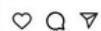
wicampgrounds 2w
There's still time for you to order your FREE COPY of the new 2024 Wisconsin Campground Directory! Click here to order now! www.wisconsincampgrounds.com/campgrounds/directory/

Tag your camping buddy to make sure they get one too!

Want a box of directories (100 copies) to hand out at your business? Click the link above to order your FREE boxes as well!

No comments yet.

Start the conversation.



5 likes

June 19

Add a comment...

Reach ⓘ

58

Impressions ⓘ

60

Interactions ⓘ

3

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

wicampgrounds · Following

wicampgrounds 3w
It's not too late to snag your FREE copy of our 2024 Wisconsin Campground Directory! Remaining inventory is running low, so grab yours before they're gone! You can request a single copy, or a few!

We also have boxes of 100 copies if you have a business/area to distribute them to your customers! Great for convenience stores, rest areas, libraries, grocery stores, travel/tourism expo shows, and more!

Click here to order now! www.wisconsincampgrounds.com/campgrounds/directory/

No comments yet.



2 likes

August 7

Add a comment...



Looking back to previous years, our Facebook group got a lot of engagement with contests. We had DMO Grant funds for the contests and took full advantage of that money, with paid FB ads and the WACO certificates used as prizes!

Knowing that things are shifting in the vacation world - more choices, everything re-opened and adding more activities, cheaper options such as cruises - it's time we get back to the roots of our success.

In 2025, the office will create a contest to push out WACO certificates, focusing on each region as we've always done. If you want to share ideas, send them to office@wisconsincampgrounds.com!

Instagram's target audience consists primarily of Millennials and Gen Z, with a strong presence of outdoor enthusiasts, travel lovers, and experience-driven consumers. Users engage most with visual storytelling, short-form videos (Reels), and authentic experiences shared through posts and stories. So how can members help our Association build a more substantial audience on this platform?

- Showcase stunning nature shots, campground amenities, and activities through high-quality images and videos.
 - When you snap these at your campground - SEND THEM OUR WAY!
- Using Reels and Stories to highlight real-time experiences, guest testimonials, and seasonal attractions.
 - If you spent time making a video or a reel, it was worth sharing - so share it with the WACO office so that we can share it with our audience!
- Leveraging local hashtags (e.g., #WisconsinCamping, #MidwestOutdoors) to reach adventure seekers.
 - You may have local hashtags used that our WACO office isn't even aware of. Please help us, help you by sending those our way!
- Engaging with potential campers through comments, DMs, and interactive content like polls or Q&As.
 - See Sarah Krause at C&D Hospitality or Tiffany Pargman from Indian Trails on how to do this! They consistently assist on Facebook with comments, sharing, tagging, and likes. We need this same traction and attention on our IG page!

By tapping into Instagram's audience and trends, WACO members can increase bookings, build a loyal community, and enhance brand visibility!





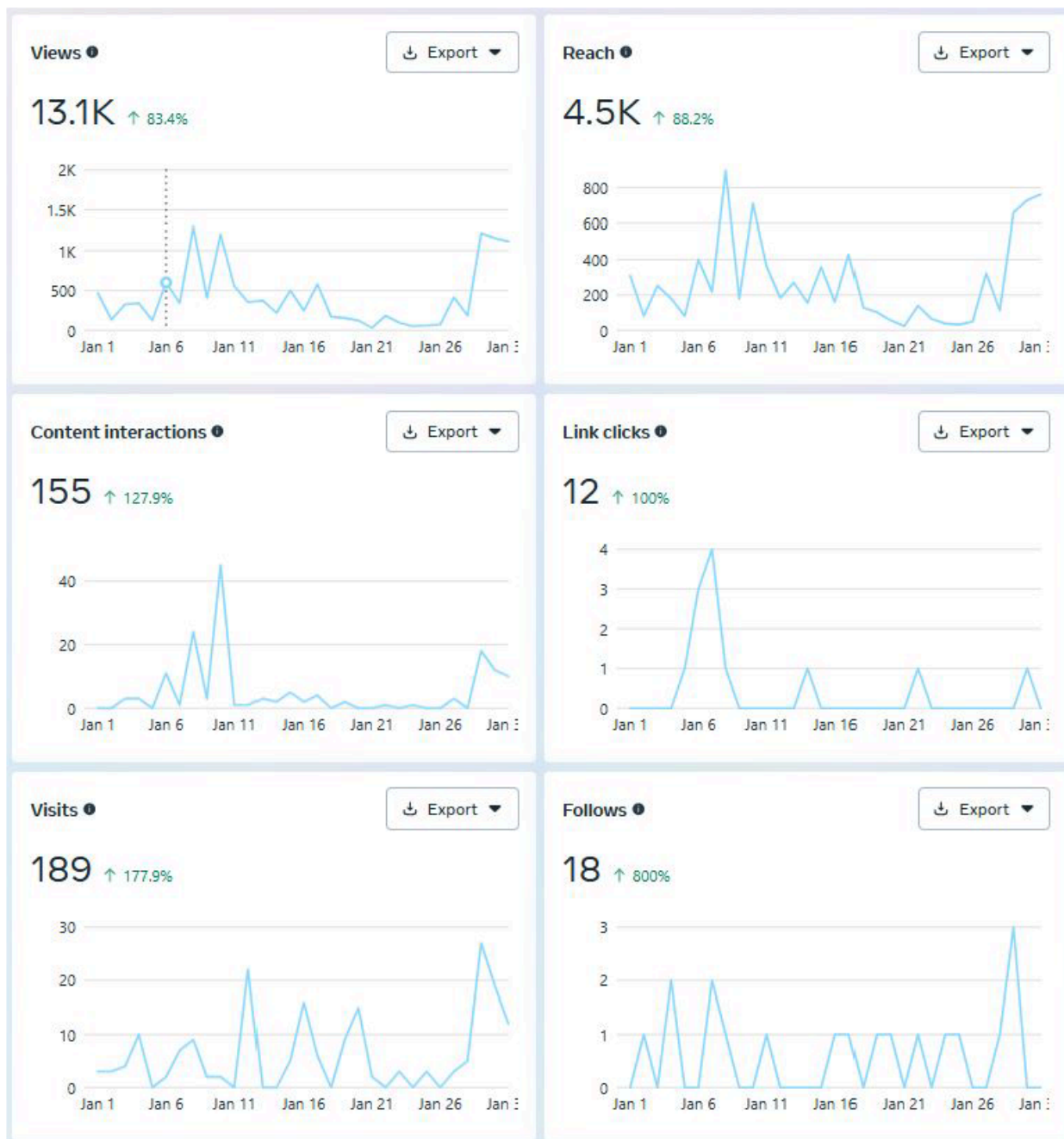
WISCONSIN CAMPERS SOCIAL MEDIA

Monthly Social Media Insights - January 2025

Facebook Insights

FB Lifetime Followers: 10,351 (-8 from December)

Results





WISCONSIN CAMPERS SOCIAL MEDIA

Monthly Social Media Insights - January 2024

Instagram Insights

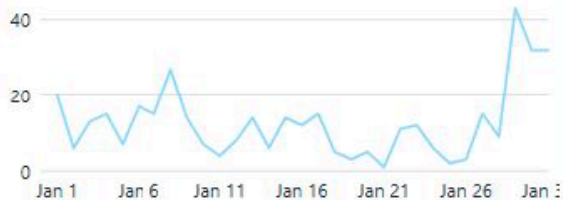
IG Lifetime Followers: 604 (same as December)

Results

Views ●

Export

393 ↑ 61.1%



Reach ●

Export

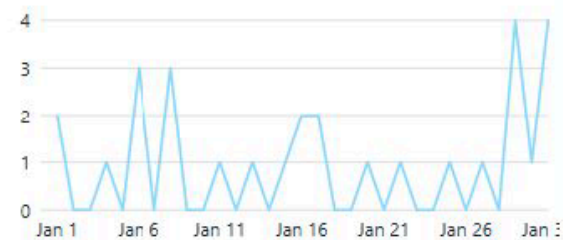
96 ↑ 17.1%



Content interactions ●

Export

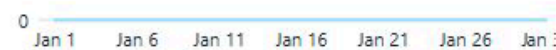
29 ↑ 70.6%



Link clicks ●

Export

0 0%



Visits ●

Export

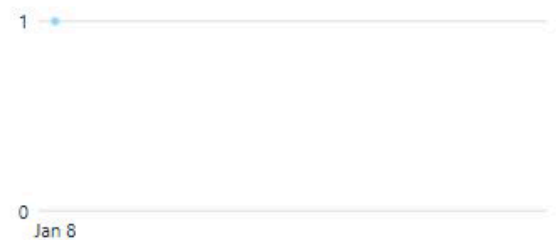
15 ↑ 114.3%



Follows ●

Export

1 0%





Audience - Facebook

Follows ●

18 ↑ 800%

Returning viewers ●

0 0%

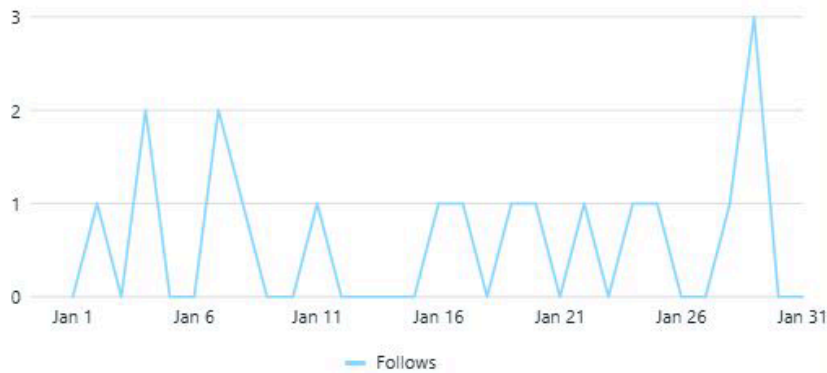
Engaged followers ●

0 0%

Messaging contacts ●

0 0%

Based on last 28 days



Followers breakdown

Jan 1, 2025 – Jan 31, 2025

Unfollows ●

23 ↑ 15%

Net follows ●

-5 ↑ 72.2%

Followers ●

Lifetime

10,351

Top cities

Oshkosh, WI

2.6%

Green Bay, WI

2%

Milwaukee, WI

1.7%

Appleton, WI

1.6%

Waukesha, WI

1.6%

Onalaska, WI

1.3%

Eau Claire, WI

1.2%

Wausau, WI

1.2%

Janesville, WI

1.1%

Madison, WI

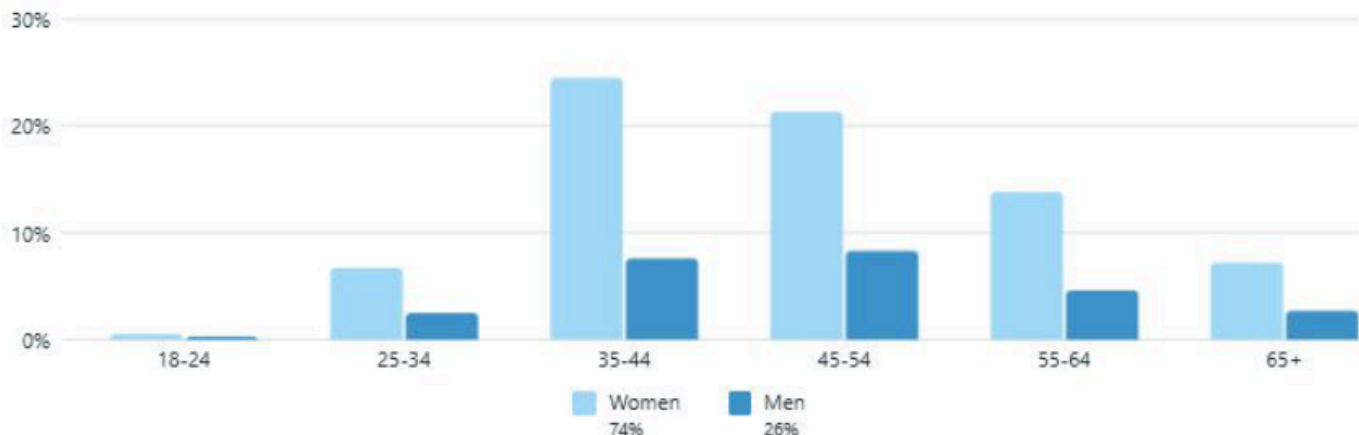
1.1%

Followers ●

Lifetime

10,351

Age & gender ●





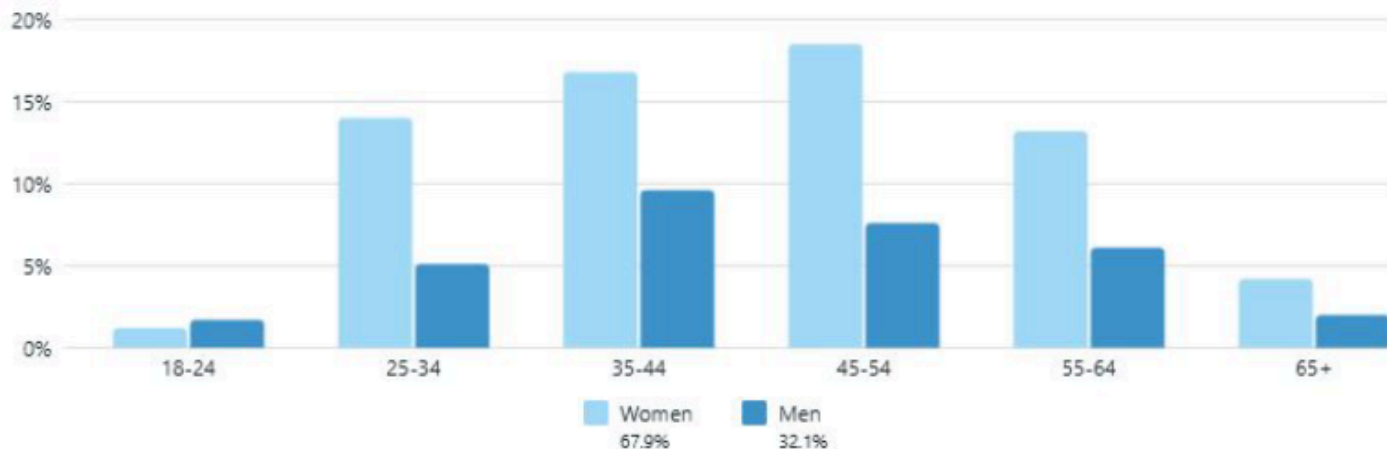
Audience - Instagram

Followers ⓘ

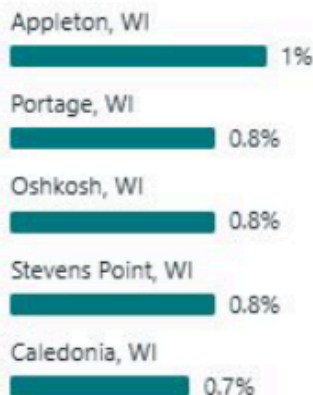
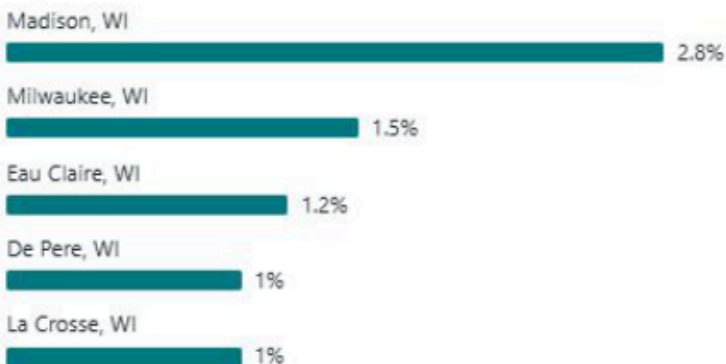
Lifetime

604

Age & gender ⓘ



Top cities



Follows ⓘ

1

0%

Messaging contacts ⓘ

0

0%

1

0

Jan 8

Follows

Followers breakdown

Jan 1, 2025 – Jan 31, 2025

Unfollows ⓘ

1

0%

Followers ⓘ

Lifetime

604



Content Overview - Facebook

Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 13.1K ↑ 83.4% Reach 4.5K ↑ 88.2% 3-second views 15 ↑ 650% 1-minute views 0 0% Content interactions 155 ↑ 127.9% Watch time 4n > 9s



Views breakdown

Jan 1 - Jan 31

Total 13,109 ↑ 83.4%

From organic

100% 0%

From ads

0% 0%

Top content by views

Boost content

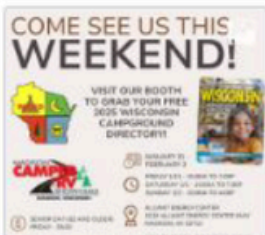
See all content



If you're feeling a little lost, it's ok. We...

Fri Jan 31, 5:00pm

3.1K 72 6 12



Coming to the Madison Camper an...

Wed Jan 29, 5:00pm

2K 17 0 7



Did you know that Monday (1/6) was...

Wed Jan 8, 5:00pm

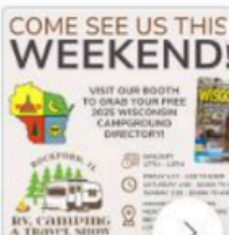
1.6K 3 19 1



Happy Monday! What a great day it is,...

Mon Jan 6, 3:00pm

1K 9 0 4



Coming to the Rockford RV, Campi..

Wed Jan 15, 5:00pm

792 7 1 0

Top content formats

Export

Published content

Based on up to 200 pieces of content

+112.5% vs. Dec 1, 2024 - Dec 31, 2024

Photos

13

Stories

4

Facebook reach

+88.2% vs. Dec 1, 2024 - Dec 31, 2024

Photos

4,478

Others

58

Links

38

Text

25

Videos

19

Multi photo

13

Content interactions

+127.9% vs. Dec 1, 2024 - Dec 31, 2024

Photos

151

Stories

2

Videos

2



Content Overview - Instagram

All Posts Stories

Views ⓘ

393 ↑ 61.1%

Reach ⓘ

96 ↑ 17.1%

Content interactions ⓘ

29 ↑ 70.6%



Views breakdown

Jan 1 – Jan 31

Total

393 ↑ 61.1%

From organic

100% 0%

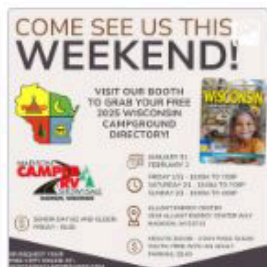
From ads

0% 0%

Top content by views

Boost content

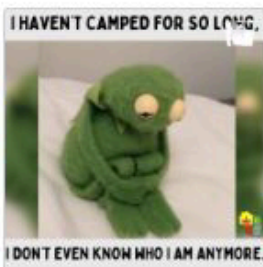
See all content



Coming to the Madison Camper an...

Wed Jan 29, 5:00pm

66 4 0 1



If you're feeling a little lost, it's ok. We...

Fri Jan 31, 5:00pm

47 4 0 1



Coming to the Rockford RV, Campi...

Wed Jan 15, 5:00pm

40 4 0 0



Coming to the Green Bay RV and Camping...

Wed Jan 29, 5:05pm

37 2 0 0



Happy Monday! What a great day it is,...

Mon Jan 6, 3:00pm

35 3 0 0

Top content formats

Export

Published content ⓘ

Based on up to 200 pieces of content

+62.5% vs. Dec 1, 2024 - Dec 31, 2024

Posts

13



Top Performing Post This Month - Facebook

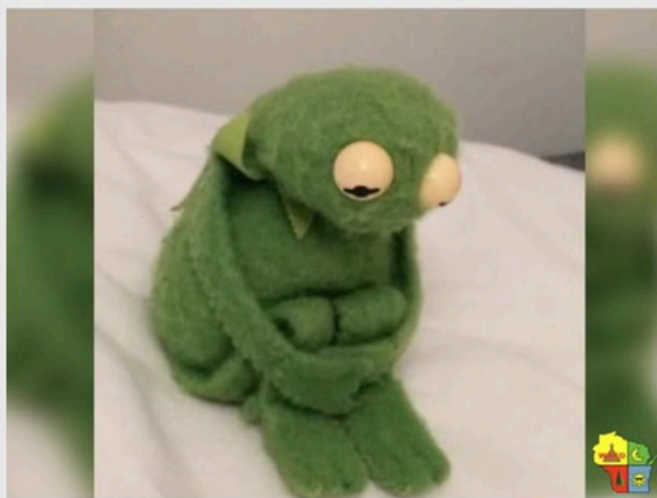


Wisconsin Campers

January 31 at 6:00 PM · 🌐

If you're feeling a little lost, it's ok. We understand. 🙄 But the good news is that in about 9-10 weeks, many Wisconsin campgrounds will be open and ready for camping! Let the countdown begin! 🏕️

I HAVEN'T CAMPED FOR SO LONG,



I DON'T EVEN KNOW WHO I AM ANYMORE.

Overview

Views ⓘ

3,112

Reach ⓘ

2,294

Interactions ⓘ

32

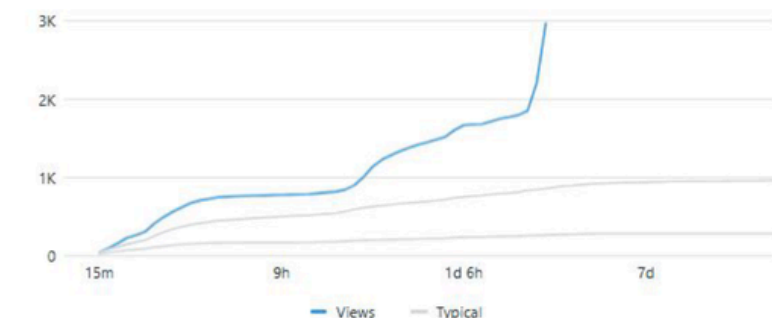
Link clicks ⓘ

--

📈 This post received more views compared to your recent Facebook posts.

Views ⓘ

3,112



From followers

47%

From non-followers

53%

📈 This post received more interactions compared to your recent Facebook posts.

Interactions ⓘ

32

Reactions ⓘ

18

Comments ⓘ

2

Shares ⓘ

12

Saves ⓘ

0



Top Performing Post This Month - Instagram

Overview

Views ⓘ

66

Reach ⓘ

60

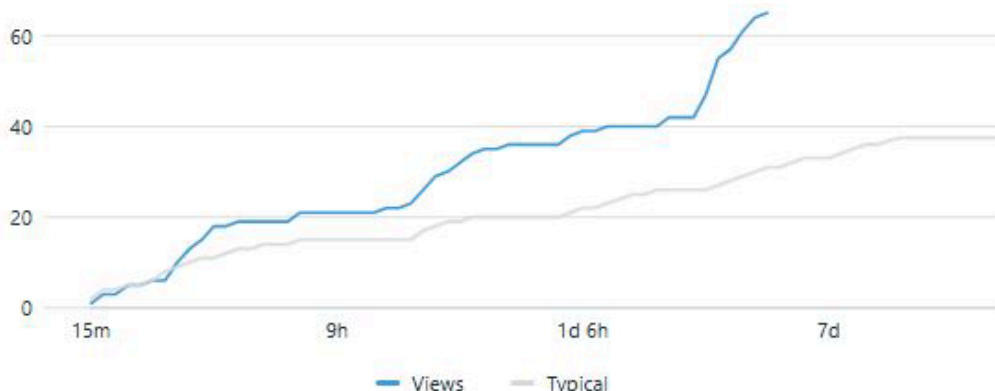
Interactions ⓘ

5

📈 This post received more views compared to your recent Instagram posts.

Views ⓘ

66



Followers breakdown

From followers

79%

From non-followers

21%

Views source

From feed

51

From reshares

14

From profile

• •

📈 This post received more interactions compared to your recent Instagram posts.

Interactions ⓘ

5

Likes ⓘ

4

Comments ⓘ

0

Shares ⓘ

1

Instagram

wicampgrounds

COME SEE US THIS WEEKEND!

VISIT OUR BOOTH TO GRAB YOUR FREE 2025 WISCONSIN CAMPGROUND DIRECTORY!

MADISON CAMPER RV SHOW & SALE
MADISON, WISCONSIN

JANUARY 31 - FEBRUARY 2

FRIDAY 1/31 - 10:00A TO 7:00P
SATURDAY 2/1 - 10:00A TO 7:00P
SUNDAY 2/2 - 10:00A TO 4:00P

ALLIANT ENERGY CENTER
1919 ALLIANT ENERGY CENTER WAY
MADISON, WI 53713

ADULTS: \$20.00 - 2 DAY PASS: \$35.00
YOUTH: FREE WITH AN ADULT
PARKING: \$8.00

OR REQUEST YOUR FREE COPY ONLINE AT: WISCONSINCAMPGROUNDS.COM

wicampgrounds Coming to the Madison Camper and RV Show and Sale this weekend? Make sure you st... more



WISCONSIN CAMPERS SOCIAL MEDIA

Monthly Social Media Insights - February 2025

Facebook Insights

FB Lifetime Followers: 10,339 (-12 from January)

Results

Views

Export

14.9K ↑ 21.9%



Reach

Export

6.2K ↑ 39.1%



Content interactions

Export

203 ↑ 33.6%



Link clicks

Export

42 ↑ 250%



Visits

Export

194 ↑ 8.4%



Follows

Export

14 ↓ 17.6%





WISCONSIN CAMPERS SOCIAL MEDIA

Monthly Social Media Insights - February 2025

Instagram Insights

IG Lifetime Followers: 605 (+1 from January)

Results

Views

[Export](#)

512 ↑ 44.6%



Reach

[Export](#)

139 ↑ 54.4%



Content interactions

[Export](#)

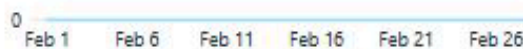
30 ↑ 11.1%



Link clicks

[Export](#)

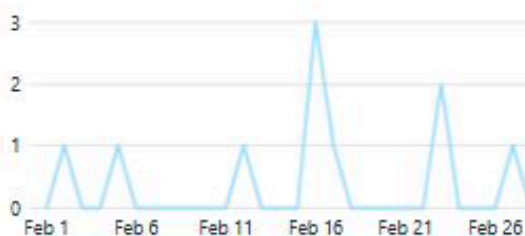
0 0%



Visits

[Export](#)

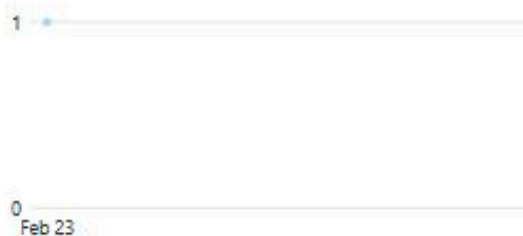
10 ↓ 33.3%



Follows

[Export](#)

1 0%





Audience - Facebook

Follows ⓘ

14 ↓ 17.6%

Returning viewers ⓘ

0 0%

Engaged followers ⓘ

0 0%

Messaging contacts ⓘ

0 0%

Based on last 28 days

Followers breakdown

Feb 1, 2025 – Feb 28, 2025

Unfollows ⓘ

20 ↓ 4.8%

Net follows ⓘ

-6 ↓ 50%

Followers ⓘ

Lifetime

10,339



Top cities

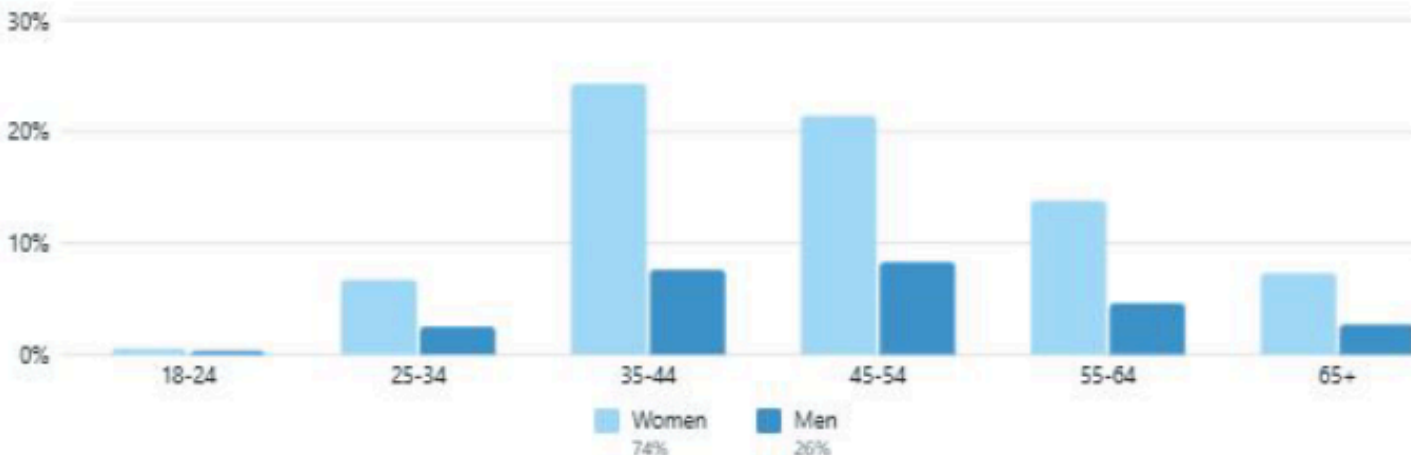


Followers ⓘ

Lifetime

10,339

Age & gender ⓘ





Audience - Instagram

Follows ⓘ

1 0%

Messaging contacts ⓘ

0 0%

1

0

Feb 23

Follows

Followers breakdown

Feb 1, 2025 – Feb 28, 2025

Unfollows ⓘ

0 ↓ 100%

Followers ⓘ

Lifetime

605

Top cities

Madison, WI

2.8%

Milwaukee, WI

1.8%

Eau Claire, WI

1.2%

Oshkosh, WI

1%

De Pere, WI

1%

La Crosse, WI

1%

Appleton, WI

1%

Portage, WI

0.8%

Caledonia, WI

0.8%

Stevens Point, WI

0.8%

Followers ⓘ

Lifetime

605

Age & gender ⓘ

20%

15%

10%

5%

0%

18-24

25-34

35-44

45-54

55-64

65+

Women
67.8%

Men
32.2%



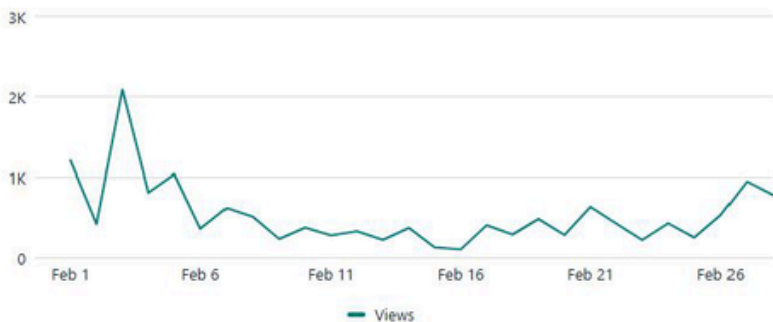
Content Overview - Facebook

Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 14.9K ↑ 21.9% Reach 6.2K ↑ 39.1% 3-second views 7 ↓ 50% 1-minute views 0 0% Content interactions 203 ↑ 33.6% Watch time 31m 21s



Views breakdown

Feb 1 - Feb 28

Total 14,851 ↑ 21.9%

From organic 100% 0%

From ads 0% 0%

Top content by views

Boost content

See all content



Coming to the Milwaukee RV Show...

Mon Feb 24, 5:00pm

1.3K 17 7 3



Did you know that you can view our 2025...

Fri Feb 21, 5:00pm

1.2K 5 1 3



Dreaming of crackling campfires, starry...

Wed Feb 26, 5:00pm

1.2K 7 2 4



Do you love camping so much that you'd...

Fri Feb 7, 5:00pm

982 0 0 2



Happy Friday camper Who's ready to swap.

Fri Feb 28, 6:00am

894 20 2 5

Top content formats

Export

Published content

Based on up to 200 pieces of content

+100.0% vs. Jan 4, 2025 - Jan 31, 2025

Photos

12

Stories

10

Facebook reach

+39.1% vs. Jan 4, 2025 - Jan 31, 2025

Photos

6,114

Others

91

Links

36

Text

11

Videos

8

Multi photo

5

Content interactions

+33.6% vs. Jan 4, 2025 - Jan 31, 2025

Photos

202

Stories

1



Content Overview - Instagram

Content overview

Breakdown: Organic/ads ▾

All Posts Stories

Views 1

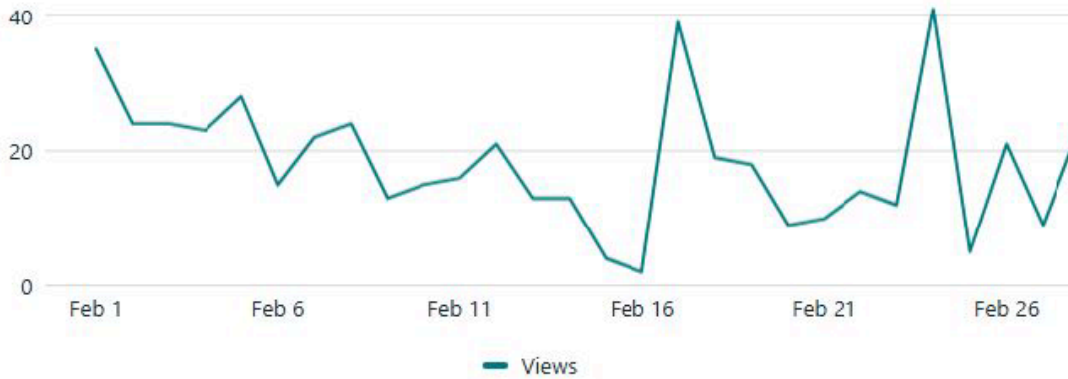
512 ↑ 44.6%

Reach 1

139 ↑ 54.4%

Content interactions 1

30 ↑ 11.1%



Views breakdown

Feb 1 – Feb 20

Total

512 ↑ 44.6%

From organic

100% 0%

From ads

0% 0%

Top content by views

Boost content

See all content



Calling all campers! If you're looking for a...

Mon Feb 17, 5:00pm

55 3
0 0



Did you know that you can view our 2025...

Fri Feb 21, 5:00pm

52 4
0 1



Coming to the Central WI Sports Show this...

Mon Feb 3, 5:00pm

52 3
0 0



Coming to the Milwaukee RV Show...

Mon Feb 24, 5:00pm

47 2
0 0



Do you love camping so much that you'd...

Fri Feb 7, 5:00pm

46 2
0 0

Top content formats

Export ▾

Published content 1

Based on up to 200 pieces of content

+9.1% vs. Jan 4, 2025 - Jan 31, 2025

Posts



Top Performing Post This Month - Facebook



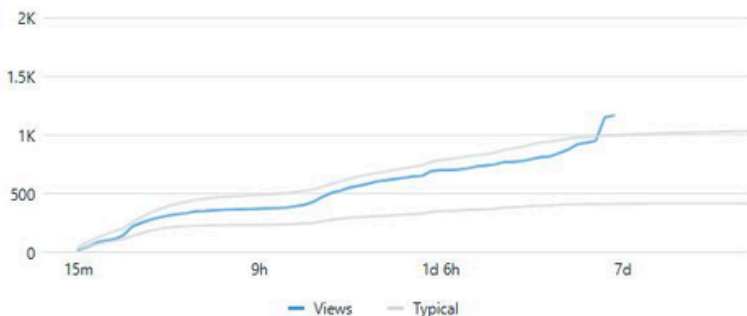
Overview

| Views ⓘ | Reach ⓘ | Interactions ⓘ | Link clicks ⓘ |
|---------|---------|----------------|---------------|
| 1,170 | 884 | 11 | 4 |

📈 This post received more views compared to your recent Facebook posts.

Views ⓘ

1,170



From followers

44%

From non-followers

56%

📈 This post received more interactions compared to your recent Facebook posts.

Interactions ⓘ

11

Reactions ⓘ

5

Comments ⓘ

2

Shares ⓘ

4

Saves ⓘ

0



Top Performing Post This Month - Instagram

Overview

Views ⓘ

55

Reach ⓘ

49

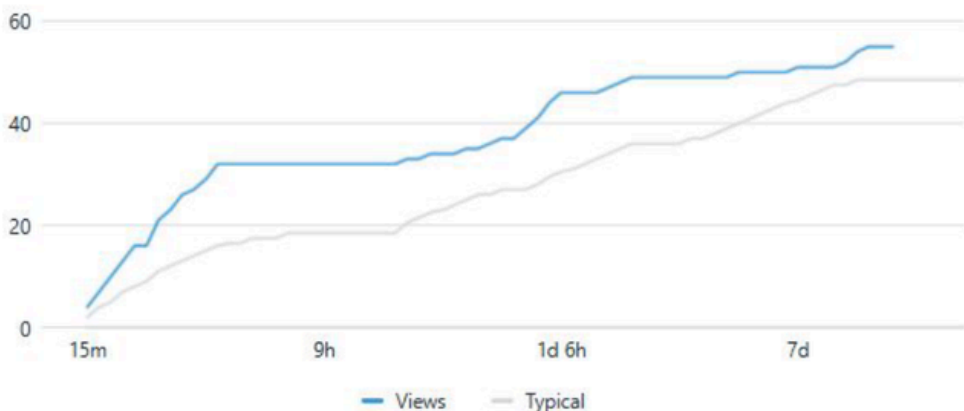
Interactions ⓘ

3

📈 This post received more views compared to your recent Instagram posts.

Views ⓘ

55



Followers breakdown

From followers

100%

Views source

From feed

55



wicampgrounds • Follow

...



wicampgrounds Calling all campers! If you're looking for a beautiful destination for your next camping adventure, look no further than Wisconsin! There's something for everyone in our beautiful state. Whether you prefer tent camping or RVing, Wisconsin's campgrounds offer stunning views, incredible recreational opportunities, and a chance to disconnect and recharge. So pack up your gear and come experience the natural beauty and warm hospitality of Wisconsin. #WisconsinCampers #CampWisconsin #NatureLovers 🌲

Plan your 2025 adventures at www.wisconsincampgrounds.com!

2w



3 likes

February 17

Log in to like or comment.



Google Analytics 4 (GA4) is the latest version of Google's analytics platform, replacing Universal Analytics (UA). It introduces a more advanced, AI-driven approach to tracking user behavior across websites and apps. Thankfully, the GEM Grant funds received a few years back offset costs for website upgrades necessary for our Association to keep up with Google's ever-changing analytic tools and integrate on the back end. Without those adjustments, we'd be without any website analytics!

Here's how GA4 differs from the previous platform:

1. Event-Based Tracking (vs. Session-Based in UA)

- GA4 tracks user interactions as events (clicks, pageviews, video plays, downloads) instead of focusing on sessions and pageviews like UA.
- This tracking provides more granular data on user engagement.

2. Cross-Platform Tracking

- GA4 unifies tracking across websites and mobile apps, while UA primarily focuses on websites.
- As more people use phones, tablets, and laptops to view the website, we must ensure the information is adequately displayed on more than just the Desktop.

3. AI-Powered Insights & Predictive Metrics

- GA4 uses machine learning to provide predictive insights, such as churn probability and revenue forecasts.
- UA relied more on historical data without predictive capabilities. Revenue forecasts aren't crucial to us now, as we sell with links back to our Square account. However, this will be beneficial if we move to a store model in the future!

4. Privacy-Focused & Cookieless Tracking

- GA4 is designed to comply with privacy regulations (like GDPR & CCPA) and works better in a cookieless future.
- UA relied heavily on cookies for tracking. No one likes cookies unless they are on a plate with milk.

SEO & CONTENT PERFORMANCE METRICS THAT MATTER

- Organic Traffic – Shows how many visitors come from search engines.
- Keyword Rankings – Tracks how well your site ranks for target keywords.
- Top-Performing Pages – Identifies which pages get the most views and Management.





5. Customizable Reports & No Bounce Rate

- GA4 replaces Bounce Rate with Engagement Rate, focusing on meaningful interactions.
- Engagement data offers more flexible and customizable reports than UA's rigid default dashboards. These reports are very insightful, especially when tracking website visitor cities/locations! We will watch these as we put out contests on our social media in 2025.

6. Event Setup Without Code

- GA4 allows tracking events like scrolls, outbound clicks, and video views without requiring custom coding (unlike UA, which needed Google Tag Manager).

7. Different Data Retention & Reporting Models

- GA4 has simplified data retention policies (default is 2-14 months).
- Uses BigQuery integration for advanced data analysis, which was only available in Google Analytics 360 for UA.


Why Upgrade to GA4?

- Future-Proof: UA stopped processing data on July 1, 2023.
- Better User Insights: Helps businesses understand the full customer journey instead of isolated session data. Time will tell if this information will be helpful as we build a profile of "what a camper in Wisconsin" might look like based on demographics, buying habits, and more.
- Improved ROI Tracking: Advanced event-based tracking helps with better ad targeting and conversion tracking.

For our Association (and a pro-tip note for Members too!) GA4 provides deeper insights into visitor behavior, helping optimize marketing efforts and improve online interaction.



BY THE CITY

| Active users▼ by City  | |
|---|--------------|
| CITY | ACTIVE USERS |
| Chicago | 9.5K |
| Milwaukee | 1.6K |
| Dallas | 1.4K |
| Minneapolis | 1.4K |
| Madison | 802 |
| Appleton | 620 |
| Green Bay | 533 |
| - | - |

[View cities →](#)

As noted in #5 above, tracking the cities our website visitors come from is an important metric.

Knowing those locations helps us plan promotional events, determine our RV Show list for the season, and plan directory distribution!

Check the list to the left to see the top cities our website visitors came from in 2024.



TOP PAGES

| Page title and screen class | ↓ Views | Active users | Views per active user | Average engagement time per active user | Event count |
|--|--------------------------|-------------------------|-----------------------|---|--------------------------|
| | | | | | All events |
| Total | 146,530 100% of total | 46,038 100% of total | 3.18 Avg 0% | 1m 14s Avg 0% | 393,624 100% of total |
| 1 Wisconsin Campgrounds - Camping in Wisconsin - WACO | 11,981 | 8,277 | 1.45 | 16s | 35,661 |
| 2 Private Campgrounds Wisconsin Association of Campground Owners | 6,800 | 4,794 | 1.42 | 31s | 17,853 |
| 3 Seasonal Camping Wisconsin Association of Campground Owners | 6,447 | 4,132 | 1.56 | 1m 32s | 20,430 |
| 4 - Browse By Region Wisconsin Association of Campground Owners | 4,690 | 2,863 | 1.64 | 16s | 11,354 |
| 5 Central Wisconsin River Campgrounds Wisconsin Association of Campground Owners | 4,102 | 2,339 | 1.75 | 1m 07s | 12,043 |
| 6 Southeastern Wisconsin Wisconsin Association of Campground Owners | 3,959 | 2,198 | 1.80 | 48s | 12,257 |
| 7 East Wisconsin Waters Wisconsin Association of Campground Owners | 3,872 | 2,109 | 1.84 | 1m 12s | 10,366 |
| 8 Northwoods Region Wisconsin Association of Campground Owners | 3,309 | 1,932 | 1.71 | 47s | 9,987 |

Page views matter on our website because they indicate how much traffic our site gets and how engaged users are with the content.
What page views mean:

- **Measure of Traffic** – More page views mean more visitors are exploring our website, helping you gauge its popularity.
- **User Engagement** – High page views suggest users find our content engaging and are willing to browse multiple pages.
- **SEO Benefits** – Search engines consider user engagement metrics like page views, which can improve our rankings.
- **Conversion Opportunities** - More views increase the chances of users engaging with our campground listings (or your reservations, products, services, or calls to action on your site!). In the future, should we wish to sell ad space, we could charge a higher rate for the pages seeing the most traffic, for example!
- **Content Performance Insight** – Tracking page views helps identify which content resonates most with our camper and membership audience.
- **Bounce Rate Indicator – PRO TIP:** *If you have high page views but bounce rates, it might indicate content quality or navigation issues.*

While page views are important, our office analyzes these stats alongside other metrics like time on page, conversion rates, and user retention for a complete picture of our website's performance. An example would be our WACO landing page, which has the highest views but has a lower "time spent" on the page ranking. That's ok since the clicks and links to other pages are high! That means people are getting to our site through organic search (free, and SEO is working with Google searches!) and finding the page they want.



THE IMPORTANCE OF ORGANIC SEARCH FOR YOUR ASSOCIATION

SEARCH

| First user prim...Channel Group) ▾ + | | ↓ Total users | New users | Returning users | Average engagement time per active user | Engaged sessions per active user | Event count |
|--------------------------------------|------------------|---------------|---------------|-----------------|---|----------------------------------|--------------|
| | | 100% of total | 100% of total | 100% of total | Avg 0% | Avg 0% | All events ▾ |
| <input checked="" type="checkbox"/> | Total | 47,361 | 46,716 | 5,379 | 1m 14s | 0.72 | 404,758 |
| <input checked="" type="checkbox"/> | 1 Organic Search | 36,058 | 35,693 | 4,457 | 1m 24s | 0.78 | 323,729 |
| <input checked="" type="checkbox"/> | 2 Direct | 8,588 | 8,232 | 773 | 45s | 0.50 | 64,981 |
| <input checked="" type="checkbox"/> | 3 Organic Social | 1,498 | 1,497 | 51 | 34s | 0.46 | 8,573 |
| <input checked="" type="checkbox"/> | 4 Referral | 1,292 | 1,292 | 98 | 39s | 0.68 | 7,435 |
| <input checked="" type="checkbox"/> | 5 Unassigned | 2 | 2 | 1 | 3m 50s | 1.50 | 40 |

Organic search is a vital source of website traffic for our Association, helping us attract new members and campers, engage existing ones, and increase visibility. Here's why it matters:

1. Cost-Effective Visibility & Traffic

- Unlike paid ads, organic search doesn't require continuous investment, saving WACO money.
- High-ranking content on search engines provides consistent, long-term traffic.

2. Increased Credibility & Trust

- Users tend to trust organic search results more than paid ads. How many times do you choose reviews over sponsorship?
- Ranking high signals authority and expertise in your industry.

3. Member Growth & Engagement

- It helps potential members and campers discover our Association when searching for industry-related topics.
- Drives engagement with our directory, campground listings, events, and other initiatives.
-

4. Better User Experience & Retention

- SEO-friendly content ensures relevant, high-quality information is easy to find.
- A well-optimized site improves navigation and accessibility, so we're working hard to ensure our new website is clear and easy to use!

5. Competitive Advantage

- Outranking in searches makes our Association a go-to resource.
- Helps establish thought leadership in our industry!

6. Sustainable & Long-Term Benefits

- Unlike ads that stop when funding ends, organic search efforts compound over time.
- Well-optimized content can drive traffic for years.



[Home](#) [About Us](#) [Campgrounds](#) [Events](#) [Promotions](#) [Join WACO](#) [Trade Members](#) [Contact](#)

[Login](#)

Campgrounds

Wisconsin Camping is a perfect opportunity for family togetherness. Have an enjoyable stay at a WACO member campground this season. When registering, mention that you saw them on the WACO Website.

- [Browse By Amenities](#)
- [Browse By City](#)
- [Browse By Region](#)
- [Seasonal Camping](#)
- [Campsite Openings](#)
- [Order Campground Directory](#)
- [Wisconsin Camping Rentals](#)



campgrounds. From serene lakeside retreats to adventurous RV parks, explore the best camping experiences Wisconsin has to offer.

[Campgrounds](#)

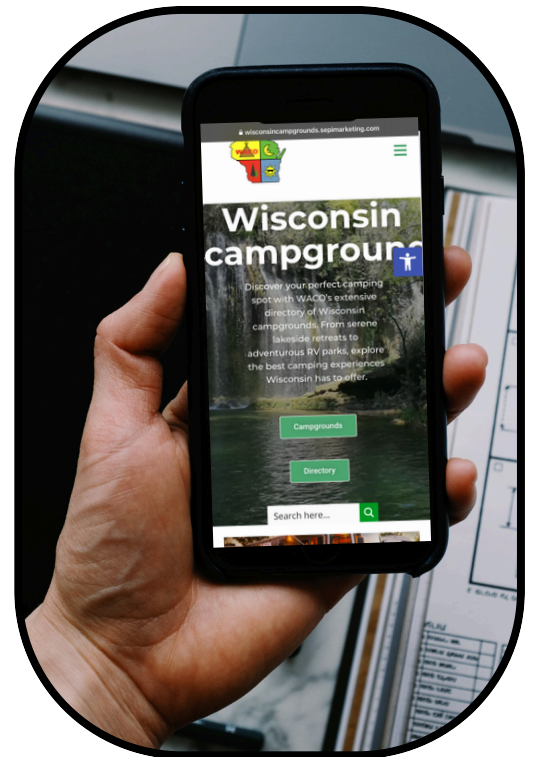
[Directory](#)

Search here...



Accessibility Tools

- [Increase Text](#)
- [Decrease Text](#)
- [Grayscale](#)
- [High Contrast](#)
- [Negative Contrast](#)
- [Light Background](#)
- [Links Underline](#)
- [Readable Font](#)
- [Reset](#)





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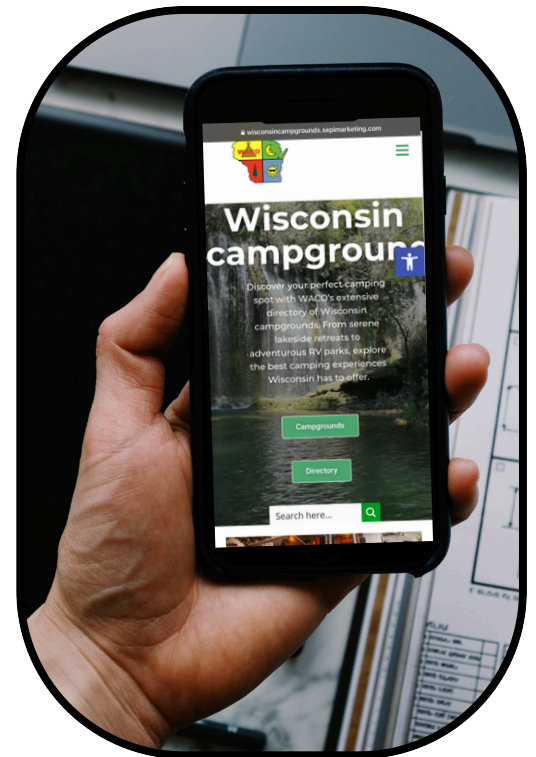
[Directory](#)

Search here...



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[Campgrounds](#)

[Directory](#)

Search here...



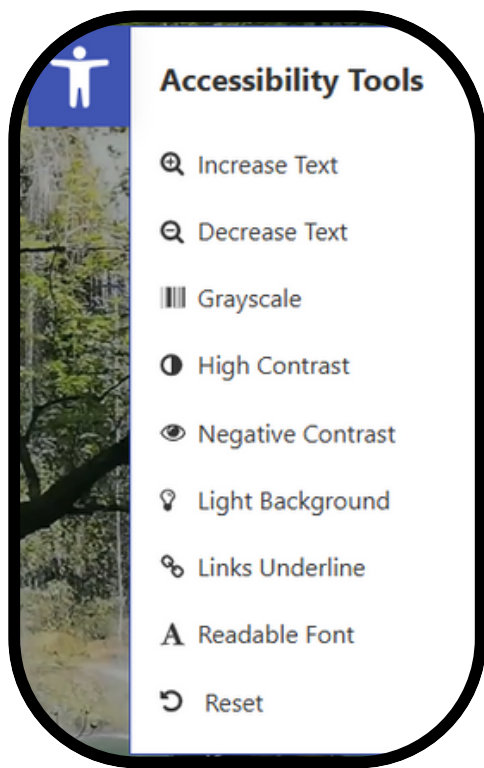
Amenities

- ☐ ATM
- ☐ Bait
- ☐ Ball Diamond
- ☐ Basketball
- ☐ Boat Launch
- ☐ Cable/tv/hookup
- ☐ Credit Cards Accepted
- ☐ Dump Station
- ☐ Fish Cleaning House
- ☐ Fishing
- ☐ Free Showers
- ☐ Gaga Ball
- ☐ Game Room
- ☐ Groceries
- ☐ Hiking Trails
- ☐ Horseshoes
- ☐ Hot Tubs
- ☐ Jumping Pillow
- ☐ Kayaking
- ☐ Laundry
- ☐ Laundry
- ☐ LP Gas
- ☐ Mini Golf
- ☐ Offsite Storage
- ☐ Outdoor Movies
- ☐ Pavilion/Rec Hall
- ☐ Pay Showers
- ☐ Planned Activities
- ☐ Playground
- ☐ Pond
- ☐ Public Phone
- ☐ Restaurant/Bar
- ☐ Shuffle Board
- ☐ Skate Park
- ☐ Snack Bar
- ☐ Snowmobile Trails
- ☐ Space Ball
- ☐ Swimming Beach
- ☐ Swimming Pool
- ☐ Themed weekends
- ☐ Trails
- ☐ Volleyball
- ☐ Wagon Rides
- ☐ Waterslides
- ☐ WiFi/Hot Spots
- ☐ Wood for Sale

AMENITY SEARCH

You asked, and we delivered! The WACO website now allows campers to search by REGION, CITY, AND... drumroll, please... AMENITY! This website will be launched LIVE shortly after the convention as we work through some image issues and make sure the copy matches our intent and 2025 goals with device accessibility, organic search, and SEO in general.

Please check the listing to the left and ensure your current listing is updated. Without accurate information, your park may not appear in searches for guests seeking specific amenities!



THE IMPORTANCE OF ACCESSIBILITY

Website accessibility ensures all users, including those with disabilities, can navigate and interact with our site effectively. It's not just about inclusivity—it also improves user experience, boosts SEO, helps WACO reach a broader audience, and keeps us legally compliant with ADA regulations.

How We're Improving Website Accessibility

- Using alt text for images to help screen readers.
- Ensuring keyboard navigation for users who can't use a mouse.
- Adding captions & transcripts for videos and audio content.
- Improving contrast and text readability for visually impaired users.
- Structuring content with clear headings, labels, and ARIA landmarks.

By prioritizing accessibility, your website becomes more inclusive, user-friendly, and practical, benefiting our audience and overall digital presence.

MOBILE VIEW VS. DESKTOP VIEW

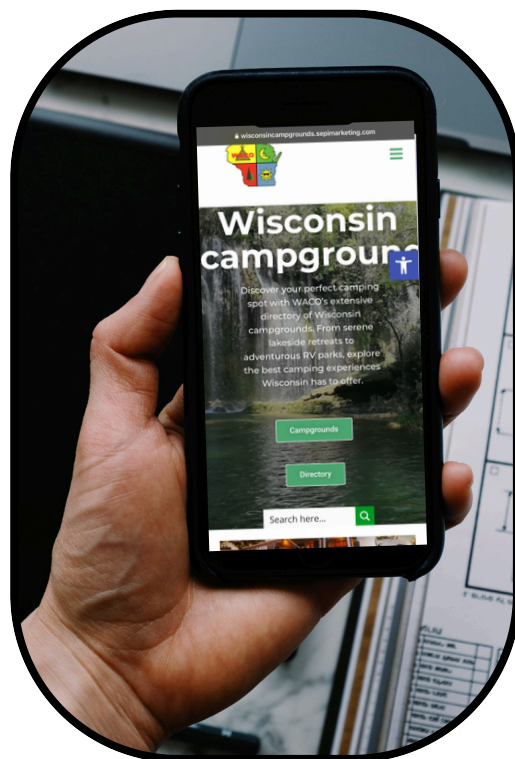
With a growing number of users (both members and campers) accessing our WACO website on mobile devices, optimizing both mobile and desktop experiences is crucial.

Why You Need Both Optimized

- Mobile-friendly design ensures higher engagement and better conversions for mobile users.
- Desktop experience remains essential for in-depth browsing, business tasks, and detailed research.
- A seamless transition between both improves user satisfaction and brand trust.

PRO-TIP FOR YOUR PARK & 2025 WACO GOAL:

Implement a responsive design that automatically adjusts to different screen sizes for a smooth experience across all devices.



As mentioned in our Social Media Report, contests drove a lot of traffic to our website, so it was important to incorporate them into our 2025 goals! Watch for links from those contests to be posted on our website in the upcoming season.



WACO WEBSITE STATS

Analytics from January 2025

YTD through January 2025

www.wisconsincampgrounds.com

WISCONSIN  CAMPGROUNDS

[About](#)

[Campgrounds](#) ▾

[Events](#) ▾

[Promotions](#) ▾

[Resources](#) ▾

[Join WACO](#) ▾

[Trade Members](#) ▾

[Members Login](#)

[Contact](#)



15000

Lakes



300

Campgrounds



92

Days of Summer

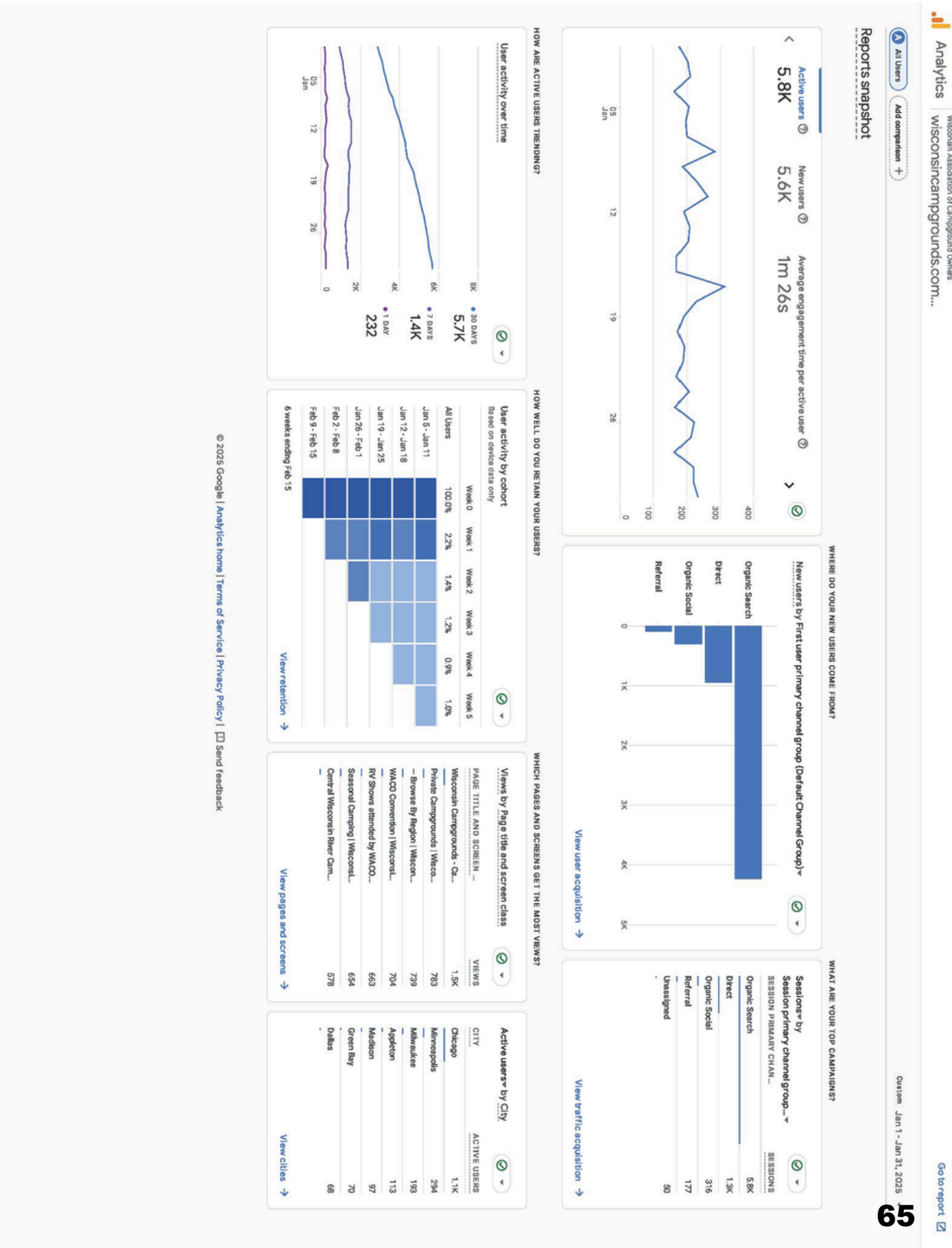


1

Wisconsin



January 2025 Website Analytics





WACO WEBSITE STATS

Analytics from February 2025
YTD through February 2025
www.wisconsincampgrounds.com

WISCONSIN  CAMPGROUNDS

[About](#)

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[Members Login](#)

[Contact](#)



15000

Lakes



300

Campgrounds



92

Days of Summer



1

Wisconsin



February 2025 Website Analytics





January - February YTD 2025 Website Analytics





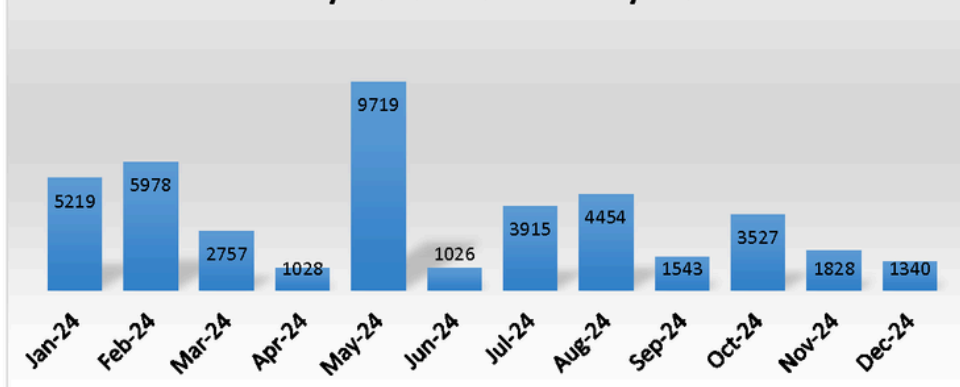
2024 CONSTANT CONTACT STATS

| | Total Sends | Open Rate | Unopened Rate | Click Rate | Bounce Rate | Opened Mobile | Opened Desktop |
|--------|-------------|-----------|---------------|------------|-------------|---------------|----------------|
| Jan-24 | 5219 | 35% | 65% | 17% | 24% | 10% | 90% |
| Feb-24 | 5978 | 28% | 72% | 18% | 25% | 9% | 91% |
| Mar-24 | 2757 | 42% | 58% | 38% | 22% | 11% | 89% |
| Apr-24 | 1028 | 53% | 47% | 24% | 9% | 9% | 91% |
| May-24 | 9719 | 31% | 69% | 13% | 9% | 7% | 93% |
| Jun-24 | 1026 | 47% | 53% | 19% | 11% | 7% | 93% |
| Jul-24 | 3915 | 34% | 66% | 16% | 21% | 7% | 93% |
| Aug-24 | 4454 | 40% | 60% | 21% | 18% | 6% | 94% |
| Sep-24 | 1543 | 56% | 44% | 21% | 11% | 9% | 91% |
| Oct-24 | 3527 | 35% | 65% | 13% | 21% | 10% | 90% |
| Nov-24 | 1828 | 44% | 65% | 2% | 21% | 5% | 95% |
| Dec-24 | 1340 | 61% | 39% | 33% | 7% | 10% | 90% |

| | Total Sends | Open Rate | Unopened Rate | Click Rate | Bounce Rate | Opened Mobile | Opened Desktop |
|------------------------|-------------|-----------|---------------|------------|-------------|---------------|----------------|
| 2024 Totals & Averages | 42334 | 42% | 59% | 20% | 16% | 8% | 92% |

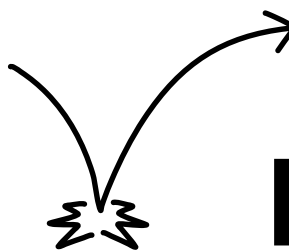
The industry average open rate for campground association email marketing is around 27%. WACO's average for 2024 is 42%, which we can attribute to the accuracy of the information collected, the engagement of our membership, and the importance of the material we provide to our membership. **Thank you for being highly engaged!**

42,334 Total Emails Sent to
WACO Members
January-December 2024 by Month





Lower

 **Bounce**
Rate

Our Bounce Rate for email marketing continues to creep up, and in 2024, we noticed that the main distribution lists in which we saw this metric skyrocket were our prospective membership and prospective trade membership.

In fact if you take out emails to those two groups during our membership drives, the bounce rate drops to 1.7%, well below the 2.5% industry standard!

Our goal for 2025 is to clean these lists up and ensure they get into the hands of the proper owners and decision-makers. As you all know, we've seen a lot of turnover in campground ownership in the past few years, so we understand this will be a challenge! If you know of ownership changes in your regions, don't hesitate to contact the office to ensure we're aware and have the updated information - help us be the eyes and ears in your respective markets!

In the past year, our office has dipped slightly in the number of email communications getting out to members. This decrease can be attributed to two factors:

- We're getting more efficient with communications, including more topics in one email and our newsletters, so we don't need as many emails as we've sent in the past.

AND/OR...

- We need to increase the consistency of messaging our membership with clear goals.

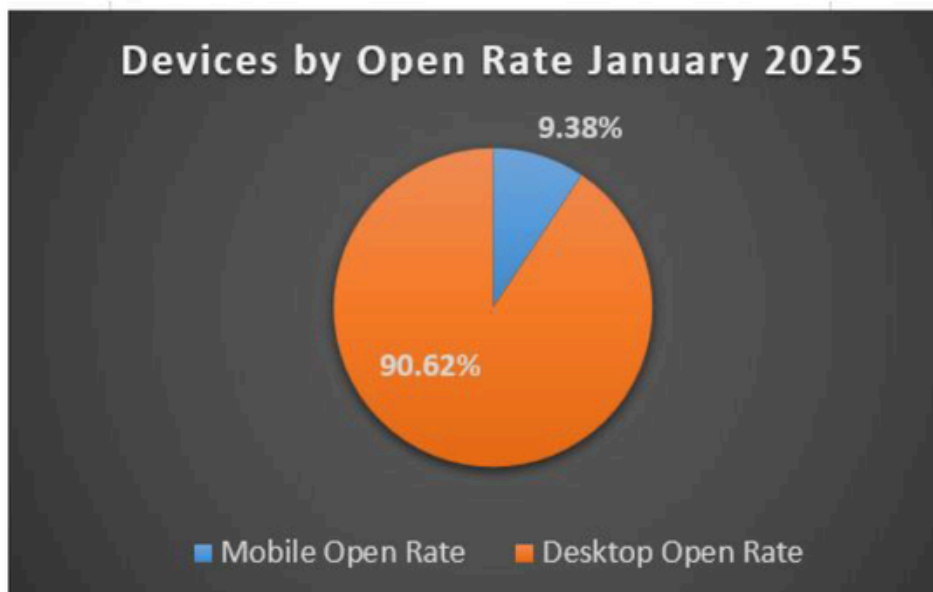
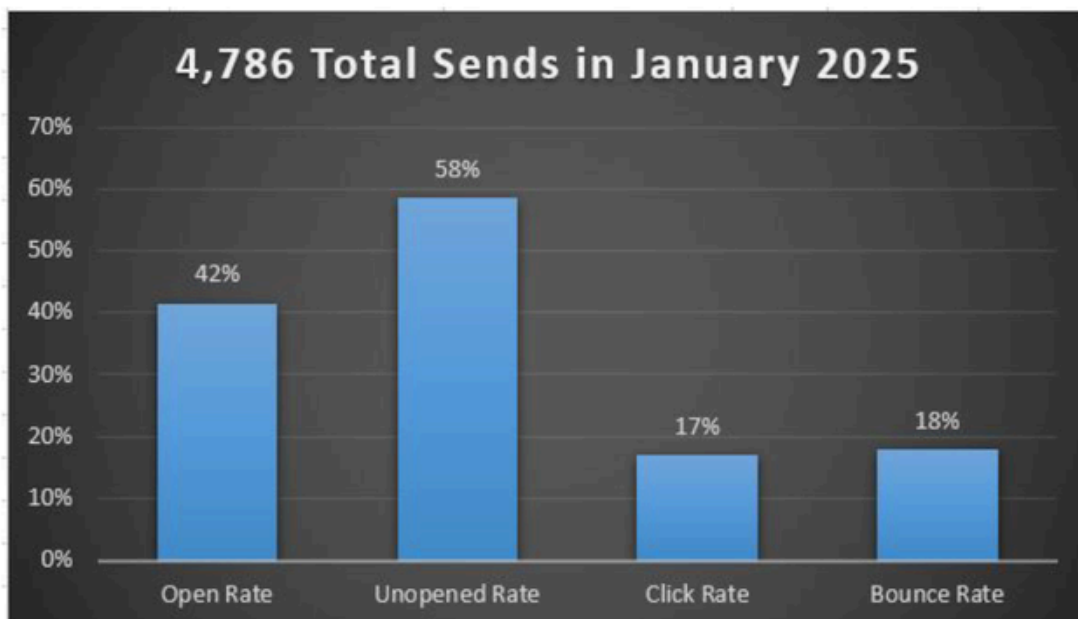
 **Increase**
in Consistent
Communication

To be safe, we'll use our Asana platform to create an annual messaging calendar to ensure we aren't missing any communications or confusing membership with too much information in one email. This calendar will help our office stay on top of when and how many times we should communicate with members every month. While we've always had something in place, making it an official process and including many things that have changed in the past 3-4 years will help keep communication seamless!



Constant Contact

Reports for January 2025



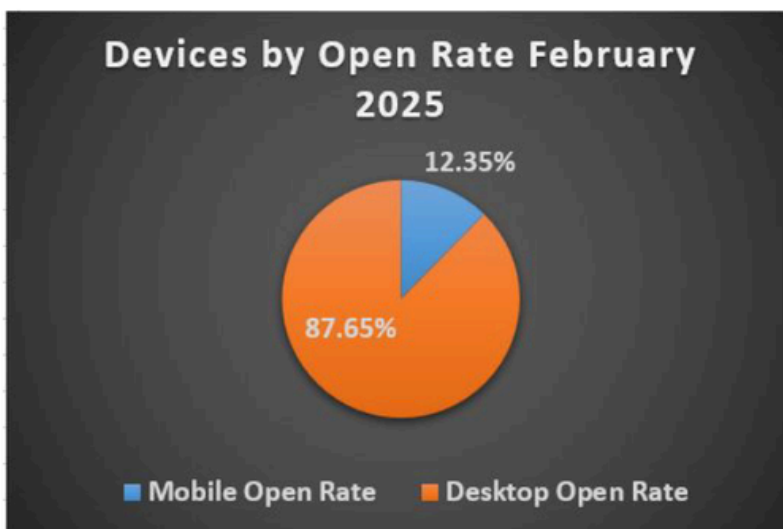
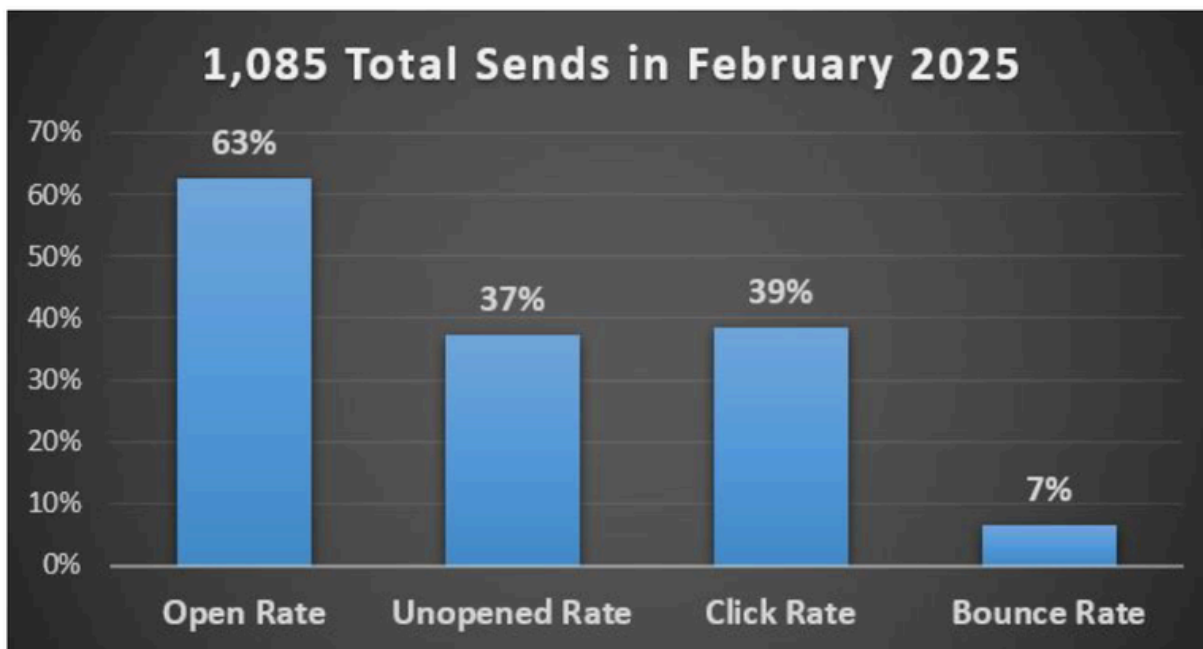
Top Performing Emails of January 2025 - Based on Open Rate

| Campaign Name | Sends | Opens | Open Rate | Mobile Open Rate | Desktop Open Rate | Clicks | Click Rate |
|---|-------|-------|-----------|------------------|-------------------|--------|------------|
| WACO - 2025 schedule release | 251 | 179 | 75.20% | 16.50% | 83.50% | 70 | 29.40% |
| January 2025 WACO Newsletter | 412 | 282 | 73.10% | 13.00% | 87.00% | 99 | 25.60% |
| Email Scam - Selling show attendee lists | 523 | 312 | 65.70% | 7.40% | 92.60% | 10 | 2.10% |
| WACO - Member EB Deadline & CPO/ServSafe Reminder | 228 | 138 | 64.50% | 8.50% | 91.50% | 12 | 5.60% |
| DATCP Warning of Email Scam | 219 | 131 | 63.60% | 4.30% | 95.70% | 1 | 0.50% |



Constant Contact

Reports for February 2025



Top Performing Emails of February 2025 - Based on Open Rate

| Campaign Name | Sends | Opens | Open Rate | Mobile Open Rate | Desktop Open | Clicks | Click Rate |
|--|-------|-------|-----------|------------------|--------------|--------|------------|
| 2025 Booth Numbers | 197 | 147 | 81.70% | 18.30% | 81.70% | 111 | 61.70% |
| February 2025 WACO Newsletter | 427 | 272 | 68.20% | 9.20% | 90.80% | 82 | 20.60% |
| WACO Members - New at convention in 2025! | 230 | 133 | 61.30% | 13.70% | 86.30% | 40 | 18.40% |
| WACO Members - Activities Zoom Meeting Recording | 231 | 129 | 59.20% | 8.20% | 91.80% | 30 | 13.80% |

Events RV Shows Directory Distribution Out & About



GBF/CELEBRITY EVENTS

GBF continues to create opportunities for WACO to partner with celebrities and location in multiple genres across the state!

RV SHOWS

A great place to distribute directories, play games with campers and let them know more about your parks!

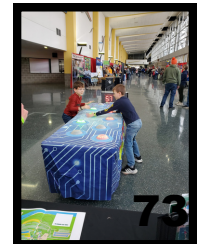
OTHER

Radio and other conferences are just a couple examples of how WACO captures market data, new ideas and gets out directories and certificates!



WACO continues to create a strong brand identity for our members in WI, capturing the essence of camping as it grows. We focus on creating messages that appeal to every kind of camper. Whether your guests need stimulation, toys, and activities, or they want to enjoy the beauty of Wisconsin's nature and the sense of community campgrounds foster, we want our consumers to know we have it all. We continue to market to this broad customer base by leveraging our advertising dollars by partnering with members, the Department of Tourism, and businesses that fit our camping demographics. See more examples in the sections that follow!

RV SHOWS



RV SHOWS



MARKETING RV Shows 2024-2025

Why We Attend RV Shows

GROW & CULTIVATE OUR AUDIENCE

- Become a true partner with the shows to communicate our ideas with them and gather new customers for our WACO Campgrounds.
- Using our sports marketing connection (GBF) brings people to our booths and games we play that may not have just stopped for the Directories!
- Use interaction to bring value to the show and teach consumers how campgrounds entertain as well as show off nature's beauty.

MARKETING 101

- Interview campers to see why they camp at WACO campgrounds.
- Use the testimonials (ones that work) on our Facebook and website to promote camping. We can also use them in our TV advertising.
- Create a sign off document for their photo and audio release.
- Use new systems to gather usable names to contact our potential customers.

BUILD RELATIONSHIPS

- We have continued to grow our relationships with the RV Dealers throughout Wisconsin and Beyond.
- Develop relationships with all shows to the extent we can to become more valuable to them.

DIRECTORY & CERTIFICATES COMBINED

- The Green Bay Boat Show has given us a larger booth and several exclusive programming spots throughout the weekend to do trivia with campers and give away certificates. They have also handed out our WACO bags with the Literature
- Distribution and Directory in them at the front entrance door.

2025 RV Shows

- Rockford RV, Camping & Travel Show
January 17-19, 2025
- Green Bay RV & Camping Expo
January 30 – February 2, 2025
- Madison Camper & RV Show & Sale
January 31 – February 2, 2025
- La Crosse Sport Show
February 6-9, 2025
- Central Wisconsin RV & Camping Show (Wausau, WI) | February 7-9, 2025
- The Ultimate RV Show (Minneapolis, MN)
February 13-16, 2025
- RV & Boat Main Event (Oshkosh, WI)
February 21-23, 2025
- Milwaukee RV Show
February 27 – March 2, 2025

Post RV show-season, we will be conducting a review of what makes sense for 2026. Some shows were down in numbers, while others remained strong. Show organizers from Madison and Green Bay seem to set that their shows will remain on the same weekend in the future, strapping our staff to attend both.

Luckily, our Executive Director & Carla came up with some last-minute distribution opportunities in the same markets as those RV shows with lower numbers, so the same amount of directories landed in appropriate regions requested by our membership!



MARKETING

EVENTS: Summary & Plans



Events like this match your target market with our directories - another example of why WACO is thankful for their connection to the Gilbert Brown Foundation!

WACO is fortunate enough, in collaboration with GBF, to set up a series of promotional events onsite with Scheels! The next promotional event with our Scheels partnership occurs on Saturday, March 29th, at Scheels in Eau Claire. **Any campgrounds are welcome to attend and bring their brochures along!** We look to secure more in-person events like this to spread the word about WACO and distribute our final directories. If you're interested in attending, reach out to office@wisconsincampgrounds.com!

The 2024 WCA Annual Conference & Exhibit in La Crosse County at the La Crosse Center on September 22-24, 2024, provided another opportunity for WACO to get directories in the hands of campers! It also allowed for continued connections with County Board Supervisors across the state, educating them on what a campground consists of versus the rumors they may hear in their board meetings. As zoning issues continue to rise, events like this are crucial for our organization to attend! The WCA attendees love our trivia prizes and chances to win GBF items. Unfortunately, the La Crosse Center was not a gracious host and was very particular about their setup/fees, so WACO is thankful to see the 2025 WCA Annual Conference will be back at the Kalahari Resort in Wisconsin Dells, where we have a solid partnership.

EXAMPLE SLIDES FROM EVENT:

WHO WE ARE
WACO represents some of the largest and best-run campgrounds in Wisconsin, located in every region of the state.

THINK OF US AS THE COLLECTIVE VOICE OF OUR 225 MEMBERS!



THE WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS (WACO) PRESENTS PRIVATE CAMPGROUND TRIVIA!

Held at the Wisconsin Counties Association Annual Conference
La Crosse Center | 4th Floor, Riverside Hall, Hospitality Suite

CAMP WITH THE PACK!

GILBERT BROWN

SANTANA DOTSON

Join us to get your picture taken with these Green Bay Superbowl Champions!

See what you learned by playing Team Trivia with Autographed memorabilia for prizes!

Join us and enjoy...

- ✓ FREE Lemonade - Loaded or unloaded with LeRoy Butler's own Leap Vodka!
- ✓ Light appetizers!
- ✓ Cash bar!

SUN. SEPT 22 5-7 PM

4th Floor Riverside Hall

PLANNING AHEAD:

Annual Conference: September 21-23, 2025, Kalahari Resort, Wisconsin Dells, WI

WHO WE ARE
OUR GUESTS TENT, GLAMP, RV, AND STAY OVERNIGHT OR SEASONALLY. WACO MEMBERS OFFER CAMPING FOR ALL TYPES OF CAMPERS!

| TOTAL TOURISM ECONOMIC IMPACT IN MILLIONS | | |
|---|---------|---------|
| COUNTY | 2022 | 2023 |
| Adams | \$200 | \$205 |
| Douglas | \$146 | \$156 |
| Green Lake | \$30 | \$37 |
| La Crosse | \$320 | \$357 |
| Monroe | \$87 | \$98 |
| Sauk | \$947 | \$988 |
| Waukesha | \$1,001 | \$1,034 |

TRUE OR FALSE?
Speaking of taxes... Are the tourism economic impact numbers listed here for each county AND the State accurate?

TOTAL WI ECONOMIC IMPACT OF TOURISM

- \$12.0B Total Economic Impact
- 150,458 Total Jobs Generated
- \$1.2B State & Local Taxes Generated

| TOTAL TOURISM ECONOMIC IMPACT IN MILLIONS | | | |
|---|---------|---------|----------|
| COUNTY | 2022 | 2023 | % CHANGE |
| Adams | \$241 | \$250 | 4.0% |
| Douglas | \$166 | \$178 | 7.4% |
| Green Lake | \$62 | \$69 | 10.1% |
| La Crosse | \$491 | \$502 | 2.3% |
| Monroe | \$148 | \$165 | 11.2% |
| Sauk | \$1,936 | \$1,964 | 1.4% |
| Waukesha | \$1,594 | \$1,685 | 5.7% |

FALSE!
The numbers are ALL HIGHER and listed accurately here!

TOTAL WI ECONOMIC IMPACT OF TOURISM

- \$25.0B Total Economic Impact
- 178,045 Total Jobs Generated
- \$1.6B State & Local Taxes Generated

75



MARKETING Directory Distribution

With all the pre-shipments and distribution the office took care of starting in January of 2025, and after all our members take their box(es) home from the Convention, we will be down to only 188 boxes of directories from the 200,000 printed! Our printing partner in 2024, Capital News/Madison Media, kept several copies onsite to distribute in their rack program - in combination with email campaigns. The directories also looked terrific this year, with crisp images and color, making our printer change successful!

92,000 DIRECTORIES DROP SHIPPED TO OTHER LOCATIONS BEFORE EVEN COMING TO OUR WAREHOUSE!

- 33,000: VECTOR & INK
- 30,000: TRAVEL-AD-SERVICE (MGM LOGISTICS)
- 15,000: CAPITAL NEWS/MADISON MEDIA RACK DISTRIBUTION
- 9,000: OPPORTUNITIES, LNC. FULFILLMENT (WI TRAVEL)
- 5,000: ANDERSON BROCHURE



SHOUT OUT

We would've never distributed as many directories without the incredible efforts of our staff members & volunteers, Carla Brown and Miss Laurie Smith & Miss Mary. Thank you so much, ladies, for your hard work getting these directories out early and during the RV shows! While Tina set up the front-end bulk distribution and Danielle pulled together the individual and box requests, these ladies got the boxes out the door!

DIRECTORIES AT CONVENTION

NEW THIS YEAR! ANY MEMBER REGISTERED TO ATTEND CONVENTION WILL HAVE ONE BOX OF DIRECTORIES THEY ARE REQUIRED TO TAKE BACK TO THEIR COMMUNITY!

This is a chance to create, and strengthen, partnerships with local businesses in your community. Drop off some directories and ask them to distribute your park brochures as well, or coupons you may have to offer! Plus, this also helps to spread the FREE WACO directory to even more areas in the State!



Stop by the registration desk when you're ready to pick up your box! They will mark off your park name AND give you your passport stamp! Let us know if you'd like assistance getting it to your vehicle! Pick-up can be done any time throughout the tradeshow. (Daytime hours only please.) Don't forget to leave a few in your park office too and get them in the hands of your own guests!



Pick up MORE than one box to earn a stamp on the bonus page of your WACO Passport, which of course gets you MORE tickets to try and win the \$3,000 WACO bucks on Sunday!



EVENTS
BIG ISSUES
MENTORS & RESOURCES
A LOOK AHEAD
PEOPLE TO KNOW
GOVERNMENT AGENCIES



Campground owners in 2025 face various challenges that could impact operations, profitability, and growth. WACO is here to help where we can either with conversations at the table with industry regulators or by pressing with new legislative language.

As we dive into our legislative efforts, let's review, at a higher level, the issues that can trickle into or directly affect our owners.

Technology & AI Disruption

- AI automation might shift job roles and require retraining employees.
- Cybersecurity threats, including AI-driven fraud, are rising. Note the millions of emails we've all gotten to "get the attendee list" from the latest RV Show or expo!
- Businesses slow to adopt digital transformation could lose competitiveness – this is true for all our members and WACO as an association.

Zoning & Land Use Changes

- Restricted Expansion: New laws may limit the expansion of campgrounds into protected areas or require additional work to grant variances for expansion.
- Eco-Friendly Infrastructure: Some jurisdictions require campgrounds to incorporate green building materials and eco-conscious site layouts.

Consumer Behavior Shifts

- Demand for sustainable and ethical business practices is increasing.
- Economic stress could lead to shifts in spending habits.
- E-commerce and direct-to-consumer models continue to challenge traditional retail.

New Regulations & Compliance

- Stricter environmental laws could require sustainability investments.
- Data privacy laws may necessitate stronger cybersecurity measures.
- Employee rights and labor laws might tighten, impacting hiring and wages.

Shifts in Guest Services & Amenities

- Electric Vehicle (EV) Charging Stations: New legislation promoting EVs may require campgrounds to install charging stations.
- Sustainable Lodging Options: The rise in "eco-tourism" has led some campgrounds to offer solar-powered cabins, yurts, or minimal-impact camping sites.
- New Permit & Licensing Requirements: Operators may need additional permits for activities like fishing, boating, or off-road vehicle use due to environmental concerns.

Economic Uncertainty & Inflation:

- Rising costs for goods, wages, and utilities could squeeze profit margins.
- Interest rate fluctuations may impact loans and business financing.
- Supply chain disruptions might still linger, affecting inventory and costs.

LEGISLATIVE

EVENTS



RVIA: RVS MOVE AMERICA - JUNE 2024

In addition to committee meetings WACO attended, we gained insight on the state of the RV industry from association leaders and on the administration's policies from political speakers such as Politico's Jonathan Martin.

Topics We Connected with Senate & House On...

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



PAC FUNDRAISING IN ACTION

In late June, Lori and Tina attended a fundraiser on behalf of WACO and GBF for Senator Andre Jacques. We are selfishly thankful his run for Congress turned out the way it did, as he's a long-time supporter of WACO. If you remember, Andre's staff provided WACO with fantastic support and helped us open before many of our counterparts. Sen. Jacques was very impressed with our memberships and personally supported him. Tina did an excellent job coordinating our appearance at this event and was able to connect with Bill Cosh, a staff member of Jacques's who is well-versed in bill language and the legislative process. Thanks to Lori's connections, Tina secured another mentor for her lobbying journey! We were able to present personal checks and a WACO PAC Fund check at this event, and as you all know, presenting these funds in person means much more to the representatives receiving them.



Bill Cosh
Legislative Mentor



PROPERTY TAX ASSESSMENT TIMELINE & UPDATE:

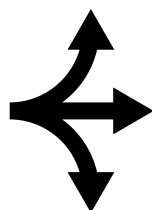
At the end of 2023 and into the beginning of 2024, the WACO office saw an increasing number of legal hotline requests, concerned member emails regarding zoning, the process with Amusement Ride registration, and then...Personal Property Tax issues that haven't quit! The more regulated our industry has become—or the more government agencies choose to enforce such regulations—the more critical our partnerships with governing agencies have become.

The WACO Board recognized the need for an increased presence in lobbying. With all of us being busy, especially during the season, WACO is doing its best to manage what is happening legislatively. Thankfully, Tina in the WACO office was on Board, interested in learning more about politics and keeping us in the know. The personal property tax has been a thorny issue to work through. We sent a survey at the end of 2023 and again at the beginning of 2024 to see which members were affected.

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. At that time, WACO urged those with issues to attend their Open Book, including reminders at the 2024 WACO Convention and follow-up newsletter articles and emails. This advice was concurred with Jason Culatta and Bill Cosh from Senator Jaques' office (who still hasn't seen any legislation on this topic as of 3/7/25) and Evin Umpir from WMC. Given the information we had then, we felt that was the best advice to pass along to our members. ***As this issue has progressed, more members are seeing significant increases in their assessments, with assessors stating that seasonal property (decks, firepit covers, sheds, etc.) will now be assessed as the campground's property. It is essential to understand your assessments and review the items taxed - specifically if they were previously classified as PERSONAL PROPERTY and are now classified as REAL PROPERTY.***

Interestingly, some members are experiencing increases due to local municipalities or those firms they hire "catching up" on values 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. Written into ACT 12 changes, grant funds are available for ALL municipalities in perpetuity until the Act changes for those seeing a decrease in revenue from Personal to Real property tax income being collected. While there's no reason the municipalities should be looking to offset whatever they feel they are losing out on, many are oblivious to this option. Other assessors are simply not taking the time to break down the costs that should go back to the Seasonal guests vs. the campground. This part will need to be a legislative initiative. WACO's President, Past President, Executive Director, and Tina met with the DOR to better understand the definitions being pushed out to assessors and the process. **Getting very little assistance, we're now in a position of deciding: Do we try to change the personal property definition as outlined in [§70.04](#), or do we appeal the assessment determinations with a specific process? We will continue to use all our resources to ensure we get you the information as we get it. See the people we partner and connect with as resources and guides in our partnership section!**

SITES WACO USES
TO TRACK
LEGISLATION



STATE AFFAIRS

Wheeler Reports, Inc.

LEGISLATIVE PARTNERS, MENTORS & RESOURCES



OHI: We are fortunate to have Jim Button and Bert Davis, who inform us of important issues and tools we can use from them. Jim from Evergreen Campsites & Resort (OHI's current Chair of the Board of Directors) smartly attended his open book in his township. Button was kind enough to include as many campgrounds as he could in the conversation, along with anyone being assessed by Associated Appraisals out of Appleton. The township (as we're guessing many others still are) was completely unaware of the funding available to offset the loss in personal property tax.



JIM BUTTON

Evergreen Campsites & Resort | OHI Board of Directors Chair



EVAN UMPIR

Director of Tax, Transportation & Legal Affairs, General Counsel

Wisconsin Manufacturers & Commerce (WMC): WMC is the state's largest and most influential business association. They focus on all businesses 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. Evan Umpir, Director of Tax, Transportation & Legal Affairs, General Counsel, has been a fantastic resource for WACO and has assisted Tina in navigating the next steps in the property tax situation and others. He continues to be another mentor and resource.

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, affecting our industry. Jason's position took a new direction when he moved into business development for the construction industry. However, his contacts are priceless, and his experience is still incredibly valuable, which he graciously shares with Tina whenever she calls. He is another mentor we're lucky to have!



JASON CULOTTA

Director of Business Development – Food and Beverage



Industry Associations like RVIA, WRVDA, WI Housing Alliance & RVWA: We have developed a stronger relationship with these associations over the past four years. The Board supported having Lori attend the strategic planning they held a few years back and RVIA spends a great deal of money on data we can gain access to! Information like economic impact specific to camping in your county to assist with zoning issues. The Campground Coalition we referred to developed through RVIA will continue to provide us with great connections, access to camping promotion, and data!



PAC Chair, Bob Weiss: Bob dutifully carried out the volunteer position as PAC Chair and continues to do so for our organization! He suggests, through member recommendations and watching elections, those candidates who will make a positive impact in our industry. As Bob & Melanie's ownership of Wilderness changed hands, we're fortunate that Bob has offered to mentor our very own Ben & Mark Stefan from Grand Valley Campground on the PAC fund, the reporting and shadowing the general process!



BOB WEISS

PAC Chair & 2025
WACO Volunteer of
the Year

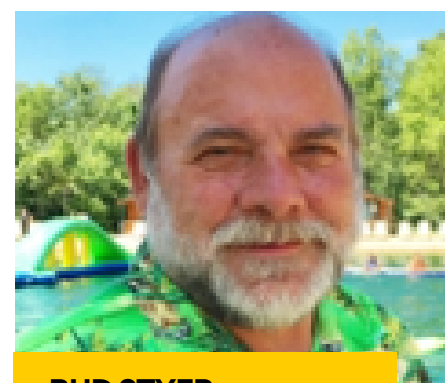


ADAM MALSACK

Lake Arrowhead & Lakeside
Campground | WACO Board
Chair Elect, Legislative

Adam Malsack, WACO Board Chair Elect, Legislative: Adam has been instrumental in writing legislation, reviewing bill submissions, moderating meetings with agencies like DSPS and DOR, and sharing his experiences with the representatives and committee members in Madison. We're lucky as an Association to have him as a member and a mentor!

Bud Styer, WACO Past President: Bud Styer continues to fight for our industry in ways many may not see or know about. His efforts helped us get the ANSI definition/exemption for our park models in place, and we know he'll be assisting us when we review those same exemption statuses with the DOR and assessors very soon. The history and experience of members like Bud are priceless!



BUD STYER

Red Barn & Whistle Stop
Campgrounds | WACO
Board Past President



FUTURE PLAN

The Board directed the WACO office to register Tina as a lobbyist to help her acclimate to the legislative process. We've also subscribed to various software programs that allow our office to track bills and committee meetings and even pick out keywords from meeting minutes.

In an effort to be even more proactive, the Board reached out to several lobbyist firms across the state and is reviewing the applications and resumes of those who submitted quotes back to our office. As you can see in the budget, the legislative line item was also significantly increased to account for the potential of hiring a professional lobbyist to assist in these needs! We are blessed to have such strong industry partners assisting in the navigation of a path we can only imagine will become more choppy as the days go on!

POTENTIAL BILLS

The WACO office continues to work closing with DATCP and values their relationship! Fortunately, they look to our association as a resource for end-user knowledge and include us when it comes time to discuss inspection processes and code changes. On the other hand, DSPS has been a challenge to work with - not only for WACO but our members and their partner agencies. The roles and responsibilities under the Department Chairs and the staff personnel change often, as do some of the rules and how they apply to our parks. WACO has met with Sec. Hereth, and he did attend our Fall Workshop in 2023. These folks oversee policies tied to our POWTS systems, water issues, and cabin inspections. They are in charge of the Amusement Rides licensing and inspections. They will be our focus for 2025.

Legislation we MAY introduce in 2025 will be centered around:

- **Amusement Rides:** (LRB-0444/P2AN ACT to create 101.05 (7) of the statutes relating to the regulation of amusement rides located at campgrounds): - Exempting campgrounds that install "amusement rides" per the manufacturer guideline and include their insurance from being registered and inspected by DSPS. Legislation like this will not exempt us from registering ALL "amusement rides," like barrel trains and anything that doesn't come with manufacturer installment guidelines, but it would rule out jumping pillows and other items many of our members have onsite! We are working on fine-tuning this information before presenting it to DSPS as a courtesy.
- **Abandoned RVs:** (LRB-1166/P2: AN ACT to amend 968.07 (1m); to create 704.96 and 943.147 of the statutes) to get us closer to our goal of being able to remove, sell, or relocate abandoned property we must first establish clear legislative language that states if a Seasonal is asked to leave, they are REQUIRED to leave our property. Some counties don't have as much support from their local police as we'd like to see. This bill would get us in a better position to argue our case. There was language here we wanted to be tightened up to avoid seeming more stringent than other WI trespassing laws in place.



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Current Committees

- Committee on Agriculture and Revenue
- Committee on Judiciary and Public Safety
- Committee on Licensing, Regulatory Reform, State and Federal Affairs (Vice-Chair)
- Committee on Natural Resources, Veteran and Military Affairs (Chair)

2025 Joint Committee for Review of Administrative Rules

- Upcoming meetings (Calendar view)
- Feed for authored items
- Subscribe to updates via Notify

Senator Nass (Co-Chair)
Representative Neylon (Co-Chair)

Committee Clerk

Nathan Cobb
Joe Zapf

Legislative Council Staff

Scott Grosz

2025 Joint Survey Committee on Tax Exemptions

- Upcoming meetings (Calendar view)
- Feed for authored items
- Subscribe to updates via Notify

Representative August (Co-Chair)
Senator Testin (Co-Chair)

Committee Clerk

Cameron O'Connell
Christina Nelson

Legislative Council Staff

Brian Larson
Patrick Ward



Senator Patrick Testin
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Senate District 24
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Current Committees

- Committee on Agriculture and Revenue (Chair)
- Committee on Finance (Vice-Chair)
- Committee on Financial Institutions and Sporting Heritage
- Committee on Health (Vice-Chair)
- Joint Committee on Finance (Vice-Chair)
- Joint Committee on Information Policy and Technology
- Joint Survey Committee on Tax Exemptions (Co-Chair)

2025 Assembly Committee on Forestry, Parks and Outdoor Recreation

- Upcoming meetings (Calendar view)
- Feed for authored items
- Subscribe to updates via Notify

Representative Mursau (Chair)
Representative Melotik (Vice-Chair)
Committee Clerk
Cory Bruce
Legislative Council Staff
Benjamin Kranner



Representative Jeffrey Mursau
Assembly District 36
(R - Crivitz)

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Current Committees

- Committee on Agriculture
- Committee on Education
- Committee on Forestry, Parks and Outdoor Recreation (Chair)
- Committee on Sporting Heritage
- Committee on Tourism

2025 Assembly Committee on Tourism

- Upcoming meetings (Calendar view)
- Feed for authored items
- Subscribe to updates via Notify

Representative Green (Chair)
Representative Swearingen (Vice-Chair)
Committee Clerk
Carson Lee
Legislative Council Staff
Amber Otis



Representative Chanz J. Green
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Current Committees

- Committee on Commerce
- Committee on Energy and Utilities
- Committee on Rural Development
- Committee on Sporting Heritage
- Committee on State Affairs (Vice-Chair)
- Committee on Tourism (Chair)



SECRETARY RANDY ROMANSKI

Randy Romanski was announced secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection by Governor Tony Evers in June 2020 and was confirmed by the Senate on September 28, 2021. Prior to this appointment, Romanski served as DATCP deputy secretary since January 2019 and interim secretary since November 2019. He brings decades of experience in government administration and policy development to the department.

Romanski has held leadership roles at multiple state agencies. He previously served as DATCP's deputy secretary and secretary under Governor Jim Doyle, working on issues such as farmland preservation, local foods, Farm to School, and renewable energy. Romanski has also served as the assistant deputy secretary for the Wisconsin Department of Natural Resources and Wisconsin Department of Transportation.

From 2011 to 2019, Romanski served as the head of safety programs in DOT's Division of State Patrol. Earlier in his career he held staff positions in the state legislature, both in the Senate and Assembly, and served as the deputy chief of staff in the Governor's office. He has also served as a policy analyst for the Wisconsin Department of Justice.

Originally from Wisconsin Rapids, Romanski earned his bachelor's degree in Political Science from the University of Wisconsin-River Falls and his master's degree in Public Policy and Administration from the Robert M. La Follette School of Public Affairs at the University of Wisconsin-Madison. Romanski resides in Monona, Wisconsin.

DEPUTY SECRETARY AILEEN SWITZER

Aileen Switzer was appointed Deputy Secretary in 2022 by Secretary Romanski. Switzer joined DATCP following many years of service at the Wisconsin Department of Transportation (WisDOT).



With more than 25 years in state service, Switzer has gained experience in agency operations, budgets, and improvement programs. In her most recent role as the administrator for the Division of Budget and Strategic Initiatives at WisDOT, Switzer oversaw the management of the department's biennial budget, department-level strategic initiatives, stakeholder outreach, and federal relationships.

Switzer holds a master's degree in Urban and Regional Planning from UW-Madison and resides in the Madison area with her husband and two children.



ASSISTANT DEPUTY SECRETARY MIKE STRIGEL

Mike Strigel began serving as Assistant Deputy Secretary in July 2023. In this role, Strigel supports DATCP's external affairs and strengthens relationships with stakeholders.

A Wisconsin native, Strigel has experience leading efforts to preserve working lands and the future of farming. His work has taken him through the prairies, savannas, forests, and wetlands of Wisconsin. Strigel holds a Bachelor of Arts degree in communication from Cornell University and a Master of Science degree in land resources from the University of Wisconsin – Madison.



JAMES KAPLANEK- CHIEF OF FOOD SAFETY AND RECREATIONAL LICENSING SECTION WITH THE STATE OF WISCONSIN--DEPARTMENT OF HEALTH AND FAMILY SERVICES

Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services. In the process of a merger with the Department of Agriculture, Trade and Consumer Protection - Will be the Chief of Technical Services for Retail Food and Recreational Businesses - Has been with the State for 15 years. Before State employment spent 6 years with the Public Health Madison/Dane county - BS Environmental Public Health—University Wisconsin-Eau-Claire - Wisconsin Delegate to the National Conference for Food Protection - Registered Sanitarian.



MARY ELLEN BRUESCH - WI DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

Mary Ellen Bruesch is a Recreational Technical Specialist, responsible for the Public Pools and Water Attractions Program. She has been in this position for about a year, having transitioned from Campgrounds and Recreational and Educational Camps. She has a BS in Biology and a MS in Microbiology, and is a Registered Environmental Health Specialist and Certified Pool Operator. When she's not working, she can be found hanging out with her cats or on a paddle board or skis, or hiking.



TED TUCHALSKI - WI DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

Ted Tuchalski, R.S. is an Environmental Health Technical Specialist with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). His primary focus at DATCP is lodging, which includes: hotels, motels, tourist rooming houses, and bed & breakfast establishments. Ted's environmental health career began as a food inspector in Salt Lake City, Utah and has spanned multiple program areas at the city, county, and state levels here in WI

TROY SPRECKER, DIRECTOR BUREAU OF FOOD AND RECREATIONAL BUSINESSES

(Picture unavailable)

ADAM BROCK

DIVISION ADMINISTRATOR – FOOD AND RECREATIONAL SAFETY



Brock recently joined the Wisconsin Department of Agriculture, Trade & Consumer Protection as the Division Administrator for Food and Recreational Safety. In his current role, he oversees the enforcement and development of both state and federal food safety regulations, supports the development of food safety and regulatory staff, develops annual program budgets, and works closely with external partners to protect the brand of Wisconsin Agriculture.

Prior to joining the Wisconsin Department of Agriculture, Trade & Consumer Protection, Brock was the Vice President of Food Safety, Quality & Regulatory Compliance at Dairy Farmers of Wisconsin. During his time there he worked closely with Wisconsin dairy industry partners to provide education, training, strategy, and support in the areas of research, food safety, quality, regulatory compliance, sustainability, and crisis communications.

Brock has been actively involved with the food industry for 25 years holding multiple roles at several major food companies. He has extensive product and process knowledge in natural cheese, frozen appetizers, dairy and non-dairy-based sauces, dairy ingredients, seasoning blends, and both fresh and frozen meat products. He is also knowledgeable in the areas of new product development, process improvement, analytical and microbiological laboratory techniques, and supplier management. He is currently on the Board of Directors of the American Cheese Society and the National Institute for Animal Agriculture. He is a past chair of the Wisconsin Dairy Rules Advisory Committee, past President of the Wisconsin Laboratory Association, and outgoing Treasurer for the Wisconsin Association for Food Protection.

He has been married for 19 years, has 4 children, and multiple animals. In his spare time, he coaches youth sports, supports public libraries, and is a Wisconsin Master Gardener.

**DAN HERETH, SECRETARY**

Dan Hereth was appointed Secretary of the Department of Safety and Professional Services in August 2022. Secretary Hereth has spent his career in public service. He had previously served as the agency assistant deputy secretary since January 2019. Before that, he served as the Deputy District Director for Congresswoman Gwen Moore since 2007.

Hereth is a Watertown, WI native and has a Bachelor of Arts degree in Political Science with a Minor in Public Administration from the University of Wisconsin-Oshkosh, and a Master of Arts degree in Human Resources from the University of Wisconsin-Milwaukee.

**JENNIFER GARRETT, DEPUTY SECRETARY**

Jennifer Garrett was appointed Deputy Secretary of DSPS in January 2025 after serving more than two years as the department's Assistant Deputy Secretary. Before that, she served as director of public affairs. Jennifer joined the department in July 2019 as communications director.

She serves as the chief of staff for the Secretary, managing external affairs for DSPS including media, legislative, and external stakeholders. Additionally, Jennifer serves as the department liaison with the governor's staff and other agencies.

Garrett is an Indiana native. She has a bachelor's degree in communications and English from Purdue University in West Lafayette, Indiana. She also earned her J.D. from the Indiana University School of Law in Bloomington, Indiana.

**NIKO RUUD, ASSISTANT DEPUTY SECRETARY**

Niko Ruud was appointed as Assistant Deputy Secretary in January 2025 after serving two years as Administrator for the DSPS Division of Professional Credential Processing. In that role, Niko led the approximately 50 DSPS employees that process initial and renewal applications for health, business, and trades professionals; provide legal services to the division; and handle call center services for the department.

As Assistant Deputy Secretary, Ruud provides oversight and leads operational work across all DSPS divisions.

Before joining the department, Niko supervised the Comprehensive Health and Wellness Program at the Wisconsin Department of Military Affairs.

Niko served as a Maintenance Officer in the U.S. Air Force. He led teams of maintenance professionals during three assignments at units worldwide before his fourth and final active-duty assignment as an International Programs Officer and Instructor of French at the U.S. Air Force Academy.

MEMBERSHIP

**OUR NUMBERS
NEW BENEFITS
HALL OF FAME
CHARTER MEMBERS**



AT THE END OF 2024 AND INTO 2025, WACO CONTINUES TO BOLSTER ITS PARTNERSHIP WITH HOSPITALITY CONNECTIONS, PROVIDING OUR CAMPGROUND OWNERS WITH A COMPLETE ARRAY OF MEMBERSHIP BENEFITS!

This partnership means access to various music licenses and more vendor discounts for products and services you buy every day, like Constant Contact, Tires Plus, Office Depot, UPS, and background check vendors, just to name a few. Stop into one of our membership benefits courses to learn more about how to access these discounts and take full advantage of your new benefits, along with your steadfast benefits like our legal hotline and discounts with Fun Express, Glitter Tattoos, and Swank!

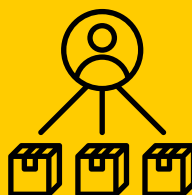


OUR NUMBERS IN 2025



**CAMPGROUND
MEMBERS**

237



**TRADE
MEMBERS**

150



**NEW
BENEFITS**

**TOO MANY
TO COUNT**

NEW MEMBER BENEFITS



YOUR WACO MEMBERSHIP JUST GOT UPGRADED!

LOOK **INSIDE**

at new benefits WACO secured for our Members through a partnership with Hospitality Connections that will save you money!



MUSIC LICENSE



The discounted music licensing program offers WACO members music licensing. The open enrollment period for Hospitality Connection's 2026 discounted music licensing program will begin on October 1, 2025 and end Jan 21, 2026. No license can be secured outside of the license period. Don't miss out on this unique opportunity to secure your music licenses - at our exclusive discounted rates - and help protect your park from liability and costly fines.



**UP TO 50%
DISCOUNT**

| Annual Spend on Live and Mechanical Entertainment Costs | Annual Cost of License: |
|---|-------------------------|
| \$0-\$4,999.99 | \$325.00 |
| \$5,000.00-\$12,499.99 | \$650.00 |
| \$12,500.00-\$24,299.00 | \$1,075.00 |
| \$25,000.00+ | \$1,575.00 |

ASCAP Music License Discounts up to 50%. 975,000 songwriters, composers & music publishers.

[View their catalog here.](#)



**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.](#)

**UP TO 20%
DISCOUNT**



**GLOBAL
MUSIC
RIGHTS**

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.](#)

ANNUALLY - \$1.50 PER SITE



Worry-free ability to play all of our music on an unlimited basis with one convenient annual blanket license.

[Catalog of songs available here.](#)

| Annual Spend on Live and Mechanical Entertainment Costs | Annual Cost of License: |
|---|-------------------------|
| \$0-\$4,999.99 | \$150.00 |
| \$5,000.00-\$12,499.99 | \$275.00 |
| \$12,500.00-\$24,299.00 | \$475.00 |

| SITES | MONTHLY | ANNUAL |
|---------------|---------|--------|
| Less than 100 | \$69 | \$207 |
| 100-200 | \$99 | \$297 |
| 200+ | \$139 | \$417 |

MUSIC LICENSE



The discounted music licensing program offers WACO members music licensing. The open enrollment period for Hospitality Connection's 2026 discounted music licensing program will begin on October 1, 2025 and end Jan 21, 2026. **No license can be secured outside of the license period.** Don't miss out on this unique opportunity to secure your music licenses – at our exclusive discounted rates – and help protect your park from liability and costly fines.



[CLICK HERE FOR BMI FREQUENTLY ASKED QUESTIONS](#)

Why license BMI through WACO/Hospitality Connections? The roster of enrollees we build now strengthens our leveraging position to obtain even deeper discounts in 2026 and beyond. So, it is a win for us all now...and later.

There are two categories for BMI licensing.

First category: Recorded music.

Second category: Live music. Select one or both categories when enrolling. Consider when licensing what needs you have and what makes the most sense for your park for your operating season.

If you have been licensed with BMI before, check your enrollment options against what your current number of campsites are and if applicable, your current entertainment expenditures to ensure you are licensed properly.

| Schedule A – Recorded Music Fee | | | |
|---------------------------------|-----|--------------|--|
| Number of Campsites | | Standard Fee | Hospitality Connections Discounted Fee |
| 1 | 50 | \$325.00 | \$276.00 |
| 51 | 100 | \$384.00 | \$326.00 |
| 01 | 200 | \$544.00 | \$462.00 |
| 201 | 350 | \$758.00 | \$644.00 |
| 351 | 500 | \$1,083.00 | \$921.00 |
| Over 500 | | \$1,408.00 | \$1,197.00 |

| Schedule B – Live Music and Entertainment Fee | | | |
|---|-------------|-----------------------|--|
| Annual Entertainment Costs | | Standard Fee | Hospitality Connections Discounted Fee |
| \$0.00 | \$5,000.00 | \$330.00 | \$281.00 |
| \$5,001.00 | \$7,999.00 | \$425.00 | \$361.00 |
| \$8,000.00 | \$9,999.00 | \$500.00 | \$425.00 |
| \$10,000.00 | \$14,999.00 | \$645.00 | \$548.00 |
| \$15,000.00 | \$24,999.00 | \$866.00 | \$736.00 |
| \$25,000.00 | \$34,999.00 | \$1,033.00 | \$878.00 |
| \$35,000.00 | \$49,000.00 | \$1,184.00 | \$1,006.00 |
| \$50,000.00 or more | | You will be contacted | |

**ENROLL FOR ANY
MUSIC LICENSE
OCTOBER THROUGH
JANUARY 21, 2026.**

**ENROLLMENT OUTSIDES THIS
TIMEFRAME WILL NOT INCLUDE
MEMBERSHIP DISCOUNTS!**

GET ON 2026 LIST!



CONSTANT CONTACT



Build. Grow. Succeed.

You want to reach the right audience with the right message, at the right time. So you need the right tools for the job. From email to social ads to SMS Marketing, we've got everything you need to succeed. And if you ever get stuck, award-winning live support is just a call or click away.



Email Marketing

Email marketing made simple with hundreds of templates



SMS Marketing

SMS marketing to meet your customers where they're at



AI Content Generator

With our AI Content Generator you can say goodbye to writer's block



Integrations

Auto-sync your contacts, product information, and sales data



Integrated AI

Use our AI Content Generator in Emails and SMS messaging



Deliverability

Make sure your email gets where it needs to go with our best in class deliverability



Segmentation

Use Custom Segmentation and Dynamic Content to create more meaningful communications



Events

Create and market your events with our redesigned Events tool



Automations

Send targeted emails and SMS messages to your customers automatically



Social

Create and schedule social posts and social ads

Ranked **#1** in email marketing by **G2**



**25%
DISCOUNT**



Do you presently use Constant Contact to track your present, past and possibly future guests? Are you planning on using Constant Contact in the future? Would you like a 25% discount on Constant Contact? Constant Contact is the way to keep your e-mail lists in one place and up-to-date. On their website you will also find email content ideas and much more! It is used by the WACO Office to contact our members, possible members, exhibitors, sponsors and other interested parties. **Now you can get a 25% discount on Constant Contact if you are a current member of WACO.**

All you have to do is contact care@hospitalityconnections.net. They are able to sign up new accounts or move your existing account and offer a 25% discount. Plans start at \$12 per month. If you have an existing Constant Contact account, Hospitality Connections will need your user name and the email address that you use for sending emails.

SUBURBAN PROPANE



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 Benefit Information Exclusive member-only rates/per gallon averaging 10-40% discount!

- If your park uses the national program and you will be renewing your OHI membership in January, you do not need to switch. Still, if you are not rejoining OHI next year, you can now sign up for discounted propane with Suburban.
- You may also switch to this plan or sign up for this discount if rejoining with OHI as a direct member in January.
- Mention that you're a WACO Member and our partnership with Hospitality Connections in your email to Suburban. Please contact either Tammy, Panco or Scott when you are ready to sign up for the national Suburban Propane Program through Hospitality Connections and WACO.

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**

MEMBER SAVINGS PROGRAM



**LEVERAGING THE BUYING POWER OF 150,000 MEMBER PURCHASING ALLIANCE
WITH NEW DISCOUNTS BEING ADDED WEEKLY!**



**10-75%
DISCOUNT**

HOW MSP CAN SAVE WACO MEMBERS MONEY:

BatteriesPlus+

- Save up to 73% off Regular Retail Pricing on approximately 85 core items
- Access an assortment of 60,000 quality batteries, light bulbs, accessories & more
- Commercial discounted rate on all items
- Special Device Repair Program keeps your critical devices up and running
- Recycling services for your spent batteries & bulbs
- Delivery options based on your location & order size – fees may apply
- Facility Lighting Site-Walks help identify energy company rebate programs available to you

DISCOUNTS FROM BRANDS YOU KNOW

**DISCOUNT
TIRE**



**Office
DEPOT**

FASTENAL

ACE
The helpful place.



WasteFocus
Focused on environmental solutions

Staples

cardconnect.
A I P
Actively Improving Profitability

FedEx
Office

CLICK HERE TO SEE MORE BENEFITS & HOW TO ACCESS THEM!

MEMBER SAVINGS PROGRAM



MSP BUSINESS SERVICE FULL VENDOR LISTING OF DISCOUNTS OFFERED

| | | |
|---|---|---|
| ACE Hardware – Tools | Hewlett Packard – Technology | Ring Central – Telephony / Telecommunications Solutions |
| ADP – Payroll and HR services | Hotel Engine – Hotel Rooms | Shell – Gasoline |
| Alliant Business Insurance – Business Insurance: General Liability, Auto, Workmans' Compensation, Property and Casualty and Umbrella coverage | Lamprey Systems – Small Parcel Audit | Staples Advantage – Office and Facility Supplies |
| Altus Receivables – Credit Reports and Collections | MemberFreight – LTL Shipping | Stripes – Gasoline |
| Ariat Crew – Workwear | Moblico – Mobile Text | Sunbelt Equipment Rentals – Equipment Rentals |
| Batteries Plus Bulbs – Batteries, Lighting, Repair and Recycling | MSP Health Plans – Health Plans for both W-2 and 1099 workers | Sunoco – Gasoline |
| CardConnect/First Data – Credit Card / Payment Processing | ODP Business Solutions – Office and Facility Supplies | Synchrony Financial – Consumer Financing |
| Discount Tire – Tires | Partnership – Small Parcel & LTL shipping | Transamerica – 401 K / MEP |
| ExxonMobil – Gasoline | Payassist – Credit Card / Payment Processing | UniFirst – Uniforms and Facility Supplies |
| FEDEX – Small Parcel & LTL Shipping | PayrollMart – Payroll Processing | UPS – Small Parcel Shipping |
| Ferrellgas – Propane | Penske – Truck Rental | Waste Focus – Waste Management Collection |
| Fundbox – Business Lines of Credit | Phillips 66, Conoco, 76 – Gasoline | WEX – Gasoline and Fleet Management Program |

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



Hospitality Connections & WACO's Newest Partner: Exclusive Discounts on Payroll, Compliance and HR Solutions with ADP

As part of our ongoing efforts to leverage the combined purchasing power of our growing system, we have recently negotiated an agreement with ADP®, a leading supplier of payroll and human resources management services worldwide. We are excited to offer our members the opportunity to use ADP's trusted, turnkey solution for all your payroll, compliance, and HR needs.

Having a payroll provider that helps keep you up to date with changing regulations and policies is more important than ever before. ADP's expertise and services means the difference between knowing and not guessing, providing you the tools and resources to help keep you informed during these unprecedented times.

ADP offers a comprehensive set of payroll and HR services designed to get you out of payroll processing and back to running your business. Choose from their broad suite of services:

- ***Payroll***
- ***Tax and Compliance***
- ***Human Resources***
- ***Insurance Services***
- ***Benefits***
- ***Retirement Services***

As part of this agreement, Hospitality Connections & WACO members can benefit from exclusive discounts on Payroll, Compliance and HR Solutions with ADP.

We will continue to focus on opportunities to maximize your revenue and, when possible, identify preferred vendors that may provide you with cost savings.

Meet your dedicated Account Manager

Greg Hassan

Greg.Hassan@adp.com

(512) 736-5218



**Learn more and
schedule a meeting**

Greg has been helping business owners for almost 20 years at ADP.



Plush for the planet items are made of 100% recycled fabrics that is of even higher quality than that of our signature collection made of Virgin polyester

STEP ONE:

Apply for a wholesale account

IMPORTANT: Please input in the application description that you are a part of WACO. This will notify them to add you to the 10% discount.
(Note: There is no discount code—it is a manually imputed process.)



STEP TWO:

Once you are approved, please place your machine order by calling (248) 437-4930 ext.107 to be given a step-by-step of purchasing.
If you'd like to place your own machine order, please use the QR Code provided.



SHOULD YOU HAVE ANY QUESTIONS REGARDING THIS PROCESS, PLEASE CONTACT AUDREY AT AUDREY@THEBEARFACTORY.COM OR CALL THEM AT (248) 437-4930 EXT. 107



10%
DISCOUNT





US FOODS-SB VALUE

US.
FOODS

SBVALUE
W E G R O W V A L U E

Tired of High Food Costs???



Our program represents
\$7 BILLION in purchasing leverage.
We simply pass the leverage on to you!

- You Buy Exactly What You Want, Just Cheaper!
- You Never Pay Us a Dime, EVER!
- There Isn't Even a Contract!

Clint Elkins:

clint@wegrowvalue.com

980-429-0398

www.WeGrowValue.com



17%
AVERAGE
SAVINGS



100



SWANK MOTION PICTURES, INC.

Your license provides you exclusive coverage for thousands of Lionsgate films, as well as thousands of films from Sony, Columbia and TriStar Pictures.

****Note:** Disney is not covered under the site license anymore. They can only license it on a single event basis (one movie for the one date you choose).

With this license you have peace of mind knowing your campground is covered for movie nights that:

- Highlight new services or features
- Encourage longer stays
- Increase camper spending through stores and concession stands
- Add to the diverse amenities your property offers guests

Contact: Kaitlyn Godina
Senior Account Executive
Phone: (800) 876-5577 | Email: kgodina@swankmp.com

Swank Motion Pictures, Inc.
10795 Watson Road
St. Louis, MO 63127



**25%
DISCOUNT**



**IF YOU HAVE QUESTIONS ON THESE AMAZING DISCOUNTS, EMAIL
OFFICE@WISCONSINCAMPGROUNDS.COM OR CALL 608-525-2327.**



EXISTING WACO MEMBER DISCOUNTS



GLITTER TATTOOS



GLIMMER BODY ART: ON-THE-GO PRO KIT

- 1 Glitter Palette with 30 Glitters
- 6 Glimmer Glues (10ml)
- 4 Sets of Glitter Tattoo Brushes – Specially designed to pick up & paint-on glitters
- 300 Stencils (Best of Glimmer and Mom Approved Collections – 5 Stencils per design)
- 6 Posters (Best of Glimmer and Mom Approved Sheets)
- 1 Stencil Organizer Album
- 100 Care Cards
- 1 Instruction Card
- 1 Glimmer Canvas Bag



**30%
DISCOUNT**

WACO PAYS YOUR MEMBERSHIP FREE AND YOU ENJOY A DISCOUNTED EXPO ATTENDANCE FEE!

Orange County Convention Center (OCCC)

9400 Universal Boulevard Orlando, FL 32819

IAAPA Expo is held in the OCCC South and North Halls

- ~~\$349~~ Membership Fee (WACO PAYS!)
- ~~\$199~~ Registration Fee (Discounted to only \$149!)



**73%
DISCOUNT**



FUN EXPRESS

**CONTACT TAMMY TO GET 20% OFF YOUR ORDER
& FREE SHIPPING ON ORDERS OVER \$125.**

Tammy Jensen, Dedicated Rep for WACO members

Tjensen@Oriental.com or 888-999-0387



**20%
DISCOUNT**



TO TAKE ADVANTAGE OF THESE AMAZING DISCOUNTS, EMAIL

OFFICE@WISCONSINCAMP GROUNDS.COM OR CALL 608-525-2327. 102





WELCOME TO THE WACO FAMILY!

Office Hours:

8am to 5pm – Monday through Friday

For Weekend Questions:

Please email us at office@wisconsincampgrounds.com and someone on our staff will get back to you within 24-hours.



Contact Us:



(608) 525-2327



office@wisconsincampgrounds.com



www.wisconsincampgrounds.com



PO Box 228 | Ettrick, WI 54627





Spike Horn Camps
Benson's Resort
Evergreen Park & Campsites
Conroys Bear Lake
Lake Lenwood Beach & Campground
Lynn Ann's Campground
Safari Downs
Springstead Family Campground
Dells Camping Resort
Shady Oaks Travel - Trailer & Camping Resort
Klondike Campground
Pleasant Lake Lodge
Leesome Pine Lake Campground
Weavers Campsites
Holiday Shores Camp Resort
Wilderness Campgrounds
Lake Arrowhead Campgrounds
Vista Royale Campground
Maple View Campsites
Lake Chippewa Campground

2012:

- Silver Springs
- Indian Trails

2013: Pride of America

2014: Sky High Camping

2015: Vista Royale Campground

2016: Buffalo Lake Campground

2017: Evergreen Campsites

2018: Smokey Hollow Campground

2019: Scenic Ridge Campground

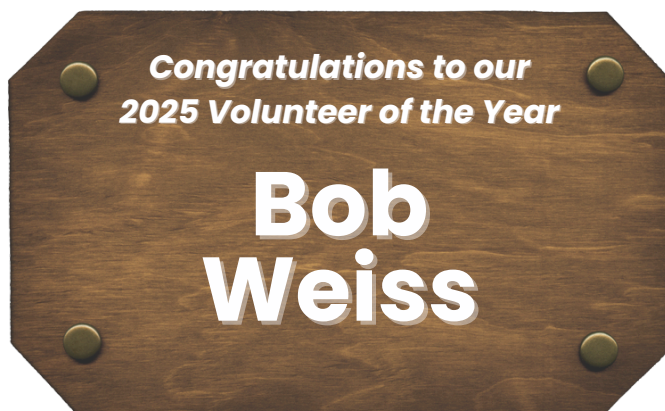
2020: Milton KOA

2021: Crazy Horse Campground

2022: Beantown Campground

2023: Yogi Bear Jellystone - Calendonia

2024: O'Neil Creek Campground



CHARTER MEMBERS



- Mr. & Mrs. Edward C. Augustine Milwaukee
- Spike Horn Campground Baileys Harbor
- Mr. & Mrs. Keith Kindschi Klondike Campground
- Wallace Plzak
- Mr. & Mrs. Lynden E. Duescher McHenry Ill.
- Fred Becker Brookfield
- Pleasant Lake Lodge John Kaishian Frankline
- Safari Downs Lac Du Flambeau
- Springstead Family Campground Park Falls
- John J. Sciacco Harvard, Ill.
- Mrs. WM. J. Benson Century Camping Resort, Inc
- Mr. Philip H. Chase Evergreen Park and Campsite
- Mr. Robert R. Conroy Bear Lake Campground
- Mr. & Mrs. Dricken Lake Lenwood Beach Campground
- Mr. and Mrs. R. Helpap Shady Oaks Campground
- Leesome (Pine) Lake Campground Spooner
- Mr. Vernon Gruenwald Dells Camping Resort
- Mr. & Mrs. H. Weaver Weaver's Campsites
- Lynn Ann's Campground St. Germain

WACO IN THE NEWS



JEFF CRIDER PRESS COVERAGE

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 can suggest travel blog topics for GoRVing, but they assign me to cover different topics. 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: <https://bit.ly/4bzTadU>

Go RVing to These 2024 Cinco De Mayo Celebrations: <https://bit.ly/41B66M0>

Mother's Day and Father's Day Events at Campgrounds: <https://bit.ly/41Qt2Z2>

Visit These 2024 Memorial Day Events: <https://bit.ly/3FfhfL0>

Go RVing to These 2024 July 4th Campground Activities: <https://bit.ly/3FgNutl>

55 Campgrounds And RV Parks With Exceptional Water Features: <https://bit.ly/41A3zl9>

RV Resorts as Base Camps for Bigfoot Festivals: <https://bit.ly/3DDf0k6>

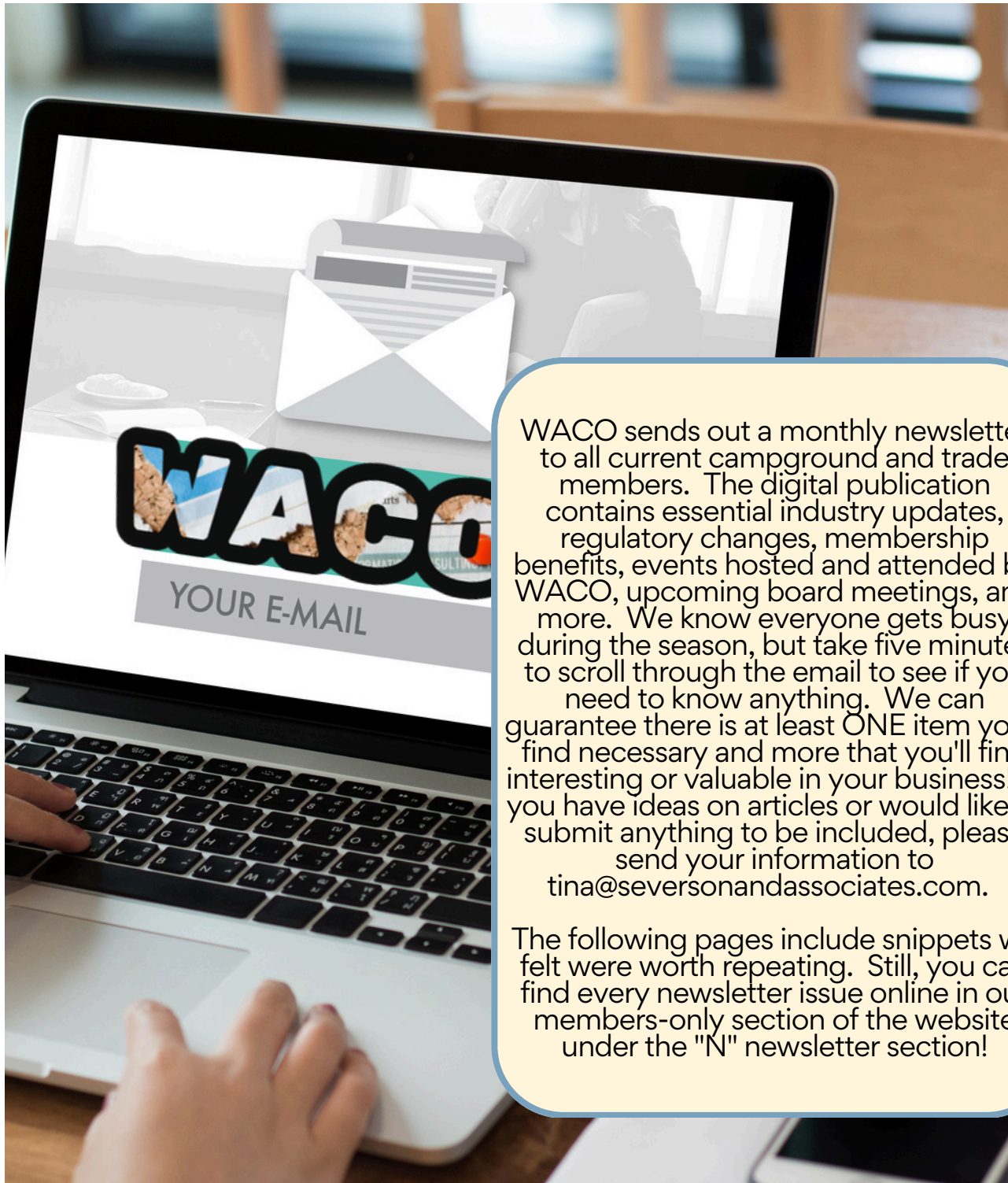
Campgrounds as Base Camps for Rodeo Adventures: <https://bit.ly/3QRxcJR>

Visit These RV Resorts With Pickleball Courts: <https://bit.ly/41OMFAE>

A Taste of Luxury RV Resorts | Go RVing: <https://bit.ly/3DqXa3O>

Fall 2024 Hunting Adventures: <https://bit.ly/3DtMxgF>

NEWSLETTER HIGHLIGHTS



WACO sends out a monthly newsletter to all current campground and trade members. The digital publication contains essential industry updates, regulatory changes, membership benefits, events hosted and attended by WACO, upcoming board meetings, and more. We know everyone gets busy during the season, but take five minutes to scroll through the email to see if you need to know anything. We can guarantee there is at least ONE item you'll find necessary and more that you'll find interesting or valuable in your business! If you have ideas on articles or would like to submit anything to be included, please send your information to tina@seversonandassociates.com.

The following pages include snippets we felt were worth repeating. Still, you can find every newsletter issue online in our members-only section of the website under the "N" newsletter section!

NEWSLETTER HIGHLIGHTS

Finance & Sales Tax



TAX TALK



FEELS LIKE HOME – BUT SALES TAX LAW SAYS IT'S NOT RESPECTFULLY SUBMITTED BY, HOLLY HOFFMAN



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

WI Dept of Revenue Article Do I Need a Wisconsin Sales and Use Tax Exemption Certificate for Every Residential Customer to Sell Them Propane Without WI

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

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

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

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

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



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

Thank you!

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



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

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

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

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

TAX TALK



PARK MODEL TAX TREATMENT WI SALES/USE TAX RESPECTFULLY SUBMITTED BY, HOLLY HOFFMAN

Q: If a park model travel trailer is purchased by a campground for the sole purpose of renting out to customers on site, does sales tax need to be paid at time of purchase of the trailer?

A:

- Park Model is tangible personal property.
- Park Model – travel trailer.
- Purchase of a Park Model is taxable, with 3 exceptions.

EXCEPTION #1: Sales of Used Mobile Homes & Manufactured Homes are Exempt

- Per sec. 77.54(3), Wis. Stats., sales of used mobile homes, as defined in sec. 101.91(10), Wis. Stats., and used manufactured homes, as defined in sec. 101.92(12), Wis. Stats., are exempt
- WI Dept of Revenue Publication 231, Sales & Use Tax Treatment of Manufactured & Modular Homes
- No exemption certificate is required to claim this exemption – per statute these are exempt

EXCEPTION #2: If the seller of the Park Model also installs the park model (i.e., permanently affixes to real estate), it is a nontaxable real property improvement.

- #2 Seller Also installs Park Model
- Seller of Park Model also installs Park Model – sale is a nontaxable real property improvement.
- Note: Now seller is providing a service instead of selling tangible personal property.
- The seller is permanently affixing the park model to the real estate. (Not just delivering it.)
- No exemption certificate is required – this is a nontaxable service.

EXCEPTION #3: If the Park Model is a mobile unit (e.g., a tent camper) that a camper may rent and then move the campsite of his or her choice, and the only use of the mobile unit is to rent to customers, the park model may be purchased without tax, for resale.



FINANCIAL FORTE

Happy May from your friends at CSAW Associates, LLC! As spring turns into summer, many WACO members are opening their doors to guests for the year. At Convention during the Closing Crocker Barrel gathering brought up the subject of adding surcharges on credit card transactions. I promised a newsletter article and now that tax season is "over" here it is.

"Follow the rules" might sound like simple enough advice to follow. But staying compliant with all the surcharging regulations out there, on top of everything else you need to do, can be a challenge.

While surcharging might sound straightforward, adding fees to card transactions without violating your merchant agreement is complicated. Along with government regulations, each major credit card has their own set of guidelines, and you need to be familiar with all of them. In the state of Wisconsin, it is legal to charge a surcharge to credit cards as long as the customer is notified in writing prior to checking out. It is against card brand rules to add a surcharge to sales completed by debit card, regardless of using the debit or credit card network. You must also apply the same surcharge amount to all cards and cannot offer a cash discount in conjunction with surcharging. It has to be one or the other across all transactions.

There is a lot of confusion regarding cash discount and surcharge programs. A surcharge is a fee applied to a published price when paying with a card. The published prices are the price paid with cash. A cash discount is a published price when paying with cash. The published prices are the price paid with a card. Some merchants believe that by adding a service fee to all card transactions they are offering a "cash discount program." However, these transactions are not excluded from Visa surcharge rules just because the merchant declared that a service fee is added to all transactions and a discount is applied for cash sales. Robert Johnson, Sr. Director Visa Rules Management states that "The fee added to a purchase that is taxed specifically for those of a card is a surcharge, regardless of what the merchant calls it, and is governed by Visa's surcharge rules."

SO, WHAT ARE THE RULES?

- Merchants are required to notify their card processor and card brands 30 days prior to surcharging.
- Surcharging is limited to credit cards. It is prohibited to surcharge any debit, prepaid or gift card transactions. Even if you run the debit card as a credit, it is still prohibited to surcharge that card. Doing this wrong could result in a big fine.
- The amount that you surcharge on a credit card cannot exceed the effective merchant discount rate for that credit card. You cannot make a profit on surcharges. The current maximum cap is 3%.

- Your main entrance surcharge signage should be a minimum 32-point Arial font but no smaller than any surrounding text.
- Every checkout or payment station needs surcharge signage in a minimum 16-point Arial font.
- The notice must include the exact amount or percentage of the credit card surcharge.
- A statement that the credit card surcharge is being assessed by the merchant and is only applicable to credit transactions.
- A statement that the surcharge amount is no greater than the merchant's discount rate for credit card transactions.
- For restaurants, a notice must be printed on menus and on signage in the customer service area.
- For online transactions, the consumer must also be given the opportunity to cancel the transaction after the credit card surcharge disclosure.
- The surcharge amount must be listed separately on the receipt or invoice.

If you don't display proper signage, you will be violating consumer protection laws and regulations regarding transparency and fair trade which could lead to customer complaints and legal action.



CHRISTINE METCALF
(608) 779-2143
cooleebokkeeping@gmail.com

Examples of Signage Wording

We impose a surcharge of 3% on the transaction amount on credit card products, which is not greater than our cost of acceptance.

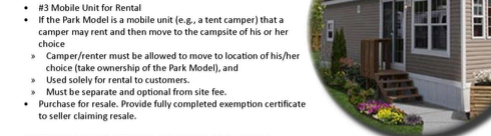
2 Places You MUST Post in a Restaurant

1. Point of entry
2. Point of sale
3. A 3rd Recommendation

3. On your menu

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

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



- #3 Mobile Unit for Rental
- If the Park Model is a mobile unit (e.g., a tent camper) that a camper may rent and then move to the campsite of his or her choice
- Camper/renter must be allowed to move to location of his/her choice (take ownership of the Park Model); and
- Used solely for rental to customers.
- Must be separate and optional from site fee.
- Purchase for resale. Provide fully completed exemption certificate to seller claiming resale.

DIFFERENCE IN TAX BETWEEN FINANCING AND LEASING:

Financing:

- Sales tax is due at the time of purchase.
- If you finance through a bank, you pay sales tax to the seller and the amount financed is determined based upon amount you borrow versus pay in cash/trade-in.
- The seller remits sales tax in the period the sale occurred. It is unrelated to your loan payments to the bank.

Leasing:

- Sales tax is due on amount owed but is broken into amount paid at the time and is required to be collected by whomever is holding the lease.
- Initial sales tax rate due is based upon location of sale, subsequent sales tax rate is based on where the park model is customarily kept.

ADDITIONAL QUESTIONS FOR DECKS:

- Affixed - Real property
- Not Affixed - Personal property
- Who is installing?
- Materials are taxable, unless for resale
- Sales of personal property or services to personal property are taxable.



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!

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NEWSLETTER HIGHLIGHTS

Finance & Sales Tax



FINANCIAL FORTE Respectfully submitted by our Sponsor, CSAW Associates, LLC

HALLER AKA, WACO MEMBERS FROM YOUR FRIENDS AT CSAW ASSOCIATES, LLC

We're about halfway through our 2024 camping season, and many owners are beginning to think about year-end and upcoming tax filings. One of the best things you can do to make your year-end activities go smoothly is to ensure that your books are ready to go. With that in mind, here are some of the small business' biggest bookkeeping mistakes (and how to avoid them).

1. IGNORING YOUR BOOKKEEPING PROCASTINATION
You've just got to do it. If you don't keep your books straight, every possible outcome is disastrous. You could have tax problems that threaten your business. You could be fined, assessed a penalty, or have the IRS place a lien on your business. Additionally, when you keep putting your bookkeeping tasks off to the side for later, you're eventually faced with a mountain of receipts to work through. That's a recipe for disaster—deadline pressure only makes a costly error more likely.

The solution: Find a way to make bookkeeping a habit. Mark it on your calendar and keep the appointment. Whether you hire a bookkeeper whose sole responsibility is to correctly record your income and expenses or use software to capture and organize receipts and financial documents quickly, you are saving time that could be better used doing other tasks as an owner.

2. ERRORS OF SIZE OR IMPORTANCE
Many campground owners often focus on the big stuff—the most important things to keep the business moving forward. Whether this is an expansion, adding a pond, or replacing aged pedestals, many large projects are going on at any time. While we may focus on these significant expenses, it's essential to remember that if you're audited, you will need to produce receipts for all expenses, no matter the size.

The solution: Maintain everything. To keep it all organized and save space, take advantage of solutions that capture and manage digital versions of your financial documents simply and effectively.

3. NOT PREPARING FOR THE WORST
If you keep your books physically, those files and receipts are subject to damage from fire, floods, coffee stains, or misplaced. If you keep your books in a spreadsheet, your hard drive could crash, your laptop could be stolen or lost, or you could accidentally delete vital data. Anything that you have one copy of could disappear forever.

CSAW Associates, LLC
Coulee Region Bookkeeping and Tax

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FINANCIAL FORTE Continued on following page

The solution: Back everything up. If your business is small and straightforward, printing or copying vital records and keeping them off-site is clunky but workable. If your books are in computer files or spreadsheets, always make a backup copy to an external hard drive, thumb drive, or cloud-based platform. Capturing financial documents and storing them in the cloud or remote digital storage means you will have the data you need and the supporting documents behind that data—this will also make it easier to recover should a disaster happen.

4. IMPROPERLY CLASSIFYING PEOPLE WHO WORK FOR YOU
As a campground owner, you may hire people as temporary help—either for a brief and finite period or continuously as part-time employees. It's essential to accurately record your relationship with them, for both your tax status and theirs. You must withhold federal income taxes for employees and remit them to the IRS. Contractors are responsible for their taxes, but what you pay them must be recorded and reported to them and the IRS.

The solution: The IRS provides an extensive set of resources on differentiating between different types of employees (like this one: <https://www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-self-employed-or-employee>). Your bookkeeper or payroll provider can help if you aren't sure where someone may fall, and we here at CSAW Associates are always available to help WACO members.

5. NOT REVIEWING YOUR BOOKS AND ACCOUNTS
Entering your invoices, receipts, and checks into your books is a job that is only half done. Whatever you enter into your accounts should be checked. The fancy word for this is reconciling. It's important because it will help find large and minor errors. If you accidentally added a zero to an invoice when entering it, you might think you've got more money coming in than you do. An error in inputting a receipt might cause you to take a more significant tax deduction than you are entitled to, leaving you open to fines and penalties. Missing an error in your checking account could lead you to lose track of your available funds.

The solution: Regularly review and reconcile or find a third party to do it for you.

6. MIXING BUSINESS AND PERSONAL
Misidentifying a personal expense as a business expense and then deducting it could lead to IRS fines and penalties. Alternatively, misidentifying a business expense as a personal expense means you don't

CLASSIFICATION
Policies
Information systems
Storage & Retrieval
Metadata

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FINANCIAL FORTE

INCORRECT

The solution: Set up your books' income and expense categories with analysis in mind. Ask yourself: Does your chart of account include items for anything specific you need to track? Do you have the accounts you want for tax filings and the general flow of your financial transactions? Do you have unused or duplicate accounts? When setting up your COA, the goal is to make sure you have all the accounts you need in place and then focus on what other accounts you might want.

The solution: Maintain separate banking accounts and credit cards for personal and business use.

7. NOT CORRECTLY SETTING UP YOUR CHART OF ACCOUNTS
Your Chart of Accounts is the backbone of your accounting system. It forms how your expenses and income will be organized and reported. While you will see some general accounts in almost any set of books from any industry, WACO owners generally have specific accounts set up.

Owning a campground presents you with many opportunities, including opportunities to make mistakes. Success often depends on avoiding the obvious mistakes and reinforcing other ones whenever possible. Take this list to heart, and you'll be well on your way to operating your business profitably and growing it purposefully. But if you find yourself needing an extra hand, need help with your integration or retooling, or working on other bookkeeping software or best practice questions, CSAW Associates is here to help. We have at CSAW Associates have a wealth of experience assisting new owners to get their books set for success and helping veteran owners get their books back on track. If you're interested in learning more about how you can set your books up for success or have any other bookkeeping, payroll, or integration questions, don't hesitate to contact us at 608-779-2143 or by email at couleebokkeeping@gmail.com. We love meeting new business owners and working with them to grow their business!

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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), 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.)

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.

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@salesadvisory.com

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Codes & Regulations

Information for Pool Operators About New VGBA Requirements and Drain Cover Replacement

By Mary Ellen Bruesch, Wisconsin Department of Agriculture, Trade and Consumer Protection

New versions of the logbook and a fact sheet are available at https://datcp.wi.gov/Pages/Programs_Services/WaterRecreation.aspx.

Please consult with your pool professional with any questions you may have or contact the DATCP Recreational Mailbox at DATCPDRS@wisconsin.gov.

ADDITIONAL RESOURCES

Check out the following articles and YouTube video on this topic, which you may find helpful:

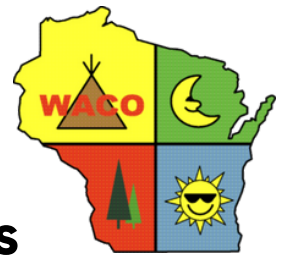
- [The VGBA Standard Just Changed: What Your Company Needs to Know \(linhedi.com\)](https://linhedi.com)
- [The Drain Cover Law Has Changed | AQUA Magazine \(horizonpoolsupply.com\)](https://horizonpoolsupply.com)
- [VGBA 2017 - WHAT'S CHANGING IN 2021? - CMP \(c-m-p.com\)](https://horizonpoolsupply.com)
- [Industry Adapts to Changes in National Pool Drain Cover Standard \(horizonpoolsupply.com\)](https://horizonpoolsupply.com)
- [VGBA Updates with Augustar](https://horizonpoolsupply.com)

Please feel free to let us know if you have any questions about how DATCP and agent Sanitariums will be enforcing VGBA requirements. Email Maryellen.Bruesch@wisconsin.gov or DATCPDRS@wisconsin.gov.

It is the pool operator's responsibility to make sure the drain cover rating of the replacement cover is high enough for the peak flow of the recirculation pump and that any cover is installed according to manufacturer instructions. Your Sanitarian will be looking for an installation date and signature on the specifications sheet that accompanies the drain cover, an affidavit from the pool service contractor that installed the drain cover, or on the VGBA Logbook (DFRS-BFRB-074).

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Codes & Regulations

A close-up photograph of a plush toy designed to look like a brown poop emoji. The toy has a soft, fuzzy texture and a simple, friendly face with two large, white circular eyes with black pupils and a wide, white, curved smile. It is positioned on a light-colored, slightly reflective surface, with a blurred background showing a wooden floor and a white wall.

There was no data or guidelines regarding numbers, such as the number of BODs or

Last year, when we expanded our park to 95 sites, we were delayed and found out that the DNR has rules and Regulations regarding POWTS (private on-site water treatment systems).

My rough understanding was that properties would not be allowed to install standard systems that total over 12,000 gallons of effluent per day; instead, they would have to install sewage treatment facilities. (SEE THE VIDEO TO LEARN THE DISTINCTION BECAUSE THE 12K gallons cannot be in the same 1,500 ft. radius.)

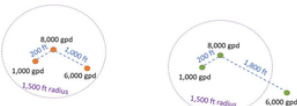
For a while, I thought we wouldn't be able to finish the project. However, we were able to install an infiltrator system, explicitly treating the effluent in the tanks, and it was permitted.

There was no data or guidelines regarding numbers, such as the number of BODs or

Key

- Large on-site wastewater treatment systems
- Small on-site wastewater treatment systems
- Distance to nearest on-site system

Note: systems in these diagrams are assumed to be under single ownership



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Source: <https://www.cdc.gov/media/releases/2024/s0508-Dog-Im.html>

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acceptable alternative telecommunication technologies and their devices

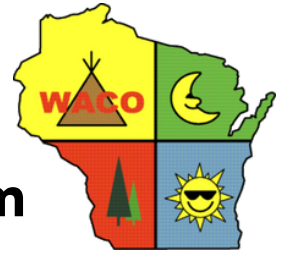
use alternative telecommunication technologies that need approval through the variance process in the past are now acceptable. A device is acceptable if it meets all of the criteria listed below:

1. Capable of connecting directly to emergency dispatch or emergency medical services.
2. Has a reliable signal that can be verified by the Sanitarian.
3. Protected from weather, vandalism, and theft by a protective enclosure or equivalent.
4. Has connection to permanent power supply at or near the pool area.
5. Has a battery back-up.
6. Device is accessible to patrons for emergency use.

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NEWSLETTER HIGHLIGHTS

Letters from our Leaders



2. Then you have Executive Directors whose blood runs through the association. You can see the difference quickly. It's interesting to see how easily an association can go south. You guys who have been around a while have seen it!

Associations we have benchmarked against in the past are now barely holding on. Our financial picture is healthy. We are literally one of the few associations that did not have to borrow money during the pandemic. Yes, some of that was luck, but for the most part, I was good planning and doing things with less when we had to.

RIVA HAS SOME INTERESTING INFORMATION TO SHARE WITH CAMPGROUNDS. They have chosen Lori to come to their executive leadership conference and be one of 5 Campground leaders to discuss how we can collaborate to share information and create a better customer experience. Unfortunately, this comes before our conference, but the will make it work. They are willing to do another up-and-coming Exec from the same state a half price, but we shall see if we can figure out how to get another team member away. They have a customer list from Go Living that Lori is working on getting her hands on. This list would be great as it's broken down by state. This is another networking event we just can't afford to miss.

TINA AND I ARE WORKING VERY HARD ON THE PERSONAL PROPERTY TAX that includes decks and sheds in many of our parks already, but it is continuing to be a significant challenge. I have said this tax is for 2024, so assessors should refrain from implementing it. WACO is helping with it, and I want to thank all the campground owners who have helped us with this process; it's been a crazy ride and a lot to digest and worth going through.

EVAN UMPIR
DIRECTOR OF TAX,
TRANSPORTATION & LEGAL
AFFAIRS
WMC
WISCONSIN
CAMPGROUNDS
& CONVENTIONS



The following is an excerpt from Evan Umpir at WMC - its lengthy, but worth the read to see what we're dealing with specific to assessments:

Based on the letters you shared, I've seen it often other letters, and they all appear to be using similar language. It's my understanding assessors have been in contact with DOR on the PPT elimination and how to handle assessing buildings/improvements/futures on leased lands; in the bill, buildings, improvements, and futures on leased lands would be shifted to being assessed as real property (see Wis. Stat. §107.023), whereas previously, they could have been assessed as real or personal. So, to the extent the assessors are explaining this in their letters and other conversations, that is true. I'd also note, though, that for buildings/improvements/futures owned by someone other than the landowner, the assessor may create a separate tax parcel for the buildings, improvements, and futures and assess the buildings, improvements, and futures as real property to the owner of the buildings, improvements, and futures. I'd (emphasis added): So there is flexibility as to when the property is assessed (it isn't required the landowner is assessed for the lessor's now-real property), but the mechanics of creating a separate parcel, as indicated in these assess-

sor's letters, isn't always simple, unfortunately.

For the campground owners who commented that they've passed the cost along previously, I don't know whether or not that is laid out in their lease agreements or not. They should treat this the same and theoretically address the situation (they may need to talk with the assessor and get a breakdown of the individual value of the property being assessed if they only have the total tax bill number so they can properly attribute taxes to their tenants). I also noted that fire pit covers are being taxed in some cases - I don't know exactly what those are from a physical standpoint. Still, it drives me as something that could be personal property and therefore should be exempt, but that's a factual determination that needs to be made. There is a caveat on determining whether a piece of property (I think this might be considered a "fixture") is real or personal. The thing to consider with these fire pit covers, if they are what I think they are, my guess is the assessed value is probably minimal and not adding much to the overall assessed value; it's the sheds and decks making up the bulk of the assessed value (but I could be wrong). Maybe the fire pit covers are much more "permanent" like structures and therefore may be considered real property. Likewise, with campers, those are some things, particularly since they are certainly not permanent structures and are movable; they might be something requiring a factual analysis to determine whether they are real or personal - I'd have to do a little more research and/or the individual may want to consult an attorney.

In the cases where the campground owners aren't able to pass along the taxes to the tenants or are unable to work with the tenant to amend the lease agreement to pass along the tax, I'd suggest talking to the assessor to get the breakdown of property values (if not already provided) and the status of recording the "new" real property on a new parcel to assess to the tenant, not the landowner. It is an ongoing and evolving process. In one of the responses an option 2 was discussed about selling the underlying land and maybe splitting the parcel - that's just seems ridiculous and a non-starter. Option 3 (creating a separate parcel to tax to the tenant) is, I think, ultimately, the best way to address this and ultimately where the assessors, property lists, and landowners want to get to, but we're going to have some growing pains in the meantime.

Another note, this really should be an issue for 2024 tax bills a year from now, not the 2023 tax bills. I'd find it concerning if assessors/municipalities are double-dipping and charging tenants a separate property tax bill and also charging landowners for the same thing. That shouldn't be happening. If I'm reading correctly, they are talking about 2024 assessments ongoing now, so the last personal property tax bill should be for 2023 and a year later the 2024 tax bill will reflect the assessments as discussed in the letters relating to building/improvements/futures. I expect in the spring when assessment information is sent out there will be another flurry of activity. In the meantime to work with assessors to ensure property (e.g. fire pit covers) are assessed as real or personal will help once the clock starts ticking on the window to challenge property assessments (should a property owner wish to do so).

I'll look a little more into the comment about the Town of Seneca and review the DOR guide for property owners re: shed taxes.

I encourage everyone to work with their assessors as they, too, are trying to implement the law, and DOR is all working on how to address really creating new parcels to get to option three scenarios. I'm sure some assessors will have difficulty, but many are willing to do what they can to attribute the property for assessment and taxation properly.

As you can see, one campground owner can't know everything that is going on in our industry. We need each other and a strong organization. I value every board member and am proud to see the

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TAX ASSESSMENT COMMENTARY CONTINUED...

Keeping an on Property Tax



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

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

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

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

"It's a small-town win here in Springwater but it can mushroom into a big win for the state of Wisconsin." Button said. "And it's a difference of \$2.7m in assessed tax value for me, and over \$60,000 in savings for our seasonal campers alone. Maybe in turn, they'll take some of that and spend it in the local community."

In the end, it's a win for the camper. It's a win for the campground owner, and it's a win for the town overall." Button remains committed to resolving this issue, not just for himself but especially for small and medium-sized recreational campgrounds across Wisconsin.

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

Read the full article here: <https://ohm.ohioblog.org/blogs/property-tax-win-for-small-parks-in-wisconsin/>

LORI SEVERSON SET TO SPEAK AT 3 EVENTS, 'GIVING BACK'

Wisconsin Campground Association | Published on Feb 21, 2024

Lori Severson is one of the few campground association executives who owns and operates a campground, according to a press release.

Severson has been the executive director of the Wisconsin Association of Campground Owners (WACO) for 27 years, but she's also owned and operated Champions Riverside Resort in Galeville, Wis. For the past 13 years, an experience that has prompted her to learn as much as she can to improve her park because her livelihood is at stake as well as that of her daughter, Tina, and Goddaughter, Danielle, who also help her with her responsibilities at WACO, as well as their family campground business.

In recent years, however, Severson has increasingly recognized the value in going back to the private park industry, not only in her home state of Wisconsin but in states across the country.

"I like to give seminars and share some of the best tips I've learned along the way with other campground operators," said Severson, who will lead a seminar today (Feb. 21), the final day of the Mid-Atlantic Conference and Tradeshow, which is taking place this week in Lake Buena Vista, Fla.

Severson's presentation is titled "Campground Victory: Energizing, Empowering, Excelling and Boosting Your Business." She will make the same presentation at the annual Spring Meeting and Trade Show of the Texas Association of Campground Owners (TACO), which is scheduled for April 30-May 1 in Conroe, Texas, and at the Annual Campground Owners Expo (COE), which is slated for Dec. 4-7 in Branson, Mo.

Severson and longtime campground owner and industry consultant Bud Styer have been organizing the annual COE every December since 2021.

Severson sees COE not only as another opportunity to provide education and networking opportunities for park operators but as an opportunity for campground operators in states that do not have an association to meet with one another and take

steps to form state associations of their own.

"We're trying to meet the needs of the park owners and operators," Severson said, adding that she likes to help those with an interest in developing their own state association.

Of course, the conventions are also a time for park operators to network with one another and simply have fun. This year's COE includes a comedy show for the first time.

Sarah Krause, a campground owner who serves on WACO's board, said she never misses a chance to hear Severson speak.

"I've learned so much from her," she said. "I've learned how to manage my employees better. How to deal with customers better. How to plan, organize and train better."



Lori Severson (middle) works on giving back to the industry, including her work with the Campground Association of Professionals (CAP).

Severson has also helped WACO board members communicate better with one another.

"She has taken the time to train us on how to communicate better with each other, and to understand how each of us learns, listens and reacts," noted Krause.

Of course, these are also skills that private park operators can use as they communicate with park managers, staff members and customers.

A Word from the President

Scott Kollock, WACO Board President



Dear Members,

I hope this message finds you well. As we move through May and survive our first big holiday weekend, I wanted to update you on the latest conversations from our Board meetings, follow-up from the Convention, and things you think about this season.

1. REGULATIONS ARE CHANGING: As I'm sure you've noticed or heard at the Convention (if not before), the codes and regulations we're held accountable to as a licensed campground in the State of Wisconsin continue to push the limits. As you move into the season, be sure you've done the following:

a. Registered ALL "Amusement Rides" in your park. I know, I know - some of the things being labeled as amusements seem silly, but for now, they are required to be registered. We held seminars about this at the Convention, conducted a follow-up webinar with DPS, and posted tons of information on the website. If you have any questions that you can't find answers to in the Members Only section of the [WACO website](https://www.waco.org), the WACO office can help - call 608-525-2327 and ask for Tina, or email her at tina@severson-andassociates.com.

Another point on this that did come up at the Convention, but there's always a lot going on there! A member approached the office earlier in the month, asking why our Association wouldn't submit a bill for annual (AB1070) requesting that campgrounds be excluded from the Amusement Ride code and then pull it from the floor. Two reasons: We were confident the wording wasn't proper for our end goals and were misaligned on who was conducting inspections, which would've resulted in more costly inspections and fees for everyone involved. DPS does not inspect "amusement rides" other than basic playground equipment. They do offer uncomfortable taking on the increased inspections - that we associate with being covered during our traditional campground license an-

nual inspections. This means they would have to bring in a 3rd party - in most cases, DPS - costing everyone way more in the long run.

When the bill was introduced (which was the fastest any of us have ever seen a bill go from introduction to scheduled committee hearing - ONLY THREE DAYS!) WACO's President, Executive Director, Lobbyist, and Government Liaison, Adam Masack, WACO's Attorney, Mark Hazebaker, and Jason Culotta met and reviewed conversations with the DATCP and DPS. Both state agencies had been asked to provide financial estimate documents, which would've shown that should the bill pass, the DATCP would be taking on those inspections vs. them ultimately going away, resulting in a much more costly registration and inspecting for all of us. Instead, we'll focus on removing the "Jumping Pillows and Pads" from the code language in next year's sessions. We've contacted DPS and will keep you updated on our progress.

b. Approved your POWTS / sewer projects by COE or DMV. Many of us are experiencing suc-

cessful seasons; in some cases, expansions make sense. One of our members recently told us they could've saved much time and money by moving a septic tank/suite a little further away in their campground. I'm talking thousands and thousands of dollars. So be sure to check out the article in this issue updating the membership on the 12,000 gallon rules and the 1,500 sq. ft. radius - the more you know, the better off you'll be and more likely to be approved with your local municipalities and the proper state agency!

c. Credit Card Surcharges Are Limited to 3%. A [great article from CAPM](https://www.waco.org) featured later in this newsletter follows up on our Crackle Barrel session on Sunday morning of this past Convention, discussing the limits and facts on credit card surcharges. Debit Cards CANNOT be charged a surcharge. There is a 3% limit on Credit Cards, and you must have it PUBLICLY POSTED if you choose to charge a surcharge. Check out the article to ensure you're set up without problems!

d. Property Tax Assessments - Personal vs Real Property: Some of you have experienced a change in your local assessor or how the assessments are being conducted, impacting your 2024 taxes, due in Jan of 2025. These changes relate to Act 12 and the "removal" of property taxes to business owners. As Mark mentioned in many sessions, and we discussed in the Legislative Luncheon Panel on Thursday at the Convention, this large trickle-down has negative impacts that must be corrected. Some campgrounds were already passing along tax bills based on property tax assessments to their seasonal guests, including their sheds, decks, etc. Others were paying those taxes, including the seasonal store. Some have yet to be assessed for an increase in the assessment and a shift to include the Seasonal guest's property as a campground property! Not all campground members or a majority have expressed concerns about this issue. It's one where "poking the bear" could result in more local municipalities catching on and causing problems across the state. WACO connected with a member (Jack Feltow - recommended by John Jasezewski) who is highly familiar with assessments and how the process works, as well as Mark Hazebaker, and came up with some resources for those experiencing problems with their assessments.

Check out those articles in the newsletter and keep two key points in mind:

- Some changes to your assessment MAY BE DUE TO THE LACK OF UPDATED ASSESSMENTS IN YOUR AREA - IF YOUR VALUES HAVEN'T BEEN REVIEWED/UPDATED FOR YEARS, YOU SHOULD EXPECT AN INCREASE OF SOME KIND, especially if you've added sites or undergone any other significant improvements
- Open Book is the timeframe/hearing at your local municipality that you can use to address your concerns about the assessment as a business owner. Be prepared with some of the resources in the newsletter and our website.

Advocacy and Collaboration: Our Association continues to advocate for the interests of campground owners and operators at the local, state, and national levels. Through ongoing conversations with policymakers and groups like WMC, member resources like Bob Weiss and Adam Masack, and contacts like Jason Culotta, we strive to address regulatory challenges to promote policies that support the growth and sustainability of our industry. Tina Severson from our WACO staff is now a registered lobbyist and will attend [BIOETHICS BIO-BUSINESS](https://www.waco.org) in March, with Lori in early June. They will also sit on several committee meetings, including the Camping Coalition and RVC Sub Committees specific to tourism, industry trends, and regulations. Tina also included an update from her and Jason's meetings so far post-convention and the topics they will tackle in the next year(s) later in this issue.

General Reminders for Your Season:

- a. Maintenance Logs & SOPs:

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NEWSLETTER HIGHLIGHTS

Letters from our Leaders



WACO NEWS

October

LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO Dear Members,

Most of you have made it through the season! The easiest thing to do is kick back and take a minute, and that's perfectly fine! Just remember how important it is to market to your campers today to set yourself up for success in 2025! We have seen plenty of data throughout the US that tells us many campgrounds were flat or a bit above for 2024.

Now is the perfect time for campground owners to reflect on successes and growth areas. One thing can't be overstated: the importance of a proactive marketing strategy. Marketing directly to our customers isn't just about boosting short-term sales; it's about building lasting connections, attracting repeat visitors, and setting up your campground for a profitable 2025. Our benefits package has grown, so let's ensure we all use it! If you are using constant contact, check out that discount - and then email all your guests and tell them, "Thank you for camping with us in 2024! Schedule this to get sent out just prior to Thanksgiving. Start early to see early results!"

Marketing isn't a one-size-fits-all solution, and it's most successful when it's consistent, which means starting now before campers start planning their summer adventures and being ready to capture their attention as early as possible. Early marketing allows you to build anticipation, secure early bookings, and name recognition

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when potential guests begin planning their travels.

Guerrilla Marketing Ideas: Get Creative, Stay Local
We forget sometimes to market in our own backyard! For small businesses like campgrounds, guerrilla marketing is a low-cost, high-impact approach that can set you apart. Here are a few ideas to engage customers in unexpected, memorable ways:

- Set Up Campground Scavenger Hunts** - Create a fun, social media-based scavenger hunt that visitors can participate in by sharing photos of their experience. Offering a small prize for those who complete it can motivate guests to return and talk about it to others. During those long winters, campers need something to look forward to!
- Local Partnerships** - Collaborate with local businesses to create unique experiences. For example, you can team up with local breweries, coffee shops, or food trucks to host special events or offer exclusive discounts to campers. Look at what customers you want to attract and create partnerships with businesses in that area. They will love the discounts for their employees and customers, and you will get free distribution. A win-win for everyone involved!
- Community Events** - Find ways to sponsor local events that expose your campground to potential campers. Sponsor a booth, get involved with a holiday show, set up at a grocery store where you want customers, or even start a seasonal event in your area.
- Surprise and Delight** - Little extras go a long way. For example,

offer door prizes at RV shows, leave personalized welcome packages for customers or seasonals you know you will see, or offer a free camping night during low seasons to entice returning customers.

For a bit more, several of you have shown your WACO loyalty by continuing to make our Wisconsin Association of Campground owners stronger, even though you may not have necessarily felt the need to advertise. I predict it's time to start filling the sales funnel. While some people think print is dead - that's far from the case with our directory. We continue to have customers tell us they just paid \$8 to come and get their free directory. Especially this year, campgrounds all over the US said that the Fall shoulder season was down slightly in terms of occupancy and reservations. Note what you can do to ensure it isn't your park next year. Advertise any specials you have in the directory. Create a coupon, distribute it at the RV shows, and create excitement for your shoulder season events.

This year, Madison falls at the same time as the Green Bay Show. Do your best to attend both if you can. If not, be sure to sign up for the RV distribution program to hit all the markets that are important to you! Madison's show has let us organize our piece for the next few years. This show costs \$575 if you aren't a WACO member but only \$350 if you are! That's a great member benefit! Trade shows give you face-to-face opportunities with potential customers and partners, letting you show what makes your campground unique. Bring promotional materials like brochures, booking discounts, and giveaways when attending trade shows. Consider setting up an engaging booth display that transports attendees to your campground, perhaps with images or

videos and experiences. When they can imagine themselves in your scenic environment, you're already halfway to securing their booking. Show off what you have; we are all different in some ways, and we have customers who will be attracted to what you have to offer.

We all know that printing brochures is much cheaper than actually distributing them. So, look for ways you can get those directories in the hands of RV dealers, local tourism groups, attractions, and other businesses who have the type of customer you want. Invest in our printing program and directory to ensure your name is in front of your guests and potential customers.

Get into data mining: Know Your Customer, Know Your Opportunities!
Data mining is key to understanding who your customers are, what they're looking for, and how they interact with your marketing. This information provides:

- A foundation for smart marketing decisions.
- Allowing you to track trends and identify peak booking periods.
- Popular amenities.
- Activity preferences.

WACO is working hard to provide you with many sources for gathering data. We work with KOA, RVIA, OH!, and reservations systems to help provide you with this valuable industry data. Once you have this data, you can then tailor your messages for families, adventure seekers, event groups, or those just looking to do nothing but relax. Personalized marketing efforts make customers feel seen and valued, increasing the likelihood of bookings. Now that you can step back and analyze feedback, look at any form of feedback, reviews, or customer surveys, and honestly judge what you can improve on and where you excel!

I'll bring back all the great ideas I can!

Lori Severson, Executive Director of WACO
Champions Riverside Resort

Madison Camper and RV Show & Sale

January 31 - February 2, 2025

WACO MEMBER BENEFIT:
Early Bird Booth Price - \$150.00

All campground booths will be in space in lobby. WACO members will be eligible for the early bird price of \$150. (Non-WACO members fee will be \$200.)

Must secure your booth by the online form or postmarked to WACO office by deadline of January 2, 2025.

After January 2, 2025, the booth price is \$275!

REGISTER NOW

REGISTER ONLINE NOW
and opt to pay with CC, check or credit invoice.

We are still working with hotel to secure booking link & will update you when it's available!

Champions Riverside Resort

A Word from the President

Scott Kollock, WACO Board President

Dear Members,

Hopefully, every member is doing great this year and focusing on the result! The weather has been interesting for sure! It's membership drive time again, so I wanted to take a minute to focus on some things regarding our benefits. As a campground owner, your membership in industry associations and networks is not just an expense - it's an investment with the potential for significant returns. WACO is no exception. However, evaluating your membership's return on investment (ROI) is crucial to ensure you maximize the benefits and your involvement.

Here's why it matters and how you can gauge its actual value.

One of the key benefits of your WACO Membership is the State Campground Association's legislative advocacy. This is the collective power we all need when it comes to zoning and decisions that affect our businesses. Working alone, it could take hours or even days to contact legislators, understand the nuances of relevant legislation, and build relationships with state officials who govern your business. Your membership includes WACO working with Mark Hazebaker, Jason Cluett, and Tina's efforts in lobbying that represent your interests, saving you valuable time and ensuring your voice is heard. We can gather information from those sources along with OH! and others to help us be informed for you.

Building Relationships is a crucial benefit for every WACO member. Developing relationships with state officials and industry regulators is essential but time-consuming. WACO facilitates these connections through events, forums, and direct introductions. These partnerships not only save you time but also ensure you connect with the right people who can have a positive impact on your business. Lori and her team have worked hard to ensure we have solid relationships with OH!. Tina is working hard on DSPs to ensure we can create those same types of relationships. These would be hard to come by if you had to try and develop them yourself.

Market Research is another huge benefit. The alliances with other organizations (NACOA, PACOA, IACO, Camping Carolinas, AZARVC, etc.), as well as the National partners in our industry, such as:

- OH! - Outdoor Hospitality Industry
- KOA - Kampgrounds of America
- RVIA - Recreation Vehicle Industry Association
- RVDA - Recreation Vehicle Dealers Association
- WRVDA - Wisconsin Recreation Vehicle Dealers Association

Marketing sure you use our website, and your directory listing, to fill your sites is also important! The experts will still tell you that campers continue to want and use a "hard copy" of the directory. Be sure your name is in ours and

Networking with fellow campground owners and industry professionals helps you avoid common business mistakes and learn from others' experiences. It's really important to attend things like our fall workshops and conventions. You can't get better support than your fellow owners. This peer-to-peer learning is invaluable and saves you from the costly trial-and-error process. Most campground owners love talking about what worked and what didn't work. Marketing is more important than you think. Sometimes, it's hard to remember when you are full, but everyone needs a good funnel of seasonal leads and name recognition in the industry. It's always a good idea to keep your name out there and to support your association. The workshops we provide and the ideas from the newsletter are truly helpful. One of the most substantial benefits of membership is access to the expertise of industry leaders, and Wisconsin has many of these folks! If you read some of the newsletter articles and attend workshops led by seasoned owners who have been in the industry, you know knowledge is power. This expert knowledge can guide you in making strategic decisions, improving your services, and enhancing the guest experience at your campground.

Making sure you use our website, and your directory listing, to fill your sites is also important! The experts will still tell you that campers continue to want and use a "hard copy" of the directory. Be sure your name is in ours and

Benefits of membership
YOUR WACO

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 \$50 Cleaning fee is for the additional sanitizing and cleaning specific to a pet."

BUT my dog is a service dog!

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

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."

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 1: "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 2: "We understand the weather was not ideal. While we do not 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 3: "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 4: "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 & TRADE SHOW.

CLICK BELOW TO TAKE CARE OF BUSINESS TODAY!

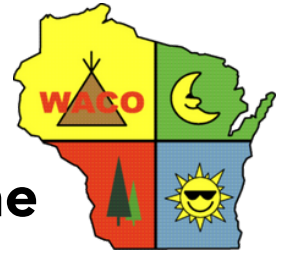
MEMBERSHIP DUES FORM
Visit this link to view on a desktop computer: <http://bit.ly/2025WACOdues>

FALL TOUR/WORKSHOP FORM
Visit this link to view on a desktop computer: <http://bit.ly/2025FallTour>

ANNUAL CONVENTION & TRADE SHOW - HOTEL
Visit these links to view on a desktop computer: <http://bit.ly/2025convention> and <http://bit.ly/2025WACOhotel>

NEWSLETTER HIGHLIGHTS

Legal Hotline



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.

WHAT MAKES A DECK, PORCH OR SHED TAXABLE?

Respectfully Submitted By Attorney Mark Hazelbaker, WACO Legal Counsel

As WACO continues to gather information from our membership, mostly recently at the Fall Workshops, we asked Mark to put together a guide explaining how your assessors may view decks. It's essential to have proper information to ensure you're asking the right questions and be prepared for potential requests for review. WACO is also continuing work with Jason Culotta and Evan Umplir on how to approach any potential legislation on this topic best.

ASSESSMENT:

The determination of taxability is made by your local assessor. The assessor bases their determination on an inspection, which you should allow. If you refuse to allow the assessor to inspect the property, the assessor is allowed to estimate the value from public sources (even as doctored). They can use aerial photos, among other information. Working with the assessor allows you to present information that helps you.

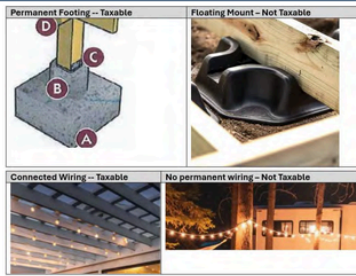


REAL OR PERSONAL PROPERTY? THE DOR'S THREE FACTORS:

| PHYSICAL ANNEXATION | ADAPTATION TO REAL ESTATE | INTENT OF THE OWNER |
|---|--|---|
| Is the deck attached to the walls and foundation of a structure, and/or built into the structure? | Is the deck adapted to the exact purpose of the real property? | Would the average person under similar circumstances intend to make the deck permanent? |
| Is the deck interconnected through electrical systems? | | The "intent" is judged by how the deck is adapted to the principal use of the land and buildings. |
| | | Is the objective and presumed intent of an ordinary person that the deck and integrated equipment are permanent parts of the real property? |

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PHYSICAL ANNEXATION:



ADAPTATION TO THE USE:



INTENT:

- No definite standards are provided by the DOR.
- Assessor is to decide if it appears the deck is permanent.
- Based on a "reasonable person" standard.

Undeniably, some decks/porches/screen houses are as permanent as the RV.

Keepin' it Legal, Cont'd

THE PARADOX:

What is the logic of treating a deck or porch as real property because it is attached to an RV that is, by law, tax exempt (unless it is permanently mounted)?

THE VALUATION ISSUE:

Even if a deck or porch is taxable, you should still note that it is not worth much. Its value is NOT its replacement or construction cost. Its value is its market value. This may take a test case.

Statutory references:

Wis. Stats. § 70.015
Wis. Stats. § 70.119 (19b) and (28).

LESSONS FROM AN EVACUATION

Campground Preparedness

Respectfully Submitted By Attorney Mark Hazelbaker, WACO Legal Counsel

You may think you're ready for an emergency until you actually experience one. After my wife and I evacuated from our Florida home in response to Hurricane Milton recently, a few observations which may be useful for campground owners emerged. I am also drawing on training and experience I had as a county administrator and attorney involved in emergency operations.

WHAT HAPPENED?

Monday, October 7 at noon, our phones sounded with an alarm from Lee County Emergency Management. We were ordered to evacuate our home, which is at the edge of the flood zone. We were expecting the order; news reports warned that Hurricane Milton was growing in size and strength. Saturday night, I filled the gas tank on our car in anticipation. Sunday, we began packing a suitcase to leave. We took five days' clothing, medicines, charging equipment, a laptop and emergency supplies I had assembled long before.

We decided to head north out of Florida. On Interstate 75, we became part of a swarm of more than 500,000 people leaving. Even though the State opened the left shoulder of the 3-line interstate, traffic was heavy and frequently stopped. As the day passed, traffic grew heavier. Using GIS navigation, I left the interstate to drive on Highway 41, which was less crowded but nonetheless delayed. We noticed most gas stations were sold out of gas. Many restaurants and convenience stores were jammed. Their garbage containers were overflowing. Lines to restaurants were lengthy.

Fortunately, everyone we encountered handled the experience with civility and even good humor. I saw no hostility or fights. The staff at the places we stopped were exhausted but soldered on. Eventually, we made it to Atlanta, well away from the hurricane, to ride it out. Fortunately, Milton was much less serious than forecasted. We returned after

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Keepin' it Legal, Cont'd

BE READY TO CARE FOR YOURSELF.

Be realistic. If you're not ready to take care of yourself, you won't be able to help others. You'll be thinking of your family and your employees. It will be difficult to attend to others. Get an emergency generator for the Campground office and your residence if you're on the campground. Have water, emergency rations, and first aid supplies adequate to care for your family and the campground staff. Make sure you can move people in whatever emergency you're likely to face. Maybe that means you actually need a big truck with raised suspension.

If you need help coming up with preparation ideas, reach out to your County emergency management office. These offices are usually great resources for thinking ahead.

Train Yourself, your family and staff. You can have people sign waivers and agreements that exonerate you from liability for caring for them. They will still expect you to be the leader in an emergency. Your family will be expected to share in that duty.

If you have a plan, you're ready to lead.

YOU ARE THE ADULT IN THE CAMPGROUND: EVEN MORE SO IN AN EMERGENCY

Leadership in emergencies is a mix of confidence and competence. Confidence is your awareness of the plans and resources you have developed for just this moment. Competence is your ability to communicate with campers and others and execute the plan.

Confidence flows naturally from knowledge and preparation. You've gained experience in leadership from everyday situations. That same experience will work in emergencies. Draw on what you know. Admit that what you don't know. If you lose your credibility with your campers, it will be difficult to regain it. Don't put yourself in the position where you must, in honesty, admit to your campers that they're on their own because you've made no plans.

In an emergency, people are confronting the unknown. They are scared and nervous. People do not behave at their best under those conditions. It's the time for you to step up and demonstrate the leadership skills we've talked about at many conventions and seminars. Being a leader is almost entirely a matter of attitude. Show that you are thinking about the situation. Be better than the doom-sayers and negative people. Don't be afraid to listen to suggestions, but do not let anyone other than people in authority take charge.

Competence is simply drawing on your skills. It should be second nature to you. You use skills all the time in running your campground. Most of what you do in an emergency does not need different skills. It requires the ability to make decisions under stress and the press of time.

If you have a plan, you are far ahead of the many who don't. If you expect the plan to work without modification, you will be disappointed. In the military, it is said that no battle plan ever survives first

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a few days and found our house and neighborhood in Bonita Springs were not damaged.

Much of what I had done in advance was appropriate. I intend to do more for the future. This article offers some insights from the experience. Here are the main points:

Everyone will face an emergency in their business. If you plan before an emergency, you can lead when a crisis comes. If you lead in a crisis, you greatly increase the chances of your family, staff and campers coming through the emergency safely.

If you lead your campground safely through an emergency, you will strengthen the business in ordinary times.

EMERGENCIES ARE UNPREDICTABLY ROUTINE.

Follow the news and you'll see that almost every day, someone is confronting an emergency. Emergencies are part of life. If you're in business long enough, something that disturbs the ordinary calm of your campground will occur. Wisconsin may not have hurricanes, although we've experienced heavy rain from the remnants of hurricanes drifting north. We do have floods, intense thunderstorms, tornadoes, bitter cold and ice storms. The need for responses to these kinds of emergencies is more localized than a hurricane, but no less essential.

In short, the question is not whether you'll have to be ready, but rather, when. Since it could be tomorrow, get ready today.

Planning for emergencies is not a luxury. You need to do it. It may cost money, but the failure to plan will be far more costly to your financial and reputational position. Don't expect it will make you popular. The campers who complain about an additional \$10 charge are going to be the ones who bitterly attack you after the fact if you did not spending money on advance preparation for emergencies. Correct or not, your guests expect you to think for them and be ready for emergencies. Planning includes readying the campground,

PLANNING FOR EMERGENCIES IS PART OF MANAGING A CAMPGROUND.

but also, trying to ready the campers. You need to be involved in both tasks. In Florida, the TV news constantly stresses the need for every household to prepare for disasters. The media regularly urge people to have water, food and other emergency supplies. Because I listen and have that lingering Eagle Scout training to "Be Prepared," I did get ready starting years ago. I keep emergency supplies of water and non-perishable food. I have a big toolbox of first aid supplies. I have a small packable tent, sleeping bags and gear, as well as flashlights and batteries. When we evacuated, I knew I was ready to take care of my wife and me, and to help others.

You can't do this when the need arises. Hurricane Milton showed you can't expect to run to the grocery store when the need arises. On Saturday, when Hurricane Milton was merely a likely possibility, bottled water, gas cans, and most convenient foods were already gone from the shelves. By Sunday, gas stations were running out of fuel.

Campgrounds need to remind campers that they need to be ready for emergencies. A suggested list of supplies would be great. That needs to be stated repeatedly if you have any hope of campers hearing it.

When an emergency happens, campers are going to look to you for help and guidance. On our way to Atlanta, I was waiting to use the rest room when I saw a very elderly gentleman with a walker looking around, confused and lost. I helped him find his way into and out of the restroom. In the process, I made a new friend of this 90-year old man who was evacuating with his wife. Your campers will also be lost and confused and looking for guidance.

Long before an emergency, work out what you will do if your guests are forced to leave. If they ask you where they should go, what will you tell them? If they ask you for water, food or gas, where will you direct them? Your guests may not know the vicinity or what is available. A handout with possible routes they can take, hotels or motels they could go to and gas stations might help. Some information will feel better than none. If you have thought through what you will do, you can handle the situation with much more confidence.

INDUSTRY TRENDS

RV Shipments Forecast to Reach 350 Thousand in 2025



The Spring 2025 edition of RV RoadSigns, the quarterly forecast prepared by ITR Economics for the RV Industry Association, projects a modest increase for 2025 with wholesale shipments ranging from 333,400 units to 366,800 units with a median of 350,100 units.

“After seeing wholesale shipments finish 2024 up seven percent at 333,700 units, we are cautiously optimistic that the industry will see further growth over the course of the year,” said RV Industry Association President and CEO Craig Kirby. “Interest rates continue to be a challenge, but there are green shoots for the market including continued consumer interest in RVing, creating a positive overall retail environment.”

Reaching the 350,100 wholesale unit projection would be a five percent increase over the 333,700 unit year-end total. Towable units are expected to total 313,300 units on 4.8% growth with Motorhome shipments gaining 5.5% to 36,800 units.

<https://www.rvia.org/news-insights/rv-shipments-forecast-reach-350-thousand-2025>

Camping is showing exponential growth in its popularity. The 2024 outlook is one out of every three leisure trips for consumers includes camping, similarly optimistic as more travelers seek unique ways to explore the outdoors. This year, travelers want to disconnect in the great outdoors simply by slowing down and experiencing nature and natural events.

KEY FINDINGS FOR THE 2024 OUTDOOR TRAVEL SEASON INCLUDE:

- A noticeable shift in health and wellness travel choices, with **79%** of travelers planning to incorporate forest immersion, meditation, yoga and/or mindful strolls into their trips as an effort to “slow down.”
- Top travel goals for 2024 include slowing down and enjoying experiences (**57%**), travel experiences that allow campers to “recharge” (**50%**), having a variety of experiences (**41%**), checking off several items on a travel bucket list (**37%**) and making spontaneous plans (34%).
- Campers are strongly interested in natural attractions and campers indicated top travel experiences for 2024 include natural events (**50%**), food tourism (**31%**), visiting small towns (**29%**), and combining work and leisure travel (**25%**).
- **More than half of campers report they are more likely to continue camping, a 15% increase over 2023.**

2024 KOA CAMPING AND OUTDOOR HOSPITALITY REPORT

10 Years of Transformation

In the last decade, total camping households increased by 23% and active camping households surged by 68%. Camper demographics have become younger and more diverse during that time, underscoring camping’s popularity among a wide range of individuals and solidifying its importance in the greater travel landscape. Prior to 2019, camping brought in more than 2 million new households annually, and since the COVID-19 pandemic, that number has grown significantly, averaging 4.4 million new campers annually.

- Key shifts and findings over the last decade include:
- Glamping emerged as a new camping experience that brought in 15.7 million entrants into outdoor hospitality in the past five years alone.
- Since 2014, there has been a 98% increase in the number of households that camp three or more times annually.
- Close to half of campers in the last two years are under 35 compared to just 30% of total campers in 2014.
- 39% of campers are non-white versus 23% 10 years ago. Plus, there has been a 54% increase in camping by people of color.



View the full report:

<https://koa.com/north-american-camping-report/>

GBF UPDATES

WACO MEMBER 2024 DONATIONS



GBF Member Donations 2024



TOTALS FOR YEAR

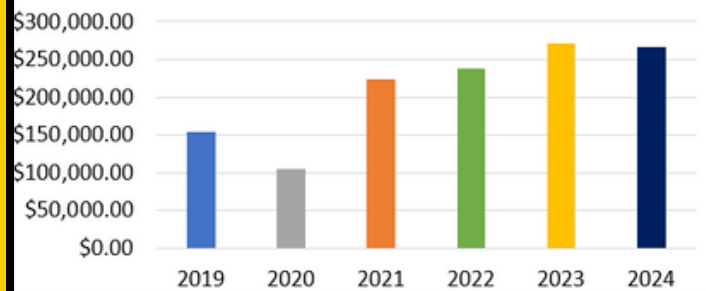


As of 2/17/25 and for Convention Recognition!

| Campground | Total Funds Raised |
|-----------------------------------|--------------------|
| Great River Harbor | \$43,587 |
| Champions Riverside Resort | \$42,968 |
| Duck Creek | \$24,255 |
| Backyard Campground | \$20,000 |
| Kinney Lake Campground | \$12,272 |
| Rustic Ridge Resort | \$11,665 |
| River Bend RV Resort | \$11,663 |
| Wilderness Campground | \$11,425 |
| Huckleberry Acres | \$10,429 |
| Stoney Creek | \$8,435 |
| Grand Valley Campground | \$8,198 |
| Snug Harbor | \$5,685 |
| Buckhorn Campground & Resort | \$5,005 |
| Vista Royale Campground | \$5,000 |
| Pride of America | \$4,679 |
| Rivers Edge | \$4,185 |
| Emrick Lake Campground | \$3,680 |
| Maple View Campsites | \$3,547 |
| Wishing Well Campground | \$3,024 |
| Glacier Valley Campground | \$3,000 |
| Chapparral Campground | \$2,505 |
| Hitts Wildwood Resort | \$2,270 |
| O'Neil Creek Campground | \$2,245 |
| Jellystone Fort Atkinson | \$2,164 |
| Buffalo Lake | \$1,851 |
| Lake Arrowhead | \$1,519 |
| Badgerland Campground | \$1,421 |
| Timber Trail | \$1,400 |
| Green Lake Campground | \$1,385 |
| Rock Lake Lodge & Campground | \$1,357 |
| Evergreen Campsites | \$1,125 |
| Harbour Village Resort | \$1,100 |
| Yukon Trails / ELS | \$795 |
| Whiskey Creek Family RV Park | \$627 |
| Lake Lenwood Beach and Campground | \$500 |
| Arrowhead Campground | \$460 |
| Indian Trails | \$408 |
| Sky High Campground | \$395 |
| Dells Camping Resort | \$355 |
| TOTAL FUNDS RAISED | \$266,584 |

The GBF player connection gets WACO into local and state-wide events at low or no cost and contributes to our success in other events, such as WCA and Scheels, as noted in different sections of this report. Your donations to keep that foundation rolling support more than just the charities GBF gives back to; they also support WACO by bolstering this partnership.

Total WACO Membership Contributions to GBF



| Year | Total WACO Membership Contributions |
|-----------|-------------------------------------|
| 2019 | \$154,199.44 |
| 2020 | \$105,524.97 |
| 2021 | \$224,557.00 |
| 2022 | \$238,668.36 |
| 2023 | \$272,097.50 |
| 2024 | \$266,583.87 |
| 2019-2025 | \$1,001,906.73 |
| | -2% Decrease from 2023 |

Gilbert Brown works with WACO and does fundraising events in various campgrounds to raise money for his foundation.

Prior to working with WACO Gilbert personally funded his foundation

and did one large event – a free football camp for intercity kids. This was a huge undertaking and required over \$100,000.00 of funding. He funded other charities but to a lesser degree.

Today, with WACO & other partners, he runs a yearly free football camp and contributes to over 156 Children's Charities throughout Wisconsin.

GBF UPDATES

WHAT DOES THE GBF PARTNERSHIP MEAN FOR WACO?

- Madison Show pricing
- Green Bay Show
- Special event networking
- New campground memberships
- WACO Brand Awareness
- Youth Development within Campgrounds
- Continued link between WACO and Green Bay Packers
- Community & School Outreach
- Other player connections
- Use of his social media reach
- Attends conventions at no charge and is a sponsor
- Anti-bullying awareness
- Presenter for conventions
- Assists with the Auction requests and has assisted with the auction at our convention
- Creates an avenue to fundraise & raffle with 501C3

WHERE DOES THE MONEY GO?

Gilbert's Foundation works hard to support its efforts, using a team of volunteers to manage the association. The following is a listing of projects the Foundation is currently supporting.

- Brett Favre's Fourward
- The Foundation funds Scholarship programs for schools in Wisconsin.
- We provide gas cards for kids with cancer, enabling them to get necessary medical care.
- We provide gas cards for breast cancer patients.
- School supplies are purchased and delivered to inner-city children.
- St. Jude's Hospital donations.
- Ronald McDonald House in Madison donations.
- Donate auction items for various charities, raising over \$130,000 annually for youth sports groups, individual cancer kids and families, memorials, area golf tournaments, breast cancer walks and runs, area football camps, and scholarship fundraisers.

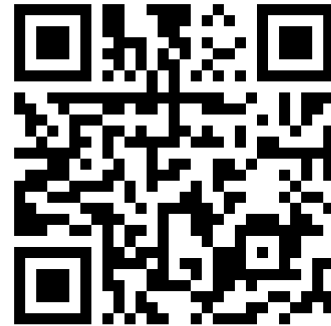
- Teddy Bear Fund: This fund provides supplies for inmates to create items that can be used within the Foundation. Gilbert himself visits the institutions and speaks about respect and mistakes.
- The Foundation makes donations to area Churches and provides meals for those in need. Gilbert and his friends have attended and promoted these events.
- Donations to The American Red Cross.
- Gilbert puts on FREE football camps for inner-city youth.
- Over 200 Autographed footballs are sent to the troops on a semi-annual basis.
- Supports Make-a-Wish Foundation on a yearly basis.
- The Foundation contributes to the MS organization.
- Gilbert and other former NFL players have delivered speeches, worked with the Boys and Girls Clubs, and contributed funds.
- The Foundation supports Raw Hide Boys Ranch.
- The Foundation provides funds to the Children's Hospital In Milwaukee.
- Gilbert has taken on an Anti-bullying program to deliver to schools.



CAN I USE THE RAFFLE LICENSE & CAN WE SCHEDULE A PLAYER APPEARANCE?

The short answer is YES! You can tie the GBF raffle license to events you host at your WACO campground. However, due to tighter regulation enforcement, you do need to provide more background and follow-up to ensure the Foundation is fully covered should there be any questions. Carla is still looking forward to stopping out at our member campgrounds for events; however, the event does need to make sense financially for the Foundation. To ensure all the parameters are met, please fill out the GBF Raffle License & Request form here!

SCAN ME



Carla Brown

Your GBF Contact!

(608) 790-1756

Camaro998@gmail.com

GBF is going to focus on special events like Scheel and Dick's Sporting Good appearances for WACO in 2025. As a reminder, events like this connect campers in the Midwest with WACO members and are a win-win for both WACO and the Foundation. If you know of significant events in your markets that make sense for an appearance, contact Carla and let her know more - it may make sense for the Foundation to reach out!

WISCONSIN AREA CAMPGROUND OWNERS SCHOLARSHIP



NOW ACCEPTING APPLICATIONS!

Are you a high school or college student currently working at a WACO member campground? Here's your chance to earn \$1,000 toward your education! The Wisconsin Association of Campground Owners (WACO) is awarding three scholarships to dedicated campground employees who want to further their education. This is a great opportunity to be rewarded for your hard work while gaining valuable experience in the outdoor hospitality industry.

APPLY BY NOVEMBER 1

**SCAN QR CODE
FOR ONLINE
APPLICATION**



- ✓ **CONTACT INFO**
- ✓ **EDUCATION**
- ✓ **WORK EXPERIENCE**
- ✓ **REFLECTION QUESTIONS**

**OUR
MISSION**

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WACO – a non-profit association, is a federation of private Wisconsin campgrounds dedicated to the promotion, usage, growth and improvement of campgrounds in the State of Wisconsin. The Wisconsin Association of Campground Owners was formed to help campers select a private campground in Wisconsin that lives up to the highest standards of quality camping. We want to improve your family camping experience by making it a pleasant, relaxing and rewarding outdoor experience at our campgrounds.

EXECUTIVE DIRECTOR

LORI SEVERSON



Severson
& ASSOCIATES

(608) 792-5915

lori@seversonandassociates.com



Lori Severson is a management-training consultant who has inspired thousands to pursue success in their organizations. Lori's motivational presentation style brings phenomenal energy and inspires participants to be the best they can be. Her passion for success and management excellence will inspire, challenge and encourage you to continuously improve yourself and your organization.

Speaking from proven knowledge gained as a success in the sales, training, operations, and marketing arena, she will leave you with ideas that will remain with you long after her thought-provoking sessions end.

Lori works closely with the campground industry as the Executive Director of the Wisconsin Association of Campground Owners (WACO) and owns Champions Riverside Resort and Bar & Grill in Galesville, Wisconsin. Lori has also worked with companies like "The Mouse", Jellystone Parks, Camp Snoopy, IBM, TRW, Ho-Chunk Nation, over 200 Manufacturing companies, trade associations, and Foundations, including acting as the Executive Director for the Gilbert Brown Foundation. She has also conducted strategic planning for PACO, TACO, CARVC, NY, NJ, Florida, OH, and KOA OA.

YOUR WACO EXECUTIVE DIRECTOR BRINGS THE FOLLOWING EXPERIENCE

- Corporate experience working for Heileman Brewery & WinCraft
- Director of sales at Heileman – 550 thrift stores – large convention arrangements – responsible for 55 million in sales
- WinCraft responsible for negotiating contracts with licensed properties, Director of sales & training.
- 28+ years experience in the camping industry
- 24 years as WACO Executive Director
- Conducted strategic planning sessions for 11 other State Associations
- VP of CAMP – Campground Association Management Professionals
- Voted OH, Director of the Year twice
- 24 years Association Management – Apple & Berry Growers
- Board of Directors positions at 3 Banks and a Credit Union
- Board member on the Red Cross for 7 years
- 27 years in professional fundraising
- VP of Gilbert Brown Foundation - responsible for raising \$400K a year
- Avid camper all her life
- Wisconsin campground owner, along with her husband, Rick, for the past 14 years
- County Board Supervisor in her local County for past 2 years



WHAT DO YOU GET?

A TEAM, not a person. Severson & Associates has the equivalent of 8 full-time employees and 29 volunteers. WACO pays no payroll and has no employee expenses.

IN-HOUSE SERVICES INCLUDE:

- Graphic Artist Services
- Web Design & Development – Content Creation
- Client Liaison
- IT services
- On site server & back-up data
- Social Media Maintenance and Content Creation
- Development of Social Media Platforms - Facebook, Instagram, Google+, and Pinterest
- Crexendo answering service – 24-hour cell access-independent WACO line – Credit Card Machine
- Shipping Facilities
- Office Management and Equipment
- Warehousing Services, including forklift and loading dock
- Sales Department
- Database Management – allows us to backup onsite and not pay for offsite servers
- Convention setup, preparation, and execution
- Food, Space, Contracts, Donations, Registrations, Speakers, Sponsorships, Programing, Hotel rooms, Trade Member Sales, Communication & Trades our own Speakers at \$0
- Member Benefit connections
- Attendance & Coordination of all Board Meetings and Membership Meetings
- Membership outreach
- Private Facebook Group
- Member Section on Website- Constant Contact Email
- Survey membership as requested, or needed for information gathering
- Newsletter
- Bulk Mailing program
- Media Connections
- Emergency action plan
- Coordinate Bulk Purchasing Programs
- Printing Program: coordination, printing, & storage
- Manage consumer requests for directories and piggyback program
- Assist Membership Committee in Fall workshops: speakers, route, host campground, & meals
- Create a prominent role in RV shows – Madison – Green Bay – Wausau (speaking opportunities)
- Soft skills seminar training
- Attending Legislative educational meetings and fundraisers.
- Personal visits to campgrounds
- Google calendar events for consumers and WACO members
- Vice President of CAMP – Campground Association Management Professionals
- Attend Tourism, State Tavern League Conventions, OHI Meetings, WMC Golf Outing, Other State Associations and Tradeshow/Conventions annually or as held
- Work with RVIA & Wisconsin RVIA
- Share Severson & Associates networking connections



- Perform all administrative duties such as providing a PO Box, record keeping, e-mail services, fax service, automated answering system, etc..
- Attend all Board Meetings and Membership meetings:
 - Create agendas, provide minutes and providing reports as needed.
 - Secure meeting space, or prepare virtual space via online options such as Zoom.
- Handle all correspondence and communications typically within one business day.
- Assist officers, directors, and committees with association activities.
- Develop all print materials, promotional materials, and communication memo's.
- Mail requested literature from campers and press.
- Create and compile a directory of all campground members.
- Organize and execute Fall Workshops in coordination with Membership Committee.
- Utilize database specifically created for WACO that tracks communication for efficiency and record keeping.
- Utilize email communication software to track email statistics including open rate, bounce rate and click rates.
- We have a healthy track record educating WACO members on other organization benefits such as OHI, Small Business Association, Score, Wisconsin Fairs, WMC (a legislative group) The Tavern League of Wisconsin, Wisconsin Towns Association, Wisconsin Counties Association, Wisconsin Institute for Law and Liberty to name a few.
- Build relationships with State officials so we can be a resource to our membership.
- Severson has extensive experience working with both large corporations and small business people. We have a proven track record in navigating the red tape and politics of every organization.
- We study the industry and watch the trends to look for opportunities for our members.
- Personally created & presented over 50 seminars that have been delivered to campground owners on profitability, shoulder season, snack shack, game rooms, customer service, preparing to sell, restaurant, bar, craft rooms, activities, guest services and social media.
- Created and conducted guest services training for campground owners and their team members, they can attend at no charge as part of the membership.
- We attend conferences like IAAPA, Fair Association, State Conferences and OHI to keep on the cutting edge of what's happening in the industry.
- Created bulk printing programs to offer printing solutions to our members with bulk purchase discounts.
- Formed relationships with RV dealers to get booth prices reduced from \$600 to \$350 per booth for our membership.
- Working on a program to bring J1 students to the US already trained for our industry.
- Produce an annual report for the membership.
- Identify, assess, and inform the Board of Directors of internal and external issues that affect the organization
- Act as a professional advisor to the Board of Director on all aspects of the organization's activities
- Act as a spokesperson for the organization
- Represent the organization at community activities to enhance the organization's community profile
- Participate in fundraising activities as appropriate
- Provide IT assistance at convention.



- Build social media platforms for our members to exchange ideas and information. We have included our attorney and accountant to help with the tricky answers!
 - This platform allows members to ask questions day or night and just compare their best practices.
- Created a Kids Kamp that educates our campground owners children at an early age. 7 of our members are now running their own campgrounds!
- We have a Young Professionals group where members can talk about issues that relate very specifically to them, such as raising a family on a campground, advanced social media etc.
- Severson & Associates has compiled more than 1000 ways to raise funds in campgrounds.
 - We understand the relationship between philanthropy, guest satisfaction and creating an experience that becomes valuable to the campground owner.
- Severson & Associates has mastered the art of using celebrities to enhance the experience for the guest and create revenue streams for the campground.
 - We can expand and work with other organizations and their State celebrities. We brought Rocky Bleir to PA for their conference.
- We can source local and National music talent.
- Create sponsorships that are valued by the suppliers and association.
 - Create a successful campground convention event building from 36 vendors to 180+
 - We understand how to coach campground owners on getting sponsors during the time they are closed so they have time to develop solid relationships that last for years, grow their community awareness and develop partnerships.
- Vast experience networking with legislators, attending special events and fundraising for PAC money.
- Developed and implemented Media & marketing plans creating additional nonpaid advertising.
 - Created press releases and have a good working relationship with media throughout the State.
 - Use PSA's to create more excitement for the industry.
- Work with employer partners to distribute camping guides and gain interest in the industry.
- Call on partners to distribute camping guides such as gas stations, sporting goods stores, special events and festivals.
- Attend RV shows, creating opportunities to partner and become important to the show.
- Visit member and prospective campground owners.
- Create and send out surveys to members, prospects, & suppliers.
- Create monthly newsletters with information that campground owners can use.
- Create and update member only website information.
- Update and keep a campground owner booklet with valued information.
- Oversee the planning, implementation and evaluation of the organization's programs and services.
- Coordinate information to the WACO attorney.
- Ensure that sound bookkeeping and accounting procedures are followed.
- Work the financial committee to prepare a comprehensive budget.
- Work with the Board to secure adequate funding for the operation of the organization.
- Research funding sources, oversee the development of fund-raising plans and write funding proposals to increase the funds of the organization.



WACO STAFF AT CONVENTION



Lori Severson, *Executive Director*

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HAVE A QUESTION? OUR TEAM HAS THE ANSWER!



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