

# Hidden Valley Campgrounds changes name

By Benjamin A. Bovee  
Reporter staff

Hidden Valley Campgrounds has changed its name to KOA Campground.

The change comes as a move by the campground's owner, Jim Kersten, to become a part of the KOA franchise.

"We are now Milton

KOA," Mindy Riggio, the campground's manager, said.

KOA is short for Campgrounds of America. They are the world's largest system of privately held campgrounds. According to the organization's website, the company was founded in 1962 and boasts more than 480 locations worldwide. They are based in Billings, Mont.

"We switched for several reasons," Kersten said. "One was for a larger customer base. Online booking was another reason we switched. Customers can use KOA's online

booking system to book with us, which is a growing trend."

In addition to these benefits, the Milton KOA Campground will also benefit from KOA's national advertising campaign, Kersten said. Moreover, Kersten still owns and operates the campground. The sign will change and the uniforms will change, but relatively little else will.

"Really nothing changes," said Kersten. "It's the same staff. Everything we've done in the past we will still be doing."

Currently, the signage still



This signage will soon be replaced with the campground's new name, Milton KOA

Photo by Benjamin A. Bovee

"We have the same activities," Riggio said. "We are exactly the same, it's just a name change."



This is a graphic of what the new sign will look like.

Graphic submitted by Jim Kersten