

Oneida Business Committee Meeting Agenda Request Form

1. Meeting Date Requested: 11 / 26 / 14

2. Nature of request

Session: ☒ Open ☐ Executive - justification required. See instructions for the applicable laws that define what is considered "executive" information, then choose from the list:

Agenda Header (choose one): Report

Agenda item title (see instructions):

OGEC 4th Quarter Report

Action requested (choose one)

☒ Information only

☐ Action - please describe:

3. Justification

Why BC action is required (see instructions):

4. Supporting Materials

Instructions

☐ Memo of explanation with required information (see instructions)

☒ Report ☐ Resolution ☐ Contract (check the box below if signature required)

☐ Other - please list (Note: multi-media presentations due to Tribal Clerk 2 days prior to meeting)

1.

3.

2.

4.

☐ Business Committee signature required

5. Submission Authorization

Authorized sponsor (choose one): Trish King, Tribal Treasurer

Requestor (if different from above): Janice Skenandore-Hirth, Agent

Name, Title / Dept. or Tribal Member

Additional signature (as needed):

Name, Title / Dept.

Additional signature (as needed):

Name, Title / Dept.

1) Save a copy of this form in a pdf format.

2) Email this form and all supporting materials to: BC_Agenda_Requests@oneidanation.org

Oneida Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

September 30, 2014

The Oneida Golf Enterprise Corporation (OGEC) is a corporation of the Oneida Tribe of Indians of Wisconsin established to oversee and manage the business known as Thornberry Creek at Oneida.

Narrative Report

Business Practice, Market Overview, Place Within Market:

- Thornberry Creek at Oneida (TCO) is a 27 hole premier golf course settled in a rural prestigious housing development on the Oneida reservation.
- TCO is the Official Golf Course of the Green Bay Packers.
- TCO is one of 10 Official PGA Family golf courses in Wisconsin offering tees for kids based upon skill level and ability to further enjoy the game.
- TCO includes a banquet facility, driving range, pro shop and sports pub & grill.
- TCO is considered a leader in charitable golf event hosting and a leading choice for future brides.
- TCO hosted 42 golf events in the final quarter.
- TCO hosted 18 weddings and 24 special events in the final quarter.

Competitive Analysis:

GOLF

- Area competitors in this market for public golf courses with 9 holes is Village Green in Howard; 27 holes includes Mid Vallee in De Pere; 18 holes include Brown County and Crystal Springs.
- Outside our 10 mile radius are other courses such as Royal St. Patrick's, Ledgeview, The Woods, and Northbrook. Courses outside the area but still considered competitors include The Bull in Sheboygan and Blackwolf Run/Whistling Straits in Kohler.
- Our nearest competitor, Brown County Golf Course, had temporary greens due to winter damage and have renovated and rebuilt all their greens to be ready for opening in spring 2014. **New greens opened May 15, 2014 at Brown County and their business has had a negative impact on our rounds.**

Banquet

- Thornberry Creek at Oneida has 7,000 square feet of flexible banquet space with large windows and spectacular views. This space will accommodate 300 guests at round tables.

We also future a porch room that accommodates up to 40 people. Included in this space is the Cupola available for smaller wedding ceremonies and intimate gatherings.

- Thornberry Creek at Oneida also offers a full range of conference equipment and amenities for the corporate client.
- Our large bar and grill offers full coverage on all 24 HDTV flat screen televisions for all sporting events and seats up to 160 customers.
- Area competitors in this market include Rock Gardens and the Radisson.

Strategies for Improved Value:

- *Golf Digest* is considering TCO for "Best in State" honors to be published in 2017, rating would occur over next two years.
- TCO will be featured on the cover of *Premiere Golf Destinations Magazine*, February 2015 issue.
- TCO will also be featured inside the publication with a 3 page editorial.
- Magazine reaches 4 surrounding states and will be available in all travel centers, approximate circulation is 96,000.
- New tee signs, tee markers, trash receptacles, practice tee necessities and benches have been received and will be unveiled at the start of our 2015 season.
- Pushing for presence on Social Media started a "Find Me" campaign that drew hundreds of followers. Grew online presence on an average of 600% from previous attempts.
- Received and approved proofs for visual in entryway, something that will create a WOW factor when guests enter the facility.
- Proudly displaying our strong partnership with the Green Packer relationship through entrance signage, logos on entrance doors, scorecards and golf carts to solidify a strong golf course reputation and entice new clientele to use the golf course and clubhouse personally and professionally in their business affairs.
- Working with Joint Marketing on new events and ideas that include the Radisson and Oneida Casino. We are committed to working with our partners for the good of all.
- Creating specialized events to showcase the abilities of Thornberry.
- Posted position for Director of Food & Beverage; looking for someone with higher end service management and overall upscale facility management. Hired Zach Knight.
- Started analysis of fees vs. market makeup to determine what's necessary for growth in the business without sacrificing the product.
- Marketing, Marketing, Marketing...using our marketing dollars wisely we have a plan in place to communicate our events and outings to the masses.

Material Changes or Developments in Market/Business:

- The parking lot expansion is ongoing and will continue into 2015. It showcases Oneida's commitment to Thornberry and a great, quality product for all patrons coming to the facility!
- Junior camp participation reached 250 and the Oneida youth program had 50 attendees, the most in the programs existence.
- Devon House of the Green Bay Packers spent a day with our junior program participants speaking about golf and its valuable life lessons learned.
- With a relentless focus on knowledge, learning and improvement our on course sales continue to explode. Comments from our guests have been extremely positive in this regard and budgeted numbers have been beaten every month in the final quarter.
- Tobacco sales continue to climb by adding presence in the bar, at the Leinie's Lodge and special event areas. This was an untapped resource in previous years.
- Using our partnership with Petal Pushers we were able to update our ballroom with winter décor at minimal expense thus providing an even more stunning presence for all activities held within.
- In an effort to develop a new revenue stream we have used the showcase from the lobby and added Packer memorabilia for sale.
- Ongoing research is being done to better market to specific demographics; direct mailings, canvassing opportunities and other social media avenues are being explored.
- Bids are currently being accepted for a total renovation and rebranding of the website. The idea is to create a visually exciting site that offers the user easy access to anything Thornberry has to offer.
- We have evaluated our special event menu pricing and facility rental charges. Leveraging our reputation we have increased pricing in some areas that will offer more revenue and better profit margins in 2015.

Market Growth:

- Social media continues to be our best asset to communicating with potential new clients. We're exploring avenues for growth through social media campaigns knowing it is the next step in future marketing.
- We have secured approximately 5 new golf events for 2015 to our already busy and hectic schedule.
- The wedding event market continues to grow as 2015 is almost fully booked for weddings on Saturday's; Friday's and Sunday's are now being sold at a decent pace.

- 2016 weddings are already being booked.
- Hosted our first specialized golf event: Red, White and Blue event saw 18 teams or 36 players.
- Hosted our first Cigar Night to a sellout crowd and continued to sell out every Cigar Night through September. The event showcased spirit and food pairings and only positive feedback was received.
- Created a partnership with Titledown Tobacco to assist in promoting our special events; we have also setup communication to assist them with hosting their special events in the future.
- Hosted our first "Fore the Record" golf events with great participation and will continue to piggyback on the ideas next year.
- Hosted our second specialized golf event "Staff Am Scram" that partnered staff with our customers and had great success.
- Using our Packer partnership we have put a plan in place to market and see positive ROI for tickets through a variety of campaigns. All campaigns have profit in mind.
- Partnered with *Community Magazine* to personally market to the residents of Thornberry Creek and nearby Indian Trails and Barnard Woods.
- Hosted annual Thornberry Creek Homeowners Association Summer picnic to record numbers and received positive feedback.
- TCO once again hosted the Packer Radio Show on 107.5 The Fan. The show is responsible for significant revenue growth these evenings.
- TCO was picked to be showcased in an upcoming issue of *Wedding Magazine* showcasing the venue that TCO offers.
- Plans for massive Thank You N.E.W. campaign are being drafted.

Pending Legal Action:

- No litigation pending.