

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 09 / 28 / 16

2. General Information:

Session: Open Executive - See instructions for the applicable laws, then choose one:

Agenda Header:

Accept as Information only

Action - please describe:

Motion to accept the OGE 3rd Quarter Report for FY16

3. Supporting Materials

Report Resolution Contract

Other:

1.

3.

2.

4.

Business Committee signature required

4. Budget Information

Budgeted - Tribal Contribution

Budgeted - Grant Funded

Unbudgeted

5. Submission

Authorized Sponsor / Liaison:

Primary Requestor/Submitter:

Janice Skenandore-Hirth, Agent

Your Name, Title / Dept. or Tribal Member

Additional Requestor:

Name, Title / Dept.

Additional Requestor:

Name, Title / Dept.

Oneida Business Committee Agenda Request

6. Cover Memo:

Describe the purpose, background/history, and action requested:

To update the Business Committee on the performance of Oneida Golf Enterprise d/b/a Thornberry Creek at Oneida for the 3rd Quarter of FY16.

Request a motion to accept the OGE 3rd Quarter Report for FY16.

- 1) Save a copy of this form for your records.
- 2) Print this form as a *.pdf *OR* print and scan this form in as *.pdf.
- 3) E-mail this form and all supporting materials in a **SINGLE** *.pdf file to: BC_Agenda_Requests@oneidanation.org

Oneida Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

June, 2016

The Oneida Golf Enterprise Corporation (OGEC) is a corporation of the Oneida Nation 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 was awarded "Best 9 Hole Course" both statewide and nationally in 2015
- TCO Legends Course was ranked #10 in the state by *GolfAdvisor* in 2016
- 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, practice range, golf shop and sports pub & grill
- TCO is considered a leader in charitable golf event hosting and a leading choice for future brides.
- TCO hosted 41 special events in the third quarter
- TCO hosted 23 golf events in the third 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. **Competitive Analysis' have been completed at both Brown County and The Bull in Sheboygan. Royal St. Pat's and The Woods are scheduled to be completed in the 4th quarter 2016. The analysis' that have taken place are attached to this report for further review.**

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 feature 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:

- In an effort to combine the branding efforts of Thornberry Creek and the LPGA Classic we have created ad campaigns highlighting both products
- New ads will be placed in the *Packer Gameday* publication as well as the *Wisconsin Badger Yearbook*; the expected circulation of both publications will be in excess of 1 million
- Working with CBS the Thornberry product will be featured via commercial in all golf telecasts in 2016; the aerial footage from DroneHub will be used to create captivating imagery for our potential guest and client
- The 2nd Annual Red Carpet Rodeo brought out a 40% increase in attendance and was a major success; this event winds down our off-season business
- The Annual Spring Big Cup brought about record attendance even with an increase in pricing; the event saw 168 players compete on a cold spring day
- Our brand image continues to be elevated as we're seen and heard across all the major networks: FOX, CBS, NBC and WIXX
- IBS installation and training is complete and the entire facility is running off one platform as of April 1st
- IBS allows OGE the opportunity to collect immediate feedback and package departments together to better offer value to our guest
- OGE continues to have initial conversations with potential partners and sponsors for the 2017 Thornberry Creek LPGA Classic
- Renovation construction has begun on the practice facility and in the entry area to the parking lot
- Utilizing direct mail campaigns, we have seen a jump in attendance on specialized evenings
- Upon finishing the trade show circuit, TCO has experienced an influx of inquiries regarding the All In Package and stay and play getaways
- TCO continues to be a major supporter in donations and giving within the community
- TCO hosted the Four Ball State Match Play Championships bringing in the best amateurs across the state to compete

Material Changes or Developments in Market/Business:

- OTIE is ahead of schedule with the parking lot expansion and new entry into the facility; they have been amazing to work with thus far
- Rick Jacobsen, the original golf course architect, has assisted OGE in selecting a golf course construction contractor for the practice facility remodel; Hollembeak out of Chicago has been awarded the bid and have started the new practice tee shaping and grading
- Both the practice tee and parking lot expansion are expected to be complete by August 15, 2016; both are on schedule
- OGE has started a new Team Member recognition program and has experienced exceptional feedback regarding the program
- TCO currently employs 200 team members, the most TCO has ever had; the quality of candidates still proves difficult in the market due to compensation packages and an extremely low unemployment rate
- We continue to create alignment in our branding efforts in all marketing campaigns and print materials onsite; this process will continue for the next few years
- OGE will be identifying the opportunities available through the hiring of additional sales team members to assist in selling inventory in the off-season months
- The Pub continues to struggle outside of the golfing season and the expectation of growth is minimal unless major changes are made to the concept and product offered

Market Growth:

- Our social media presence continues to grow, up 129% since May of 2014 and up 6% in the third quarter of 2016
- Golf revenues are up 14% over last year and 10% to budget through the 3rd quarter
- Although revenues are up so are expenses; some due to increased service efforts and operational costs from equipment breaking or needing to be replaced
- The Fringe Benefit card was responsible for 400 rounds in the 4th quarter attributing to an additional \$22K in revenue
- We have currently booked 30 weddings over the seasonal months and continue to see movement through the winter months; with the addition of the practice tee we will be able to offer outdoor ceremonies in 2017 and beyond thus creating additional revenue to the facility
- Season pass sales have seen monumental growth; 44 in 2014, 58 in 2015 and currently 88 in 2016; 100% growth in two years time
- The Legends Course was ranked #10 in the State by an independent poll: *GolfAdvisor*
- Rounds continue to increase, especially on the Legends course, inventory levels are becoming low but not completely sold out

Pending Legal Action:

- No litigation pending.