

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 06 / 08 / 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 2nd 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 Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

March, 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 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 28 special events in the second 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. **A competitive analysis is scheduled for the 3rd quarter for Brown County, Royal St. Pat's and The Bull.**

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:

- *Drone Hub Media* furnished HD footage of the facility and the footage is being used on the website and for trade shows
- The Fringe Benefit card, released in 2015, has been heavily anticipated and its release will again be the Fox Cities Show
- The Dueling Pianos show was re-formatted to allow more access to the budget conscious consumer; the show sold out a week before with well over 300 in attendance
- The 2nd Annual Red Carpet Rodeo brought out a 40% increase in attendance and will be a major function in the future
- The Bracket Breakdown saw over 330 entries and the notoriety continues to gain momentum
- The Packer Radio show continued into the 2nd quarter and the support continues to grow
- Our brand image continues to be elevated as we're seen and heard across all the major networks: FOX, CBS, NBC and WIXX
- IBS hardware and software installs happened in February and March
- IBS training started in early March with an expected GO LIVE date by April 1st, training was successful and the GO LIVE date moved up a week
- Working with IMG, our LPGA Event Partner, we have started conversations with the major players in the region
- As OGEC prepares for the LPGA event in 2017 the renovation bid went out and was finally awarded to OTIE
- Our special event business saw major growth in one of our slowest months, February
- Using direct mail pieces, we have seen an attendance boost on Thursday nights
- OGEC had presence in all major regional golf markets while showcasing their products at the Minneapolis, Chicago and Milwaukee golf shows
- TCO continues to be a major supporter in donations and giving within the community
- TCO continues to see engagement from outside markets with exceptional response from both the Minneapolis and Chicago markets; our All In package has seen numerous inquiries, well ahead of last year

Material Changes or Developments in Market/Business:

- OTIE has been awarded the contract for necessary renovations at TCO: this includes the parking lot expansion, site and grading work and locker room buildout and remodel
- Rick Jacobsen has developed the necessary plans for the practice tee remodel and has 5 golf course construction companies bidding on the project
- The practice tee remodel is expected to commence in early June
- OGEC recently released a new Team Member of the Month/Quarter program and its inaugural winner will be crowned in April
- Team Member retention proves to be difficult with more facilities opening and the wage compensation slightly below the average in the area
- Branding continues to be a specific initiative with gold and black being our branded colors; you will see this on the new scorecards, pin flags and fixtures throughout
- Interviews have been ongoing for a sales team to be in place to assist in special event bookings
- The Pub continues to struggle in the winter months due to location and previous handlings; a new product and branding initiative must be in place

Market Growth:

- Our social media presence continues to grow, up 91% since May of 2014 and up 6% in the second quarter of 2016
- Golf revenues are up 15% over last year and 19% to budget through the 2nd quarter
- Total Net Profit through the 2nd quarter is almost 9% ahead of budget
- Our special event series have seen growth; the Bracket Breakdown, Red Carpet Rodeo and Dueling Pianos all exceeded attendance from 2015.
- The Fringe Benefit card, released in 2015 and sold only 36 cards, SOLD OUT at the Fox Cities show, only 100 were allotted
- We have currently booked 30 weddings over the seasonal months, a record high
- Season pass sales have seen monumental growth; 44 in 2014, 58 in 2015 and currently 72 in 2016
- Josh Doxtator received the Future 15 award by the Green Bay Chamber, Current Young Professionals
- TCO continues to use unique avenues to help promote the facility and its branding initiatives

Pending Legal Action:

- No litigation pending.