

Oneida Business Committee Meeting Agenda Request Form

Deadlines

Instructions

1. Meeting Date Requested: 02 / 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 below:

Other - type reason

Agenda Header (choose one): Report

Agenda item title (see instructions):

OAHC 1st 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): Brandon Stevens, Council Member

Requestor (if different from above): Janice Skenandore-Hirth - Chairwoman/President OAHC

Name, Title / Dept. or Tribal Member

Additional signature (as needed):

Name, Title / Dept.

Additional signature (as needed):

Name, Title / Dept.

Save and e:mail

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: December 31, 2013

Narrative Section

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are down in Occupancy YOY (-5.9 index) but up in ADR YOY (+5.0) with a result of -1.2 index YOY for RevPar; part of this due to non returning yearly rotating groups in October that were National as well as one less Packers game for the Quarter compared to last year same time
- YTD STR report shows 5.8 index change from last year, we are gaining market share where the competition is not
- Sales team will be given Booking goals starting Calendar year w/ Aimbridge guidance

Competitive analysis:

- General Manager, Director of Sales and other Sales team members made property visits to Hampton Inn and Radisson Papervalley; overall feel was that the Hampton was very nice and updated, offers Hilton Honors which is a loyalty program that out measures ours, Radisson Papervalley overall feel is that the property is dated and rundown, meeting space large, but dated as well
- With the arrival of Ovations food service at the casino, we will need to develop new strategies to slow down the loss of revenue we will see with the new offerings from 4 more outlets.

Strategies for improved value:

- Developed packaging in Meeting, Tour & Travel and Wedding markets to gain bookings
- Working with Radisson Corporate in all Sales markets to gain leverage and recognition
- Conducted a Joint Client Appreciation event in December with Wingate inviting all of our corporate clients to showcase both properties, was very successful

Material changes or developments in market/business:

- KI Convention Center Expansion to begin Dec 6, 2013, adding 23,000 square ft meeting space will have total of 80,000 when complete
- Fox Cities/Appleton Convention Center to begin construction 2014; approx.

Market growth:

- Northland Hotel approved for historic tax credit, will start renovating in the downtown market; approx 220 rooms
- Clarion downtown renovation to begin in December 2013

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: December 31, 2013

Business practice, market overview, place within market:

- The first quarter was the third full quarter with the new management company Aimbridge and we continue to see many significant improvements at the Wingate.
- Wingate is paying all of their own bills including their portion of the mortgage. Although they must still rely on the Radisson for capex funding.
- Ranking for the 1st quarter from the STR Report the Wingate is 3 out of 5 based on Occupancy.
- The 4th quarter continued to focus on gaining occupancy to increase awareness and to improve our overall numbers. The holidays and weather tend to slow down the travel, but unexpected snow storms that cancel flights can be a big benefit to the Wingate.

Competitive analysis:

- The competitors ran a RevPar of \$87.47 to Wingate's \$57.15 for the quarter. Their location to Lambeau Field and ability to get a higher rate on game days.
- The Wingate continues to be the #1 hotel in Green Bay on TripAdvisor.com
- The Wingate Green Bay is ranked #11 out of all 159 Wingate properties worldwide. This ranking comes from Corporate Wyndham and is based on all guest satisfaction surveys that are sent to all guests who have recently stayed at a Wingate property.

Strategies for improved value:

- The Wingate continues to use 3rd party bookings and monitoring very closely to maximize revenue when available.
- The Wingate has been running discounted rates for multiple night stays to help gain occupancy
- The Front Desk Manager, Jackie has been working closely with the Radisson sales team on negotiated rates. She has taken on most of the sales and group efforts at the Wingate with the General Manager out on maternity leave part of 1st quarter and the Intern General Manager working between the Wingate and the Radisson accounting department.

Material changes or developments in market/business:

- The Wingate gained a contract with API-American Eagle for crew rooms for 2 weeks in November and all of December with it continuing into 2nd quarter.
- The Wingate has added the following negotiated corporate rates this quarter; Saputo (renewed for this year), Global Crew Logistics, Big Fly Travel, Deloitte (renewed for this year), and Viking Electric

Market growth:

- The Wingate ended the 1st Quarter with 65.3% RevPar Index. This is down from last quarter, a large part of this having three home Packer games in December and our competitor set being able to gain rooms and rate based on their location.
- Revenues for the 1st Quarter are up \$44,161 from prior year and up \$16,248 from budget. They additional home Packer game helped with this, so did working with the 3rd party internet sites.

Pending legal action: