

Oneida Business Committee Meeting Agenda Request Form

Deadlines

Instructions

1. Meeting Date Requested: 05 / 28 / 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:

Agenda Header (choose one): Report

Agenda item title (see instructions):

OAHC 2nd 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)

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2. <div style="border: 1px solid black; width: 100%; height: 26px;"></div>	4. <div style="border: 1px solid black; width: 100%; height: 26px;"></div>
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Business Committee signature required

5. Submission Authorization

Authorized sponsor (choose one): Brandon Stevens, Council Member

Requestor (if different from above): Janice Skenandore-Hirth
Name, Title / Dept. or Tribal Member

Additional signature (as needed): _____
Name, Title / Dept.

Additional signature (as needed): _____
Name, Title / Dept.

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: March 31, 2014

Narrative Section

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are down in Occupancy YOY (-18.8% index) but up in ADR YOY (+1.6% index) with a result of -17.5% index YOY for RevPar; most of this due to non returning yearly rotating groups Jan - Mar that were National as well as one less Packers game for the Quarter compared to last year same time
- Sales team Booking Pace for YOY Q2 includes a increase of \$9.95 ADR per room; an increase of 1,882 rooms; an increase of room revenue of \$272,444 and F&B revenue increase of \$245,010 for an overall Revenue Booking Pace increase from prior year of +\$517,454

Competitive analysis:

- Radisson sales team made site visits to Chateau DePere, boutique hotel in DePere; Kress Inn an Ascend property, small property with under 50 rooms and the Sleep Inn a direct competitor of Wingate, felt was a little dated
- Casino opened 3 of the 4 restaurants at the end of March, impact is light at this point; will be feeling more of an impact April 21 through until June 1 when the Noodle Bar will be closed for renovation as well as the Main Casino bar – implementing alternatives in the meantime to still gain revenue. Impact in revenue will be \$300K with the closure of these 2 outlets in the casino.

Strategies for improved value:

- Developed packaging in Corporate/Association Meetings, Tour & Travel and Wedding markets to gain short term bookings for Q2 and other need months
- Working with Radisson Corporate in all Sales markets to gain leverage and recognition
- Conducted a Joint Sales Blitz to local businesses in March with Wingate to entice new corporate business, this was a success and assisted in landing some new accounts
- Working closely with local attractions on new packaging options for the transient guest

Material changes or developments in market/business:

- KI Convention Center Expansion began Dec 6, 2013, adding 23,000 square ft meeting space will have total of 80,000 when complete, due to complete September 1, 2015
- Fox Cities/Appleton Convention Center to begin construction 2014; approx.

Market growth:

- Northland Hotel due to start construction on 147 room hotel downtown to compliment the KI Convention Center expansion, due to open fall of 2015
- Formerly Clarion Hotel downtown, now known as Downtown Green Bay hotel, is awaiting new franchise, potentially Hampton Inn
- Hyatt is currently for sale with a list price of \$12M - \$15M

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: March 31, 2014

Business practice, market overview, place within market:

- We have been with Aimbridge Hospitality for a full year in January of 2014 and we continue to see many significant improvements at Wingate.
- For the 2nd quarter from the STR Report the Wingate is ranked 2 out of 5 based on Occupancy.
- The 2nd quarter continued to focus on gaining occupancy to increase awareness and to improve our overall numbers.
- The strategy of pushing occupancy continues to show improvement to the Wingate's financial performance, for January the Wingate ran a 53.49% occupancy increasing 7.96%, YOY, for February the Wingate ran a 72.97% which was a 26.86% increase YOY and for March the Wingate ran a 64.27% occupancy which was a 10.62% increase YOY.

Competitive analysis:

- The competitors ran a RevPar of \$56.31 to Wingate's \$38.43 for the 2nd quarter. The Wingate won an RFP for American Eagle Airlines for crew rooms that begun at the end of the 1st quarter. The crew rooms are low rated business which is why the Revpar is lower than the comp set.
- The Wingate continues to be the #1 hotel in Green Bay on TripAdvisor.com
- The Wingate Green Bay is ranked #17 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 Wingate and Radisson participated in joint sales calls to area business within the Green Bay market. Through the efforts of the joint sales calls from both properties the hotels reached over 100 area businesses.

Material changes or developments in market/business:

- The Wingate had several major groups that stayed during the 2nd quarter, they include, Wisconsin DNR, the 2014 WIAA Girls State Basketball teams, and (2) teams that participated in the USA Hockey tournament held at Cornerstone Ice Arena.
- The Wingate has booked a weekly meeting for the BNI (referred to the Wingate by the Radisson) group that will continue to meet throughout the rest of the year.
- The Wingate has negotiated rates with several new companies/groups during the 2nd quarter, they include: United Laborites, John Roberts Powers, and the Independent Council of WI (referred to the Wingate by the Radisson), the UW Madison – ITA Conference, Paralyzed Veterans of WI and hockey teams.

Market growth:

- The Wingate ended the 2nd Quarter with 73.83% RevPar Index. This is up from last quarter; a large part of this is due to the severity of the Wingate and the amount of distress passengers the hotel saw in the 2nd quarter. It is also due to the American Eagle Crew contract.
- Revenues for the 2nd Quarter are up \$46,085 from prior year and up \$35,386 from budget.

Pending legal action:

None at this time.