

# Oneida Business Committee Meeting Agenda Request Form

1. Meeting Date Requested: 09 / 10 / 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):

OAHC 3rd 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 / OAHC  
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](mailto:BC_Agenda_Requests@oneidanation.org)

Oneida Airport Hotel Corporation  
Radisson Hotel & Conference Center  
Quarterly Report  
For the quarter ended: June 30, 2014

**Narrative Section**

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are down in Occupancy YOY (-11.6% index), down in ADR YOY (-3.7% index) with a result of -14.8% index YOY for RevPar; most of this due to non-returning groups May & June that were National and Regional compared to last year same time
- Sales team Booking Pace for YOY Q3 includes an increase of \$14.12 ADR per room; an increase of 6,448 rooms YOY; an increase of room revenue of \$885,290 and F&B revenue increase of \$78,546 for an overall Revenue Booking Pace increase from prior year of +\$963,836.

Competitive analysis:

- Casino opened all 4 restaurants this quarter. Noodle Bar closed for renovation during May and June, reopened mid-June, as well as the Casino bars – implemented alternatives in the meantime to maintain revenue.

Strategies for improved value:

- Developed packaging in Corporate/Association Meetings, Tour & Travel, Wedding, Travel Agents and Transient markets to gain short term bookings for Q3 and other need months
- Working with Radisson Corporate in all Sales markets to gain leverage and recognition
- Conducted a Joint Sales Blitz to the Madison area with our Green Bay CVB to entice Association and State business
- Working closely with local attractions on new packaging options for the transient guest
- Collaborated with the Menominee Casino on a Tour & Travel package for Bus Tour operators

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.
- Fox Cities/Appleton also has a Sports Complex in the pipeline for development
- Oneida Casino marketing strategies have affected our business: example cancelled Gold event in April at the Radisson and instead gave members food vouchers to the new outlets, resulted in loss revenue to Radisson is approximately \$30,000

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 closed July 11, 2014 for renovations
- Residence Inn 100 room property set to build and open 2016 in Green Bay

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation  
Three Clans Airport, LLC  
Quarterly Report  
For the quarter ended: June 30, 2014

Business practice, market overview, place within market:

- Wingate continues to pay all of their own bills including their portion of the mortgage. Although they must still rely on the Radisson for capex funding.
- For the 3rd quarter from the STR Report the Wingate is ranked 2 out of 5 based on Occupancy.
- The 3rd 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 April the Wingate ran a 76.0% occupancy increasing 25.5%, YOY, for May the Wingate ran an 84.4% which was a 14.7% increase YOY and for June the Wingate ran an 89.9% occupancy which was a 12.8% increase YOY.

Competitive analysis:

- The competitors ran a RevPar of \$69.53 to Wingate's \$58.62 for the 3rd quarter. The Wingate won an RFP for American Eagle Airlines for crew rooms that begun at the end of the 1<sup>st</sup> quarter. The crew rooms are low rated business which is why the Revpar is lower than the comp set.
- The Wingate won in April the 2014 TripAdvisor's Excellence Award for the second straight year and the hotel continues to be the #1 hotel in Green Bay on TripAdvisor.com.
- The Wingate won the 2014 Aimbridge Online Reputation Award
- The Wingate Green Bay is ranked #12 out of all 163 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 3<sup>rd</sup> 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.

- The Radisson sales team continues to cross sell for the Wingate. The Radisson's Business Transient Sales Manager has uncovered several new accounts for the Wingate.

Material changes or developments in market/business:

- The Wingate had several major groups that stayed during the 3<sup>rd</sup> quarter market, they include, Wisconsin DNR, USA Hockey, Summit Pump, Danya International, Valparaiso - Softball, and ITA Tribal Technology Institute
- 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 booked a weekly meeting for Mary Kay Consultants in the Green Bay and Appleton Markets.
- The Wingate has negotiated rates with new companies/groups during the 3<sup>rd</sup> quarter, they include: Torc Racing, BakerCorp and Wausaukee Composites

Market growth:

- The Wingate ended the 3<sup>rd</sup> Quarter with 85.33% RevPar Index. This is up from last quarter; a large part of this is due to the American Eagle Crew contract and the Wingate's new strategy of pushing occupancy over rate.
- Revenues for the 3<sup>rd</sup> Quarter are up \$29835 from prior year and up \$4080 from budget.

Pending legal action:

None at this time.