

Oneida Business Committee Meeting Agenda Request Form

1. Meeting Date Requested: 03 / 11 / 15

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 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)

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2. <div style="border: 1px solid black; height: 20px;"></div>	4. <div style="border: 1px solid black; height: 20px;"></div>

Business Committee signature required

5. Submission Authorization

Authorized sponsor (choose one): Trish King, Tribal Treasurer

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.

- 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

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

Narrative Section

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are down in Occupancy YOY -0.6% index, down in ADR YOY -1.0% index with a result of -1.6% index YOY for RevPar; group rooms had shortage in November due to funding getting cut from a large group & we discounted transient rate to pick up the loss of occupancy.
- Sales team Booking Pace for YOY Q1 includes an increase of +\$3.61 ADR per room; an increase of 4,888 rooms YOY; an increase of room revenue of \$511,262 and F&B revenue increase of \$77,590 for an overall Revenue Booking Pace increase from prior year of +\$588,851.

Competitive analysis:

- Casino food outlets continue to be a source of competition for F&B 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 Q1 and other need months
- Working with Radisson Corporate in all Sales markets to gain leverage and recognition
- Working closely with Green Bay CVB in all Sales markets to keep top of mind and participate in all sales initiatives
- Conducted a Client Appreciation event in November with our corporate clients
- Conducted a Holiday/Corporate Meeting sales blitz in October; Sales team visited over 100 companies in the Green Bay area – cross promoting Wingate as well

Material changes or developments in market/business:

- KI Convention Center Expansion began Dec 6, 2013, adding 23,000 square ft of meeting space total of 80,000 when complete, due to complete September 1, 2015

Market growth:

- Northland Hotel to start construction on 147 room hotel downtown to compliment the KI Convention Center expansion, due to open fall of 2015
- Former Clarion Hotel downtown, has started construction to become a Hampton Inn due to open fall of 2015 with 146 rooms.
- Residence Inn 100 room property set to build and open 2016 in Green Bay

- 77 room Staybridge Suites will be under construction and attached to Brett Favre's Steakhouse

Pending legal action:

- One (1) Personnel issue.

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

Business practice, market overview, place within market:

- Ranking for the 1st quarter from the STR Report the Wingate is 4 out of 5 based on REVPAR and 3 out of 5 based on Occupancy. Wingate is continuing to gain and maintain fair market share within the competitive set.
- For the start of the 1st quarter the Wingate focused on growing occupancy to increase awareness in the market.
- The Wingate averaged a 69.2% occupancy for the 1st quarter. This was a 3.44% increase year over year. Due to the consistent high occupancy the Wingate is performing at, the strategy for the second half of the 1st quarter was to increase rate now that there is base business.

Competitive analysis:

- The competitors ran a REVPAR of \$93.70 to Wingate's \$60.03 for the quarter.
- The competitive set had an occupancy of 68.1% to the Wingate's 69.2%.

Strategies for improved value:

- The Wingate's strategy to continually grow rate is to yield rates sooner especially on high demand dates and to offer less heavily discounted rates on slow dates. Discounted rates will still be offered for slower dates but not as much as they have been in the past.
- The Wingate continues to use all 3rd party booking channels to increase bookings on low demand dates.
- The Wingate continues to run last minute deals on Expeida and hotels.com over the weekend to increase last short term bookings.
- The Radisson Sales team continues to cross sell the hotel. We have begun to see new leads and new bookings from this joint effort.

Material changes or developments in market/business:

- We continued to see an increase in the corporate business traveler over the 1st quarter. The corporate travelers are now booking their negotiated rates and not buying down to the deeply discounted rates.
- We were able to negotiate rates with some new local companies to add to the Wingate's preferred list.

Market growth:

- For the 1st Quarter, the Wingate ended with 64.1% REVPAR Index. The Wingate was able to grow 3.4% year over year for REVPAR Index.
- For the 1st Quarter, the Wingate ran an average of 69.2% which is an increase of 6.1% year over year.
- Revenues for the first quarter were \$436708 which were up from prior year by \$17757. This was achieved better within our competitive set and the Green Bay Market.

Pending legal action:

- None.