

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):

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

Business Committee signature required

5. Submission Authorization

Authorized sponsor (choose one): Paul Ninham, 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 Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

March 31, 2014

The Oneida Golf Enterprise Corporation (OGEC) is a corporation of the Oneida Tribe of Indians of Wisconsin 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 environment on the Oneida reservation.
- 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, driving range, pro shop and sports bar & grill
- TCO is the Official Golf Course of the Green Bay Packers

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. **New Greens opened May 15, 2014 at Brown County.**

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.
- 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 the flat screen televisions for all sporting events and seats up to 160 customers.

- Area competitors in this market are Rock Gardens and Radisson.
- Held Dueling Piano Dinner and had over 200 plus attendees for the event.
- Also had Randi Faye Valentines party on February 15th with great success and over 150 came and attended the show.
- We had large crowds for the NCAA March Madness Tournament.
- Attended Green Bay Wedding Show in January at Expo Hall

Strategies for Improved Value:

- Our first "Customer Appreciation" event occurred in January and went very well. A lot of positive feedback. The season pass holders, golf outing leaders and other clients and VIP's were invited as a thank you for the past season and future continued business in 2014.
- Attended Golf Shows in Appleton and also Milwaukee. Had great exposure for golf course and dining, along with Stay & Play Packages and leagues.
- Began Junior program recruiting in February and looking forward to another strong junior golf season.
- Actively involved with the PGA's Drive, Chip & Putt event. This is a new, great event that is similar to the NFL's pass, punt & kick competitions. Thornberry is one of 8 golf courses in the state to host a local qualifier. Kids from each local qualifier will then go to Regional's in Minneapolis and then can go on to Nationals in Augusta, GA during Master's week in 2015!
- We will also be hosting a WPGA Futures Tour event with juniors from around the state as well in July.
- 2014 Season Golf Passes are very strong even after an increase in price from 2013. Golf outing contracts have been signed and the "blueprint" for the summer has been getting shaped over February and March. The junior program applications and also all the league applications have gone out and have been all very well received.
- Proudly displaying our strong partnership with the Green Packer relationship through entrance signage, logos on entrance doors, scorecards, golf carts and on the first hole to solidify a strong golf course reputation and entice new clientele to use the golf course and clubhouse personally and professionally in their business affairs.
- Utilize the Joint Marketing opportunities with the Packers that include signage inside Lambeau Field and the concourse, the Oneida Gate and email blasts from the Packers
- Created promotions to increase season pass revenue thru a Packer Trip giveaway – resulted in increased season pass revenue and new corporate account.
- Utilize Pro Shop for Holiday and smaller events during winter months.

Material Changes or Developments in Market/Business:

- The parking lot expansion project began in March and should be a very welcome sight for all customers and employees when complete in May! Very beautiful and shows Oneida's commitment to Thornberry and a great, quality product for all patrons coming to Thornberry!
- New TCO website is now "live." We continue to add pages and it gives a tremendous fresh look for guests to find out information on the golf course and food and beverage options.
- Continue to grow within the wedding market. Thornberry Creek at Oneida has become known as the perfect location for upcoming weddings. Weddings continue to book for 2014 and 2015.
- Introduced a new limited menu in 1st quarter of FY2014
- Continue to advertise in the Kaliwhisaks and social media concerning season pass specials and payroll deduction thru the winter.
- We hosted over 18 holiday parties, 5 weddings and 9 other large banquet events, and continue to see repeat business from banquet events.

Market Growth:

- Created an online store on our new website – created more revenue
- Booked new WSGA Golf Tournament in 2014 bringing many top 120 female golfers from around the state to Thornberry Creek at Oneida in July
- This along with 3 other corporate events have created room blocks at the Radisson during the summer as well
- Hosted Division 1 High School Golf Sectionals
- Hosted our Annual Big Cup Spring Classic event with record participants
- Continue to team up with Oneida Casino email database and advertising Thornberry's monthly specials and promotions in golf and restaurant.
- Rebooking current, and seeking new golf outings and events for 2014
- Now booking wedding and other events on Friday, Saturday and Sunday

Pending Legal Action:

- No litigation pending.