

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):

OGE 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): Lisa Summers, Tribal Secretary

Requestor (if different from above): Janice Skenandore-Hirth / Agent

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 Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

June 30, 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 and their business is continuing to thrive. Our rounds played to date have been slightly impacted.**

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.
- The spring Big Cup was a huge success and participation was sold out.
- Held 25 special events in June alone in our special events areas.
- Held 7 weddings in June in our Hawks Crest Ballroom.

Strategies for Improved Value:

- *Golf Digest* has agreed to consider us for rating in 2015.
- Secured cover story for Premiere Golf Destinations Magazine for February 2015 publishing.
- Magazine reaches 4 surrounding states and will be available in all travel centers, approximate circulation is 96,000.
- Secured a 3 page editorial for Premiere Golf Destinations Magazine showcasing Thornberry Creek and the services and amenities offered.
- New tee signs, markers and educational pieces have been purchased. Each hole will educate the player about the Oneida Tribe and the importance of certain verbiage.
- Junior camp participation reached 250 and the Oneida children had 50 attendees.
- Hosted a qualifier for the Drive, Pitch and Putt that attracted the most attendance in the state, over 80 participants! 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!
- Initiated two marketing campaigns to drive revenue; both have been doing incredibly well. Campaigns included reaching new clientele based on consumer threshold bias and Military Service Sundays.
- Outings continue to be booked and July and August are shaping to be profitable months as long as the weather cooperates.
- 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 entry into the facility; email blasts from the Packers
- Creating specialized events to showcase the abilities of Thornberry.

Material Changes or Developments in Market/Business:

- The parking lot expansion project began in March and is nearing completion. It shows Oneida's commitment to Thornberry and a great, quality product for all patrons coming to Thornberry!
- Focusing on service standards that complement the product we have in both food and golf.
- With a focus in on course service and sales the team has significantly beaten budgeted numbers in June.
- Growth in tobacco sales continue to climb.
- 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 2015 and available inventory is running low.
- Created T-3 Standards of Service and implementation has begun. They include the 10/10 Rule, L.A.S.T.ing Impressions and Anticipate Attitude initiative.
- Continue to advertise in the Kaliwhisaks and social media concerning season pass specials and specialized events.
- Analysis of the restaurant is underway and strategies are being planned to offer a rebranding of the outlet.

Market Growth:

- Diligently using Social Media outlets to provide better awareness to our facility
- 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 our Annual Big Cup Spring Classic event with record participants
- Continue to team up with Oneida Casino and Kaliwhisaks to advertising Thornberry's monthly specials and promotions in golf and restaurant.
- Rebooking current, and seeking new golf outings and events for 2015
- Now booking wedding and other events on Friday, Saturday and Sunday in 2015

Pending Legal Action:

- No litigation pending.