

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):

OGE 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)

1. 	3.
2. 	4.

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 Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

December 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 prestigious housing development on the Oneida reservation.
- TCO is the Official Golf Course of the Green Bay Packers.
- 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 pub & grill.
- TCO is considered a leader in charitable golf event hosting and a leading choice for future brides.
- TCO hosted 37 special events in the first quarter.

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 has had a negative impact on our rounds.**

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 feature a porch room that accommodates up to 40 people. Included in this space is the Cupola available for smaller wedding ceremonies and intimate gatherings.

- 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 24 HDTV flat screen televisions for all sporting events and seats up to 160 customers.
- Area competitors in this market include Rock Gardens and the Radisson.

Strategies for Improved Value:

- *Golf Digest* has continued to speak about considering TCO for "Best in State" honors to be published in 2017, rating would occur over next two years.
- TCO was featured on the cover of *Premiere Golf Destinations Magazine*, February 2015 issue. TCO will also be featured inside the publication with a 3 page editorial.
- Publication reaches 4 surrounding states and will be available in all travel centers, approximate circulation is 96,000. Debuts at Fox Cities Golf Expo
- Thank You N.E.W promo generated major traffic, 450 tee times reserved in 12 hours
- Our "Taste of Thornberry" event saw close to 100 potential clients; well received
- Packer Radio Shows continue to grow in attendance and revenue
- Thornberry Fall Classic once again sold out to 148 players on a cold rainy day in November
- Halloween Cash Bash had over 100 in attendance and was very well received
- Ugly Sweater Party had over 100 in attendance and the momentum continues to grow
- New strategic pricing has been put into place to offer access to multiple budgets different times of the day
- Season pass prices have been reduced to encourage purchases and drive traffic: as of December 31st we've grown pass sales by 15% over last year
- New tee signs, tee markers, trash receptacles, practice tee necessities and benches have been received and will be unveiled at the start of our 2015 season.
- Our social media presence continues to grow and gain interest; 283 new users engaged in the 1st quarter.
- New signage has been added to the entryway allowing for greater visual existence
- Using the Packer partnership we have grown revenues through ticket promotions by over \$20,000
- Working with Joint Marketing on new events and ideas that include the Radisson and Oneida Casino. We are committed to working with our partners for the good of all.
- Started working on 2015 Marketing Calendar to be used with our partners to generate more interest in our special events
- Was the featured facility in *Wedding Magazine* showcasing our grounds and reception venues

- New website was being built and anticipated launch in early 2015; focus on ease of access and create a more visually appealing product
- Spending necessary marketing dollars and are starting to gain recognition in multiple markets

Material Changes or Developments in Market/Business:

- Facility improvements continue to occur including the parking lot and additions in signage and guardrail systems are anticipated to be installed in 2015
- New winter menu released focusing more on creating a consistent food product but also shrinking the total offerings to allow for assistance in food cost reductions
- Debuted at the "Friends of Thornberry" event, we launched a few new signature items such as the Wacho's, Cheese Steak pizza and Chicken Parmesan sandwich
- New Service Training 101 is being developed to be trained to all staff regarding our expectations and what "service" is
- Old equipment is being sold and creating additional revenue to the facility
- Our new truck and plow is getting good use at the facility and at the Wingate
- We've made an effort to bid on additional plow jobs in the area
- We have started interviewing for the position of New Business Development Manager, this is a new position who's responsibility will be solely generating new business to the facility
- Our new website is almost complete and will be launched in early 2015
- Special event menus have been finalized and the increases will have a significant financial impact on the facility in 2015
- Verbiage for the new bronze plaques found on the course is underway and will be installed in the Spring of 2015

Market Growth:

- Our social media presence continues to grow, up 26% since May of 2014 and up 12% in the first quarter of 2015
- We have added 7 new golf outings to the 2015 schedule
- Weddings continue to grow and only 1 Saturday remains in inventory for the 2015 peak season
- Weddings for 2016 are being booked and showings for 2017 have started
- We have begun exploring the rebranding of the restaurant which will be necessary for its growth and sustained success in the future

- Josh Doxtator and Zach Knight have become members of Current YP in Green Bay
- They have attended a few events and have already booked a few events from the contacts made within the group and a major event in August for the YP group
- Mark Becker was named as a “Master Kids Teacher” by US Kids Golf, their highest designation for teaching juniors
- Communication has begun with local hotels to offer Thornberry as their preferred golf and restaurant space

Pending Legal Action:

- No litigation pending.