

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 06 / 10 / 15

2. General Information:

Session: Open Executive - See instructions for the applicable laws, then choose one:

Agenda Header:

Accept as Information only

Action - please describe:

Motion to accept the OGE 2nd Quarter Report for FY15.

3. Supporting Materials

Report Resolution Contract

Other:

1.

3.

2.

4.

Business Committee signature required

4. Budget Information

Budgeted - Tribal Contribution

Budgeted - Grant Funded

Unbudgeted

5. Submission

Authorized Sponsor / Liaison:

Primary Requestor:

Your Name, Title / Dept. or Tribal Member

Additional Requestor:

Name, Title / Dept.

Additional Requestor:

Name, Title / Dept.

Oneida Business Committee Agenda Request

6. Cover Memo:

Describe the purpose, background/history, and action requested:

To update the Business Committee on the Performance of Oneida Golf Enterprise d/b/a Thornberry Creek at Oneida and a motion to approve the 2nd Quarter Report for FY15.

1) Save a copy of this form for your records.

2) Print this form as a *.pdf *OR* print and scan this form in as *.pdf.

3) E-mail this form and all supporting materials in a **SINGLE** *.pdf file to: BC_Agenda_Requests@oneidanation.org

Oneida Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

March 31, 2015

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 33 special events in the second 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. Update: As of press time their greens have had a hard time coming thru the winter months.**

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 OFFICIALLY announced that we will be rated for Best in State, 100 Greatest Public and America's Best 100 to be released in 2017.
- TCO was featured on the cover of *Premiere Golf Destinations Magazine*, and was released at the Milwaukee Golf Show in March.
- Publication reaches 4 surrounding states and will be available in all travel centers, approximate circulation is 96,000.
- Dueling Pianos was a success although numbers were down from previous year; there were approximately 120 in attendance.
- Started hosting Wine and Canvas nights inside the porch room: after the first event we had to move to the ballroom due to sellout crowds
- Packer Radio Shows continued into January and numbers continued to increase
- Valentine's Dinner was a success as Randi Fay once again entertained the crowd during the evening
- Promoted our first Bracket Breakdown and had 306 entries
- Bracket Breakdown brought about a major increase in business levels during tournament viewings
- Introduced our first Theme Dinner with a Beer Dinner that brought about 26 participants
- Season Pass sales exceeded all previous years and total passes sold increased by 12
- Introduced Fringe Benefit card at the Fox Cities Expo and sold 34 in its introduction
- New tee signs, tee markers, trash receptacles, practice tee necessities and benches are being put into place for the 2015 season
- Introduced the "All In Package" at the Milwaukee show and received great review: package combines the golf course with the hotel and casino
- Golf Shop renovation is almost complete offering a new, fresh look but also allows the guest the opportunity to walk through the merchandise
- New product is being received along with a mixture of household items such as wine and rocks glasses
- Resources are being utilized to venture into new markets and media outlets such as WIXX
- The 2015 Marketing Calendar is complete and being used to promote events properly

- New website has launched and has been well received; easy to navigate and find information
- New website allows user to make online purchases for special events

Material Changes or Developments in Market/Business:

- CIP will continue in the early 2015 season as the parking lot is finished and guardrails put in proper position
- Village of Hobart's water tower main broke causing a sinkhole in the far lot and the practice tee floor, to be corrected in May 2015 – **Update: Still no action**
- New winter menu debuted offering less items but overall better quality of food with a focus on lowering food costs through optimal menu development
- All new service training manuals are being completed to be implemented in training
- Old equipment is being sold and creating additional revenue to the facility to assist in funding the repair and maintenance of our older equipment
- Hired New Business Development Manager, Lysti Bowers, to assist in generating new business by focusing on hotel groups and local business'
- Purchased necessary banquet tables for use in special events as opposed to renting
- New website launched officially on January 15th and was very well received
- Working on private label bottled water for use on the course and in the restaurant
- Branding all informational packets, brochures and literature that comes from Thornberry Creek
- Still working on verbiage for bronze plaques to be installed on the course; working with the Culture and Heritage Department

Market Growth:

- Our social media presence continues to grow, up 38% since May of 2014 and up 10% in the second quarter of 2015
- Brand recognition is beginning to show as our media outlets have increased significantly; Thornberry will be venturing to the Chicago and Minneapolis markets in 2016
- Wedding inventory is completely sold out from June – August and only a few days remain for September and October
- Only 4 Saturday's remain available for weddings in 2016 during the season
- Thornberry was able to open a few days in March allowing for 491 rounds of golf
- Contacts continue to be made with the YPGB group and Thornberry has booked a function on August 10th

- Josh Doxtator was asked to speak at a Thrivent Financial event concerning the importance of business and golf
- Mark Becker won the WPGA Youth Player Development Award in January and was honored in the Wisconsin Dells
- 4 new hotels have partnered with Thornberry and will push all traffic to our course

Pending Legal Action:

- No litigation pending.