Oneida Business Committee Agenda Request

XIV.B.03. Accept Oneida Golf Enterprise FY '15 3rd quarter report

1. Meeting Date Requested: 9 / 9 / 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 3rd Quarter Report for FY15.

3. Supporting Materials

☒ Report ☐ Resolution ☐ Contract

☐ Other:

1. OGE 3rd Quarter Report
2.
3.
4.

☐ Business Committee signature required

4. Budget Information

☐ Budgeted - Tribal Contribution ☐ Budgeted - Grant Funded ☐ Unbudgeted

5. Submission

Authorized Sponsor / Liaison: Trish King, Tribal Treasurer

Primary Requestor: Janice Skenandore Hirth - President
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 for the 3rd Quarter of 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:

June 30, 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, practice range, golf shop and sports pub & grill.
- TCO is considered a leader in charitable golf event hosting and a leading choice for future brides.
- TCO hosted 85 special events in the third 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 the greens have left a lot to be desired and are struggling into the spring season.**

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. 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* efforts continue and the course has seen a few raters play the facility
- TCO released the All In Package at the Milwaukee golf show in March and are already seeing groups take advantage of the promotion
- Release of new pricing has shown some success with an increase in both rounds and revenues over previous years
- The Big Cup brought about record numbers with 168 players and was a huge revenue generator for our 3rd quarter
- Wine and Canvas continue to be a great partnership as they continue to sellout and bring about new clientele to the facility
- Marketing dollars are continuing to be spent to assist in brand imaging and awareness; the presence within the market is growing rapidly
- Easter and Mother's Day brunches were a success with sellout crowds and positive reviews
- We awarded our first Bracket Breakdown winner with Free Green Fees for Life
- Bracket Breakdown brought about significant business during off peak times and TCO is proud to announce they broke records on two separate evenings in terms of revenue
- We showcased our second themed dinner, Spirit Dinner, to approximately 20 guests, all agreed it was an incredible experience
- Our first Cigar Night brought 35 attendees
- Golf rounds were up 5% in the third quarter over 2014
- Although the course saw only a 5% increase the overall golf rounds there was a 28% increase in 18 hole rounds thus providing an overall golf round revenue increase of 19%
- The Fringe Benefit Card continues to thrive and in the third quarter was responsible for almost 400 rounds
- New tee signage, tee markers and trash receptacles have been put into place on the course and add great visual value
- Golf Shop renovation has been completed along with new entry carpeting and display areas; the renovation has worked as merchandise revenues are up 16% and margins have also increased
- TCO is committed to trying new things in merchandise and will continue to be the leaders in what we sell and represent

- Using local powerhouses TCO has aligned itself with large media outlets, TCO can be found on FOX 11, NBC 26, CBS and WIXX.
- The new Winedown Wednesday's have been received well and the patio is filled the first Wednesday of every month

Material Changes or Developments in Market/Business:

- CIP continued into 2015 and decisions were made on signage, landscaping and flag pole areas
- 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: completed in early June 2015**
- The new menu continues to gain momentum and the overall food consistency has been getting better
- Service training has been applied in both Golf and F&B; this continues to be an area that struggles
- We continue to sell old items to assist in revenues
- Our New Business Development Manager has assisted heavily in our social media presence and also secured TYP groups throughout the summer months
- Banquets are sliding but hopefully will pick up in the 4th quarter
- Secured private label bottled water at a major discount; profit margin will increase heavily
- Working on advertising efforts with the PGA Championship in August
- Our branding continues to get better with new shopping bags in the golf shop and all literature that's presented
- 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 39% since May of 2014 and up 15% in the third quarter of 2015
- Brand recognition is beginning to show as our media outlets have increased significantly; Thornberry will be venturing to the Chicago, Detroit and Minneapolis markets in 2016
- Weddings continue to sellout early however the overall attendance in weddings are down from previous years
- Early morning rounds and late afternoon rounds have grown substantially; over 300%
- On course sales continue to grow: $46K over 2014 in the third quarter and cigar sales also continue to grow at $2,200 over 2014

- Josh Doxtator spoke at a Thrivent Financial meeting as well as a special event for Hilton Garden Inn regarding the importance of Business and Golf
- Josh Doxtator will also be speaking at an event for Current Young Professionals about golf and business in August
- New partnerships have been created with choice hotels and business is being driven to Thornberry through those partnerships

Pending Legal Action:

- No litigation pending.