

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 12 / 09 / 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 d/b/a Thornberry Creek at Oneida FY15 4th Quarter Report.

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: 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 OGE d/b/a Thornberry Creek at Oneida for FY15.

Request a motion to accept the FY15 4th Quarter Report for OGE d/b/a Thornberry Creek at Oneida.

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:

September 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 127 special events in the fourth 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. **Competitive analysis was completed in August of 2015 and the course conditions left a lot to be desired. Paired with non-existent service, Brown County has little to no perceived value and should not be considered a threat.**

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* efforts continue as we've had approximately 4 raters visit the facility
- The All In Package is proving to be a success as we've had 31 take advantage of the program
- The new pricing initiative has also been a success with shoulder rounds up 300% over 2014
- Our personalized special events continue to be a big hit as we saw record numbers for our Red, White and Blue along with our Staff Am Scram
- Our introduction of Winedown Wednesdays and Sunday Breakfast Buffet has been well received within the community
- Our brand image continues to be elevated as we're seen and heard across all the major networks: FOX, CBS, NBC and WIXX
- One of our team members, Jessica Kidd, was diagnosed with a serious form of breast cancer. We willingly held a fundraising event for her and had an exceptional turnout allowing us to give back to her in generous form
- We continue to lead the charge in weddings holding a 5 star rating on both the Wedding Wire and The Knot
- Cigar Nights continue to be a hit amongst attendees
- Golf rounds were down in the 4th quarter but round revenue was up 18%
- The newly remodeled Golf Shop has assisted in an increase of sales by 9% over 2015
- The Fringe Benefit Card was responsible for over 600 rounds
- Tobacco sales continue to grow as sales are up 71% over 2014
- Our new private label water has been a success as we're seeing higher profit margins due to the negotiated pricing
- TCO has been working with the LPGA in potentially bringing an event to the area in 2017
- TCO continues to donate rounds of golf to various charities in the area and is becoming a leader in giving
- Our online presence continues to grow and we're receiving the best reviews we've ever had

Material Changes or Developments in Market/Business:

- CIP for the parking lot has been completed with the addition of branded signage, flag poles and attractive landscaping
- The selling of old appliances and furniture continues to grow and assists in our own necessary R&M
- Service training has been applied in both Golf and F&B; this continues to be an area that struggles
- Retaining the good team members is proving difficult as the area is experiencing an all-time low concerning unemployment
- We successfully hosted Current Young Professionals regarding The Importance of Business and Golf
- We had a sellout crowd on hand for the event and many new faces experience what TCO has to offer
- Banquet business is continuing to head in the opposite direction; this will be a major focus in the offseason
- We were seen and heard at the PGA Championship with an ad in the official program and the official sponsor of coverage on CBS
- 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 72% since May of 2014 and up 6% in the fourth 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
- 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: 30% over 2014 and cigar sales also continue to grow at 71% over 2014
- Josh Doxtator spoke at a private event for the Hilton Inn Garden Suites pertaining to conducting business on the golf course
- Josh Doxtator hosted and spoke at an event for Current Young Professionals regarding business and golf
- TCO continues to elevate their brand through campaigns in both social and market media

Pending Legal Action:

- No litigation pending.