

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 3 / 1 / 18

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 OGE 1st Quarter Report for FY18.

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/Submitter: Joshua Doxtator, Chief Operational Officer, OGE
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:

Update the Business Committee on the performance of Oneida Golf Enterprise d/b/a Thornberry Creek at Oneida for the 1st Quarter of FY18.

Request a motion to accept OGE 1st Quarter Report for FY18.

- 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:

December, 2017

The Oneida Golf Enterprise Corporation (OGEC) is a corporation of the Oneida Nation 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 Legends Course was ranked "Best of the Bay" 2017 best golf course by Green Bay Press Gazette.
- TCO is considered a leader in charitable golf event hosting and a leading choice for future brides.
- Thornberry Creek at Oneida has 15,000 square feet of flexible banquet space with large windows and spectacular views. This space will accommodate up to 300 guests at round tables at a time. 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.
- TCO hosted 37 special events in the 1st quarter for a total of 37 special events in the FY 2018.
- TCO hosted 4 golf events in the fourth quarter for a total of 4 in FY 2018. .
- FY2018 season pass revenue is up 7% year to date over FY2017.

Competitive Analysis:

GOLF

- Competitive analysis will be completed in the 3rd or 4th quarters.

Strategies for Improved Value:

- TCO continues to maximize opportunities with golf outings, weddings and special events throughout the summer months booking into 2018 and 2019. Saturdays in 2018 are sold out from May to September with many Fridays booked as well. In FY2018 we will continue to maximize green fee revenue by now charging premiums for Thursday and Friday golf

- outings. This will allow us to move some outings away from peak times and sell more peak green fees and free us up to book our banquet areas on Fridays.
- Our brand image continues to be elevated as we're seen and heard across all the major networks: FOX, CBS, NBC and WIXX.
 - TCO continues to be a major supporter in donations and giving within the community.

Material Changes or Developments in Market/Business:

- The Eagle room was completed in time for the Thornberry Creek LPGA Classic and we have begun to utilize the space with golf outings, corporate events and other parties. We will plan to sell most golf outings the Eagle room so that we can keep the pub and ballroom open for patrons and weddings.
- Staffing continues to be a challenge in the service industry with our salaried employees working many long hours and motivated hourly employees being tough to find. The quality of candidates proves difficult in the market due to compensation packages and an extremely low unemployment rate. We will be implementing a new culture initiative to support our managers and coach a contagious fun customer service atmosphere to our front line team members. Manager positions continue to turn over for various reasons including quality managers moving on or termination. Despite the adversity and turnover we have worked very hard to get a good group of managers in place for the 2018 season and we are excited for what they can do.
- Our current manager structure is as follows;
 - Josh Doxtator – COO
 - Justin Fox – General Manager
 - Donelle Walters – Food and Beverage Director
 - Wes Suzawith, Joy Lundberg, Lisa Daul – Restaurant Managers
 - Ken Hein – Executive Chef
 - Heather Buchberger, Amanda Pierce – Catering Coordinators
 - Steve Archibald – Golf Course Superintendent
 - Pete Nowak – Assistant Golf Course Superintendent
 - Ed Brusky – Golf Course Fleet Mechanic
 - Justin Nishimoto – Head Golf Professional
 - Travis Relyea – Golf Operations Manager
- The Pub continues to struggle outside of the golfing season and the expectation of growth is minimal unless major changes are made to the concept and product offered.

Market Growth:

- Social media had a .5% growth over the winter
- While revenues are down we have done a fantastic job of controlling expenses; net income is \$42,500 better than budget and \$32,500 better than previous year. Being \$32,500 better than previous year this shows that we are more profitable with less revenue proving that we

are becoming more efficient and focusing more on expenses (events, advertising, staffing) that ensure that we are profitable.

- Season passes are up 7% year over year which is a great sign that we are continuing the momentum of the last 3 years. We have had great feedback on the locker rooms and continue to focus on providing the best golf membership value in the area.

Pending Legal Action:

- No litigation pending.