

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 03 / 09 / 16

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 1st Quarter Report for FY16

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: 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 1st Quarter of FY16.

Request a motion to accept the OGE 1st Quarter Report for FY16.

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, 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 Valley 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 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:

- *Drone Hub Media* completed work on the golf course providing high definition video of the entire property, this will be utilized on the website including trade shows for 2016
- The Annual Halloween Cash bash was a success and included well over 100 attendees and an additional 30+ contestants
- Released Packer Performance Pricing and it continued to be a hit through early December when the course finally closed
- Our annual Big Cup brought about record participation at a higher rate
- The Packer Radio show continues to bring significant impact to the restaurant with approximately 120 in attendance weekly
- Our brand image continues to be elevated as we're seen and heard across all the major networks: FOX, CBS, NBC and WIXX
- We met with IBS, Integrated Business Systems, to discuss an overall upgrade to our software that would eliminate and integrate all business units into one
- Facebook reviews grew significantly in the 4th quarter and our overall rating improved by almost a full point
- The Annual Ugly Sweater party brought over 100 guests and continues to be a successful event in our annual lineup
- OGEC went into a sanctioning agreement with the LPGA to host a brand new event starting in 2017, this event will bring about national awareness and engagement and ultimately catapult the Oneida Nation in the category of destinations
- The newly remodeled Golf Shop was up 49% in sales in its first quarter for FY 2016 over last year
- Tobacco sales continue to grow as sales were up 117% over the first quarter in 2015
- On course food and beverage was up 52% in the first quarter over 2015
- TCO continues to donate rounds of golf to various charities in the area and is becoming a leader in giving
- TCO continues to see engagement from outside markets with Chicago being #3 in Google Analytics

Material Changes or Developments in Market/Business:

- Preliminary discussions are in place with 3 general contractors discussing the possible renovations of the entire facility
- Rick Jacobsen, the original golf course architect, has been onsite discussing possible design ideas
- We are exploring new ideas for team member engagement and loyalty as this proves to be a difficult area
- Retaining the good team members is proving difficult as the area is experiencing an all-time low concerning unemployment
- With the addition of the LPGA tournament in 2017 we have focused our efforts on the elevation of the brand in all platforms
- Banquet and special event business continues to decline and we're exploring the opportunity to hire a sales task force to help supplement the winter season
- The Pub continues to see growth in both food and beverage sales; our loyalty amongst guests continues to grow

Market Growth:

- Our social media presence continues to grow, up 85% since May of 2014 and up 13% in the first quarter of 2016
- Our special event series continues to generate revenue and overall attendance continues to grow year over year
- Wedding inventory for 2016 is almost completely sold out and we have dates in 2017 sold as well
- Golf course revenue has been greatly impacted due to the weather; golf rounds were up 24% and round revenue up 67% over 2015
- Golf shop sales grew 49% over 2015 in the first quarter
- Josh Doxtator was nominated for a Future 15 award by the Green Bay Chamber of Commerce, Current Young Professionals
- TCO continues to elevate their brand through campaigns in both social and market media

Pending Legal Action:

- No litigation pending.