

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 01 / 26 / 17

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 FY2017

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, OGE Agent
Your Name, Title / Dept. or Tribal Member

Additional Requestor: _____
Name, Title / Dept.

Additional Requestor: _____
Name, Title / Dept.

Oneida Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

September, 2016

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 #10 in the state by *GolfAdvisor* in 2016.
- TCO along with the Radisson, Wingate and Casino was ranked "Best Golf and Casino Resorts" in 2016 by *Golf Vacation Insider*.
- TCO Legends Course was ranked "Best of the Bay" 2016 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 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.
- TCO hosted 55 special events in the first quarter for a total of 55 special events in the FY 2017.
- TCO hosted 5 golf events in the first quarter with 3 Stay and plays in October.

Competitive Analysis:

GOLF

- Competitive analysis is scheduled to be completed in the 3rd and 4th quarters.

Strategies for Improved Value:

- We continue to cobrand the Thornberry Creek LPGA Classic, Thornberry Creek at Oneida and the Oneida Nation including TV commercials, social media, print with advertising starting before the holidays. We will see another major push 6 to 8 weeks prior to the event. All of our print ads and social media are cobranded to benefit the Oneida Nation, Thornberry Creek at Oneida and the Thornberry Creek LPGA Classic.
- Ads have been placed in the *Packer Gameday* publication as well as the *Wisconsin Badger Yearbook*; the expected circulation of both publications will be in excess of 1 million
- Working with CBS the Thornberry product was featured via commercial in all golf telecasts in 2016; the aerial footage from DroneHub will be used to create captivating imagery for our potential guest and client.
- TCO continues to maximize opportunities with golf outings, weddings and special events throughout the summer months.
- Our brand image continues to be elevated as we're seen and heard across all the major networks: FOX, CBS, NBC and WIXX.
- Our new point of sale system IBS has been a great help with reporting and efficiency for day to day operations.
- IBS allows OGE the opportunity to collect immediate feedback and package departments together to better offer value to our guest.
- We are scheduled and preparing for a wedding trade show as well as 4 golf trade shows in the 2nd quarter. Due to the trade shows we have seen an increase in Stay and Plays over the years and we have already begun to get inquiries on Stay and Plays for 2017.
- TCO continues to be a major supporter in donations and giving within the community.

Material Changes or Developments in Market/Business:

- OTIE has started the basement renovation; OTIE has been a pleasure to work with thus far. This includes an addition of an elevator, finishing the locker rooms and renovating the area so that it is up to code and useable for Player Dining. The area is expected to be complete by the beginning of June giving us plenty of time before the LPGA. We are already planning to utilize the space for golf outings and other events to generate revenue that is lost due to the upstairs being sold out for weddings or golf outings.
- OTIE is on schedule with the basement renovation.
- OGE has started a new Team Member recognition program and has experienced exceptional feedback regarding the program.
- Due to our seasonality TCO is significantly down in team members with an average of 60 during the 1st quarter. The quality of candidates still proves difficult in the market due to compensation packages and an extremely low unemployment rate.
- We continue to create alignment in our branding efforts in all marketing campaigns and print materials onsite; this process will continue for the next few years.
- 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:

- Our social media presence continues to grow, up 5% in the 1st quarter of FY2017 and up 18% from beginning of FY2016.
- Although revenues are up to budget and to prior year numbers so are expenses; some due to increased service efforts and operational costs from equipment breaking or needing to be replaced and preparation for the Thornberry Creek LPGA Classic.
- Pass holder sales continue to grow year over year; up 7% from FY2016.
- Weddings are up 33% in the 1st quarter and we are projected to have 40 weddings in FY 2017 and they are still booking! Our wedding business is up 30% for FY 2017 from prior year, accounting for dates that are booked with deposits.
- We have sold out all Saturdays in 2017 from mid-April to October except for 3 weekends and beginning to book multiple wedding weekends. With the addition of the practice tee and basement renovations we will be able to offer outdoor ceremonies in 2017 and beyond thus creating additional revenue to the facility.

Pending Legal Action:

- No litigation pending.