

# Oneida Business Committee Agenda Request

1. Meeting Date Requested: 11 / 08 / 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:

## 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: \_\_\_\_\_  
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:

Attached is the 4th quarter (July to September 2017) Internal Services Division report that also includes the Apple Fest Case Study.

The report and case study are for your information only.

1) Save a copy of this form for your records.

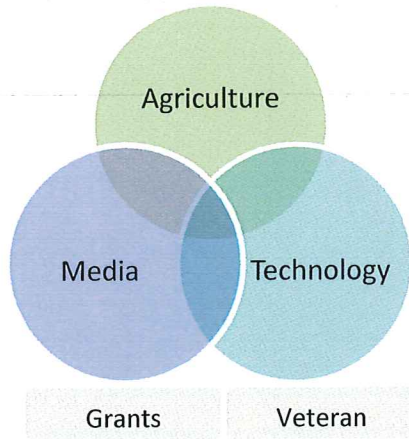
2) Print this form as a \*.pdf *OR* print and scan this form in as \*.pdf.

3) E-mail this form and all supporting materials in a **SINGLE** \*.pdf file to: [BC\\_Agenda\\_Requests@oneidanation.org](mailto:BC_Agenda_Requests@oneidanation.org)

# INTERNAL SERVICES DIVISION

Fourth Quarter Report FY17

July, August, September



The summer is the busy month for those departments working on outdoor activities: Tourism, Tsyunhehkwa, and the Veterans. Other departments continue to support the organization's areas indoors with GTC mailers (Printing & Mail), the news with the Kalihwisaks, Grants by continuing to see new funding sources, and MIS who is constantly upgrading and implementing new technology. All areas continue to focus their activities, pursue deadlines, schedule for staff coverage and find a ways to make it work. Kudos to the staff who are working in a very collaborative manner across departments, and pulling additional help when needed.

ISD is transitioning toward *building systems* (technology, media, agriculture) that can maximize the collaboration and continue to bring about new approaches for development and efficiencies.

Each continues to build on our goals:

- Technology – strengthening operational performance
- Agriculture – promoting a mindset for healthy foods for the community
- Media – enhancing Oneida's brand as a strong Nation

MIS continues to collaborate to implement and process improvements, such as the "paperless" hiring process with Gaming and HRD. Knowing the amount of paper copies used throughout the organization, this small effort can go a long way in efficiencies and eventually cost savings. We have seen these technologies and "paperless" approaches in purchasing, budget reports, and medical records. The breath of MIS across the organization and the system enhancements may seem minimal, yet each initiative brings another dimension of efficiencies and system-wide integration.

Agriculture is highly visible in the summer months, with the white corn growing, the bergamot ready for picking in July, cucumbers growing, and ready for the cannery's famous pickles. The Farmers' Market in full swing, the pantry is assisting emergency food needs; and in September, the aquaponics produced its first official harvest of greens for the Oneida High School. The Oneida youth summer program at the cannery was another successful season finishing 1390 trail mix packages and sweet grass braids. The cannery continues to process the dehydrated corn, salsa, jellies, and pickles; in addition to devoting time to educational workshops.

As we continue building the Oneida brand, Tourism was quite busy supporting the LPGA, which had tremendous positive feedback; back-to-back with the Pow Wow. They were busy with enhancements throughout the reservation with the Veteran's memorial wall, and continuing to develop the Longhouse. The Packers' Family Night, the Big Apple Fest, and an Elder Services video soon followed. AIANTA (American Indian and Alaska Native Tourism Association) brought their National conference to the Radisson, which gave Tourism another opportunity to highlight their agri-tourism (Big Apple Fest), and to develop a case study for presentation (see final pages of report). The Kalihwisaks kept right on pace in covering all the activities and covering the elections and swearing in for the Business Committee.

Grants kept a busy schedule working on securing new funding opportunities. They secured an ANA grant 3-year grant for Language Restoration; and an EDA grant for a Food Center feasibility study. These efforts will help with some new initiatives.

As we close out the 4<sup>th</sup> quarter, we are working on plans for FY 18 to continue to align with the Business Committee's Strategic Direction and to build systems that can develop a healthy Nation.

# Management Information Systems

ISD - Fourth Quarter Report FY17

## Strategy #1 Deliver Business Technology Solutions

The Nation's voicemail system was upgraded from AUDIX to AVST/CX-E. The new system shares many similarities with AUDIX however it provides a greater range of functions and ease of administration. It also provides interoperability with many popular office solutions that are standard within the organization. The addition of CX-E is a key element in the Oneida MIS strategy associated with unified messaging.

Planning and preparation to migrate the Nation's desktop operating system from Windows 7 to Windows 10 has continued. During 4th quarter FY'17 the team completed the task of evaluating existing software compatibility with Windows 10. Though not all current products are compatible, the team can now take actions to address those exceptions. The project is targeted for completion in January 2018.

The Surveillance Project continues to progress. As of 9/25/2017 all Main Casino and Gaming Warehouse cameras are now working on the new Genetec system. This was after the team completed a significant cabling activity, 30 days of verified dual recording (old & new system) and confirmation/verification by the OGC. In the coming months the team will continue to introduce the new system within the Gaming environment.

## Strategy #2 Promote Information Sharing & Collaboration

Gaming Employee Services has been holding "paperless" prescreening and interviews. The Personnel Commission members who have participated in the new process have given positive responses. This new method will soon be adopted by HRD and applied in a broader manner. MIS is currently developing plans to apply the process into additional areas, e.g., Applications, Personal Data Sheet, Declaration of Confidentiality, etc. These efforts are in support of the Nation's paper reduction strategies while supporting business unit effectiveness and efficiencies.

## Strategy #3 Optimize Use of Resources

The MIS team has been working with the Oneida Museum to provide a POS capability that meets their unique needs. That effort has resulted in a design that utilizes Oracle/Micros point of sale system that is used within the Gaming food & beverage environment and a back office solution (Yellow Dog) that can support the Museum's product tracking and inventory control needs. The system is targeted for a go-live in 1st quarter FY'18.

As reported in the 3rd quarter report, MIS completed negotiations with our primary cellular provider, Celcom. The projected monthly expense for the Nation's cell phone and broadband devices is trending at \$16,500/mo which is about \$5,500/mo savings or \$66,000/yr. Currently, MIS is continuing to provide iPhone 7's vs iPhone 8's. Our cost for 7's is \$50 while an iPhone 8 is \$250. The price difference in relation to the value isn't realized by the majority of our customers. MIS will provide iPhone 8's with appropriate justification and signoff.

### MIS Goals for FY'17

#### Deliver Business Technology Solutions

Develop mobile app's to support the goals and objectives associated with Oneida Language Preservation and On^yote?a.ka principles.

#### Promote Information Sharing & Collaboration

Leverage the recent deployment of Passport (POS) solution within the Retail environment. This activity is in alignment with the Nation's 4 Strategic Directions, specifically a commitment to building a responsible Nation.

#### Optimize Use of Resources

Phase I of the Surveillance project will be completed. The outcome will support the standardization of the Nation's surveillance environment while enhancing the Nation's overall security posture



# GRANTS OFFICE

ISD Fourth Quarter Report FY17

## Strategy 1: Enhance tribal services with external funding (both new and continuation)

Our goal was to reach up to \$7 million in grant funding thru the Grants Office assistance. We came very close with a total of \$6.98 million in external funding going thru this office by end of FY17. Grants are getting harder to obtain due to a decrease in federal dollars and funding agencies wanting to spread the funding to more needy organizations.

Examples:

- ANA Oneida Language Restoration Project - \$230,421/yr. for 3 years.
- EDA Planning & Local Technical Assistance Program - \$128,928
- Delta Dental of WI Dental Clinic Expansion - \$55,000

We have a total of \$5.7 million remaining in pending grants for the FY.

## Strategy 2: Become a resource for a 1-stop shop for funding/grant data and services.

- Provided assistance for various programs and enhanced their ability to obtain external funding.
- Maintaining tribe-to-tribe, grantor-to-grantee, and other relationships to increase our opportunities.
- Maintaining a database that includes all funded, denied, and pending grants.
- We will be reaching out to programs within the Oneida Nation once again in an effort to collect and maintain overall data and statistics on an on-going basis.

## Strategy 3: Enhance tribal and community efforts in fundraising thru the development of a 7871 fund unit.



- The Grants Office Manage also acts as the Oneida Youth Leadership Institute Executive Manager, as the OYLI is within the overall authority of the Oneida Nation.
- The OYLI website is close to being finished. Stellar Blue Technologies was obtained to develop our website. Once we get all the information finalized the Website will be up and running.
- An Advisory Board is currently being developed. Working SOPs and processes/policies are being developed with Accounting and the Asst. CFO. All disbursements are on hold until the Disbursement Policies and Procedures are approved. There is currently \$22,455 in the account at Bay Bank. Below is a breakdown of the deposits and their particular restrictions.

WPS donation to LPGA Youth Gold Clinic	restricted	\$10,000
Private donation	unrestricted	\$100
Packer ticket sales	unrestricted	\$1,010
Deposit for Team WI	restricted	\$400
LPGA Volunteer Fundraiser	restricted	\$8,145
Deposit for Lacrosse team	restricted	\$2800

TOTAL \$22,455

# TSYUNHEHKWA

ISD Fourth Quarter Report FY17



## Farm

### Summary

Tsyunhehkwa staff monitored the growth of the white corn and continued to cultivation to limit weeds and ensure growth. They carefully watched the corn to determine the time for the Green Corn Ceremony and held a Green Corn Celebration. Tending to the garden needs they were able to harvest 255 lbs. of cucumbers, and gathered 1193 eggs from the chicken layers. They continue to assess the needs of the cattle and selected animals for processing.

### Equipment and Improvements

New facing established for entire farm and to support managed grazing.

## Cannery

### Production & External Orders

Corn Bread Flour 50 lbs., Corn Bread 221 lbs., Corn Roasted 19 lbs., Assorted Jam 123 pt., Pickles 599 qt., Red Salsa 48 pt. **External Orders:** 15.

### Community Food Processing

21 people used the cannery facility and equipment to process: Pickles 270 pt., Jelly 21.5 pt., Jam 22 pt., Salsa 20.5 pt., Apple Sauce 65 pt., Tomato Veggie Juice 165 pt., Tomatoes 40 pt. Dehy Corn 65 lbs., Hull Corn 32 lbs., Corn Mush Flour 20 lbs.

### Oneida Entrepreneur Youth Group

Youth learned about food processing, food security, agriculture and medicinal plants. They cleaned hoop structure, addicted in making pickles, picked and made sweet grass braids & sweet grass ties, finished 1390 trail mix packages, hulled corn bread flour, and made corn bread for the Oneida Market and Oneida One Stop orders.

## Workshops, Events, Tours, & Travel

**Workshops:** Dill Pickle on July 29 had 10 participants. Spaghetti Sauce & Tomato Veggie Juice canceled due timing of tomatoes. Tsyunhehkwa Seed Selection (Sept). **Events:** Bergamot Volunteer Event on July 27, 23 Volunteers picked 300 bundles of 30., Badger Park for Oneida Entrepreneur Youth Group. Green Corn Celebration. **Tours:** College Horizon Scholars on July 22 had 25 adults. **Travel:** Rekindling the Fire of Our Sisterhood (NY), Aug 18-21 - Vickie Cornelius; Hemp Field Day (MN) Aug 23 - Kyle Wisneski; 2017 Native American Nutrition Conference (MN), Sept 18-20 - Jamie Betters.

## Other

- The Cannery is collaborating with accounting to develop a **Cannery Recall Policy**
- **Equipment Repairs:** Boiler, Refrigerator (processing)
- Updated **Farm to School** pricing for cucumbers





# ONEIDA COMMUNITY INTEGRATED FOOD SYSTEM

ISD Fourth Quarter Report FY17



Gardening Workshop

Family Photo Banner

Kristy Krenke Presents

## Strategy #1 Educate the Oneida community about food, agricultural opportunities, nutrition and health risks

- Collaborated with **Andrew Ruis from UW-Madison** on a grant for **OCIFS Augmented Reality** project and **Virtual Internship** that would use the Oneida High School as an Educational Pilot Project.
- Wrote up an article for the Kalihwisaks about the Blooming Prairie grant and the raised garden bed workshops with pictures that were put on in July.
- Wrote an article on the Nutrition Education workshop wrap-up article to be published in the Kalihwisaks with interviews and pictures.

### Promote education through Agri-Tourism efforts

- Promoted Oneida Big Apple Fest/Harvest Fest. Set up the Oneida Farmers Market at the Big Apple Fest event on Saturday, Sept. 16 and at Harvest Fest event on Saturday, October 7.
- Planned for the **Experiential Learning sessions for the Food Summit** including: transportation, outlines and a PowerPoint presentation for the Apple session.

### Share through educational forums

- Presented Oneida food and Agriculture with Kristy Oneida History at the New Perspectives Senior Living in Howard. There were 19 Elders in attendance.
- Attended the GROW Project on Friday, Sept. 22 in Green Bay where key stakeholders gathered to work together to measurably improve the well-being of all who call Greater Green Bay home.

## Strategy #2 Integrate Oneida and locally produced foods into the Oneida community and institutions

- The weeks of August 24 and August 31 we held a Food and Funds Drive for the Oneida Food Pantry at the Oneida Farmers Market. **With the help of our customers and vendors we were able to raise 106 pounds of food and \$211 in funds.**
- Created a banner where families were able to get their pictures taken and learn about the benefits of healthy locally produced foods.

# ONEIDA EMERGENCY FOOD PANTRY

ISD Fourth Quarter Report FY17

# Emergency Food Pantry



The 4<sup>th</sup> Quarter completes the Oneida Emergency Food Pantry's 9<sup>th</sup> month in operation. We served 1,317 clients (Including repeats) and distributed 11,572 pounds of food during the 25 days available for food pick up during the quarter. We processed 123 bulk donations and continue to stay adamant about our food inventory process. We've identified some causes for clients utilizing the pantry. We're working closely with Economic Support to close the gap. Some of our activities for the 4<sup>th</sup> quarter included the Farmers Market food and fund drive, Diamonds for dollars (Oneida Retail), and being awarded a \$2,000 grant from the United Way- Phase 34. Goals from 3<sup>rd</sup> quarter met include establishing Social media account, increasing donor base, volunteerism, and continued preparation of 2018 school food drives.

## Q4 Donations Collected

14,267 Lbs. + 52%

## Q4 Food Purchased

\$9,886.77 +283%

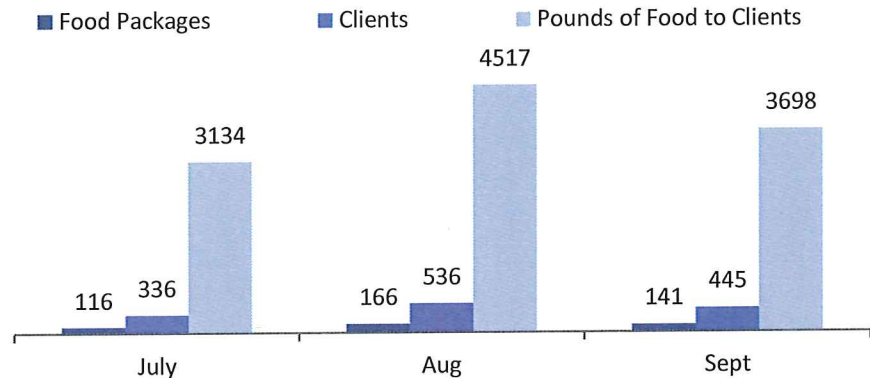
4,386 Lbs. -85%

## Q4 Food Waste

1,905 Lbs. + 140.5%

## Q4 Food Re-Donated

3,553.2 Lbs. +46%



In the 4<sup>th</sup> Quarter the Pantry saw an increase in families, packages, and food being dispersed. Out of the 423 packages dispersed 320 of those were to repeat clients. Out of the 103 families served, 62 were new clients. We help to feed 337 individuals in our community during Q4.

## Strategic Goals

### Establish the Emergency Food Pantry

- Food Pantry Operations Manual in progress
- Develop Informational Rack Cards

### Reducing Food Waste

- Research Feasibility of Processing Station
- Implement Composting

### Increase Community Engagement

- Collaborate with other Nation entities
- Continued Planning for 2018 school food drives





# VETERAN DEPARTMENT

## ISD Fourth Quarter Report FY17

**Mission:** Provide Quality Services and Assistance in the Delivery of Entitlements and Benefits due our Oneida Nation Veterans and their Families.

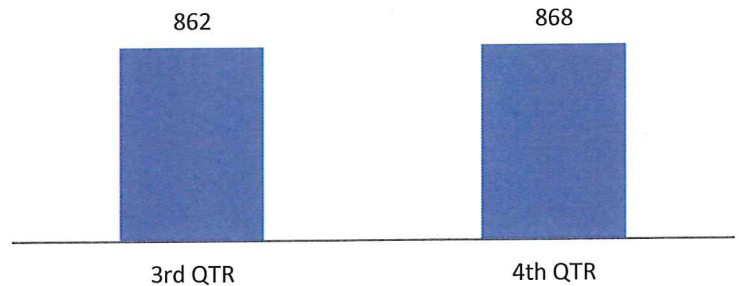
One of Oneida's Veteran Departments Major Initiative is Improving Customer Service and our Clientele numbers maintain approx. 287 visits per month.

Another major initiative that we, the Oneida Veteran Dept. are working on is an end for Homeless Veterans in Oneida. Currently working with the Dept. of Veteran Affairs HUD/VASH Case Manager and OHA. 19 veterans have met the VA criteria and have been awarded Rent Vouchers and 10 have been housed to date. Oneida was awarded 20 Vouchers in 01/2016.

Oneida Nation Veteran Dept. supports the Nation's Initiative Alignments, specifically Community Development. Our Dept. sponsored an eagle Feather Ceremony recognizing our LPGA staff, the Dept. was host to Congressman Gallagher at our Friday breakfasts and represented the Oneida Nation Veterans Dept. at Indian Summer, helping at the Wisconsin Dept. of Veterans Affairs veteran tent.

The Oneida Nation Veterans Department main service is VA Disability Compensation/Pension claims. Awards this quarter total, in Retro payments the sum of \$152,023, last quarter was \$117,649. Monthly VA disability/pension checks, which total \$11,782, last quarter was \$11,526.

### Veteran Department Client Visits



### 4<sup>th</sup> Quarter Highlights

Calls Received	1046
New Clients	5
Other Tribes	21
VA Disability Claims	32
Community Utilization of Veterans Building	39 Days

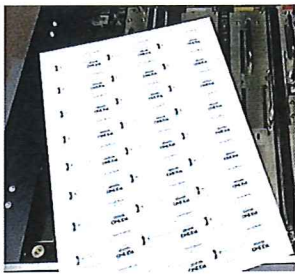
### Aquaponics Project

The Aquaponics Project continues to draw in community members and outside visitors to see to see the operation up close and experience the newest element to our integrated food system. The Environmental Department and Department of Public Works continue to offer support makes sure the building and equipment are working properly. Tony and Melissa play key roles in inspecting plumbing and pumps, clearing tanks, transferring seedlings to rafts, weighing fish, testing temperature and PH levels to ensure water quality, pest control and harvesting product. So far, the aquaponics system has produced many varieties of lettuce and has introduced basil to begin testing the production of herbs. Veterans are showing interest in healthy food and plan on routine maintenance for the system.



**Strategy 1: Improve Infrastructure**

- Training materials on variable data being revised for Mail Center.
- Hire an Oneida Press Operator Trainee position. The philosophy behind the department is to try and build capacity of individuals who may not be interested in school but in a skilled position.
- Purchase Duplo 646 – Machine allows monthly and re-occurring printed jobs to be prograded into the machine and with a click of a button finishing is automated. This is for smaller quantity jobs.



**Strategy 2: Increase sales**

- Printing Operations exceed \$1 million in sales. \$9000 short of budgeted projections
- Continue to research additional machinery that can offer a new product to the outside market.

**Monthly Invoices/Estimate Totals**

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	
FY 17	87	107	99	116	108	120	100	108	146	95	162	107	1,355
FY 16	107	101	102	123	118	130	116	119	118	71	134	112	1,351
FY 15	101	85	93	95	94	108	112	106	105	118	144	111	1,272
FY 14	108	85	88	110	109	133	118	122	122	101	125	120	1,341

**Strategy 3: Improve Brand/Image**

- Continue roll out of Big Bear Media
- Begin to develop new collateral materials to market to the outside market.

**Strategy 4: Improve Department Efficiencies**

- Continue with communication improvements to improve efficiencies.
- Begin to develop cross training plan to be implemented in FY18.

# KALIHWISAKS

ISD Fourth Quarter Report FY17



## Achievements

- Printed six issues – July 6, July 20, August 3, August 17, September 7, and September 21, 2017. (Advancing Oneyote?aka Principles)
- Covered the tri-annual elections and printed the results (Implementing Good Governance Process)
- Covered events such as the Oneida Powwow, Miss Oneida, LPGA at Thornberry Creek, and Big Apple Fest (Advancing Oneyote?aka Principles).
- Printed Oneida Business Committee meeting minutes, board postings, public hearing notices, and legal notices. (Implementing Good Governance Process)
- Worked with other departments such as SEOTS, OCIFS, Adventures, Culture, ONAP, OCEC, and OFF to create monthly pages to share their news and events. (Advancing Oneyote?aka Principles)
- Worked with Communications to produce weekly "This Week in Oneida" video. (Advancing Oneyote?aka Principles)

## Goals for FY2018

- New photo contest limited to pictures taken on the Oneida Reservation
- Expand our media platforms to include phone apps, online payments, more online content
- Create a portfolio to attract advertisers
- Complete SOP's and other suggestions made by 2017 department audit



Photo: Apple Fest (left) Oneida Nation Pow Wow (right)

# TOURISM

## ISD Fourth Quarter Report FY17

### Strategy 1: Develop Cultural Tourism

- Long House – Architecture Structures installed trusses, and Conservation working on shell.
- Veterans Wall – Flowers planted and established with help of community.
- Amphitheater/Visitor Center – on hold, due to lack of funding.

### Strategy 2: Drive traffic to the Oneida Reservation

- New Tourism Specialist hired and has transformed the bus tour process with an improved communication/reporting spreadsheet. New data base and PR plan being developed.
- Assisted the Oneida Pow Wow with arbor design and video
- Assisted the LPGA/July with a display in the Oneida Village.
- Aug. Packers Family Night – Oneida had the most popular booth once again teaming up with the Wild Life Sanctuary critters.
- Big Apple Fest was a BIG Success! Overall orchard sales were down due to the 85 degree heat but overall PYO is up.

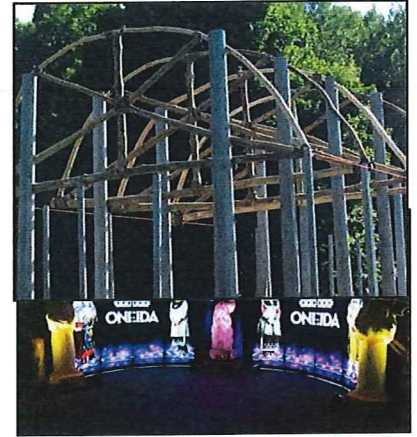
#### Oneida Reservation Tours

2017	834 people
2016	2883 people
2015	2899 people

- In development is an on-line driving tour to promote all the entities of Oneida.

### Strategy 3: Maximize Media

- Shot second interview with Gordon McLester for a documentary on the Oneida Elder Interview project.
- Elder Services Video at fine cut stage
- Facebook 47 posts, 47,623 QTR Reached, 211,550YTD reached, 2,088 likes: Total Page Likes 1,023, Following 4,075



Explore



Big Apple Fest  
Oneida, Wisconsin

## AGRITOURISM CASE STUDY



[exploreoneida.com](http://exploreoneida.com)





Big Apple Fest is a family event in Oneida, Wisconsin sponsored by the Oneida Tourism Department, Oneida Cultural Heritage Department, Oneida Nation Apple Orchard, and Tsyunhehkwa Retail store.

The Big Apple Fest highlights Oneida Culture and History in a fun and inviting fall festival where most of the activities are free. Folks tour Oneida's five fully-restored historic log homes, play games, see live animals, ride horse-drawn wagons and are entertained by Rhea the Trick Horse. Food is available through vendors and the farmer's market. Big Apple Fest visitors hop on a shuttle from Cultural Heritage to the orchard to pick their own apples.

The focus of this case study is on the development and growth of Big Apple Fest. Big Apple Fest occurs the third Saturday in September and is planned and operated by the Oneida Tourism Department. The Big Apple Fest is going into its 8<sup>th</sup> year and each year it grows in attendance.

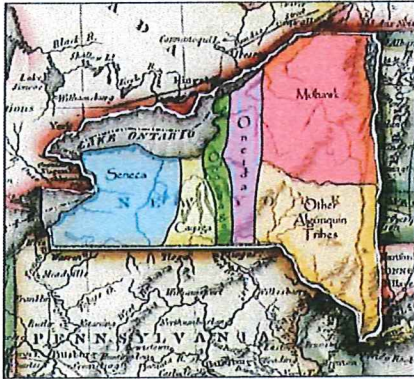
*Michelle Danforth*

Oneida Nation Marketing & Tourism Director



## A Brief History of the Oneida Nation

The Oneida Nation reservation is located in Northeast Wisconsin just west of Green Bay. There are 17,147 enrolled citizens with approximately 3,100 living on or near the reservation. Because it is a "checkerboard" reservation, Oneida is a mix of urban, suburban and rural lands. Oneida has developed land for economic and housing needs, and has also taken steps to preserve and restore wetlands and forests.



Originally part of the Iroquois Confederacy, the Oneyote?a.ka – People of the Standing Stone (Oneida) lived in what is now central New York State. Oneida historically was a matriarchal society with three clans: turtle, bear and wolf. Clans and kinship were passed down through the mother's side of the family, and the women were in charge of agriculture and choosing chiefs. Our traditional crops were the Three Sisters: Corn, Beans and Squash. The Oneida supported the colonists against the British during the American Revolutionary War. However, in 1823, after the war, Oneidas were pressured by land speculators to move to what was known as the Michigan Territory.

Many of the Oneida carried on their livelihood of farming on the 65,400-acre reservation. The Dawes Act of 1887 divided the reservation into individual allotments for Oneida citizens. Eventually, a majority of the acreage was sold or lost to unpaid taxes.

In 1934, the federal government reversed the allotment policy under the Indian Reorganization Act. The Oneida wrote a new constitution and reorganized their tribal government in 1936, and purchased 1270 acres of land the following year.

In 1976, Oneida citizens, Sandra Ninham and Alma Webster, started holding bingo games to help pay for the utilities at the new Oneida Civic Center. Eventually, as Indian gaming expanded, Oneida was able to use gaming funds to purchase more lands within the borders of its 65,400-acre reservation including an apple orchard and the Cultural Heritage grounds.

Today, the Oneida people work to preserve their language and culture through the Oneida Nation School System, Oneida Language House, and by using cultural iconography in Reservation signs and media. The Oneida Nation is comprised of 2,800+ employees and has over 200 funded business units. Accomplishments include two large gaming facilities, hotels, bingo, and a golf course. The Oneida have also established a health center, nursing home, elder center, police department, judicial court, two libraries, and Big Bear Media Center to name a few more.



## Thinking Big Works

In 2009, the Cultural Heritage Department aimed to create several annual historical events to promote culture and history. We were looking to create an experience to remind folks that 1) the Oneida people came from the New York territory, "The Big Apple"; and 2) that Oneida apple orchards were burned down after the Revolutionary War in retribution for standing with the colonists. The event would also nurture relationships between Oneida and Non-Oneidas. Big Apple Fest emerged to meet these needs.



## Overcoming Obstacles

One of the barriers the Cultural Heritage Department faced was funding. The Oneida General Manager reviewed the event proposal and supported the effort with \$5,000—enough money to pilot the event. During the planning process, we realized location was also a barrier. Cultural Heritage, located on Highway 54 at the edge of Green Bay is 1.5 miles away from the Apple Orchard. Shuttle buses would eventually carry attendees back and forth.

Cultural Heritage aimed to attract 500 attendees. The 2009 event included farm animals, a horse-drawn wagon, a log restoration project, old-time fishing, a couple of games for kids, and an apple pie contest. Heritage Hill, a local living history attraction, donated time period clothing from the late 1800s to early 1900s.



Funds were used for signage—to purchase plywood and cut out big wooden apples, golf carts, portable toilets, and pay other outside vendors. Donations of soda and water came from Coca-Cola. Departments collaborated to share resources: tents were borrowed from the Housing Department; trash and recycling bins and picnic tables were loaned from the Conservation Department; tables and chairs were also borrowed from the Department of Public Works; the Library pitched in to create games and crafts for kids.



Paid and unpaid promotions of the event included ads in the tribal newspaper, posters to tribal departments and a press release to local media. Flyers were sent to a few elementary schools in the area to invite students to Education Days, scheduled the Friday before Big Apple Fest. Kids came out in five school buses. Over 1,000 people showed up for the first annual event—exceeding expectations. Average product sales for a weekend at the apple orchard were approximately \$2,300. Big Apple Fest earned the same amount in a single day!



## Building Annual Momentum

In its 2nd year, Big Apple Fest expenses grew by \$1,000 due to the purchase of reusable signage. Promotional materials increased to 3,600 flyers to local Green Bay and Oneida schools and 400 printed event cards. As a promotional tactic, caramel apples were sent to the news stations a week prior to the event. A portion of funding was used to purchase t-shirts for volunteers and workers during the event. Because the need for security grew, we added 3 security guards to support traffic control and included first responder preparations. This would be the last year of Education Days due to time constraints of staff.

However, other areas of the event were gaining momentum bringing our total attendance for the second year to over 1,500 people.



In 2011, the Big Apple Fest was brought under the Oneida Tourism Department and an infusion of funding was provided to take the event to the next level. The Oneida Tourism Department received room tax dollars as a base for their overall departmental funding. The total budget was now \$10,000. Rhea the Trick Horse became the new main attraction and the logistics of the event doubled with a professional tent company, 2 horse-drawn wagons, the Oneida Farmer's Market addition, and increased horse and wagon demonstrations. The signage was bigger and better. More security and workers for traffic control and demonstrations were required. Shuttles were added with service to the apple orchard from the Cultural Heritage grounds. Promotional materials included 5,000 school flyers to elementary schools. In the third year of the event the attendance was close to 3,000 people. Over 50 pies were entered in the pie contest. Noteworthy challenges: we were running out of parking at both locations, cars parking on the highway, long lines at 7 food vendors, and the Apple Orchard ran out of bags. The pie contest judges almost passed out from tasting 50 pies!



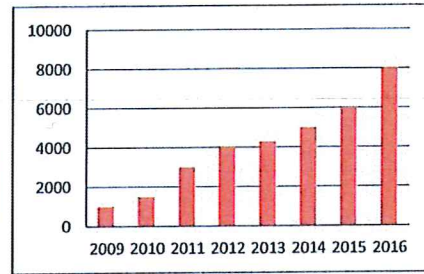
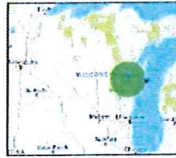
In 2012 attendance increased to over 4,000 people. A second parking area was created on the Cultural Heritage grounds. Entertainment for families brought Rhea the Trick Horse and Koko the One Trick Mule back. Promotional materials included 6,100 flyers to schools. Oneida apples were featured on Living with Amy, the Fox 11 website. Eight-second pump ads were played at two of the most popular One Stop gas stations and ads were placed in the Green Bay Press Gazette and on WFRV (CBS) channel.

In 2014, Koko the One Trick Mule was popular with kids attending the event. The addition of the Jazmine and Lexus King, who offered barrel racing demonstrations and rope tricks brought a new level of showmanship to the event. Apple sales at the orchard set a new record of \$7,700 for one day!

Attendance grew in 2015, surpassing 6,000 attendees. Big Apple Fest continued to grow with over 8,000 attendees in 2016. The average \$3,000 per weekend in Apple Orchard sales jumped to over \$15,000, a 36% increase since 2014. This does not include the overall gross sales generated at the Apple Orchard over the entire apple-picking season.

## Moving Forward as a Community

Over the past eight years, Big Apple Fest has averaged an 87% annual increase in attendance and collected \$50,000 in sales. Families of all sizes commonly travel to the event from within a 45-mile radius. An all ages crowd includes grandparents, parents, and children. Attendees are Native and non-Native. With ever increasing attendance at Big Apple Fest, increased funds are required. We credit our success to working together and staying true to our vision.



## The "Big Apple Fest" Brand

Our brand is as bold as the red apple. We are family-friendly with our bright red and shades of green. The Iroquois sky domes add an Oneida touch to the design. Icons display key characteristics of our event. Maps help the audience explore the grounds.



Poster



Social Media Ad



Event Fan



Event Card



Website Slider



Event Logo



## Tips for Starting a Grassroots Event

### 1. Pick the Right Date

Start planning 9 months to a year in advance. Search the web for all the events happening in your area on the possible dates so you are not competing with an established event.

### 2. Develop a Unique Concept

Big Apple Fest was selected based on its association with Oneida's history in New York. Bring together different aspects of your community to create something intriguing.

### 3. Set Realistic Volunteer & Attendance Goals

Recruit volunteers in your family and friends. Volunteers can help you promote by word-of-mouth and decrease the time it takes to set up and take down.

### 4. Brainstorm to Borrow

Big Apple Fest sourced tents, a generator, bingo, hay bales, straw, corn stalks, goats, horses, garbage bins and picnic tables. Many of the resources came from internal Oneida tribal departments and Non-profits.

### 5. Develop a Budget

List all the costs associated with your event. Costs may include on-site restrooms, trash and recycling, tables & chairs, sound & music, golf carts for transport, location fee & permits, entertainment, supplies. Consider a small contingency fund. You might offset costs by charging a parking fee.

### 6. Outreach is Key

Promotional materials can range from posters and postcards to social media, radio and TV ads. For Big Apple Fest, school fliers were the most effective way to bring in families from our surrounding community.

### 7. Secure Sponsorships

Tribal sponsors and enterprises can help pay for your event. Contact local companies who align with your concept and check out your local Convention and Visitors Bureau. Search for local tourism grants or other tribal grants.

### 8. Develop a Traffic Plan

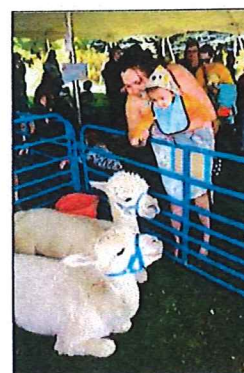
Visualize the type of experience you want your guests to have from the moment they arrive at your event. How will they know where to go?

### 9. Prioritize Safety & Security

Make sure you have enough trained staff or volunteers standing by for a health emergency. Include first aid kits and supplies for emergencies.

### 10. Develop a Brand

Create a cohesive look and feel for your event. Good design will generate excitement and communicate to people what they can expect.



ONEIDA

## Oneida Apple Orchard Site

Sat. 10 am - 4 pm

**PYO**  
\$1.00  
Money Crop  
75 C/lt  
other varieties

**Entrance / Exit**  
(limited parking at orchard)

**Parking Lot 4**

**Overland Drive**

**Shuttle Stop**

**Hwy 54**

**Shuttle Stop**

**Parking Lot 3**  
Ridgeview Plaza

**Big Apple Schedule**  
Saturday, September 18  
Oneida Cultural Heritage Grounds  
10 am - 4:00 pm  
Under the Big Top Tent

11:30 - 12:15 Old Time Bingo  
1:00 Apple Pie Cook-in Class  
2:45 Apple Pie Frolics, Amusement & Final Judging Begins  
3:00 - 4:15 Live Entertainment by Dewey Ruckert & Hovee

**Demonstrations**  
11:00-11:20 The King Gals  
Barn Raising Demonstration  
11:30-12:15 Competition Horse & Carriage Demonstration  
12:30-1:00 Mini & Mini-Cornedy Show  
1:15-2:00 Rope Tricks by Dewey  
2:15-2:45 Mini & Mini-Cornedy Show  
Special Appearances By: Juice - The One Trick Mule

Caravan Shuttle to both Locations

\$250 Best Apple Pie Contest

Kids Area & Petting Zoo

Fun Horse Shows

DOOR PRIZE \$200 Gas Card

Miller & Mita Comedy Show

## Cultural Heritage Site

Sat. 10 am - 4 pm

**Entrance**

**Parking Lot 1**

**Shuttle Stop**

**Entrance**

**Exit**

**Shuttle Stop**

**Shuttle to Orchard**

**Shuttle Stop**

**Entrance**

**Parking Lot 2**  
Veterans Memorial

**Hwy 54**

**Green Bay**

Activities: Farmhouse, Welcome Table, Veterans Food Area, Farmhouse, Big Top Tent, Old Time Bingo, Kids Area Games & Crafts, Archery Demo, Dog Park, Tractor, Farmhouse Market, Welcome Table, HORSES & OTHER ENTERTAINMENT, Dog Cart, Debra Sam's Cartage, Koko, Chewy's Rope Tricks.

## Bus & Transit Route

**Lot 1 (longhouse)**

- 3 Lamers Trolley
- 1 Handicap Trolley
- 1 Reg. Transit

**Lot 2 (Vets Wall)**

- 1 Lamers Trolley
- 1 Discovery Coaches Trolley

**Lot 3 2 Transit Shuttles**

**Lot 3 (Ridgeview Plaza)**

**Lot 3 2 Transit Shuttles**

2710 W Mason St. Green Bay, WI 54303 | 920-337-2627 | exploreoneida.com

