

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 2 / 14 / 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:

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:

Additional Requestor:

Additional Requestor:

Oneida Business Committee Agenda Request

6. Cover Memo:

Describe the purpose, background/history, and action requested:

- 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 Retail Report

Oneida Tribe of Indians
of Wisconsin

1st Quarter FY 18
October 1, 2017 - December 31, 2017

The following is a brief update on projects and happenings within Retail and is not meant to cover the day to day detail, but an overview of Oneida Retail Enterprise activities.



A good mind. A good heart. A strong fire

Vision Statement

A Nation of strong families built on
Tsi² niyukwalihot² and a
strong economy

Mission Statement

"To generate profit for the prosperity of the
Oneida Tribe"



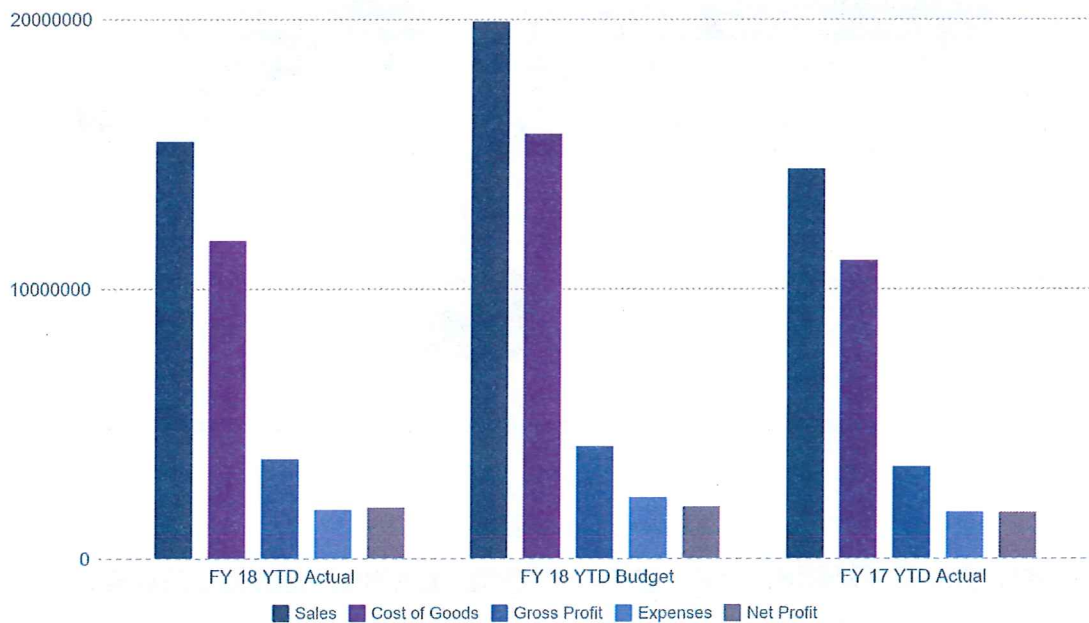


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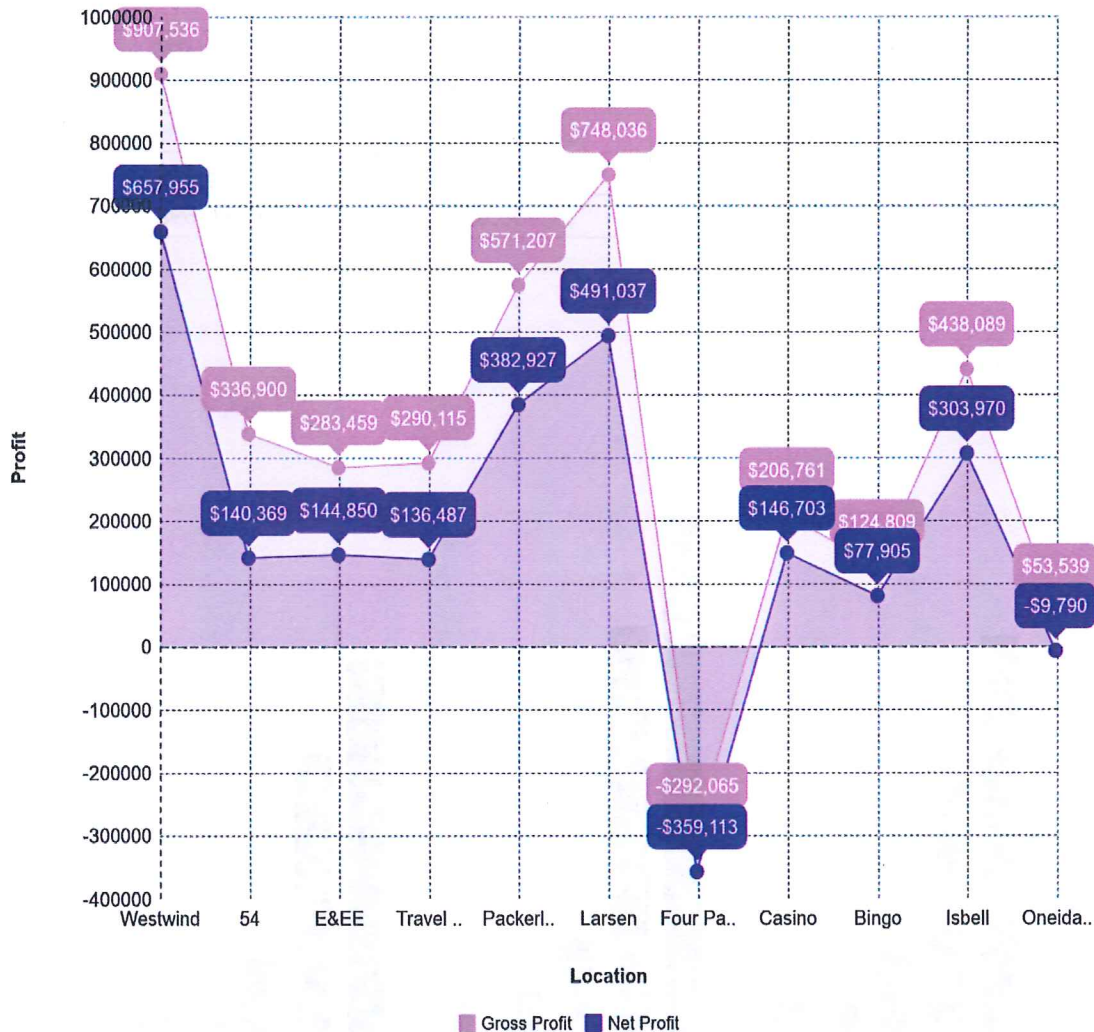
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1 FY 18 Qtr 1 Profit & Loss Statements

Actual vs. Budget Comparison	Actual YTD FY 18	Budget YTD FY 18	Actual YTD FY 17
Sales	\$15,444,997	\$19,892,020	\$14,433,037
Cost of Goods	\$11,773,128	\$15,744,789	\$11,037,758
Gross Profit	\$3,671,869	\$4,147,231	\$3,395,279
Expenses	\$1,792,410	\$2,246,299	\$1,708,581
Net Profit	\$1,879,459	\$1,900,932	\$1,686,698



YTD Gross Profit vs. Net Profit by Location



Westwind has been #1 in sales, gross profit & net profit for over 20 years.

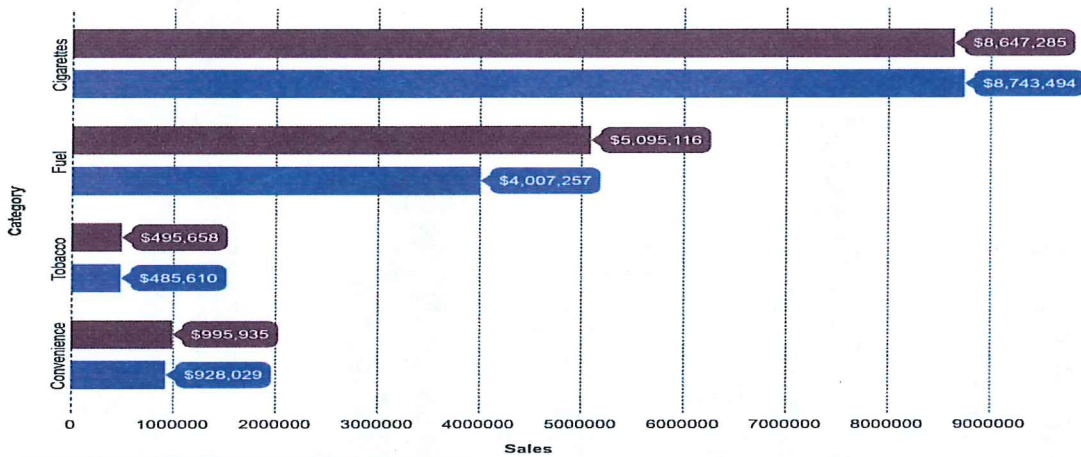
Westwind sells the most cigarettes followed by Larsen & Packerland



Gross Profit %
 Westwind - 28.21% Larsen - 22.94%
 54 - 21.87% Casino - 30.86%
 Four Paths - (131.80)% E&EE - 25.71%
 Bingo - 35.74% Travel Center - 22.11%
 Isbell - 30.25% Packerland - 26.57%
 Oneida Market - 30.31%

2

YTD Sales by Category YOY



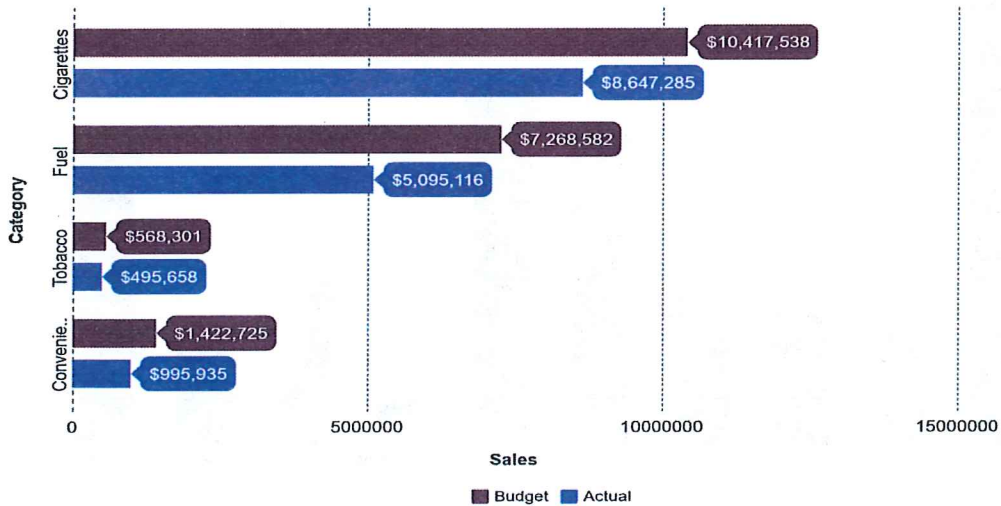
Cigarettes continue to dominate sales & gross profit.
Followed by Mobile branded fuel.



Cigarettes GP% - 29.55%
Fuel GP% - 12.56%
Tobacco GP% - 26.60%
Convenience GP% - 26.04%
Overall GP% - 23.77%

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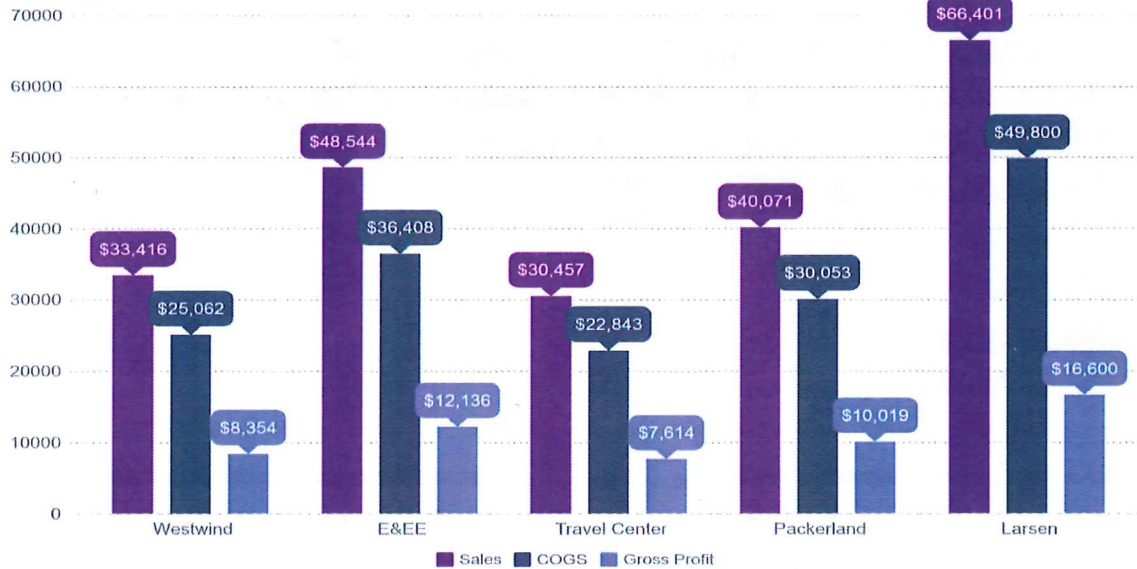
YTD Sales by Category Actual vs Budget



Actual Sales is behind budget
\$4,447,023 Actual
Sales is up
\$1,011,960 YOY

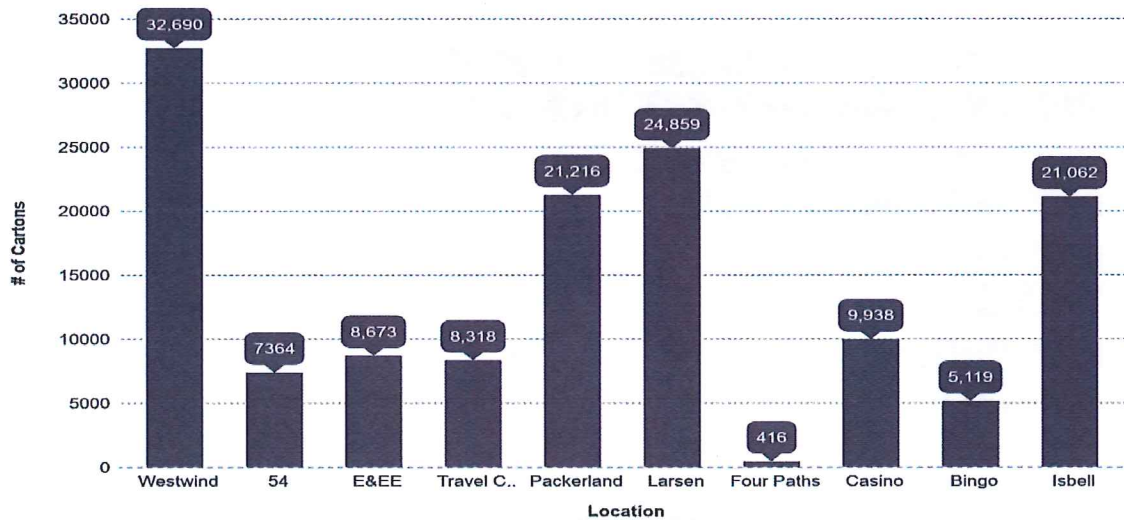
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Qtr 1 Alcohol Sales By Location



2

YTD Carton Sales by Location



of Cartons Sold



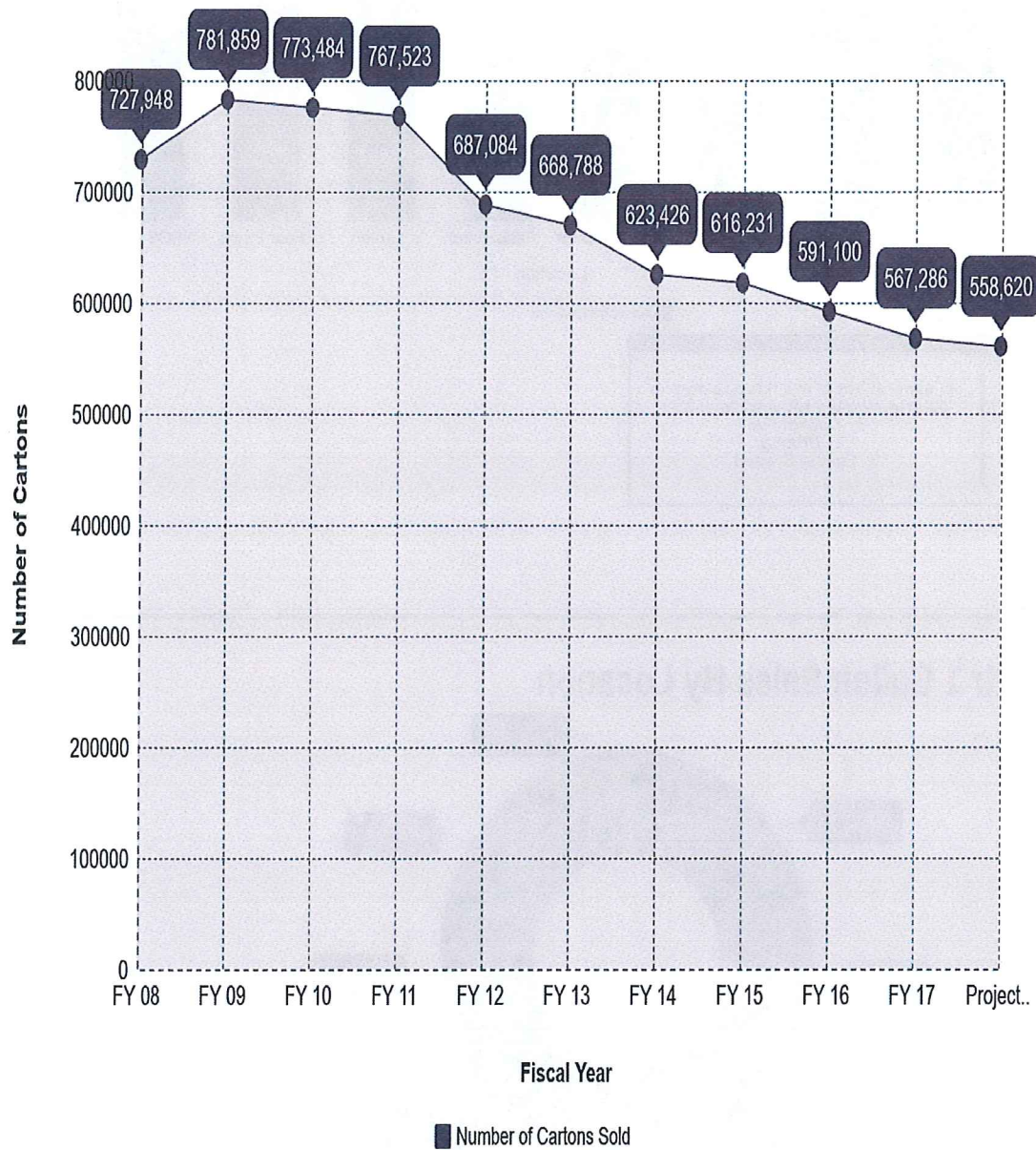
The average convenience store sells 106 cartons per week (S. Abraham & Sons) in the state of Wisconsin.



FY 2018 Weekly Average
 Westwind 2,514 avg 54 566 avg
 E&EE 667 avg Isbell 1,620
 Larsen 1,912 avg Packerland 1,632 avg
 Four Paths 208 avg Casino 765 avg
 Bingo 394 avg Travel Center 640 avg

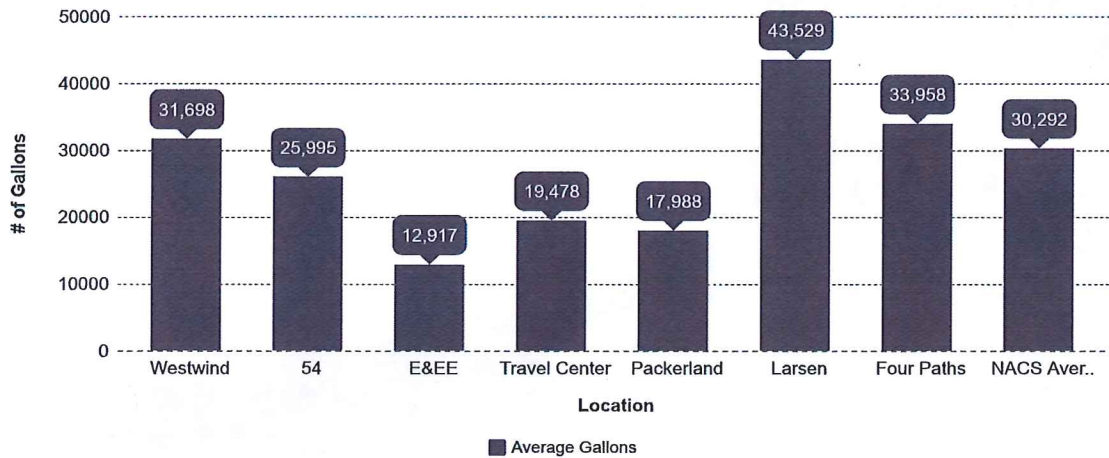
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YTD Ten Year Carton Sales



2

Average Gallons Per Week

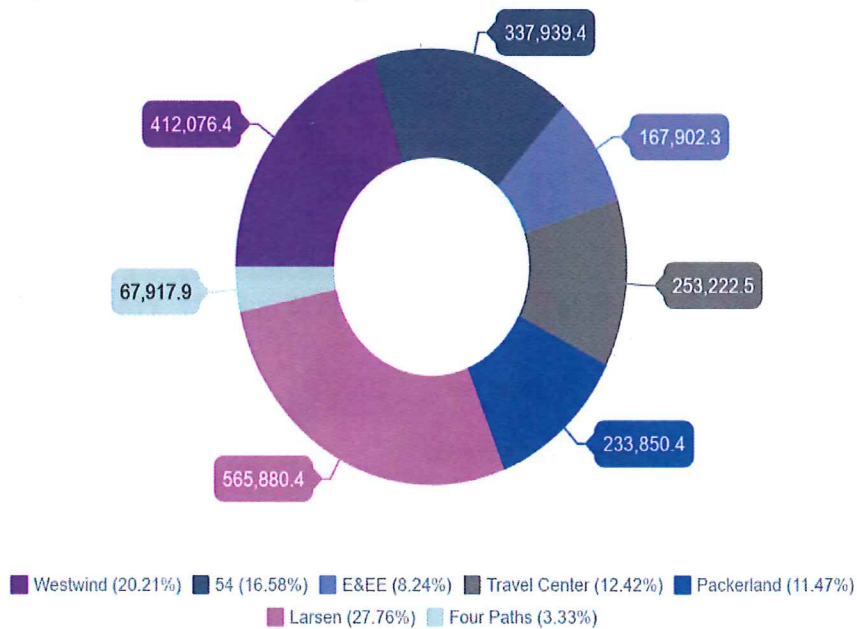


In general, there are three factors in determining the retail price of fuel:

1. Cost of Fuel
2. Pricing
3. Fuel in Ground

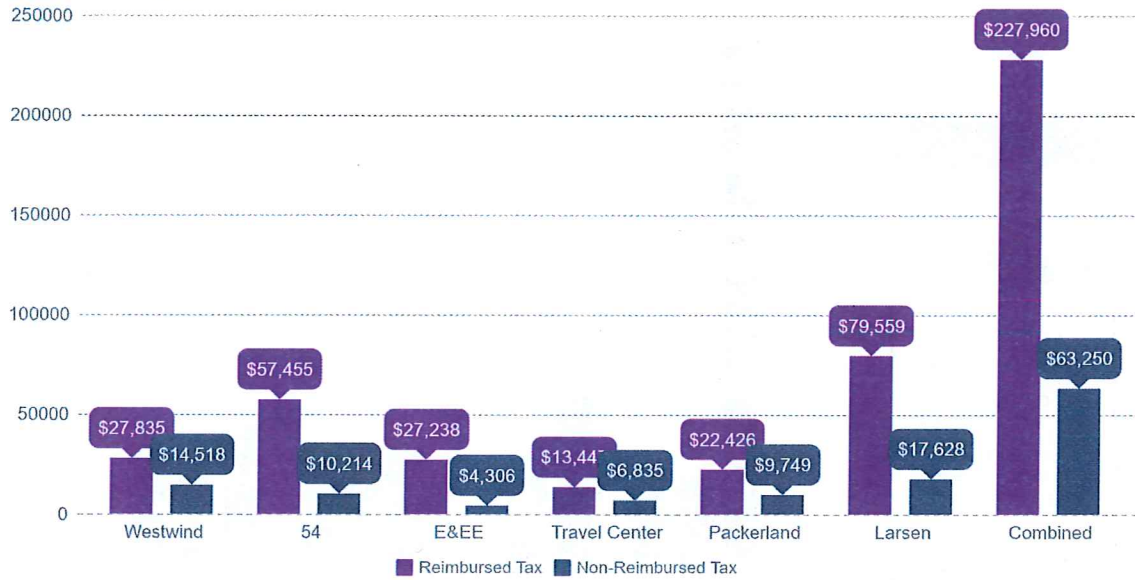
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Qtr 1 Gallon Sales By Location



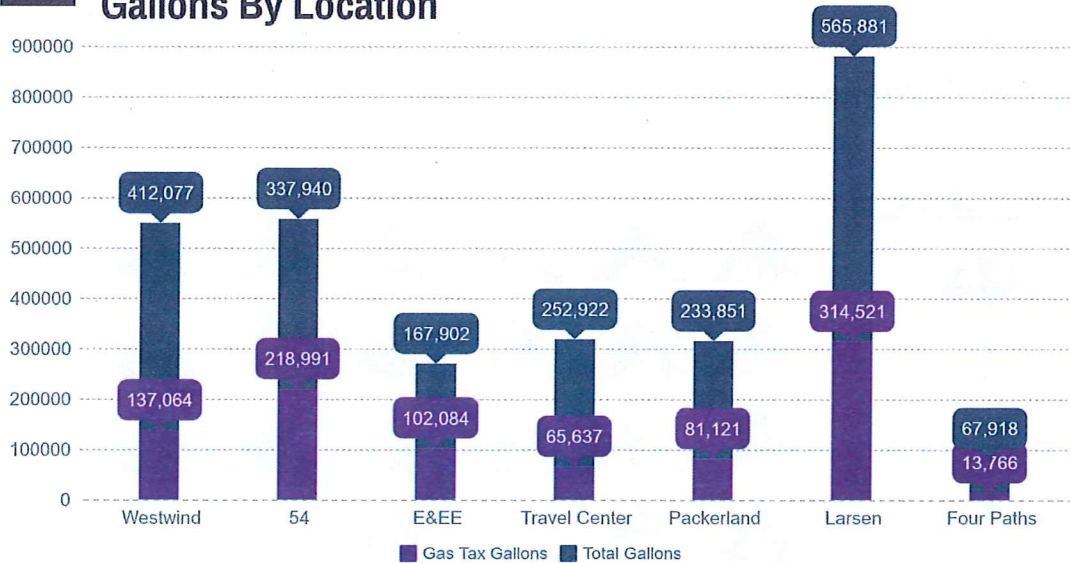
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Qtr 1 On-Reservation Tax vs Off-Reservation By Location



2

Qtr 1 Gas Tax Gallons Compared to Total Gallons By Location



3

Retail Employees Years of Service



On December 31, 2017, there were 126 Retail Employees with an average of 6 years of service.

Vacation Accruals 5,176
PT Accruals 2,946
Total Accruals 8,122



3

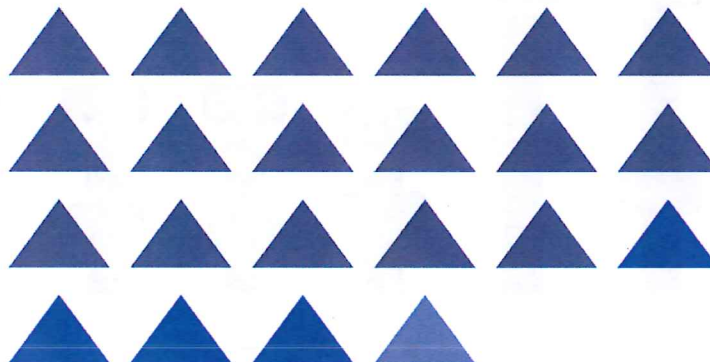
Retail Employees Disciplinary Actions



Written Warnings
Attendance 13
Work Performance 1
Personal Actions 3

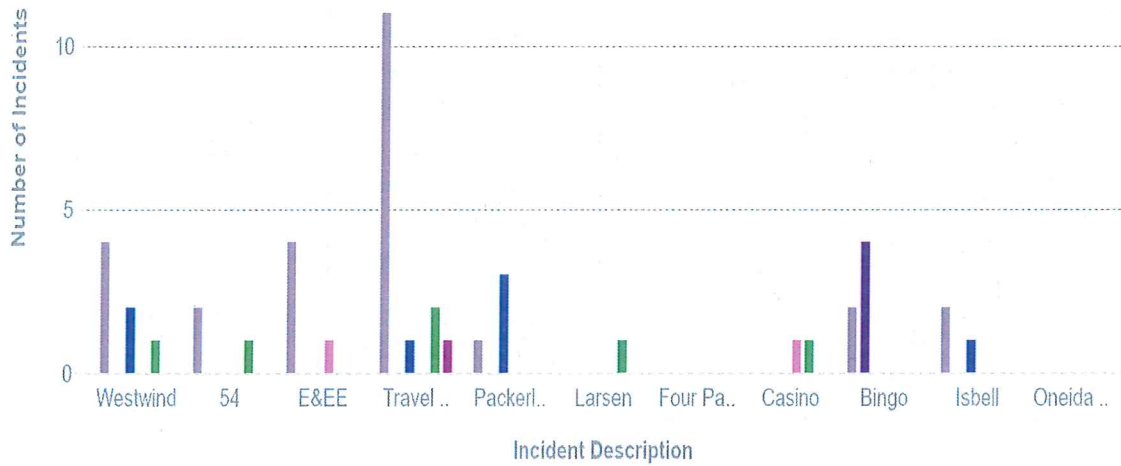
Suspensions
Attendance 4

Terminations
Attendance 1



Internal Security Incident Reports

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Cellphone Use Personal Items Restricted Area No Badge Uniform Suspicious Activity Smoking / Vaping



Violations
 Cellphone Use 26
 Personal Item Restricted
 area 4 No Badge 7
 Uniform 2
 Suspicious Activity 6
 Smoking/Vaping 1
 Total Violations 46



Violations By Location
 Westwind 7
 54 3 E&EE 5
 Travel Center 15
 Packerland 4
 Larsen 1 Four Paths 0
 Casino 2 Bingo 6
 Isbell 3 Oneida Market 0

General Updates

Operations Update

FY 2018 Q1 & Q2 Federal UST Inspections are 100% Compliant

Operations and DPW worked together to put some standards in place for snow removal FY 18 and will revisit for FY 19.

Operations and MIS are working together on the FD200 Gift Card transactions at E&EE to be network supported for quicker service at the POS

Oneida Market

Retail continues to work on strategies to increase the Gross Profit Margins in many categories.

Focus on the following in Agriculture:

Barcode Scan Capability

Cull vs Feeder schedule with Big Farm

Merchandise adjustments with Beck's Meat Inc., meat processor

Gas Drive Off SOP &

The Gas Drive Off SOP training and implementation has started

Focus on:
Theft Prevention

Standard procedures to include
visual authorization
voice authorization,
greeting customer and
inquiring if they have fuel

Asset Recovery
Work with Internal Security,
Central Accounting and
OPD prosecution and asset
recovery of all non-
payment gas drive-offs,

Open Roads Removal at Smokeshop Locations

Analysis has been completed on the Open Roads Rewards program across all Locations and the costs associated with the issuance of rewards at the Smokeshops ranged from \$21-\$54 per transaction. The benefits did not out-weigh the costs associated with handling the rewards program and will be discontinued on March 1, 2018 at the Bingo, Casino and Isbell Smokeshops.

Marketing Updates

Diamonds for Dollars

The next recipient of the Diamonds for Dollars fundraising effort by Oneida Retail will be Rezurrected Ridez Car Club.

The event will run February 25 - March 18, 2018.

\$1 and \$5 Diamonds will be sold across all locations.

Inventory Receiving Manual

MMP team finalized the Inventory Receiving Manual, conducted a full Location Manager meeting to validate inventory receiving expectations and created a "trained" document with sign offs for all Location Managers.

Oneida Four Paths

The Marketing Team conducted a VIP walk through and ribbon cutting ceremony.

Completed the store merchandising sets.

Completed all technology set up and fuel rewards for the new location

Open Roads Rewards Program

The Marketing Team created and implemented a communication plan for a modification to the Open Roads Rewards program to include a new 30 gallon fuel limit when utilizing Gas Tax Exemption beginning February 1, 2018

Thank you for reading the report, should you have any questions please feel free to call me at 920.496.7301 or by email at mdoxtat3@oneidanation.org.