



Oneida Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

June 2021

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 Overview

3rd Quarter FY21 – April, May & June

The 3rd quarter had great results compared to budget and LY with the golf season starting out strong and food and beverage showing a boost post pandemic. The restaurant numbers are increasing and banquet numbers and golf outing revenue increased dramatically over 2020. Net Operating Income (NOI) exceeded budget by \$122,389 for the Quarter and \$411,829 for the year. The team continues to drive revenue and cut expenses, while focusing on customer experience and TrueService.

- Overall revenues exceeded budget by 11% or \$130,631 and exceeded PY by \$535,917
- Operating expenses saved 8.3% or \$25,696 compared to budget.
- **Q2 Net Operating Income is at a savings of \$122,389 vs budget and \$256,921 better than PY.**

Personnel Update:

- General and Administrative
 - Holly Williams – General Manager
 - Kathleen Kaminski – Controller
- Course & Grounds
 - Steve Archibald – Golf Course Superintendent (furlough for the month of January)
 - Pete Nowak – Assistant Golf Course Superintendent
 - Ed Brusky – Golf Course Fleet Mechanic
- Golf
 - Justin Nishimoto – Head Golf Professional (through April 17)
 - Travis Relyea – Head Golf Professional (started June 28)
 - Nate Kroll – Assistant Golf Professional (seasonal)

- Food and Beverage
 - Adam Marty – Executive Chef and Food & Beverage Director
 - Banquet Chef – Oakley Arnold
 - Brittni Hemauer – Food & Beverage Manager
 - Joy Lundberg – Sr. Food & Beverage Manager
- Clubhouse Maintenance
 - Mike Gottfried – Clubhouse Supervisor
- Sales and Marketing
 - Chelsea Kocken - Director, Sales & Marketing
 - Tawny Casey - Manager, Marketing & Events
 - Tammy Hardwick - Event Coordinator

Key Performance Highlights Q3:

- Overall golf rounds were up 3,474 rounds YTD compared to LY with total paid rounds up 2,839.
- The banquet business started the wedding season out strong with (11) weddings, (14) golf outings and (11) social events. Both the 1st level ballroom and the lower level Tap Room have been used for events with back-to-back days of two consecutive events at the end of May.
- The TCO Team developed and executed many creative internal events during Q3 to drive revenue including the 1st Annual Easter Egg Hunt, Yoga for Golfers, Ladies Trunk Show, Spring Big Cup, Mother's Day Brunch and Women's Wellness Retreat.
- Golf Leagues began in May and Junior Golf Programs began in June.
- Heavy Top Dressing and seeding of tees and the range in the months of April and May led to great course conditions in the month of June.
- Major cart path repairs on the Iroquois Course began in April to include repairing the tree root damage near hole #4 and the edging of the paths. Cart path repairs will be an ongoing project throughout the golf season.
- Fabric was removed from all of the bunkers on the Legends Course that have been a nuisance for many years, the bunkers were then filled with sand to the appropriate levels. Bunker maintenance will be an ongoing project throughout the golf season.

Key Performance Issues Q3:

- The former Head Golf Professional left Thornberry Creek at Oneida in the middle of April, which caused more overtime/payroll budget until the new Head Golf Professional began on June 28th.
- Hiring for many positions in food & beverage, course & grounds and outside golf operations have been difficult due to the pandemic.

Player Development Q3:

- Leagues began in May and Junior Golf Programs, to include PGA Jr. League, Prep Program and Junior Players Program, began in June.
- Pro Tip Tuesday has returned to social media and content has been scheduled through August

- Activities for Player Development Month and Women's Golf Day were postponed until a Head Golf Professional was hired. The Women's Wellness Retreat went on as scheduled as it did not include instruction.