



Oneida Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

September 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

4th Quarter FY21 – July, August, September

The 4th quarter had great results compared to budget and LY due to strong golf rounds and increased revenue in the restaurant and events. Golf rounds were down slightly compared to 4th Quarter LY, but Average Daily Round was \$5 higher than LY at \$33. The Ryder Cup had a significant impact on our number of golf rounds and ADR during the month of September.

Net Operating Income (NOI) missed Q4 budget by \$5,420; however, we exceeded the Annual NOI budget by \$406,408. As a reference the FY20 numbers included a PPP Loan of \$434K, which was recorded as a negative expense in the month of September. This is why the other expense category is skewed. Also, management fees exceeded budget due to the incentive payment due to KemperSports based on financial performance as indicated in the contract. This was placed in the FY22 budget.

- Overall Q4 revenues exceeded budget by 13% or \$206,000 and exceeded PY by \$337,162
- FY21 revenues exceeded budget by 17% or \$538K and LY by 37%
- Q4 Operating expenses were over budget by 27.5% due to increased revenue and timing of aeration and higher than LY due to the PPP Loan of \$434K recorded as a negative expense in September.
- FY21 OPEX ended the year 1% under budget
- **Net Operating Income missed budget by 1% for Q4, but exceeded budget by \$406K for the year and exceeded LY by 313%.**

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
 - Travis Relyea – Head Golf Professional
 - Nate Kroll – Assistant Golf Professional (seasonal)
- Food and Beverage
 - Adam Marty – Executive Chef and Food & Beverage Director
 - Banquet Chef – Oakley Arnold
 - Brittini Hemauer – Food & Beverage Manager (resigned August 2021 for a job at the Radisson)
 - 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 Q4:

- The event business was strong with Restaurant Week, (18) weddings, (31) golf outings and (23) social/corporate events and (6) internal events, which included (2) different Charles Woodson experiences which generated \$19K in revenue.
- Aeration was performed earlier in the season to allow for the best conditions possible during Ryder Cup Week. The Legends Course was aerated in August and Iroquois at the beginning of September.
- Ryder Cup had a significant impact on total golf rounds and ADR. The rounds were dynamically priced during this week and all home Packer game weekends along with advance buying windows outside of the normal range. This allowed us to capture more rounds at higher prices based on demand.
- Total Q4 rounds were down 1,500 or 6% compared to LY, but ADR was up \$5.
- Total rounds for FY21 were up 6,000 or 11.7% compared to LY

Key Performance Issues Q4:

- Staffing levels continued to be a constant challenge across all departments, but with the most impact on Food & Beverage
- Supply chain issues caused delays of shipments for range balls and golf balls to be sold in the Pro Shop. We were out of new golf ball product by the middle of September.

Player Development Q4:

- Leagues ended at the end of August and beginning of September
- All junior golf programs ended in July to include PGA Jr. League, PREP Program and Junior Players Program
- The Annual Adult/Child tournament took place on August 15th
- Pro Tip Tuesday has continued through the entire golf season