



Oneida Golf Enterprise Corporation

Fiscal year-To-Date Reporting for period Ending:

March 2022

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

2nd Quarter FY22 – January, February, March

Overall, the 2nd quarter saw many challenges due to staff transitions and lack of staff in the food and beverage department.

- Overall revenues fell short of budget by 9.9% or \$19K
- Total payroll exceeded budget by 10.4% due to temporary and new staff wages increasing to market rate
- Operating expenses exceeded budget by 7.4%
- **Q2 Net Operating Income ended \$81,258 short of budget**

Personnel Update:

- General and Administrative
 - Holly Williams – General Manager
 - Joe Hanrahan – Controller
- Course & Grounds
 - Steve Archibald – Golf Course Superintendent
 - Pete Nowak – Assistant Golf Course Superintendent
 - Ed Brusky – Golf Course Fleet Mechanic
- Golf
 - Travis Relyea – Head Golf Professional
 - Justin Meier – Assistant Golf Professional
- Food and Beverage
 - Lisa Grant – Executive Chef

- JD Gildemeister - Food & Beverage Director
- Joy Lundberg – Sr. Food & Beverage Manager
- Jocelyn Church – Sr. Food & Beverage Manager
- Clubhouse Maintenance
 - Mike Gottfried – Clubhouse Supervisor
- Sales and Marketing
 - Director, Sales & Marketing – Shawn Prunick
 - Event Coordinator – Tammy Hardwick
 - Event Coordinator – Sierria Vieaux

Key Performance Highlights Q2:

- Indoor golf simulator leagues added steady revenue Tuesday – Thursday for both tee times and food and beverage
- Annual Pass sales continue to be strong with revenue YTD \$197,909 vs. a budget of \$182,508.

Key Performance Issues Q2:

- Staffing has been the largest challenge through the second quarter and we predict it will continue through Q3. Temporary kitchen staffing has been put in place along with additional resources from KemperSports to help bridge the gap until permanent staffing is secured in this area of the business.
- Supply chain is the second largest challenge as it continues to affect all areas of the business. The course and grounds department has been ordering maintenance parts early to make sure the supplies are available for off-season maintenance, so timing is off on how these expenses are hitting the budget. Prices are also higher for supplies, equipment, food, beverage, and golf shop orders.
- Winter has lasted longer in 2022 than 2021, which has resulted in a delay of golf course opening compared to the previous year.

Key Marketing Actions to Drive Performance Q2:

- Events continued to be strong, including WinterFest and Beer Garden in February, which attracted over 1,000 attendees

Player Development Q2:

- Indoor Golf Simulator Leagues took place January - March
- Summer Leagues and Junior Golf Programming registration was launched to the public in February