

FY-2024 Quarter 1 Report

GENERAL MANGER / BIG BEAR MEDIA (PRINT/MAIL/TOURISM/KALI)

Status report of Outcomes/Goals

1. Print/Mail Operations continue to turn out high volumes of print requests.
2. All staff pulled together to create a memorable summer of historical events.

Outcome/Goal # 1

Operational Sustainability BBM: Print Operation, Mail Center, Tourism & Kalihwisaks

STAFF: PRINT 5.0 MAIL 2 TOURISM 2.50 KALI 2 (DIRECTOR/ADMIN ASSISTS ALL AREAS)

YTD Sales Recap

FY2024 \$166,700 (+2,900)

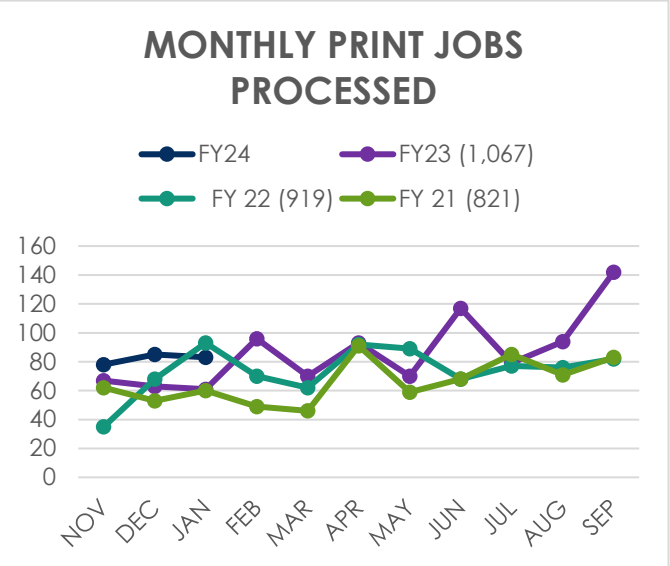
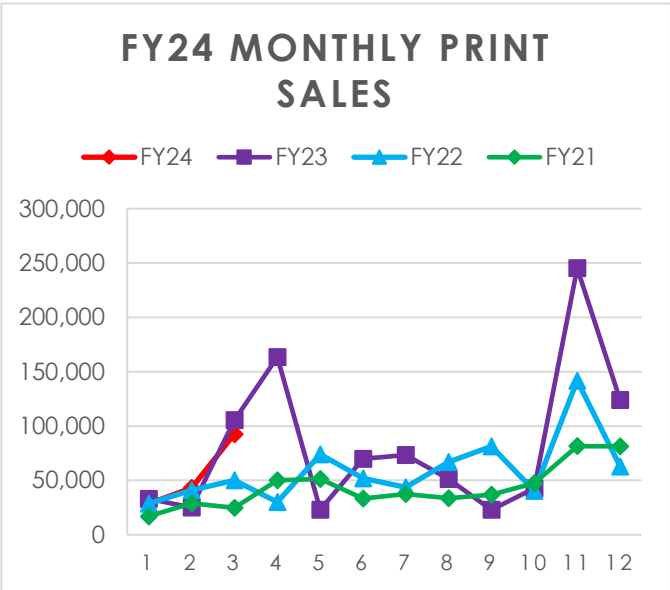
FY2023 \$980,010 (+148 jobs printed)

FY2022 \$712,722

Print continues to increase throughout the organization.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Utilized Aspiro non-profit for the stuffing and mail preparation of the Annual GTC Mailer. Continue to work on PageDNA to automate print ordering.



GOAL CHALLENGES: Staff fatigue from FY23, although the holiday break was beneficial for staff.

Outcome/Goal # 2

Advancing On^oyote?a.ka Principles

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

\$2.6M obligated for the Amelia Cornelius Culture Park / Veterans Memorial

Construction began at the ACCP. Phase I of the project will be completed Spring 2024. Visitor Center floor plans being finalized.

Oneida Pow Wow Pavilion – Initial footings are poured in December.

Lee Gordon & Pearl Mc Lester Log Home – This project was a complete surprise just before Christmas. Log Home was secured, and concrete pad poured. Log home will be moved in January 2024.

Outreach

- Native American Month
 - Post sponsorship Indigenous Day Pow Wow
 - Gamblers Hockey – Royalty
- Royalty
 - Bridge Lighting – horse & wagon
 - Holiday Parade
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 - GONA
 - Botanical Garden



Oneida Veterans Wall Aerial View



ACCP Aerial View



Oneida Pow Wow Pavilion



Kalihwisaks

- Hired Creative Services Trainee position to work with the Kalihwisaks.
- Oct/Nov/Dec editions continued to be an excellent connection to the Oneida community.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Continue to oversee construction projects. Work on strategic content for the Kali and continue projects that will enhance Oneida education.

GOAL CHALLENGES: Continued challenges of staff ratio vs project plans.



Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

This quarter is a visual look at the impact of social media for Oneida Tourism and the Kalihwisaks. The notation of similar to others companies in our industry.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

More media content that connects the Oneida community.

GOAL CHALLENGES:

Number one challenge is time for an annual calendar of FB post opportunities.

Contact Info

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