

FY-2025 Quarter 3 Report

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

Status report of Outcomes/Goals

1. Print/Mail Operation churns out excessive volume in the month of July. Up \$77K to FY24.
2. Oneida Pow Wow is another stellar year.
3. Amelia Cornelius Culture Park Visitor Center progresses
4. Kali continues to produce quality publication.

Outcome/Goal # 1

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

STAFF: PRINT 5.5 MAIL 3 TOURISM 2.50 KALI 2

(DIRECTOR/ADMIN ASSISTS ALL AREAS)

YTD Sales Recap

- **4.3M copies were printed in Q1& Q2.**
- **1.3M copies in final 3 weeks of July, includes 9 mailers (73,369 total mail processed in July)**

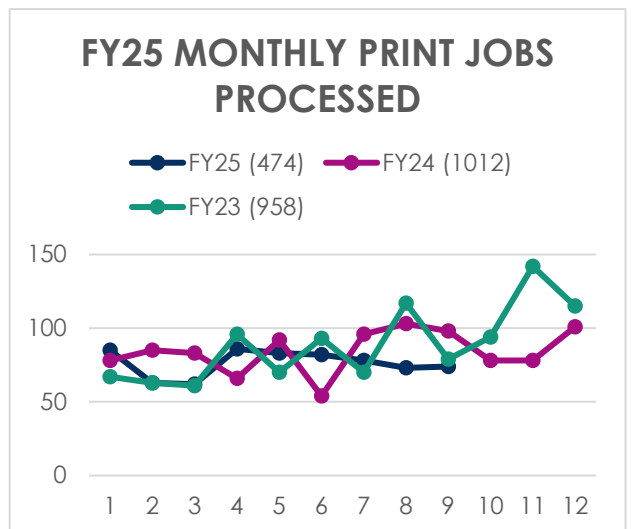
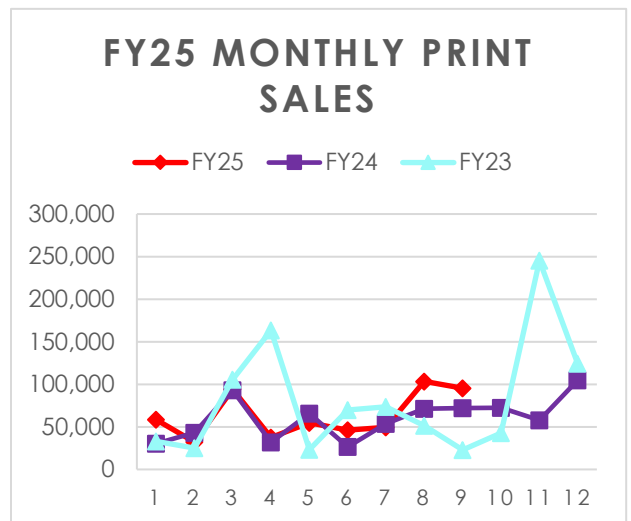
FY2025 \$564,456 (676 jobs printed)

FY2024 \$487,632

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Continue to work with different programs that will result in work spread out over the month. Resume the effort to find an enhanced pdf software that will promote more online viewing of documents.

GOAL CHALLENGES: Limited staff to be more proactive with cost saving media options.



Outcome/Goal # 2

Advancing On^yote?a.ka Principles

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

- Visitor Center design plans to be completed July 2025.
- **Log Homes were the back drop for the NFL Draft Tree Planting** opening up the week's events. Included all the site prep for this historical event.
- **Miss Oneida Pageant** - organization and implementation of pageant + Tours, Tours, Tours.

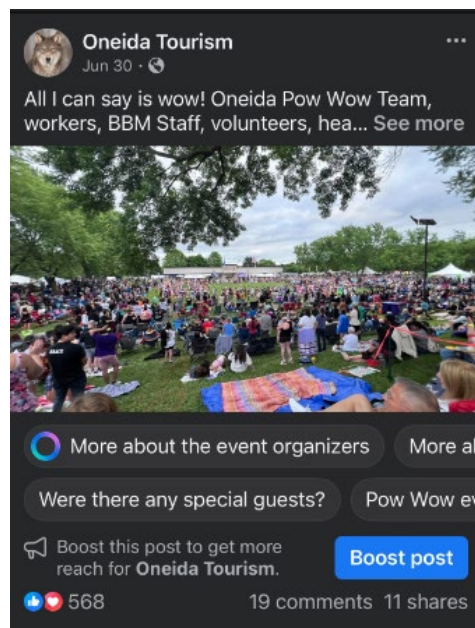
- **51st Oneida Pow Wow**

A total of 9,203 wrist bands were utilized. Roughly 50% were weekend bands with participants returning a second and third time. It is estimated that roughly 11,000 visitors over the course of the weekend attended. A special thank you to, Tonya Webster, Trista



Cornelius-Henricks, Vicki Cornelius, Leah Stroobants, Ron GoodEagle and all the many workers, Grounds & DPW staff, head staff, security, vendors, drums, dancers and more who made the pow wow a success. The pow wow was covered on all local stations including Spectrum New. Incredible photography and videos were shared via social media.

- **2025 Women's World Pool Tournament** began on July 2, 2025. In preparation for the event, BBM provided print services and promotional services for the event.



Kalihwisaks

- Kalihwisaks continues to provide important information to the Oneida Community.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Finalize the design plans for the culture park and continue to create content the tribal membership enjoys.

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

Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

- Staff continue to product high quality publication that includes relevant stories, amazing photography and events.
- ON HOLD until after the pow wow -find new on-line platform to make print more interactive. Our goal is to work on decreasing printing costs to the organization

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Continue to try to expand media content that connects the Oneida community in a positive way.

GOAL CHALLENGES:

Number one challenge is having enough staff time to prioritize new initiatives.

Contact Info

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