

FY-2025 Quarter 4 Report

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

Status report of Outcomes/Goals

1. Culture Park Visitor Center plans 97% complete.

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)

FY2025 \$722,403 (925 jobs)

FY2024 \$722,713 (1,012 jobs printed)

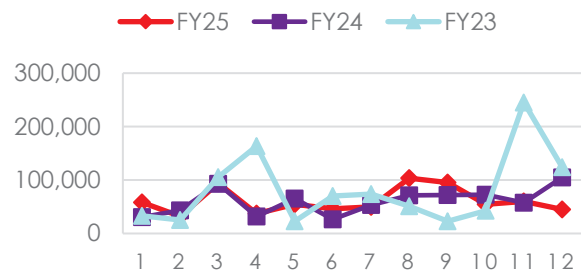
FY2023 \$980,010 (958 jobs printed)

FY2022 \$712,722

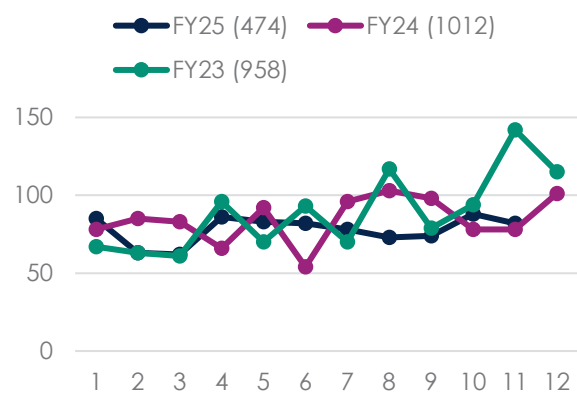
EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:
Printing for educational materials paid for with grants increase. However, overall printing has slight decrease with cost savings.

GOAL CHALLENGES: Limited staff to develop additional materials.

FY25 MONTHLY PRINT SALES



FY25 MONTHLY PRINT JOBS PROCESSED



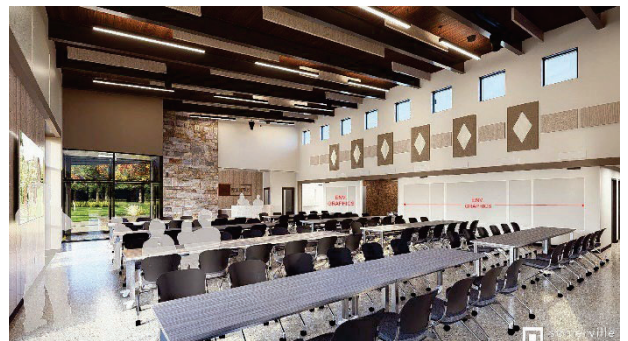
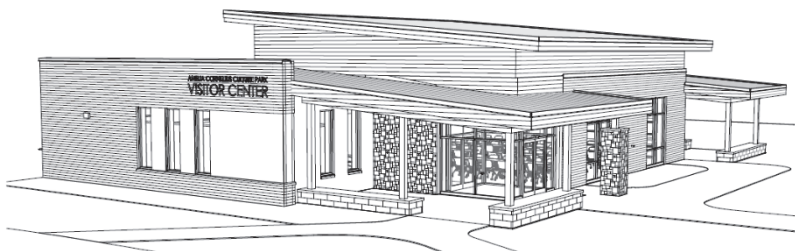
Outcome/Goal # 2

Advancing Onʼyoteʼa.ka Principles

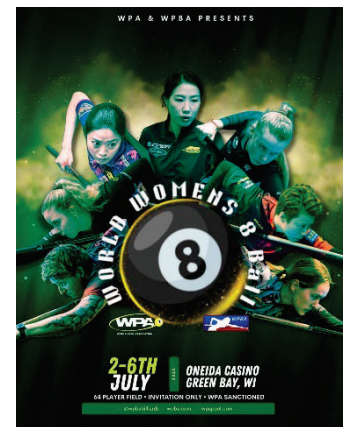
ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

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

- The Culture Park area has visitor center design plans that are 97% complete. Oneida culture has been infused into the design.



- **Lee Gordon & Pearl McLester Log Home** next step when time permits: engineering plan for rehabilitation plans, create official CIP for tracking the unexpected project.
- **World Champion Women's Professional Pool Tournament** – Tourism provided assistance with staff, promotion and signage. Event had excellent television coverage, attendance and Oneida Nation on front landing page of Amazon Prime Sports. Naomi Williams, Mohawk Nation out of Canada appreciated all the support.



Tourism hosted 46 tours totaling 858 visitors. The accessible paths allow students and any physically impacted individuals to tour with ease.

FY25 (10) dance performances attendance 1,130 persons.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL :

Our area will be continuing with the culture park development and work towards the development of educational materials about Oneida.

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

Outcome/Goal # 3 Advance Forward using Technology

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

- New interactive product called Simple PDF was researched in place of ISSUU. Currently, working with DTS on a security review.

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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