



THORN BERRY CREEK
AT ONEIDA

FY2026 Second Quarter Business Report



Oneida Golf Enterprise

March 31st, 2026

Golf & Related Operations

Business Practice, Market Overview, & Place within Market

- Thornberry Creek remains well positioned as the premier destination golf course in Northeast Wisconsin
- The local market has started adapting to several practices Thornberry Creek implemented several years ago:
 - Dynamic pricing
 - Increased daily rates (~\$75-80 per round)
- We continue to be a destination for travelling groups and corporate & charitable outings
- Our five year goal is to be on par with courses in the Sheboygan County area with rates

Strategies for Improved Value

- We are starting to see success with all-inclusive small group outing packages
 - Including golf, drinks, lunch, and gift as a package vs. separate
- We continue to explore ways to add value in the pro shop
- Adding budgetary funds for rangers, starters, and visible on course personnel will increase value perception.

Market Growth/Changes

- The local market remains consistent with previous years; the local area around Thornberry Creek continues to grow, especially to the south and west.

Course & Grounds

- With the onboarding of a new superintendent, several practices will be changing in order to improve conditions
 - A more active approach to green maintenance which includes core aerification and topdressing throughout the season
 - Centralization of the irrigation system which will increase efficiency, save resources, and improve conditions

Food & Beverage and Event Operations

Business Practice, Market Overview, & Place within Market

- We continue to be a top choice for weddings and events
- Our restaurant reputation is improving thanks to consistency in service in quality

Strategies for Improved Value

- We continue to adjust menu and offerings based on seasons.
- We will be offering a F&B discount program for all-access passholders for the 2026 season

- Rotating daily and season specials will continue to be a focus

Market Growth/Changes

- No changes to the local market recently
- As the local community grows, we are looking for ways to reach that audience with regards to bar and restaurant business
 - Exploring both physical and digital advertising opportunities