



Oneidas bringing several hundred bags of corn to Washington's starving army at Valley Forge, after the colonists had consistently refused to aid them.

Oneida Tribe of Indians of Wisconsin BUSINESS COMMITTEE



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UGWA DEMOLUM YATEHE
Because of the help of this Oneida Chief in cementing a friendship between the six nations and the colony of Pennsylvania, a new nation, the United States was made possible.

Ladies Professional Golf Association Proposal

Thornberry Creek at Oneida has been offered the opportunity to host a Ladies Professional Golf Association (L.P.G.A.) Classic. The Classic will be for a minimum of three (3) years, starting in 2017. On June 24, 2015, Oneida Golf Enterprises informed the Oneida Business Committee of the opportunity.

On July 8, 2015, Oneida Golf Enterprises requested financial support from the Oneida Business Committee. The Oneida Business Committee did by formal motion support the business opportunity concept. The Business Committee also requested the Oneida Golf Enterprises to continue their due diligence and a business plan for the business investment so that a formal request for support would be provided to the General Tribal Council.

Thornberry Creek at Oneida is quickly becoming the premiere facility and ultimately destination product within the region. This opportunity would catapult that brand; and equally important, the entire Tribal organization will be positively impacted. The expected attendance could easily exceed 40,000 and the overall economic impact to the area would range between \$8 and \$15 million dollars. Due to current demographics, analytics prove that Green Bay and Appleton markets are a potential hotspot for capitalization. The event week would provide revenue generation but the after effects would be substantial as well. The partnership would also offer substantial charitable giveback to the Nation and the selected charities within the communities in the surrounding areas.

The Oneida Business Committee does believe the L.P.G.A. Classic will generate substantial profits into outlets falling under the Nation's umbrella, such as Oneida One Stops, Oneida Market, Museum, Radisson/Wingate Hotels, Oneida Casinos and specifically Thornberry Creek at Oneida Golf Course. Oneida Golf Enterprises will leverage key partnerships, sponsorships, specific ad campaigns, and

innovative marketing to support the financial commitment.

Financial Obligations

Due to proprietary information, the total financial commitment will be provided to the General Tribal Council at the September 21, 2015, G.T.C. Budget Meeting.

Financial Objectives

- Reduce hard cost to the ownership by 66% through key sponsorships, pro-am entries and event attendance
- Eliminate final hard cost of 34% by driving traffic into revenue outlets through innovative marketing
- Generate profit through gaming, hotel nights, retail, tourism, future destination bookings at Thornberry Creek at Oneida and any other opportunities presented within the Nation's outlets
- Provide significant giveback to Tribal Membership through experiences regarding the event
- Gain nationwide recognition regarding the Oneida Nation as a brand and destination
- Charitably give back to Oneida Nation endeavors, estimated at \$250,000
- Charitably give back to community partners and their charities, estimated at \$250,000

Keys to Success

- Gain support of GTC through transparency and estimates on return
- Leverage the relationship within the Thornberry Creek at Oneida community to gain necessary permits
- Lean on our vendors, large or small, to provide necessary sponsorship funds to offset costs
- Using innovative ideas, drive traffic to our revenue outlets to include gaming, hotels, retail and Thornberry Creek at Oneida
- Make necessary changes to the building and its surroundings to properly cater to the LPGA Tour
- Invest in the health of the course product through new equipment
- Partially finish the lower level to be used well beyond the event finish date

General Tribal Council Requested Action

The Oneida Business Committee respectfully requests G.T.C. support to provide financing for the Oneida Golf Enterprises to host the Ladies Professional Golf Association Classic beginning in 2017 through 2019.

Financial Proposal

Financial Obligation

The overall financial obligation is significant; the Tournament Owner's expense is comprised of two separate payments, one to the LPGA for the purse, Pro-am and LPGA/TV sanctioning and another to the Event Management group for Tournament Operations. The fees are highlighted below:

Event Purse	\$2,000,000
Pro-am Purse	\$10,000
LPGA/TV	\$537,354
Operations	\$1,500,000 – \$2,000,000
Total Obligation:	\$4,047,354 - \$4,547,354 Annually

The fee schedule presents two options, one with a letter of credit and one without. With a letter of credit the payment schedule is as follows:

November 2016	\$250,000
January 2017	\$1,000,000
60 Days Prior	Balance Due

Without a letter of credit the payment schedule is as follows:

Pre-Announcement	\$250,000
November 2016	Purse Due
60 Days Prior	Balance Due

It is expected that the financial burden can be lessened through sponsorship opportunities to our partners in business.

Proposed Sponsorship Opportunities

There are many opportunities to assist in relieving the financial burden of the event. Our objective is to offset the cost by 66% through sponsorships with our partners. We would offer 3 tiers of sponsorship packaging, all offering different levels of value based on the tier purchased. A sample of sponsorship offerings and the benefits included can be found below:

Platinum Level Sponsor – 5 Sponsorships Available \$250,000

Platinum Sponsors would receive the following benefits: Hospitality services during event week, 2 groups in Pro-am, Tee fence signage, Personal Skybox for client viewing, 250 daily grounds tickets, Ad placed in program, and Table for 10 at Oneida Casino LPGA Gala.

Gold Level Sponsor – 5 Sponsorships Available \$100,000

Gold Sponsors receive the following benefits: Hospitality services during event week, 1 group in the Pro-am, Tee Fence Signage, 100 daily grounds tickets, Ad placed in program, and Table for 10 at Oneida Casino LPGA Gala.

Silver Level Sponsor – 20 Sponsorships Available \$50,000

Silver Sponsors receive the following benefits: 1 group in the Pro-am, Tee Fence Signage, 50 daily grounds tickets, Ad placed in program

Bronze Level Sponsor – 30 Sponsorships Available \$10,000

Bronze Sponsors receive the following benefits: 20 daily grounds tickets, Ad placed in program

Total Sponsorship Potential Sales: \$3,050,000

There would also be an opportunity to use preferred Tribal vendors for the event, including any print or promotional items that are deemed necessary in hosting or promoting the event. As the Tournament Owner we have the ability to request and secure our own resources and promote financial growth within the Tribe.

LPGA TITLE SPONSORSHIP

ONEIDA LPGA CLASSIC

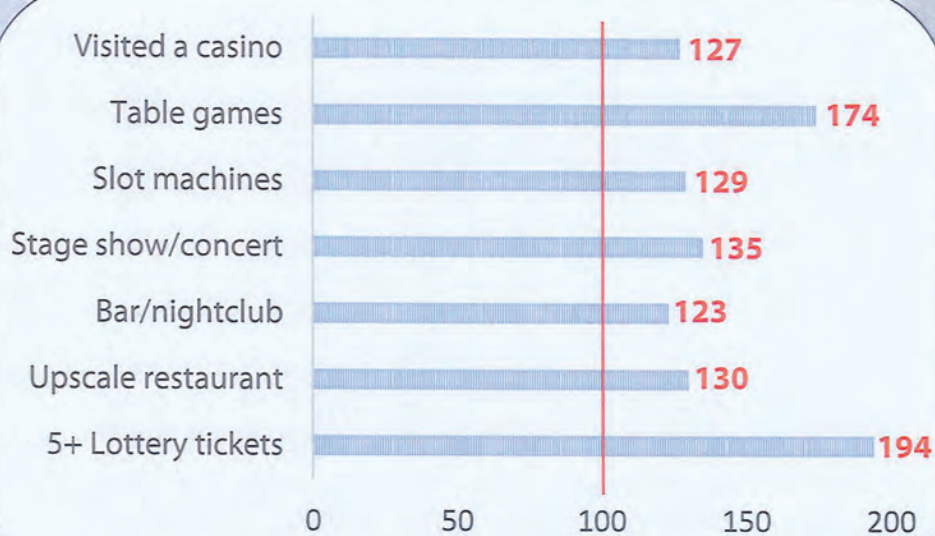
AT THORNBERRY CREEK



See Why It's *Different* Out Here

Casino Activities in Past 12 Months

LPGA Index vs. U.S. Average

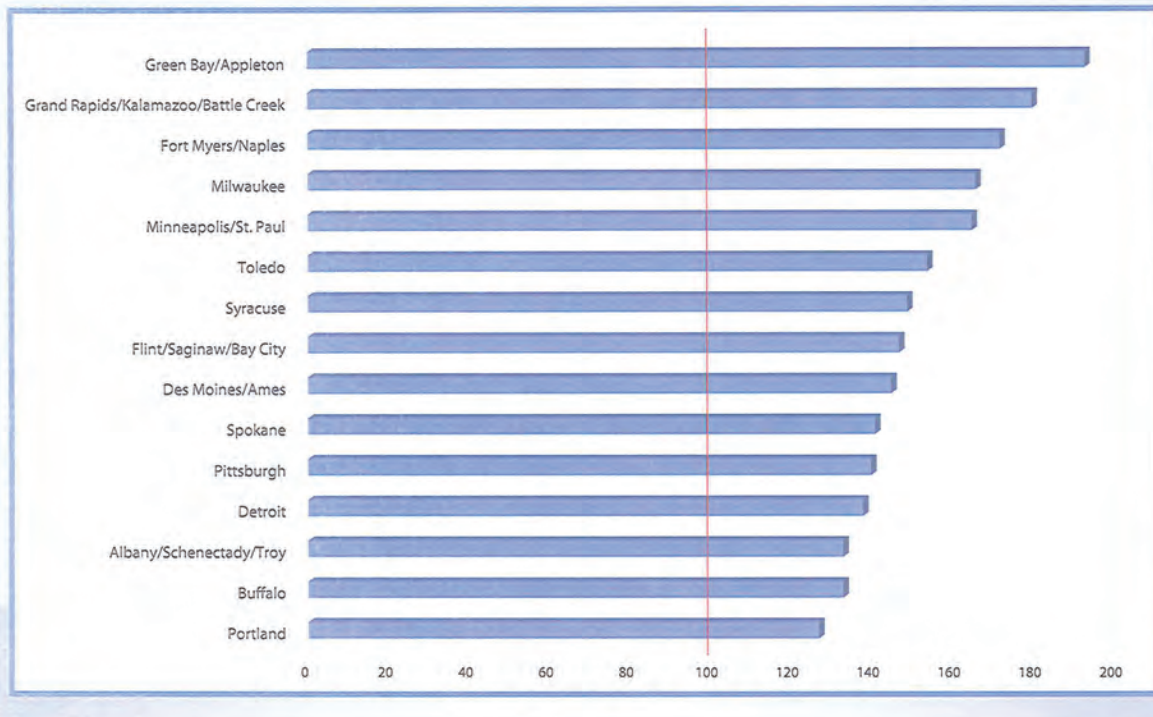


Source: Scarborough 2014/MRI 2014

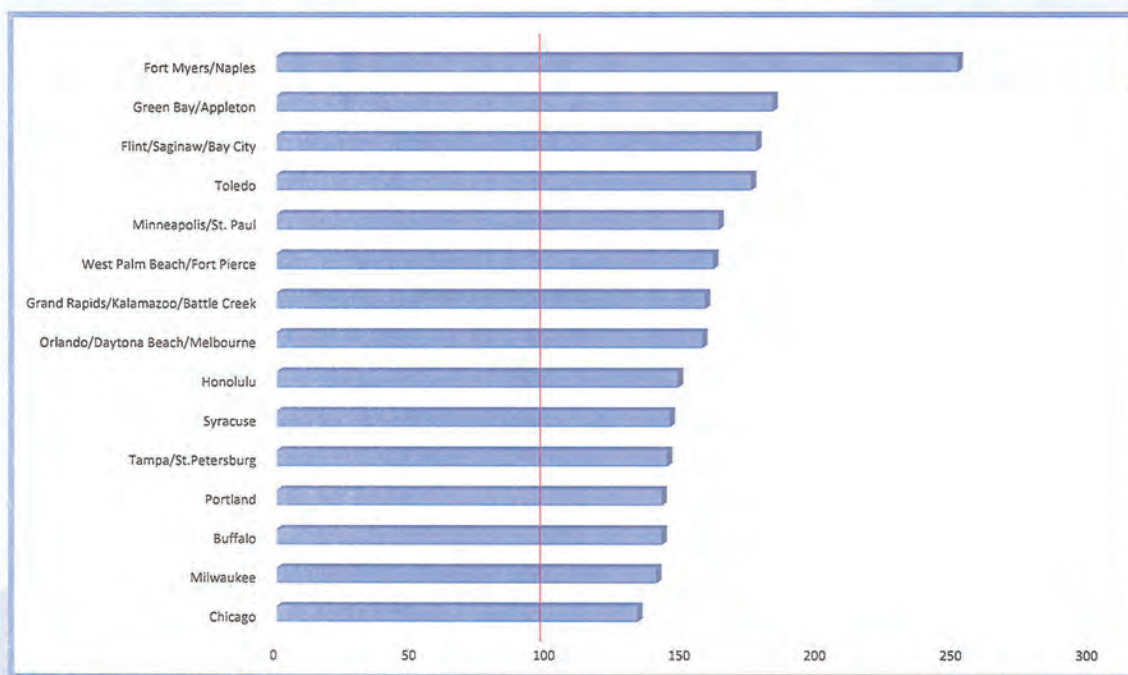
U.S. Average = 100

See Why It's *Different* Out Here

INDEX OF DMA RESIDENTS WHO ARE GOLFERS



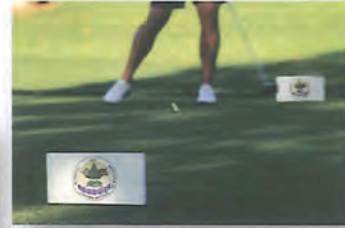
INDEX OF DMA RESIDENTS WHO ARE BOTH LPGA FANS & GOLFERS



LPGA TITLE SPONSORSHIP

BRANDING BENEFITS

- Local Promotion
- Electronic Scoreboards
- On-Course
 - Tee Markers
 - Pin Flags
 - Caddie Bibs
 - Signage
- Tournament Publications
- Apparel / Merchandise



See Why It's *Different* Out Here

LPGA TITLE SPONSORSHIP

MEDIA BENEFITS

- Broadcast Units
 - 54 Ad Units on Golf Channel (*Ability to "Spin" 50% of Units*)
 - Category Exclusivity In-Telecast
- In-Program Features, Graphics, Billboards, Audio References
- International TV
 - Broadcast in nearly 75% of the countries around the world
 - Reaching 257m households across 167 territories



LPGA TITLE SPONSORSHIP

MEDIA BENEFITS

- Ancillary Media Exposure
 - Tune-In Promotions
 - Golf CENTRAL / Golf Channel Programs
 - LPGA.com / Mobile / Social Media
 - News Coverage
 - Local Market
 - Lifestyle / Society



MORNING DRIVE

The Washington Post



Golf Digest



GOLF WEEK

GREEN BAY PRESS-GAZETTE

ESPN

The New York Times

AP Associated Press

See Why It's **Different** Out Here

LPGA TITLE SPONSORSHIP

SOCIAL MEDIA BENEFITS



Facebook

- 224,360 fans following LPGA Facebook page
- 50+ Top LPGA Players
- Total Influence: **834,600+**



Twitter

- 77,300+ fans following LPGA Twitter page
- 172 players have an active Twitter account
- Total Influence: **2,183,800+**



Instagram

- 25,300+ fans following LPGA Instagram page
- 100 players have active Instagram accounts
- Total Influence: **59,260+**



YouTube

Total Views on LPGA YouTube channel:
4,322,520+



Since 2012, LPGA Caddies have displayed Player Twitter handles on their backs, encouraging fans to connect socially

Oneida Tribe of Indians of Wisconsin

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Oneida, WI 54155



UGWA DEMOLUM YATEHE
Because of the help of
this Oneida Chief in
cementing a friendship
between the six nations
and the colony of
Pennsylvania, a new
nation, the United States
was made possible.

Oneidas bringing several
hundred bags of corn to
Washington's starving army
at Valley Forge, after the
colonists had consistently
refused to aid them.

GTC Resolution __ - __ - __ Approving Authority to Loan Funds to Oneida Golf Enterprise Corporation

- WHEREAS,** the Oneida Tribe of Indians of Wisconsin is a federally recognized Indian Government and a treaty tribe recognized by the laws of the United States; and
- WHEREAS,** the Oneida General Tribal Council is the governing body of the Oneida Tribe of Indians of Wisconsin; and
- WHEREAS,** the Oneida Business Committee has been delegated the authority of Article IV, Section 1 of the Oneida Tribal Constitution by the Oneida General Tribal Council; and
- WHEREAS,** the Oneida Tribe of Indians of Wisconsin (the "Tribe") owns the Thornberry Creek at Oneida Golf Course (TCO), and the Tribe chartered the Oneida Golf Enterprise Corporation (OGEC) as a tribally-owned corporation to operate TCO; and
- WHEREAS,** OGEC may have the opportunity to host the Oneida LPGA Classic at TCO for three years starting in 2017; and
- WHEREAS,** OGEC will earn profits from increased sales of rounds of golf both before and after the Oneida LPGA Classic, and from ticket sales, food and beverage sales and parking during the event, and
- WHEREAS,** the Oneida LPGA Classic will bring exposure to TCO, increase name recognition for TCO and the Tribe, and afford numerous marketing opportunities for OGEC, the Oneida Casino, and the Tribe's hotels and retail businesses; and
- WHEREAS,** the Oneida LPGA Classic will drive business and increase sales at TCO, the Oneida Casino, and the Tribe's hotels and retail businesses; and
- WHEREAS,** the Oneida LPGA Classic will create charitable fundraising opportunities for the Tribe and local non-profit organizations; and

40 **WHEREAS,** members of the Oneida General Tribal Council will receive complimentary access
41 to the Oneida LPGA Classic and the Oneida Nation hospitality tent, and will have
42 the opportunity to volunteer to assist in hosting the event, and LPGA will host a
43 clinic for Oneida juniors; and
44

45 **WHEREAS,** if selected to host the Oneida LPGA Classic, OGEC must make substantial
46 improvements to TCO, including parking lot and practice range expansion,
47 renovation of the lower level of the clubhouse, renovation and beautification of
48 the golf course, construction of a cart storage facility, and replacement of old
49 equipment and the purchase of additional equipment; and
50

51 **WHEREAS,** if selected to host the Oneida LPGA Classic, OGEC will be obligated to pay
52 approximately \$4.5 million annually for the LPGA and associated Pro-Am purses,
53 LPGA/TV sanctioning, and event management fees; and
54

55 **WHEREAS,** a significant portion of the costs of hosting the Oneida LPGA Classic will be
56 offset through sponsorships, but OGEC will incur costs upfront and requires funds
57 to pay these costs; and
58

59 **WHEREAS,** the Tribe, as the owner of TCO, will benefit from the planned infrastructure
60 improvements at TCO, and will benefit through increased revenues from its other
61 businesses; and
62

63 **WHEREAS,** the tribal membership will benefit from the opportunity to participate as
64 spectators and volunteers at the Oneida LPGA Classic, and Oneida youth will
65 benefit from LPGA juniors clinic;
66

67 **NOW THEREFORE BE IT RESOLVED,** that the Oneida Business Committee is hereby
68 authorized to loan OGEC up to \$8.65 million for the purpose of enabling OGEC
69 to pay the costs associated with hosting the Oneida LPGA Classic, under terms
70 and conditions which are prudent and reasonable, considering the benefits to
71 OGEC, the Tribe and the tribal membership.

Oneida Tribe of Indians of Wisconsin Legislative Reference Office

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<https://oneida-nsn.gov/Laws>

Statement of Effect

GTC Resolution Approving Authority to Loan Funds to Oneida Golf Enterprise Corporation

Summary

This Resolution allows the Oneida Business Committee to loan the Oneida Golf Enterprise Corporation (OGEC) up to \$8.65 million for the purpose of enable the OGEC to pay the costs associated with hosting the Oneida LGPA Classic, under terms and conditions which are prudent and reasonable, considering the benefits to OGEC, the Tribe and tribal membership.

Submitted by: Krystal L. John, Staff Attorney, Legislative Reference Office

Analysis from Legislative Reference Office

The Oneida Business Committee exercises Article IV constitutional authority as a result of the amendments to the Constitution adopted by the membership in 1969 and as formally conveyed to the General Tribal Council on August 30, 1969.¹ Among the Article IV powers in the Constitution are the powers relevant this Resolution under sub-articles (e) and (g). Sub-article (e) authorizes the management of “all economic affairs and enterprises of the Oneida Tribe of Wisconsin in accordance with the terms of a Charter that may be issued to the tribe by the Secretary of the Interior.” Sub-article (g) authorizes the chartering of “subordinate organizations for economic purposes and to delegate such organizations, or to any subordinate boards or officials of the tribe, any of the forgoing powers, reserving the right to review any action taken by virtue of such delegated power.”

The loan that the Oneida Business Committee is seeking to issue to the OGEC for the purpose of enable the OGEC to pay the costs associated with hosting the Oneida LGPA Classic would fall under the Article IV powers delegated to the Oneida Business Committee, specifically under sub-articles (e) and (g) as referenced above. Accordingly, the Oneida Business Committee has the authority to issue the subject loan.

Conclusion

There are no legal bars adopting this Resolution.

¹ For more information on the Oneida Business Committee’s authority to exercise Article IV constitutional authority, see House, Jo Anne. *Memorandum: Legal Opinion – Constitutional Authority – Oneida Business Committee* (June 8, 2009).