

Department of Business Annual Report FY21-22

The Department of Business provides management direction, oversight, and support to our revenue-generating enterprises; this includes our casinos, hotels, convenience stores, campgrounds and bingo facilities. The Department of Business is integral to generating revenues for the Nation; these funds are used for our Ho-Chunk Nation's Governmental Programs & Operations, various Tribal services, and Per-Capita distributions.

Mission

Our Tribe's Department of Business seeks to maximize the profitability of all the Nation's business enterprises through effective management and administration. In doing so, the Department shall safeguard the interests of the Nation, enhance the sovereignty of the Nation, and exercise stewardship over those resources committed to it by the Nation and foreign jurisdictions.

Major Accomplishments in 2021 – 2022

- Continued work on the Beloit project.
- Implemented changes in operations to enforce revised tax code.
- Continued working with Ho-Chunk Gaming Project Teams on an IGT Advantage gaming system upgrade at all Ho-Chunk Gaming locations.
- Continued with Ho-Chunk Gaming project team on ATM and Ticket Redemption kiosk installation project at all Ho-Chunk Gaming locations.
- Continued working with Ho-Chunk Gaming Project Teams to develop improved food and beverage operations.
- Continued working with Ho-Chunk Gaming Project Teams to develop Sportsbook, i-Gaming and e-Bingo amenities at all gaming locations.
- Continued working with Ho-Chunk Gaming Project Teams to improve global marketing and branding initiatives at all enterprise locations in areas that include digital signage, enhanced visibility, and coordinated branding.
- Completed work to open BP Smokehouse at Ho-Chunk Gaming Nekoosa
- Began working with Ho-Chunk Gaming Wisconsin Dells project team on a roof repair/replacement project.
- Began research and development to introduce EV charging stations at Whitetail Crossing and Ho-Chunk Gaming locations.
- Worked with Whitetail Crossing Tomah on a plumbing/septic upgrade project.
- Worked with Whitetail Crossing Project team on a handicap door installation project.
- Worked with Whitetail Crossing Baraboo on a structural survey project.
- Worked with Whitetail Crossing Nekoosa and Wittenberg on an outdoor digital sign repair project.
- Began work with Whitetail Crossing Baraboo on a roof repair/replacement project.

Major Goals for 2022-2023

- Complete work to improve operating environments at all Ho-Chunk Gaming and Whitetail Crossing locations by addressing wages, training and professional development, workflow, policies, procedures, and regulations.

- Complete Beloit project development and determine status.
- Initiate and complete a project to address fuel supply and pricing.
- Complete and implement Sportsbook, i-gaming and e-bingo.
- Complete a rollout plan for Merchant Service payment card processing.
- Complete work to open all dining venues at all Ho-Chunk Gaming locations.
- Collaborate with IT on a Production Wi-Fi installation project for gaming and business applications.
- Continue working with Whitetail Crossing project team to design and define costs for new convenience stores at all current locations.
- Complete and rollout plan for Gift Cards, external fleet program and guest Rewards Program integration with retail.
- Establish e-commerce strategy for the Ho-Chunk Nation Business Department for all online commerce related to sports, gaming, and marketing.
- Work with Ho-Chunk Gaming Project Teams to finish the ATM and ticket Redemption Kiosk installation project at all Ho-Chunk Gaming locations.