



BIG APPLE IS A BIG DEAL!

Michelle Danforth-Anderson

Marketing & Tourism Director

THE YEAR WAS 2009

- 1lb of Bacon was \$3.19
- 1 Gallon of gas was \$2.73
- In-state tuition was \$6585
- We were in a recession





Oneida History Department had
to come up with an event...



“Don’t be everything to everyone!”

Roger Brooks Tourism & Branding Expert



We had to find something unique



Salt Pork Avenue
Log Home Restoration Project
Located behind Cultral Heritage/off Hwy 54

Open House
June 19, 2009
11am-1pm

Please join us for
lunch and see what's
been happening with
the log home project.



Please RSVP with Mercy
Metoxen at 496-5382
This will help us with our
food count for lunch.



- We have log homes

How to make history fun?

County Fairs

Kids like animals

Re-enactments?



NO MONEY....Now what???

The background features a dark orange gradient with various shades of orange leaves scattered across it, creating a textured, autumnal feel.

We have an orchard that wasn't well known....



NY = BIG APPLE



BIG APPLE FEST

Be creative with what we had.

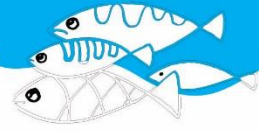


Cultural Heritage Site

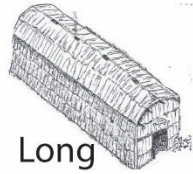
Entrance Only

Hwy FF/Hillcrest Rd

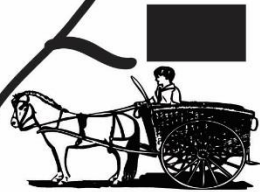
Old Time Fishing



Parking in the Field & along the road



Long House - NY
Oneidas get ready for Winter



Land Loss
Move to WI
Indian Agent

Oneida Arts
Lace Makers



Pottery Display

Furnished 1930s
(Depression)

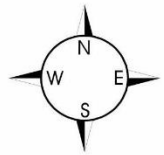


Tillie Baird WPA Stories



Tsyunhenkwa
Ted's Chickens

Exit Only



Food Tent



Furnished 1900s
(Gardening & Self Sufficiency)



General Store
(Museum)

Oneida Farm Display
Buffalo Jerky Tasting

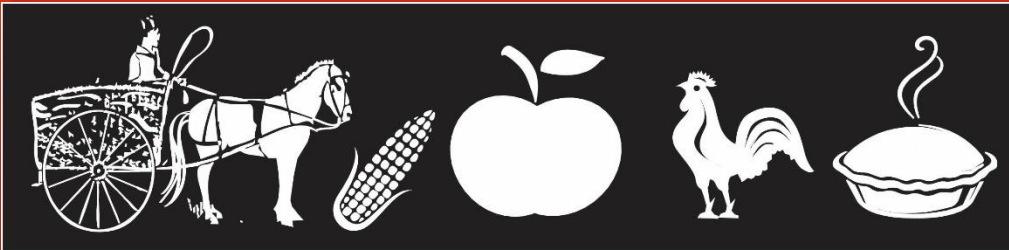


Farm Animals



Hwy 54/West Mason St





Education Day at Oneida Cultural Heritage September 18, 2009

FREE 11AM - 2PM FREE
Come experience an early 1900's fall festival!

- 🍏 **Students will learn about how the Oneidas would prepare for winter in NY at our Long House**
- 🍏 **Students will tour log home restoration project. Each of the 5 Cabins are from the late 1800s to early 1900s. Subjects Covered: Land Loss & Removal to WI, Oneida Arts, 2 furnished cabins to tell what life was like**
- 🍏 **Horse drawn wagon rides**
- 🍏 **Old time fishing contest**
- 🍏 **Games for Kids!**

*** Located at Oneida Cultural Heritage
3703 Hillcrest Dr. Green Bay (Hwy FF & 54)
Contact Nic Reynolds to reserve your spot 496-5389
*Students should bring a bag lunch***





2010

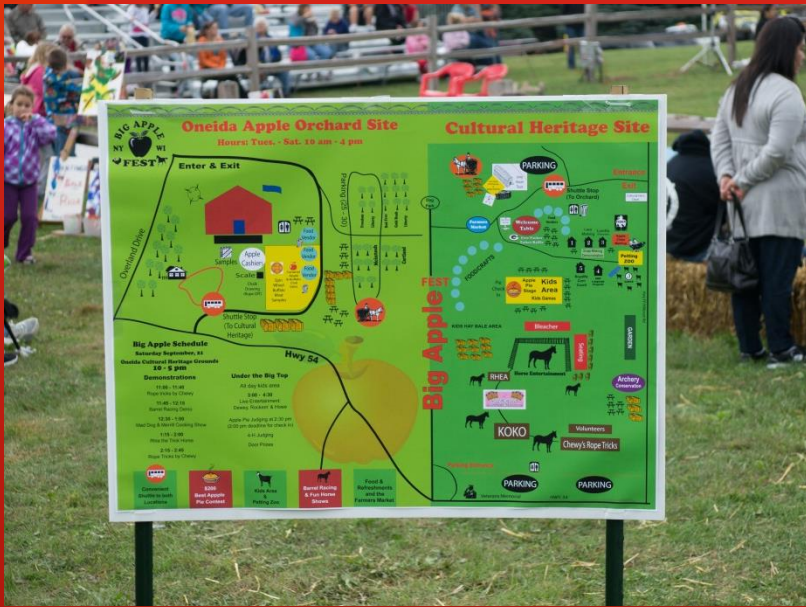




2012



KoKo 2012



COME ENJOY SOME GOOD OLD, FREE, FAMILY FUN!

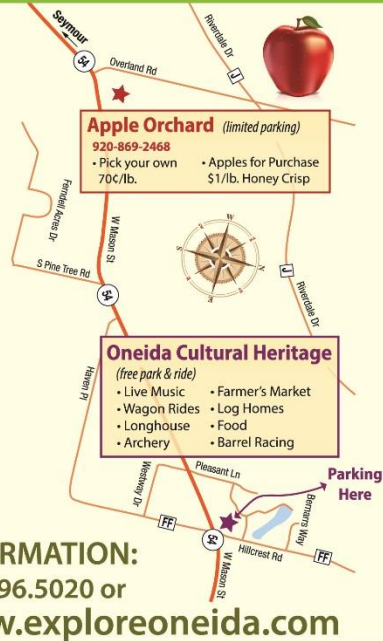


**SATURDAY,
SEPTEMBER 20
10 am – 4 pm**

**Oneida Apple Orchard and
Oneida Cultural Heritage**

1 mile west of Green Bay on Hwy. 54

Free Admission



INFORMATION:
920.496.5020 or
www.exploreoneida.com

Featuring:

Pick Your Own Apples • Horse and Wagon Rides
Oneida Longhouse • Historical Log Home Tours
Best Apple Pie Contest • Live Music
Barrel Racing Demo • Variety of Food Vendors
Oneida Farmer's Market • Chewy Rope Tricks
Face Painting • Petting Zoo • Caramel Apple
Apple Cider Press • Cider Tasting & More...

Pie Contest

**Grand Champion \$300 • 2nd Place \$200
3rd Place \$100 • Best In Show \$200**

Best Apple Dessert \$200

For more details call 496-5020

All entries must register by 1 PM day of the event



\$300
Best Apple Pie Contest



Horse and
Wagon Rides



Convenient Trolley
Rides To All Locations



Like Oneida Tourism
on Facebook

2014



2015



2016

Staff/Workers/Volunteers Rock!



Event Success

Oneida gets great Goodwill in the community

Happy Families & Kids

Kids put down the electronics to hang out

Struggling families can not worry about money

Blended attendance (Native/Non-Native)

Attendance from 0-60 miles

Increase in single day sales at Apple Orchard

Increase in overall Pick Your Own apple sales for the season

History is fun!



COME ENJOY SOME GOOD OLD, FREE, FAMILY FUN at ONEIDA APPLE ORCHARD & CULTURAL HERITAGE!

**BIG
APPLE
FEST**

**SATURDAY,
SEPTEMBER 16**

10 am – 4 pm

**Oneida Apple Orchard &
Cultural Heritage**

1 mile west of Green Bay on Hwy. 54

Free Admission

www.exploreoneida.com

Growing Pains

- Increased Budget
- Bigger Tents
- More Workers/Volunteers
- Transportation – 5 Trolleys & 4 Shuttles
- More Signage
- More Security & Police assistance
- Road Closures – work with Dept. of Transportation
- Pay workers with gas card/tribal employees get taxed
- And then issues with Municipalities...Hobart/Kelly



“Don’t be everything to everyone”



Thank You