



HO·CHUNK™  
INCORPORATED

# A STRONG VISION



SBA  
Benefits

2022 REPORT



# Lost GENERATIONS

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● Once a thriving tribe with a rich heritage and culture, the Winnebago Tribe of Nebraska is fighting to gain back all that was lost after generations of forced relocation and displacement. For over a century, the Tribe struggled with poverty, unemployment, lack of quality housing and declining numbers. In the late 1980s, unemployment on the reservation was at 70% and Tribal numbers were dwindling.

Ho-Chunk, Inc. was founded in 1994 to help people break the cycle of poverty and to improve the way of life in Winnebago. The goal of the company was to recognize and develop diverse economic opportunities and new sources of revenue. As Ho-Chunk, Inc. grew and expanded into federal contracting over the next several decades, so did opportunities for more and better jobs, home ownership, education, and economic and community development.

Today, Tribal members are moving back to the reservation for a new start, despite generations of adversity. Hope and pride are alive and well in Winnebago, and the community is seeing the positive benefits of a strong vision, perseverance and the promise of a brighter future for all.



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HO-CHUNK, INC. SBA BENEFITS REPORT 2022**

# The IMPACT We Make

● Most of Ho-Chunk, Inc.'s profit is driven by federal contracting. This revenue stream is essential to funding the company's programs, partnerships, and charitable donations in the Winnebago community. Because our business model is driven by the impact we can make on our community, we strive to give back to as many programs as possible, especially those that support the health, education and culture of the Winnebago Tribe.



Ho-Chunk Way is a donation program that builds on the mission of Ho-Chunk, Inc. to improve lives in the Winnebago community. Since the program began in 2017, over \$400,000 has been raised for community organizations through employee donations and funds matched by Ho-Chunk, Inc. Ho-Chunk Way recipients include Whirling Thunder Wellness, Winnebago Youth Shelter, Ho-Chunk Renaissance, the Winnebago Boys & Girls Club, the Winnebago Senior Center and Winnebago Tribal Farms.



Ho-Chunk Way presenting a check to Whirling Thunder Wellness in Winnebago, Nebraska.

# Health, Social and Cultural Support



## SPOTLIGHT

In 2022, Winnebago Tribal Farms received over \$73,000 in Ho-Chunk Way donations to help expand farm operations, purchase food storage equipment and make facility updates. Sights are set on increasing egg and meat production, in addition to providing classes on cooking, canning, beekeeping, gardening, and more.

19.8%  
SENIORS

29.7%  
COMMUNITY  
SUPPORT

98 Donations Totaling:  
**\$211,946.70**

18.8%  
HO-CHUNK  
WAY

27.7%  
OTHER

2.3% YOUTH SPORTS  
1.7% FUNERALS

# SUPPORT Inspires

● Ho-Chunk, Inc. has an entire department dedicated to giving back to the Winnebago community. The Community Impact & Engagement Department manages several scholarship and youth development programs that help Winnebago youth along the path to college.

## **INTERNSHIP PROGRAM**

The Ho-Chunk, Inc. Internship Program provides valuable work experience within a business environment to outstanding college students ranging from the first year through the master's level.

## **ACADEMIC DEVELOPMENT PROGRAM**

Ho-Chunk, Inc. sponsors interested Winnebago tribal member students, 7th-12th grade, to attend educational events to boost their academic learning, provide exposure to colleges, schools and other academic organizations outside of Winnebago, and to help gap summer learning loss.



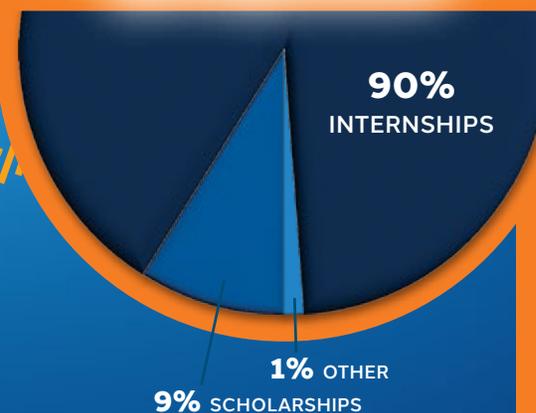
Lance Morgan, Ho-Chunk, Inc. President and CEO, presents to a group of interns.

# Education and Development

## SPOTLIGHT

In 2022, twenty-three summer interns were placed across the company and country, including our offices in Winnebago and Bellevue, Nebraska, Sioux City, Iowa, and Fairfax, Virginia!

Investment In Future Leaders  
**\$223,103.99**



# Land STEWARDSHIP

● From the success of Ho-Chunk, Inc.'s federal contracting divisions grew new opportunities to support the Winnebago Tribe. Ho-Chunk Farms was established in 2012 to increase the Winnebago Tribe's farmland lease values by creating competition on trust land and to separately begin buying back non-trust farmland within the reservation. Ho-Chunk Farms continues to grow and diversify into the future. The goal is food sovereignty and to provide an avenue for teaching future generations to be good stewards of the land.



The amount of Reservation land harvested has steadily increased each year.



- \$1.4 million farmland lease payout to the Winnebago Tribe in 2022
- Implemented an ag program at Little Priest Tribal College in 2022
- Developing a regenerative poultry operation in 2022 in partnership with the Winnebago Tribe, with plans to include 2,000 egg laying hens

**930 Acres** of Land Dedicated  
To Organic Farming

# Lands

## SPOTLIGHT

Ho-Chunk Farms recently established a diversified agriculture program at Little Priest College in Winnebago that aims to educate a future generation of Winnebago farmers and agriculture scientists.



**6,400 Acres**

Of Farmland Being Farmed



# HOME Ownership

● Across Winnebago, the construction of new homes, community buildings and roads are tangible symbols of hope and progress.

This process began with Ho-Chunk Village. Just fourteen years after initially breaking ground, every lot had been utilized for homes and additional local businesses. With the funding for buyers to receive \$75,000 in down payment assistance

sustained by profits from federal contracts, Ho-Chunk Inc.'s real estate division assists in the process and provides first time buyers with home ownership courses. And with the homes built by the company's construction division, homes are purchased at cost.



## HO-CHUNK VILLAGE 2.0

Housing remains a critical priority in Winnebago, Nebraska. The Winnebago Tribe and Ho-Chunk, Inc. are helping more Tribal members realize the dream of home ownership and create generational wealth through community-wide programs and developments. Recent federal funds from the CARES Act and Indian Health Service have accelerated infrastructure development on a 40-acre expansion to the master-planned community that will create approximately 200 more living units. The \$50 million Ho-Chunk Village 2.0 development includes 120 apartment units, 32 townhomes, 10 elder homes and 35 single-family homes.



The original Ho-Chunk Village is a vibrant neighborhood within Winnebago. Now full, the company is expanding the community with Ho-Chunk Village 2.0.

# Economic And Community Development

## SPOTLIGHT

Elders' Village is an important aspect of the Ho-Chunk Village expansion. The beautiful village for tribal seniors features ADA-compliant cottages. This project helps alleviate the need for affordable housing for the Elders and also creates an additional location for the tribal members to retire. Taking care of tribal elders is a shared priority of Ho-Chunk, Inc. and the Winnebago Tribe.



2022 Donations Totaling:  
**\$150,000.00**



# Self-SUFFICIENCY

● One of the missions of Ho-Chunk Inc. is to help the Winnebago Tribe be self-sufficient. Our Tribal Business division has launched key business on the reservation and in surrounding communities designed to generate revenue, provide valuable services, provide quality jobs and perpetuate self-sufficiency.

Today, Ho-Chunk, Inc. employs more than 2,000 people in a variety of industries, from entry level all the way up to senior management. Approximately 25% of the workforce is comprised of minorities, and more than 100 of the workers are from the Winnebago Tribe.



Tribal members have more employment opportunities than ever before to live and work on the Winnebago Reservation.

## Some of these include:

- HCI Construction provides premier general contractors and design-builders for commercial, industrial and government projects.
- Dynamic Homes provides quality, new housing for single-family tribal member purchase and multi-family housing.
- Sweetwater Café offers a gourmet coffee house experience in Winnebago and South Sioux City, Nebraska, and Sioux City, Iowa.
- SweetGrass Trading is the go-to marketplace for Native American foods, gifts, and health and beauty products.
- Pony Express is a chain of convenience stores, with seven locations in Iowa and Nebraska.
- Ho-Chunk Trading Group manufactures, distributes and sells Native American tobacco, foods and gift items in order to create jobs, empower the Winnebago people and boost the local economy.
- Blue Earth Marketing provides full-service marketing, public relations, advertising and branding solutions to Ho-Chunk, Inc.'s vast array of companies as well as clients across ten states.

# Employment



**13%**  
TRIBAL  
MEMBERS

**28.93%**  
NON-NATIVE  
MINORITY

Employees Worldwide  
**2001**

**58.07%**  
OTHER

## SPOTLIGHT



Ho-Chunk, Inc. employees enjoy competitive pay and benefits, along with the ability to progress their careers within the company.

# SUCCESS Story

● Ho-Chunk, Inc. entered federal government contracting in the early 2000s and has grown to be the largest source of revenue for the company. Now reputable, award-winning prime contractors, Ho-Chunk, Inc.'s federal contracting divisions are notable success stories of the SBA 8(a) Business Development Program for minority and disadvantaged businesses. The divisions have earned dozens of awards, including U.S. Department of State Small Business Prime Contractor of the Year. Taxes..

As Ho-Chunk, Inc.'s government contracting has grown, so has the company's economic impact – locally and across the tri-state region of Nebraska, Iowa and South Dakota. Ho-Chunk, Inc. is now a leading regional employer and prominent developer of real estate and other capital projects. This growth has contributed significant direct impacts, including labor income and state/local taxes, in addition to pass-through benefits from spending that ripple throughout the greater regional economy.



Ho-Chunk Village's bustling commercial areas contain a mix businesses and industries.



**2022 Total Dividend:**  
**\$3,165,259.00**

# Economic Benefit

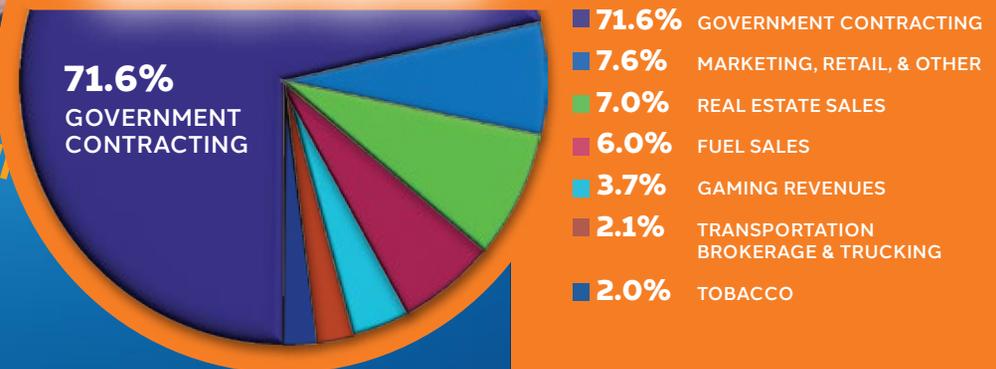


## SPOTLIGHT

Ho-Chunk, Inc. revenues topped \$380 million in 2022 and we now employ more than 2,000 people and continue growing.

Total Revenue By Industry:

**\$382,241,042**





HO·CHUNK<sup>TM</sup>  
INCORPORATED

**Proudly Owned by the Winnebago Tribe of Nebraska**

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