

MONONA CATERING

2023 was a good year for events, and the number of attendees increased over the past few years. Monona Catering's revenue for the year was \$6,842,495 which was an increase of 21.4% higher than the 2022 revenue of \$5,634,466.

THE 2023 SERVICES WERE:

- Hospitality (coffee breaks)
103,816 guests
- Meals (breakfast, lunch, dinner)
77,932 guests
- Receptions
67,313 guests
- Total Services (including all misc.)
349,734 guests

Monona Catering donated approximately 7654 pounds (3.8 tons) to local shelters.

Approximately 43,563 pounds (21.8 tons) of pre-consumer waste was diverted from the local landfills through the composting program. From a greenhouse gas equivalency standpoint, our composting efforts are equivalent to 287 urban tree seedlings grown for 10 years.

LAKE VISTA CAFÉ

The Lake Vista Café season began on May 16th and ran through September 24th. The Cafe had a great summer. The Monona Catering Culinary team introduced new items such as the Greek Olive Pasta Salad, and the Cauliflower Shawarma Taco entrée. The Hummus Plate and Fish Tacos are still our signature items and are requested frequently by our loyal customers. The total revenue for the café was \$153,481.10. The highest record for sales was back in 2017, with a total of \$224,722.66.

2023 MARKETING ACTIVITIES

Monona Catering participated in several marketing activities throughout the year, which include Client and Wedding Menu tastings, the Summer and Winter client appreciation events, and the United Way Combined Campaign.

2024 PROJECTIONS

Monona Catering projections are favorable, with revenues similar to 2023. The 10-year renovation project just completed for the Monona Terrace included painting the walls in the kitchen and catering hallway, as well as resurfacing the floors. Our staff is ready to welcome back the clients of the Monona Terrace and have a successful year.