

Catering

- In 2019, Monona Catering experienced a softer year than 2018. Year-end total revenue was \$6,970,474 (pre-audit), -2.38% down from 2018 revenue of \$7,140,453.

The 2019 Services were:

- Hospitality (coffee breaks) 129,620 guests
 - Meals (breakfast, lunch, dinner) 110,911 guests
 - Receptions 75,217 guests
 - Total Services (includes all misc.) 428,112 guests
 - Approximately 5731 pounds (2.9 tons) of food donated to The Health Food for All program, which is distributed to Local shelters, organizations and pantries throughout the city.
 - Approximately 42,000 pounds (21 tons) of pre-consumer composting diverted from waste stream.
- **Lake Vista Café:** Sales were strong in 2019 at the Lake Vista Café, despite having almost 3 weeks of rain closures in the opening month of May. The concert series had good attendance, including the 2 concerts that were inside due to rain. The season finished with \$189,624.18 in sales, which was approximately 6.4% down from 2018.
 - LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.43% and overall food satisfaction and value rated at 97.68%. Due to the Corona Virus Pandemic, the Lake Vista Café will have a delayed opening. We are projecting an open date of late June, but may need to amend this based on the current situation. We will update our status after the Governmental Gathering Ban is lifted. The Lake Vista Café will feature our signature dishes as well as new plant based menu options. Our Rooftop Garden will be planted after we return for business.
 - **2020 Projections:** Revenue for 2020 is projected to be about 26% less than 2019 as a result of our operation being shut down for approximately 3 months during the Corona Virus Pandemic. Business is expected to come back slowly towards the end of June, but attendance numbers will mostly be down. The fall is still projecting as strong with the greatest number of events in October.
 - **2019 Marketing Activities:** The following is a snapshot of some of Monona

Catering's 2019 marketing activities:

- MT Client Appreciation Events
 - Client Menu Tastings
 - Wedding Menu Showcases
 - GMCVB - Client Cultivation Events
 - MT Sales Blitz
 - MT/MC Team Development Day
 - United Way Combined Campaign
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- **2020 Menu Project:** In 2019 Monona Catering revised our Catering and Wedding Menus to include information regarding our sustainability efforts, Monona Terrace's Gold LEED Certification as well as photos of our food items to enrich our offerings.

 - **Moving ahead into 2020:** We are very dedicated to our local food sourcing and post-consumer composting efforts. We are creating new standards to ensure the health and safety of our staff and guests with our service procedures and food handling. We are confident that we are taking all appropriate measures to continue to provide our excellent service and high quality food to our guests. We look forward to continuing to support our environment, which will enhance the total Food and Beverage Experience here at the Monona Terrace Community and Convention Center.

 - **COVID-19 Summary**
 - Monona Catering furloughed the entire staff on March 20 except for 7 directors that were retained to continue basic minimal operations.
 - With the aid of a PPP Loan, we were able to bring back our entire management staff on April 20 following the CDC, OSHA and Public Health Department guidelines.
 - Our management team is working towards safely bringing back the rest of the staff after the Safer at Home order expires on May 26.
 - We continue to refine our health and safety procedural plan to distribute to clients to help them feel confident in our measures as meetings and events rebook at Monona Terrace.

 - *It is with a very heavy heart that I am announcing that Executive Chef Matt*

Reichard will be stepping down in his position. Last year Matt had celebrated his 30th Anniversary with Kelber and Monona Catering combined. From his early days at Kelber Catering to the opening of the Monona Terrace, Matt's leadership and culinary skills have helped to create the strong and vibrant company of Monona Catering. Matt has been the cornerstone of our operation and his hard work, sweat and tears have propelled us to award winning achievements. Matt's contribution to "Be the Best, No Less" can be seen in our menus, food displays, plate presentations and culinary staff.

Matt's last day will be July 1st. Matt will be working with the culinary staff through this transition period and is always around for questions if you need him. Matt's accomplishments in his career are prevalent throughout the company, and we thank you Matt for all you have done, and given to Monona Catering. When we are all back in the building together, join me in celebrating Matt and wishing him well on his