

Monona Catering Mid-Year Report

- **Revenue:** The beginning of 2022 saw light revenue as events were slowly coming back after almost 2 years of cancellation. In March, customer confidence was evident as more events were taking place, and revenues were increasing.
- In the second quarter, revenues continued to increase, and by late April early May, they were getting close to 2019 numbers. The total revenue for the first half of the year is \$1,466,647 (pre-audit), which is 483.3% higher than the end of the second quarter in 2021.
- Monona Catering continues to increase its staffing levels with a \$100.00 bonus for referrals from current employees to attract new employees. MC has been able to hire almost 40 new employees, and will continue to hire throughout the rest of the year. With the large volume of events now taking place at Monona Terrace, the use of temporary staffing agencies has helped supplement staff levels.
- **Services for Q1-Q2:**
 - Hospitality (coffee breaks) 36,832 guests
 - Meals (breakfast, lunch, dinner) 27,332 guests
 - Receptions 25,068 guests
 - Total Services (includes all misc.) 120,530 guests
- **Lake Vista Café:** Catering has remained very busy with building events and all resources have been focused on these events to ensure a high quality of service. With the continued local labor shortage, the difficult decision to close the Lake Vista Café for daily business was made. The Lake Vista Café opened for Concerts in June and July, Dane Dances in August, and special events.
- Lake Vista Café looks forward to being back open in May of 2023 and having a very successful season.
- **Marketing and Donations:** In January and March, the Menu Showcase Tastings for the 2022 Bridal couples was held. They were very well attended with great comments about the food from the couples.
- In the first half of the year, Monona Catering donated 1765.5 pounds of food to local shelters.
- Additionally, catering has diverted 6 tons (12,000 pounds) of post-consumer waste from the local landfills.