

H. Catering Mid-year Report

- **Revenue:** 2023 looks to be a solid year for Monona Catering. March was strong and continued the momentum with revenues increasing and by the end of the second quarter, revenue is close to 2019 levels, lagging behind by only \$212,237.
- The total revenue for the first half of the year is nearly \$3M (pre-audit), which is 25.8% higher than the end of the second quarter 2022. Monona Catering is on pace to end the year with revenues 16.21% higher than 2022.
- Monona Catering has had more success hiring this year and will continue to hire throughout the rest of the year. Temp agencies are used only when necessary to fill in the gaps for very large and multi-day events.
- **Services for Q1-Q2:**
 - Hospitality (coffee breaks) 44,305 guests
 - Meals (breakfast, lunch, dinner) 34,904 guests
 - Receptions 36,878 guests
 - Total Services (includes all misc.) 167,283 guests*

* *For comparison, the 2022 Total Services for Q1-Q2 was 120,530 guests.*
- **Lake Vista Café:** The Café opened on May 16th this season and continues to do well. There is good traffic and interest on the weekends. It did well during the Concert on the Rooftop and Dane Dances events. There are four Live @ Lake Vista events August through September which will feature acoustic music, Happy Hour 2 for 1 appetizers and a specialty cocktail within the Lake Vista Café circle.
 - Revenue to date is \$133,852. For context, revenue for 2021 at this time was \$99,543 and for 2019 was \$152,246.
- **Marketing and Donations:** In January and March the Menu Showcase Tastings for the 2023 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, 4394 pounds of food was donated to local shelters.
- 7.5 tons (15,000 pounds) of post-consumer waste was diverted from the local landfills.