

Monona Catering Board Report

- **Revenue:** 2024 looks to be a good year for Monona Catering with estimated revenues in excess of \$7,000,000, approximately 5.7% higher than 2023.
- Due to the 10-year renovation project December of '23 - January of '24 the revenues had a slow beginning. But February was a very strong month and the momentum continued as May was the best month so far. Total revenue for the first half of the year is \$2.4 million (pre-audit).
- **Staffing:** Hiring employees has been easier this year and Monona Catering is able to fill most positions, including for Lake Vista Café. Temporary staffing agencies are required only on large event days after our employee rosters have been depleted.
- **Services for Q1-Q2:**
 - Hospitality (coffee breaks) 150,823 guests
 - Meals (breakfast, lunch, dinner) 39,157 guests
 - Receptions 73,590 guests
 - Total Services (includes all misc.) 306,747 guests

In comparison, the 2023 Total Services for Q1-Q2 was 167,283 guests.

- **Lake Vista Café:** The Café opened on May 21, 2024 and is doing well. Despite the rainy season, the Café is getting good traffic and interest on the weekends and especially during the Concert on the Rooftop and Dane Dances events. Revenue to date is \$93,924.24 compared to \$96,705.55 in the same period of 2023.
- **Marketing and Donations:** At the end of January, Monona Catering donated 1000 petite cupcakes for the Family Winter Prom which was sponsored by Madison Parks. In March, Monona Catering sponsored the Wisconsin Chapter of Meeting Planners International, (MPI) with a lunch and reception, and helped to support Monona Terrace with Terrace Town cookies and activities. In February and March, annual Menu Showcase Tastings for the 2024 Bridal couples were held. The tastings were well attended with great comments about the food.

- In the first half of the year 4394 pounds of food was donated to local shelters.
- 32.8 tons (65,603 pounds) of post-consumer waste has been diverted from the local landfills. From a greenhouse gas standpoint these composting efforts are equivalent to 432 urban trees seedlings grown for 10 years, or they offset the equivalent of 65,078 miles of driving and 2,952 gallons of fossil fuel usage.