

## Monona Catering 2017 Recap

**2017 Revenue:** Year-end total revenue was \$7,138,313 (pre-audit), 11.20% down from the record breaking 2016 revenue of \$8,040,549.

### 2017 Services:

- Hospitality (coffee breaks) 132,709 guests
- Meals (breakfast, lunch, dinner) 111,026 guests
- Receptions 64,084 guests
- Total Services (includes all misc.) 431,488 guests
- Approximately 6,028 pounds (3.01 tons) of food donated to Salvation Army and like organizations
- Approximately 31,625 pounds (15.81 tons) of pre-consumer composting diverted from waste stream

**Lake Vista Café:** We had great weather in 2017, which allowed the Lake Vista season to prosper. The season finished with a record breaking \$224,722 in sales, which was approximately 22.5% up from 2016.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.51% and overall food satisfaction and value rated at 97.07% which is an increase from the total of 96.92% in 2016. LVC will reopen the second Tuesday in May 2018.

**2018 Projections:** Revenue is estimated at \$7,255,000 with the highest months projected to be June and October. Trek has moved to the end of September, and has decreased their food and beverage needs, and therefore is not a substantial revenue driver any longer.

**2017 Marketing Activities:** The following is a snapshot of some of Monona Catering's 2017 marketing activities:

- MT Client Appreciation Events
- Client Menu Tastings
- Wedding Menu Showcases
- Spring Bridal Show
- GMCVB - Client Cultivation Events
- MT Sales Blitz
- MT/MC Team Development Day
- United Way Combined Campaign
- Dane County CASA Gingerbread House Competition Sponsor

**Retirement Announcement/Promotions:**

Announcement by Patty Lemke, C.O.O. on September 26, 2017

*It is with very mixed emotions that I am passing along the retirement announcement of Kim Nelson, effective December 31, 2017. Needless to say we are very happy for him, but at the same time his formidable presence will be missed by everyone.*

*Effective January 1, 2018, I will move into the CEO position...I said ok to the position as long as Kim would agree to be my consigliere as needed. Thankfully he said I could call him anytime!*

*As for a retirement celebration, that is up in the air right now. We do not know when he will be back in Minnesota, so we will keep everyone posted.*