

MONONA CATERING

2025 had reduced revenues from the previous year, with event spending down and less conferences and conventions. Monona Catering's revenue for the year was \$6,664,309 (pre-audit) which was a decrease of 5.17% from the 2024 revenue of \$7,027,446.

THE 2025 SERVICES WERE:

- Hospitality (coffee breaks)
257,673 guests
- Meals (breakfast, lunch, dinner)
76,314
- Receptions
65,094 guests
- Total Services (including all misc.)
584,944 guests

Monona Catering donated approximately 6126 pounds (3.0 tons) to local shelters.

Approximately 41,715 pounds (20.8 tons) of pre-consumer waste was diverted from the local landfills through the composting program. From a greenhouse gas equivalency standpoint, our composting efforts are equivalent to 275 urban tree seedlings grown for 10 years.

LAKE VISTA CAFÉ

The Lake Vista Café season began on May 20th and ran through September 21st. The season started off with quite a few rainy days, which resulted in slower sales. The Monona Catering Culinary team introduced new items such as the Rooftop Summer Salad, and the Black Bean Burger. The total revenue for the café was \$133,316, which was 11% lower than the 2024 season.

2025 MARKETING ACTIVITIES

Monona Catering participated in several marketing activities throughout the year, which include Client and Wedding Menu tastings, the Winter Prom event in January, and the winter client appreciation event, in December. Monona Catering started a marketing campaign for the Lake Vista Café with a flyer sent out to our neighborhood. We will continue this outreach and increase the distribution to include businesses as well as residential neighborhoods in a larger area.

2026 PROJECTIONS

Monona Catering projections show good growth for 2026 with revenues estimated at approximately \$7,525,000. The first quarter starts off with some nice repeat events in February and March and then business ramps up starting the second quarter with an increase in conference and conventions.