

Monona Catering 2025 Q1-Q2 Report

Revenue: 2025 is consistent as noted earlier in the year with having more conferences and conventions in the second half of the year versus the first half.

The first half of the year has been steady. September and October are strong, which will provide good increases in revenue. The total revenue for the first half of the year is about \$2 million (pre-audit), which is 16% less than 2024.

Staffing: Monona Catering has been able to hire employees for all departments this year, as well as the Lake Vista Café being fully staffed for the season.

Services for Q1-Q2:

• Hospitality (coffee breaks)	125,452 guests
• Meals (breakfast, lunch, dinner)	32,938 guests
• Receptions	35,619 guests
• Total Services (includes all misc.)	276,354 guests

In comparison, the 2024 Total Services for Q1-Q2 was 306,747 guests.

Lake Vista Café: The Café opened on May 20th this season and continues to do well. It has been a rainy and hot season so far, but the Café is getting good traffic on the weekends and especially during the Concert on the Rooftop and Dane Dances events. Revenue to date is \$90,722.24 compared to \$100,617 in the same period of 2024.

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 February and March, our annual Menu Showcase Tastings for the 2025 Bridal couples were held. The tastings were well attended with over 100 people for each tasting. Our couples enjoy a large array of items on the menu including desserts and communicate great comments about the food to our staff.

This year, Monona Catering worked with the Community Relations/Marketing team to put together a mailed flyer to send out to residents within the area to entice awareness of the Lake Vista Café. The advertising campaign next year will be expanded to include business areas also.

In the first half of the year, Monona Catering donated 2,639 pounds of food to local shelters. Monona Catering continues to be part of the food insecurity solution in our community with the weekly donations to shelters.

Monona Catering has diverted 11.3 tons (22,670 pounds) of post-consumer waste from the local landfill. This program helps to reduce the environmental impact on the community.