

- In 2018, Monona Catering had a stable revenue year, but a large party cancellation at the end of the year did impact our revenue growth. Year-end total revenue was \$7,140,455 (pre-audit), 0.03% up from 2017 revenue of \$7,138,313.

**The 2018 Services were:**

- Hospitality (coffee breaks) 137,387 guests
- Meals (breakfast, lunch, dinner) 107,305 guests
- Receptions 70,231 guests
- Total Services (includes all misc.) 427,861 guests
- Approximately 5833 pounds (2.91 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: Sales were strong in 2018 at the Lake Vista Cafe with the concert series having good attendance and only one rain cancellation. The Dane Dances attendance for all 5 concerts was down a bit, which resulted in lower revenues than 2017. More competition with other events on the same evening and lesser known bands did impact the revenue. The season finished with \$202,502.82 in sales, which was approximately 9.9% down from 2017.
- 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%. LVC will reopen the second Tuesday in May 2019 with our signature dishes as well as new options to help drive business during the evening hours.
- 2019 Projections: Revenue is estimated at \$7,140,000 with the highest months projected to be June and October.
- **2018 Marketing Activities:** The following is a snapshot of some of Monona Catering's 2018 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
  - This will be the last year for this competition. Dane County CASA will not be continuing this program after 2018. We do look forward to helping with their next project in 2019.

Promotions:

"It with great pride and pleasure that I would like to announce the promotion of Micayla Zapata, from Senior Sales Manager to Director of Sales for Monona Catering!

Micayla has been with Monona Catering for 11 years, and has spent 8 years in the Sales Department, learning all aspects of the sales process. Micayla has done an outstanding job as Senior Sales Manager, helping to lead the sales team to accomplish exemplary events for our clients. Micayla has demonstrated and shared great vision for our client's events, as well as strong direction for the sales team.

Micayla will maintain the same responsibilities as before, but will be the point person for proposals, both internal and from the CVB, event assignments, and other sales related duties. Her new position will be effective December 31, 2018."

Wendy Brown-Haddock, CPCE  
General Manager