

H. Catering

- The COVID-19 Pandemic began in Wisconsin in February 2020. By March 20th, a state wide Stay at Home order was issued, and all events in the hospitality industry came to a halt.

By the end of May, the Wisconsin Safer at Home order was lifted, but local Health Department restrictions continued for meetings, events and public gatherings. These restrictions are still in effect as of February 2021.

As a result, our union employees and half of our management staff have been furloughed for almost a year. We have been able to retain half of our core management team and maintain medical and dental insurance for all qualified employees with the aid of a PPP Loan. We continue to call back staff as needed for events that meet the Public Health Madison Dane County requirements.

- The first 3 months of the year ended with revenues of \$1,312,599 (pre-audit), which is 12.23% over from the same period in 2019. As the COVID-19 Pandemic continued, our revenue after March 20th through the rest of the year was very minimal. Our total catering revenue for the year was \$1,387,961 which is 80.9% less than 2019.

- **The 2020 Services were:**

○ Hospitality (coffee breaks)	23,859 guests
○ Meals (breakfast, lunch, dinner)	22,943 guests
○ Receptions	16,584 guests
○ Total Services (includes all misc.)	83,732 guests

- Approximately 3500 pounds (1.75 tons) of food donated to
- The Healthy Food For All program, which is distributed to local shelters, organizations and pantries throughout the city.
- In June and July Monona Catering prepared and donated 1,200 ready to eat meals that were distributed to local organizations by the Healthy Food For All Program.
- Approximately 1,000 pounds (.5 tons) of pre-consumer composting diverted from waste stream in January – March.
- **Lake Vista Café:** The Lake Vista Café opened for the season on June 9th, which was delayed a month by the COVID-19 Safer at Home Order.

While we have a very loyal following, the public working remotely as well as the capacity restrictions contributed to a very slow season. We closed for the season on September 6th, which is about 3 weeks earlier than we normally close.

The total revenue for 2020 at the Lake Vista Café was \$18,365.43, which was 90.3% less than 2019.

Comments from patrons were very favorable and positive. They were very thankful for all of the pandemic protective measures taken to keep everyone safe.

Timeline for the 2021 season is yet to be determined due to on-going COVID-19 restrictions.

- **2021 Projections:** Revenue for the first half of 2021 is light as the COVID-19 Safer At Home restrictions are still in force. Our revenue looks to rebound in the second half of the year, once the vaccines are widely available allowing consumer confidence for personal safety to return and all Safer at Home restrictions are lifted.
- Estimated Revenue for 2021 is around \$4,000,000 with the majority of it in the latter half of the year.
- **2020 Marketing Activities:** The following is a snapshot of some of Monona Catering's 2020 marketing activities:
 - Client Menu Tastings
 - Wedding Menu Showcases
 - GMCVB - Client Cultivation Events
 - MT Sales Blitz
- **Moving ahead into 2021 and 2022:** We are dedicated to maintaining safe and socially distanced meetings and events following all Public Health requirements, which includes continuing our procedures for employee health screening, masking and social distancing. We will continue our commitment to helping all persons that visit and hold events at the Monona Terrace feel safe, comfortable and confident that their food and beverage experience will exceed all expectations.