destination madison™

MT BEA FUND
BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS:

☒ This event meets Monona Terrace's definition of a convention.

☒ This event has not yet been contracted.

☒ This event has a minimum of 75% programmed events at the Monona Terrace.

☒ This event uses a minimum of two hotels within the Madison Room Tax District.

☒ This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING:

☒ This event has a minimum direct spending impact of $100,000

☒ This event has a minimum out of town attendance of 400.

Date of Request	11/11/21	Sales Manager	Anne Yost
Group	American Society of Animal Science		
Event Name	WCGALP 2026 - World Congress Genetic Applied Livestock Production	Lead #	119267
Event Dates	July 12-17, 2026 *Verify this does not conflict with major annual events.*	Amount Requested	$42,000
Fund Use	Facility Rental		

Peak Room Nights (total peak)	450	Total Room Nights	2,800

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	Concourse	
Peak Room Block Bid				

Lead Status	Pending	Direct Spending Impact	$1,327,888
Competition	want to hold event in Madison	Attendance	1,200
Decision Date	12/20/21	Expected Contract Revenue	$82,886

HISTORY	1	2
Month & Year	This congress is the premier conference for researchers and professionals involved in genetic improvement of livestock. Delegates from around the world gather every four years to attend the scientific program and to network with colleagues. We have had 11 successful congresses since the '70s; in Madrid (Spain, 1974 and 1982), Lincoln (USA, 1986), Edinburgh (UK, 1990), Guelph (Canada, 1994), Armidale (Australia, 1998), Montpellier (France, 2002), Belo Horizonte (Brazil, 2006), Leipzig (Germany, 2010), Vancouver (Canada, 2014), and Auckland (New Zealand, 2018).	The 11th WCGALP, Feb. 11-16, 2018, Auckland, New Zealand - at the Aotea Centre. 2022 event is in Rotterdam, The Netherlands, July 3-8, 2022
City		
Facility		
Block Total		
Pick Up Total		

Comments	Holding the week prior to ASAS Annual Convention 2026, already contracted at Monona Terrace.	Other Funding (external & internal)	DM Grant $10,000 MMB State Grant - $20,000

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval	Jamie Patrick	Date	11/18/21
CEO Approval	Ellie Westman Chin	Date	11/18/21

Internal Use Only:

Committee Meeting Approval Date & Amount

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