

2016 RES-256

RECOGNIZING THE 50<sup>th</sup> WORLD DAIRY EXPO

**WHEREAS** October 3 - 8, 2016 marks the 50th World Dairy Expo, held in Dane County annually to celebrate the global dairy industry; and

**WHEREAS** over 77,000 people from over 90 countries attend the World Dairy Expo each year; and

**WHEREAS** Dane County is the number five dairy producing county in the state, processing milk into dairy products accounts for \$416 million being pumped into the county's economy; and

**WHEREAS** World Dairy Expo has an estimated multi-million dollar economic impact to Dane County due to the size and scope of the annual dairy cattle and dairy trade show.

**NOW, THEREFORE BE IT RESOLVED** that the Dane County Board of Supervisors hereby congratulates Scott Bentley, General Manager of World Dairy Expo and the Expo staff on their hard work and dedication to having a successful event year after year; and

**BE IT FURTHER RESOLVED** that the Dane County Board of Supervisors hereby recognizes the 50th World Dairy Expo and expresses appreciation to sponsors, participants, and attendees for their support in this event and to the Convention & Visitors Bureau for their extensive welcome program to grow and sustain this annual event.

**BE IT FINALLY RESOLVED** that a copy of this resolution be presented to Scott Bentley, as well as to Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau-as a token of the esteem in which they are held.