



# AROC Convention 2027

Convention Planning Update  
30 March 2026

Peter Jones, Convention Planning Chair

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# Agenda

- Opening / Attendees
- President's Comments
- Bottom Line Up Front
- Location/Date Update
- Track Subcommittee Update
- Theme Subcommittee Update
- What Will Happen in the Next Two Weeks
- Comments/Discussion
- Closeout





## President's Comments

Brewster Thackeray

## Bottom Line Up Front



- Over the last 2 weeks:
  - Team focused on location, date
  - 4 locations under active consideration – 3 discarded
  - Current hotel pricing puts room rates “in the ballpark” – roughly equivalent to 2026 Convention rates (Utah)
- Track/Autocross team is getting organized
  - Update from Brad Mellor
- Theme subcommittee in preliminary stages
  - Update from Megan Hashashyan

# Lodging/Date Process (making sausage)



- Internet/web/AI search to identify potential properties
  - Location, access, traffic, number of rooms, “rack” pricing, banquet space, alternative (overflow) hotels, etc
- 1-2 persons make initial visit
- Property prepares preliminary proposal (date, pricing, schedule, etc)
- Compare proposals for preliminary “rack and stack”
- Second visit: tour, follow-on discussions, clarifications
- We submit formal RFP to hotel(s) for specific requirements
- Hotel submits final proposal for specific dates, # rooms, banquet, etc
- Review proposals – confirm 1<sup>st</sup> choice – Negotiate final arrangements
- Chapter Board approves
- National Board approves
- Contract signed

## Property #1: Turf Valley Resort (Golf Resort)



- Location: Ellicott City, MD
- 172 rooms and suites
- Rack rate: \$137 + tax
- Meeting room charge: TBD
- Banquet: 650
- Overflow: Hampton Inn,  
15 mi
- Concours: TBD



*Summary: Facility is too small, lack of overflow hotel. Not a good choice.*

## Property #2: Marriott Westfields

Sat, July 24, 2027 - Mon, August 2, 2027



- Location: Chantilly, VA (approx. 5 miles south of Dulles Airport)
- 324 rooms, 12 suites
- Offer: \$189/night + tax, no parking/resort fees
- Meeting rooms at no charge
- Banquet up to 600 persons
- Overflow: Hyatt Place, 1.2 mi
- Concours: Offsite



*Summary: Good chopice, very responsive, have to find place for Concours*

## Property #3: Bolger Center

- Location: Potomac, MD (Approx 3 mi west of I-270/Democracy)
- 401 rooms, 30 suites
- Rack rate: \$149/night + tax, no parking/resort fees
- Meeting room charge TBD
- Banquet up to 350 persons
- Overflow: Embassy Suites Bethesda, 4 mi
- Concourses: TBD

*Summary: Only 80 rooms are double-occupancy, everything else is single. Not good for Convention.*



## Property #4: National Conference Center (former Xerox Training Center)



- Location: Landsdowne, VA  
(Approx 4 mi east of Leesburg)
- 917 rooms, 78 suites
- Rack rate: Awaiting Proposal
- Meeting room charge: TBD
- Banquet: TBD but no doubt large
- Overflow: Multi in Ashburn, 4 mi
- Concourses: Onsite



*Summary: A little “dormitory-like” but a reasonable choice. We will have to share hotel with other groups.*

## Property #5: Gaithersburg Marriott



- Location: Gaithersburg, I-270 Exit 10
- 284 rooms and suites
- Rack rate: \$293 + tax
- Meeting room charge: TBD
- Banquet: 480
- Overflow: Springhill Suites, Courtyard, easy walking distance, 0.2 miles away
- Concours: Offsite, location TBD



*Summary: High traffic area, entry/exit via I-270. Limited exterior parking.*

## Property #6: Crowne Plaza Annapolis



- Location: Jennifer Rd, Annapolis
- 197 rooms and suites
- Rack rate: \$142 + tax
- Meeting room charge: TBD
- Banquet: 360
- Overflow: Multi within 5 minute drive
- Concours: Offsite, location TBD



*Summary: Potentially too small but lots of overflow hotels nearby. Heavy traffic on US-50. Distance to track may be an issue.*

## Property #7: DoubleTree by Hilton Annapolis MD



- Location: 210 Holiday Court, Annapolis (13 miles west of Bay Bridge)
- 219 rooms and suites
- Rack rate: \$110 + tax
- Meeting room charge: TBD
- Banquet: 432
- Overflow: Multi within 5 minute drive
- Concours: Offsite, location TBD



*Summary: Better location than the Crowne Plaza. Restaurant is small, only seats 70. Heavy traffic on US-50. Distance to track may be an issue. We would basically have the entire parking lot for us, a plus.*

# Track Distances are all Roughly the Same (except Annapolis)



Hotel	Distance to Summit Point (one way)
Westfields Marriott	55 miles
Bolger Center	69 miles
National Conference Center	40 miles
Turf Valley	66 miles
Gaithersburg Marriott	60 miles
Crowne Plaza Annapolis	103 miles
DoubleTree by Hilton Annapolis	103 miles

# Our Hotel Rack-and-Stack



"Leaning"	Hotel	Comment
1	Westfields Marriott	Responsive, recent renovations, VA-28?
2	Gaithersburg Marriott	I-270, parking?
3	National Conference Center	Closest to track, very large, set up for business conferences
4	DoubleTree by Hilton Annapolis	# of rooms, distance to track
5	Crowne Plaza Annapolis	Too small
6	Bolger Center	Almost all single rooms, overflow 4 miles away – not interested in our Convention
7	Turf Valley	Too small, no overflow hotel

## Location/Date Milestones (We Hope!)



- In-person evaluation of locations this week & next
- Location/date recommendation not later than 10 April
- Formal RFP to selected hotel not later than 15 April
- Hotel negotiations through 24 April
- Formal chapter Board, national Board approval late April
- Contract signed NLT 1 May



# Subcommittee Reports



- Track/Autocross Subcommittee
  - Chair: Brad Mellor
  
- Theme Subcommittee
  - Chair: Megan Hashashyan
  
- All: Start thinking about tours, seminars, speakers
  - All thoughts/recommendations welcome!

# Subcommittee Structure



Vice Chair – Subcommittee Oversight and Liaison	
Location and Date	Hotel Liaison
Track	Autocross
Pre-Tour	Tours
Registration	Web (Club Express)
Web (Convention Website)	Regional Theme & Logo
Publicity/Convention Guide	Sponsors
Vendors	Rallies/Gimmick
Seminars	Concorso

**AND SO MUCH MORE !!**

# Conclusions and Next Steps



- Next Committee Zoom: Monday, 13 April, 8PM. Dial-in # to come
- Please consider volunteering for one of our committees
  - If everyone does a **little**, nobody has to do a **lot!**
  - Click the link on the emails or send me a message:

[Alfa2027convention@gmail.com](mailto:Alfa2027convention@gmail.com)

OR

571.490.5364

- Email “blast” with slides download link will be coming out in next 1-2 days



# Questions Discussion

Peter Jones, Convention Planning Chair

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