

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 6/4/2026

Sales Manager Aaron Frey

Group National Orientation Directors Association

Event Name 2029 NODA Annual Conference

Lead # 121491

Event Dates 10/14/2029-10/19/2029

Amount Requested \$30,000

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

465

Total Room Nights

2000

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy Suites	BW Premier Park	Concourse Hotel
Peak Room Block Bid	150	185	80	150

Lead Status Pending

Direct Spending Impact \$1,145,264

Competition Unknown

Attendance 700

Decision Date 7/31/2026

Expected Contract Revenue \$60,981

HISTORY

	1	2	3
Month & Year	November, 2026	October, 2025	November, 2024
City	Atlanta, GA	San Francisco, CA	Portland, OR
Facility	Omni Hotel at Centennial Park	Hyatt Regency	Hilton Portland Downtown
Block Total		700+ Attendees	1710
Pick Up Total			1244

Comments

Other Funding DM Grant \$12,300
(external & internal)

VP Approval

Date

7-7-26

Internal Use Only:

Committee Meeting Approval Date & Amount

CEO Approval

Date

7.7.26