



SALES PROPOSAL

Bruce Whitaker, CMP, CHME

American Baptist Churches USA

2025 ABCUSA Mission Summit

BGM EC Item 9
2025 BMS Proposal
Milwaukee, WI



HYATT
REGENCY



GEDA MATTNER
Senior Sales Manager

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Nestled on the shores of Lake Michigan in the heart of the Midwest, uncover our wonderfully random city! You can stroll along the Riverwalk, experience hundreds of award-winning restaurants with local flair and international flavors, catch a show at one of our historic theaters, or take in an event at the country's most impressive arena: Fiserv Forum. You call it Milwaukee, we call it home.

Thanks so much for including Brew City and Hyatt Regency in your search for a home for the 2025 ABCUSA Mission Summit! Please take a moment to review the following proposal, and please keep in mind that our hotel is not currently holding guestrooms or function space for your event.

THE PERFECT VENUE

- **THE CENTER OF CREAM CITY:** Our hotel is the only full service hotel located in the heart of Milwaukee's Deer District. Your attendees will be able to arrive to your meeting and step right out our doors where they can walk to hundreds of dining, entertainment, and nightlife options during their free time. This will ensure that they get to experience the best of what our wonderfully random city has to offer – not to mention that it will save you on transportation costs during their stay!
- **HAPPY DAYS (AND HAPPIER NIGHTS):** Event attendees can rest and relax in our spacious 300 square foot rooms, featuring large flat screen TV's with StayCast capabilities. This means that you can spend more time focusing on making your meeting a success, and less time worrying about your attendees' comfort.
- **TECHNOLOGY ON TAP:** We are thrilled to offer state-of-the-art technology at Hyatt Regency Milwaukee. Recent upgrades include the fastest (and still complimentary!) hotel Wi-Fi in the state at 5Gbps, RFID locks on all guest rooms and event spaces, energy saving smart HVAC systems, and Hyatt's Event Concierge app. This will make your event a breeze, ensuring flawless internet, access to your spaces when you need them, and the ability to make requests to our staff right at your fingertips.

As always, reach out if you have any questions, concerns, or if I need to sharpen my pencil to make our bid more competitive. Until then, our entire convention team will anxiously await word – we can't wait to open our doors to you and your guests!

Brewing up local fun in our big, little city on the lake!

Geda Mattner

Bitten by the Hospitality and Events bug while participating in the Disney College and Epcot Ambassador Programs, I knew providing excellent customer service and memorable events was my calling. A Wisconsinite at heart, I returned to Brew City. You'll find me exploring new and historic gems, at a concert, play, or cheering on my teams!



TIME FOR BED, CHEESEHEAD

Day	Date	Room Count
Monday	6/16/25	42
Tuesday	6/17/25	70
Wednesday	6/18/25	165
Thursday	6/19/25	264
Friday	6/20/25	300
Saturday	6/21/25	300
Sunday	6/22/25	240
Monday	6/23/25	70



\$196.00 STANDARD ROOM RATE SINGLE/DOUBLE OCCUPANCY

- 80% Attrition, 20% Allowable
- Rates include 7% Commission to Rocky Mountain Hospitality
- Rates include a \$10 Rebate payable to Visit Milwaukee to offset the Baird Center costs
- Rates do not include applicable taxes, currently 15.5%

Hyatt Regency Milwaukee features 481 total guestrooms: 227 Kings, 236 Doubles, and 18 Suites.



THE PERFECT FIT? YOU BETCHA.

Day	Start Time	End Time	Activity	Type	Space	StyleDesc	PPL
Board of General Ministries and International Ministries Board				Meetings -Hotel			
Mon	5:00 PM	7:30 PM	Exec Committee Meeting/Dinner	ABCUSA BGM	VUE East	Existing	12
Tue	9:00 AM	1:30 PM	Meeting/Lunch	meal	VUE East	Existing	12
Tue	7:00 AM	8:00 AM	Breakfast	meal	Atrium	Rounds	45
Tue	12:00 PM	1:30 PM	Lunch	meal	Atrium	Rounds	45
Tue	2:00 PM	8:30 PM	BGM Plenary	ABCUSA BGM	Executive Ballroom	Half Rounds	60
Tue	5:00 PM	6:30 PM	BGM Dinner	meal	VUE North	Rounds	55
Tue	6:00 PM	9:00 PM	IM Dinner	meal	VUE East	Rounds	25
Tue	6:00 PM	9:00 PM	IM Exec Meeting	IM Board	Boardroom	Conference	16
Wed	7:00 AM	8:30 AM	BGM Breakfast	meal	Atrium	Rounds	35
Wed	7:00 AM	8:30 AM	CCUIR Breakfast	meal	Lakeshore A	Conference	10
Wed	7:00 AM	8:30 AM	IM Breakfast	meal	VUE East	Rounds	35
Wed	7:00 AM	8:30 AM	Finance Committee Breakfast	meal	Lakeshore B	Conference	10
Wed	8:00 AM	12:00 PM	BGM Plenary	ABCUSA BGM	Executive Ballroom	Half Rounds	60
Wed	8:00 AM	9:00 PM	IM Plenary	IM Board	VUE East	U-Shape	30
Wed	8:00 AM	6:00 PM	Breakout 1	ABCUSA BGM	Milwaukee A	Half Rounds	15
Wed	8:00 AM	6:00 PM	Breakout 2	ABCUSA BGM	Milwaukee B	Half Rounds	15
Wed	8:00 AM	6:00 PM	Breakout 3	ABCUSA BGM	Cyrstal	Half Rounds	15
Wed	8:00 AM	6:00 PM	Breakout 4	ABCUSA BGM	Executive Ballroom	Half Rounds	15
Wed	12:00 PM	1:30 PM	BGM Lunch	meal	Atrium	Rounds	55
Wed	12:00 PM	1:00 PM	IM Lunch	meal	VUE East	Rounds	35
Wed	7:00 PM	10:00 PM	Dinner Meeting	meal	VUE North	Rounds	100
Thu	7:00 AM	8:30 AM	BGM Breakfast	meal	Atrium	Rounds	35
Thu	7:00 AM	8:30 AM	IM Breakfast	meal	VUE East	Rounds	35
Thu	8:00 AM	12:00 PM	BGM Plenary	ABCUSA BGM	Executive Ballroom	Half Rounds	60
Thu	8:00 AM	1:00 PM	IM Plenary	IM Board	VUE East	U-Shape	30
Thu	8:00 AM	12:00 PM	Breakout 1	ABCUSA BGM	Milwaukee A	Half Rounds	15
Thu	8:00 AM	12:00 PM	Breakout 2	ABCUSA BGM	Milwaukee B	Half Rounds	15
Thu	12:00 PM	1:00 PM	BGM Lunch	meal	Atrium	Rounds	55
Thu	12:00 PM	1:00 PM	IM Lunch	meal	VUE East	Rounds	35
Thu	1:00 PM	9:00 PM	WRC Meeting/Dinner	meal	Lakeshore A	U-Shape	15
Mission Table event – Hotel							
Mon	7:00 AM	8:00 AM	Mission Table / Breakfast	meal	Regency CD	Rounds	?
Mon	8:00 AM	5:00 PM	Mission Table	Mission Table	Regency CD	Crescent Rounds	
Mon	12:00 PM	1:00 PM	Mission Table / Lunch	meal	Regency CD	Rounds	?
Mon	5:00 PM	7:30 PM	Mission Table / Dinner	Meal	Regency CD	Rounds	?

Please Note: We are currently not holding space but would be more than happy too once becoming shortlisted or with a tentative contract.

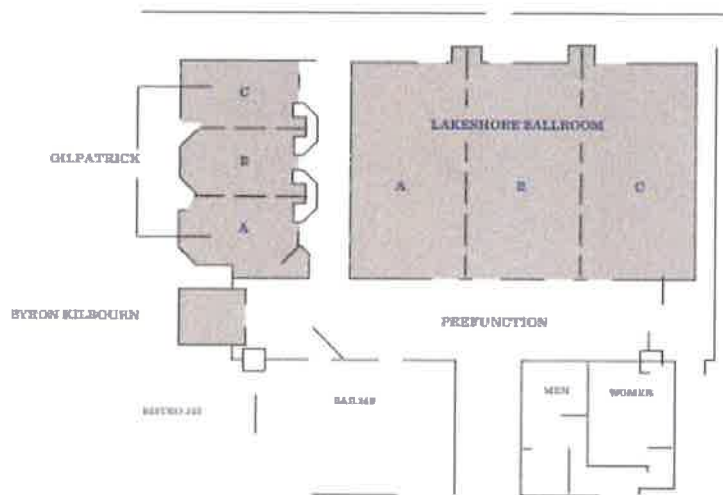
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Hyatt Regency Milwaukee is proud to partner with the seasoned audio visual professionals at KVL Audio Visual Services.

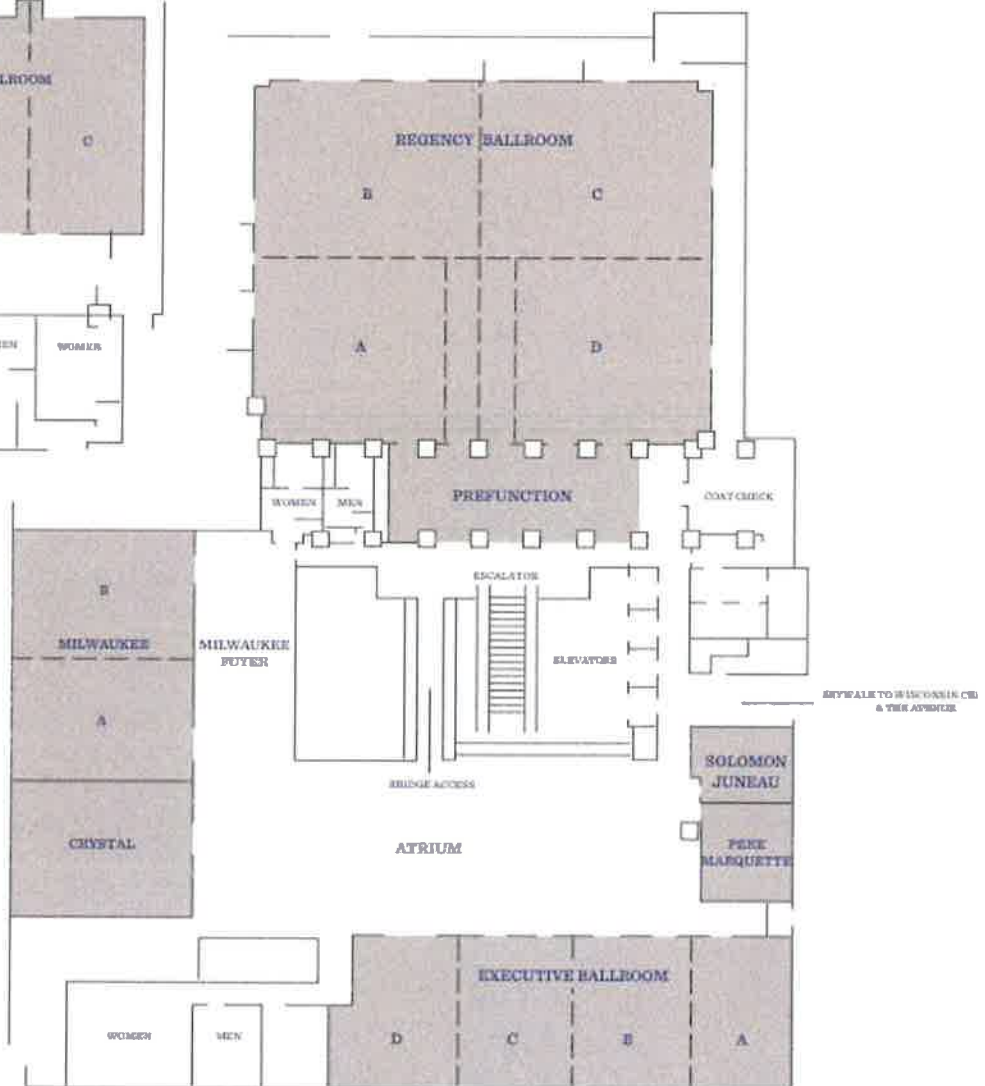
THE LAY OF THE (GOOD)LAND

FLOOR PLAN

FIRST FLOOR

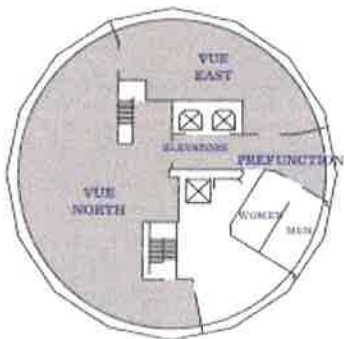


SECOND FLOOR



VUE-21ST FLOOR

Rooftop



THIRD FLOOR





“OPE”, THERE’S MORE

Looking to be the Headquarter Hotel and Host the Monday – Thursday meetings

Sliding scale Hotel food and beverage requirement, based on peak room night selection:

- 400 Rooms on peak with a \$40,000 F&B Minimum
- 300 Rooms on peak with a \$25,000 F&B Minimum
- 200 Rooms on peak with a \$10,000 F&B Minimum
- 150 Rooms on peak with No F&B Minimum
- One (1) Complimentary One-Bedroom Presidential Suite for the duration of the event
- Proportionate number of complimentary suites upgrades at the group rate
- Proportionate number of staff rooms at \$50 off group rates
- 1 per 50 comp ratio
- Complimentary WiFi in all guest and meeting rooms
- 10% discount on all AV provided by KVL Audio Visual
- World of Hyatt planner points for the meeting planner

Hyatt Regency Milwaukee is thrilled to offer complimentary Wi-Fi throughout (featuring the fastest hotel connection in Wisconsin at 5Gbps) and access to StayFit at Hyatt: a state-of-the-art fitness center featuring Peloton bikes.



“COOLEST CITY IN THE MIDWEST”

PLANES, TRAINS, & AUTOMOBILES

- 9 Miles/15 minutes from Milwaukee Mitchell International Airport (MKE)
 - 38+ destinations served non-stop; over 160 destinations served one-stop
- 0.5 Miles/5 minutes from Milwaukee Intermodal Station
 - 5+ Amtrak departures daily to Chicago (90-minute trip)
- One-day drive of over 1/3 of the U.S. population
 - Valet parking (\$34/night) and self parking (\$28/night) available, subject to change
- The Hop: Milwaukee's free streetcar servicing Milwaukee's East Town and Historic Third Ward areas

CURD IS THE WORD

- On-site restaurant: Bistro 333 (open for breakfast)
- On-site lounge: Julep (serving a signature Julep flight with a historical twist)
- On-site Starbucks
- 150+ restaurants in downtown Milwaukee, 73% are locally owned
 - 3rd St. Market Hall features 16 local vendors; attached to Hyatt Regency via skywalk
 - Milwaukee Public Market features 18 unique artisan vendors, similar to Pike Place Market
 - 10 James Beard award nominees in Greater Milwaukee
- 69+ brewery stops on the official Brew City Beer Map

WONDERFULLY RANDOM, TOTALLY UNEXPECTED

City of Festivals | America's Heart of Outdoor Art | Musical Metropolis of the Midwest | Freshwater Surfing Sanctuary
 America's Old Fashioned Oasis | Supper Club Sanctuary | Last Bastion of Bar Dice | City Where Beer Flows Beneath
 Where the Feared Deer Roam | Spy Sanctuary of the Midwest | Home Base of Harley-Davidson | Birthplace of the Cheesehead
 Vintage Microphone Mecca of the Midwest | America's Third Coast | Empire of Improv Pioneers | City of Century-Old Schnitzel
 Brew City | Hometown of 'Happy Days' | Cheese Curd County | Home of the Flying Art Museum on the Water
 Beer Baron Burial Ground | City Without Water Fountains | Home of the Domes | Middle-Earth of the Midwest | Citadel of Cycling
 First City of Fish Fry | Home of the Biggest Smallest Parade | Borough of Beermosas | Frozen Custard Capital of the World
 Province of Polka | Place Where the Wurst is First | Birthplace of the Diorama | Independent Movie Theater Mecca of the Midwest
 Motherland of Frozen Motorcycle Racing | Ghost Sign Haunt of the Midwest | Borough of the Brew City Bruisers
 Home of the Bronze Fonz | Sausage Racing Capital of the World | Home of the 24-Hour Cycling Spectacle | America's Brandy Belt
 City Under the Polish Moon | Haven of Holiness | Duckpin Bowling District | Home of the Rolling Tavern | Bloody Mary Metropolis
 Home Turf of the Topsy Tomato Toss | Birthplace of Blister in the Sun | Cream City | Capital of Cream Puffs | City That Beer Built
 Kingdom of Urban Kayaking | Hometown of the Time-Traveling Museum | Home of the Pink Squirrel | Site of the Scorpion Shot
 Beer Garden Boom Town | Home of the Midwest Medieval Marvel | Georgia O'Keefe's Grand Garden | Great Place on a Great Lake
 Home of the Plunging Polar Bears | Settlement of Sausage | Midwest Kite Kingdom | Home to America's Oldest Alley



THE TALK AROUND THE BUBBLER

"Very good service. Banquet staff was very professional and warm. Event Planning Manager was wonderful. She went beyond her duties to help ensure our meeting and our board members needs were met!" **National Association Group – Technical**

"The whole process was very smooth. Even a last minute request to add transportation was handled flawlessly. Great communication start to finish. Able to adapt and accommodate our needs." **Corporate Group – Food & Beverage**

"Food was good and delivered on time; tastefully displayed and empty trays refilled quickly. Staff were very helpful in working with participants with very difficult dietary restrictions. Everything was done with a smile and a desire to be helpful." **Social Group – Educational**

"The event was excellent! The attendees gave rave reviews! Staff was superb and extremely accommodating! Meals were excellent; both luncheon and buffet dinner." **National Association Group – Multicultural**

"The team was great and very accommodating to our group. Thanks for the personalized communication, welcome, and exit process. The Hyatt Regency team paid so much attention to us and ensured we had a great stay." **Corporate Group – Training**

"Sales team was great! There are a lot of details and changes with this VIP group and the team was on top of my needs! Thanks so much! I will be back!" **Entertainment Group**

"Really appreciated the flexibility with changing the menu and accommodating our special dietary requests. We received lots of compliments on the food!" **State Association Group – Medical**

"Everyone involved in helping me to plan this event was extremely valuable! I wouldn't change a thing! The communication piece from everyone I spoke to was outstanding. I will absolutely be using you in the future for other events!" **Corporate Group – Retail**

"Everything was fantastic! I have no complaints or improvements. You all are a fantastic team to work with. Everything service-wise was phenomenal!" **Corporate Group – Manufacturing**



Hyatt Regency Milwaukee offers a unique opportunity to enhance your event like no other destination.

THE CENTER OF CREAM CITY

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FOR MORE INFORMATION, PLEASE SEE THESE ADDITIONAL RESOURCES:

[Fact Sheet PDF](#)

[Capacity Chart PDF](#)

[A/V Price List PDF](#)

[Floor Plan PDF](#)

[Catering Menu PDF](#)

[GBAC STAR Accreditation](#)



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BAIRD CENTER AVAILABLE DATES
American Baptist Churches USA - 2025 Biennial Convention
6/19/2025

HOLD CONFIRMATION
2025 Biennial Convention

American Baptist Churches USA
NEED STREET ADDRESS
PO Box 851
Valley Forge, PA 19482

This document confirms, as of 8/29/2023, that the following spaces have been reserved for your event, 2025 Biennial Convention.

Date	Time	Description	Space	Status
(Thu) 6/19/2025	12:00 AM - 11:59 PM	Load-in	Exhibit Hall BC with Foyer	Hold 1
(Thu) 6/19/2025	12:00 AM - 11:59 PM	Event	Grand Ballroom ABCD with Foyers	Hold 1
(Thu) 6/19/2025	12:00 AM - 11:59 PM	Event	S 100s with Foyers	Hold 1
(Thu) 6/19/2025	12:00 AM - 11:59 PM	Event	S 200s with Foyers	Hold 2
(Thu) 6/19/2025	12:00 AM - 11:59 PM	Event	N 100s with Foyers	Hold 1
(Fri) 6/20/2025	12:00 AM - 11:59 PM	Event	Exhibit Hall BC with Foyer	Hold 1
(Fri) 6/20/2025	12:00 AM - 11:59 PM	Event	Grand Ballroom ABCD with Foyers	Hold 1
(Fri) 6/20/2025	12:00 AM - 11:59 PM	Event	S 100s with Foyers	Hold 1
(Fri) 6/20/2025	12:00 AM - 11:59 PM	Event	S 200s with Foyers	Hold 2
(Fri) 6/20/2025	12:00 AM - 11:59 PM	Event	N 100s with Foyers	Hold 1
(Sat) 6/21/2025	12:00 AM - 11:59 PM	Event	Exhibit Hall BC with Foyer	Hold 1
(Sat) 6/21/2025	12:00 AM - 11:59 PM	Event	Grand Ballroom ABCD with Foyers	Hold 1

(Sat) 6/21/2025	12:00 AM - 11:59 PM	Event	S 100s with Foyers	Hold 1
(Sat) 6/21/2025	12:00 AM - 11:59 PM	Event	S 200s with Foyers	Hold 1
(Sat) 6/21/2025	12:00 AM - 11:59 PM	Event	N 100s with Foyers	Hold 1
(Sun) 6/22/2025	12:00 AM - 11:59 PM	Event	Exhibit Hall BC with Foyer	Hold 1
(Sun) 6/22/2025	12:00 AM - 11:59 PM	Event	Grand Ballroom ABCD with Foyers	Hold 1
(Sun) 6/22/2025	12:00 AM - 11:59 PM	Event	S 100s with Foyers	Hold 1
(Sun) 6/22/2025	12:00 AM - 11:59 PM	Event	S 200s with Foyers	Hold 1
(Sun) 6/22/2025	12:00 AM - 11:59 PM	Event	N 100s with Foyers	Hold 1

Rack Rate:	\$227,220
Total Discounted License Fee:	(\$197,220)
<u>Hotel Rebates Credit:</u>	<u>(\$19,240)</u>
Minimum License Fee for USER:	\$10,760

ADDITIONAL NOTES

The above space is valued at **\$227,220.00** and has been discounted to **\$10,760** exclusively for **2025 Biennial Convention**, based on projected city and Baird Center performance. VISIT Milwaukee, the hotels, and the Wisconsin Center District (operators of the Baird Center) have agreed to offset your convention center costs as follows:

- The license fee has been discounted based on the economic impact **2025 Biennial Convention** has committed to the city of Milwaukee. The value of the discount, as seen on Page 1, is reflective of details and commitments **2025 Biennial Convention** has stated.
- The Wisconsin Center District strives on being cost transparent. The projected cost estimate that has been developed is based on historic scheduled events of **2025 Biennial Convention**. Actual cost would be invoiced on the post event invoice.
- **\$19,240.00** in hotel room rebates - **\$10.00** per actualized room nights in your contracted hotel block.
 - This calculation is based on a pick-up of 1,924 room nights **\$10.00** rebate = **\$19,240.00**
 - If less than 1,924 room nights are picked up (generated), **2025 Biennial Convention** will be billed for the difference.
- This proposal **does not** include labor or equipment rental charges.
- Initial meeting room set up is included in ballroom and meeting room spaces.
 - Rental fees include *initial* setup of tables and chairs, and daily cleaning of the meeting rooms. Rental also covers hourly rotational cleaning of high-traffic touchpoints.
 - **2025 Biennial Convention** accepts responsibility for all other expenses, such as food and beverage, audio-visual, and labor fees.
 - If needed, the Wisconsin Center District is more than happy to put together a preliminary cost estimate fo**2025 Biennial Convention** to review.
- Levy Restaurants is the exclusive Food & Beverage provider for Wisconsin Center District.
 - A negotiated Food & Beverage minimum of **\$80,000.00** is required at the Baird Center.
 - Menu selection, confirmation of guest counts and sign-off off on event orders are due 30 days prior to event.
 - Payment in full of your estimated food and beverage total is due seven business days prior to the start of your event.
 - Menu pricing will be confirmed with your final event orders, 30 days prior to your arrival.

**Food & Beverage Minimum
(before tax and Service Charge)**

\$ 80,000 or more
\$ 60,000 – \$ 79,999.99
\$40,000 - \$ 59,999.99
\$ 20,000 - \$ 39,999.99
Less than \$ 20,000

Minimum License Fee

\$10,760
\$62,565
\$114,370
\$166,175
\$217,980

- The Wisconsin Center District graciously offers complimentary 2 MB Wireless Internet throughout the Convention Center Campus. Individual users can upgrade to streaming capabilities per device for a small daily upcharge.
- This comprehensive proposal has been thoughtfully designed for **2025 Biennial Convention**. If details or space needs change, the Wisconsin Center District and VISIT Milwaukee hold the right to renegotiate this proposal.

**The Wisconsin Center District and VISIT Milwaukee
respectfully request a response to this proposal by November 2023**