

MILL STATION BAPTIST CHURCH PLANTING STRATEGY.

Mill Station Baptist church is a contemporary Baptist Church geared to reach the young people of Northern Cincinnati. Adults ages 18-35 who come from a low-middle working class background will love this church.

FIRST SERVICE

The first worship service should be a very exciting, high energy event. We will have a live band playing contemporary praise and worship music. Since the unchurched population is multiracial, our church should cater to the needs of these people. Musically we will do both Rock and Hip-Hop music.

The service should present the people with a casual atmosphere. We will not dictate what people should wear, but the standard dress will be business casual. This standard will insure that visitors do not feel under or over dressed and help them not to stand out in the crowd.

We will provide high quality child care for children. We will have a nursery that is both "CLEAN and SAFE" for the children of our guest. We will also provide age appropriate classes for children of all ages.

We will also preach an expository message geared for seekers but prepared in such a way that the saved people of the congregation will be fed spiritually by the message. We do not want to have a purely seeker driven service, but we want as many seekers as possible present. This plan will hold true for any given Sunday morning worship service.

ASSIMILATION

Starting from the first meeting we would like to place everyone in an age appropriate Sunday School class that is designed to do evangelism. Discipleship Training (or the equivalent there of) will be held on Sunday evenings before church. At this time everyone will be expected to attend a series of beginner classes (similar to that of the Saddleback model). After completing all the beginner classes the people will be expected to work in some form of ministry in the church. They will also be expected to participate in another Sunday evening Discipleship class. We would also like to place our church members in small groups. These small groups will meet in someone's home, or another off campus facility for the purpose of prayer and accountability. People will be placed in these groups with people in similar family situations as themselves such as the age of the couple and their children.

HISTORY

Springdale, like most communities was not always filled with shops, malls, gas stations, and cars, although its most important history has been. Unfortunately, the overall tenor of the situation in Springdale is one of intolerance and bigotry. In the late 60's amid the rioting that was so prevalent in that day, Springdale itself remained virtually untouched but this was only due to the fact that only 0.68 percent of the total population or roughly 51 people were non-white. Since much of the rioting took place in predominantly black neighborhoods of Cincinnati and other major cities, Springdale did not see much of the violence that was so prevalent in other areas. The mood set in the 60's by major civil rights leaders, was viewed by many in Springdale to be contrary to the way they lived and had lived all their lives, but to go along with the current trend in inviting open housing,

the Springdale city council passed an ordinance to "welcome all people to live there regardless of race or creed" but unfortunately only one community was implementing it with any due diligence. Because of this incident racial prejudice that has plagued the past of this area as a whole (Springdale, Forest Park) great care should be taken in addressing these needs to the fullest extent possible. On a visit to a church in the Forest Park area, one can readily see the great importance that is already placed on racial harmony and acceptance. This being the case, we should not de-emphasize these flaws in the community, but point out ways in which they can be overcome and instead of being exclusivist in our approach, we should, like Christ, be inclusivists in our actions, words, and deeds.

PERSONAL PERCEPTION

On a recent trip to Cincinnati, to the Springdale / Forest Park area in general, our group made a similar observation. Only one thing in the area is different than it has been historically. Now there are more ethnic groups than ever before. Although we observed that the largest ethnic group in the Springdale/Forest Park area is White collocation, but in the two communities together there is now approximately 25 percent Black and other racial groups.

While in the area we visited and survey all three zip-code areas provided by the CACI Demographic and Income Forecast. We ask all the people the following questions.

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Since Andrea lives in Lexington we decided we would meet in a location in the Springdale/Forest Park area that would be pretty easy to find. We decided on Tri-County Mall, one of the largest malls in the city of Cincinnati.

After we left the mall and had our plan in order for the day we proceeded down the main road in the community. Kemper Ave. is a major road in the area and is also the main strip of the Springdale/Forest Park area. Filled with shopping centers, gas stations, and restaurants it is like major roads in other cities. Kemper Ave. did not have a shortage of churches either. We counted approximately twelve churches of all different denominations in about a five mile stretch of road. Most of these churches are older and looking back at the history of the Springdale/Forest Park area and seeing all the bigotry and racism, it is no wonder our target people of were not being reached.

Neuss Street

The first area we stopped to visit a little neighborhood right off Kemper Ave. The main road was Neuss Street. The Neuss Street community greatly resembled the historic Springdale that was discussed earlier. It was almost entirely white. Every family we visited was a middle class white family. The majority of them were white-color business people. From the information we the residents of the Neuss Street community it became apparent to us that most of the churches in the area were targeting this type of people. Sadly enough we also discovered that most of these people were nominal Christians (Christians by name only, not by conversion).

Here is a list of the average answers to the questions in the box above that were given by the people of the Neuss Street community.

1. Not active in a local church. 55%
2. There is no need in the community. 90%
3. Every one has their own reason not to go to church.
4. Looking for a friendly family atmosphere. 100%
5. The best advice we received was to be friendly.

We did talk to one lady in the Neuss Street community who was a Christian. She told us about Vineyard Community Church, the church she attends. She said that it was a resent church plant, and that it was reaching out to people all over Cincinnati. Vineyard follows the Rick Warren Purpose Driven Church model. It is working great in Cincinnati, but it is not that close to our area.

Van Cleue Ave.

Then we went on down Kemper Ave. a little further and found the next people. The Van Cleue Ave. community was a little bit nicer neighborhood, but very similar demographically to the Neuss Street community. Here we once again found mostly all white people. The people here were high-middle class people; most of them retired families, or young families.

According to one man we interviewed, the Van Cleue Ave. community was 80% Catholic. We found that his estament was probably right. Most of them were nominal Catholics.

When we went door to door in the Van Cleue Ave. community with our survey (questions listed above) these were the average answers we got.

1. Yes, a Catholic Church. 65%
- No church affiliation. 10%
2. The greatest need in the community is for more parents to get involved in their children's lives. 10% rest did not respond.
3. People Don't attend church because it is boring. 30%
4. All different answers.
5. No advise given.

The people of the Van Cleue Ave. community did not seem very receptive to the gospel.

Farmington

Lastly we visited the Farmington community. It was at the end of our area. The Farmington community seemed a lot like the rest of Springdale from a distance, but once we took a closer look we noticed it was very different. All along Kemper Ave. we saw the same type of people as were living in the last two areas we visited. Once we got off Kemper thins were must different.

We found that the people of the Farmington community were multi racial. Many of them were also poor. According to the CACI Demographic and Income Forecast the Farmington community was 60.5% Black, 37.2% White, and 2.6% other. Some of them were living in low-income apartment style housing. This community seemed a bit out of place amongst the more upscale communities around them. The churches were not reaching out to them.

We came two conclusions as to why this group was unreached. One reason is because this group has not been in the Springdale area very long. Looking at the Demographics we noticed that in 1990 the population ratio was almost half and half among Blacks and Whites. Also, from reading about the history of Springdale we found that historically the entire Springdale was almost totally White. In fact, in the 1960's only 0.68% of the total population was non-white.

Secondly we noticed that for the same reasons most of the people and churches that have been there longer then this new Non-White Multi-Racial group were unwilling to change. The Churches had been reaching the people in the community since before they came, and their not about to change now.

When we surveyed the people of the Farmington community we found a much more open response. They seemed very willing to talk about their

community and all the problems associated with it. They were also open to talk about spiritual thing.

Here are the results of our survey of the Farmington community. (A list of questions above.)

1. No church involvement 80%
2. Greatest need: something for kids to do. 85%
- Churches are old and set in their ways. 5%
3. A variety of reasons why people don't attend church.
4. Looking for a family atmosphere/ acceptance. 90%
5. Be multi-cultural 20%

Most did not answer.

The young, multi-Racial people of the Farmington community became our target group.

Other Successful Ministries.

Other Churches

To help us learn how to best reach the people of Springdale we consulted with other successful churches in the area to find out what they were doing.

Les was able to interview two established pastors about the success of their church in a community similar to ours.

First he interviewed Will Lankford the Pastor of Lakota Hills Baptist Church. Rev. Lankford said that they do "Blended- Contemporary and Traditional music." "The average age of the people in Lakota Hills Baptist Church is about 42 and getting younger." He also said that "We have about 444 members and our average weekly worship attendance is about 275." When ask about what kind of Evangelistic strategy they use he said "Servant evangelism, motivates our people."

Les also interviewed (via E-mail) Rev. Terry Fields of Liberty Heights Church. His church was rather large. He said that their worship style is contemporary. He also said that the average of the church members was 35-45 . Liberty Heights has about 2300 members a the average Sunday Morning attendance is about 915. When ask about what kind of Evangelistic style they use he replied, "We use FAITH Evangelism."

Other Church Planters

Andrea Interviewed two church planters from near the Springdale/Forest Park area that have been successful to find out what is working on their new church starts. First she interviewed