

SCIOTO VALLEY COMMUNITY CHURCH
Columbus Group
(Dan Horton, Stacey McGill, Mike Graham
Rob Chambers, Will Browning (Team Leader))

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The town of Hilliard has been chosen as the area for our church plant. We will begin in Hilliard and Dublin, and then fan-out to other areas of Columbus. We will be working toward a large launch and utilize the methods involved in the large launch. The driving force behind most of our decision has been based on the fact that Hilliard is a very family oriented community.

Community Narrative

The city of Hilliard was founded in 1852 when John Reed Hilliard bought ten acres of farmland in western Franklin County from Hoseah High and Abraham Wendell. About ten years after the city was founded, the first railroad was installed and continued to operate until 1962. During the later 50's, construction of three major residential subdivisions brought massive growth to Hilliard. Later in the 60's, a connection to the Columbus region sewer and water systems opened up the area to more development. Then, the completion of the I-270 outer-belt in the 1980's started another expansive growth opportunity. Historically, Hilliard is recognized as the Home of the Franklin County Fair. The city also has a rich heritage of old residential structures and architectural designs in the Old Hilliard District.

The Hilliard area is geographically located between Big Darby Creek on the west and the Scioto River on the east. During the winter months, the average temperature is around 40 degrees, and the average snowfall is around 28 inches. The summer month's average temperature is around 80-85 degrees, and the overall yearly rainfall in the city is about 37 inches.

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Downtown Columbus is located about 20-25 miles away from Hilliard, and the Columbus

Airport is about 27 miles away. The city is located along the Interstate 270 beltway, a little north of Interstate 70. Since it is located near these interstates and near the city of Columbus, Hilliard has had incredible economic and residential development the past 5 years. Hilliard is home to a diverse group of corporations including MCI Worldcom, Dana Corporation, and Gates McDonald, a subsidiary of Nationwide Insurance. Also, many other large companies have chosen Hilliard as their base of operations.

Currently, Hilliard has land available for development along the freeway system. There are four different land sites waiting for development in the region. Also, the city has a Community Improvement Corporation that can provide financing to businesses that meet the requirements for assistance. Moreover, the State of Ohio offers a variety of financing and tax credit programs that can help companies gain stability within the local market. There is an enormous amount of acreage for businesses and corporations in Hilliard's development areas.

The goal of the city is to diligently work at bringing more commercial, residential, and corporate development into the area. It was recently announced that Advanced Drainage Systems (ADS), a manufacturing business, will relocate its corporate headquarters to Hilliard. The company's entrance into the city will bring about 100 new corporate jobs. Also, ADS will become one of Hilliard's top ten income tax generators. The City's Economic Development Director, Tracy L. Bradford, has been working on bringing in ADS, and the Director believes that bringing ADS to the city will increase corporate development in the area. Furthermore, the city has plans to bring in more development for homes, a new school, a park, and other multiple use development areas. The city is concerned with maintaining a convenient environment for the

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citizens, and road construction continues to escalate as the city expands.

Although the city is known for its Franklin County Fair, there are many events that take place during the year. The high schools are responsible for many functions that occur including dramas, plays, sporting events, banquets, and marching bands. A Community Center provides activities for families in the city. The Center offers youth and adult programs, volleyball leagues, basketball leagues, and karate lessons. The city also has a Senior Citizens Center that provides Health and wellness classes and a variety of activities. The Library allows the community to have a place for learning, and it gives young children and adults the opportunity to utilize technology in order to gain information. Overall, the city is regarded as a safe place to live according to the police department.

Hilliard is a suburban community to Columbus. Columbus is the capitol of Ohio, and it has a population of about 700,000 people.¹ In recent years, Columbus has been experiencing exponential economic, residential, and corporate growth. The city of Columbus supplies the suburban community of Hilliard with various places for employment. Also, the numerous amounts of businesses and shopping malls in Columbus provide people in the Hilliard area a place to buy needs and wants. Columbus is also home to Ohio State University, the largest college in Ohio. The Ohio State Buckeye football and basketball team give many people in the surrounding Columbus area a source of entertainment. Columbus also has many other universities in the metropolitan area providing educational opportunities to many of its citizens. One of the leading attractions in the Columbus area is the zoo. Columbus has a state fair, museum, orchestra, opera, and ballet that offer more recreational activities for those in Hilliard.

²Information on Columbus was taken from the internet site
www.encyclopedia.com/index/conciseindex/0E/00E00000.htm?z=1&pg=2&br=1

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Furthermore, the airport in Columbus allows for travel to differing destinations. Hence,

Columbus is an important resource center for the city of Hilliard.

Demographics & Analysis

Hilliard is located north of interstate I-70 and west of the I-270 beltway that encircles Columbus. It is a fifteen to twenty minute drive to downtown Columbus. This is considered a very strategic and prime location for both economic and population growth. I-70 can be used to take people directly to Indianapolis and St. Louis or towards Pittsburgh and the East Coast. I-70 also merges with I-71 in Columbus that can take you to Cleveland, Cincinnati, or to Louisville, KY. Just north of Hilliard is located another growing town called Dublin. When driving into Dublin it is immediately clear that this is a very upper-class town. The gas stations and fast food restaurants all have the same classy, all-brick architectural design.

City Growth and Expansion

According to the city's website, www.cityofhilliard.com, they have recently zoned over 750 acres of land for business, retail, and realty. Some of this land is located right along I-270 and every corporation that buys this land will automatically advertise to the hundreds of thousands who travel down this highway daily. A portion of this land will also be located on the east side of I-270. Most of this land is located in the northern part of Hilliard directly below Dublin. There are several new businesses and corporations that will be coming to town. This website advertised the fact that Advanced Drainage Systems will be coming to town soon. This city is poised and prepared for economic and geographical growth. According to many of those interviewed, the city has two excellent high schools. Both have excellent records and are considered top-rate. This is another plus for bringing new families to the city.

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City Description

Hilliard is clean, up-scale, and attractive. There are several parks and two large high schools. It is difficult to find someone who is not Caucasian. There are several locations where roads are being widened. There are several gyms, many tennis courts, and numerous soccer fields. New homes are being built everywhere. The homes are large and one half acre plots of land. There are some sections of the city with one story, two or three bedroom homes, that are clearly not in the same economic bracket as the majority of the town.

On Saturday, the Ohio State Buckeyes were playing and everyone had red on (the school's colors). The library is state of the art and packed with people on a Saturday afternoon. It is very easy to find several churches within minutes. The small city provides a full range of businesses, retail, and restaurants. It is hard to find any sports bars or indoor entertainment.

City Population Growth

According to the NAMB Demographic Report, Hilliard has a population of 27,586, which is up by 50% from ten years ago. It is predicted that it will increase another 11% by the year 2005. Both of these percentages are much higher than the national average. The vast majority of people live in homes rather than group quarters (300:1). Presently, the highest population is found between the ages of 30-39 (20%) with a median age of 33.6. By 2005 this percentage will noticeably decrease while the greatest increase will be from those ages 55-69. The projected 5th largest population in 2005 will be children five or less. By 2005 there will also be a large increase in teenagers. From interviews, there is a plan for a third high school in the works. Percentages show that a good target population would be young families, but it also shows that there is a significantly growing number of empty-nesters in the population as well.

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Racial Diversity

This town is overwhelmingly white, 97.1%. Only 1% of the population is African-American. While in the city of Hilliard, not a single African-American man or woman was seen. We were told that northern Columbus has the largest Somalian population in the United States. As little as 1.4% of the population is considered 'Asian or Pacific Islander.' During our time there we saw several (maybe a half-dozen) middle-eastern or Muslim men and women dressed in traditional Islamic attire. This would clearly not be a place to try to plant a multi-ethnic church.

Socio-Economic Make-up

43.1% of the population make between 50K-100K a year. The median household income is over 50K a year. This is a relatively wealthy area. This population is well above the national average income bracket. The average family has 3.1 people. By percentage there are many more family households in Hilliard than nationally. The ACORN description describes 40% of the city to be 1E Prosperous Baby Boomers and 35% to be 2E Older Settled married Couples.

Social Climate

The city has several parks. The Hilliard Municipal Park is quite large for the size of the town. It has soccer fields, a walking path, and a pond. The Senior Citizens Center is also located in this park. This center has a good reputation in the community is an impressive facility. There is a bike trail in town. There is a very nice private golf club on the west-central side of town. The two high schools appear to be one of the central focuses of the town. Most of the activities listed on the city's web site revolved around high school activities. The schools

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looked rather new and well kept. Their grounds had baseball fields, soccer fields, and other facilities that were in use by the community.

For fun, people spend time in their nice new big homes with their families. They participate in numerous sports and athletics events. Everywhere you looked there were soccer fields, baseball diamonds, and basketball hoops. When talking with a single twenty-five year old, she felt like there was not any entertainment in Hilliard geared toward her age group. She said most of the people her age had to go to Columbus or another town to have fun. There was an absence of sports bars or any kind of bar in general, which makes sense in a town of young families. Many go to malls and go shopping for fun. Columbus is very central for all age groups in the town. The Ohio State Buckeyes are the focus of the town throughout football and basketball season. It was a beautiful day on Saturday and we could not find anyone outside to talk with. We stopped at a chain restaurant called BW3's and it was absolutely packed with parents and their kids watching the football game.

Perceived Present Gospel Impact

There are many churches in the town. Talking with one nonbeliever, she felt that she had many good options to choose from if she wanted to go to a church. From the interviews taken, the average person would rate the level of 'spiritual importance' within the community as being between 5-8 on a scale of 10. It seemed from the surveys that many in the community felt that most of their needs were being met and did not really see a need for a new church. What many were looking for in a church was an excellent children's program, activities for the family, and sports. It seems that a common sin or struggle that would be found in this town would be materialism. People spend a lot of time and money making sure that they have very nice houses

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and cars. It may be difficult for them to assess their own needs when they feel like they have attained the American dream.

Possible Plant Locations

With the new chunks of land that have been recently zoned for businesses and retail, a church plant close to I-270 on the north side of town may be ideal. This seems to be the future direction of the city's growth and commerce. This is the direction that many residents take on a regular basis when they drive into work. There is also easy access from the highway at the Cemetery Rd or Tuttle Rd exit or those on the eastside of the highway can cross over at Hayden Run Rd. or Davidson Rd. From dozens of interviews, it seems that most people would be fine with driving up to twenty minutes to get to church. This is probably how long it takes them to drive into Columbus to go to work.

Most of the new homes going in are on the west side of the city where there is more land available. Choosing a location close to a couple of these new neighborhoods may be considered another strategic option. While the business side of Hilliard is expanding to its northeast, its realty is expanding west. Another possible location based more on the perspective of some of the interviewed would be the Southwest side of town. Many residents could not think of any churches by where they lived in this part of town. It would be more difficult to get to either of these secondary locations.

Strategy

The name of our church will be Scioto Valley Community Church. The reason for this is that through interviews we discovered that people in the town of Hilliard do not identify

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with Hilliard as much as they do Columbus. This is the general feel for residents living in suburbs around Columbus it seems. Also, many of the people that we surveyed and interviewed told us that they would not mind driving as much as 20-30 minutes to a church. We have an opportunity to reach more of Columbus than just Hilliard. For these reasons we did not want to identify the church specifically with the town of Hilliard so that others from Columbus would feel welcome. We will begin by reaching the town of Hilliard, and that will continue to be our main focus; however, we would be limiting our congregation by putting Hilliard in the name.

We chose to pick a significant geographic feature in the area to name the church after to be able to identify with a larger area than just the town of Hilliard. We chose to use the Scioto River as our namesake. The river runs north/south on the west side of Columbus and runs the length of the city and suburbs. This is a well-known landmark, and will be identifiable to most residents. This decision will also be important to our media plan, which will cover all of Columbus. We also chose to use community rather than Baptist in the name, because the name Baptist does carry a negative connotation in this area according to some of our interviews.

Possible Locations and Meeting Facilities

Out of all of the possibilities, the prime location to plant the church will be on the north side of town close to the beltway (I-270). There are two high schools in the town that would be best for a temporary meeting facility. Many activities center around the high schools in Hilliard. The expansion of Hilliard and Columbus in general is heading north, so the church would be directly in the path of expansion. On the north side of town, the church would also be very near Dublin, which is the next suburb. The suburbs are close enough together, that we would be able to attract many families from Dublin.

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Possible Mother Church

There are many options for our mother church. Many of the Southern Baptist Churches in the Columbus area are located outside the Hilliard area. Therefore, we would seek a mother church outside the immediate target area. The best possibility seems to be Dublin Baptist Church who sponsors a new church start every year.

Target Member Profile

While SVCC would do everything in its power to reach the entire community of Hilliard for Christ, we do think it is wise to have a particular target group that would fit our ministry focus. During our visit to Hilliard we noticed a distinct division of people in the community. These two groups could be labeled as upper-middle class and lower-middle class based on their household incomes. Statistics from our North American Mission Board Demographic Report agrees with this. Forty-three percent of the households in Hilliard range from \$50K-\$100K while the second largest group of around 25% of households earn \$25K-\$42.5K

We spent time in both communities and found that the upper-middle class was much more open to a new church plant. The time we spent in the community revealed that lower-middle class families were hesitant to even speak to us. The lower-middle class people were not even interested in how a church could help them and their families. We will target the upper-middle class families to begin with due to receptivity, but will try to reach all socioeconomic groups.

Sam and Cindy Scioto. Sam and Cindy could be described as the typical mid-

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western American family. They have a young son who is just starting school and another bundle of joy on the way. When Sam and Cindy, moved to Columbus they decided to pass on the apartment living that they had done for years and buy their first house. Sam has landed a new job with a national insurance company and for the first time Sam and Cindy could afford their own house. Cindy has always dreamed of having her own home. They bought a nice \$250K home in a nice neighborhood where many other families live. Sam and Cindy like the idea of community and have already gotten involved in the neighborhood sporting leagues. Sam and Cindy's home does have a garage but Sam has set up a working station to keep him occupied on the weekends. Sam would not tell you this, but I think that he just likes having a reason to keep his new BMW in view so all his neighbors can see what an accomplished person he is.

When Sam is not working in his shop on the weekends you can bet that he is watching his alma mater the Ohio State Buckeyes on TV. He and Cindy are loyal fans. Sam frequently attends Ohio State home ballgames. When it is not football or basketball season Sam and Cindy like to go to the park or travel. Sam is looking forward to entering his son in T-ball this year. Sam has spent countless hours playing catch with Sam Jr., but Sam Jr. seems to be more interested in his Pokeman cards and video games.

Cindy is in love with her new home. She also earned a degree from Ohio State, but she is now a stay-at-home mom. Family is her passion. She spends time reading books about parenting and magazines like *Better Homes and Garden*. Cindy frequently invites friends and family over to her home for dinner or coffee. Cindy likes the idea that her husband can support their family on his own, but she feels like she never sees him. She is beginning to wonder about their relationship. Cindy is a good mom and gives all of her attention to her kids. She seems to

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keep herself occupied so that she does not have to worry about things she is upset about.

Sam and Cindy would describe themselves as the typical American family. They have a real sense of pride and feel good about what they have accomplished and gained for themselves. Sam and Cindy are open to hearing more about this new church and like the fact that the church is planning to have a lot going on for the kids in their community.

Media Plan

Scioto Valley Community Church (SVCC) will reach the target area through media arms such as: internet, TV, radio, newspaper, direct mail, telemarketing, and the phone book. The church plant will initially seek to focus on people within the target area and will plan all events relative to the area and to the appropriate media for maximum exposure. For example, SVCC will offer free hot-air balloon rides before local junior high and high school sporting events, which will offer great coverage for TV, radio, internet, and newspaper.

People of the Hilliard community are well educated and many of them utilize the web based internet services. The internet home page *www.sciotovalleycommunitychurch.com* will serve as a non-threatening avenue for local residents to see who SVCC is and as a link into the community. Therefore, before hosting any publicity or printing any brochures SVCC will establish an internet home page with an email address for questions for this computer literate community to inquire. The web site will include: who SVCC is, what the church is about, why it is located in the area, when SVCC meets, and where it is located. The home page will also include pictures of the church planting team, and the location of SVCC. Also included in the site will be links to athletic calendars for local professional, and school events. Results from a survey conducted in the Hilliard area has revealed that many area residents are very interested in

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or have children involved in sports.

Radio is another media source SVCC will utilize. Initially, SVCC will contact the station to meet with the manager/owner. Establishing rapport with the local news authorities has proven effective in the past and especially when publicizing the church launch. SVCC will advertise on religious and secular radio stations during regular airtime and also during sporting events. The time slots will highlight ministry events in the local area (i.e. sports camps, recreation events, etc.). In order to keep advertising cost to a minimum SVCC will make the most of free public service announcements to make the church known in the community. The church planting team will also seek to be guests on local radio talk shows, both religious and secular, during times the target group will be listening. A goal of SVCC is to regularly host a live talk show where local people can call in with questions relating to everyday life issues and current events.

The most widely used medium of public communication in Hilliard is the television. Nearly all residents of the Hilliard area own a television. SVCC will contact the station director to develop rapport with the hopes that the station will provide some type of exposure for the church at no cost. Due to the high cost of television commercial spots, SVCC will seek to gain coverage on the air through local morning, afternoon, and evening news reports. Members of the church plant team will also seek to become guests on local TV talk shows to give the community of Hilliard information about who SVCC is. Through the continued relationship with the TV stations, it is SVCC's desire for them to provide coverage of the church leading up to and after the launch. Utilizing television will also be beneficial to us when we begin to target Columbus and surrounding areas.

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The second most popular medium of choice is the newspaper. The SVCC team will take the same approach to the newspapers as the TV stations which is to meet the management and share with them the ministry vision for Hilliard. The church staff will seek to have several write ups in the local paper describing who SVCC is and what the church's intentions are for the community. The church will advertise sports camps for children in the sports section, "back yard Bible clubs" in the religion section, and recreational events in the weekender insert. SVCC is also planning several press releases related to the church launch to gain more exposure.

Direct mail is another vehicle SVCC will use to publicize its presence and purpose. The church will utilize this tool to seek out interested people in the area that may be interested in helping establish a local Christian fellowship (i.e. core group development). The mailer will query households to find highly motivated people with a high interest level to join the "core group" in the church's mission. The church plant will also send out direct mail into the community to heighten the awareness of SVCC and inviting them to visit the church.

Another proven method of developing prospects for SVCC is telemarketing. The church plans to utilize "Tele Quest," a mission unit of Fairview Baptist Church in TN, to make 25,000 calls from their 30 line phone bank to the Hilliard area conducting surveys inquiring of household interests in a new church and becoming involved in a church plant. Telemarketing and direct mail teams will work closely with one another to target those who are most interested in church life at SVCC.

When the core team is developed a phone number will be established in the name of Scioto Valley Community Church in the "White Pages" and also in the "Yellow Pages" under Southern Baptist Churches. The phone line will be connected at the team leaders residence or

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the location of SVCC to take any calls.

Evangelism and Outreach

This area is definitely dominated by Baby Boomers. Through surveys and interviews, we found that family activities, children and youth activities, and sports are major activities in the area. This will definitely be a situation where the target members will need to become a part of the church community before they are won to Christ. To do this, a variety of activities and methods will be employed.

Our outreach efforts will include visitation, direct mail, and telemarketing. The main focus of our outreach will be evangelism. We will be intentional and progressive in our evangelism efforts.² To do this we will carefully develop and scrutinize our prospect lists. These lists will come from our telemarketing surveys, list from the chamber of commerce of new move-in families, and through relationships that our core group has. We will employ the “Tele Quest” system to accomplish our telephone inquiries. The population of Hilliard is just over 27,500, we will target 20,000-25,000 homes to receive phone calls. This will obviously cover a very large percentage of the initial target community. This will serve us well, in that the entire community will begin to become aware of our new church. At a later stage of development, we may also begin a phone campaign in the town of Dublin.

Once prospects are identified from our surveys, we will then begin to send targeted mail to these prospects. Concurrently with this, visitation will begin with the prospect homes identified from the surveys. This will be accomplished with the church planting team, and core

² Edward J. Stetzer, “Where Do You Find the Fish?” (Classroom lecture notes, 33820-Introduction to Church Planting, Fall 2001, photocopy), 45.

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group members.

Small groups. Small groups will be used to reach families as a basic method. Our groups will have to take the form of family focussed programming and will be inclusive of all family members. The dynamics of the groups will be worked out in the final planning stages. Homes should be easily accessible to small groups, since many families take great pride in their homes, and like to have people visit. Topics of discussion and study should focus on family issues. The method that will be used for Bible study will be the cultivative Bible study method. This method assumes no prior knowledge on the part of the learner, prompts and allows questions, leads to the conclusion that Christ is the answer, and cultivates faith and involvement.

Back yard Bible clubs. Since the surveys and interviews indicate such a large interest in having family and children's activities, we immediately begin Back Yard Bible Clubs to start to reach children and their parents. Children's ministry will continue to be one of the major focuses of our church, and we will set the precedent early. Initially, the planting team will be responsible for the clubs. We will eventually incorporate core group members as they are recruited.

Special events. Given the family oriented focus of our church, it will be necessary to plan family events for children, youth, and adults. A few of these events will be listed, but this is by no means an exhaustive list. One of our main concerns for these events will be that we get maximum media exposure for each.

For children, the possibilities are endless. We will utilize the parks by having events such as kite derbies, field days, fishing derbies, and craft day camps. Puppet and magic shows

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might also be options to bring children out. Vacation Bible School is a definite possibility.

Facilities may be a concern for VBS.

For youth, the possibilities are a bit more limited. A block party with Christian groups may be a possibility. Cost may be an issue here. If the facilities are available, three on three basketball tournaments may be appropriate. Sports camps with collegiate or even professional athletes may be possible. Cost will be an issue with all of these events.

For adults, parent's night out would be a good start. A field day and picnic for the entire family would be appropriate. Big events like a balloon ride would be nice. A family camping trip might also be a possibility.

Groups such as the Boy Scouts and Girl Scouts who look for unit sponsorship would be a good way to involve parents and youth under the guidance of the new church. Sponsorship of a recreation league sports team would be in this same area. These activities also have the advantage of exposing families outside of the units or teams to the church.

Types of services. Group services should start one year to eighteen months after we plant our church initially. Contact with our target group will help us to fine-tune our choices. We will use a contemporary style of worship. The dress will be casual. The sermons will be geared to answer family concerns. Childcare will be a huge issue at this church. We will make child care, as well as the other worship concerns, as professional and upscale as possible.

Assimilation. We have chosen to use the Saddleback Paradigm for our assimilation plan. The progressive nature of the plan will serve our purposes well with the baby-boomers of the community very much concerned with advancement. We choose to tap into that mind-set for

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the purposes of discipleship. We will have a new member class with an undetermined amount of sessions. We will also have an orientation session for first-time visitors just to welcome them to our church.