



Southport  
Christian  
Church



# Ministry Assessment



Church  
Extension





# Why this report now?

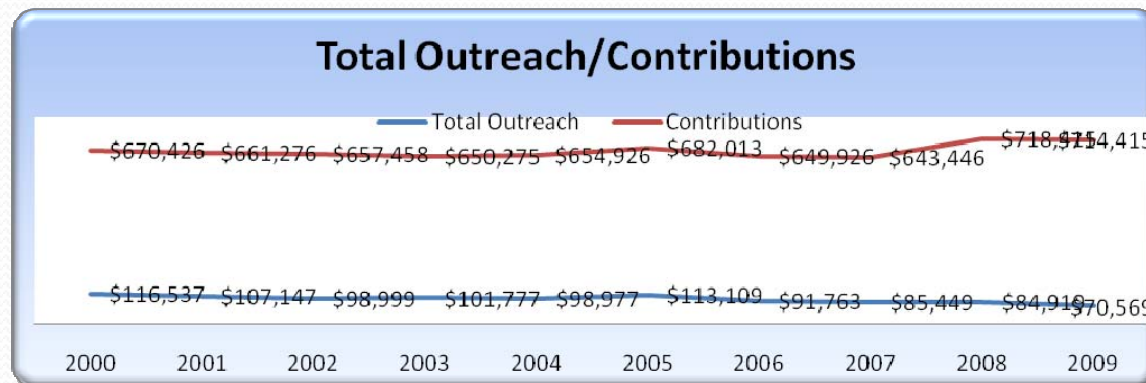
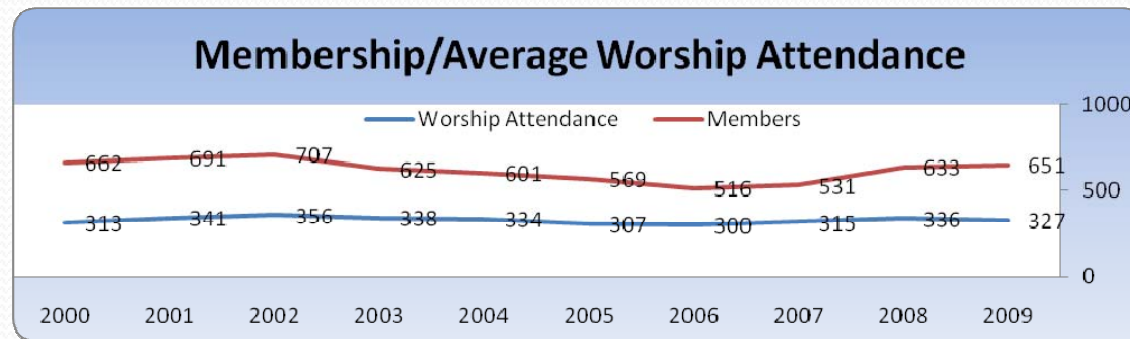
- Southport CC is now 50 years old.
- The congregation has been on a long plateau.
- The church has more funerals than baptisms.
- There are many ideas about the future of the church, and a need to discern God's vision for this congregation.

# The Process:

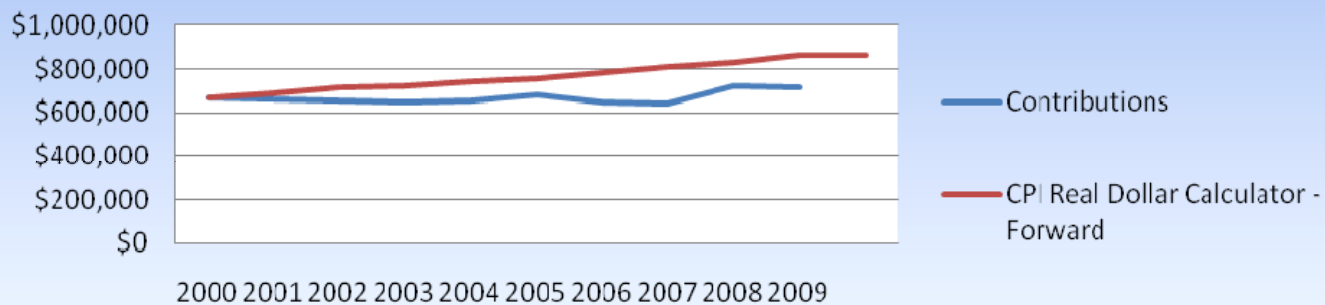
World Café #1 & 2	17-Oct	4:00 & 6:00 PM
World Café #3	20-Oct	1:00 PM
World Café #4	TBA (27 <sup>th</sup> or 30 <sup>th</sup> )	9:30 AM

- The report was written this past summer
- Today is a review of the report to name the conditions of Southport Christian Church.
- World Café:
- Input from Café's collated, report submitted to congregation
- Final report submitted to board

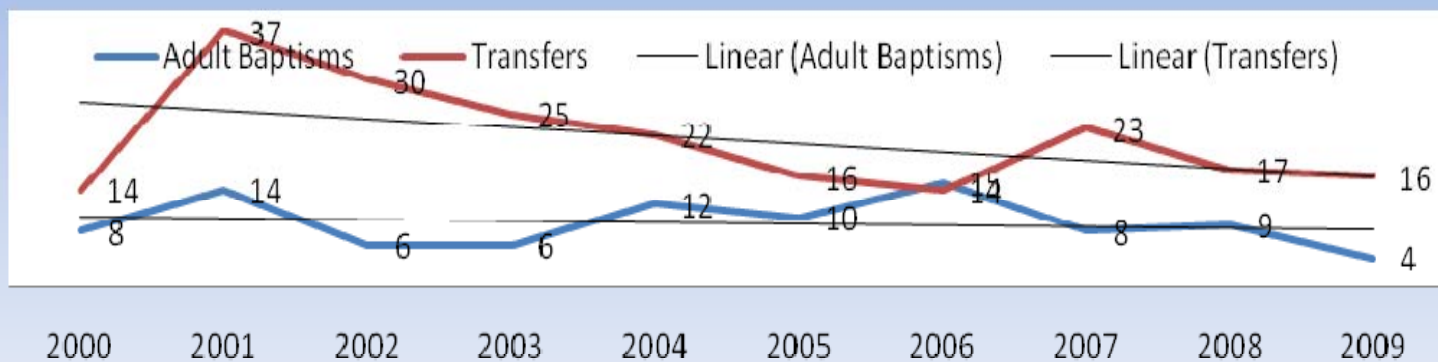
# 10-year synopsis



## Contributions/Consumer Price Index

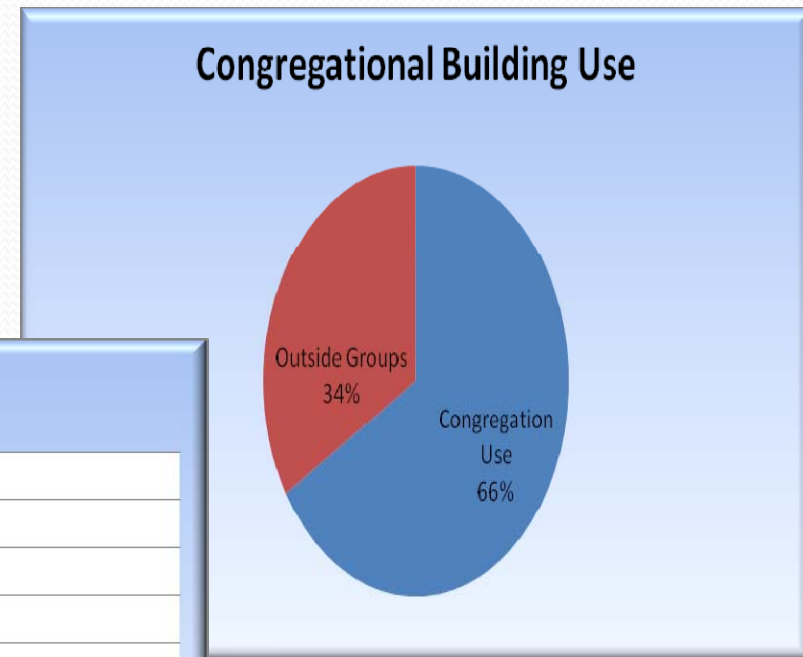
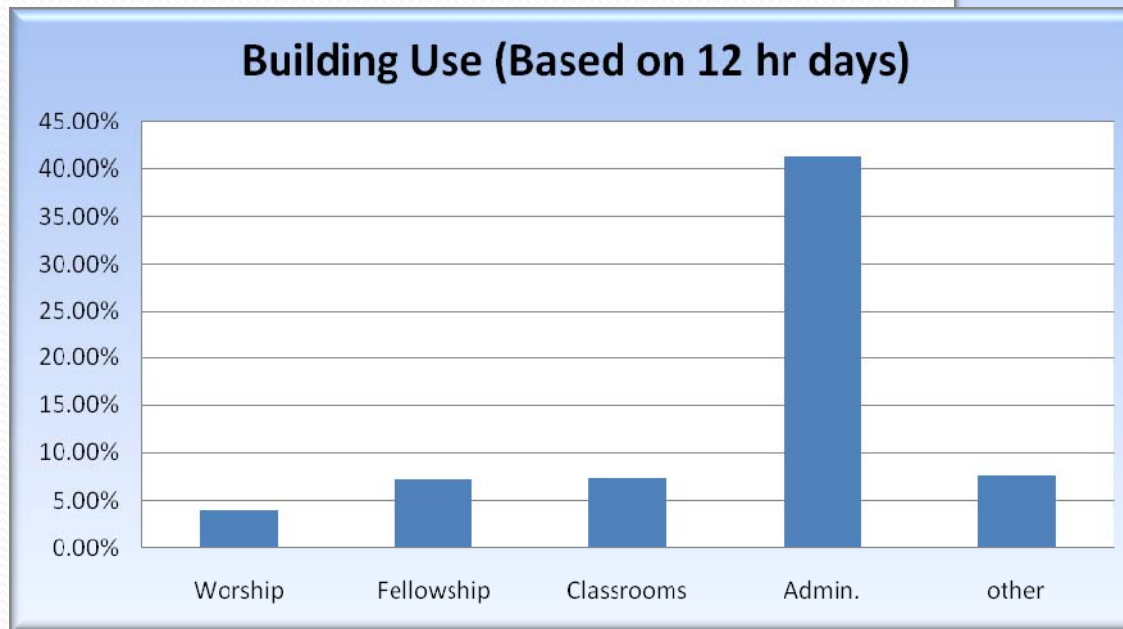


## Adult Baptisms/Total Gains



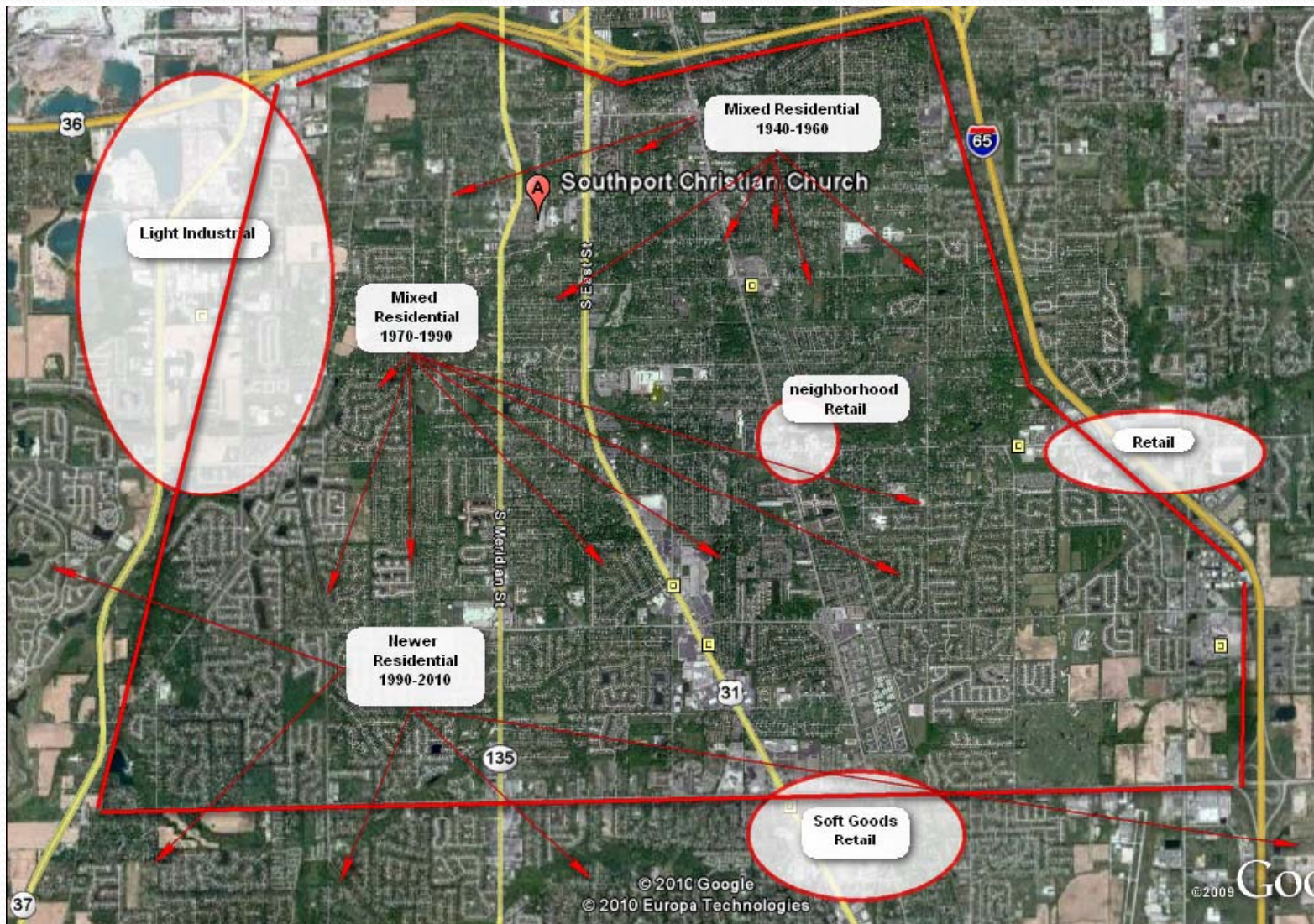
# Facilities are in excellent condition:

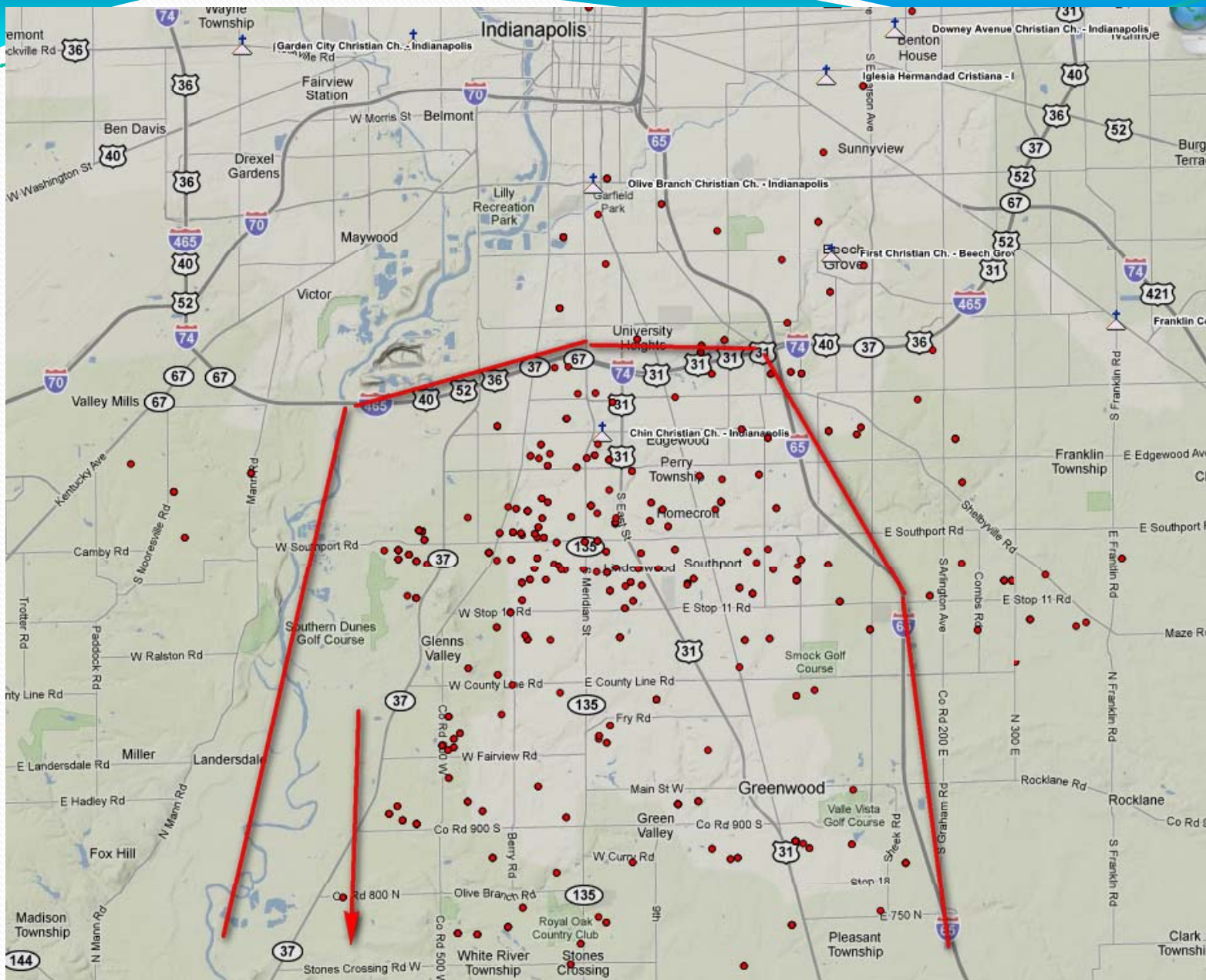
- Building is “right sized”
- Adequate parking



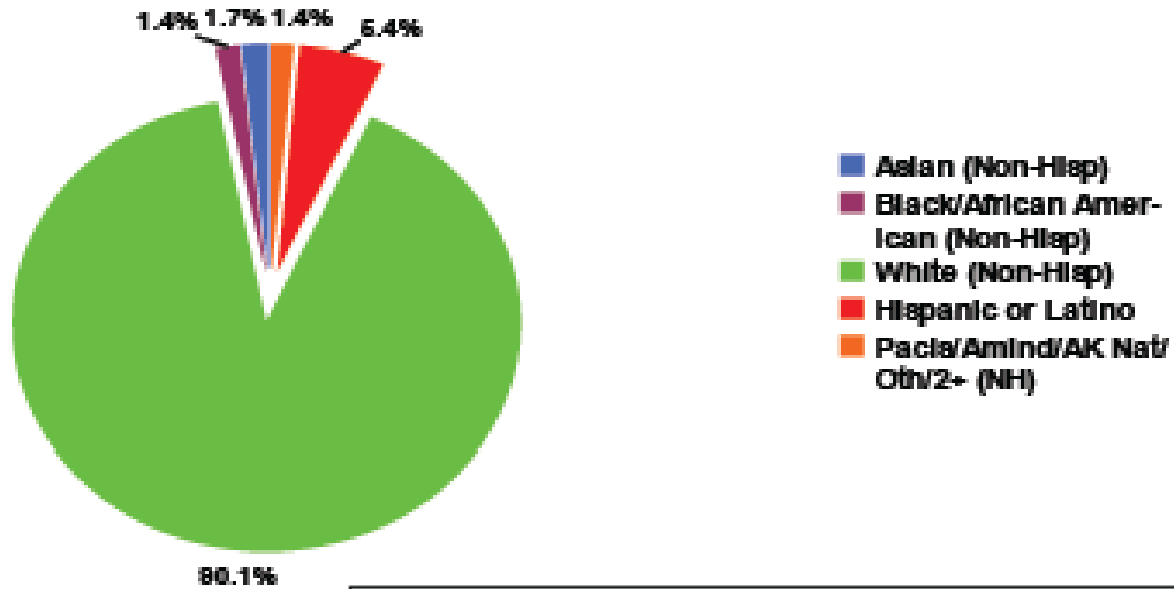


# The community:

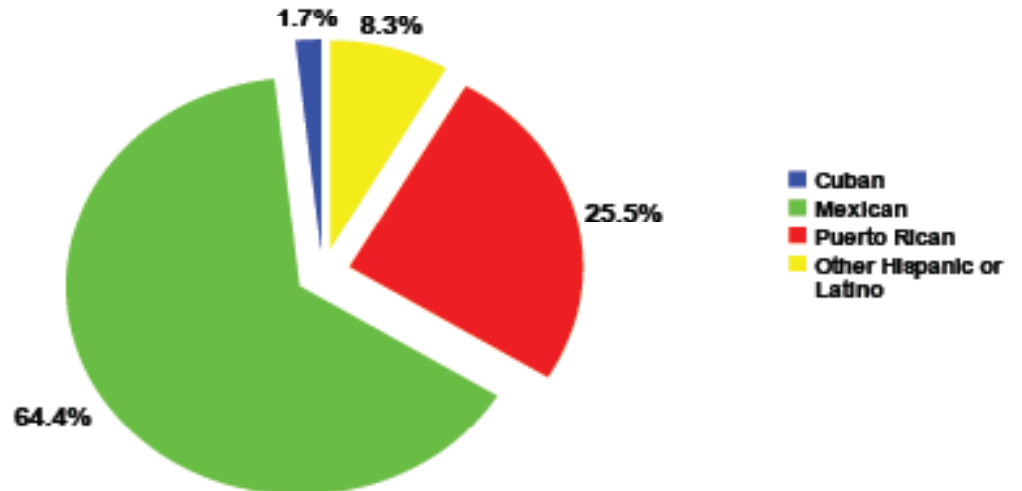




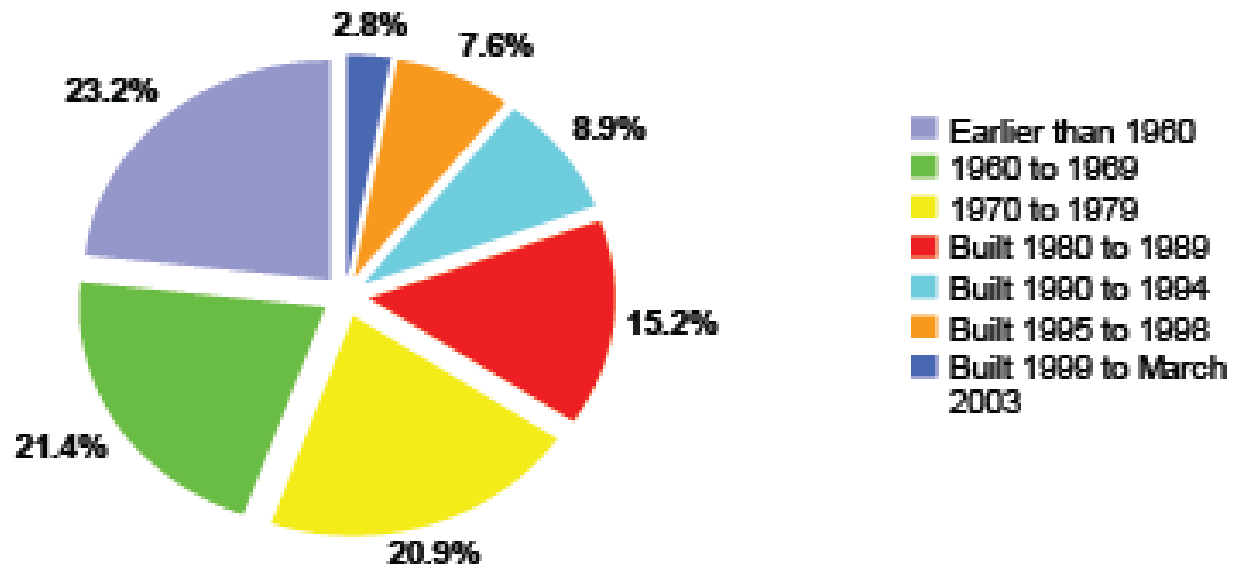
**Racial/Ethnic Distribution: Current Year**



**Hispanic or Latino by Origin: Current Year**



### Current Year Housing By Year Built





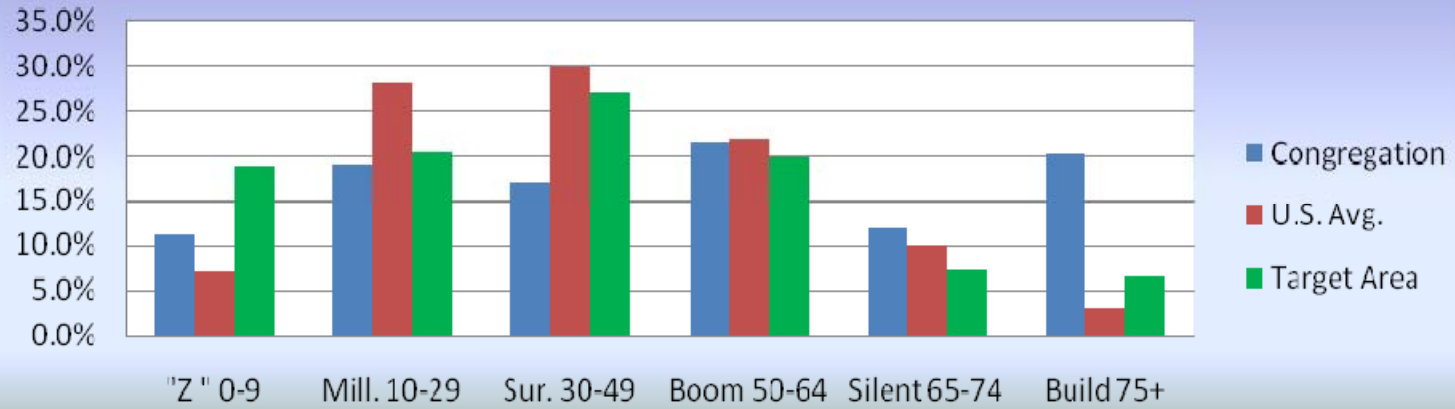
# Congregant Distance to Church

Congregant Distance to Church			
Distance to Church	Count	Count %	
1 Mile to 3 Miles	250	59.5%	
3 Mile to 5 Miles	81	19.3%	
< 1 Mile	68	16.2%	
5 Mile to 7 Miles	21	5.0%	
<b>Totals:</b>	<b>420</b>	<b>100%</b>	

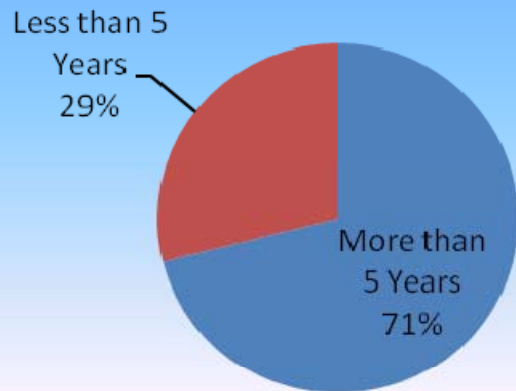
Within 7 Miles

30% >7 Miles

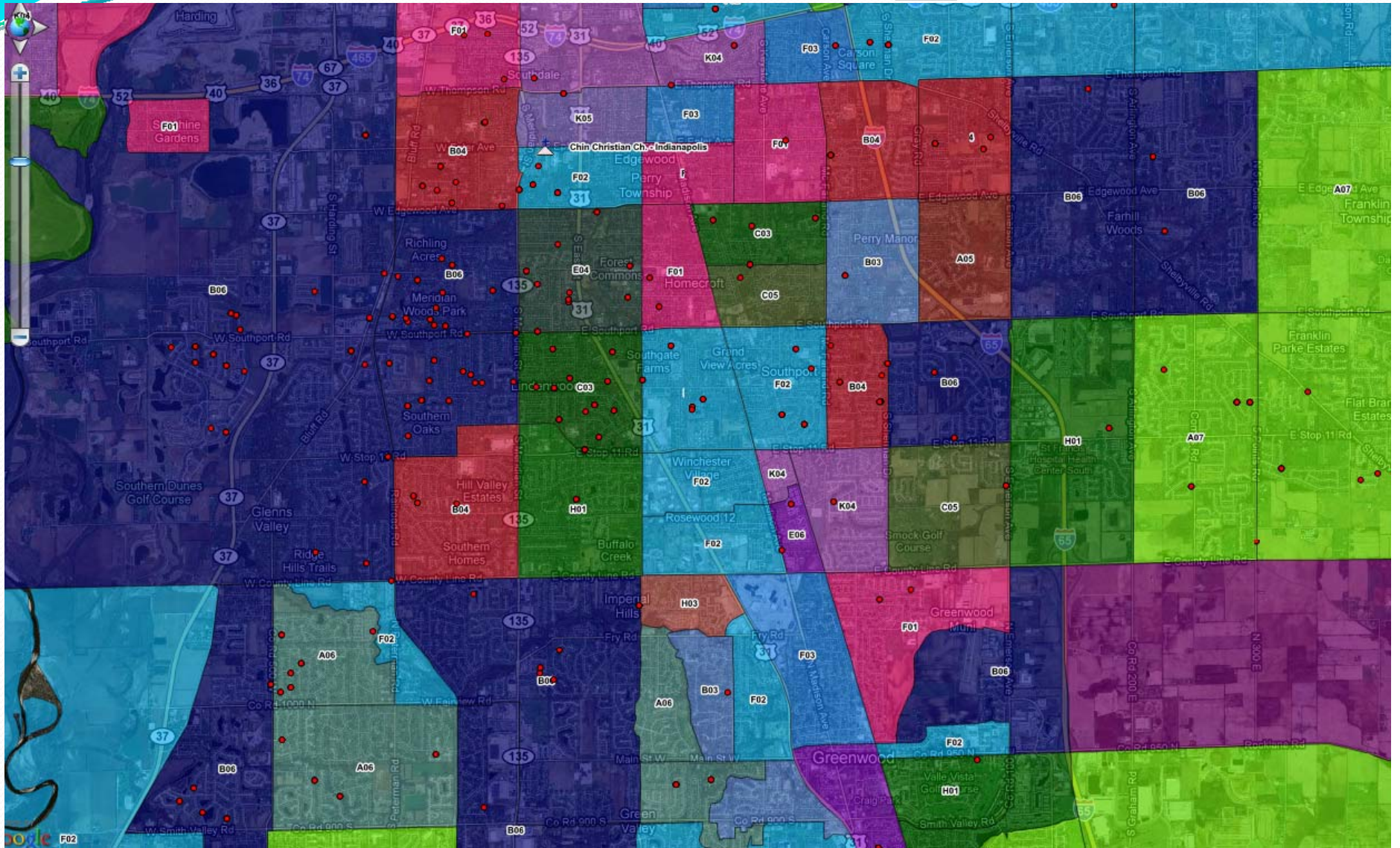
## Generational Populations



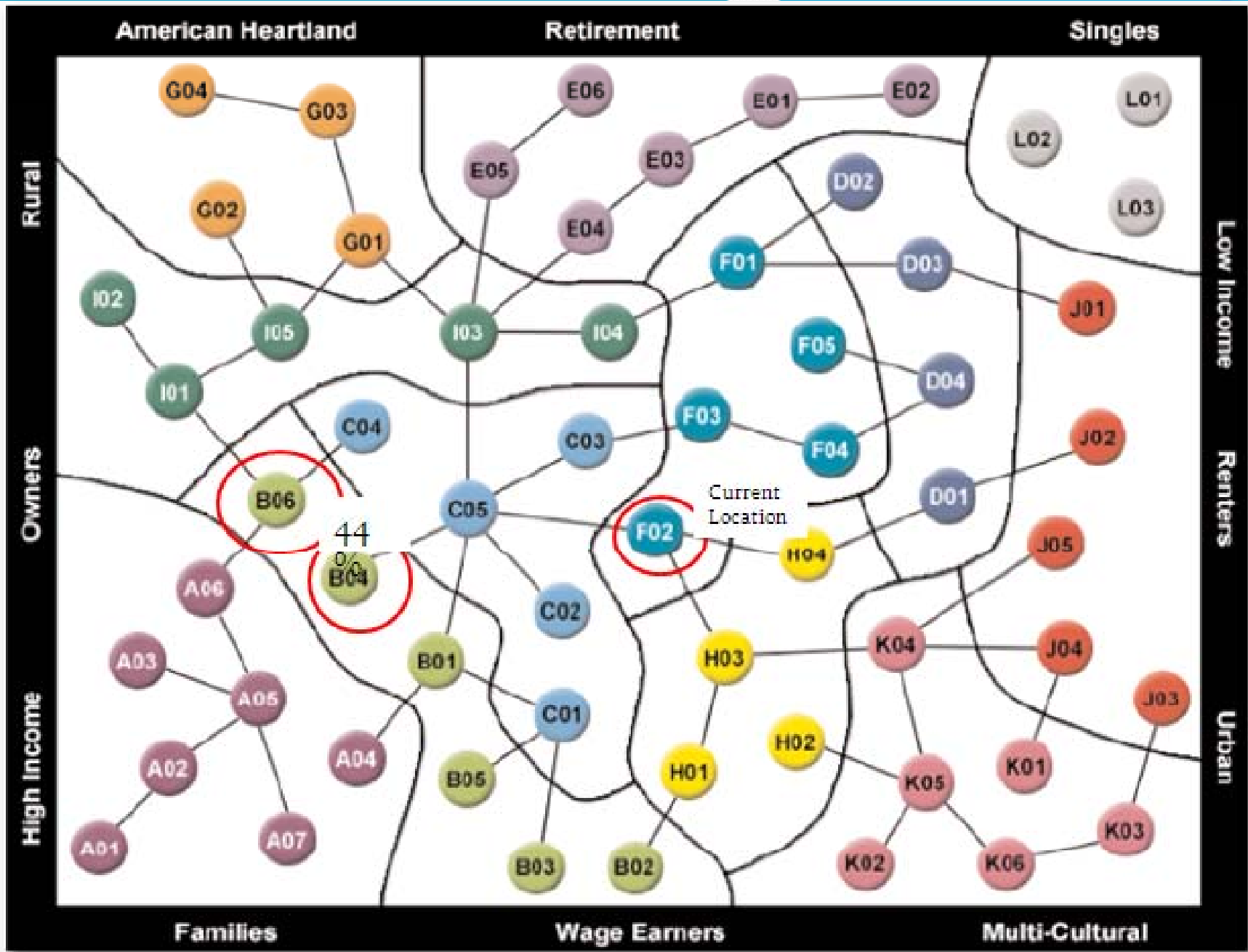
## Participant Tenure



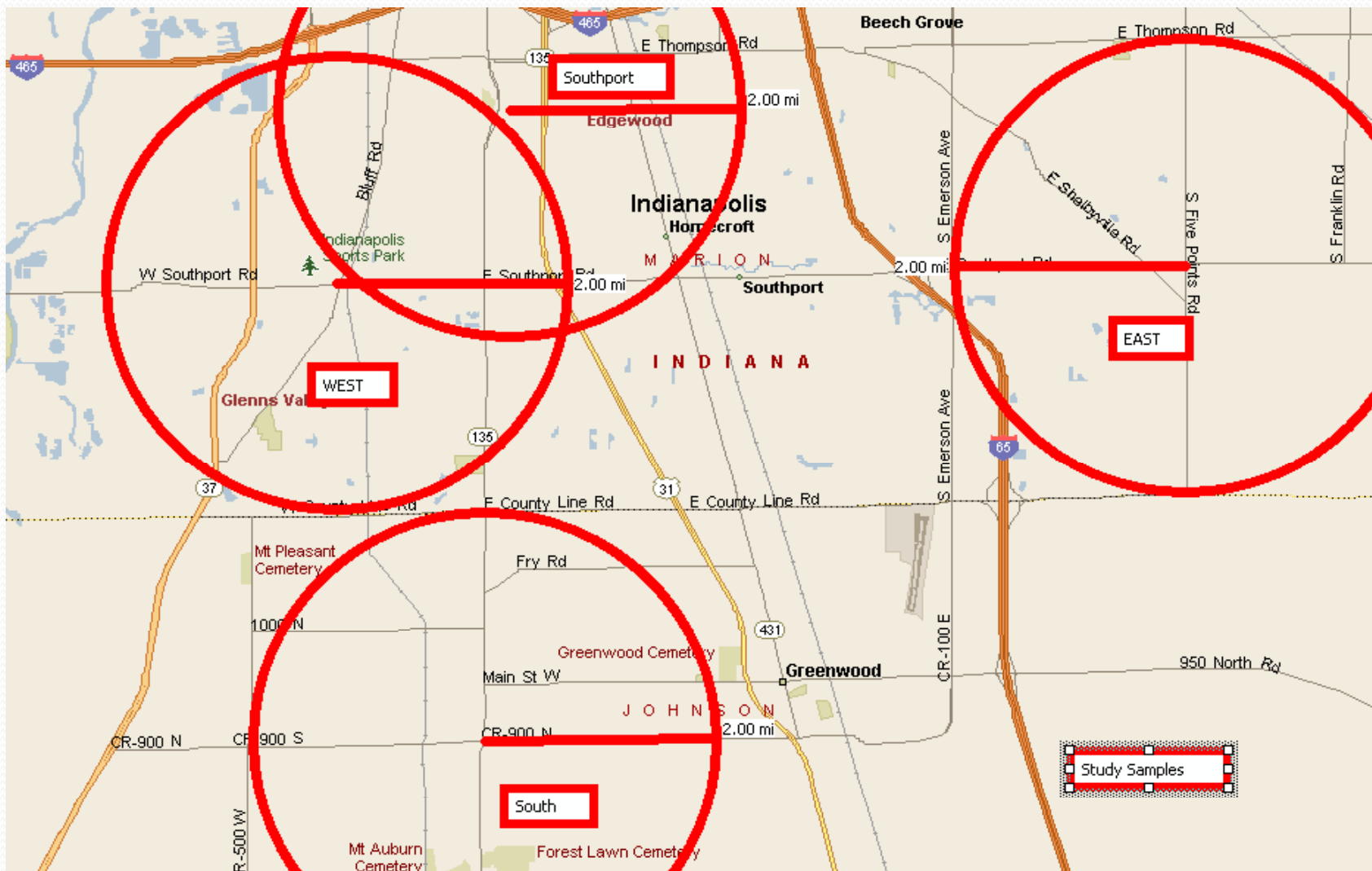
53% Boomer +  
34% of Community



	Congregant Profile	Congregant Profile %	Study Area %	Index	
	C03 SUBURBAN OPTIMISTS	16	9.20	1.30	708
	E04 SUBURBAN ADVANTAGE	11	6.30	1.40	450
	B04 SOLID SUBURBAN LIFE	21	12.10	4.80	252
	E06 MATURE AMERICA	5	2.90	1.50	193
	B06 SUCCESSFUL SUBURBIA	57	32.80	19.10	172
	A06 SMALL-TOWN SUCCESS	4	2.30	1.60	144
	C05 MID-MARKET ENTERPRISE	2	1.10	0.90	122
	A07 NEW SUBURBAN FAMILIES	7	4	4.60	87
	B03 URBAN COMMUTER FAMILIES	2	1.10	1.30	85
Church Location	F02 MODERATE CONVENTIONALISTS	19	10.90	14.40	76
	F05 GRASS-ROOTS LIVING	1	0.60	0.90	67
	K04 URBAN DIVERSITY	6	3.40	6.40	53
	F01 STEADFAST CONSERVATIVES	12	6.90	13	53
	F03 SOUTHERN BLUES	4	2.30	5.10	45
	H01 YOUNG COSMOPOLITANS	3	1.70	4.60	37
	K05 NEW GENERATION ACTIVISTS	1	0.60	2.50	24
	D04 SMALL-CITY ENDEAVORS	3	1.70	10.90	16



# Adjacent Area Analysis:



	Southport	WEST	EAST	SOUTH
Number of Disciple congregations in area	1	0	0	0
Number of Southport Congregants in area	160	201	31	51
Population 2009	27386	21528	26050	30969
Growth rate (last decade)	8.47%	57.00%	70.00%	16.00%
Median Age	37	38	34	38
Average age change	1.4	2.5	3.1	3.2
55+ Percentage of Population	28.9	30	22.4	30.2
School age children percentage	17.3	16.9	21.4	18.4
Bachelor degree + (percentage)	24.7	29	29.2	35.4
Household growth (%) in past 9 years	14%	32%	109%	17%
Projected household growth (%) next 5 years	12%	55%	68%	3%
Households with 2 or less people (%)	62.7	55.2	47.1	48.9
Average Household Income (2009)	\$61,856	\$73,278	\$76,317	\$90,923
Average Household income comparative index (with Indiana)	102	117	122	145
Anglo population (%)	90.1	91.8	91.6	93.3
Owner Occupied Housing (%)	63.3	76.5	73.7	85.4
<b>MOSAIC DATA</b>				
B-06 Successful Suburbia (cong. 32.8%)	20.5	88.2	33.5	34.9
B-04 Solid Suburban Life (Cong. 12.1%)	6.8	8.8	0	0.2
F-02 Moderate Conventionalists (Cong. 10.9%)	7	0	0.1	0
<b>TOTAL (Cong. 55.8%)</b>	<b>34.3</b>	<b>97</b>	<b>33.6</b>	<b>35.1</b>



The West target area has a clear advantage over the Southport area in numerous categories. For example:

- There is a higher growth rate experienced the last decade
- There is a higher education level
- There has been significant growth in the number of households in the area
- Average household income is higher
- There is a higher percentage of home owners in the area
- There is a 97% profile match with the Mosaic profile of Southport Christian (compared to a 34% match in the current location)

In fact, all areas had an advantage over the Southport Target area—given the congregation's profile.

## 4- Possible Scenario's

- 1- Do nothing
- 2- Relocate
- 3- Stay and Revise Mission
- 4- Develop a satellite





Questions?

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