

The Chapel at Seaside

2020 Strategic Planning

Where did we come from?

The Chapel / SoWal County in 2015

- Chapel Attendance
 - March, April, May - typically 200 worshipers
 - June, July, August - typically 250-300 worshipers
 - 6 months, September through February - 100-120 worshipers
- Missional Outreach
 - Very limited, only occasionally on a National Level with Samaritan's Purse

3 Years Later 2018

- February 2018 “Walton County amount fastest growing counties in the U.S., 4-5% per year”
 - New K-8 added; major expansion of SoWal High School
- New residents looking for a church home
- Chapel Attendance (inside capacity 175)
 - March, April, May - 350-400 worshipers
 - June, July, August- 350-400 worshipers
 - September through February - 250-350 worshipers
- Missional Outreach
 - Walton/surrounding County Missional Work
 - Building Bridges in the local community
 - Hurricane Michael Relief
 - Continued at national-level, primarily Samaritan’s Purse

December 2019 to Today

- Late 2018/Early 2019, Chapel Board committed to solving for these “great problems to have”, such as worshipers outside in 100-degree heat, parking, continued need for Missional Outreach
- Due to COVID-19, the Chapel initiated a massive effort to support workers affected by job loss
- Engaged Facilitator to lead discussions regarding today’s growth, setting a vision for the Chapel for 2030 and identifying short-term objectives for 2023
- Methodology for Strategic Planning
 - Use a Facilitator - a Pastor specializing in church growth
 - The Facilitator’s role was:
 - Pre-Meeting Work - gathering information in advance

Role of Facilitator - continued

- Comments were gathered and shared anonymously with the board
- Facilitator sent out a questionnaire / performed interviews with all 6 Board Members, as well as 7 Chapel “regulars” selected by the Chapel Pastor
- During live meeting - kept the board members focused on the discussion at hand and reeled us back in if we “went down a rabbit hole”
- At no time did/could the facilitator provide recommendations; his role was only to facilitate
- The Board met in person in Seaside with the facilitator on Thursday and Friday, July 9 and 10. 4 of the 6 board members were present; 2 could not attend, although, 1 of those 2 was able to call in during the 2-day session for portions of the discussion.

How did strategic planning work?

- Perspective
 - Where are we? How did we get here?
 - What do we build on and address going forward?
- Direction
 - Where are we going (Vision)?
 - Why does it matter (Meaning)?
 - How will we get there (Strategy)?
- Action
 - What's important now (Priorities)?
 - What's our plan (Who will do what, by when)?
- Management
 - How are we doing?
 - What do we continue?
 - What needs to change?

Vision – by 2030

- **Known as**
 - A welcoming, safe, Christ-centered, multi-denominational missional church with a diverse group of church members.
 - “Safe” means no one in attendance feels uncomfortable participating in worship – young or old, liberal or conservative, local or visitor, etc.
- **Known for**
 - Being a cornerstone in the community that:
 - Transforms lives
 - Is a missional outreach leader
 - Offers uplifting messages with good music

Outcomes by 2030

- Transformed lives
- Engaged laity
- Church demographics seen as inclusive (all are welcome and “safe”)
- Vibrancy of a true congregation
- Created endowed foundation to ensure ongoing community support
- Full development of the existing land with an endowed foundation to maintain it in the future
- Seen by the greater 30A community as a cornerstone

What do we see in the next 3 years?

- ❑ Leadership (board, staff, laity) contributed at a high level
- ❑ Increased attendance has been accommodated
- ❑ Local missional outreach focused and increased
- ❑ Continued to “Building Bridges”
- ❑ Improved functioning of all operations
- ❑ Determined best use of remaining land
- ❑ Nurtured and strengthened relationship between board and all stakeholders
- ❑ Realized financial growth

Our next actions may include:

- Adding new leaders to the Board
- Creating a 3-person Advisory Board from laity
- Create and build a relationship with Watercolor HOA management and then other HOAs
- Foster church relationships in DAL, HOU, ATL, BNA, etc.
- Increase physical presence in local disaster relief and mission (boots on the ground)
- Create a foundation for sustainable community support
- Leverage our faith into Seaside nonprofits that we support.
- Initiate marketing program to grow wedding revenue
- Bring wedding management in house
- Improve A/V technologies

Why does this matter?

- Because we're called to share the Gospel of Jesus Christ and transform lives.
- God put the Chapel here. People need to connect and/or reconnect with God.
- We have a spiritual and community obligation.
- It is the board's responsibility to plan the future and to do so in a sustainable way.