Community Assessment
Grove City, Ohio

Prepared for the
Grove City Seventh-day Adventist Church

August 2008

by Monte Sahlin
Director of Research and Special Projects
Ohio Conference

Introduction

This community assessment was prepared at the request of Pastor Caroline Lesko for the Grove City Seventh-day Adventist Church. It is designed for use in planning and goal setting. A version on PowerPoint slides has also been provided to Pastor Lesko to make it easier to use this information in the context of planning sessions, board meetings, etc. The PowerPoint slides are all included in this document, along with a number of additional, more detailed displays of information.

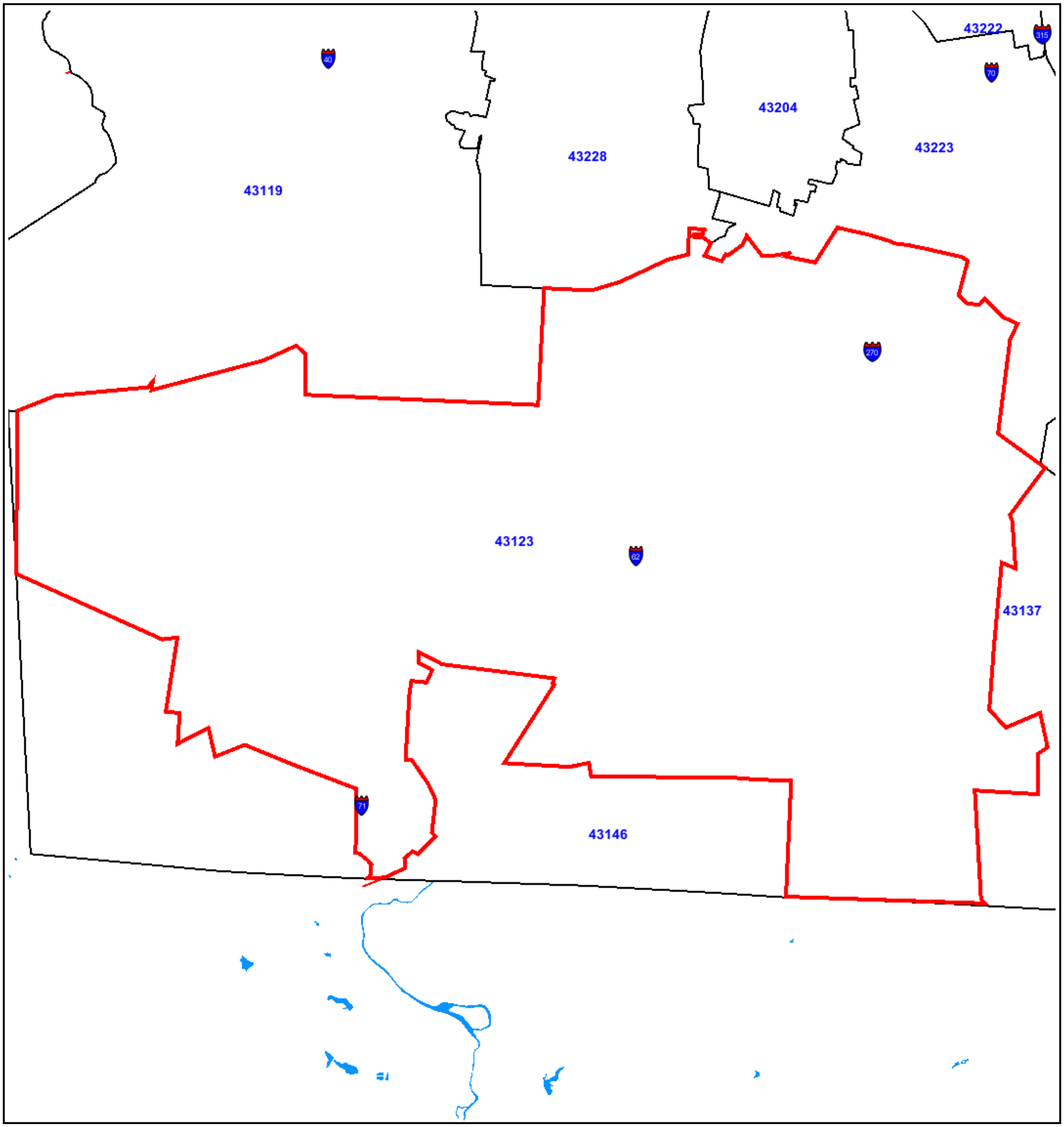
The Grove City community can be defined in two different ways. (1) The municipal boundaries of the incorporated town of Grove City, with about 27,000 residents. (2) Zip Code 43123, which includes more than 46,000 residents. Almost all of the information in this report is for the larger community encompassed by the Zip Code. You can see the smaller, irregular nature of the municipal boundaries as the gold area in the Overview Map on page 2. The larger area covered by the Zip Code is outlined on the page following this introduction. The Zip Code includes not only the entire municipality, but also the two townships that make up the southwest corner of Franklin County: Jackson Township with its eastern boundary running along the Scioto River and Pleasant Township with its western and southern boundaries being the county line.

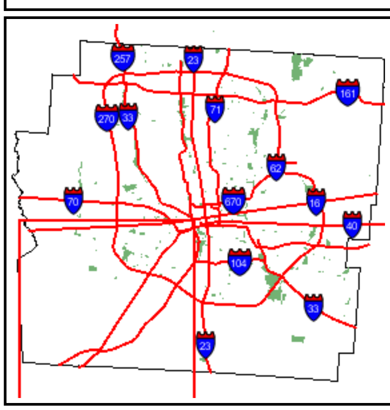
The information in this report was gathered from the best available sources. Most of the demographics are from the United States Census conducted in 2000. Unfortunately, more recent data is not available for this community. There has been some growth over the intervening eight years, although it probably was not as much as the more than 30 percent growth between 1990 and 2000 in this area.

Other sources are noted both in the slides and in the segments included in this document. No interviews or surveys were conducted specifically for the purposes of this report. Further study of the community is recommended as the Grove City Church develops its mission to this community. The book *Understanding Your Community* (available from AdventSource, the NAD center for church leader resources, at www.adventsource.org or 800-328-0525) is highly recommended as a "tool box" of the techniques needed to become well acquainted with the community and have a more effective ministry.

I will gladly make myself available to meet with the pastor and elders, church board or the entire congregation to answer questions and provide training as requested. I can be reached through the conference office or at my home phone number, (937) 748-9075.

Elder Monte Sahlin
Director of Research and Special Projects
Ohio Conference of SDAs





Zipcodes

43123

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Note: The maps and data displayed on this site have been prepared by Community Research Partners from sources provided by local governments. Users of this site are hereby notified that the aforementioned public primary information sources should be consulted for verification of the information contained on the maps and in the databases presented on this web site.

Community Research Partners
DataSource
www.communityresearchpartners.org

300 E. Broad Street, Suite 490
Columbus, Ohio 43215
614.224.5917 ext 108

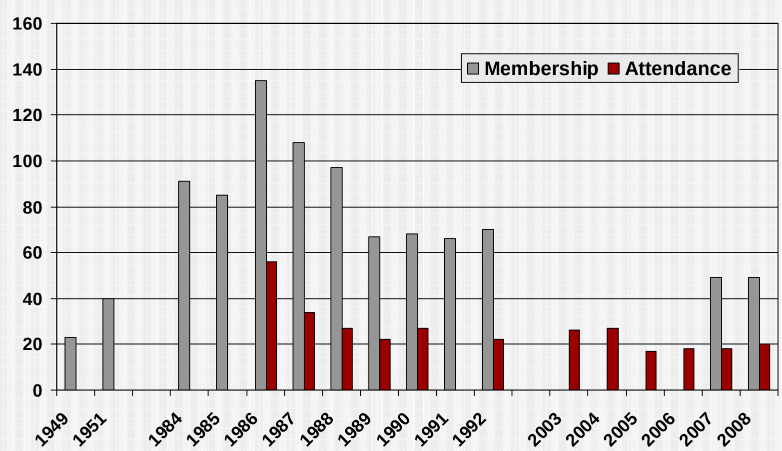
Zipcodes
Interstates
Streams
Parks (Cols)

Background

- Grove City Church began in 1947
- Officially organized Feb. 5, 1949
- First building purchased in 1953
- Pastor Samuel Armstrong elected president of Gove City Ministerial Association in March 1959
- Mayor at groundbreaking in 1961
- Building was completed in 1962

From reports in the Columbia Union Visitor

Membership & Attendance



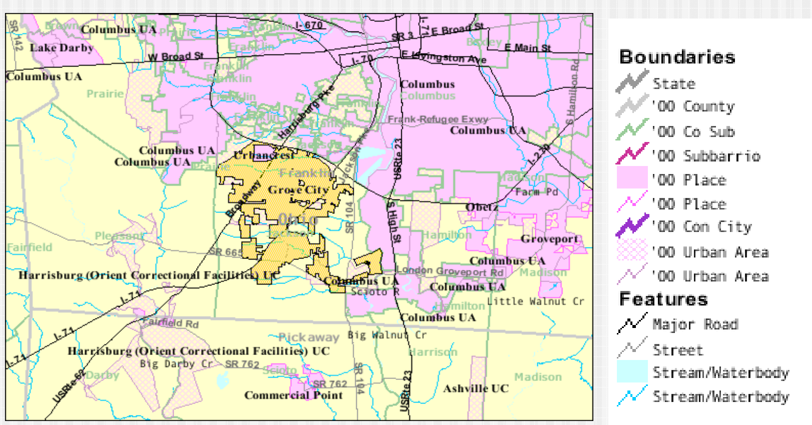
From Ohio Conference statistical reports

Is Gove City a Mission Field?

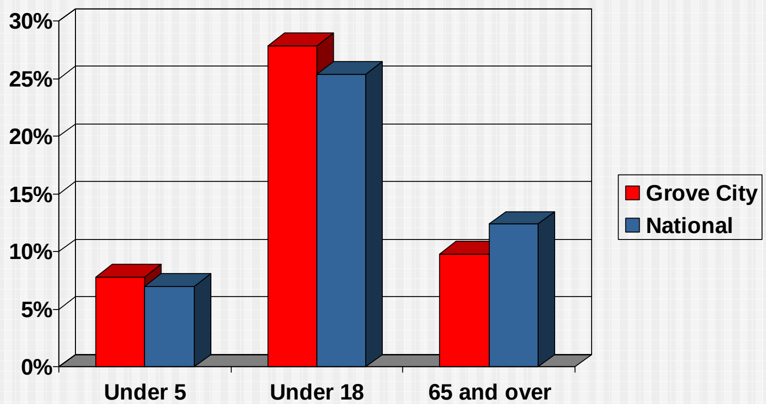
- An inner suburb of Columbus
- Zip Code 43123 has 46,000 people
  - Municipality has 27,000
- One Adventist for 939 people
  - Compares to USA: 1 to 305
    - New Guinea: 1 to 25
    - Zambia: 1 to 22
    - Belize: 1 to 10

Demographics from the U.S. Census

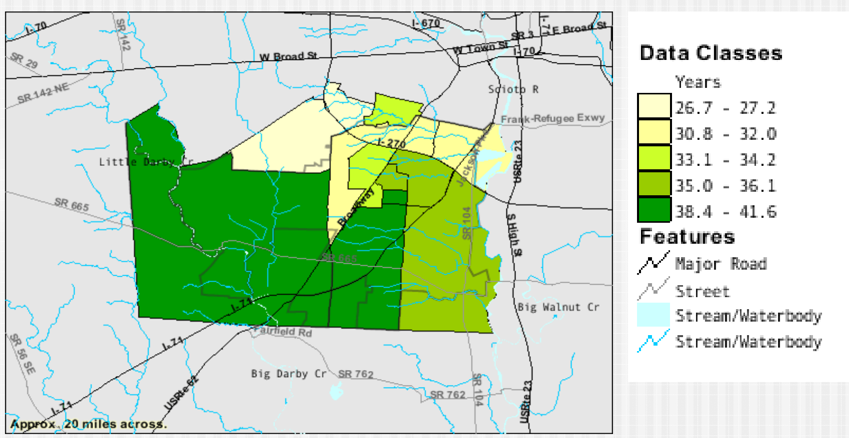
Overview Map



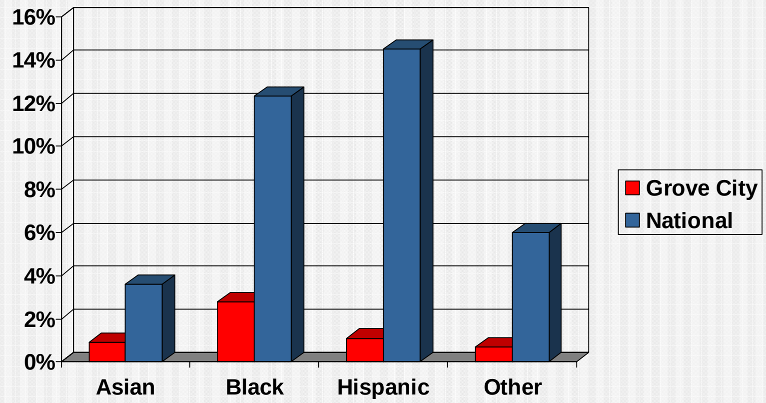
Age Groups



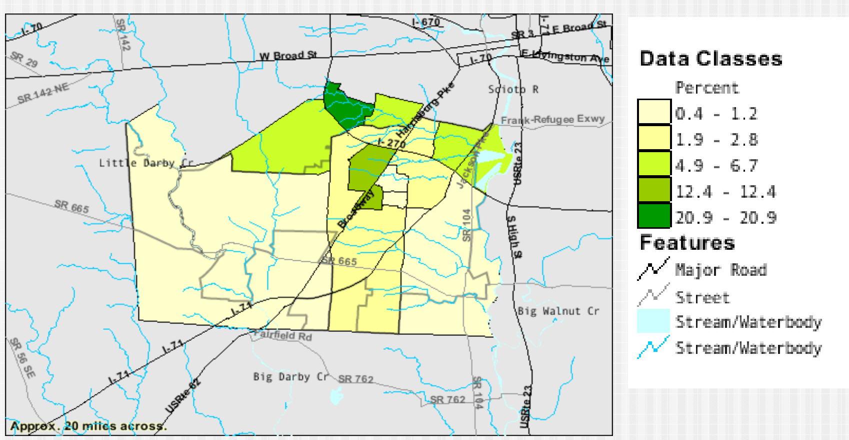
Median Age



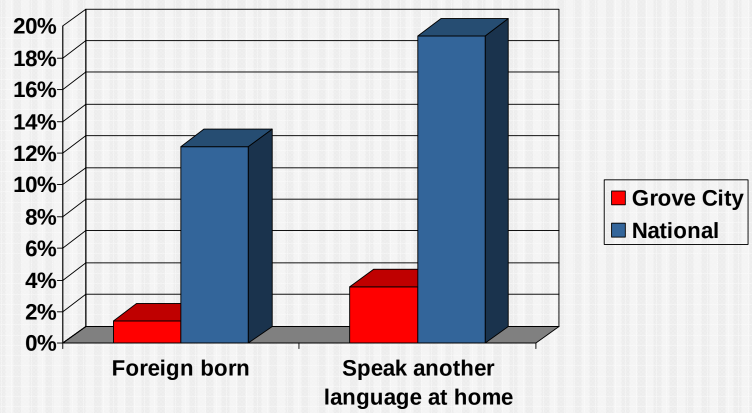
Ethnic Minorities



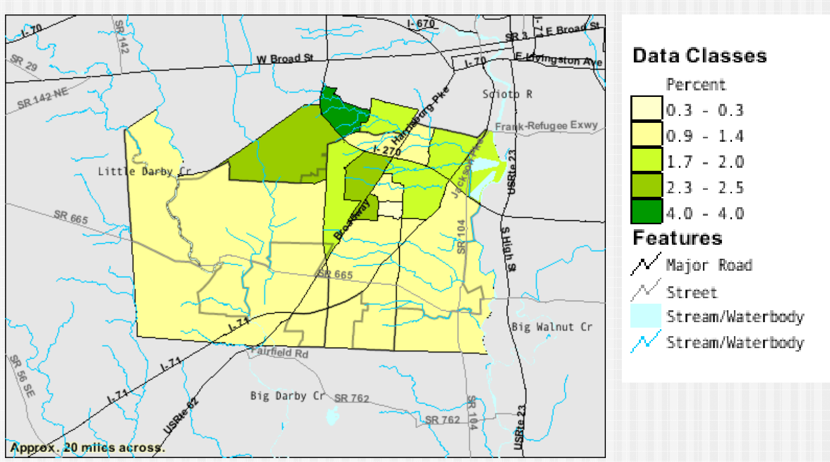
African Americans



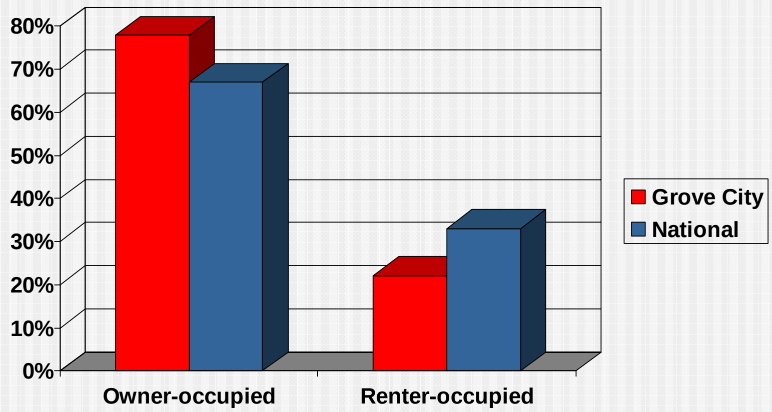
Immigrants



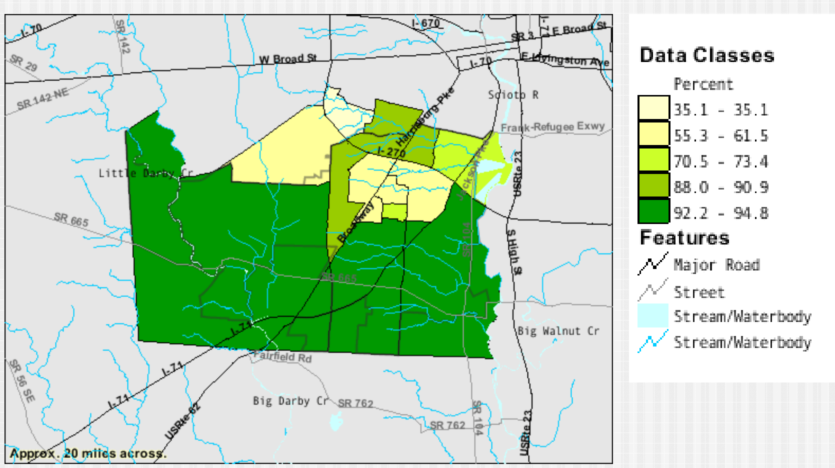
Immigrants



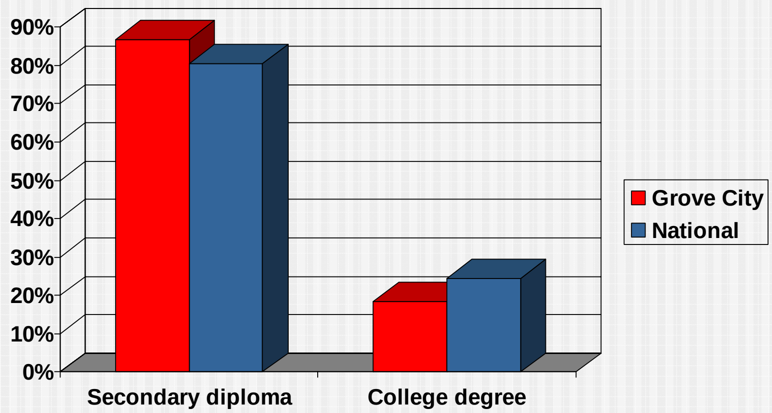
Housing



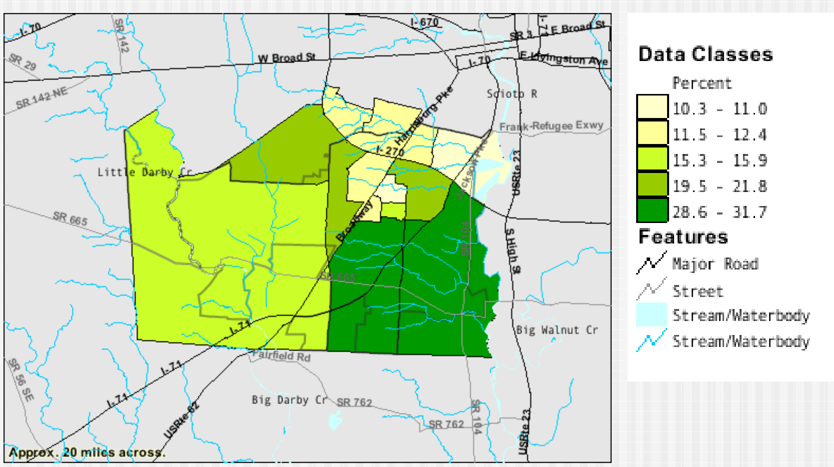
Home Owners



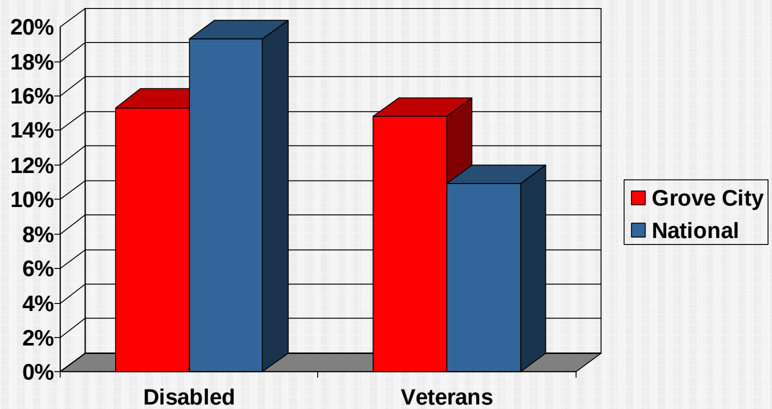
Education



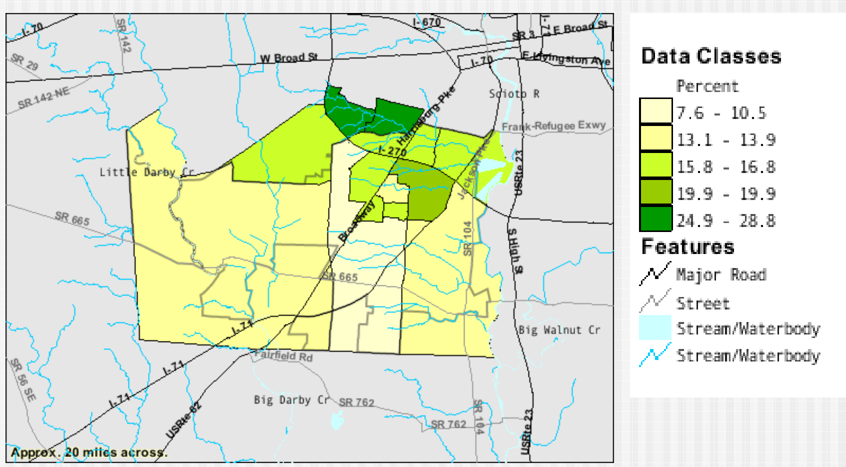
College Graduates



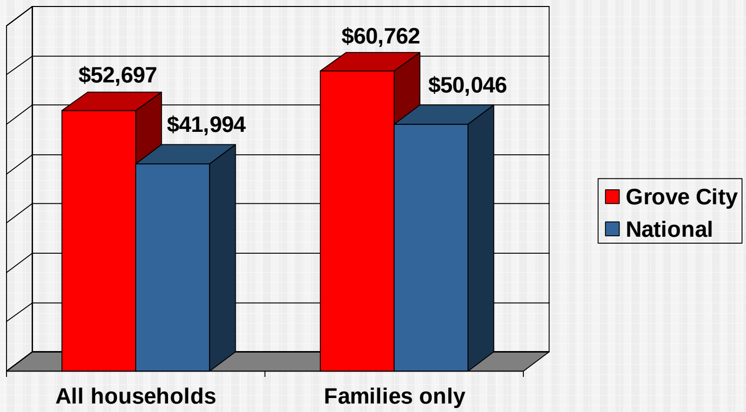
Special Needs



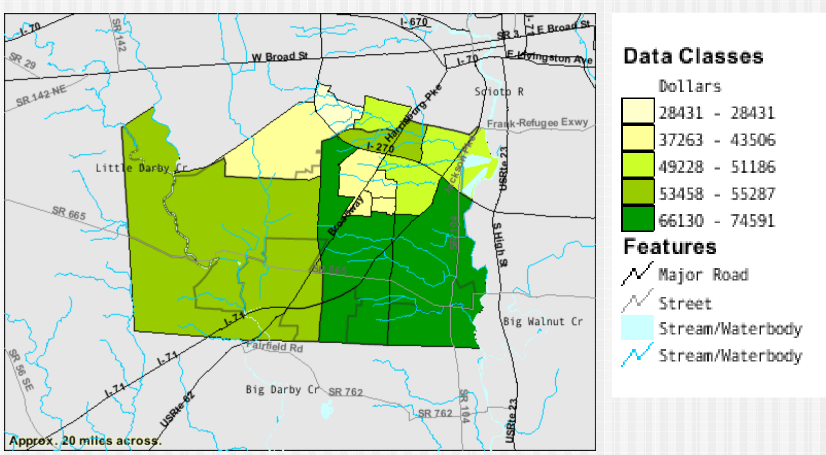
People with Disabilities



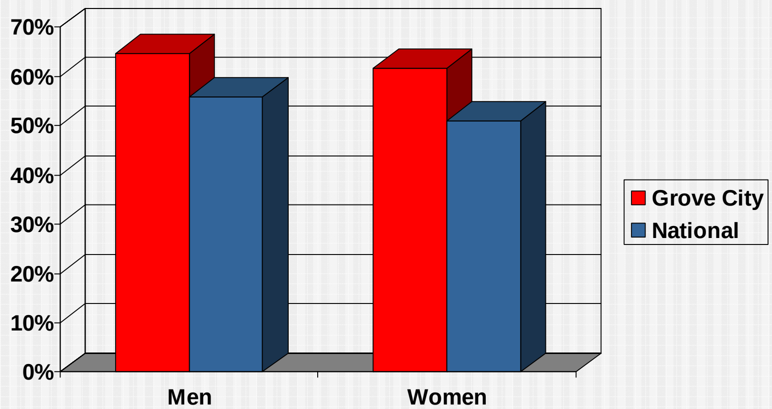
Median Income



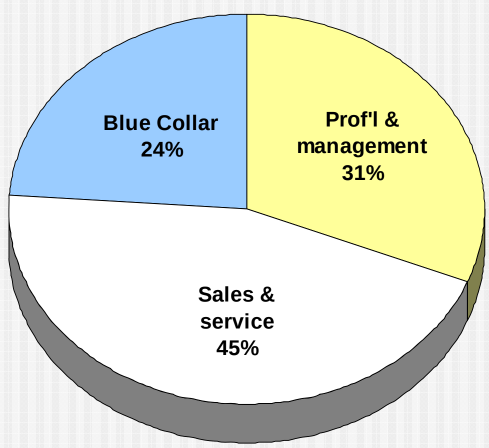
Median Household Income



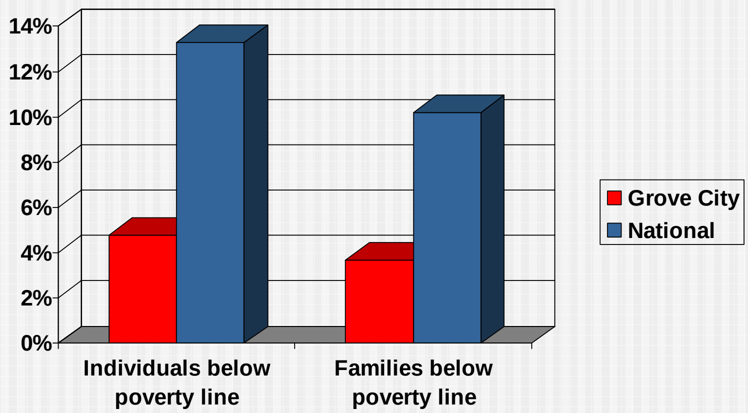
Married



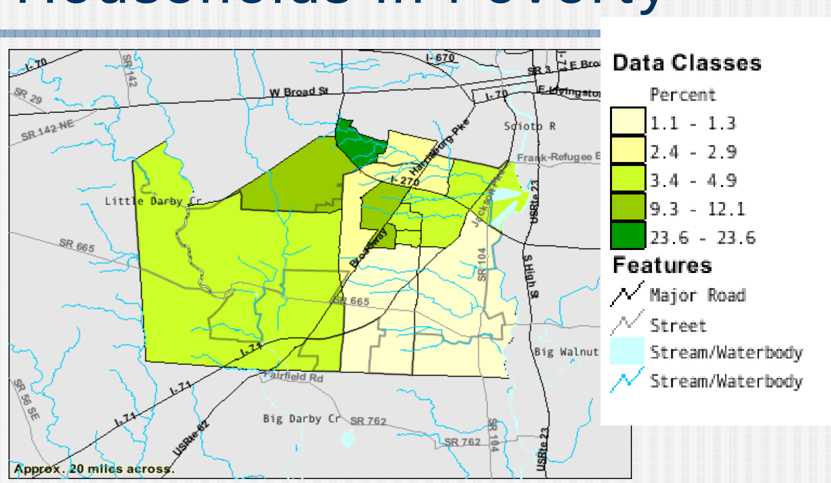
Occupations



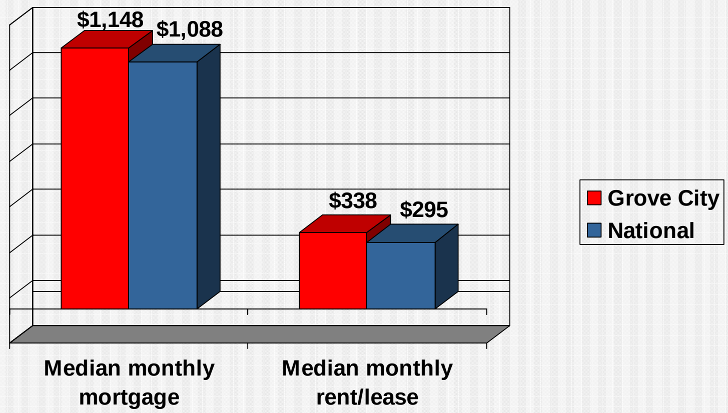
Poverty



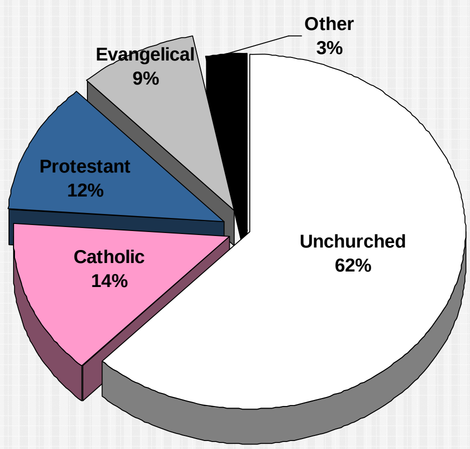
Households in Poverty



Cost of Housing



Religious Profile of Franklin County



Source: Religious Congregations and Membership 2000

Community Needs

- 3% of children are in subsidized child care
- 1% of children are in foster care or state institutions
  - 42% due to abuse or neglect
  - 38% due to parent substance abuse
  - 19% due to unruly/delinquent child

Source: Community Research Partners

Community Needs

- 11% of residents are on Medicaid
- 6% of residents are in households getting food stamps
- 1% are on TANF (emergency aid)
- There were 441 foreclosures in 2007
- Unemployment in Franklin County is now at 6.1% (July 2008)

Source: Community Research Partners

Community Needs

- 22% of children in 4th grade did not pass the math achievement test in 2007
- 48% of children in 4th grade did not pass the reading achievement test in 2007
- 43% of children in 10th grade did not pass the math achievement test in 2007
- 21% of children in 10th grade did not pass the reading achievement test in 2007

Source: Community Research Partners

Community Needs

- 35% of 12th graders did not graduate in 2007
- 3% in grades K-12 were absent from school more than 25 days
- 16% have been diagnosed with learning disabilities
- 19% are gifted children

Source: Community Research Partners

Community Needs

- 6% of babies born with low birth weight in 2007
- 10% were premature births
- 1% born to teen mothers
- 30% born to unmarried mothers

Source: Community Research Partners

Community Needs

- Death rate is less than one percent
- 88 deaths from cancer
- 86 deaths from heart disease
- 31 deaths from stroke
- 18 deaths from accidents

Source: Community Research Partners

Adventist Church Growth

- Research has shown that growth in Adventist churches comes from:
  - Community involvement
  - Strong spirituality
  - Intentionality (goals, planning)
  - A grace-oriented congregation
  - Activities for non-members on Sabbath

See Adventist Congregations Today, chapter 2

Discussion Questions

- How visible is the Adventist Church in Grove City?
- What needs in the community should we be meeting?
- What strategy do we need to bring more people to Christ and into the church?

U.S. Census Bureau
American FactFinder

FACT SHEET

Zip Code Tabulation Area 43123

View a Fact Sheet for a **race, ethnic, or ancestry group**

Census 2000 Demographic Profile Highlights:

General Characteristics - show more >>	**Number**	**Percent**	**U.S.**		
Total population	45,861			map	brief
Male	22,433	48.9	49.1%	map	brief
Female	23,428	51.1	50.9%	map	brief
Median age (years)	34.7	(X)	35.3	map	brief
Under 5 years	3,573	7.8	6.8%	map	
18 years and over	33,043	72.1	74.3%		
65 years and over	4,485	9.8	12.4%	map	brief
One race	45,302	98.8	97.6%		
White	43,305	94.4	75.1%	map	brief
Black or African American	1,288	2.8	12.3%	map	brief
American Indian and Alaska Native	89	0.2	0.9%	map	brief
Asian	470	1.0	3.6%	map	brief
Native Hawaiian and Other Pacific Islander	8	0.0	0.1%	map	brief
Some other race	142	0.3	5.5%	map	
Two or more races	559	1.2	2.4%	map	brief
Hispanic or Latino (of any race)	491	1.1	12.5%	map	brief
Household population	45,580	99.4	97.2%	map	brief
Group quarters population	281	0.6	2.8%	map	
Average household size	2.67	(X)	2.59	map	brief
Average family size	3.07	(X)	3.14	map	
Total housing units	17,900			map	
Occupied housing units	17,097	95.5	91.0%		brief
Owner-occupied housing units	13,295	77.8	66.2%	map	
Renter-occupied housing units	3,802	22.2	33.8%	map	brief
Vacant housing units	803	4.5	9.0%	map	

Social Characteristics - show more >>	**Number**	**Percent**	**U.S.**		
Population 25 years and over	29,593				
High school graduate or higher	25,668	86.7	80.4%	map	brief
Bachelor's degree or higher	5,475	18.5	24.4%	map	
Civilian veterans (civilian population 18 years and over)	4,901	14.8	12.7%	map	brief
Disability status (population 5 years and over)	6,454	15.3	19.3%	map	brief
Foreign born	635	1.4	11.1%	map	brief
Male, Now married, except separated (population 15 years and over)	10,913	64.6	56.7%		brief
Female, Now married, except separated (population 15 years and over)	11,216	61.7	52.1%		brief
Speak a language other than English at home (population 5 years and over)	1,526	3.6	17.9%	map	brief

Economic Characteristics - show more >>	**Number**	**Percent**	**U.S.**		
In labor force (population 16 years and over)	24,819	72.5	63.9%		brief
Mean travel time to work in minutes (workers 16 years and older)	23.3	(X)	25.5	map	brief
Median household income in 1999 (dollars)	52,697	(X)	41,994	map	
Median family income in 1999 (dollars)	60,762	(X)	50,046	map	
Per capita income in 1999 (dollars)	22,213	(X)	21,587	map	
Families below poverty level	481	3.7	9.2%	map	brief
Individuals below poverty level	2,179	4.8	12.4%	map	

Housing Characteristics - show more >>	**Number**	**Percent**	**U.S.**		
Single-family owner-occupied homes	11,867				brief
Median value (dollars)	122,000	(X)	119,600	map	brief
Median of selected monthly owner costs	(X)	(X)			brief
With a mortgage (dollars)	1,148	(X)	1,088	map	
Not mortgaged (dollars)	338	(X)	295		

(X) Not applicable.
Source: U.S. Census Bureau, Summary File 1 (SF 1) and Summary File 3 (SF 3)

43123

Description	Most Recent Year	43123	Franklin County
Subsidized Child Care Recipients Age 0-1, Number	2007	70	N/A
Subsidized Child Care Recipients Age 0-1, Percent	2007	4.9%	N/A
Subsidized Child Care Recipients Age 2-3, Number	2007	110	N/A
Subsidized Child Care Recipients Age 2-3, Percent	2007	7.6%	N/A
Subsidized Child Care Recipients Age 4-5, Number	2007	100	N/A
Subsidized Child Care Recipients Age 4-5, Percent	2007	6.8%	N/A
Subsidized Child Care Recipients Age 6-18, Number	2007	136	N/A
Subsidized Child Care Recipients Age 6-18, Percent	2007	1.5%	N/A
Subsidized Child Care Recipients, Number	2007	416	N/A
Subsidized Child Care Recipients, Percent	2007	3.1%	N/A
Children on FCCS Open Cases at the End of the Year, Number	2006	161	N/A
Children on FCCS Open Cases at the End of the Year, Percent of Total Children	2006	1.2%	N/A
Children on FCCS Open Cases with Dependency as Protective Reason for Opening, Number	2006	62	N/A
Children on FCCS Open Cases with Dependency as Protective Reason for Opening, Percent of Open Cases	2006	38.5%	N/A
Children on FCCS Open Cases with Dependency as Protective Reason for Opening, Percent of Total Children	2006	0.5%	N/A
Children 0-4 Years of Age on FCCS Open Cases, Number	2006	40	N/A
Children 0-4 Years of Age on FCCS Open Cases, Percent of Open Cases	2006	24.8%	N/A
Children 0-4 Years of Age on FCCS Open Cases, Percent of Total Children 0-4	2006	1.1%	N/A
Children 5-11 Years of Age on FCCS Open Cases, Number	2006	38	N/A
Children 5-11 Years of Age on FCCS Open Cases, Percent of Open Cases	2006	23.6%	N/A
Children 5-11 Years of Age on FCCS Open Cases, Percent of Total Children 5-11	2006	0.7%	N/A
Children 12-14 Years of Age on FCCS Open Cases, Number	2006	30	N/A
Children 12-14 Years of Age on FCCS Open Cases, Percent of Open Cases	2006	18.6%	N/A
Children 12-14 Years of Age on FCCS Open Cases, Percent of Total Children 12-14	2006	1.4%	N/A
Children 15-18+ Years of Age on FCCS Open Cases, Number	2006	53	N/A
Children 15-18+ Years of Age on FCCS Open Cases, Percent of Open Cases	2006	32.9%	N/A
Children 15-18+ Years of Age on FCCS Open Cases, Percent of Total Children 15-18	2006	2.0%	N/A
Children on FCCS Open Cases with Abuse or Neglect as Reason for Opening, Number	2006	68	N/A
Children on FCCS Open Cases with Abuse or Neglect as Reason for Opening, Percent of Children on Open Cases	2006	42.2%	N/A
Children on FCCS Open Cases with Abuse or Neglect as Reason for Opening, Percent of Total Children	2006	0.5%	N/A
Children on FCCS Open Cases with Unruly/Delinquent as Reason for Opening, Number	2006	31	N/A
Children on FCCS Open Cases with Unruly/Delinquent as Reason for Opening, Percent of Children on Open Cases	2006	19.3%	N/A
Children on FCCS Open Cases with Unruly/Delinquent as Reason for Opening, Percent of Total Children	2006	0.2%	N/A
Children on FCCS Open Cases Living with Family Member (Parent or Relative), Number	2006	100	N/A
Children on FCCS Open Cases Living with Family Member (Parent or Relative), Percent of Children on Open Cases	2006	62.1%	N/A
Children on FCCS Open Cases Living with Family Member (Parent or Relative), Percent of Total Children	2006	0.8%	N/A
Children on FCCS Open Cases Living in Paid Care, Number	2006	52	N/A
Children on FCCS Open Cases Living in Paid Care, Percent of Open Cases	2006	32.3%	N/A
Children on FCCS Open Cases Living in Paid Care, Percent of Total Children	2006	0.4%	N/A
Properties, Number	2007	21,709	N/A
Residential Properties, Number	2007	19,641	N/A
Residential Properties, Percent	2007	90.5%	N/A
Commercial Properties, Number	2007	704	N/A
Commercial Properties, Percent	2007	3.2%	N/A
Industrial Properties, Number	2007	208	N/A
Industrial Properties, Percent	2007	1.0%	N/A
Government Properties, Number	2007	474	N/A
Government Properties, Percent	2007	2.2%	N/A
Single-family Residential Properties, Number	2007	16,528	N/A
Single-family Residential Properties, Percent of Total Properties	2007	76.1%	N/A
Single-family Residential Properties, Percent of Residential Properties	2007	84.2%	N/A
Multi-family Residential Properties, Number	2007	377	N/A
Multi-family Residential Properties, Percent of Total Properties	2007	1.7%	N/A
Multi-family Residential Properties, Percent of Residential Properties	2007	1.9%	N/A
Number of Real Estate Foreclosures	2007	441	N/A
Residential Appraised Value, Average	2007	$144,886	N/A

43123

Description	Most Recent Year	43123	Franklin County
Industrial Appraised Value, Total Amount	2007	$143,923,000	N/A
Residential Sale Price, Average	2007	$150,029	N/A
Government Appraised Value, Average	2007	442,711	N/A
Government Appraised Value, Total Amount	2007	209,845,100	N/A
Persons Receiving Food Stamps, Number	2007	2,594	N/A
Persons Receiving Food Stamps, Percent	2007	5.6%	N/A
Persons Receiving Disability Assistance, Number	2007	18	N/A
Persons Receiving Disability Assistance, Percent	2007	0.0%	N/A
Persons Receiving Medicaid Assistance, Number	2007	5,113	N/A
Persons Receiving Medicaid Assistance, Percent	2007	11.0%	N/A
Persons Receiving Ohio Works First Assistance and/or Temporary Assistance to Needy Families, Number	2007	373	N/A
Persons Receiving Ohio Works First Assistance and/or Temporary Assistance to Needy Families, Percent	2007	0.8%	N/A
Students Passing the 4th Grade Proficiency Test in Mathematics (CPS only), Number	2005	11	N/A
Students Passing the 4th Grade Proficiency Test in Mathematics (CPS only), Percent	2005	47.8%	N/A
Students Passing the 4th Grade Proficiency Test in Reading (CPS only), Number	2004	18	N/A
Students Passing the 4th Grade Proficiency Test in Reading (CPS only), Percent	2004	75.0%	N/A
Students Passing the 6th Grade Proficiency Test in Mathematics (CPS only), Number	2005	9	N/A
Students Passing the 6th Grade Proficiency Test in Mathematics (CPS only), Percent	2005	45.0%	N/A
Students Passing the 6th Grade Proficiency Test in Reading (CPS only), Number	2005	10	N/A
Students Passing the 6th Grade Proficiency Test in Reading (CPS only), Percent	2005	50.0%	N/A
Students Passing the 9th Grade Proficiency Test in Mathematics (CPS only), Number of 9th Graders	2003	4	N/A
Students Passing the 9th Grade Proficiency Test in Mathematics (CPS only), Percent of 9th Graders Taking the Test	2003	57.1%	N/A
Students Passing the 9th Grade Proficiency Test in Reading (CPS only), Number of 9th Graders	2003	7	N/A
Students Passing the 9th Grade Proficiency Test in Reading (CPS only), Percent of 9th Graders Taking the Test	2003	100.0%	N/A
Students Taking the 4th Grade Proficiency Test in Mathematics (CPS only), Number	2005	23	N/A
Students Taking the 4th Grade Proficiency Test in Reading (CPS only), Number	2004	24	N/A
Students Taking the 6th Grade Proficiency Test in Mathematics (CPS only), Number	2005	20	N/A
Students Taking the 6th Grade Proficiency Test in Reading (CPS only), Number	2005	20	N/A
9th Grade Students Taking the 9th Grade Proficiency Test in Mathematics (CPS only), Number	2003	7	N/A
9th Grade Students Taking the 9th Grade Proficiency Test in Reading (CPS only), Number	2003	7	N/A
Students Passing the 4th Grade Achievement Test in Mathematics (CPS Only), Number	2007	18	N/A
Students Taking the 4th Grade Achievement Test in Mathematics (CPS Only), Number	2007	23	N/A
Students Passing the 4th Grade Achievement Test in Mathematics (CPS Only), Percent	2007	78.3%	N/A
Students Passing the 4th Grade Achievement Test in Reading (CPS Only), Number	2007	12	N/A
Students Taking the 4th Grade Achievement Test in Reading (CPS Only), Number	2007	23	N/A
Students Passing the 4th Grade Achievement Test in Reading (CPS Only), Percent	2007	52.2%	N/A
Students Passing the 6th Grade Achievement Test in Mathematics (CPS Only), Number	2007	11	N/A
Students Taking the 6th Grade Achievement Test in Mathematics (CPS Only), Number	2007	22	N/A
Students Passing the 6th Grade Achievement Test in Mathematics (CPS Only), Percent	2007	50.0%	N/A
Students Passing the 6th Grade Achievement Test in Reading (CPS Only), Number	2007	13	N/A
Students Taking the 6th Grade Achievement Test in Reading (CPS Only), Number	2007	22	N/A
Students Passing the 6th Grade Achievement Test in Reading (CPS Only), Percent	2007	59.1%	N/A
Students Passing the 10th Grade Ohio Graduation Test in Mathematics (CPS Only), Number	2007	8	N/A
Students Taking the 10th Grade Ohio Graduation Test in Mathematics (CPS Only), Number	2007	14	N/A
Students Passing the 10th Grade Ohio Graduation Test in Mathematics (CPS Only), Percent	2007	57.1%	N/A
Students Passing the 10th Grade Ohio Graduation Test in Reading (CPS Only), Number	2007	11	N/A
Students Taking the 10th Grade Ohio Graduation Test in Reading (CPS Only) Number	2007	14	N/A
Students Passing the 10th Grade Ohio Graduation Test in Reading (CPS Only), Percent	2007	78.6%	N/A
Students in Columbus Public Schools Absent <10 Days (Grades K-5), Number	2007	125	N/A
Students in Columbus Public Schools Absent <10 Days (Grades K-5), Percent	2007	55.1%	N/A
Students in Columbus Public Schools Absent <10 Days (Grades 6-8), Number	2007	43	N/A
Students in Columbus Public Schools Absent <10 Days (Grades 6-8), Percent	2007	54.4%	N/A
Students in Columbus Public Schools Absent <10 Days (Grades 9-12), Number	2007	31	N/A
Students in Columbus Public Schools Absent <10 Days (Grades 9-12), Percent	2007	40.8%	N/A
Students in Columbus Public Schools Absent 25+ Days (Grades K-5), Number	2007	0	N/A
Students in Columbus Public Schools Absent 25+ Days (Grades K-5), Percent	2007	0.0%	N/A

43123

Description	Most Recent Year	43123	Franklin County
Students in Columbus Public Schools Absent <10 Days (Grades K-12), Number	2007	199	N/A
Students in Columbus Public Schools Absent <10 Days (Grades K-12), Percent	2007	52%	N/A
Students in Columbus Public Schools Absent 25+ Days (Grades K-12), Number	2007	11	N/A
Students in Columbus Public Schools Absent 25+ Days (Grades K-12), Percent	2007	3%	N/A
Students in Kindergarten in Columbus Public Schools, Number	2007	47	N/A
Students in Grade 1 in Columbus Public Schools, Number	2007	40	N/A
Students in Grade 2 in Columbus Public Schools, Number	2007	44	N/A
Students in Grade 3 in Columbus Public Schools, Number	2007	41	N/A
Students in Grade 4 in Columbus Public Schools, Number	2007	28	N/A
Students in Grade 5 in Columbus Public Schools, Number	2007	27	N/A
Students in Grade 6 in Columbus Public Schools, Number	2007	28	N/A
Students in Grade 7 in Columbus Public Schools, Number	2007	28	N/A
Students in Grade 8 in Columbus Public Schools, Number	2007	23	N/A
Students in Grade 9 in Columbus Public Schools, Number	2007	26	N/A
Students in Grade 10 in Columbus Public Schools, Number	2007	20	N/A
Students in Grade 11 in Columbus Public Schools, Number	2007	7	N/A
Students in Grade 12 in Columbus Public Schools, Number	2007	23	N/A
Gifted Children in Columbus Public Schools, Number	2007	71	N/A
Gifted Children in Columbus Public Schools, Percent	2007	18.6%	N/A
Total Students Enrolled in Columbus Public Schools, Number	2007	382	N/A
Total Students Enrolled in Columbus Public Schools, Percent of Total School-Age Children	2007	4.1%	N/A
Students Attending Columbus Public Schools who Receive Free/Reduced Lunch, Number	2007	151	N/A
Students Attending Columbus Public Schools who Receive Free/Reduced Lunch, Percent	2007	39.5%	N/A
Students in 12th Grade Graduating from Columbus Public Schools, Number	2007	15	N/A
Students Enrolled in English as a Second Language Classes in Columbus Public Schools, Number	2007	26	N/A
Students Enrolled in English as a Second Language Classes in Columbus Public Schools, Percent	2007	6.8%	N/A
Students Enrolled in Special Education Classes (disability) in Columbus Public Schools, Number	2007	63	N/A
Students Enrolled in Special Education Classes (disability) in Columbus Public Schools, Percent	2007	16.5%	N/A
Students in 12th Grade Graduating from Columbus Public Schools, Percent	2007	65.2%	N/A
Live Births, Number	2005	745	N/A
Births to Females Aged 15-44	2005	745	N/A
Fertility Rate per 1,000 Females Aged 15-44	2005	73.0	N/A
Low Birthweight Births, Number	2005	46	N/A
Low Birthweight Births, Rate per 1,000 Live Births	2005	61.7	N/A
Very Low Birthweight Births, Number	2005	8	N/A
Very Low Birthweight Births, Rate per 1,000 Live Births	2005	10.7	N/A
Premature Births, Number	2005	72	N/A
Premature Births, Rate per 1,000 Live Births	2005	96.8	N/A
Births to Teen Mothers aged 15-19, Number	2005	16	N/A
Births to Teen Mothers aged 15-19, per 1000 teen females aged 15-19	2005	10.7	N/A
Births to Unmarried Mothers, Number	2005	225	N/A
Births to Unmarried Mothers, Rate per 1,000 Live Births	2005	302.0	N/A
Births with Prenatal Care Begun in 1st Trimester, Number	2005	639	N/A
Births with Prenatal Care Begun in 1st Trimester, Rate per 1,000 Live Births	2005	919.4	N/A
Births with Prenatal Care Anytime during Pregnancy, Number	2005	690	N/A
Birth Mothers with <12 Years of Education, Number	2005	89	N/A
Birth Mothers with <12 Years of Education, Percent	2005	87.7%	N/A
Birth Mothers with 12 Years of Education or More, Number	2005	633	N/A
Deaths, Number	2005	391	N/A
Deaths per 1,000 Population	2005	8.6	N/A
Infant Deaths, Number	2005	6	N/A
Infant Mortality Rate per 1,000 Live Births	2005	8.1	N/A
Deaths Due to Heart Disease, Number	2005	86	N/A
Deaths Due to Heart Disease, Rate per 100,000 Population	2005	188.8	N/A
Deaths Due to Cancer, Number	2005	88	N/A
Deaths Due to Cancer, Rate per 100,000 Population	2005	193.1	N/A
Deaths Due to Stroke, Number	2005	31	N/A
Deaths Due to Stroke, Rate per 100,000 Population	2005	68.0	N/A

43123

Description	Most Recent Year	43123	Franklin County
Deaths Due to Accidents, Number	2005	18	N/A
Deaths Due to Accidents, Rate per 100,000 Population	2005	39.5	N/A
Water Service Properties (Columbus only), Number	2004	14,013	N/A
Amount Owed on Unpaid Water Bills (Columbus only), Dollars	2004	$180,545	N/A
Water Shutoffs Due to Unpaid Water Bills (Columbus only), Number	2004	39	N/A
Water Shutoffs Due to Unpaid Water Bills (Columbus only), Percent	2004	0.3%	N/A
Water Customers Receiving Senior Citizen Discount (Columbus only), Number	2004	37	N/A
Water Customers Receiving Senior Citizen Discount (Columbus only), Percent	2004	0.3%	N/A
Total Water Shutoffs (Columbus only), Number	2004	65	N/A
Total Water Shutoffs (Columbus only), Percent	2004	0.5%	N/A
Median Household Income	2000	$52,464	N/A
Median Family Income	2000	$58,224	N/A
Per Capita Income	2000	$22,283	N/A
Persons in Poverty, Number	2000	2,132	N/A
Persons in Poverty, Percent of Total Population	2000	4.6%	N/A
Children in Poverty, Number	2000	833	N/A
Children in Poverty, Percent of Total Children	2000	6.4%	N/A
Housing Units Where Owner Costs are Greater than 35% of Household Income, Number	2000	1,596	N/A
Housing Units Where Owner Costs are Greater than 35% of Household Income, Percent	2000	8.8%	N/A
Housing Units Where Renter Costs are Greater than 35% of Household Income, Number	2000	862	N/A
Housing Units Where Renter Costs are Greater than 35% of Household Income, Percent	2000	4.8%	N/A
Females Age 16 and Over in the Labor Force, Number	2000	12,052	N/A
Females Age 16 and Over in the Labor Force, Percent	2000	66.7%	N/A
Persons Age 16 and Over in the Labor Force, Number	2000	25,233	N/A
Households, Number	2000	17,297	N/A
Families, Number	2000	13,134	N/A
Families, Percent of Households	2000	75.9%	N/A
Two-parent Households with Children, Number	2000	5,018	N/A
Two-parent Households with Children, Percent	2000	29.0%	N/A
Male-headed Households with Children, Number	2000	429	N/A
Male-headed Households with Children, Percent	2000	2.5%	N/A
Female-headed Households with Children, Number	2000	1,112	N/A
Female-headed Households with Children, Percent	2000	6.4%	N/A
Nonfamily Households, Number	2000	5,071	N/A
Nonfamily Households, Percent	2000	29.3%	N/A
Grandparents Responsible for Grandchildren, Number	2000	359	N/A
Grandparents Responsible for Grandchildren, Percent	2000	0.8%	N/A
Housing Units, Number	2000	18,127	N/A
Occupied Housing Units, Number	2000	17,297	N/A
Occupied Housing Units, Percent	2000	95.4%	N/A
Vacant Housing Units, Number	2000	830	N/A
Vacant Housing Units, Percent	2000	4.6%	N/A
Owner-Occupied Housing Units, Number	2000	13,480	N/A
Owner-Occupied Housing Units, Percent	2000	77.9%	N/A
Renter-Occupied Housing Units, Number	2000	3,817	N/A
Renter-Occupied Housing Units, Percent	2000	22.1%	N/A
Median Monthly Rent	2000	$495	N/A
Median Value	2000	$115,871	N/A
Median Year Structure Built	2000	1974	N/A
Population, Number	2000	46,537	N/A
White Alone, Number	2000	43,933	N/A
White Alone, Percent	2000	94.4%	N/A
Black or African American Alone, Number	2000	1,332	N/A
Black or African American Alone, Percent	2000	2.9%	N/A
American Indian, Eskimo or Aleutian Alone, Number	2000	90	N/A
American Indian, Eskimo or Aleutian Alone, Percent	2000	0.2%	N/A
Asian Alone, Number	2000	471	N/A
Asian Alone, Percent	2000	1.0%	N/A

43123

Description	Most Recent Year	43123	Franklin County
Persons of Other Races Alone, Number	2000	143	N/A
Persons of Other Races Alone, Percent	2000	0.3%	N/A
Hispanics or Latinos, Number	2000	494	N/A
Hispanics or Latinos, Percent	2000	1.1%	N/A
Population 0-4 Years Old, Number	2000	3,605	N/A
Population 0-4 Years Old, Percent	2000	7.7%	N/A
Population 5-11 Years Old, Number	2000	5,153	N/A
Population 5-11 Years Old, Percent	2000	11.1%	N/A
Population 12-14 Years Old, Number	2000	2,148	N/A
Population 12-14 Years Old, Percent	2000	4.6%	N/A
Population 15-18 Years Old, Number	2000	2,648	N/A
Population 15-18 Years Old, Percent	2000	5.7%	N/A
Population 65+ Years Old, Number	2000	4,538	N/A
Population 65+ Years Old, Percent	2000	9.8%	N/A
Population 25+ Years Old	2000	30,058	N/A
Median Age of the Population	2000	29.1	N/A
Males, Number	2000	22,822	N/A
Males, Percent	2000	49.0%	N/A
Females, Number	2000	23,715	N/A
Females, Percent	2000	51.0%	N/A
Children (ages 0-17), Number	2000	12,951	N/A
Children (ages 0-17), Percent	2000	27.8%	N/A
School-aged children (ages 5-17), Number	2000	9,346	N/A
School-aged Children (ages 5-17), Percent of Total Children	2000	72.2%	N/A
Persons Living Alone, Number	2000	3,410	N/A
Persons Living Alone, Percent	2000	7.3%	N/A
Foreign-born Persons with Year of Entry from 1990 to March 2000, Number	2000	143	N/A
Foreign-born Persons with Year of Entry from 1990 to March 2000, Percent	2000	0.3%	N/A
Females Age 16 and Over, Number	2000	18,076	N/A
Persons Age 16 and Over, Number	2000	34,900	N/A
Population 0-1 years old, number	2000	1,424	N/A
Population 2-3 years old, number	2000	1,453	N/A
Population 4-5 years old, number	2000	1,464	N/A
Population 6-18 years old, number	2000	9,213	N/A
Males Age 16 and Over, Number	2000	16,824	N/A
Males Age 16 and Over in the Labor Force, Number	2000	13,182	N/A
Not a High School Graduate, Number	2000	4,011	N/A
Not a High School Graduate, Percent	2000	13.3%	N/A
Attained a High School Diploma or Higher, Number	2000	26,174	N/A
Attained a High School Diploma or Higher, Percent	2000	87.1%	N/A
Attained a Bachelor's Degree or Higher, Number	2000	5,574	N/A
Attained a Bachelor's Degree or Higher, Percent	2000	18.5%	N/A

GROVE CITY'S DEMOGRAPHIC TRENDS
By Chris Boring, Boulevard Strategies

LOCAL DEMOGRAHIC TRENDS

Demographic trends, based on U.S. Census data and projections published by SITES USA, a geo-demographic forecasting firm that focuses on the retail industry, are analyzed below for three levels of geography relative to Grove City's Town Center. The first level is a 1-mile radius around Broadway and Park Streets. This is considered to be the "close-in" residential market that is within a convenient driving, or even, walking distance of the Town Center's merchants. The next level is the City of Grove City, based on its 2000 boundaries, as the Town Center's purposed is to serve the entire city. However, since retail dollars do not necessarily respect municipal boundaries, we have also analyzed demographics at the 3-mile radius level which includes portions of neighboring villages and townships. This is the maximum trade area, in our opinion, for most of the Town Center's retailers, except those that are more tourist/visitor-oriented. Demographic data for Franklin County was also collected to provide benchmarks where appropriate.

POPULATION

As shown in Table 1 below, about 8,800 persons live within 1-mile of Grove City's Town Center. This represents about one-third of the City's population (2000 boundaries) of 27,500 persons. About 41,300 persons live within 3 miles of the Town Center, representing another 14,000 potential retail customers.

Population density is highest near the Town Center (2,800 persons per square mile within a 1-mile radius) and tapers off as one travels further outward. While population density peaks in the 1-mile radius, it still has relatively low density for a Town Center. New housing options are needed, especially to serve empty nesters and senor boomers (read below).

The Town Center's 1-mile ring population has remained in the 8,700 to 8,800 range since 1990 but is forecast to lose about 150 residents over the next 5 years. (but it is not too late to intervene). The rest of the City (2000 boundaries) and its adjacent townships grew at a rapid pace during the 1990's but have slowed down in this decade so far.

The population within a 1-mile radius includes relatively large segment of seniors (14.5% of its population vs. 9.9% county-wide). The population at all three levels of geography has about 30% of its residents in the under 20 age group, the same at the county benchmark.

TABLE 1: POPULATON TRENDS

	1-Mile Radius	Grove City	3-Mile Radius	Franklin County
2007 Est. Population	8,816	27,471	41,355	1,100,045
Population Density	2,808	1,969	1,443	2,031
2012 Projection	8,657	27,692	42,871	1,150,446
Avg. Annual Change, 2007-2012	-32	+44	+303	+10,080
1990 Census	8,694	21,132	29,586	959,789
Avg. Annual Change, 1990-2007	+7	+373	+692	+8,250
2007 % Age 65+	14.5	11.8	10.3	9.9

SOURCES: U.S. Census Bureau, SITES USA, and Boulevard Strategies

HOUSEHOLDS

There are about 3,900 households within a 1-mile radius of Broadway and Park Streets, and 11,900 households within the 2000 boundaries of the City. In addition, there are 5,000 more households beyond Grove City but within 3 miles of the Town Center. About 30 new households per year are forming within the 1-mile ring in spite of its flat population growth. This reflects a nationwide trend toward small household sizes over the past several decades. The average household size in the 1-mile ring is 2.27 persons (vs. 2.35 persons county-wide).

The 1-mile radius has a significant percentage of “empty-nest” households. This is reflected in the fact that 81% of its households are considered to be “family” households by the Census Bureau (defined as two or more related persons living in the same residence) but only 36% have any children present. In Franklin County overall, those ratios are prime candidates for condominium and other urban household products.

The rest of Grove City and the outlying regions within 3 miles of the Town are home to above-average proportions of family households, including those with children (38% vs. 34% countywide). These markets also have very high percentages of empty nesters, both younger and older, compared to countywide averages.

Households within a 1-mile radius are more likely to be occupied by renters (38%) than households within the 2000 Grove City borders (27%) or in the 3-mile radius (28%), but less likely than Franklin County households, in general. Median years living at the same residence, is slightly below the countywide average for all 3 levels of geography, which reflects the changing population in the Grove City area. Homes within a 1-mile radius are 14 years older on average than homes within the 2000 boundaries of Grove City, but are only 2.4 years older than the typical home in Franklin County.

TABLE 2: HOUSEHOLD TRENDS

	1-Mile Radius	Grove City	3-Mile Radius	Franklin County
2007 Est. Population	3,934	11,920	17,038	466,144
Avg. Annual HH Formation, 1990-2007	+30	+237	+377	+5,176
% Family Households	81.9	86.2	84.9	59.8
% Households with Children	35.8	38.0	38.2	33.7
% Households without Children	46.1	48.2	46.7	26.1
% 1-Person Households	28.5	23.6	23.4	31.3
% Owner/% Renters	62/38	73/27	72,28	57/43
Median Years at Same Residence	3.8	3.9	3.7	4.1
Median Age of Home	42.8	28.6	26.3	40.4

SOURCES: U.S. Census Bureau, SITES USA, and Boulevard Strategies

EDUCATIONAL ATTAINMENT

Education attainment among adults aged 25 and over who live within 1 mile of the Town Center is relatively low compared to countywide benchmarks. Though most adults have high school diplomas (84% vs. 87% county-wide), relatively few have college degrees (13% vs. 34% county-wide).

Grove City adults who live outside of the 1-mile radius are better educated, on average, with about 25% earning college degrees. Education levels in the villages and townships beyond Grove City but within a 3-mile radius of the Town Center are very low as only 80% of adults graduated from high school and 9% graduated from college.

The relatively low proportion of adults with college degrees in the Grove City area may indicate an opportunity for a branch campus of a local university or college to provide continuing education opportunities as workforce needs constantly evolve.

TABLE 3: EDUCATIONAL ATTAINMENT, 2004
(Adults Aged 25 and Over, 2004)

	1-Mile Radius	Grove City	3-Mile Radius	Franklin County
Less Than High School	16.0%	11.8%	15.7%	12.6%
High School Grad Only	43.2%	38.8%	40.4%	27.0%
Some College/Assoc. Degree	27.7%	28.7%	27.8%	26.9%
Bachelor Degree or Higher	13.1%	20.7%	16.1%	33.5%

SOURCES: U.S. Census Bureau, SITES USA, and Boulevard Strategies

OCCUPATION/LIVE HERE VS. WORK HERE

Those who live within a 1-mile radius of Grove City’s Town Center primarily work in white collar occupations (59%) but also are more likely than the typical Franklin County resident to have a blue collar occupation (41% vs. 37.5%). The remainder of Grove City's residents are heavily white collar (about 70%) while those who live in the outlying areas are more blue collar (47%).

There were 4,331 employed adults living within a 1-mile radius of the Town Center, according to the 2000 Census. There were 4,184 jobs within a 1-mile radius of the Town Center, 61% of which require white collar skills. The Town Center exports about 150 blue collar workers (net) and imports about 10 white collar workers (net) each day, which is a fairly reasonable balance.

At the Grove City level (based on 2000) boundaries), there were 9,301 white collar workers among its residents in 2000. This contrasts with only 6,795 white collar positions available by its employers resulting in a net outflow of 2,506 white collar workers each day in 2000.

Conversely, Grove City has 4,770 blue collar workers, not enough to fill the 5,043 blue collar jobs offers by its employers. Therefore, if Grove City's economy would shift towards more white collar, office-based employment, more of its residents could shorten their commutes by switching to local employment centers, including the Town Center.

Only 1.7% of Town Center residents that work have a zero commute time, i.e., work out of their homes. The same figure is 2.1% for all Grove City workers. This compares to 4.2% county-wide. Work/live spaces have yet to take strong root in Grove City but may represent a future opportunity.

TABLE 4: OCCUPATION/LIVE HERE VS. WORK HERE, 2000

	1-Mile Radius	**Grove City**	**3-Mile Radius**	**Franklin County**
Employed Adults	4,331	14,071	20,087	480,918
White Collar Workers	2,559 (59%)	9,301 (34%)	12,394 (62%)	301,053 (63%)
Blue Collar Workers	1,772 (41%)	4,770 (34%)	7,693 (38%)	179,865 (38%)
Jobs	4,148	11,838	17,685	794,557
White Collar Jobs	2,569	6,795	10,009	479,912
Blue Collar Jobs	1,615	5,043	7,676	314,645
Import(+) vs. Export (-), White Collar Labor	+10	-2,506	-2,385	+178,859
Import(+) vs. Export(-), Blue Collar Labor	-157	+273	-17	+134,780
Import(+) vs. Export (-), All Labor	-147	-2,233	-2,402	+313,639
% Work at Home	1.7	2.1	1.9	4.2

SOURCES: U.S. Census Bureau, SITES USA, and Boulevard Strategies

INCOME LEVELS

The demographic variables that have the most impact on retail spending patterns are household income and per capita income. Households within a 1-mile radius of the Town Center earn incomes very close to Franklin County benchmarks. Median household income of $48,095 and per capita income of $24,630 each exceeded countywide statistics by about 0.7% in 2007. Over 59% of the 1-mile radius households earn incomes between $25,000 and $74,999 vs. less than 50% at the county level.

The remainder of Grove City is fairly affluent. Not counting those who live within 1 mile of the town center, Grove City households had a median household income of about $67,000 in 2007, 40% above the county-wide median, and per capita income of about $29,000, 20% above the county-wide average.

Income levels drop off outside of Grove City's borders but still are in line with countywide benchmarks.

TABLE 5: INCOME DISTRIBUTION, 2007

	1-Mile Radius	Grove City	3-Mile Radius	Franklin County
Less Than $25,000	21%	15%	16%	23%
$25,000-$49,999	34%	27%	30%	29%
$50,000-$74,999	25%	16%	26%	21%
$75,000-$99,999	12%	25%	16%	12%
$100,000 and Over	8%	17%	12%	15%
TOTAL	**100%**	**100%**	**100%**	**100%**
Median HH Income	$48,095	$60,714	$56,829	$47,749
Per Capita Income	$24,630	$27,592	$25,702	$24,453

SOURCES: U.S. Census Bureau, SITES USA, and Boulevard Strategies

RETAIL SPENDING PATTERNS

Boulevard Strategies has developed a proprietary model that estimates a given population's retail spending on 34 categories that are split into 5 major merchandise groups as follows:

- Convenience Goods and Services: Grocery, Pharmacy/Health & Beauty Aids, Retail Services (such as dry cleaners and hair salons), Cards/Gifts/Flowers, and Fast Food

- Home Goods: Home Furnishings/Décor (including art), Household Items, Appliances, Hardware/Home Improvement, Lawn and Garden, Office Supplies, and Automotive Supplies

- Fashion Goods: Women's, Men's, Children's Apparel, Footwear, Jewelry, and numerous Specialty Fashion niches

- Leisure Goods: Consumer Electronics, Computers, Sporting Goods, Books/Magazines, Music/Media/Software, Toys/Games, Hobby/Crafts, Pet Supplies, and Other Miscellaneous categories

- Dining & Entertainment: Sit-Down Restaurants, Taverns/Bars/Clubs, Cinemas, Bowling Alleys, Game Arcades, and Specialty Foods/Beverages/Desserts

The retail spending model is based on data from the U.S. Department of Labor's Annual Consumer Expenditure Survey, which allows the analyst to derive correlations between demographic variables and spending on specific retail categories. For instance, a population with a large senor cohort would be expected to spend a greater proportion of its collective retail spending on Pharmacy/Health &

Beauty Aids categories. Independent variables used in the model include region of the country, race, and education of householder, housing value distribution, and household income distribution. The model does not include automotive-related retail such as motor vehicle sales and gasoline.

According to the model, residents who live within 1 mile of the Town Center spent about $91 million on retail purchases in 2007. The 1-mile ring's collective demographic profile suggests that this group spends particularly high proportions of their income on everyday Convenience Goods & Services as well as Home Goods categories in comparison to Franklin County benchmarks.

Residents in Grove City (2000 boundaries) overall spent about $283 million on the purchase of retail goods and services in 2007. Due to having higher income, Grove City outspent the typical Franklin County household on all major merchandise groups, except Dining & Entertainment. It is a relatively strong market for retailers that offer comparison shopping goods in the Home, Fashion, and Leisure Goods categories.

Spending patterns are similar in the 3-mile radius except less is spent on Fashion and Leisure Goods.

TABLE 6: RETAIL SPENDING PATTERNS, 2007

	1-Mile Radius	**Grove City**	**3-Mile Radius**	**Franklin County**
Convenience Goods & Services Per Household	$43M $10,865	$125M $10,528	$179M $10,494	$4,840M $10,387
Home Goods Per Household	$20M $5,086	$62M $5,216	$87M $5,100	$2,260M $4,977
Fashion Goods Per Household	$12M $3,005	$40M $3,319	$55M $3,224	$1,510M $323
Leisure Goods Per Household	$7M $1,849	$25M $2,134	$34M $1,993	$970M $2,077
Dining & Entertainment Per Household	$9M $2,312	$31M $2,513	$43M $2,495	$1,180M $2540
TOTAL **Per Household**	**$91M** **$23,117**	**$283M** **$23,710**	**$398M** **$23,332**	**$10,760M** **$23,082**

SOURCES: U.S. Department of Labor Consumer Expenditure Survey and Boulevard Strategies

DAYTIME MARKETPLACE

In addition to local residents, Grove City's Town Center merchants serve a daytime workplace of about 4,200 workers with a 1-mile radius. A recent study sponsored by the International Council of Shopping Centers indicates that the typical household makes about 12% of its annual retail and restaurant expenditures near the workplace, before and after shifts as well as during breaks including lunch. The typical white collar worker will spend about $3,200 per year on workplace retail purchases. About half of that amount will be spent on Dining and Entertainment venues. Blue collar workers spend $2,150 a year on workplace retail purchases. About half of their spending occurs in Convenience Goods and Services, which includes fast food.

These statistics applied to the 1-mile ring results in estimated add-on retail demand of about $12 million, about 70% of which is accounted for by white collar workers.

The close-in daytime marketplace adds about $4 million in spending for Convenience Goods & Services, $5 million for Dining & Entertainment, and $1 million for each Home, Fashion, and Leisure Goods for Town Center merchants to potentially capture.

Outside of the 1-mile radius but within 3 miles of the Town Center are another 13,500 workers who may patronize the Town Center, on occasion, if not daily. This represents about a $37 million per year daytime marketplace, including $15 million spent at Dining and Entertainment venues.

TABLE 7: DAYTIME MARKETPLACE, 2007

	1-Mile Radius +	**1-3 Mile Radius =**	**3-Mile Radius**
Est. No. of White Collar Workers X $3,200	2,600 $8.3M	7,400 $23.7M	10,000 $32.0M
Est. No. of Blue Collar Workers X $2,150	1,600 $3.4M	6,100 $13.1M	7,700 $16.5M
Total No. of Workers Total Spending	4,200 $11.7M	13,500 $36.8M	$17,700 $48.5M
By Category:			
Convenience Goods & Services	$3.8M	$12.5M	$16.3M
Home/Fashion/Leisure Goods	$2.9M	$9.2M	$12.1M
Dining & Entertainment	$5.0M	$15.1M	$20.1M

SOURCES: International Council of Shopping Centers, SITES USA, and Boulevard Strategies

PRELIMINARY RESULTS OF MERCHANT INTERVIEWS (Approximately one half of all interviews have been completed>)

Fifteen in-person interviews have been completed with Town Center merchants as of this writing. Merchants interviewed so far include:

- Evans Florist
- Grandstand Pizza
- Kenstar Pharmacy
- Lilly's Kitchen
- Sommer House Gallery
- Broadway Cleaners
- Red Letter Journals
- HER Realtors
- Always in Stitches
- Village Merchant
- 5th 3rd Bank
- Massinelli Cardinal Foods
- Home Country Moods Embroidery
- Act II Styles and Consignments
- Red Maple Curio

Preliminary results include the following:

The typical merchant has been in business for 16 years, 14 at its current location. One-third of those interviewed have been in business for over 20 years while one-third have been in business less than 5 years.

About half of the merchants own their space and half rent. Store size averages about 2900 square feet. Eighty percent report general satisfaction with their current location.

The typical merchant is open for 54 hours per week. Half are closed on Sundays. About 36% of the stores interviewed are open after 6pm on weeknights.

The typical Town Center merchant employs 7 persons, including the owner(s). The staff is split about 50/50 between full-time and part-time workers. About 72% of those who work in Town Center businesses also live in Grove City.

Customers are split into 3 groups geographically: 28% live or work within a 1-mlie radius of the Town Center, 44% live in other sections of Grove City, and 28% live outside of Grove City. This split, however, varies widely among individual businesses as there are some operators that rely heavily on nearby residents and workers for their business while others cater to the tourist and visitor trade.

In terms of demographics, the Town Center base is heavily female (70%) and older (56% are 45 or older).

Stores that Town Center merchants list as biggest draws include Kenstar Pharmacy and three restaurants (Lilly's, Plank's, and Josiah's). The library and City Hall were also mentioned as draws even though they are not businesses as was Graeter's which is yet to re-open.

Each merchant was asked to name its top 3 competitors. About two-thirds of competitors mentioned are national and regional retailers such as Wal-Mart and Target. About 56% of the Town Center's competitors are found on Stringtown Road.
Only 10 % are other Town Center merchants. About 25% of the Town Center competitors have locations outside of Grove City area, including West Broad, Hilliard, Dublin, downtown Columbus, and Easton.

Competitive advantages that Town Center merchants claim include friendly, personal ,and knowledgeable customer service, unique, "eclectic" product selection, competitive prices, superior product or food quality, and convenient hours/location.

Boulevard Strategies estimated annual sales volume for each merchant based on the merchant's (confidential) responses, industry standards, and the consultant's observations and experience. We estimate that the typical Town Center merchant had sales per square foot of $165 in 2007. Retailers, in general, average about $250 per square foot, though this varies widely by type of merchandise or services sold and location. About 40% of merchants interviewed reported that sales had declined over the past several years.

Based on this preliminary information, Town Center retail sales would be about $24 million per year. About $7 million would be sold to those who work within a 1-mile radius of the Town Center. Since we know this market, including daytime workers spent about $103 million on retail purchases in 2007, this means the Town Center is capturing only about 7% of their demand. Similarly, it captured only about $10 million of the $229 million spent by other Grove City residents and workers, a 4% market share.

Merchants were asked what they perceived to be the strengths and the challenges of the business environment in the Town Center. Perceived strengths include its friendly, hometown atmosphere; the variety of businesses within close proximity to each other, resulting in a walkable , convenient place to shop and eat; Broadway's central location and high traffic volume; the Town Center's historic architecture and beautiful streetscape; events and activities, including the Saturday farmer's market, held in the Town Center; and low rents.

Perceived challenges include a lack of retail anchors or draws; lack of support and cooperation from the City; lack of parking; low awareness of the town Center to outsiders, especially those who are new Grove City residents. Merchants cited problems with the City government ranging from slowness in initiating work on the Town Center plan and the lumberyard site, difficulty in working with building inspectors and signage codes, less attention received than other parts of town including Stringtown Road, and lack of patronage at Town Center stores and restaurants by government officials and workers in spite of their proximity to City Hall. Several of those with complaints did allow that their problems were with the previous administration and that they are hopeful that the relationship will improve with the new administration.

Parking was mentioned as a problem by most merchants but when they were asked about their own businesses and customers, only one third believed their customers found it difficult to park during busy periods. More specifically, only 10% of their customers had to park at least on block away from their front doors during busy times.

Merchants were asked to rate their perceptions of the Town Center on a dozen attributes. Their ratings were converted to 1 to 10 scale with 8 to 10 being an excellent score and 1 to 3 being a poor rating. The results so far are as follows:

Personal safety 7.2
Store cleanliness 6.8
Appearance of the area 6.1
Competitive prices 5.7
Attitude of merchants 5.3
Support from City government 5.3
Selection of restaurants 4.2
Store hours 4.0
Selection of stores 3.4
Available parking 3.3
Selection of entertainment venues 3.1

Suggestions for improvement primarily centered around improving the City's relationship with Town Center stakeholders, doing more to promote and advertise the Town Center, adding more parking, possibly including a parking structure, and cleaning up the streetscape, including better lighting.

Merchants had a wide variety of suggestions for new businesses needed in the Town Center. Twenty different types of stores were mentioned by at least one merchant. Those receiving at least 2 mentions include another sit-down restaurant of mid-scale quality ("like a Rusty Bucket or an Old Bag of Nails"), a bakery, a bookstore, a coffee shop, and women's fashion.

ASSET BASED PLANNING

Lincoln Street Studio advocates for an **asset-based approach** for most planning efforts. During the past 40 years or so, many towns and cities have prepared a wide variety of plans. These plans have traditionally been based on needs assessments and have been impossible to implement, largely because their lists of "fix-it" projects have been impossible to accomplish. This is why these plans have sat on shelves. Asset-based planning is different.

People live, work, shop, and play differently than they did 40 or 50 years ago. This is no truer than in our historic downtowns, main streets, and town centers. Whatever still remains a positive, functioning unit, characteristic, or quality should be recognized as an asset to the town center. As part of the basis for developing a vision for the future of the town center, we want to list all of the existing assets of the Town Center Planning Area, not just so that we don't lose them, but to incorporate these assets during plan implementation.

TOWN CENTER ASSETS

1. The seat of Municipal Government remains in the Town Center.
2. The main Public Library is a major daily Town Center destination for nearly 1,000 people.
3. The district is safe, as the Police Station is within the Town Center.
4. There are approximately 60 retail or service businesses within the Town Center.
5. At least 5 new businesses have opened in the Town Center in the last 2 years.
6. The Town Center contains the City's greatest concentration of historic commercial buildings.
7. The A.G. Grant's Beulah Subdivision provides at least 80 households within a 6 minute walk of the Town Center.
8. The new Park Street Intermediate School is just outside the Town Center.
9. Broadway provides access to two freeway interchanges.
10. Express bus service by COTA links Grove City to downtown Columbus.
11. Streetscape is in place; photo cell controlled gas lamps, brick walks, and street trees.
12. The Town Center is already a mixed use walkable area and a draw for the GenY and Senior (Boomers) markets.
13. The City has acquired the Lumber Yard site and has attracted a major developer to redevelop it. A public / private partnership is being negotiated.
14. The City's historic rail connection to downtown Columbus (the Inter Urban) is gone, but the Rail line is still in operation, connecting the Town Center to downtown Columbus, and could eventually become a rail transit link.
15. Much vacant land is available for development, some of which is owned by the City.
16. Current real estate values are not exorbitant, and would not present a barrier for redevelopment.
17. A seasonal farmers' market operates on Saturdays in the Town Center, and other public events are staged there.
18. Park Street has the potential to become a civic feature, providing frontage for new urban housing, and serving as a main pedestrian link from the Town Center to neighborhoods to the east and to the west.
19. The Town Center Merchants' Association is still in business (since the 1990 time frame).
20. A program of lighting improvements is being implemented under a grant program whereby the City is providing cash incentives for matching expenditures.
21. An extraordinary number of local businesses and residents are in support of City efforts to prepare a New Town Center Plan and to implement it.
22. Several property owners have assembled multiple parcel land holdings.

TOWN CENTER PLANNING ISSUES

There are several issues that will have a bearing on the development of concepts for town center planning options. These include the following.

1. Adaptive use redevelopment proposals for existing, historic town center buildings will encounter building mixed-use code requirements that will require special fire separation improvements.
2. The significant growth and development of Grove City has occurred predominantly to the east of the Town Center Planning Area, extending to across the I-71 freeway. The Town Center is, therefore, actually on the west edge of the community, not in its center.
3. The total extent of retail and business development within the Town Center Planning Area is very small in terms of gross square feet of occupied space. This means that it cannot compete for retail sales on the same basis as other shopping centers. The Town Center must focus on specialty and niche market factors.
4. The Public Library cannot expand or improve its facilities without help from the City of Grove City.
5. There are several industrial use buildings along the CSX Railroad which no longer retain their original use. These remnants of a prior time, mixed in with houses and commercial buildings, present a poor, disorganized visual image for the Town Center. Some developers perceive elements of blight.
6. Except for the south east corner, the housing stock within the Town Center Planning Area is out of place, and not contributing to business and retail planning options.
7. The greatest traffic volumes within the Town Center follow Columbus Street, and then north along Broadway. Lower traffic volumes use Grove City Road and Broadway south of Columbus. This means that retail uses that require higher average daily traffic for viability will continue to seek locations on North Broadway, north of Columbus Street.

Graphic Profile

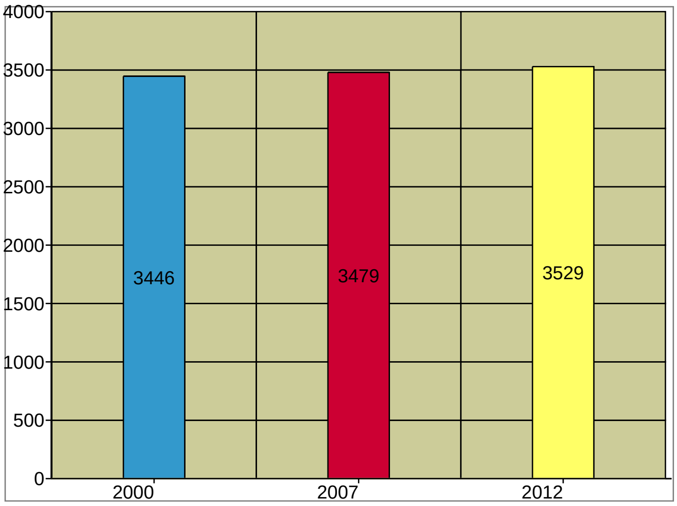
Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

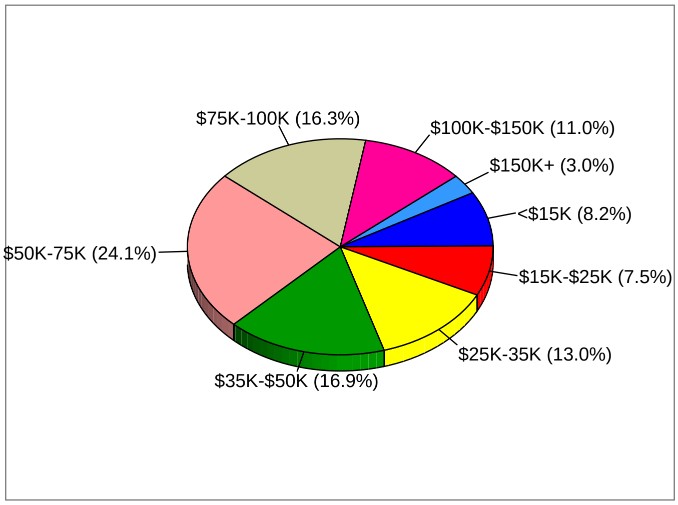
Site Type: Radius

Latitude: 39.881998
Longitude: -83.093858
Radius: 1.0 mile

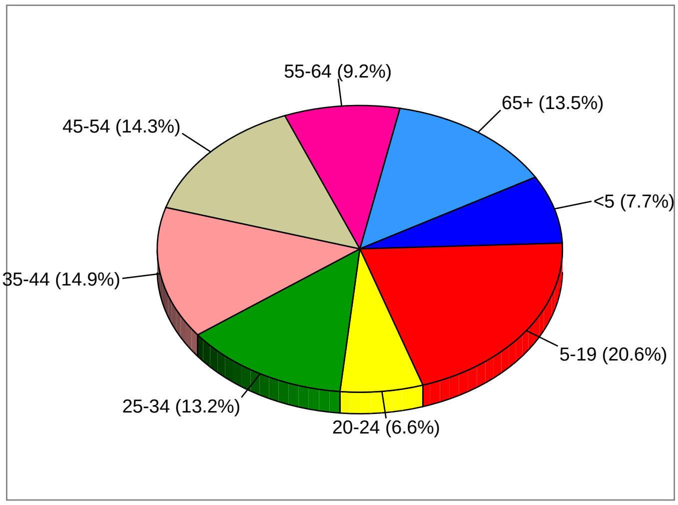
Households



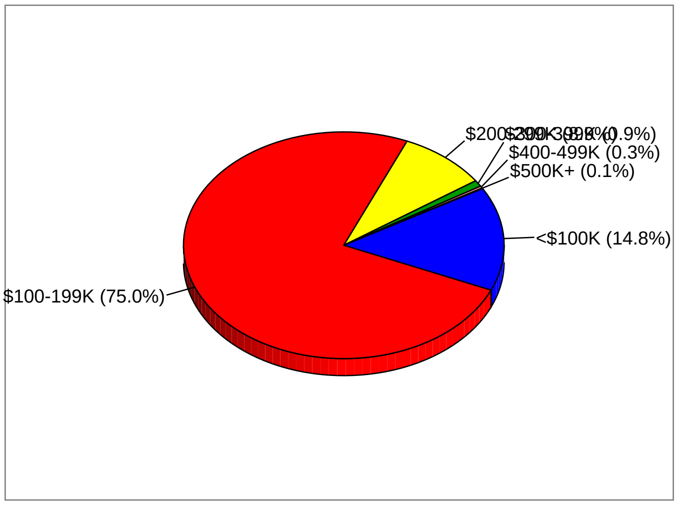
2007 Households by Income



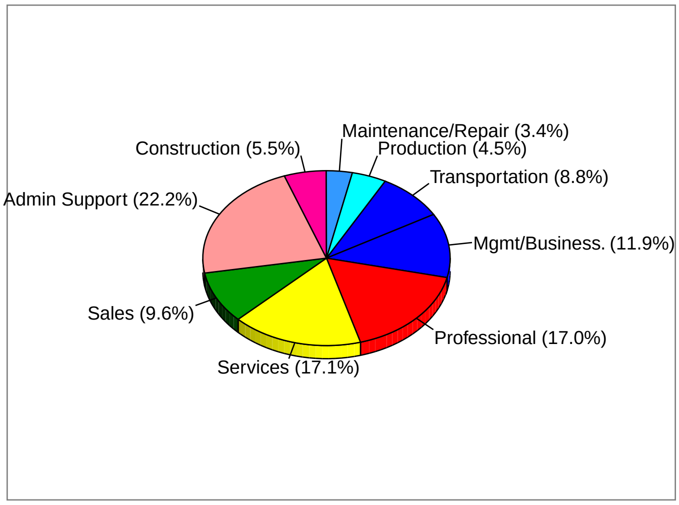
2007 Population by Age



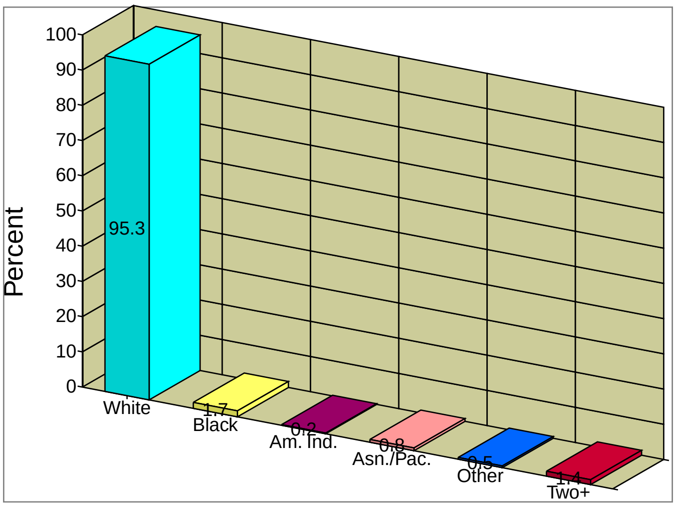
2007 Owner Occupied HUs by Value



2007 Employed 16+ by Occupation



2007 Population by Race



2007 Percent Hispanic Origin: 1.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Graphic Profile

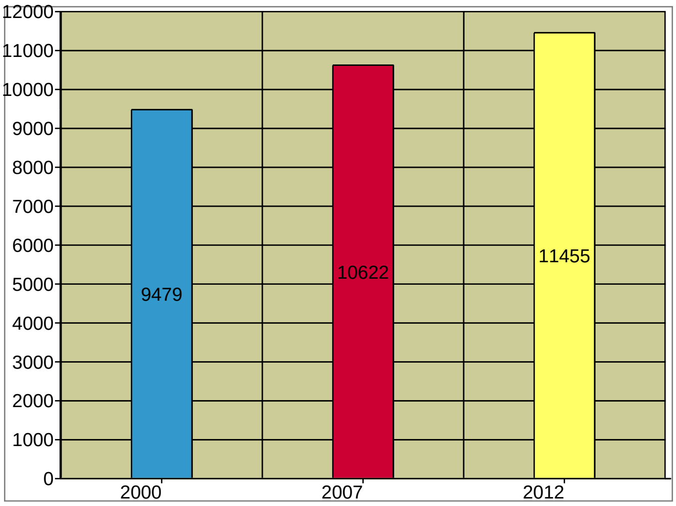
Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

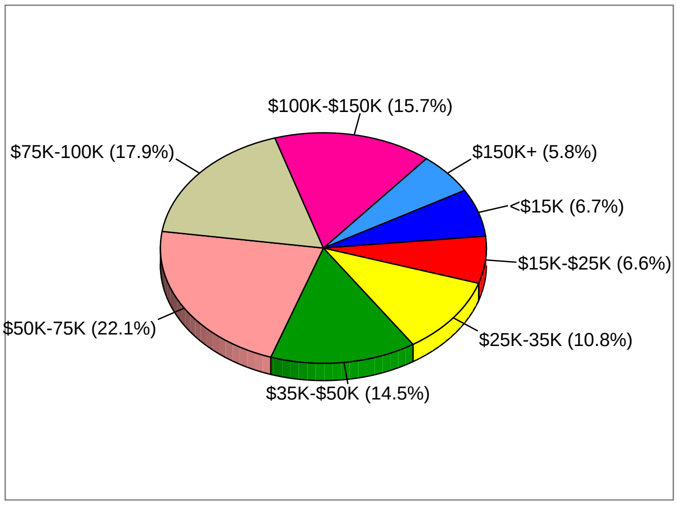
Site Type: Radius

Latitude: 39.881998
Longitude: -83.093858
Radius: 2.0 mile

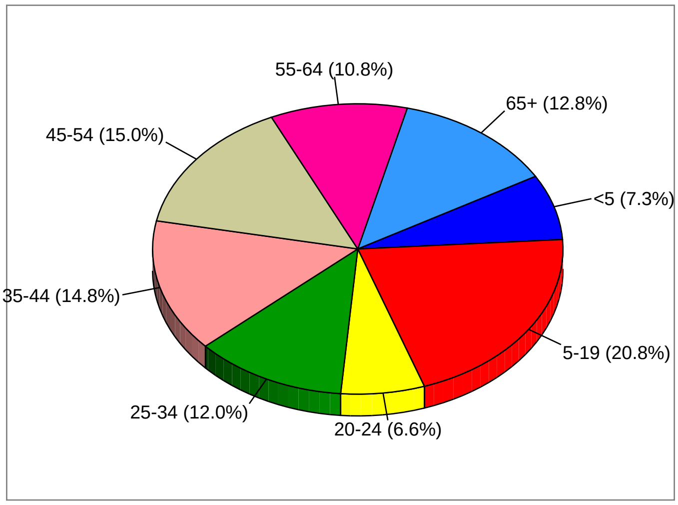
Households



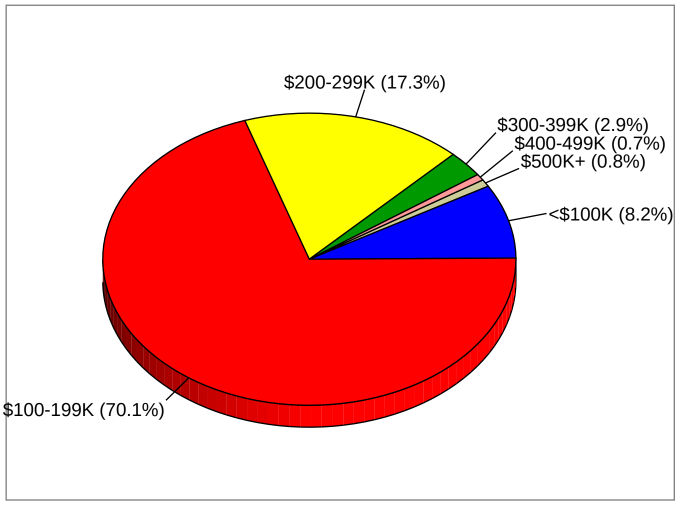
2007 Households by Income



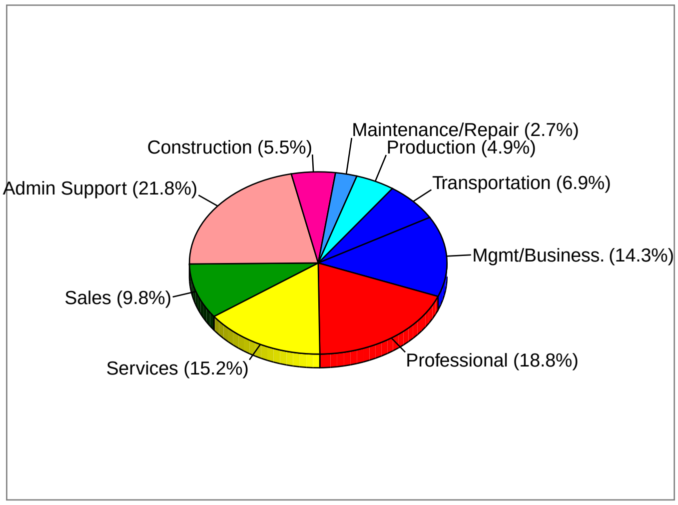
2007 Population by Age



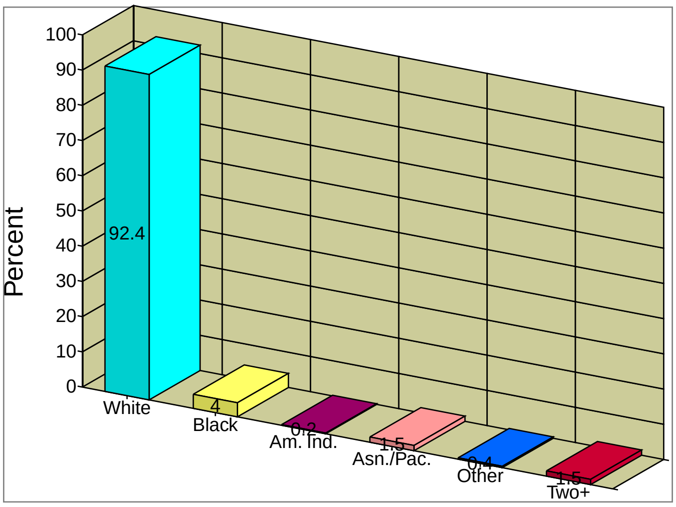
2007 Owner Occupied HUs by Value



2007 Employed 16+ by Occupation



2007 Population by Race



2007 Percent Hispanic Origin: 1.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Graphic Profile

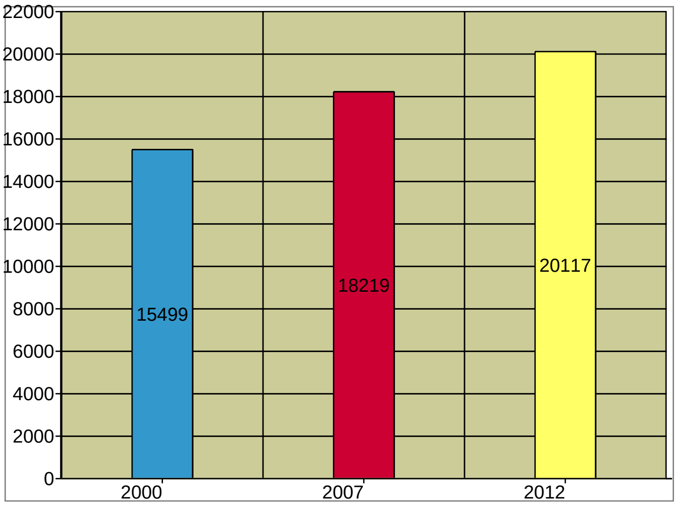
Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

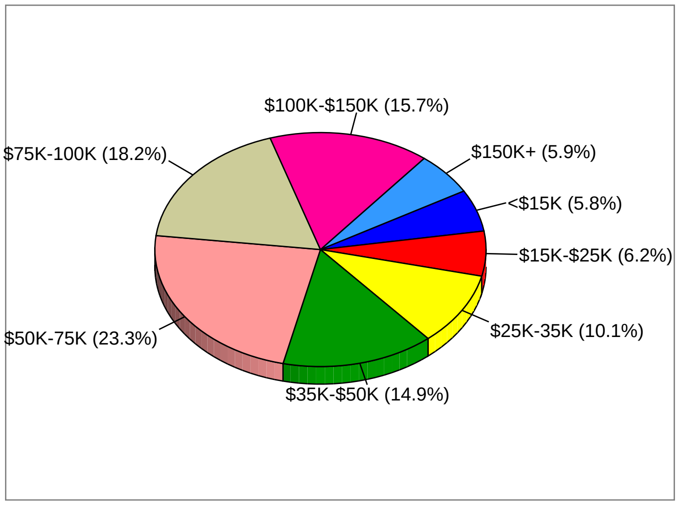
Site Type: Radius

Latitude: 39.881998
Longitude: -83.093858
Radius: 3.0 mile

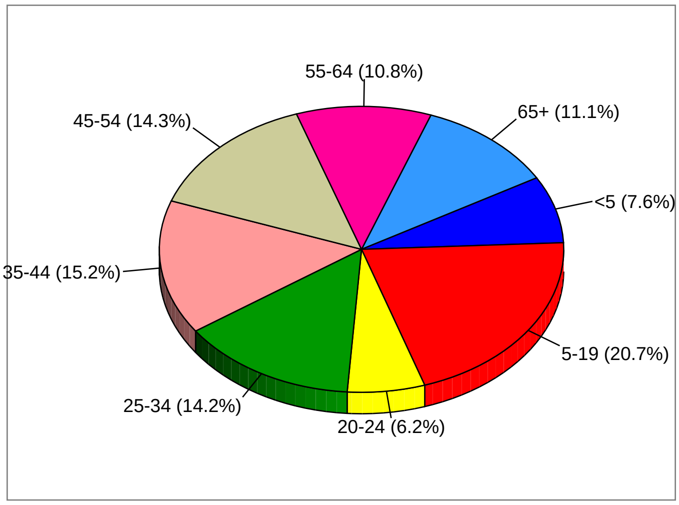
Households



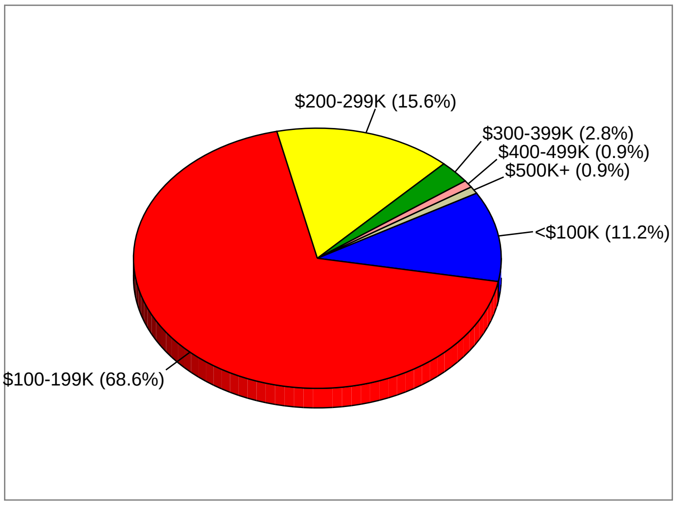
2007 Households by Income



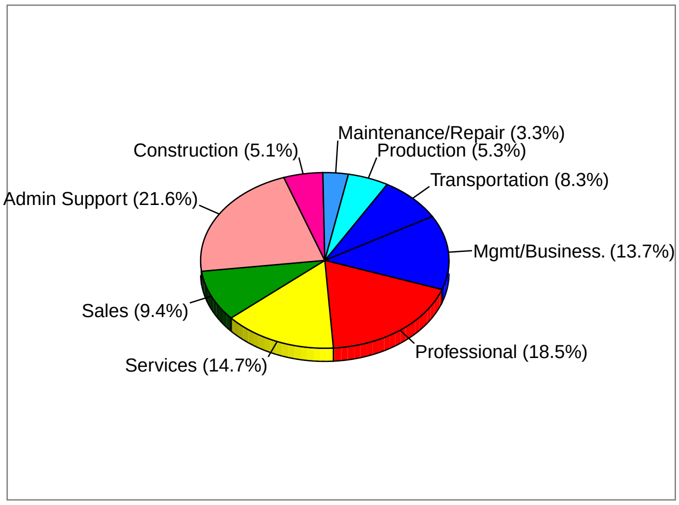
2007 Population by Age



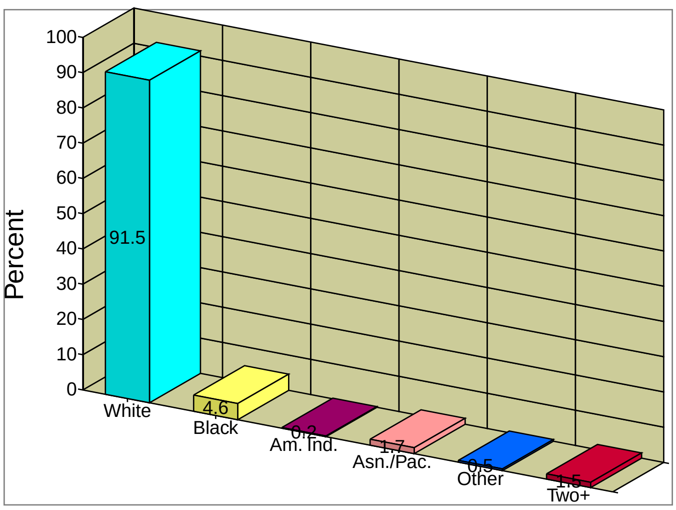
2007 Owner Occupied HUs by Value



2007 Employed 16+ by Occupation



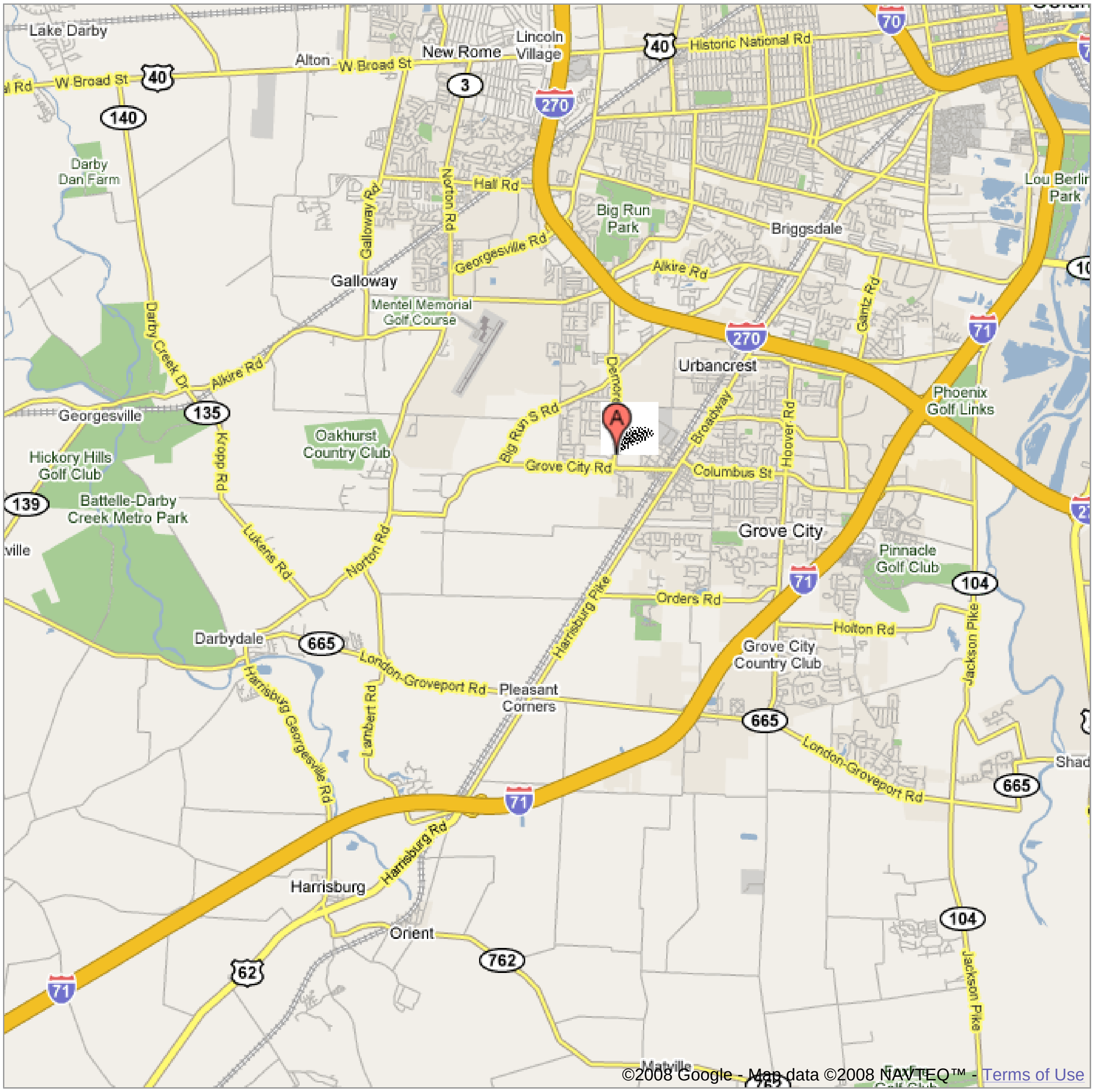
2007 Population by Race



2007 Percent Hispanic Origin: 1.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Address **3150 Demorest Rd**
Grove City, OH 43123



Ministry, November 2004

What makes churches grow? What recent Adventist research reveals

By Monte Sahlin

What factors need to be present for a local congregation to grow, and for the global body of Christ to develop and produce? Recent studies in North America suggest some interesting answers, and this article reports on what these studies revealed about this question.

Church growth is central to the life of the local church. A healthy, vital congregation is, by both practical and theological definition, a growing congregation. Growing congregations are an important part of Christ's mission for the church; to take the gospel to the whole world, planting a dynamic and appropriate witness in all nations, people groups and communities.

Research about church growth is always of interest to pastors. This is not a new topic for study among Seventh-day Adventists. Pioneering research from the early 1970s by Gottfried Oosterwal was published as *Patterns of Seventh-day Adventist Church Growth in North America*.[1] Later, in 1981, a major study was conducted by the Institute of Church Ministry at Andrews University, directed by Roger Dudley and Des Cummings, Jr. The results were published in *Adventures in Church Growth*.[2]

The Dudley-Cummings study provided a widely-accepted paradigm for outreach and church ministries in the Adventist Church. The study also broke ground in the field of church growth research across all faiths because it used sophisticated statistical tools to identify items correlated to growth in a random sample of local congregations. Most of the other literature on church growth is based only on anecdotal stories, case studies of exceptional churches or correlations selected on the basis of a particular author's interests.

A major opportunity to update this research after two decades came when the Adventist Church decided to participate in the Faith Communities Today study (FACT), the largest interfaith study of congregational life ever conducted in the United States. More than 40 denominations and faiths participated, collecting a random sample of information from more than 18,000 local groups covering a wide range of topics. This article reports only data from the random sample of 412 Seventh-day Adventist churches in the U.S. which responded to the survey.[3]

To see how the items correlated with church growth may have changed over the past two decades, key items from the 1981 study were included when the Adventist version of the FACT questionnaire was prepared. An analysis of the resulting data has been done which replicates the statistical methods used in the 1981 study. The results proved to be, in part, unexpected.

Measuring church growth

There are a number of ideas about how to measure church growth. The most common idea is to use the official membership of the congregation as reported to the local conference through the denomination's statistical reports.

Unfortunately, it is well known among pastors and lay leaders that this number can be inflated by adding new members while not removing inactive members from the list. In some cases, local churches with significant growth in membership actually have a decline in the number of people attending worship and other church activities.

In recent years, worship attendance has become recognized as a much better measure of church growth and vitality than is membership. A number of conferences began to require that local churches take a headcount and report this number too. In 1988, the North American Division added this item to the denomination's official statistical reports, although about half of local churches are still not following this new policy.

To do an analysis of church growth with the FACT data, it was first necessary to choose dependent variables that serve as indicators of growth in the statistical equations. Roger Dudley (research director for the project) and I selected four items for this purpose, based on different definitions of church growth:

(1) the number of regularly participating adults as a percentage of the book membership, which means that a higher percentage of active adults is equivalent to a growing church;

(2) the number of regularly participating youth as a percentage of book membership, which is the same as the first item, but includes only teenagers and children;

(3) the change in the number of regularly participating adults over the last five years, which means that an increase in the attending adults equals a growing church;

(4) the percentage of adult participants involved in activities outside of worship that strengthen their faith, an item which seeks to measure the qualitative aspect of church growth instead of just the increasing numbers in the congregation.

It is certainly possible to make a case for using other measures to better define church growth. In our analysis, of course, we are limited to the more than 200 items in the FACT data.

An index to growth potential

We have used a statistical tool called "regression analysis" to construct an index of church growth indicators. In other words, this algorithm produces a cluster of items which, together, correlate most strongly with growing congregations.

We did not use all 200-plus items in the FACT data in running this analysis simply because of the overwhelming amount of information, much of it useless, which would result. We used as independent variables or possible predictors of church growth only items from the questionnaire related to worship, congregational identity, evangelistic outreach activities, community service, education and growth.[4] Included were the items which correlated to church growth using the same methods in the 1981 study.

The results of the regression analysis are displayed in Tables 1 through 4. Of the 15 items displayed in the four regression clusters, the largest number, nearly half, are items that have to do with community involvement. Five of the 15 items are related to attitudes about church growth, including a few of the items that correlated in the 1981 study.

Three items touch on the spiritual and relational environment within the congregation. Only one item is from the long list of evangelistic activities included in the questionnaire. These results were surprising and initially difficult to believe.

I first shared these results with a group of Adventist Church administrators and they suggested that we do an additional survey just to double-check our findings. They suggested that we use several well-known lists of church growth indicators.[5]

This additional survey was sponsored by the Columbia Union Conference and conducted by the Center for Creative Ministry in an eight-state region where the demographics duplicate the demographics of the Adventist Church throughout the U.S. The additional study confirmed the FACT findings reported here.[6]

A paradigm shift

There has been something of a paradigm shift in Adventist church growth over the last two decades. ***Community involvement*** and ***visibility*** have become key issues for church growth. The growing churches are those with significant, non-traditional community services and active relationships with the neighborhood, among other less dominant factors revealed in the study.

Intentionality is still important as it was in the 1981 study, but ***spirituality*** has become even more important. The strongest single correlation is, ***This congregation strengthens the member's relationship with God.*** And the most effective way to do public evangelism is through ***the worship service*** on Sabbath. This is the one item from the long list of evangelistic activities which correlated in the cluster analysis.

The strong evidence that community service is an essential element in church growth will be difficult for some Adventist pastors and administrators to accept. Frankly, I did not expect the results we obtained from the regression analysis.

Despite the fact that the founders of the Adventist movement were activists as well as evangelists, involved in the antislavery, temperance, health reform and city mission movements of the time, many Adventist clergy today still see community service as not our real mission and focus entirely on outreach that is shaped by traditional revivalism and traditional evangelistic methodologies.

The FACT data reveal what other studies have shown in recent years about Adventist congregations. They are all too often drive-in groups from outside the community where the church is located, and have little meaningful contact with the community surrounding the local church structure. The regression analysis shows that this is a significant drag on church growth, and that the few congregations that are more community oriented are those most likely to be among the growing churches in the denomination.

Of course there are always exceptions. That is the nature of research results. It is possible for any reader to call to mind local churches which have significant growth and are involved entirely in conventional evangelism with little or no community service. But this is not the same thing as a random sample and a scientific analysis of specific items from hundreds of local churches.

It is important not to misunderstand the findings from this analysis. The community service involvements that correlate with church growth are not the usual activities that pastors often think of as community services. Emergency food distribution, "Dorcas" clothing programs, and health education classes were not among the items in the cluster.

Holistic, nontraditional community involvement

Non-traditional community services such as job-finding and job-training programs, weekly or daily hot meals for neighborhood senior citizens, homeless shelters, family counseling services, and substance abuse programs are the kinds of things that correlate with church growth.

There is another way in which this dimension of the findings is different from the traditional idea of community services. Church growth correlates with doing a good job of communicating with the community as well as actually providing certain kinds of services. Thus church growth is more likely to occur when a congregation has a visible role in the community and when its service activities that are seen as community-based rather than the traditional church-based community service paradigm.

Yet another misreading must be avoided. We must not jump to the conclusion that the growing churches in this analysis focused entirely on community involvement at the expense of evangelism.

In reviewing the results of the study, it became clear that growing churches are very active in public evangelism, small group outreach, and personal evangelism. They are also very involved in community service. The declining churches are the ones that eschew community service and focus entirely on evangelism, or eschew evangelism and focus entirely on community service.

In fact, what this information provides is not so much a new paradigm as it is an old paradigm re-emerging from its lost place in the nineteenth century history of the Adventist Church. These data support Ellen G. White's paradigm for mission, which held that God wants a missionary strategy which includes social action as well as evangelism. "First meet the temporal needs of the people, and relieve their physical wants and sufferings, and you will find an open avenue to the heart, where you may plant the good seed of virtue and religion."[7] She did not favor an approach which focuses exclusively on proclamation. In fact, she wrote that preaching is a small part of the work to be done for the salvation of souls.[8]

The role of social concern and public service in the mission of the Adventist Church is no more clearly stated than in *Ministry of Healing* and reprinted in many other places. "Christ's method alone will give true success in reaching the people. The Savior mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence. Then He bade them, 'Follow me.'"[9]

The five-step outreach approach described in this passage has been extensively discussed but rarely acted upon. If it was completely understood and thoroughly implemented, it would change much of the current program of the Seventh-day Adventist Church. Frankly, the recurring call for the outpouring of Holy Spirit power in the church cannot be taken seriously until we take seriously this more holistic mission of the mission of the church.

Church growth and evangelism

Why did such well-established methods as public evangelism and Bible studies not appear among the church growth indicators of the FACT study? These constitute the "tried and true" strategies, but they are used with almost equal frequency by both growing and declining congregations. (See Figure 1.)

For example, three out of four growing churches report they have had public evangelism in the last year, but so do 60 percent of declining churches. Consequently, evangelistic meetings do not correlate with church growth. But, that does not mean that a church which stops holding public meetings will have growth.

As noted above, what may be called a new kind of public evangelism does have a strong correlation to church growth—worship services designed for the unchurched, including "seeker services" or special worship services aimed at non-members such as Friend Day.

There is also strong evidence in the FACT data that one of the most effective evangelistic methods in Adventist churches today is adding a second or additional worship service on Sabbath afternoon or Friday night. Fast-growing Adventist congregations are twice as likely to have two or more worship services, while declining churches are more likely to have only one. (See Figure 2.)

What about the emerging relational approach to evangelism that is being adopted by an increasing number of Adventist churches? Specifically relational methods such as friendship evangelism and small group ministries did not correlate in the cluster analysis, although there is evidence that they are related to growth. Again, both growing and declining churches are almost equally likely to report that they encourage friendship evangelism and have small group ministries. Consequently, these items do not correlate strongly enough to be in the cluster.

Does this evidence prove that the relational approach to evangelism is a mirage that should now be dropped? No, it simply means that the relational approach appears to work for some congregations, while it does not produce much growth for other congregations.

The significant difference between these two groups is found in the items in the cluster correlation: community service, spirituality, intentionality, and worship services designed for non-members.

In other words, no matter if your church is one that uses traditional methods of evangelism or one that is moving into a relational approach, it is equally important that your church get involved in community service, provide a strong spiritual experience for members, develop an intentional strategy for church growth, and have worship services (at least occasionally or a "second" service) designed for non-members.

Spirituality and church growth

The strongest item in the cluster of church-growth indicators is how well the congregation does in helping members deepen their relationship with God. This is strong evidence that spirituality is key to church growth. There is further evidence in other items that did not make it into the cluster of key indicators.

Congregations that place an emphasis on teaching spiritual disciplines are more likely to be growing churches (see Figure 3). This is true to a larger degree for the more spiritual disciplines than it is for those practices that relate more to health.

Spirituality cannot be ignored when church leaders seek expanding congregations. Any church growth strategy that is not bathed in prayer and does not emerge with the guidance of the Holy Spirit cannot be expected to attain real growth.

Despite the importance of spirituality, it is a mistake to conclude that because spirituality is crucial to growth, a congregation will grow if it ignores the question of growth and focuses entirely on spirituality. The New Testament clearly gives specific attention to numerical growth (John 17:20; Acts 1:15; 2:41; 4:4; 5:14), and the FACT data indicate that growing churches focus intentionally on growth.

Three items in the cluster analysis are specifically about being intentional. Growing congregations are more likely to believe in their potential for growth, to welcome innovation and change, and to focus every phase of church activity on growth.

Two other items in the cluster relate to positive attitudes among the members. The members of growing churches are more likely to be excited about the future of their congregation and to describe their church as spiritually vital and alive.

There is further evidence of the importance of intentionality among items that did not make it into the cluster of key indicators. Local churches that adopt goals for growth are more likely to be growing churches. Congregations that quickly make follow-up contacts with newcomers who attend worship are more likely to be growing churches.

Conflict in the congregation seems to distract from growth. Among Adventist churches, the growing congregations are significantly less likely to report conflict on every topic. This is surprising because the interfaith FACT data indicate that most religious congregations that report growth also have a higher level of conflict. In fact, many experts claim that healthy resistance is a necessary element of growth.

Church growth and pastoral staffing

Growing Adventist congregations are more likely to have less turnover and longer tenure among their pastors. (See Figure 4.) The statistical relationship is significant, but not strong. This may be evidence that long-term pastors are key to growth in some sectors of the church and not important in other settings. Further analysis is needed to pin down the precise factors involved in this widely discussed question.

The same is true about funding to increase local church staff. Growing churches are more likely to budget funds for church staff, while declining churches are more likely to not provide funds for this purpose. Again, the statistical relationship is significant, but not strong. Until further study is completed, it is impossible to know if added pastoral staffing is relevant for some types of congregations, while counterproductive in other kinds.

More important is the fact that growing churches spend more money on local mission work than do declining churches. Nearly half of the growing Adventist congregations spend $5,000 or more each year on local outreach ministries, while more than four out of five of the declining congregations spend less than that. Many declining churches spend less than $1,000 a year on local outreach.

Bottom line

What works for Adventist church growth today is a congregation that gets involved constructively in its local community, providing significant services outside of its own self-interest, as well as providing a growing spiritual experience for its members and becoming intentional about a strategy for growth. The most effective arena for public evangelism is worship services designed for "the unchurched"—the majority of Americans who do not regularly go to any church.

It is wrong for a local church to conclude that if they stop doing conventional public evangelism, Revelation Seminars, Bible studies, etc., that they will begin to grow. These tried-and-true methods enhance the process in most growing congregations. At the same time, these methods cannot be expected to produce growth by themselves.

There are other details that may serve to fine-tune an effective church growth strategy. These include a relational approach to evangelism, increased resources and pastoral staffing, as well as reduced internal conflict. These factors need careful attention, but they do not yet have the strong correlation to church growth that is present in the combination of community service, spirituality, intentionality and worship services designed for non-members.

Monte Sahlin served as a key analyst for the Faith Communities Today (FACT) study and continues to represent the Seventh-day Adventist Church on the steering committee of the Cooperative Congregational Studies Partnership, a coalition of researchers from more than 40 denominations and faiths based at Hartford Seminary which conducts FACT concurrently with the U.S. Census each decade. He is vice president for creative ministries at the Columbia Union Conference of the Seventh-day Adventist Church. An important collaborator in this research is Roger Dudley, director of the Institute of Church Ministry at Andrews University, Berrien Springs, Michigan, who serves as research director for the Adventist segment of FACT.

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1. Gottfried Oosterwal was published as *Patterns of Seventh-day Adventist Church Growth in North America* (Berrien Springs, Mich.: Andrews University Press, 1976)

2. Roger Dudley and Des Cummings, Jr., *Adventures in Church Growth* (Hagerstown, Md: Review & Herald Publishing Association, 1985).

3. A complete report of the FACT study has been published in *Faith Communities Today: A Report on Religion in the United States Today* by Carl S. Dudley and David A. Roozen (Hartford Institute for Religion Research, Hartford, 2001). The full report of the Adventist segment of the FACT study has been published in *Adventist Congregations Today* by Monte Sahlin (Center for Creative Ministry, Lincoln, 2003). Information from both studies is also available on the Internet at www.fact.hartsem.edu and www.creativeministry.org/research/FACT.

4. Specifically, we used the following questions from the FACT questionnaire: i.1.A through R, iii.5.A through J, iii.6.A through Q, and iii.8 through iii.11. You can see the original questionnaire at the web sites noted above.

5. The items used included George Barna's eight characteristics of growing churches, the Natural Church Development (NCD) list, and the cluster of items correlated to church growth in the 1981 study. Paul Richardson and I also decided to include indicators from a study that we conducted for the Pacific Union Conference which looked at a selected set of congregations in California and Arizona with a documented reputation for winning and holding younger generations. (See *Reaching New Generations* by Monte Sahlin, Paul Richardson and Carole Luke Kilcher; 1998, Center for Creative Ministry)

6. A report of the supplemental survey can be found at www.creativeministry.org/research.

7. Ellen G. White, *Testimonies for the Church*, (Nampa, Idaho: Pacific Press Pub. Assn., 1948), 4:227.

8. ----------, *Review & Herald*, August 22, 1899.

9. ----------, *The Ministry of Healing* (Nampa, Idaho: Pacific Press Pub. Assn., 1942), 143.

Table 1
REGRESSION ANALYSIS OF
NUMBER OF REGULARLY PARTICIPATING ADULTS
AS A PERCENTAGE OF BOOK MEMBERSHIP

Step	Variable	R	R^2	Beta
1	Members are excited about the future of the church	.322	.104	-.217**
2	Church helps members deepen their relationship with God	.363	.131	-.199
3	Church sponsors a community service of employment counseling and/or job training	.393	.154	-.159
5	Church sponsors a community service of a senior citizens feeding program	.446	.199	-.151

**All betas significant beyond the .01 level

Table 2
REGRESSION ANALYSIS OF
NUMBER OF REGULARLY PARTICIPATING YOUTH
AS A PERCENTAGE OF BOOK MEMBERSHIP

Step	Variable	R	R^2	Beta
1	Church sponsors a community service of employment counseling and/or job training	.273	.074	-.239**
2	Church sponsors a community service of providing elderly, emergency or affordable housing	.330	.109	-.178**
3	Church helps members deepen their relationship with God	.371	.138	-.194**
4	Church sponsors a community service of a substance abuse program	.391	.153	-.132*
5	Church sponsors a community service of voter registration	.407	.165	.120*

**Betas significant beyond the .01 level
*Betas significant beyond the .05 level

Note: In Table 1, steps 1, 2, 3, and 5, and Table 2, steps 1, 2, 3, and 4, a minus Beta indicates a positive relationship with the dependent variable because of the construction and coding of the items in the questionnaire. Two items with an ambiguous statistical relationship have been removed from the tables.

Table 3
REGRESSION ANALYSIS OF
INCREASE IN NUMBER OF REGULARLY PARTICIPATING
ADULTS IN PREVIOUS FIVE YEARS

Step	Variable	R	R^2	Beta
1	Members are excited about the future of the church	.436	.190	.199**
2	Congregation is spiritually vital and alive	.473	.224	.210**
3	Special worship services are conducted for the non-churched such as Friend Day or seeker services	.488	.238	.128*
4	Members believes the local church has potential for growth	.500	.250	-.125*
6	Church sponsors a community service of family counseling services or telephone hotline	.523	.273	.112*

**Betas significant beyond the .01 level
*Betas significant beyond the .05 level

Table 4
REGRESSION ANALYSIS OF
PROPORTION OF REGULARLY PARTICIPATING ADULTS
INVOLVED IN ACTIVITIES OUTSIDE OF WORSHIP
THAT STRENGTHEN THEIR FAITH

Step	Variable	R	R^2	Beta
1	All church activities are coordinated to focus on church growth	.353	.124	-.209**
2	Church helps members deepen their relationship with God	.421	.177	.172
3	Congregation welcomes innovation and change	.446	.199	.167
4	Congregation preserves racial/ethnic/national heritage	.466	.218	-.156
5	The local community is well-informed about church activities	.487	.237	.157

**All betas significant beyond the .01 level

Note: In Table 3, step 4, and Table 4, step 1, a minus Beta indicates a positive relationship with the dependent variable because of the construction and coding of the items in the questionnaire. In both of these tables the dependent variable is expressed as a minus number due to the construction and coding of the items in the questionnaire, so some items that indicate a positive relationship with a minus Beta in Tables 1 and 2, indicate a positive relationship with a positive Beta in Tables 3 and 4. Two items with an ambiguous statistical relationship have been removed from the tables.

Figure 1

Church Growth and Evangelism

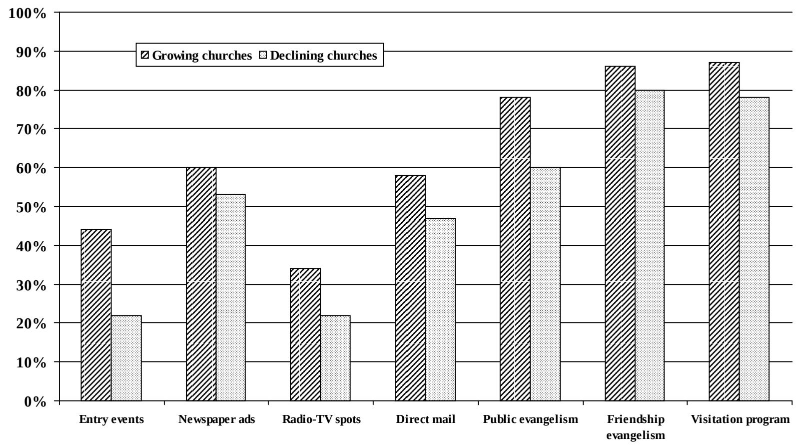

Figure 2

Church Growth and Additional Worship Services

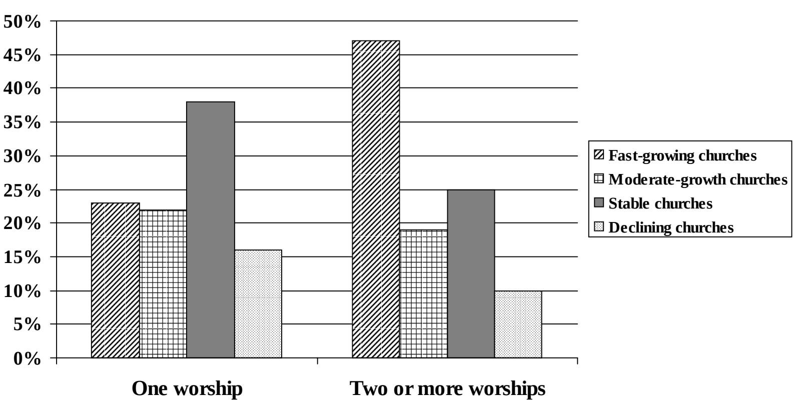

Figure 3

Church Growth and Teaching Spiritual Disciplines

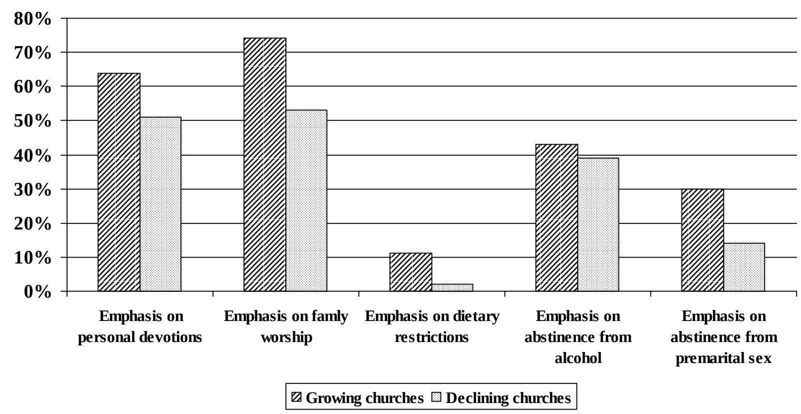

Figure 4

Church Growth and Pastoral Tenure