

Outgrowth

Dare to expand.

December 2020 – December 2022

outgrowth

noun

out•growth | \ 'aüt-grōth \

1 : the process of growing out

2 : something that grows directly out of something else



From the beginning, Ekklesia has experienced continual outgrowth in every sense of the word. We've outgrown every space we've ever occupied. And each new faith step taken has resulted in more ministry, more impact, and more souls brought to Jesus. We are now positioned to expand more dramatically than ever before. The outgrowth that comes from our next step will transform our community and change our world.

Our Story



2014

Ekklesia launches on June 1
at Coastal Carolina University

2015

Average Weekend
Attendance > 100

2017

Faith Takes
Root campaign
Attendance > 250

2016

Ekklesia moves to Horry
Georgetown Technical College
Purchases current
property on Hwy 501

2018

Construction of
The Launchpad
Massive Local
Disaster Relief

2019

Grand Opening of
The Launchpad
Attendance > 600

2020

Outgrowth

So then, just as you received Christ Jesus as Lord, continue to live your lives in him, rooted and built up in him, strengthened in the faith as you were taught, and overflowing with thankfulness.

Colossians 2:6-7

Weekend attendance
> 1,000

Jan

COVID closing and
launch of Online Campus

Mar

First local church >
1,000 to reopen with
kids programming

May

Enter contract to acquire
neighboring properties

Aug

Return to pre-COVID
attendance

Sept

Named fastest growing large church in America by Christian Standard

Named large church with highest baptism ratio in America by Christian Standard

Named 29th fastest growing church in America by Outreach Magazine

Ranked #7 for greatest attendance percentage gain by Outreach Magazine

The Quarter Mile

Because Ekklesia has **outgrown** our current site, we have entered into a purchase agreement to expand!

THE LAUNCHPAD

Ekklesia's current property includes 2469 East Hwy 501, an 8.53 acre parcel, and The Launchpad, a 28,400 square-foot facility.

MILLER MOTTE

The Miller Motte property includes 2451 East Hwy 501, an 8.12 acre parcel, and a 32,025 square-foot facility occupied by a technical college. The college's triple net lease is secured through December 2024, at which time they have the option to sign for another five years, through December 2029.

CANAL BUILDING

The Canal Building property includes 2431 East Hwy 501, a 5.16 acre parcel, and a 32,460 square-foot vacant building.

ACCESS & VISIBILITY

Connecting these properties is a top priority because doing so will create four entrance/exit points for our campus, a left turn entrance from Hwy 501, and much-needed additional parking. This will also allow for future additions to our current worship space without paving our whole field, saving on site work. We have received approval from the City of Conway to connect our parking lot to the Miller Motte lot, making the cut-through access the main entry and exit for all three buildings. The acquisition includes the billboard located between The Launchpad and Miller Motte.

CONTINGENCIES

Ekklesia's management team has completed the due diligence process on the entire acquisition, including building inspections, construction/renovation plans and associated costs, civil engineering for road access, and meetings with the City of Conway regarding annexation, rezoning, and facility usage, and review of the tenant's lease and financials. Financing for the acquisition and renovation to the Canal Building has been approved through The Solomon Foundation. Closing is set for mid-December.





1. *THE LAUNCHPAD*

This is the current site of The Launchpad.

2. *MILLER MOTTE*

This facility is included in our purchase. Miller Motte will continue to lease this building, providing significant income toward the cost of the mortgage payment.

3. *CANAL BUILDING*

The Canal Building becomes The Hub and serves our church and community in many ways. Parking also becomes immediately accessible for use during weekend worship services.

4. *ROAD CONNECTION*

We will thin the tree line creating better visibility and connecting the properties as one campus. The roadway extending through the Canal and Miller Motte parking lots to Winyah Road will be tied into The Launchpad parking lot, creating better traffic flow on Sunday mornings.

5. *HWY. 501 ACCESS*

Connecting these properties will be a huge blessing for Ekklesia—resulting in four entrance/exit points for our campus, a left-turn cut-across entrance from southbound Hwy 501, and much-needed additional parking.



The Harvest is Plentiful

WHY DO WE NEED MORE SPACE?

56% of churched adults are waiting for things to go back to normal before they return to church.

Ekklesia—in the midst of the pandemic—is already experiencing space constraints, with 800–900 people in Sunday morning services. We must think forward and prepare for the increase, because this pandemic **will end**.

WHY DO WE NEED MORE INTENTIONALITY FOR ONLINE ATTENDERS?

74% of practicing Christians and 62% of churched dropouts agree that after the pandemic, churches should use digital resources for reaching and engaging with their neighborhoods.

Each week, our livestream services reach thousands of viewers from all over the United States and abroad. We need to provide them with a worship experience that is as meaningful as our in-house gathering.

WHY DO WE NEED A SPACE FOR THE UNCHURCHED?

During COVID-19, 86% of “unchurched adults” have not attended a worship service in person or online.

Ekklesia has always focused primarily on reaching the unchurched, and it is this demographic who is most unlikely to engage in our traditional worship setting or online. We must provide a space that is welcoming to them.

WHY DO WE NEED A SPECIAL NEEDS MINISTRY?

More than 40,000 people under age 65 living in Horry County in 2014–2018 have a disability.

You would have to travel 150 miles from Conway, SC to access a specialized disability ministry in a church.

When we say we want to be a church where Jesus is for “all people”—we mean it in every sense. We can create environments where people with disabilities can participate, serve, and feel valued through weekly events, special occasions, and community involvement.



Canal Building

A HUB FOR CONNECTIVITY

The world changed in 2020, and the way that people connect is evolving. With COVID, people are becoming more comfortable watching worship on a screen in their home, but worship in isolation doesn't help people grow. An **OUTGROWTH** of the homebound church necessitated by COVID is the Online Campus. The Canal Building will be a hub that brings the movement toward online church together with the Biblical essential of fellowship through a cyber cafe. In this space, chat hosts will engage with viewers, production and communication will target the online attender, and an audience will be disciplined into World Changer service roles.

A CHURCH FOR THE UNCHURCHED

The unchurched person has greater stigma now than ever to overcome in order to cross the threshold of a church building. Pre-COVID, it took courage and humility for an unbeliever to give the church a chance; but now that the church is being targeted as a scapegoat for an infectious disease, it takes complete audacity for a person far from God to step in this direction. How can we bridge the gap? We will create a physical home for our online campus. In a sports bar setting, services will be streamed, coffee will be served, all people will be welcomed, kids will be accommodated in a monitored indoor playscape, and skeptics will be shown the love of Jesus before they even know who He is.

A STATION FOR IMAGINATION

The best problem we have at The Launchpad is that every square foot of the facility is used for assembly. Because of Ekklesia's rapid **OUTGROWTH** of this space, there is no available room for offices, ministry team meetings, and storage. In the Canal Building, we will have administrative offices, conference rooms, a dining hall, ministry workspaces for all teams and adjoining closets where supplies can be kept organized and secure. The media team will gain much-needed studio space where original video and worship content will be recorded and produced. Private counseling rooms with video surveillance will provide safe places for soul care. Teams will have space to discover and expand their potential for world changing ministry.

AN ANNEX TO EXPAND

OUTGROWTH of space is probably the greatest problem a church can have—because healthy things grow! But the most tragic consequence of this problem is having to turn families away. With community programs like The Homeschool Hub, City Camp Kids, and Bible Study groups at capacity, ministry reach is capped. The Canal Building will remove that lid by creating more spaces for educational programs and small groups. In addition to making space for existing ministries, an outgrowth of new ministries will be sparked as the Holy Spirit leads.

3-Year Plan

THIS ACQUISITION OPENS BIG POSSIBILITIES FOR EKKLESIA.

LAUNCHPAD EXPANSION

If we are successful in meeting the financial goal of our OUTGROWTH Campaign—\$2 million above tithes over the next two years—then at the end of 2022, we could realistically begin construction on a new 1,000-seat worship auditorium for The Launchpad. The current auditorium would become expanded elementary kids and lobby space.

SPECIAL NEEDS SCHOOL

To accommodate kids in our community with disabilities, we have submitted an intent to charter a school. Our next step is to conduct thorough demographic studies and assess the viability of a school designed for kids with special needs in Conway and Myrtle Beach. If this is determined to be a venture that would serve our community well, the school could open by fall of 2023.

ADDITIONAL ROAD ACCESS

When we expand The Launchpad with a larger auditorium, we will construct an additional road connection from the back of the Launchpad parking lot that will connect to the additional properties and to Winyah Road.





Canal



Canal

Outgrowth

Acquisition Cost • \$5.75M

- Includes 13.28 acres and 64,515 square feet under roof
- The monthly lease payment from the tenant will reduce the mortgage payment to ~ \$900/mo.

Construction Cost • \$1M+

- Miller Motte has recently undergone more than \$1M in tenant improvements.
- Canal Building requires new roof, HVAC, electrical, flooring, paint, sprinkler modification and ADA accommodations.
- Construction costs will also include design fees, civil engineering, and road access.



Canal



Miller Motte



Miller Motte



Miller Motte

Launchpad Expansion • \$6M

- The acquisition of neighboring properties provides the parking and accessibility we need to double the size of The Launchpad. A 30,000 square-foot future addition will include a 1,000-seat worship auditorium and expansion of elementary kids space.
- With a \$1M down payment, the Launchpad expansion could commence in the next few years.



EVERYONE IS INVITED TO GIVE IN THREE WAYS:

1. Kick-Off Gift

On Sun, Dec 20, we invite you to give a kick-off gift toward this generosity initiative. On that date, we are asking everyone to give to Ekklesia the largest one-time donation you have ever given.


2. 2-Year Commitment


On Commitment Sunday, Dec 20, we invite you to designate an amount of money that you plan to give to the campaign over the next 24 months or 104 weeks. This amount is above and beyond regular tithing.


3. Non-Cash Gifts

We invite you to give creatively toward the campaign. Non-cash gifts are items of value including, but not limited to, automobiles, boats, motorcycles, jewelry, coins, precious metals, land, stocks, and bonds.

MAKE YOUR COMMITMENT

 During prayer and fasting, ask God to direct you in your giving.

 You will receive a Commitment Card prior to Commitment Sunday, Dec 20. Please give sacrificially through each of the three ways of giving.

 Join us for Commitment Sunday, Dec 20, to share your commitment and kick-off gift during worship services. Commitment Cards and envelopes will be available on that Sunday. If you cannot attend, please mail your Commitment Card and a kick-off gift to: **Ekklesia Christian Church, 2469 East Hwy 501, Conway, SC 29526.**

Outgrowth Goal \$2M

“Not Equal Gifts...
But Equal Sacrifice”

In order to reach our goal, it is important that we all get involved. Every gift will not be the same, but every gift is vital. These charts project the number and kinds of gifts that are necessary to reach the goal and help us see our kingdom impact potential through monthly breakdowns of commitments.

SIZE OF GIFT	NUMBER OF GIFTS	TOTAL AT LEVEL	CUMULATIVE TOTAL	% OF TOTAL
\$500,000	1	\$500,000	\$500,000	25%
\$200,000	2	\$400,000	\$900,000	45%
\$100,000	3	\$300,000	\$1,200,000	60%
6 COMMITMENTS - \$1,200,000 OR 60% OF GOAL				
\$50,000	4	\$200,000	\$1,400,000	70%
\$25,000	4	\$100,000	\$1,500,000	75%
\$15,000	4	\$60,000	\$1,560,000	78%
\$10,000	10	\$100,000	\$1,660,000	83%
28 COMMITMENTS = \$1,660,000 OR 83% OF GOAL				
\$5,000	30	\$150,000	\$1,810,000	90.5%
\$2,500	40	\$100,000	\$1,910,000	95.5%
\$1,000	90	\$90,000	\$2,000,000	100%
188 COMMITMENTS = \$2,000,000 OR 100% OF GOAL				

MONTHLY PLAN TO MEET YOUR PLEDGE (25 MONTHS // DEC 2020-DEC 2021)		
MONTHLY GIFT	ANNUAL GIFT	2 YEAR COMMITMENT
\$20,000	\$250,000	\$500,000
\$8,000	\$100,000	\$200,000
\$4,000	\$50,000	\$100,000
\$2,000	\$25,000	\$50,000
\$1,000	\$12,500	\$25,000
\$600	\$7,500	\$15,000
\$400	\$5,000	\$10,000
\$200	\$2,500	\$5,000
\$100	\$1,250	\$2,500
\$40	\$500	\$1,000



**DEC
08**

TOWN HALL MEETINGS

answers to questions about acquisition and expansion

**DEC
17-19**

PRAYER MARATHON

48 hours of prayer for Outgrowth campaign

**DEC
20**

COMMITMENT SUNDAY

bring upfront gifts and commitment cards

**JAN
03**

CELEBRATION SUNDAY

announce Outgrowth totals and celebrate acquisition closing



— DEC 2020 Close on acquisition



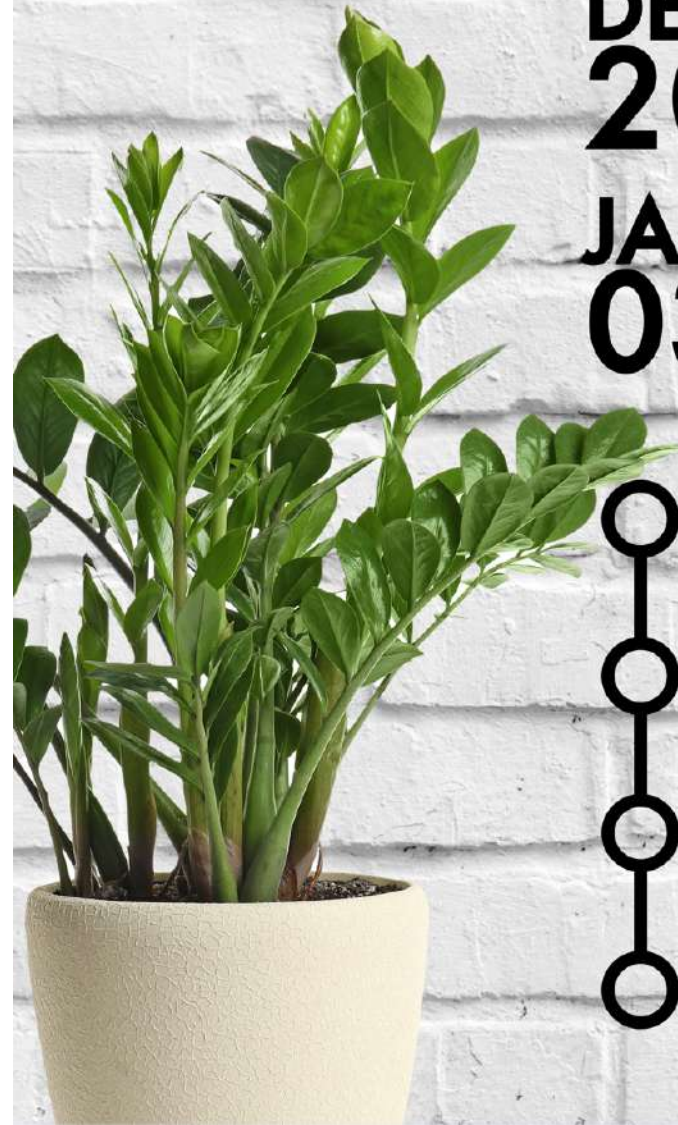
— FEB 2021 Annexation & rezoning




— SPRING 2021 Permitting & construction



— SUMMER 2021 Occupancy & road access



A photograph of two potted plants on a wooden surface. The plant on the left is a grass-like plant in a white pot. The plant on the right is a leafy plant with green and yellow variegated leaves in a white pot. The background is a blurred white wall. A semi-transparent text box is overlaid on the bottom half of the image.

Phase 1 — Rezoning | Permits | Design
Phase 2 — Road Access | Canal Building Remodel
Phase 3 — The Launchpad Expansion

EKKLESIA

Christian Church

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ekkchurch.com

