



**KEY FINDINGS AND NEXT STEPS**

**FROM THE *VISIONING THE FUTURE OF MCDUGALL UNITED CHURCH* REPORT**

**Guiding principles/values:** Kind and welcoming community; relevant, progressive, informed theology; Deliberately inclusive, offering a welcoming, accepting, compassionate, safe, and trusting environment; accountability - being honest, realistic, accountable, and fiscally responsible.

**Challenges:** Sustainability, relevance, and leadership

**Current Assets and Resources:** the building, finances (reserves), the Church’s brand, and people.

**TWO OPTIONS**

The September session participants did not support just selling the building/property and either disbanding the congregation or merging with another one or relocating the congregation. The two options focused on were as follows:

- Sell the property to a developer who will accept the congregation having sufficient space within the new development.
- Maintain ownership of the property and raise the funds require to renovate and create revenue producing opportunities.

**IMPLICATIONS OF EACH OPTION**

No ownership and reduced autonomy.	Ownership and optimal autonomy
Selling will result in major revenues coming to the church	Maintaining ownership requires raising money and creating revenue producing services.
Limited control over congregational growth	Maximum control over congregational growth.
Low risk financially	High risk financially
Intention to create an Arts and Spirit Centre has to be negotiated	The congregation decides what to about the Sanctuary and the nature of the Arts and Spirit Centre.
Timeline may be shorter to receive money from the sale price and then renovate.	No revenues but time line to construction will likely be longer.
McDougall United Church may be less visible to the public.	McDougall’s profile in community may be more visible.

Current operational/financial challenges would be remedied for some time if the building is sold.	Current operational challenges will have to be addressed while seeking monies to undertake renovations.
If agreeable to Developer, the pursuit of partnerships would be focused on the Arts and Spirit Centre.	Partnerships will be required to renovate, fund raise, in addition to the Arts and Spirit Centre.
Congregation more knowledgeable about addressing congregational issues and goals.	Congregation less knowledgeable about development.
Congregation would likely have to pay market rents, unless otherwise negotiated	Congregation is responsible for operating costs.

### **MONETIZING THE FACILITY**

In either option, creating a profitable, sustainable Arts and Spirit Centre will require market/feasibility research and a business plan. This will likely involve spending money to get the expertise required to do so. There is a risk that the market/feasibility study may not support the intention of making a profit from the centre.

### **LEADERSHIP**

In both options, the attributes and talents needed from leadership need to be identified in order to help ensure leadership is able to fully engage and lead the congregation through these changes.

### **90-DAY PLAN**

The purpose of a 90-day plan is to come up with a doable plan that will move the congregation forward. In the report, this plan emphasizes identifying leadership requirements, continuing with engagement of the congregation, exploring possible partnerships, and deepening understanding about the Church's financial situation (operating trends, knowledge about reserves and what can be done with them), and ensuring a clear understanding of how the historical designation limits development in the future.

Understanding more about the above will allow the congregation to have more information it can use to decide on the option it wishes to pursue.

Critical to decision-making is to understand how long the Church can exist on its current revenues.

-Mark Holmgren  
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