

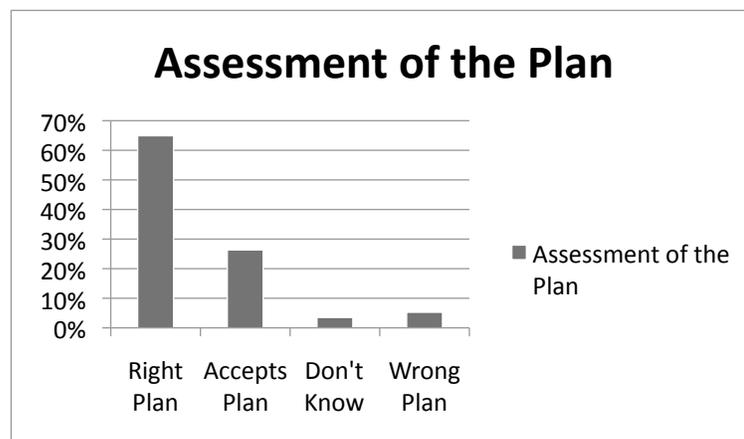
**Subject:** Feasibility Study

**Date:** August 7, 2015

Enclosed are excerpts from the 34 page **A FEASIBILITY STUDY REPORT**, By Mark Filips, President of Vision Works, dated July 17, 2015. Mr. Filips conducted 38 personal interviews with individuals and couples for a total of 57 people and two focus groups with over 60+ parishioners. Over the next 4 weeks, we will share the main content of this Study Report.

### **Assessment of the Plan**

The interviewees and focus group participants are familiar with the Case Statement and the parish plans. They appreciate the anonymous donor's pledge and see the need for a Parish Activity Center for the whole parish. Interviewees are asked to assess and share their overall reactions to the total plan to build a new Parish Center.



In reviewing the Case Statement, it is clear that the overwhelming majority (91 percent) of interviewees and focus group participants support the vision for a new Parish Activity Center. Most of the people are supportive or enthusiastic about the plan for many reasons.

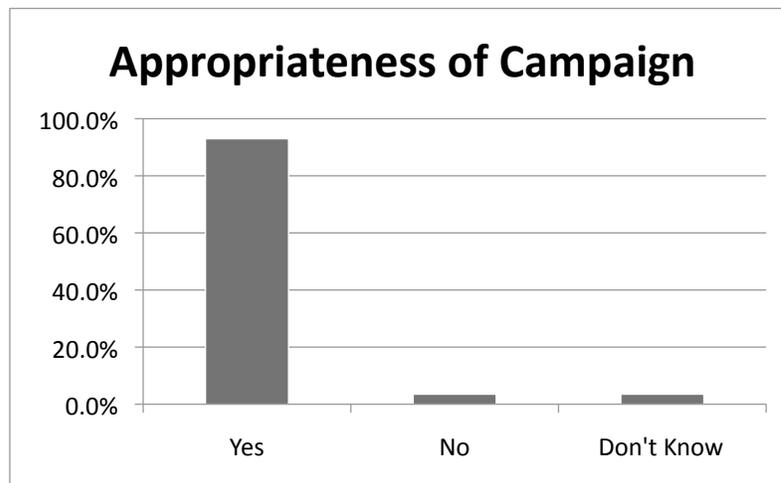
Vision Works discovered a variety of beliefs about the proposed Parish Center. All people are grateful for the anonymous donor's pledge. Many people are glad the parish is capitalizing on the momentum of the anonymous pledge. Many people feel that this Parish Center has been needed in one form or another for 20 to 30 years. Many people think that it will help the parish and school grow in the future. Some feel that it may be too big. Most people think that it is beyond what the parish can pay for with the proceeds from one capital campaign. Some think the new Parish Activity Center will help the parish's long-term viability as a hub parish in the area.

Many people would like it built all at once, and not in phases. These people think that it will give the parish more confidence and be less expensive than a phased project. Most don't want to see a big, long-term loan taken out by the parish. Some would like it built in phases if that's what it would take. A couple people offer random suggestions such as a bigger gym; a gym that could be expanded, if need be; placing the parish offices on Main Street; and placing plants and greenery around the Parish Center.

The majority of people do believe that the proposed Parish Center will be a real benefit for the parish and the school and will help the parish and the school to grow.

### **Appropriateness of a Campaign**

For a large campaign to succeed, the donors must feel that the organization is respected and worthy of support. They must feel a compelling need. They must believe a capital campaign is the best way or only way to go about meeting the need. Mr. Filips asked the participants if they think a capital campaign is an appropriate method to address the needs outlined in the Case Statement.



A total of 93 percent of interviewees agree with the appropriateness of a capital campaign or think the capital campaign is the only way to fund the project. Parishioners understand the need to utilize a capital fundraising program to generate the needed funds for this large a project.

The overwhelming sentiment is “There is no other way to do this.” Most people feel the recent Faith In Our Future Campaign was a success. These people like the idea of repeating this process in raising money for the Parish Activity Center. Many people feel that it is important to stress that 100 percent of the Parish Activity Center funds will stay in Holy Trinity Parish. These many people feel that it will help even more people support a capital campaign and give to a capital campaign.

To move forward with the building of the Parish Activity Center, the majority of parishioners favored a combination of 1) the \$750,000 pledge, 2) a new capital campaign, 3) a short-term construction loan, and 4) a second campaign if need be. Parishioners want a clear financial plan offered to them.

Of course, a key concern for almost all parishioners is that the parish keeps addressing stewardship and that it continues to fund all its current ministries.

All people want clear, constant, honest, repeated communication. Many people believe the parish leaders have done a very good job of keeping parishioners abreast of Parish Activity Center developments. These parishioners appreciate these efforts very much. Many parishioners hope that these strong and united communication efforts continue between the parish and the school, between all the parish committees, and between the parish committees and the parishioners. In a phrase, parishioners want and appreciate the over-communication on the plans, campaign status, and building project.