

Christikon Board Receives Feasibility Study Report

Following several years of dreaming and planning, Christikon's Board of Directors commissioned a study of a possible capital campaign to fund facilities expansion at the camp, seeking to gauge perceptions of the camp's ministry and of possibilities for generating sufficient financial support.

The firm, Gronlund, Sayther and Brunkow, was engaged as consultant. A campaign Prospectus was distributed to potential Study participants. Interviews with forty-one individuals and couples in the camp's constituency area, as well as two focus groups with clergy, were conducted in March. Eighty written surveys were received from selected friends of the camp throughout its support base.

Consultant David Brunkow reported results of the Study to the Christikon Board on May 1. He began his comments noting two clear perceptions among study participants:

1) More than many outdoor ministries, Christikon is well-known and deeply respected among its constituency and supporters. It is a key part of many congregations' ministries, and there is great support for the camp.

2) The current pastor/director is well-respected and much-loved, and his ministry has influenced countless campers and staff people.

Response to the master site plan presented in a printed prospectus to Study participants indicates a general agreement that facility updates are necessary.

But the study also highlights a strong desire to insure any improvements would help expand Christikon's impact and reach.

Respondents asked what the future holds for Christikon: What will the program look like? Is there a plan for future staffing? Is it wise to invest nearly two million dollars in a facility that is accessible only five months of the year, or might it be better to consider an additional site with four-season potential? Are there any plans to update current camper housing?

Based on the study, Brunkow had two recommendations for the Board to consider separately or together:

1) Before initiating a capital campaign, a full strategic plan for the future of Christikon's ministry should be developed, including plans for program, appropriate facilities, relationships with constituency and supporters, and staffing.



The Christikon Board at its annual orientation and planning retreat. *Front:* Pastor Mark Taylor, former Board member Nancy Thorson, Pastor Peggy Paugh Leuzinger, Administrative Assistant Angela Piper, Kristin Rapacz, Teague Westrope. *Middle:* Former Board president Scott Green, Kim Adams, Dennis Christ, former Board member Pastor Tim Tostengard, Einar Stene, Pastor Mark Donald. *Back:* Pastor Tim Spring, Darrel Buszman, Paul Kelker, Meredith Johnson, John Stockman, President Eric Nord. *Not pictured:* Pastor Amanda Liggett.

2) Proceed with a capital campaign to fund at least a portion of the master site plan and address the camper housing concerns identified in this study and elsewhere. There is broad support for funding improvements to existing facilities and addressing health and hospitality issues.

From interviews and responses, Brunkow estimated that if the Board chooses at some point to move ahead with a capital campaign, a feasible goal would be somewhat less than half the original Prospectus proposal.

The Board will further discuss and consider the Report at its June meeting, and will communicate its next steps as they are determined. †

adapted from a summary by Mark Donald

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