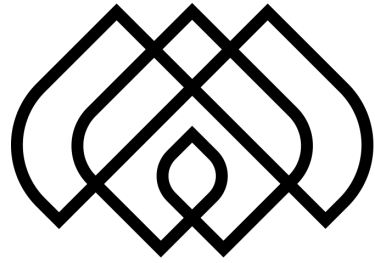




belay



SEGO
CHURCH

SEGO CHURCH LETTER OF INTENT

I am writing in regards to our call to plant Segoe Church in the South Jordan/Herriman area. After much prayer and thoughtful consideration we are humbled by God's call, excited about the tremendous opportunity and eager to move forward in faith. It is our desire to partner with the Rocky Mountain District as we build God's church in a place where there is great need.

This is a homecoming of sorts for my wife Hannah. She spent her High School years in Utah after her dad transferred with his job to Logan, UT. We've always quietly dreamed of moving to Utah someday so in many ways God has given us the desires of our hearts which is so special. After spending two decades ministering in Minnesota we feel it is God's perfect timing for us to step out and step into planting in Utah.

CHURCH NAME

The name, Segoe Church, is significant on several fronts. Segoe lily is the Utah state flower and its bulbs were used as a source of sustenance and survival for Ute Indians. In ancient history lilies represented purity, vibrancy and love. Though rich with meaning, none is more important than the Biblical expression that the lily represents. Jesus is referred to as the "Lily of the Valley" in Song of Solomon 2:1 with connotations of holiness, humility, fruitfulness, and splendor. We find it no coincidence that Utah's state flower is the very flower that is likened to Jesus. We believe the time is now for the name of Jesus to take root and bloom in a dry land that is in desperate need for the truth and love of our Savior. Segoe church deeply desires to be a church that does just that!

CHURCH CONCEPT

Our desire is to plant a church with ARC methodology and coaching, CMN support and Rocky Mountain District accountability and covering. It is vitally important to us that we build bridges and partnerships within the Rocky Mountain District and partner with District officials to plant a life-giving church in the fast growing south suburbs of Salt Lake City. That said, we understand this is bigger than one pastor, one church and one city. We desire to humbly do our part to build up the Bride of Christ within Utah and honor leadership in the process.

Hannah and I have been partners and pastors in ministry for 17 years. Whether it was our first youth pastor position, helping plant a church in 2004, or pastoring a large campus for the past 9 years we believe we are better together as a ministry team. We enjoy doing ministry "family style" as all four of our kids love being involved in church. We also believe ministry is a calling and an "all in" lifestyle. It's with this "all in / family style" approach that we are committed to giving our very best to reach as many people as possible!

We are presently working through ARC assessments, training and coaching. We are also working with a creative boutique firm (www.bioniciant.com) to establish a professional brand, logo, website, landing page, videos, product, etc. Logo, websites and promotional pieces should be complete by November 23, 2019.

STRATEGIC PLANS (based off ARC training)

- Move to Utah by January 1st, 2020

- Chris & Hannah will acquire jobs and start building relationships in their neighborhood and community
- Our family will be attending Life Church in Salt Lake City and build relationship there during this season
- Segó Social Nights will begin in March of 2020 (these are for anyone interested in hearing more about what Segó Church is all about). We will gain interest for these nights through social media, targeted marketing, and personal invites to those we've come to know.
- Segó Launch Team meetings will start in mid July. These meetings are for those who have committed to being apart of the launch team and for those still getting information or showing interest
- Launch Segó Church in September, 2020.
- Build Prayer Team of 1000+
- Recruit 100 person Launch Team
- Raise \$350,000+ budget

SPECIFIC LOCATION & COMMUNITY AWARENESS

UTAH POPULATION... According to projections, Utah's rapid growth is expected to continue over the next few decades, and by 2060, the state should have a population of 6.84 million people. It's believed the state's fast growth is partially due to the quality of life and the strong economy, as the state and many of its cities are frequently rated as some of the best places to live in the whole country.

- Utah population: 3.22 million (1.64 growth rate- 3rd fastest in US)
- Salt Lake County: 1.1 million

Key Cities that Segó Church will strategically impact: 178,144 combined and rapidly growing!

1. **South Jordan 74,149**
 - 10th largest city & #5 fastest growing city in Utah
2. **Herriman = 44,877**
 - 17th largest city & #2 fastest growing city in Utah
3. **Riverton= 44,419**
 - 18th largest city
4. **Bluffdale= 14,699**
 - 49th largest city

Demographics and snapshot of target cities.

1. **South Jordan**
 - Median Age 32.7 years
 - Median income per household \$99,856
 - 20,214 households (2017) // 3.39 people per household // 79% homeownership
 - #1 richest city in Utah
 - #12 fastest growing city in US (50,000+) Between 2017-18 with 4.4% increase
2. **Herriman**
 - Median Age 26.8 years
 - Median income per household \$94,837

- 8,775 households (2017) // 3.91 people per household // 80% homeownership
- #24 fastest growing city in US (1,000+) overall percentage with 14.4% increase

3. Riverton

- Median Age 30.7 years
- Median income per household \$92,154
- 11,528 households (2017) // 3.74 people per household // 89% homeownership
- #7 richest city in Utah

4. Bluffdale

- Median Age 26.2 years
- Median income per household \$104,391
- 2,822 households (2017) // 4 people per household // 83% homeownership
- Up and coming city closest to the Silicon Slopes tech boom

ONE OF THE FASTEST GROWING... Utah is one of the most desired states to live in attracting people from all over the US, especially the West Coast, with great jobs, a strong economy and an advantageous outdoor lifestyle.

- #3 fastest growing population in US
- #3 fastest growing economy in US
- Forbes Magazine #4 best city for Tech Jobs in US
- #1 youngest state (30.7 years) & #2 birthrate in US (Thank you Mormon church!)

THE NEED IS DEEP AND WIDE... Utah is a state that presents well through the Mormon narrative of service, community and love, but there is so much more that meets the eye. At a closer look one will find an ever present darkness that has left countless people with paralyzing pain and hidden brokenness. The legalistic and image driven culture has trapped the state in secret sins and unrelenting shame. The current stats are shocking and saddening, but it all points to the great need for a spirit-filled church expression that fills the void, ministers to the brokenness and ultimately brings REVIVAL to one of the darkest places in the United States.

- #1 porn addicted state (25% of all search engine requests are pornographic)
- #1 depression rate (third of population suffers)
- #5 suicide rate in US
- #51 in a national analysis of mental health measures by the nonprofit Mental Health US
- 54% of Millennials born after 1981, are leaving the Mormon church creating a mass exodus of young adults out of the LDS church.

ESTABLISHED CHRISTIAN CHURCHES

1. Christ The King Lutheran Church- 10318 S Redwood Rd Unit 16 South Jordan, UT 84095
2. The Mission Church- 10288 S Jordan Gtwy Unit E South Jordan, UT 84095
3. The Bridge Church- 4544 Harvest Moon Dr South Jordan, UT 84009
4. Missio Dei Community- 11477 S Redwood Rd South Jordan, UT 84095
5. Saint Andrew Catholic Church- 11835 S 3600 W Riverton, UT 84065
6. South Mountain Community Church- 11886 S 4000 W Riverton, UT 84096
7. Midvalley Bible Church- 13985 S 2700 W Riverton, UT 84065

REQUESTS

Our request is to have the blessing and support of the A/G district. We've benefited greatly from our relationship with the Minnesota District and it's leaders, and we hope to grow in relationship and experience encouragement through network with the Rocky Mountain District as well. We would be grateful for any financial support that is available for church plants as well.

REFERENCES

1. Rob Ketterling- Lead Pastor of River Valley Church
 - Former employer (2010-2019) , pastor & mentor
 - rob.ketterling@rivervalley.org // 612-990-5558
2. Mark Dean- Minnesota District Superintendent
 - Pastor & district leader (2001-2019)
 - mdean@mnaog.org // 612-865-1648
3. Doug Graham- North Central University VP of Spiritual Life & Assistant MN Superintendent
 - Ministry mentor
 - dmgraham@northcentral.edu // 701-471-8409
4. Jeff Wendt- Canvas Church Lead Pastor
 - Ministry colleague, church planter, Segoe Church overseer
 - jeff@canvaschurch.cc // 651-329-4405
5. Chris Book- River Valley Church Executive Pastor
 - Ministry colleague, church planter, Segoe Church overseer
 - chris.book@rivervalley.org // 612-220-1682
6. Justin Lathrop- Southeastern University VP of Strategic Relationships
 - Ministry colleague, advisor
 - justin@justinlathrop.com // 469-337-6339