



**Growth Strategy FAQ's**  
**The Core Gathering**  
**October 16<sup>th</sup>, 2011**

**1. Why does BridgeWay need a growth strategy?**

As a church plant, BridgeWay's growth strategy had to be survival. But as God has blessed our mission of life-change, our growth strategy now has to be intentional. Our staff and leadership teams believe that an intentional growth strategy is the only way we can become the church God created us to be and still live out BridgeWay's DNA. Our vision is not to be a mega church, but to be a Kingdom Church that changes lives in our community and the world.

**2. What does living out BridgeWay's DNA mean?**

The best word to describe BridgeWay's DNA is authenticity. Authenticity is reflected in the intimacy of our services, the community of our people, and in the honesty of our pastors. Our staff and leadership teams believe that with an intentional growth strategy, BridgeWay can become the church God has created us to be and not lose our identity. As we grow things will change, but one thing that can't and won't change is BridgeWay's DNA.

**3. What is BridgeWay's greatest obstacle to growth?**

BridgeWay's greatest obstacle to growth is our leased facility. Our recent move to three services on Sunday mornings reflects the fact that we have too few seats and too little parking. Long term, it doesn't make sense to spend \$150,000 a year to rent a building that we can no longer use to reach out to our community. Parking on the street and walking to the Annex are minor inconveniences to us, but they are major obstacles to our community.

**4. Is it possible for us to upgrade our leased facility?**

We did a feasibility study on expanding our parking, but it didn't make sense to spend more than \$100,000 to pave a parking lot on land BridgeWay doesn't own. Our staff and leadership teams believe that pouring more money into our current leased facility is bad stewardship. We considered buying Parkside and upgrading it, but ultimately it would cost more than constructing a new building on land BridgeWay already owns.

**5. Why don't we purchase another building and upgrade it?**

We have twice submitted offers to purchase the Topics Newspaper Building across the street from BridgeWay. Our staff and leadership teams felt it would meet our needs, and in the current economic climate, purchasing an existing building is cost-effective. Both times the Indianapolis Star declined our offer and told us the building is not for sale. We've looked throughout our community, and there is not a suitable building available.

**6. Why isn't planting more churches BridgeWay's growth strategy?**

Planting churches has always been part of living out BridgeWay's DNA. But partnering to plant churches locally (Genesis, Pathway, Mercy Road) and cross-culturally (Indianapolis, Baltimore, India, Spain, Nicaragua), we have learned it is missional strategy not a growth strategy. It is impossible to out give God, and whenever we have given away our people and resources to church plants, God has always given us more. As BridgeWay continues to grow, our vision is to plant even more churches.

## **7. Is BridgeWay still considering a multi-site growth strategy?**

We have considered launching locations in Noblesville/Cicero and Fortville/McCordsville that share BridgeWay's name and DNA, but much like church planting, multi-site is a missional strategy not a growth strategy. If we identify a location and launch team in an area more than eight miles away, BridgeWay will definitely consider launching a site in that community. During the next few years, our focus will be on building a new church home to reach our community.

## **8. Where will a new church home for BridgeWay be located?**

Three years after BridgeWay was launched, our people gave generously to an initiative called "Finding Our Promised Land." Three months before the Hamilton Town Center Mall was announced and land prices went up, God enabled us to pay cash for 15 acres of land at the corner of 141<sup>st</sup> Street and Marilyn Road on the line between Fishers and Noblesville. This site is strategically located to serve not only our current community, but to reach a growing community at Exit 10.

## **9. What size will BridgeWay become at a new church home?**

By purchasing 15 acres on the corner of 141<sup>st</sup> Street and Marilyn Road, our staff and leadership teams made an intentional decision that BridgeWay would not become a mega-church. Our new auditorium will have only 270 more seats than our Parkside facility, and future phases the master plan will cap our growth at or below 1,800 people. We believe that at this size we can become the church God created us to be and still live out BridgeWay's DNA.

## **10. How does BridgeWay plan to pay for a new church home?**

"Authenticity" costs a lot less than "fancy," and so our new church home is far less expensive than what was proposed four years ago. We currently have \$600,000 in our building fund, and plan to launch a capital initiative at the end of February. Our current lease payment will support a mortgage of \$1.5 million, and with the anticipated growth, our staff and leadership teams are confident we will be able to afford our new church home.

## **11. What is the timeline for BridgeWay to build a new church home?**

Our staff and leadership teams will present the building design our next Core Gathering on Sunday, January 29<sup>th</sup>. The building initiative will be launched at the end of February, and we will be given the opportunity to respond financially to BridgeWay's vision. If the permitting process goes smoothly, we hope to break ground in June. According to our design-build firm, The Aspen Group, it is possible we will move into BridgeWay's new church home during the summer of 2013.

## **12. What are you asking the people of BridgeWay to do now?**

The most important thing we can do now is to pray. Our staff and leadership teams are working hard with our architect, The Aspen Group, to come up with a building design that lives out BridgeWay's DNA. We have scheduled an "Open Elder Meeting" on Tuesday, November 8<sup>th</sup> at 7:00 pm to get your feedback. In the meantime, don't hesitate to contact the following people with any questions or concerns you might have about BridgeWay's new church home.

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