

2010 Holy Trinity Community Survey Results for Master Plan Survey at 600 East Boulevard



December 12, 2010

*Prepared by the Long Range Planning Committee and Repair and
Renovations Committee*

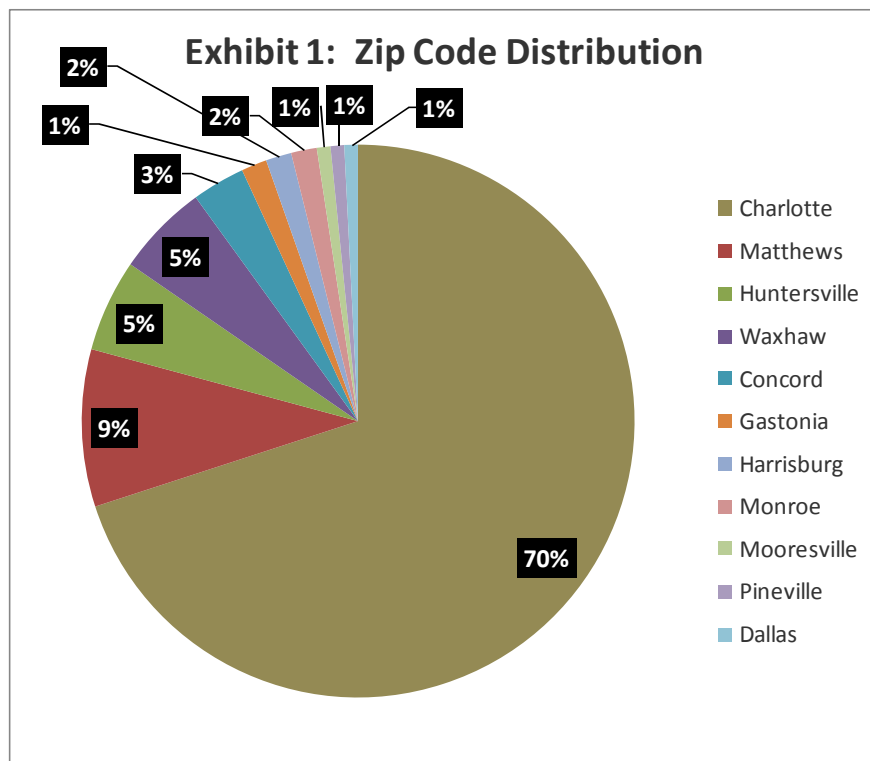
Results of the Master Plan Survey for 600 East Boulevard

In 2008, the church engaged the firm WKWW to develop a Master Plan for capital projects for the facilities at 600 East Boulevard and at Hellenic Park. The Master Plan was developed based upon input from the leaders of each ministry (such as Greek School, Sunday School, etc.) and resulted in the identification of capital projects for consideration. In order to continue the Master Planning process the long-range planning committee wanted to gather the community's input regarding the capital projects in two phases. Phase I involved gathering data for 600 East Boulevard. This phase was completed in September of 2010. Phase II will involve gathering data for the capital projects at Hellenic Park (this phase will be completed in 2011).

The survey for Phase I was sent to all 900 Holy Trinity parishioners, of which fifteen percent (or 133 out of a total of 900 parishioners) responded to the survey. WKWW acknowledged this response rate is consistent with those of other churches. The information provided below is the summary of the 133 survey responses for Phase I - Master Plan Survey for facilities at 600 East Boulevard.

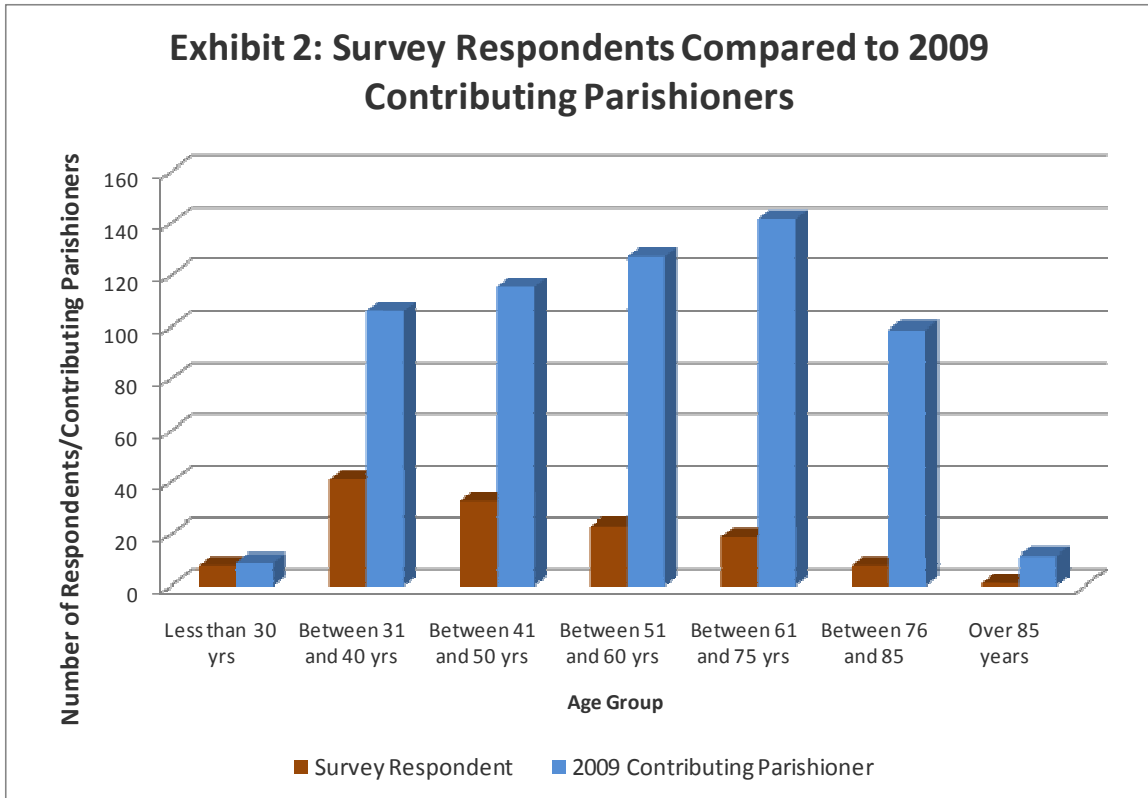
Zip Code Distribution of Respondents

Exhibit 1 shows the zip code distribution of our parishioners who participated in the survey. As shown, the majority of respondents live in the Charlotte area but the next largest group of participants lives in Matthews, Huntersville, and Waxhaw.



Age of Respondents

Exhibit 2 compares the age distribution of the survey respondents to those individuals that actually contributed stewardship in 2009. As shown the majority of respondents (62%) were parishioners that are less than 50 years old. However the number of parishioners under the age of 50 that actually contributed stewardship in 2009 was 38%. The reason for lower response rates from those parishioners over 50 might be explained by the method the survey was distributed. The survey was mailed out once in English to all 900 parishioners. The survey was also placed on-line and an email reminder with the link was sent out to those parishioners whom the church has email addresses on record. We can assume that parishioners over the age of 50 might have preferred a survey that was translated in Greek and that may not have as much access to computers as younger parishioners. However, when the results were segregated and analyzed by age group, the results were consistent among all age groups. Therefore the results are a fair representation of all age groups.

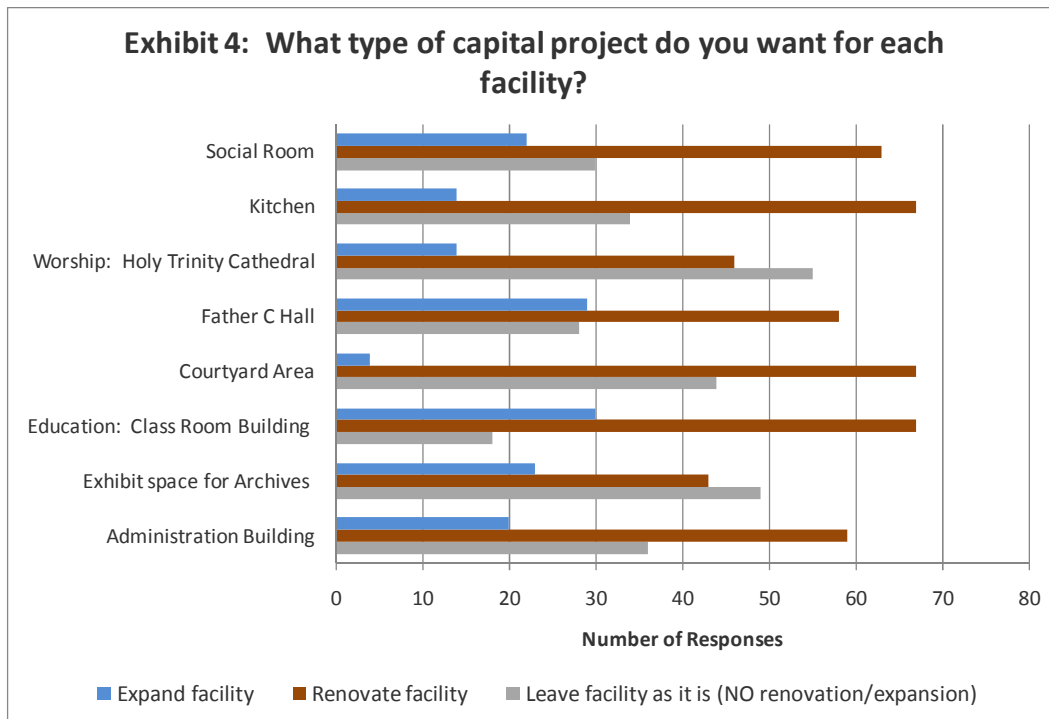


Ranking of Facilities

Exhibit 3 shows the ranking of the facilities at 600 East Boulevard, if the responses to the following questions are analyzed collectively: 1) rank each facility in order of importance, 2) indicate whether you want a facility to remain unchanged, renovated, or expanded and 3) indicate the timeframe for expansions/renovations. The chart shows that respondents feel that the top three facilities that need to be renovated or expanded are the Education Building, Father C Hall, and the Social Room.

EXHIBIT 3:	FINAL Ranking (Priority & Timing)
Education: Class room buildings (and bathrooms)	1
Father C Hall	2
Social Room	3
Kitchen	4
Administration building	5
Courtyard Area	6
Worship: Holy Trinity Cathedral	7
Exhibit space for Archives	8

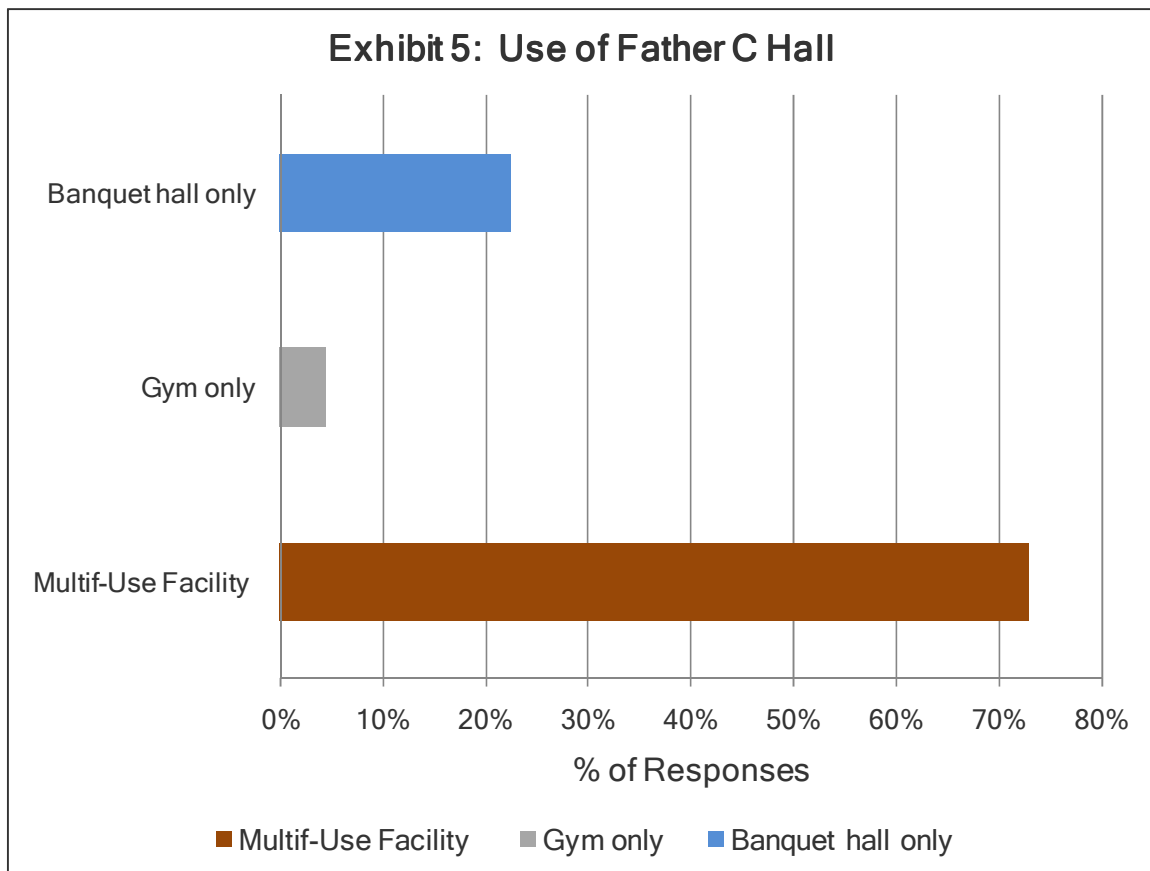
Exhibit 4 shows the summary of responses as to whether each facility should be 1) left unchanged, 2) renovated, or 3) expanded. The majority of responses indicate that all facilities, with the exception of the Cathedral and the Archives, should be **renovated**.



The survey responses to several of the survey questions regarding Father C Hall are as follows:

1. 73% of respondents want Father C Hall used as multi-use facility, meaning to be used as both as gym and a banquet hall (see Exhibit 5)
2. The majority of respondents want Father C Hall to be renovated and/or expanded (see Exhibit 6)
3. 83% would want a separate banquet hall at 600 East Boulevard if Father C hall was converted to a gym
4. 69% would want a separate gym at 600 East Boulevard if Father C hall was converted to a banquet hall
5. 63% would support a gym at Hellenic Park if one could not be built at 600 East Boulevard

It should be noted that WKWW indicated that currently Father C Hall is considered a recreational facility and therefore we do NOT have to have parking adequate for banquet use. However, if we were to make this facility a banquet hall only, we would have to increase our parking area, which is a restriction. As a result, as the long range planning committee moves forward, it will make renovations that allow Father C hall to be used as a multi-use facility, for both banquets and for recreational sports, so that we don't have to acquire more parking spaces which is expensive.



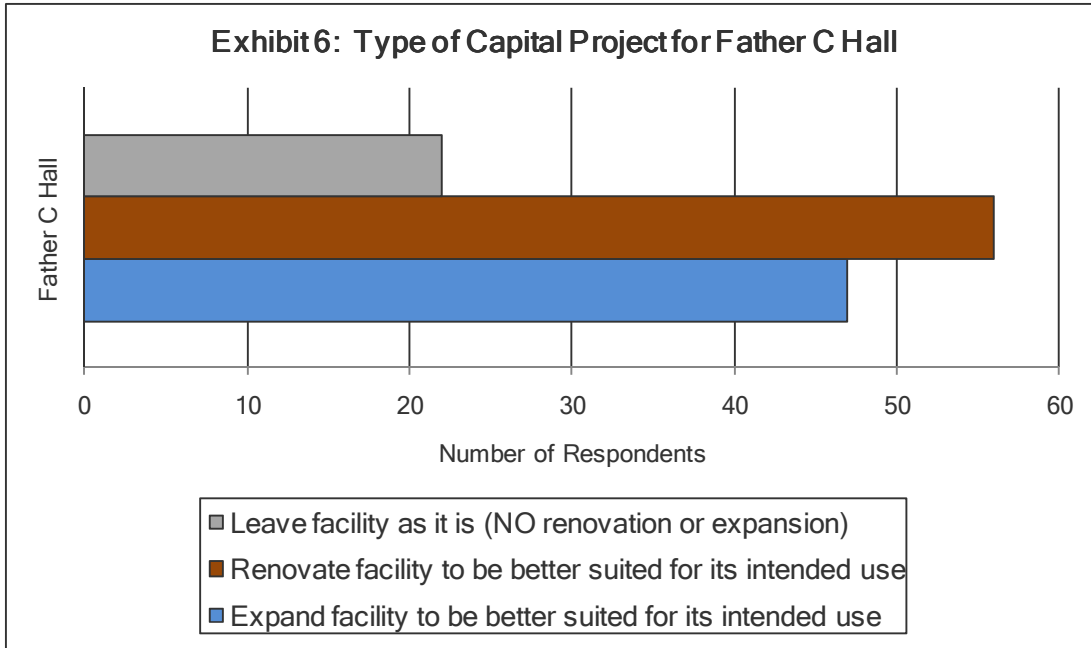


Exhibit 7 shows the level of capital projects respondents are willing to support. Please note that respondents were allowed to choose as many answers as they wanted. As shown, the most preferred levels are \$500,000 – \$1,000,000, \$2 million to \$5 million, and \$1million to \$2 million. The WKWW master plan study estimated renovations costs of approximately \$2.5 million (in 2010 dollars). This figure represents renovation costs only and does NOT include any costs for expansion. It also doesn't include any costs to replace the HVAC system. Therefore we would have to spend at a minimum \$2.5 million to renovate the facilities at 600 East Boulevard.

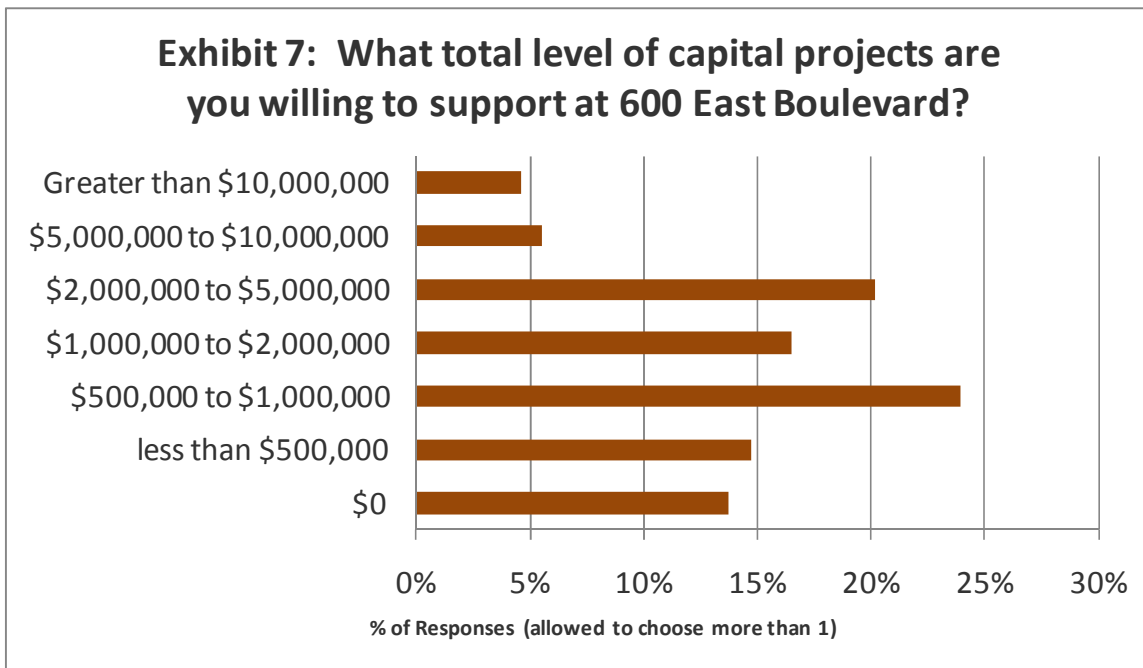
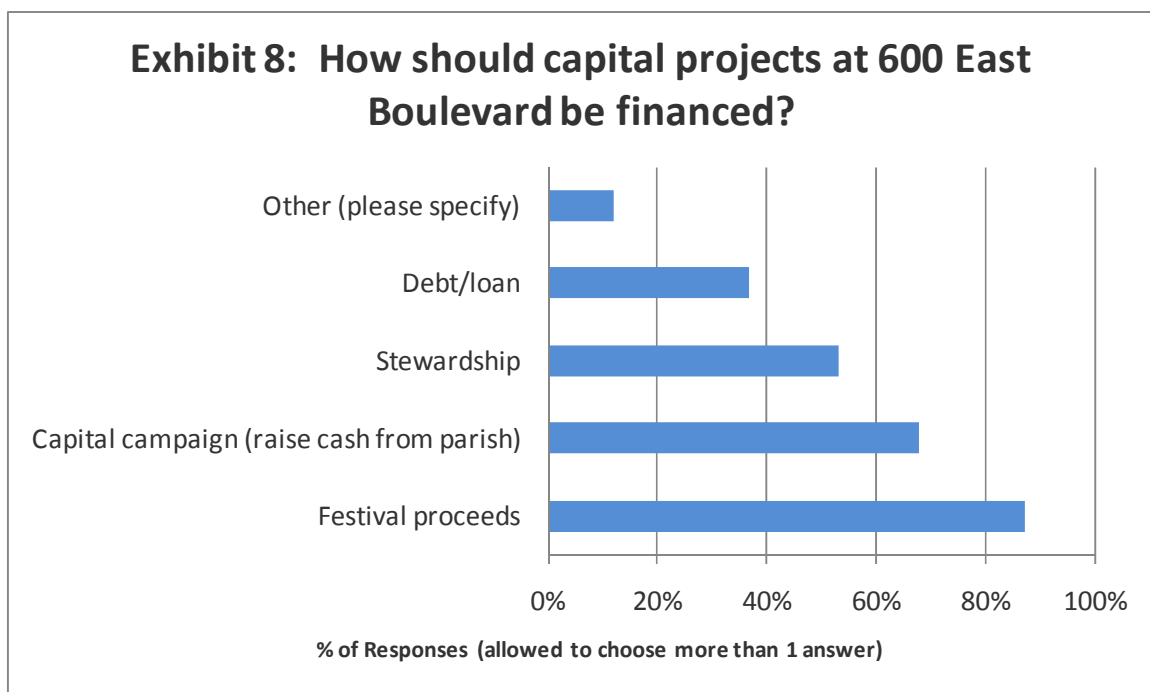


Exhibit 8 shows the responses for using various financing mechanisms to fund capital projects. Respondents were allowed to choose as many as they wanted. This shows that festival proceeds, capital campaigns and stewardship are the preferred mechanisms to funding capital projects at 600 East Boulevard. The 4th most popular funding of capital projects is issuing debt. However, if we do this, we will not only pay more due to interest costs, but our allocation to the Metropolis will increase since the principle on construction loans is counted as an expense. (The allocation is based on expenses not revenues. Refer to the following link for more details on the allocation: http://www.atlanta.goarch.org/media/Allocation_Presentation_--_May_2009.pdf).



Conclusions

The following conclusions can be made from the survey responses received for the master plan survey for facilities at 600 East Boulevard:

- Based on WKWW’s confirmation that a 15% response rate is consistent with that of other churches, the results of the survey are statistically significant and therefore representative of the entire community
- The majority of the facilities need to be addressed, but the top three include the education building, Father C Hall, and the social room
- Father C Hall should remain a multi-use facility
- Renovation of facilities is preferred, rather than expansion

- The renovation figure provided by WKWW of approximately \$2.5 million is within the range that most of parishioners indicated they are willing to support.
- The use of festival proceeds and a capital campaign should be initiated to help fund the renovations at 600 East Boulevard

The long-range planning committee will use the conclusions of this survey to begin to 1) determine the timing of projects 2) initiate a capital campaign 3) pursue receipt of bids on projects to gain a better understating of the funding required and 4) develop a financing plan. The long-range planning committee will also initiate another survey in 2011 to understand the community's level of support for various projects at Hellenic Park, using the Master Plan developed by WKWW. We ask that you participate and assist us in this effort, and all the other efforts listed above.

Thank you,

Long Range Planning and Repair and Renovations Committees

Written by Elaine Vastis on behalf of the Long-Range Planning/Repair Renovations Committees