

# Impact of Multi-Site on Church Planting

## Case Study – La Jolla-UTC and Mira Mesa

We arrived in San Diego in July 2000. After eight months in gathering mode, we launched our first worship service Easter 2001 – the second congregation of Harbor. Below is a fairly accurate record of attendance and local offerings for our first four years at LJ-UTC only:

### LJ-UTC only

<u>Year</u>	<u>Local Giving</u>	<u>High Attendance</u>	<u>Low Attendance</u>	<u>Average</u>
2001	\$79,000	103	59	78
2002	\$130,000	128	68	91
2003	\$135,000	129	75	101
2004	\$154,000	156	71	121

On Easter 2005, we started a second site in Mira Mesa. About 35 people went with us from LJ-UTC to help start MM. These were primarily older couples and families, and this fit with our context of a more family-oriented neighborhood. The numbers below are combined LJ-UTC and MM:

### Combined LJ-UTC & MM

<u>Year</u>	<u>Local Giving</u>	<u>High Attendance</u>	<u>Low Attendance</u>	<u>Average</u>
2005	\$211,000	195	81	153
2006	\$273,000	234	132	185

## Conclusions and Observations

Because LJ-UTC is a church plant in a very transient neighborhood (singles, apartments, UCSD students-undergrad/grad) our growth was not going to enable us to reach our needs to become a self-supporting work. Outside funding was ramping down. While attendance and giving was growing, it was not growing fast enough.

A dramatic increase in attendance and giving in '05 and '06 can be attributed to several factors:

- Two locations increased our ability to meet new people and draw new attendees
- Families in the more stable MM neighborhood were willing to attend a MM-based worship where they had not been willing to drive to LJ-UTC
- Families have a different capacity and inclination to give financially