

Valencia County Cowboy Church
Prospectus
2/14/2018

October 2016 Curt and Laura Miller moved from Las Cruces NM to launch Valencia County Cowboy Church in partnership with Cowboy Up International Ministry in Bosque Farms NM. Through networking, marketing and informational meetings a core group of 17 began meeting in Bosque Farms at the local community center in January 2017.

The core group met for 6 weeks in bible study, planning, training and praying for an official target date to launch on March 5, 2017. February 26, 2017 was our practice service with no advertising, through word of mouth we had 62 in attendance. The following Sunday, March 5th, our official launch service, we had 134 in attendance. We were informed by the New Mexico Baptist Convention that we were the largest new church start in the state. The only exception is Sagebrush church which started with 250 individuals that were sent from an existing mega church in Albuquerque.

VCCC has experienced a steady growth pattern since our beginning. Currently we are averaging 135 in attendance. We are currently averaging \$ 2237.00 weekly, and have no debt with \$27,223.84 in our account and \$10,000.00 in our building fund account.

VCCC is an IRS 501(c)3 organization, under both Cowboy Up International and the Baptist Convention of New Mexico. The church By-laws are registered with the state of New Mexico and incorporated with an EIN number.

The organizational structure of the church is Biblically defined with the pastor as the lead elder and currently 3 elder positions. We have 3 lay pastors and we are currently training and recruiting other men for the lay pastor role.

We are set up by teams which drive each of our ministries, currently we have the following teams

- Band/Worship
- Children's Ministry
- Youth Ministry
- Women's Ministry
- Men's Ministry
- Chuck Wagon Team
- Hospitality Team
- Prayer Team
- Social Media/Marketing
- Arena Team

Our outreach is through a variety of methods,

- Jr. Rodeos
- Jackpot Barrel Races
- Jackpot Team Roping's

- Jackpot Dummy Team Roping's
- Horse Training Clinics
- Dances
- Facebook paid Ad Campaigns
- Local Bill Board Campaigns
- TV Interviews
- Local Internet Radio
- News Paper Advertising/Stories
- Truelife.org Campaign
- Women's Bible Studies and Community Events
- Men's Bible Studies and Community Events

The Church currently leases 600 sq. ft. of office space which we have out grown. Market value rent was \$625.00 but the pastor negotiated a monthly rent for the first year at \$300.00 a month. Worship services are being held at Bosque Farms Elementary School, in Bosque Farms, NM. The church has the use of the cafeteria for worship which seats approximately 200 which is maxed out. We have seen attendance in the last two weeks of 150 plus. Christmas 2017 there were 165 in attendance, we are shooting for 200 plus for Easter 2018. In addition, we use the school's gym and teachers' lounge for the children's ministry. The local school district does not charge rent for the use of their facilities when used by a non-profit organization.

We are currently seeing the fastest growth with our young families followed by empty nesters and then the Sr. adult population.

70% of church attenders fall into one of the following categories:

1. We're not attending church before they starting coming to VCCC
2. Looking for a church that fit their needs but not finding one
3. Had previously attended church but for various reasons left the church hurt, angry etc.

The remaining 30% are:

1. New to the area
2. Attended a church but wanted something different that fit their lifestyle
3. Drive from various counties and small towns to attend.

Nine months into our first year through the passion of a man in our church he shared the vision with a personal friend, who happens to be listed as the 71st largest land owner in America. The vision for the church is to have 10 acres, a worship center with children's/youth facilities, serving kitchen, offices, an arena, and a barn. After several meetings with the pastor the gentleman gave VCCC 10 acres on the west side of Los Luans NM, approximately 6 miles from the school and church office. The property currently is valued at \$350,000.00 and rising due to projected growth in the area. Projected land cost in the area will exceed \$50,000.00 an acre, which is considerably less than \$150,000.00 an acre currently in Bosque Farms.

The land is located 1 ½ miles from the new Facebook facility currently being built. Construction of this 2 million square ft facility will be ongoing for the next 10 years. In addition to Facebook directly north of the church, less than a mile, there will be a new railroad hub built that will be the railway direct link connecting Chicago, ILL. to Los Angeles, CA. Currently there is no direct east to west hub. The gentleman who gave us the 10 acres is also the one who sold the railroad the 1500 acres for the new hub. Five thousand jobs will be added to our community directly related to the railroad by 2021. There are several other IT and manufacturing companies moving to the area that will be located near Facebook. The local Chamber of Commerce has also announced plans for several new subdivisions to build approx. 2000 plus homes.

The current plans are to build a 6,000 sq. ft. worship center with educational space for children ministry offices and a small serving kitchen. The projected cost for this building including all site work, parking, water well and septic system is \$429,000.00. This would be the cost if we followed traditional building procedures with a general contractor/sub-contractor etc. The metal building itself has been bid at \$149,000.00 which includes the slab, construction of the building and all insulation. However, we are fortunate to have men in our church that own various construction related companies that have committed to donate the labor and purchase materials at their cost paid by the church. In addition, our general contractor is a leader in our church and has built multiple commercial facilities in our county.

These commitments to cut labor and purchase some materials, at cost, will bring our cost close to \$375,000.00. We have built a relationship with a group called the Retired Christian Builders. They have several teams of retired builders. The teams range in size from 15 to 30 men. Each team commits to several projects a year to help new churches build their first facility. They have experience from stick framing, metal building construction, electrical, plumbing, finish work and all construction requirements.

The teams devote two weeks to each project, however, after the pastor talked with a team leader from Oklahoma and he has committed his team to four weeks to help VCCC get their building turnkey ready. The team does not charge for labor, which can eliminate 40 -60% of the overall cost.

Aaron Haynes, the general contractor, is currently calculating the actual cost to construct this building with the help of the Christian builder's team leader. The cost of this facility could run \$300,000.00. We will have final numbers by the end of February if not sooner. The property has been surveyed and the topographical report will be ready by the third week of February.

Our Challenge

As a new church we are restricted by traditional lending requirements. The pastor has an extensive background on staff of fast growing churches that have required millions of dollars in construction, as well as working with John Maxwell's company, Enjoy Stewardship. Banks require 2-3 years of financials in addition to church growth and stability before they will consider a loan. In addition, loan to value ranges from 70 – 80%. The Church has a big vision driven by big prayer and faith, yet we were not expecting to have the Lord provide 10 acres within our first year. With the growth we are seeing and

the feedback we our getting, we have as many, if not more than those attending, waiting to see if we are legitimate.

We need to look outside traditional funding to find a partnership with an individual or individuals that believe in the kingdom growth in the cowboy church movement to help us reach Valencia County for the Lord. We have seen our growth go from a pastor and his wife to 17 core group members to 150 plus in attendance. New Mexico is not Texas when it comes to starting churches or church growth in general. Evangelical church growth in this state is dying, churches go years without a pastor, churches that at one time had 2500-3000 in attendance now have 500-600. The cowboy/agricultural culture makes up 60% of the state. Our growth is because God has ordained this church for this time, in this culture, with an out of the box vision to reach this culture.

We have the heart and the people to lead this church to reach the lost. Our challenge is providing the facility needed. We are at 80% capacity right now in our current facility. We can maintain, but future growth for this culture in a school, will be our greatest challenge.