

The Presbytery of Geneva

Mission Plan for the Acquisition of 169 East Leach Road Penn Yan, NY 14527



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Mission Summary

God has been leading the Presbytery of Geneva into bold new initiatives in the last six years. Under the transformative leadership of a group of faithful members who serve on the General Council, the Presbytery of Geneva has expanded its services to local congregations and aggressively pursued our ambition to serve as a vehicle for the mission and ministry of our local congregations. Led by the Spirit, the Presbytery continues to seek new ways to engage the people of God in the mission of God in the world.

These efforts have included:

1. The start of a Chinese immigrant fellowship of new Christians
2. The expansion of our camping program to include youth and adults with developmental disabilities
3. The promotion and development of a spiritual learning community for leadership from throughout the Presbytery
4. A new church development which looks to reach those disenfranchised from the institutional church
5. The investment in staff to provide communications expertise and training with a concrete emphasis on the use of social media.

And this is just the beginning! We continue to be open to discerning the will of God as we are led to new endeavors which will expand our ability to serve the people of God. This plan is about just such a new venture.

We invite you to dream about the possibilities of a unique and beautiful conference center on the shore of Seneca Lake. This exceptional facility would house the presbytery staff and serve as location for groups looking to hold retreats, training events, worship, and special programming for all audiences. Our churches, other nonprofits, schools, corporations, and the wider community could benefit from such a facility. And even more, this facility could generate important mission dollars to continue to expand our mission and ministry programs in the presbytery. This amazing property could launch another dream of a fully-accessible on-site conference center, lodging, and camp office by Punnett's Pond to serve our sisters and brothers with developmental and physical disabilities as well as larger groups.

We encourage you to consider the wide range of possibilities for our presbytery and for your local congregation. Investment in this property will also generate additional interest revenue for your local mission. Return rates that far exceed those you will receive in most investments will allow your local congregation to directly benefit from this acquisition. And you will open up a new facility with a myriad of programming opportunities for your congregation and community.

Come, join with us, as we dream big and make real these holy possibilities!

Ministry Description and Vision

The mission statement of the Presbytery of Geneva states, “Together, we pray, play, and energize our congregations to live out the Good News of Jesus Christ. Together, we lift up each other in love. Together, we call others into the circle of God’s grace.”

The mission statement of Camp Whitman on Seneca Lake is, “Encountering the holy in the midst of God’s creation.” Together, the mission of both entities is to bring the Good News of Jesus Christ to all of God’s children.

The vision which drives this acquisition is to expand our capabilities to provide retreat space and programming to the community and our congregations. It includes the expanded use of the current facilities of Camp Whitman and an expanded environmental education component of our program. It is our intention to expand services for those current in the presbytery and to the community beyond our bounds. We are excited to imagine how we could share our faith and do God’s work there.

Our goals and objectives include the following:

1. To support the mission and ministry of our local congregations.
 - a. To provide retreat space and a conference center for local congregations to use for their programming.
 - b. To provide continuing education opportunities for clergy in a local facility.
 - c. To provide programming and training for members of our local churches.
 - d. To encourage outreach and evangelism efforts of our local congregations.
2. To support the mission and ministry of the Presbytery.
 - a. To provide additional income for the mission and ministry of the presbytery.
 - b. To provide programs and training for our clergy and ecumenical partners.
 - c. To provide a central office location for the presbytery in a flexible space.
 - d. To expand our spiritual learning community through the programming at the conference center.
3. To support the mission of Camp Whitman.
 - a. To allow for year-round use of the 117 acres already owned.
 - b. To expand the waterfront program of the camp.
 - c. To allow for innovative programming opportunities in the retreat center.
 - d. To generate income to support the development of the camp.
4. To support the local community.
 - a. To provide affordable, quality programming in a superior location and facility.
 - b. To engage schools and corporate entities in the use of the facility.
 - c. To provide space for other nonprofit groups to do retreats and programming.
 - d. To expand the options for those seeking conference facilities in the Finger Lakes region.

The Presbytery of Geneva was organized in the Village of Geneva on September 17, 1805. By 1856, the Presbytery of Geneva had mothered seven new presbyteries. Eventually, some of these

would reunite to form the current presbytery. Currently, the Presbytery of Geneva is comprised of 60 churches, one New Church Development (Mercy Church), and one immigrant fellowship (Corning Chinese Christian Church). Camp Marcus Whitman was acquired by the presbytery in 1950. We currently have retained 117 acres of the original acquisition which is now known as Camp Whitman on Seneca Lake. The camp runs a seven-week summer camping program for children in grades 3-12, as well as a concurrent program for youth and adults with developmental disabilities. The site is available for user groups outside of the seven-week program during the months of May-October.

The following people serve as the staff for the presbytery and the camp:
Rev. Dr. Joelle S. Davis, Executive Presbyter/Stated Clerk/Camp Operator
Ms. Karen Jensen, Senior Administrative Assistant and Camp Registrar
Elder Idelle Dillon, Camp Director
Ms. Rhonda Everdyke, Communications Director
Mr. Darwyn Jepsen, Camp Property Manager
Mr. Edward Smith, Assistant Camp Property Manager

The following people serve as additional officers for the Presbytery of Geneva:
Elder Robert Bell, Moderator
Rev. James Yao, Treasurer
Rev. Bryan Bond, Chair of General Council

The following people serve on the Advisory Board for Camp Whitman:
Elder Philip Opdyke (chair)
Rev. James Renfrew (recorder)
Rev. Dr. Nancy J. Farrell
Mr. Michael Crimmins
Elder Marsha Wenhold
Rev. Laurel Nelson
Elder Dee Miller

Definition of the Ministry Partners

The industry we hope to enter will be as a residential conference center. Recently, the Global Business Travel Association (GBTA) reported that business travel will grow 4.3% in 2012 and reach \$260.9 billion. The U.S. Travel Association is expecting a slightly smaller increase of about 3.3% which they attribute to general anxiety over the economy and the upcoming election. But, both of these forecasts are good news for the lodging industry which is recovering from a steep slide that took place during the recovery. In addition, lodging operators are expected to employ the latest marketing techniques to get ahead of the competition. To compete by location and sector, lodging operators are promoting residential conference center meeting facilities. For the most part, these operators can tap specific customer groups to secure bookings. About 33% of meeting space demand comes from business organizations and another 33% comes from academic organizations.

It seems clear that there is a need for affordable, quality conference space. For churches and nonprofits, this is especially true. Inclusive programming, food service, and accommodations can be packaged to address the needs of consumers from corporate and academic venues, as well as from small organizations. Flexible packages will allow for greater responsiveness to the market needs. Currently, there are two other camps in the area that provide a year-round conference center. Camp Cory, on Keuka Lake, offers a rustic, two-bedroom lodge that will accommodate up to thirty people. It is widely used by schools and corporations. Camp Long Point, on Seneca Lake, offers a high-end, well-equipped conference center for use by larger groups. Extensive housing and program facilities are available for use.

The target ministry partners for the conference center would be three-fold: churches and nonprofits, schools (particularly to support environmental education), and corporations. Each client group would use the facility for overnight retreats or day retreats. The groups would range in size from 10- 30. Food service and programming needs could be addressed for each group. The biggest draw would be the idyllic setting on the lakefront and the superior facility.

We currently have some user groups who utilize the current facilities for primarily rustic, outdoor-oriented usage on Camp Whitman grounds. Acquisition of this new property would allow a much wider variety of users to attend the facility. We hope that this initial purchase could launch a future conference center to expand our services to youth and adults with developmental and physical disabilities. This has been a goal of Camp Whitman for some time, to offer a camping and faith experience to campers who have not been able to attend due to mobility issues. This would open a much-needed community mission.

Description of the Ministry Provided

The primary ministry we would be expanding into would be to provide a conference center facility for existing groups, as well as to provide programming for specific user groups. The facility could be used by groups of 10-30 for retreats of any kind run by the user group. The use of the facility could include various rooms within the facility, including overnight accommodations. Additional services, such as food service and programming, could be provided by us at an additional cost to the user groups.

A secondary use of the conference center is the programming for user groups. These would be events planned by our staff and marketed to specific groups such as women, young adults, clergy, church members, and community members. These program topics would be varied and would be presented at package rates to individual users. Often these would include food service in the cost of registration. Topics for such programming could include women's services, Teen and Adult retreats, Local Food Preparation, social justice advocacy training, social media training, and many other topics.

We do not currently have a facility to provide such year-round availability to any group. Our member churches could use this facility for retreats and training throughout the year, at a very reasonable cost. Schools would be able to take advantage of the wide variety of opportunities available on our current 117 acre facility, as well as the new property, and will help to expand our environmental education component. Corporate groups would find a reasonable cost for the use of a superior property in a tranquil, lakefront setting. This would enhance their team building and training opportunities.

The cost for the use of the facility would vary according to the needs of the group. The average cost for overnight accommodations would likely be \$40 per night per person, with additional services such as meals adding \$25 per person per day, and programming \$100 per day per group.

[Click here for pictures of the new property.](#)

**Please see Appendix B for a list of possible program ideas for use by the different user groups.*

Organization and Management

The Presbytery of Geneva is established by authority of the General Assembly, the Presbyterian Church (U.S.A.), and the Synod of the Northeast and has those duties, authorities, powers, and responsibilities specified by the *Book of Order*. The Presbytery of Geneva, being a governing body incorporated under the Religious Corporations Law of the State of New York, recognizes that the Religious Corporations Law of the State of New York is in all its provisions obligatory upon its members.

The Executive Presbyter/Stated Clerk serves as the Head of Staff with direct supervision of the Senior Administrative Assistant, the Camp Director, and the Communications Director. In addition, she serves as the Camp Operator with overall responsibility for the camp. Her duties include both the support for local congregations and the oversight of the operations of the presbytery. The Rev. Dr. Joelle S. Davis has served in this capacity for over five years. She has previous experience in a similar role, including the oversight of two camps, one with a conference center, in Northern California. Rev. Dr. Davis is an ordained Teaching Elder in the Presbyterian Church (USA) with eight years' experience as a parish pastor. Additional responsibility for oversight, management, programming, staffing, and promotion of the new facility would be added to this position.

The Senior Administrative Assistant and Camp Registrar is responsible for the general office operations on a daily basis. She is also the primary contact for registration for the seven-week summer camping program and for outside user groups. Ms. Karen Jensen has served in this capacity for twenty-five years. She has extensive knowledge of the facilities and operations of both the presbytery and the camp as well as superior administrative skills. Additional responsibilities for booking user groups would be added to this position.

The Camp Director is responsible for the oversight of the day-to-day operations of Camp Whitman. She directly supervises the Camp Property Manager. She is responsible for staffing, running, and recruiting for the seven-week camping program. In addition, she has oversight over the outside user groups. Elder Idelle Dillon has served in this capacity for four years. She is an ordained Ruling Elder in the Presbyterian Church (USA). She has extensive experience in education and directing nonprofit organizations.

The Communications Director is responsible for distributing information about the presbytery and the camp to our member churches. In addition, she assists in promoting the camp and presbytery events to the local community. She is also involved in program development. Ms. Rhonda Everdyke has served in this capacity for one year. She has a Master's Degree in Communication from American University. She has extensive knowledge of the communications field as well as superior skills in the use of social media. Extensive additional responsibilities for programming, marketing, promoting, and recruitment would be added to this position. It would expand to a full-time position from a half-time position.

The Camp Property Manager is responsible for the physical plant at Camp Whitman. He is responsible for the maintenance, upkeep, and development of the property. He is also responsible for the facilities use by outside groups. He directly supervises the Assistant Property Manager.

Mr. Darwyn Jepsen has served in this capacity for six months. He brings extensive experience in property management having served for 16 years with the Girl Scouts. He was responsible for multiple properties in that position and brings superior skills and knowledge to the daily operation of the camp facility. Management of the additional property would be handled through the use of contractors or current employees.

Marketing and Promotional Strategy

Our ministry partners includes the following:

1. Churches and nonprofit groups
2. School groups
3. Corporate groups
4. Program-oriented target groups

There is a need for a facility for each of these groups to utilize in flexible ways. The superior quality of the facility, as well as the unparalleled location, will provide a sought-after property for use by all types of groups. In addition, the use of directed programming will add a level of usage that would not be met by marketing only to current groups.

Under the direction of our current Communications Director, we will develop a comprehensive strategy for attracting user groups to the facility. This is an outreach and branding opportunity to be a community partner with groups who already know us, as well as those who would like to know more about us. This new experience may open the door for active participation in one of our member churches.

A signature item will be identified to further brand our facility. Promotional items will also be acquired in order to expand our name and availability to target audiences. In addition to current methods of promotion and marketing, an expanded use of social media will open the market to those beyond our church members. Face-to-face marketing will also encourage schools and corporations to consider holding events at our facility. The Director will also work with other community partners to conduct programming at the new facility.

The plan for pricing is to have flexible plans for each type of group. Rates for the facility for lodging will include a minimum amount, along with variable rates for room usage. Food service and programming will be catered to the needs of each user group. Programs designed by staff and marketed to target audiences will be priced as packages to include meals, lodging, and program costs. Engaging the local tourism boards and business associations will provide us a venue for monitoring the market and adjusting our pricing to remain competitive in this market.

Financial Management

TO BE DISTRIBUTED AT THE MEETING ON MAY 3RD.

Appendix A – Financial Investment Information for Congregations

Current Interest Rates for CDs

(Highest rate of return is 1.19% over 5 years.)

3 month CD trends



<u>CD Rates</u>	<u>1 Yr CD</u>	<u>5 Yr CD</u>	<u>1 Yr Jumbo</u>	<u>5 Yr Jumbo</u>	<u>MMA</u>
4/4/2012	0.33	1.14	0.36	1.15	0.13
3/28/2012	0.34	1.14	0.36	1.16	0.13
3/21/2012	0.34	1.14	0.36	1.16	0.14
3/14/2012	0.34	1.14	0.36	1.16	0.14
3/7/2012	0.34	1.14	0.36	1.17	0.14
2/29/2012	0.34	1.15	0.37	1.17	0.14
2/22/2012	0.34	1.15	0.31	1.17	0.13
2/15/2012	0.35	1.15	0.37	1.17	0.13
2/8/2012	0.34	1.16	0.37	1.19	0.13
2/1/2012	0.34	1.15	0.37	1.17	0.13
1/25/2012	0.34	1.15	0.36	1.17	0.13
1/18/2012	0.34	1.16	0.37	1.19	0.13

Current Money Market Account Interest Return Rates

0.92%

Current Savings Account Interest Return Rates

0.83%

MUTUAL FUND RETURN RATES

NEW COVENANT FUNDS

	For the Year Ended June 30, 2011	For the Year Ended June 30, 2010	For the Year Ended June 30, 2009	For the Year Ended June 30, 2008	For the Year Ended June 30, 2007
Net Assets at end of year (in 000's)	\$92,131	\$85,037	\$78,665	\$10,2657	\$121,855
Ratio of expenses to average net assets	0.22%	0.24%	0.16%	0.20%	0.15%
Ratio of net investment income to average net assets	1.65%	2.17%	3.47%	2.97%	2.95%

Average Annual Total Returns as of December 31, 2010

	One Year	Five Years	Ten Years
<i>Return before taxes</i>	14.08%	1.19%	1.19%
<i>Return after taxes on distributions</i>	13.96%	0.81%	0.92%
<i>Return after taxes on distributions and sale of fund shares</i>	9.30%	0.92%	0.92%

MainStay Moderate Allocation Fund

Average Annual Total Returns (for the periods ended December 31, 2011)

	1 Year	5 Years	Life of Fund
Return before taxes			
Investor Class	5.11%	1.13%	3.50%
Class A	4.90%	1.19%	3.54%
Class B	5.19%	1.16%	3.58%
Class I	0.80%	2.62%	4.69%
Return after taxes on distributions			
Class I	0.19%	1.77%	3.76%
Return after taxes on distributions and sale of fund shares			
Class I	0.70%	1.84%	3.59%

COMPARISON OF VARIOUS INVESTMENT OPTIONS

Estimates are based on current information and investments of \$100,000.

Type of Investment	One Year Return	Five Year Return	Ten Year Return	Twenty Year Return
CDs	\$360.00	\$1,200.00	\$2,400.00	\$4,800.00
Money Markets	\$1,000.00	\$5,000.00	\$10,000.00	\$20,000.00
Savings Accounts	\$900.00	\$4,500.00	\$9,000.00	\$18,000.00
Mutual Funds	\$5,000.00	\$2,000.00	\$1,200.00	??
Mortgage Note on 169 East Leach Road	\$1,240.00	\$13,785.00	\$24,130.00	\$33,103.00

ALTERNATIVE INVESTMENT AMOUNTS ON NEW PROPERTY

Investment Amount	One Year Return	Five Year Return	Ten Year Return	Twenty Year Return
\$50,000.00	\$1,595.00	\$6,900.00	\$12,065.00	\$16,550.00
\$25,000.00	\$800.00	\$3,450.00	\$6,000.00	\$8,275.00

Appendix B – Possible Programming Ideas

Churches:

- Their own retreats
- Guest speakers
- Presbytery sponsored events
- Documentary series viewing
- Special/alternative worship
- Sunrise services
- Confirmation Retreats
- The Ultimate Vacation Bible School
- Baptism
- Confirmation ceremonies
- Holy week retreats
- Prayer groups/bible study
- Book club series
- Mentor seminars
- Communication trainings
- Advocacy trainings
- Social media trainings
- Press/media training

Non-profits:

- Their own retreats
- Leadership
- Team Building
- Board Development
- Advocacy and Outreach Training
- Grant writing/fund raising
- Communication trainings
- Advocacy trainings
- Social media trainings
- Press/media training

Schools:

- Elementary thru College groups
- Environmental programs
- Youth leadership
- Class Retreats
- Band / Choir Retreats

- Training Events
- Colleges / Universities
- Specific club meetings
- Teacher/Staff appreciation

Corporations:

- Leadership
- Team Building
- Board Development
- Employee Training
- Strategic Planning
- Professional Development

Community:

- Women's leadership
- Food pairing/Oil party/Cooking class
- Tying into the Wine Tours
- Open Mic/comedy night/coffee night
- Small Conferences
- Craft and Hobby Events—quilters, scrap booking, woodworking, knitting, weaving, painting
- Family Gatherings
- Family Reunion
- Anniversary
- Wedding
- Graduation
- Holiday Meal
- "Just need to get away."
- Meditation and Relaxation Groups
- Mother-Daughter Teas
- Father-Son fishing
- AA retreats
- Writing retreats
- Yoga retreats
- Art retreats
- Mentor seminars