



RIDE THE WAVE OF SOMETHING BIG!
SEVENSAN DIEGO

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Launch Proposal (Otay Ranch/Chula Vista, CA)



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OUR PURPOSE

We exist to *show* people Jesus, *connect* them to His family, help them *grow* in faith and equip them for *action* in order to *honor* God with their life.

OUR MANTRA

“Experience God, Expect Hope”

OUR VISION

WE DREAM OF BEING A CHURCH WHERE...

- 1) ...we can reach people who do not know Jesus and help believers take the next step in their faith journey. We want to see people come to Jesus Christ and grow to fulfill their purpose in life.
- 2) ...we see believers grow and do what God’s Word says. We will model authentic community inspired by teaching that focuses on life change, teaching that is highly creative and compelling, and teaching that fosters an environment where people can participate in the worship service and grow in community groups.
- 3) ...everyone feels welcomed and valued as we encourage each other to participate in the journey of following Christ.
- 4) ...we discover, sharpen and implement our God-given talents and gifts in ministry and live out our faith to each other, our community and the world.
- 5) ...our leaders function as an effective team at every level and area of ministry.
- 6) ...we partner in launching “high potential churches.” Church planting will be in our “DNA” from the beginning. It is our hope that we would be a church launch that launches new churches.

THE SEVEN STORY

HIGH DESERT AND SAN DIEGO

Five years ago we started building a team for this ministry that we ended up calling Seven. Roberto Comparan was a big part of that team (see his bio on page 8). And Roberto will be a big part of launching Seven San Diego as well. Our desire here has always been to reach people who do not know Christ, and help people who do know Christ follow Him completely. The name Seven itself is a reflection of that. It's the perfect number in the Bible, reflecting wholeness or completeness. We want to see broken people (none of us are perfect) be made complete in Christ. This desire to reach people who do not know Jesus drove us to develop this ministry.

We launched the Seven ministry in the gymnasium of High Desert Church in September of 2002. God blessed the ministry as it reached young adults from all over the Victor Valley and beyond. We outgrew the gym in only four months and moved into the auditorium. Over the course of five years people have continued to come. And just one year ago we started the 5pm Seven Service. The 5pm service doubled in attendance in one year. In 2007 we averaged over 1,200 people every Sunday night. God continues to move in incredible ways.

God has placed a new vision on my heart to begin a church in San Diego, specifically in the Chula Vista/Otay Ranch area.

We are currently in the process of building teams and laying the foundation for what we believe is going to bring thousands of people to Christ.

WHY CHULA VISTA/ OTAY RANCH IN SAN DIEGO?

Once the call to start a church became clear, I then started praying for where? After doing demographic studies and visiting some Southern California areas, it was clear that God was calling me to the CV/Otay Ranch area. This area is one of the fastest growing places in the United States. When I visited the area I couldn't believe the number of homes there, as well as the number of homes that are under construction. They have a vision to build 50,000 homes in 20 years and they are well on their way to accomplishing that goal. In less



than 20 years they are expecting it to be a city of over a million people. I have an insatiable passion to reach people for Jesus in the Chula Vista/Otay Ranch. In the Chula Vista/Otay Ranch area, **82%** of the people are unchurched.

The story is really just unfolding. We are excited to see how God moves as we step out in faith and move forward to help a whole generation of people come to know Jesus Christ.



OUR STRATEGY

PURPOSE STATEMENT: *We exist to **show** people Jesus, **connect** them to God's family, help them **grow** in faith and equip them for **action** in order to **honor** God with their life.*

Seven San Diego will be a church driven by God's purposes. We will challenge our people to be relevant Christians by following the five primary pursuits as found in the *Great Commission and the Great Commandment*. These pursuits are modeled and measured by the following listed actions.

WE EXIST..

To **SHOW** Jesus...

1) By intentionally building relationships with those who do not know Christ, showing them Christ by the things I do and say.

2) By sharing my faith journey with those who don't know Christ.

3) By inviting and bringing my non-believing friends and family to Seven San Diego.

To **CONNECT** to God's Family...

1) By regularly attending the weekend service.

2) By actively seeking to join a community group.

3) By completing the *first class* of Seven Revealed (new member class).

4) By following Christ in baptism.

To **GROW** in Faith...

1) By regularly attending a community group.

2) By spending regular quiet time with God.

3) By giving the biblical tithe to the Lord.

4) By completing the *second class* (discipleship).

To equip for **ACTION**...

1) By serving in a ministry in church or in our community.

2) By continually learning.

3) By attending the leadership training seminars at Seven SD.

4) By completing the *third class* (spiritual gifts).

To **HONOR** Christ...

1) By living my life as an example of a relevant Christian; doing all of the above in order to fulfill my mission and honor Christ with my whole life.

2) By completing the *fourth class* (discovering my life mission).

The above five pursuits and their behaviors are how we measure a "Relevant Christian." It is also our process to determine if we are leading our generation to God.

OUR CORE VALUES

WE VALUE PEOPLE

People matter to God

We believe Jesus placed a special emphasis on those that did not know him and so will we. Seven's assignment is to get the message of this good news to as many people as possible. (John 3:16, Romans 5:8, Luke 15:7, Luke 15:10, 19:10)

WE VALUE APPLICATION OF SCRIPTURE

Teaching is for life-change

We believe the Bible is God's Word to people everywhere. Therefore, we must live and practice the life changing principles we discover. God gave us His Word in order to equip us for action and change us for His purposes. We teach the Bible not just for knowledge exchange but for life-change. (John 13:17, James 1:22-25, Luke 6:46, Psalm 1, Psalm 119:11)

WE VALUE AUTHENTIC COMMUNITY

Support and care happens best in community groups

We believe real authenticity is best described as openness with others about our strengths and weaknesses. Perhaps more than previous generations, young adults and young families today desire a community of people to share their life with. We will help people find their way from the large group (weekend worship) into relationally-authentic community groups. (Acts 2:44-47, Romans 7, Colossians 4:5)

WE VALUE RELEVANCE

Changing methods to reach a changing culture

We believe there is no reason the Bible should be communicated in an irrelevant way. It is the most exciting book ever written and we seek to share its good news in relevant ways. We will have creative and relevant environments for our preschoolers, grade school children, middle and high school students, as well as

adults. Methods must always change to continue to fulfill the mission to "seek and save the lost." We will also use as many relevant and creative marketing veins as possible to get the good news of life-change through Christ to our community. (Luke 19:10, 1 Corinthians 9:22, 1 Chronicles 12:32)

WE VALUE ACTION

Every member contributes

We believe God has equipped every Christ-follower with gifts and passions to live life to the full. We will encourage everyone to action by developing and using their gifts and talents in service to our church, community and world. We do not see any reason a growing believer shouldn't serve in some capacity. (John 10:10, 13:17, 1 Peter 4:10, Romans 12:6-8, 1 Corinthians 12:4-7, Ephesians 4:11-13, Luke 8:21)

WE VALUE FUN

We take God seriously, but we don't take ourselves too seriously

We believe there is no reason church should be boring. Our weekend services will always be **truthful, helpful, and enjoyable**. We will strive to lead people in the truth, help them apply that truth in their daily lives and we will have fun doing it. We love to laugh and believe laughter can enhance the learning experience. We will strive to make our weekend services the best hour of the week for everyone in attendance. (Matt. 13:20, Luke 2:10, 24:52, John 15:11)

OUR START-UP COSTS

There are several considerations in “counting the cost” of planting a church, particularly in the San Diego/ Chula Vista area where so many people are skeptical of church. We have made five crucial assumptions necessary to reach our target group in coming up with a start-up budget.

TEAM APPROACH

As part of our planning for success, we recognize the importance of using a ministry team to plant a church. Jesus never sent His disciples out alone, but to work in teams. The team will consist of two full-time staff members in the early stages. The team concept, while more expensive, will enable us to reach more people and allow us to have a greater impact in a shorter period of time. This will be crucial to the short window of opportunity we will have with many of the skeptical seekers. It will also provide accountability, encouragement, friendship, and support, which will prove invaluable to a successful ministry.

RELEVANCE

Critical to the success of reaching our target group is a relevant ministry. Planting a church in a cutting-edge, affluent area with new homes, shops, and restaurants will require us to be technologically and socio-economically relevant. The quality of our ministry should be characterized by excellence and be of value to the lost in what they are already accustomed to and presently doing in place of church involvement. It is also important that our standard of living not be so different

Planting a church in a cutting-edge, affluent area with new homes, shops, and restaurants will require us to be technologically and socio-economically relevant.



COST CONTINUED...

from our target group that we become unable to relate to them or vice-versa. It will be important to our relational effectiveness to live in the same community (not necessarily the same priced home) in order not to risk being thought of as an outsider or unable to relate to the needs of the community.

CHILDREN

We recognize that no matter how positive an experience the parents will have in our service, a subsequent return to Seven SD will be determined by their children's experience. We are committed to providing an engaging and creative learning experience for the children in highly clean facilities as opposed to simply providing childcare. This will require that we "spare no expense" in creating and maintaining an excellent program for children. We are keenly aware that we may be able to get away with making mistakes with adults, but not when it comes to their children.

FELT NEEDS

We understand that though our target group is often misguided in regard to spiritual issues, they do have felt needs common to all people. We are committed to bridging these needs with God's love by offering different seminars and events (e.g., marital issues, parenting classes, budgeting counsel) designed to meet their needs.

SPORTS AND RECREATION

Otay Ranch in the Chula Vista area places an emphasis on sports and recreation. Therefore, we will engage in different sporting leagues and events in order to reach out and bridge the gap through athletics. If done effectively, we will have the immediate credibility important to our ultimately sharing God's love with them. This will require our incurring out-of-pocket expenses that will not be entirely recouped with user fees.

FIRST YEAR BUDGET

Personnel*: \$201,533
Equipment: \$125,000
Worship Space Rental: \$52,000
Office Space Rental and Equipment: \$45,000
Image & Marketing: \$50,000
Outreach Events, Sports Leagues: \$30,000
Worship Band Stipend: \$26,000
Team Development: \$10,000
Travel/Personal Expenses: \$8,000
Administration: \$15,000

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TOTAL \$562,533

*Lead Pastor, Creative & Cultural Architect,
Children's Director, Worship Leader

PROJECTED ATTENDANCE

YEAR 1: 2008	350
YEAR 2: 2009	500
YEAR 3: 2010	700
YEAR 4: 2011	855
YEAR 5: 2012	1,200

*Based on attendance patterns at Seven High Desert

OUR PREVIEW SERVICES AND LAUNCH DATE

Preview Service #1	October 7, 2007
Preview Service #2	November 4, 2007
Preview Service #3	December 9, 2007

Pre-launch Event: December 23, 2007

OFFICIAL LAUNCH DATE:

January 13, 2008

OUR MARKETING

ODDVERTISING

(Non-Traditional Media) through:
Public and live events (ComedySportz, band, etc),
website, viral films (YouTube), web-networks
(MySpace, Facebook, etc.), ambient communi-
cation, mobile marketing, community generated
content (blogging), podcasts, man-on-the-street
(couch counseling), bio cards, media stunts, gue-
rilla marketing (street stickers, wallpaper), and
email.



- 1 Watch our viral videos on sites like YouTube. You may currently follow us at sevensd.blogspot.com.



- 2 Social networking sites will help spread the word.



- 3 We will podcast via the iTunes Music store.

MORE ADVERTISING

(Traditional Media) through:
Billboards, radio, newspaper ad, press releases,
flyers, postcards, dress identity on packaging of
other products, website, etc.



- 4 Traditional advertising will also blanket the area.

OUR TARGET

Young Families & Young Marrieds

DEMOGRAPHIC/ SEGMENTATION ANALYSIS

General population statistics and projections of OTAY RANCH/ CHULA VISTA, CALIFORNIA.

POPULATION PROJECTIONS:

2000: 173,556
2007: 228,000
2010: 247,885
2020: 268,970
2030: 278,183

ADULT DEMOGRAPHIC

15-24 years old	30,456 (14%)
25-34 years old	32,632 (15%)
35-54 years old	58,734 (27%)
55-64 years old	17,403 (8%)
65+ years old	23,930 (11%)

Median Age: 35

ETHNICITY

Hispanic: 106,596	(49%)
Caucasian: 67,438	(31%)
Asian: 28,281	(13%)
African American: 13,053	(6%)

FAMILY

Single Family Homes: 43,138 (58%)
Multiple Family: 25,590 (35%)
Mobile Home: 4,387 (6%)

INCOME IN 2005

Under \$10,000: 12,997 (6%)
\$10,000 - \$24,999: 34,658 (16%)
\$25,000 - \$34,999: 28,160 (13%)
\$35,000 - \$49,000: 36,824 (17%)
\$50,000 - \$74,999: 49,821 (23%)
\$75,000 - \$99,999: 25,993 (12%)
\$100,000+: 27,950 (13%)



Otay Ranch in Chula Vista is made up of many young families.



We desire to be an encouragement to the lost and hurting. Therefore we will focus on those things that unite us not the things that divide us. There are some essentials that we must agree on. The following is a simple listing of our core beliefs.

WHAT WE BELIEVE

ABOUT GOD

God is the Creator and Ruler of the universe. He has eternally existed in three persons: the Father, the Son and the Holy Spirit. These three are co-equal and are one God. (Genesis 1:1, 26, 27; 3:22; Psalm 90:2; Matthew 28:19; 1 Peter 1:2; 2 Corinthians 13:14)



WHAT WE BELIEVE CONTINUED...

ABOUT MANKIND

We are made in the image of God, to be like Him in character. We are the supreme object of God's creation. Although we have tremendous potential for good, we are marred by an attitude of disobedience toward God called "sin". This attitude separates us from God. (Genesis 1:27; Psalm 8:3-6; Isaiah 53:6a; Romans 3:23; Isaiah 59:1, 2)

ABOUT ETERNITY

We are created to exist forever. We will either exist eternally separated from God by sin or in union with God through forgiveness and salvation. To be eternally separated from God is Hell. To be eternally in union with Him is eternal life. Heaven and Hell are places of eternal existence. (John 3:16; John 2:25; John 5:11-13; Romans 6:23; Revelation 20:15; 1 John 5:11-12; Matthew 25:31-46)

ABOUT JESUS CHRIST

Jesus Christ is the Son of God. He is co-equal with the Father. Jesus lived a sinless human life and offered Himself as the perfect sacrifice for the sins of all people by dying on a cross. He arose from the dead after three days to demonstrate His power over sin and death. He ascended to Heaven's glory and will return again to earth to reign as King of kings, and Lord of lords. (Matthew 1:22,23; Isaiah 9:6; John 1:1-5, 14:10-30; Hebrews 4:14, 15; 1 Corinthians 15:3, 4; Romans 1:3, 4; Acts 1:9-11; 1 Timothy 6:14, 15; Titus 2:13)

ABOUT SALVATION

Salvation is a gift from God to all people. We can never make up for our sin by self-improvement or good works. Only by trusting in Jesus Christ as God's offer of forgiveness can we be saved from

sin's penalty. Eternal life is assured the moment we receive Jesus Christ into our life by faith. (Romans 6:23; Ephesians 2:8, 9; John 14:6, 1:12; Titus 3:5; Galatians 3:26; Romans 5:1)

ABOUT ETERNAL SECURITY

Because God gives eternal life through Jesus Christ, when we truly accept Him we are secure in salvation for eternity. Salvation is maintained by the grace and power of God, not by our self-effort. It is the grace and keeping power of God that gives us this security. (John 10:29; 2 Timothy 1:12; Hebrews 7:25; 10:10, 14; 1 Peter 1:3-5)

ABOUT THE HOLY SPIRIT

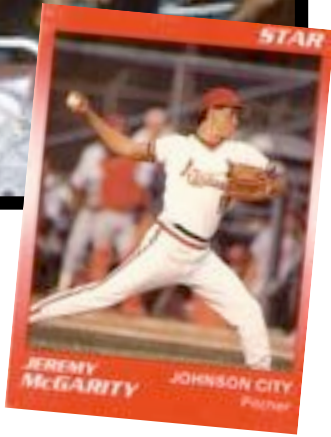
The Holy Spirit is equal with the Father and the Son as God. He is present in the world to make people aware of their need for Jesus Christ. He also lives in every Christian from the moment of salvation. He provides the Christ-Follower with power for living, understanding of spiritual truth, and guidance in doing what is right. The Christ-Follower seeks to live under His control daily. (2 Corinthians 3:17; John 16:7-13, 14:16, 17; Acts 1:8; 1 Corinthians 2:12, 3:16; Ephesians 1:13; Galatians 5:25; Ephesians 5:1)

ABOUT THE BIBLE

The Bible is God's Word to all mankind. It was written by human authors, under the supernatural guidance of the Holy Spirit. It is the supreme source of truth for Christian beliefs and living. Because it is inspired by God, it is truth without any mixture of error. (2 Timothy 3:16; 2 Peter 1:20, 21; 2 Timothy 1:13; Psalm 119:105, 160, 12:6; Proverbs 30:5, Psalm 119:9)



Above:
The McGarity
family at
Mount
Hermon.



OUR LEADERSHIP

JEREMY MCGARITY- LEAD PASTOR

God called me into ministry during my professional baseball career with the St. Louis Cardinals and subsequently the Colorado Rockies, Texas Rangers and Duluth Dukes. An organization called Baseball Chapel helped lead me to the Lord while I was playing in the minors in Savannah, Georgia. A few years later while with the Dukes, I led a Bible study for the team and that led to an understanding of God’s calling on my life to help people to Jesus.

After serving three years as a youth pastor in San Diego, I (along with my awesome wife Janie) was called in 2001 to serve at High Desert Church as the Adult Ministries Pastor. Soon after, we began a young adult ministry called Seven, where we reached mostly 20-somethings in the High Desert area of Southern California.

My wife Janie and I have two sons, Riley and Aidan.

EDUCATION

Master of Divinity. Azusa Pacific University: Haggard Graduate School of Theology, 2005.

B.A. in Biblical Studies with an emphasis in Exposition. San Diego Christian College, 1999. Cum Laude.

ROBERTO COMPARAN- CREATIVE & CULTURAL ARCHITECT

It was only six and a half years ago, that I committed my life to the Lord. Five years ago Jeremy, myself and a team of people launched Seven in the High Desert. Now, God has me launching a new church again. Has He gone mad? God’s way of getting me through the fast track of spiritual growth is now more obvious in my life than ever before.

Born in Los Angeles, California into a family of nine siblings in 1980, I moved from the urban world at the age of 7. I currently work as a graphic designer at High Desert Church. My work has been featured in the Desert’s Daily Press, on MTV’s TRL, has spawned an album single cover for Mariah Carey, has been showcased on local city billboards, mounted to high school gym walls, used for Yearbook covers, and has been in numerous print materials such as brochures, postcards, and publications for High Desert Church.

EDUCATION

B.A. in Biblical Studies with an emphasis in Christian Ministry. Cal Baptist University, 2006.



SEVEN SAN DIEGO

LAUNCH PROPOSAL (OTAY RANCH/ CHULA VISTA, CA)



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