



Emmanuel  
Lutheran Church

# 2022 FEASIBILITY STUDY PROSPECTUS

In the wonder and mystery of the Word made flesh you have opened the eyes of faith to a new and radiant vision of your glory, that, beholding the God made visible, we may be drawn to love the God whom we cannot see.

In the wonder and mystery of the Word made flesh you have opened the eyes of faith to a new and radiant vision of your glory, that, beholding the God made visible, we may be drawn to love the God whom we cannot see.





# Emmanuel

January, 2022

Dear Friends,

God is calling our church to something special. God is working through all of us as our multiple communities reach new people with the good news of Jesus.

Together as Emmanuel, God has placed opportunities in front of us, allowing us to welcome many more people as disciples on this journey and who will experience the presence of God in life-transforming ways. The possibilities described in **this document** share broadly how we can be more welcoming and utilize our facilities and programs to impact additional lives. The outcomes will benefit not only people we have not yet met but also those already a part of Emmanuel.

Through our extensive ministries, together, we are providing for people's needs of food, fellowship, comfort, renewal and so much more. Our worship and education programming touches more people than ever before. God's Spirit guides us as we equip new leaders to serve the church here and abroad.

The ideas and opportunities presented in this document have been compiled following extensive research and conversation. They reflect the recommendations from the 2014 Strategic Plan as well as the many charrettes and meetings regarding the land on Oil Well Road and its development. Additional conversation and listening are needed to understand each item's feasibility as we consider the legacy of a **capital appeal to implement these projects**.

Through our consultants, Emmanuel's leadership will listen to the members and friends of our ministries to discern what God is calling us to do at this time. As you pray and reflect on the opportunities described here, thank you for preparing Emmanuel to welcome more people and to transform more lives.

In Christ,

A handwritten signature in black ink, appearing to read "Steve Wigdahl". The signature is fluid and cursive, with a distinct loop at the end.

Rev. Steve Wigdahl  
*Senior Pastor*

A handwritten signature in black ink, appearing to read "Tom Jackson". The signature is very stylized and cursive, with a large, sweeping flourish at the end.

Tom Jackson  
*Council President*



**PROJECT SUMMARY:**

Mooring Line Drive and Emmanuel Community Church.....	\$7.25 Million
Emmanuel Park Church and Park.....	\$7.5 million
Emmanuel Academies.....	\$5 million
General Endowment and Campaign Costs .....	\$1.25 million
<b>Total Investment</b>	<b>\$21 million</b>

*The first time Amy walked into an AA meeting at Emmanuel 10 years ago she felt like she was home. “Emmanuel Lutheran saved my life. I immediately felt God’s presence,” she shared.*

**MOORING LINE DRIVE AND EMMANUEL COMMUNITY CHURCH | \$7.25 MILLION**

When completed, this project will enable average weekly attendance to increase to 1,200 per week in person and be able to reach 1,000 monthly online attendees. This will happen as the facility is enhanced to provide the welcome needed to attract people, but also to provide for space that keeps people engaged in it.

**PROJECTS TO REACH THIS GOAL:**

- > Welcoming and Hospitality Area | \$2.3 million
- > Education and Administration Renovation | \$1 million
- > Sanctuary Renovation | \$1.7 million
- > Family Life Center and Kitchen renovations and updating | \$2.15 million
- > Multimedia Studio Creation | \$100,000

**WELCOMING AND HOSPITALITY | \$2.3 MILLION**

This project will attract newcomers and engage the entire congregation as it will become easier to create community where God’s Spirit is transforming lives. The entire area in front of the main church doors will be reimaged. The breezeway and courtyard will be transformed to an indoor space that is a controlled environment that allows for hospitality and multi-functional space. Currently this space is usable, but weather dependent and not very flexible. It is not the best first impression and is not as useful as it could be for faith formation, hospitality, or fellowship. Once transformed, this space will become the focal point for community gatherings and enable us to better engage one another and newcomers.





## EDUCATION AND ADMINISTRATION RENOVATION | \$1 MILLION

Our mission focuses on learning and spiritual growth. Based on our great teachings and education opportunities, progress in innovation strategies, and work methods must be changed for proficiency and economy. Insufficient space, and floor plans don't optimize productivity. Having no identified space for our education programs, we piecemealed two office spaces together to form a larger area. Space is limited to the number of people that can participate in our educational programs. Configuration of the education and administration space would better serve the needs of our growing educational classes. This will also enhance the flow and experience from the Sanctuary and hospitality areas. Administrative offices need to be updated to increase efficiency and restrooms need to be updated with modern accommodations.

## SANCTUARY | \$1.7 MILLION

The space that everyone comes to each week is loved by our long-term members but could be enhanced to improve how all of us worship. These enhancements will draw in newcomers to want to come back each week. The layout will be enhanced to provide better transition from the narthex, more welcoming with glass doors, reorganize the choir loft, and provide for theater seating to improve comfort and visibility. The altar area will be raised to enhance visibility and multiple use as well. Enhancements to audio, video, and lighting systems will improve quality of worship and engagement for all participants. Infrastructure improvements to mechanical systems will also facilitate comfort and save on operating costs. Finally, general beautification of painting, tiling the floors, and adding artwork will help the space facilitate all who enter to experience sabbath rest.



## FAMILY LIFE CENTER AND KITCHEN | \$2.15 MILLION

This is strategic space, especially as the Alive worshipping Community and Emmanuel Community Church continues to expand and reach more people. A complete renovation will make this space even more usable, modern, and inviting. Currently, this space is piecemealed together and doesn't lend itself to the growing community that uses it regularly. Projects include, expanding the stage and making it more visible, renovation of bathrooms, tinting windows for climate control, enhance the entry from the parking lot, and update the audio, visual, and lighting. Artwork, painting, chairs, and more will help to provide the feel for the space to allow for sabbath rest and not to just be functional.

**Kitchen** | This space needs to be renovated with updated appliances and more storage space is needed. Enhanced safety measures will also be added.

### THE ALIVE COMMUNITY



### EMMANUEL COMMUNITY CHURCH



*God transformed Lisa's life through these experiences. She can now integrate her faith with her daily life in new and meaningful ways.*



## MULTIMEDIA STUDIO | \$100K

A media studio will allow Emmanuel to remain connected with snowbirds throughout the year and to develop an online worshipping community from Naples across the world. We know that in addition to snowbirds, our homebound members really appreciate this ministry. This also represents a very clear mission field that just a few years ago was unimaginable. By reimagining an existing room and transforming it into a professional studio, we will be able to create virtual communities of excellence that reflect the quality and purpose that we put into all of our ministry here.

## EMMANUEL PARK CHURCH AND PARK | \$7.5 MILLION

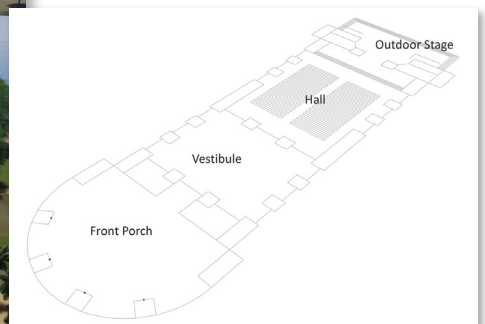
The initial purchase of land that is now part of Emmanuel Community Park was acquired more than 15 years ago to bring Jesus to the fastest growing area of our community. Over time, additional parcels were acquired with donor support, and our new church start on the site has been led by Pastor Will for the past 18+ months. This new community of faith is as diverse as our community and it is growing each week. Emmanuel Communities is ready for the next level of development at the Park. The current operating budget from Emmanuel covers staffing, hospitality, and our current ministry there. At this time, we own thirty-six acres with 9 acres prepared for development. Already in place are the lake, soccer field, playground, and parking. In this campaign, we will prepare 12-14 more acres for next stage development that includes indoor space and more infrastructure.

**New programs for Emmanuel Park Church | \$500k** — Emmanuel will continue to fund our current staff at EPC, but to begin to capitalize on growth opportunities as the site is further developed, marketing, more programming, and other expenditures are needed to find and attract people looking to find a church home.

**Community Hall | \$5.5 million** — The primary building on the site, overlooking the lake, will be a place for indoor worship and community events. This space will also feature a covered, outdoor stage and a covered entry. This facility will transform the park into a community center that allows for many forms of worship to continue to attract new people into our ministry.

**Additional Infrastructure—Parking/Site Prep | \$1.5 million** — To bring water and sewer into the site, \$750,000 is needed. Another \$350,000 is needed to provide the connections on site with another \$400,000 in site preparation needed for the development of the next acreage. This infrastructure cost is allowing the Park to reach its potential and welcome hundreds, if not thousands of people per week to the site.

*“I especially see it in the smiles at the food bank. Food is a big thing these days, a lot of people don’t have it. God is working through that ministry to meet the needs of others. People are learning we are a loving church. We are willing to help where we can and bring them closer to Jesus.” - Rob*



# EMMANUEL ACADEMIES' STUDENTS



## EMMANUEL ACADEMIES | \$5 MILLION

At the conclusion of this appeal, Emmanuel Academies will be 10 years old and will have lived into its vision as a “theological institution in the South, facing Southward.” Additionally, we will have equipped more than 100 pastors upon our 10th anniversary, including 30 new ELCA pastors here in the US, with the balance in Central & South America and Africa. We will also have seeded similar institutions in Rwanda and Central and South America, with each serving more than 50 of their own seminarians. This initiative is a blessing to Emmanuel as we interact and learn from our seminarians and blesses the larger church both here and abroad.

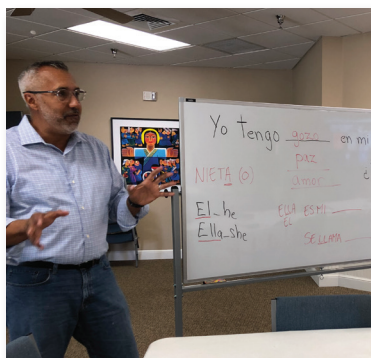


### Operational funding for the next five years | \$1,250,000

Until permanent scholarship funding is in place, faculty positions are endowed and a national base of donors are in place to support Emmanuel Academies, we need to provide \$250,000 per year in core operational funding.

### Scholarships for 50 seminarians | \$1,500,000

Seminary is a significant life change for our seminarians and alleviating any education debt for them allows them to serve in whatever context they are called to. The gift of scholarship frees each seminarian to immerse themselves in their studies and to be prepared to serve in any context without the worry of paying back loans. The Scholarship total is calculated based on a projected annual cost of \$6,000 per student to deliver the Master of Divinity, over a period of five years average per seminarian, for 50 seminarians. (Interestingly, most ELCA seminaries are providing their MDivs without cost to select seminarians, with all costs ultimately borne by donors.) (As a point of reference, due to the delivery model of our program and the leveraging of the context of the seminarian and their three-mentor team, our cost is less than 1/5th the cost of other seminaries to provide a comparable education.)



### Spanish Language Master of Divinity Program | \$250,000

Emmanuel Academies' vision started as a theological institution facing southward. We are currently delivering our Master of Divinity program to seminarians in Central and South America, in English. This funding will facilitate our engagement of leading Spanish-speaking theologians in the US and abroad to develop and begin to deliver a contextually appropriate accredited degree program entirely in the Spanish language. This new Spanish language MDiv would include appropriate materials, exercises and tools. It would be launched in Central and South America providing pastoral formation and relevant training for Spanish-speaking pastors, thus allowing quality education opportunities in their native language for a significantly large demographic of people. This program will expand Emmanuel Academies to fulfill its original vision and provide for a need not filled anywhere else in the ELCA.

### Endowment | \$2,000,000

Though major gifts as identified above are essential to our near term thriving, Emmanuel Academies' long-term sustainability includes the cornerstone of an endowment. Additionally, we are aware that some donors prefer to fund endowments versus directly funding programs or scholarships whereby the funds are available for use immediately. Thus, we are offering this opportunity!

A leadership endowment gift has been secured to permit us to begin building a fund. Additions to the endowment can be targeted to benefit scholarship funding or to more broadly support our delivery of theological education and pastoral



*“The church has kept me anchored,” Edie shared with tears of gratitude and grief. “Without an active living faith and community, I could not have gone through the last year.”*

formation more broadly into the future. Your gifts to support the endowment, whether funded during this campaign or subsequently through planned gifts, will provide for a legacy of raising up competent leaders for the church for decades to come.

### GENERAL ENDOWMENT AND CAMPAIGN COSTS | \$1.25 MILLION

A general endowment for the congregation will be established at \$1 million to keep the ministry strong and provide for a source of funds to allow for creative new ministry to be launched. This endowment will help care for facility and other needs of the congregation. Healthy non-profits receive 15% of their revenues from endowment and this fund will get us started toward that goal.

### GIFTS NEEDED

In order to reach our \$21 million goal, the following gifts in these amounts will be necessary:

# OF GIFTS	AMOUNT OF GIFT	TOTAL
1	\$5 million	\$5 million
1	\$3 million	\$8 million
1	\$1 million	\$9 million
2	\$750,000	\$10.5 million
4	\$500,000	\$12.5 million
8	\$250,000	\$14.5 million
12	\$100,000	\$15.7 million
16	\$75,000	\$16.9 million
22	\$50,000	\$18 million
24	\$30,000	\$18.7 million
38	\$20,000	\$19.5 million
48	\$12,000	\$20.05 million
60	\$7,500	\$20.5 million
60	\$4,500	\$20.77 million
42	\$1,095	\$21 million

**400 GIFTS**



Most gifts will be provided over a three-year giving period. In some cases, donors may increase the timetable to provide a more significant gift. Gifts of cash appreciated assets such as stocks and mutual funds, real property and other gifts readily converted to cash will be accepted for this campaign. Gifts through a donor’s estate will be counted toward the expectancy goal for the endowment projects.

*“Nothing is “normal” about Emmanuel Lutheran Church because God keeps doing new things here. I can say honestly that everything has changed in my life since coming to Emmanuel and working on Emmanuel’s staff.”*

**- Beatrice D’Angelo**





Emmanuel

Emmanuel  
777 Mooring Line Dr, Naples, FL 34102  
(239) 261-0894 • [elc@naplesemmanuel.org](mailto:elc@naplesemmanuel.org)  
<https://naplesemmanuel.org>