

FRESH WIND

A CHURCH COMMUNITY

EMBERS COFFEE CO.

A LOCAL BUSINESS

LEADERSHIP

Eric Croft

Kaylie Croft

Andrew Cherry

Kayla Cherry

Danny Lewis

Ellen Lewis

Jeremy Schlehuber

Bethany Schlehuber

Date

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**FRESH
WIND
//
EMBERS
COFFEE CO.**

**BUSINESS-MINISTRY
PROPOSAL**

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Our Heart



The Church has looked differently throughout its history. From house churches and cathedrals to hymns and contemporary worship, change has been a blessing.

We believe another shift is upon us and we want to follow the Spirit into that change. After years of adapting to and understanding technology, living in a global society and observing the slow deterioration of community, Fresh Wind desires to step into the gap.

As a community emphasizing the next generation, while standing on our Calvary Church foundation, we envision the next wave of ministry coming to life.

ERIC CROFT
Pastor of Teaching & Vision



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Mission

The mission of Fresh Wind and Fresh Wind Coffee is to cultivate a space for the community to gather and connect in our city.



*Something new is on the horizon.
A space of beauty, birthed from beauty.
A space where we will see the Lord move.*

EMERGING GENERATIONS

Our mission is to engage emerging generations with the good news of Jesus and everything he means to their lives.

BUSINESS LANDSCAPE

We are going to meet our community where they are - the marketplace. A business will also serve to help offset overlapping ministry costs.

To the one we
have not
seen yet, this is
for you

Vision



"As it is written, 'How beautiful are the feet of those who bring good news.'" The good news is that God brings beauty from ashes and Fresh Wind desires to be part of that renewal in our community. We believe that it is beautiful when the good news is shared, but also when those in need are cared for, the lonely are sought out and love is given away.

We envision a space that fosters community development and relational cultivation during the week and praises the Lord on the weekend in a living cycle of worship. We do not intend to simply sell coffee - we will be offering *community* that is made possible through the selling of coffee.

We see the emerging generations not just shying away from the Church as it currently exists, but also avoiding community as a whole. They are lonely and need people to speak their language.



“ From Our Team

I am excited to have access to a space where I can be creative, grow community and drink really good coffee. It is also exciting to create an environment that feels welcoming to everyone.

- Bethany S.



I'm excited for Fresh Wind because I'm eager to have a place to gather and create community.

- Andrew C.

Fresh wind will be a church that no one in Downriver has seen before and the coffee shop will be a great place to interact with others and have a space to spread love.

- Jeremy S.

I'm excited for people to have a place to go where they can feel like they belong.

- Kaylie C.

Business Outline

While our next step is a significantly more specific business plan, this outline and proposal will give the basics of what our business is and what it will offer. We are not simply selling coffee - we are using coffee to foster community. Our business model will use conventional coffee shops as a template, but will also look to build upon them in ways that will cultivate an environment that is a gathering space and anchor for our community.

Our business model looks to develop a multitude of revenue streams to support the business. While we are looking to diversify, we are also looking to overlap the areas and focus on what furthers our mission and vision.

THIRD WAVE COFFEE

Coffee will be the backbone of our business. Without high quality coffee, we will not stand out from the crowd. Incorporating third wave coffee will introduce the craft of brewing and tasting to our community in a new way. From the beans to the roast to the brew, what we serve will be excellent.

COFFEE NIGHTS

The coffee culture in Downriver is minimal, emphasizing quick on-the-go drink shops. Through tasting and learning events, we will be able to develop a culture in our community, while also promoting our brand, products and space. These events are win-win for the business and the community.

MEMBERSHIPS

Memberships will be additional income, but will also be a main driver of brand loyalty. Creating memberships will provide discounts, while retaining a steady customer base. Alternative memberships may also be developed to promote remote work within our coffee shop.

EVENT BOOKING

Coffee shops do not need to run 24/7. Our space can, though. Utilizing equipment that will be purchased for church gatherings, the space may be rented out for small to medium sized private or corporate events. This will serve as another revenue stream that also promotes community interaction.



What is Third Wave Coffee?



Waves one and two of coffee came in the forms of personal brewing at home followed by commercially available coffee from places like Starbucks and Biggby. Third Wave Coffee is the next step, emphasizing specialty coffee and customer service. Coffee and community overlap. In third wave shops, coffee is not simply something to be picked up on the way to a busy day, but a craft to be enjoyed and savored with those around you.



Coffee is no less an art form than painting, music, bbq or drama.

The Source

Coffee is more than the end product. Where beans are sourced and how they are sourced are both significant. Sourcing plays into taste, but also into the sustainability of global partners that grow and roast the coffee.



The Drink

Baristas bring intellect and craft into making an array of coffee drinks. Drip brew, pour over, espresso shots, lattes - they all take skill to make and bring different joys to the customer.



The Story

As coffee is served, it comes with a story. Where did the beans come from? How were they roasted? Is the roastery local? What flavor notes will I taste? How was the drink made? All of these questions and more play into every cup purchased.



The Service

A foundation of third wave coffee shops is the customer service. While it is our pleasure to help each customer, the service goes beyond product exchange. Service is imbued with storytelling, craft sharing and connecting over a common love of coffee.



“ Our Community



Southgate is our heritage and our future. Built to be a drive through community, we desire to be part of developing Southgate into a place that invites people to stop, stay and put down roots. Though Wayne County has had consistent population decline, Southgate residents are proud and love their home. We love it, too.

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Third Wave Coffee

Southgate only has one third wave coffee shop within city limits

70

Years in Southgate

Calvary Church has done ministry in Southgate for its entire existence

27%

Age 15-35

27% of the Southgate population is between 15 and 35, with 16% of the population between 35 and 44



Hybrid Ministry

Similar to many missionary ministries across the globe, Fresh Wind will be a hybrid of a business model and nonprofit ministry model. This allows for there to be intentional overlap in key areas of the organization.

Paul was a tentmaker with Priscilla and Aquila. The disciples were fishermen. Bivocational ministers is a common concept and hybrid ministry can be seen in a similar light. While the ministry will function in typical church activities, it will also function in activities not oriented around the gathering of Christians. Hybrid ministry brings the Church to the city.

The goal is not to blend into the community, but to stand out as something unique to the city of Southgate. Businesses are common. Churches are common. Hybrid ministries - places to bring Jesus to the people - are not.

Feasibility

The business will provide finances and utilize buildings during the week.

Connection

Meeting within a public business removes barriers with the community.

Creativity

New ministries require creativity in space design and activity.





Fresh Wind

The heart of ministry is Jesus. Fresh Wind is all about removing those boundaries and barriers that push people away from the Church and away from Jesus. The previous generation of ministry is not bad or wayward, but it is not always properly equipped to engage a generation that has endured seismic shifts in human history over the previous 30 years.



Intentional

Everything has a purpose. Beauty is a value. Prayer is an end in itself. People are seen as holistic. Discipleship is ingrained throughout the ministry.



Together

The church gathering is important. When we cannot over-emphasize the importance of walking together.

One of the biggest shifts in the ministry theory of **Fresh Wind** is choosing what must be done in person together and what can be done apart separately. This is done intentionally to push back against the busyness in daily lives. Prayer, worship, preaching, communion, fellowship and more need the presence of the community. Teaching and learning, study, disciplines and more can be just as effective in a private or digital environment. As we emphasize the distinct differences between being apart and being together, value will be given to each space - because **both are deeply valuable.**

Tension. Our culture has never developed a strong understanding of what it means to exist in tension with each other. In each of our journeys toward Christ, there are things that are definitive and others that are not. Fresh Wind will be a space where the community may exist in loving disagreement with each other.

Many churches unintentionally act out of **bounded-set** theology. This is a theological framework that draws a circle around Christ, determines whether people are in or out of the circle and then acts accordingly.

While it is true that people are either in or out of the family of God, we do not always know where that boundary is. **Fresh Wind** will operate from what is called **centered-set theology**. This places Jesus at the center of life & ministry and chooses to focus on pointing everyone to Jesus at the center, no matter where they are. Christians young and old will all be urged closer and closer to Jesus.



Centered-Set Theology

This theology places Christ at the center and endeavors to point everyone to Him..

Centered-set theology broadens the scope of ministry and evangelism. Instead of limiting ministry to a church program and evangelism to the sharing of the Easter story, ministry is anything that points someone to the reality of Christ and His cross. This could be a sermon, but also sharing a meal, a church program or donating socks.

A NEW PERSPECTIVE

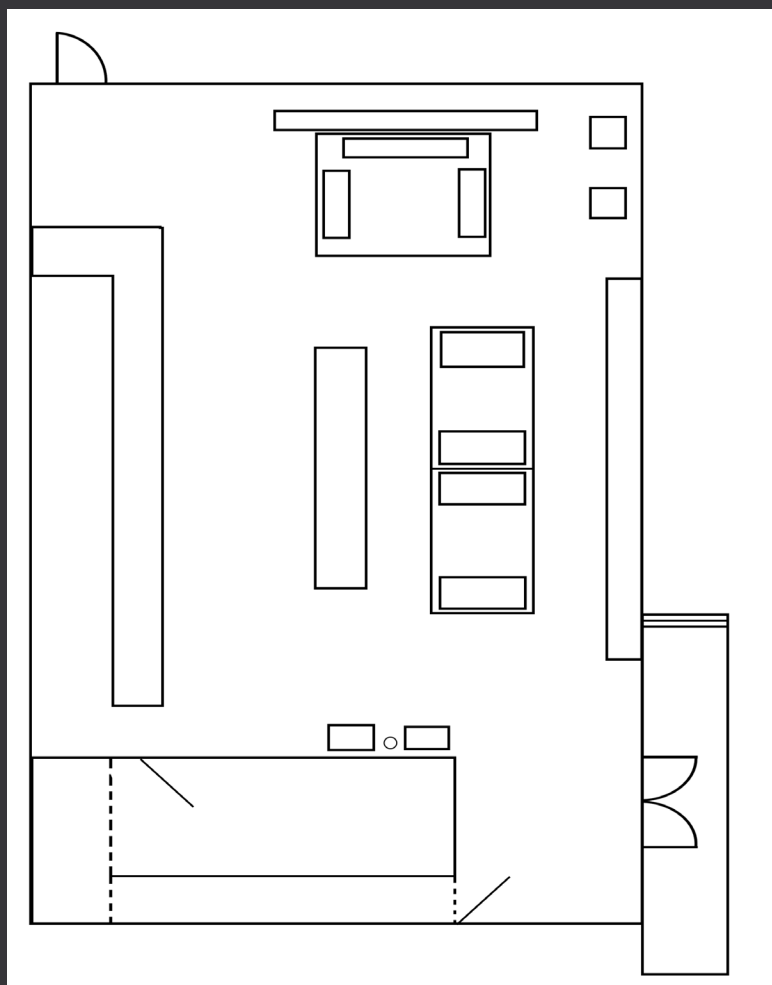
Apart from exhibiting the call of Jesus in Matthew 25 and elsewhere in the Gospels, this perspective acknowledges a gap in broader church ministry. The emerging generations desire to love Jesus with their words and beliefs, but also with their actions and their loves as a whole. This is the heart of centered-set theology.



“ Our Footprint

A unique mix of functional, trendy and welcoming.

While we don't know where our space will be exactly, our intention behind the space is to maximize the space in usage, but also in how welcoming it is. When you walk in, we want you to feel that you can stay and you are invited. The space should be just as much living room as it is small business.



A HYBRID SPACE

The coffee shop will be the default layout of our space, but it will be transformed for many ministry activities. This will be done through moveable and rollable furniture, with a stage-like area in the center of the room. A sound system will be integrated into the ceiling to be used for coffeehouse music and church gatherings.

Fresh Wind

The future of ministry is not bigger or flashier, it is intentional and it is communal. It embraces our city and invites them into the arms of Jesus.

Fresh Wind
A Ministry of Calvary Church
Southgate, MI
www.calvarysouthgate.com

