



■ TENTATIVE CASE STATEMENT

# We Are

*Building a unified  
St. Mark's campus for  
Christian Growth & Service*

## **We Are One Executive Committee:**

The Rev. Jon Coffey, Jr.  
*Rector*

Cathy Hardage  
*Head of School*

Jim Winston  
*Honorary Campaign Chair*

Ann Baker  
*Honorary Campaign Chair*

George M. Egan  
*Capital Campaign Chair*

Jan Harbeson  
*Senior Warden*

Randall Mann  
*Chair, Foundation Board*

Cobb Harbeson  
*Chair, Finance Committee*

Dade Nigro  
*Chair, Building Committee*

Will Ketchum  
*Chair, Communications  
Committee*

Nicole Bryan  
*Vice Chair, School Board*

Jane Arnold  
*Parish Administrator*

## **Church Mission Statement:**

*Following our ancestor, Mark, we proclaim to all the world the good news of Jesus' victory over sin and death.*

## **Day School Mission Statement:**

*St. Mark's Episcopal Day School is a parish day school that instills Christian values, builds a strong academic foundation, encourages personal achievement, stimulates creative expression, and fosters a heart of giving in a nurturing environment in children age one through grade six.*

## **Total Proposed Capital Campaign Goal: \$5 million**

St. Mark's Episcopal Church and its Day School seek to embody one identity of Christian growth and service to our community and the wider world. We are increasingly aware of the need to combine the two sides of our campus, now divided by Oxford Avenue, as a physical means of expressing our mutual commitment to worship, Christian formation, education and servant leadership. Strategic planning at both church and day school has yielded the need for updating facilities which have served us well but are now ill-suited for present and future needs. We launch this capital campaign based on the following key factors:

- The need for the Day School's physical plant to meet or exceed the requirements of the 21st Century school
  - A sense among church and school leadership that the street dividing the church campus from the school campus restricts our shared vision and purpose and presents safety issues
  - A longstanding need for capital improvements at the church which were delayed due to changes in leadership and in the economy
  - Solid and stable leadership at the church and school that has not been present in the past and gives us hope in our future
  - Vestry, School Board and Foundation Board support of a capital campaign
  - Significant and unsolicited donor commitments to proposed projects
- Recent Progress:**
- Campaign leadership is in place with Ann Baker and Jim Winston as honorary chairs and George Egan as chair
  - Campaign consulting through the Episcopal Church Foundation is conducting campaign feasibility and offering professional guidance
  - Richard Skinner & Associates is selected as the architect for these projects
  - Well-attended cottage meetings at the church and school about the proposed projects confirmed leadership's decision to move forward now

# Phase I Proposed Projects

## **1. Campus Green and Infrastructure**

The Campus Green is the centerpiece of our capital campaign, because it collects the school and church into one entity dedicated to Christian growth and service. Oxford Avenue, which the church and school now own, will be closed and removed. This removal will provide an opportunity to make the necessary infrastructure changes such as drainage and parking that are integral to the success of current and future capital improvements. In its place we will fashion a “green space” between church and school, with benches, flags, pedestrian walkways throughout the Campus Green and a focal point (maybe a fountain) that signifies St. Mark’s. There will be a new traffic pattern for drop-off and pick-up at the Day School, and a covered walkway between the church and the school.

This new configuration will create one large campus for St. Mark’s Church and

Day School, unifying our efforts to serve the community through worship, service, faith-based education and fellowship.

## **Parking Expansion**

The challenge for a vibrant church in the heart of a neighborhood is how to create more parking without resorting to a parking garage. Because the closure of Oxford Avenue will eliminate some parking, we must have additional parking space near the church. Hope House (or the Ingram House, as it is alternately known will be razed or removed to create “village-friendly” parking (not an asphalt lot).

*Project Cost: \$1 million*

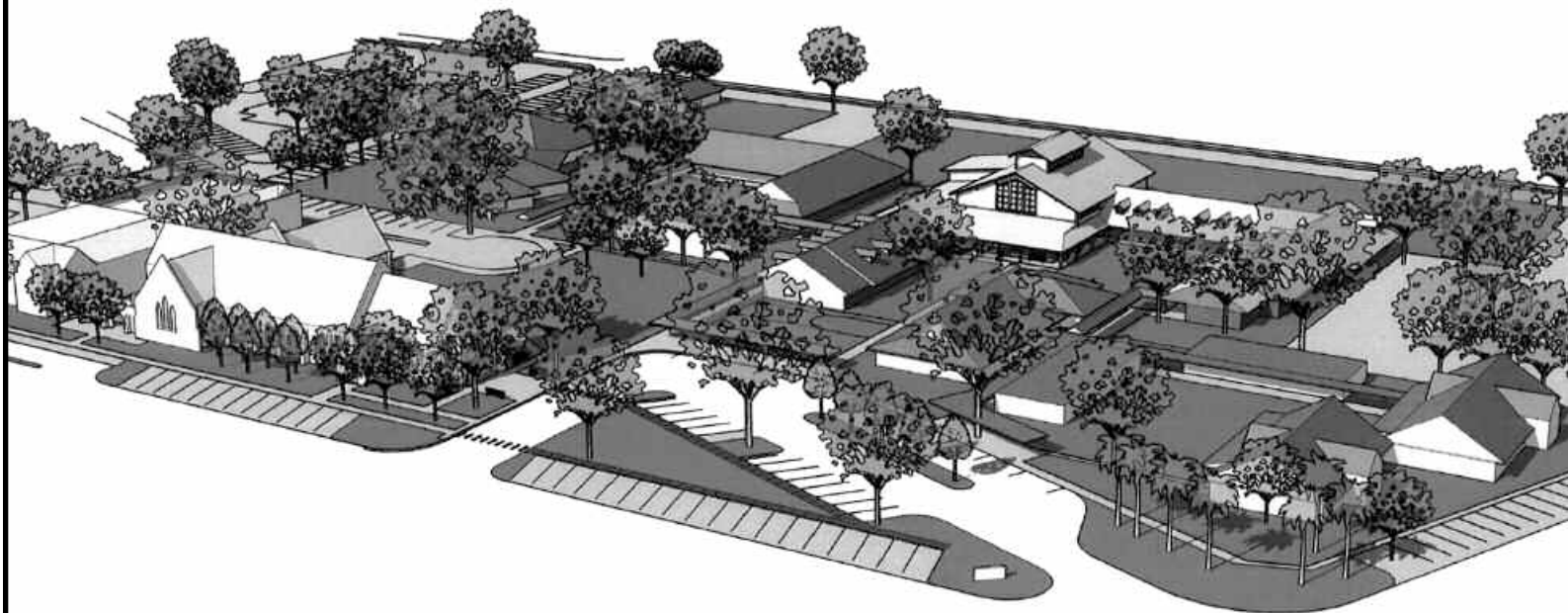
## **2. Multi-purpose Building at the School**

Our vision for the future of St. Mark’s Episcopal Day School requires state-of-the-art facilities which engage the latest technology and learning environments while retaining the sense of community

that is the foundation of the school’s daily life. A new multi-purpose gathering space for our student body is critical to weekly chapels, school performances and lunch periods.

Clingman Hall, the school’s existing building for lunch and plenary gatherings, no longer meets the standards we seek to achieve. Built 30 years ago, the building is in poor condition and is too small to accommodate our current student body. The tiny kitchen is inadequate for preparing school lunches, and the gathering space is so small that the school has to hold three lunch periods. There is no performance space for the school productions which are an integral part of our arts curriculum.

The new building will be larger, with a performance stage, dressing rooms and increased seating capacity. It will feature an industrial kitchen which will enable



the school to provide healthier lunches for students and faculty.

The project cost will include the provision of a maintenance endowment to ensure that any additional operating expense incurred by the building does not compromise the school's budget.

*Project Cost: \$3 million*

### **3. Chapel Expansion**

More worship services are conducted in the chapel than in the church. The building was originally designed as a vesting room, which has weakened its

functionality as a chapel. The altar configuration is too narrow for priests and chalice bearers to use, and some of the services in the chapel require more seating than is currently available. Finally, the low, office-type ceiling does not fit architecturally with the church and hinders the acoustics.

A chapel expansion, which has already attracted a significant donor, would create a vaulted ceiling in the chapel, expand the seating from 40 to 60, enlarge the space around the altar, and change the seating from pews to cathedral chairs which could be moved when necessary. The

chapel's existing stained glass windows would remain. Once complete, the chapel will provide an intimate and beautiful setting for worship or reflection.

*Project Cost: \$500,000*

### **4. Contingencies**

Deferred maintenance, signage, mission tithes.

*Project Cost: \$500,000*

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**Total Proposed Goal: \$5 million**

## *Phase II Proposed Projects* | *Which could become Phase I if funding is available*

### **1. Leatherbury Hall Expansion**

A church the size of St. Mark's has no formal meeting space other than the church library, and no dedicated space for Sunday School classes. Leatherbury Hall has no storage rooms, and acolytes currently vest on the stage behind the curtain because there is no other place for them. Leatherbury Hall is cavernous, with poor acoustics that make it challenging for groups of any size to use.

Phase II is envisioned to include a second story on Leatherbury Hall for classrooms

for our children and a more hospitable environment downstairs with storage rooms, meeting rooms and vesting rooms, in addition to a redecorated parish hall.

*We do not have cost estimates for this project.*

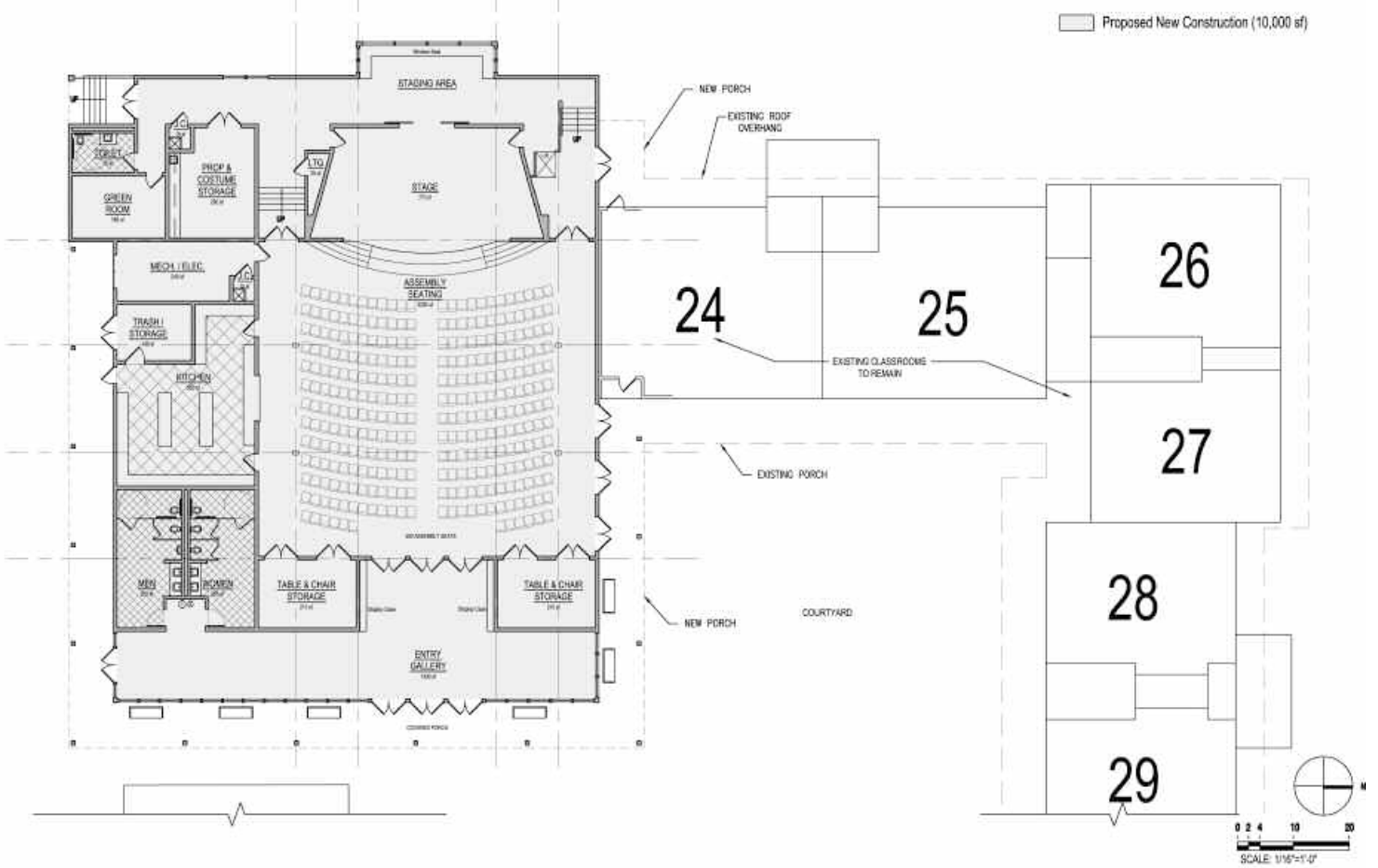
### **2. Narthex Expansion**

Our current narthex does not announce the hospitality that our church wishes to extend. The narthex is dark and windowless. There are no restrooms, and members who want to avoid having to

use the restroom at the front of the sanctuary must go all the way to the church office for the nearest restroom. The lack of storage results in unkempt piles of nametags, newcomer bags and crayons for children on the tables there .

An expanded narthex would solve these issues with restrooms, windows, a cry room for babies and better storage, allowing us to say, "Welcome" more meaningfully.

*We do not have cost estimates for this project.*



## Gifts Essential Chart

This chart illustrates the size and number of gifts necessary for a successful \$5 million capital campaign.

Size of Gift	Number Needed	Cumulative Total	Monthly (Over 3 yrs.)
\$1,000,000	1	\$1,000,000	\$27,777
\$500,000	1	\$1,500,000	\$13,888
\$250,000	2	\$2,000,000	\$6,944
\$150,000	2	\$2,300,000	\$4,166
\$100,000	4	\$2,700,000	\$2,777
\$75,000	5	\$3,075,000	\$2,083
\$50,000	6	\$3,375,000	\$1,388
\$35,000	8	\$3,655,000	\$972
\$25,000	15	\$4,030,000	\$694
\$10,000	40	\$4,430,000	\$277
\$5,000	50	\$4,680,000	\$138
\$3,000	60	\$4,860,000	\$83
\$1,000	70	\$4,930,000	\$27
Under \$500	Many	Goal Achieved	Varies