

# OLD WEST CHURCH (OWC)

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Professor Odom Consulting Group Spring 2020

# Disclaimer

The information in this presentation was prepared by a group of *Northeastern students* hired to provide consultative advice by the members of *Old West Church (OWC)*. The team did a deep dive into numerous areas, utilizing primary and secondary research as main methods of acquiring information. The information was aggregated, analyzed, and compiled into this report for the usage of *OWC*. The information provided by the group of *Northeastern Students* should not be construed as financial or legal advice. It is for your general knowledge and all information requires additional due diligence as deemed necessary.

# OWC Background

*Rev. Dr. Sara Garrard*  
*Old West Church, Pastor*





## Our Client

- Methodist church in Financial District
- 30 people in congregation
- Core values: diversity and inclusivity
- Bigger vision of **resilien-city**

# Current State v. Desired Future State

## INITIAL ASK

### *Steps to resilient-city*

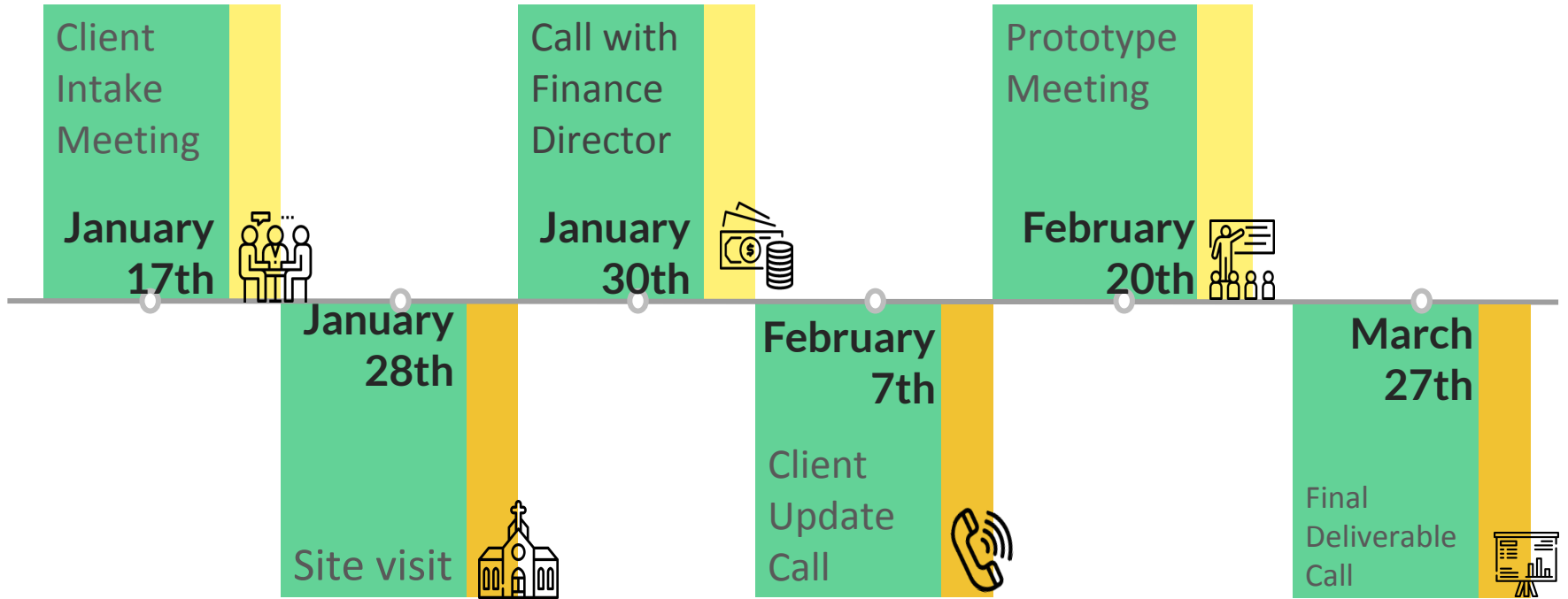
- Providing opportunities for low income, underprivileged individuals

## FUTURE

### *Steps to resilient-city*

- Start project for a **sustainable (financially and value-based)** solution(s) for low income, underprivileged individuals by exploring new opportunities

# Timeline





## Takeaways from Prototype Meeting

- OWC is also transitioning into a new phase to prepare for resilient-city vision
- Financials about new layout
- Continue with space and music rental idea
  - Legalities and investments needed
  - Implementation guide

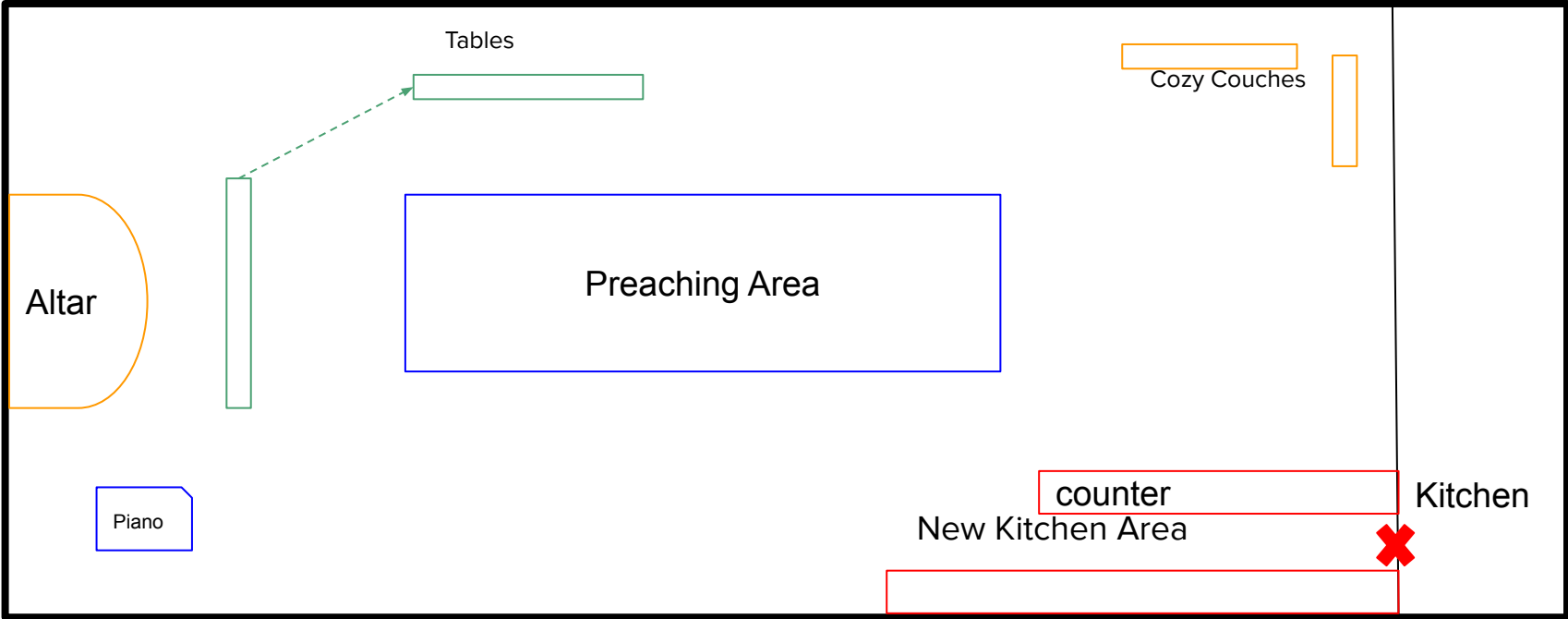
# **Component 1:** Space Rental



*“Clients are always interested in new and cool venues. If your church could freshen their appearance and sell themselves as a cool historic church venue, they will absolutely have success.”*

- Boston Party Planner and Non-Profit Consultant

# Proposed Future Layout



# **Component 2:** Music Rental

# **Space and Music Rental:** Implementation Guide

# Investments

	Options	Potential cost	Estimated Time Frame	Priority
<b>Foundational Renovations</b>	<ul style="list-style-type: none"> <li>• Walls - repaint</li> <li>• Floor - refurbish / new</li> <li>• Plumbing - engineering project</li> <li>• Lights</li> </ul>	Have contractor come in, cannot get a quote without proper blueprints	1-2 Years	High
<b>Security</b>	<ul style="list-style-type: none"> <li>• Buy complete system</li> <li>• Buy components</li> <li>• Pay for camera monitoring or do themselves (as needed)</li> </ul>	SimpliSafe system: \$520 (3 cameras, one doorbell + control) + \$336/ year: Or: Ring Doorbell: \$99 NEST Outdoor camera: \$199/ piece, 2-3 needed Monitoring fees starting at \$19/month, likely higher	2-4 Weeks	High
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Mouth-to-mouth marketing (ineffective start)</li> <li>• Online marketing (e.g. Google ads)</li> <li>• Partnership with websites such as eventup.com</li> </ul>	Google Ads: \$2.37 (real estate) per click, additional costs for marketing agency and/or software when desired (min. \$350/month) EventUp: free of charge, take cut of booking value (similar to AirBnB)	1-3 Months	Medium

# Investments

	Options	Potential cost	Estimated Time Frame	Priority
<b>Improved Website</b>	<ul style="list-style-type: none"> <li>Update the current page on renting to include additional information</li> </ul>	None (time)	1-3 Weeks	Medium
<b>Administrative Staff</b>	<ul style="list-style-type: none"> <li>Hire someone part time to help coordinate events</li> </ul>	\$15 - \$20/ hour 4 hrs day, 221 days/year: \$13,260 - \$17,680 plus benefits, taxes etc.	1 Month	Medium
<b>Bar / Counter Installation</b>	<ul style="list-style-type: none"> <li>Coffee shop / dinner (grant)</li> <li>Buy / build independently</li> <li>Rent</li> </ul>	Waiting for quote	6-12 Months	Medium
<b>Stage Installation</b>	<ul style="list-style-type: none"> <li>Rent as needed (and charge to clients) or buy and store (side of church, upstairs if elevator)</li> </ul>	16x16 feet Rent: \$640/day, Buy: \$4,710	2-3 Months	Low
<b>Elevator to Balcony</b>	<ul style="list-style-type: none"> <li>Use grant money for downstairs elevator</li> </ul>	N/A	2-4 Years	Low

# Legal

	Explanation	Steps to achieving	Estimated Time Frame	Priority
<b>Consulting with a Legal Expert</b>	<ul style="list-style-type: none"> <li>• Good to have a trusted attorney before setting up anything</li> <li>• Counsel for forming a non-profit organization</li> <li>• Get legal advice before starting</li> </ul>	<ul style="list-style-type: none"> <li>• Find a trusted attorney that the client already uses</li> <li>• Get a first consultation appointment</li> </ul>	1 Week to Hire, but use for length of project	High
<b>Inspection</b>	<ul style="list-style-type: none"> <li>• Fire department inspection (<a href="#">link</a>): Assembly Permit to Use as Place of - Capacity of 400-499 Persons</li> <li>• Certificate of Occupancy, Inspection of - nonresidential uses</li> </ul>	<ul style="list-style-type: none"> <li>• Assembly permit costs: \$850 paid annually</li> <li>• Certificate of Occupancy costs: increasing from \$110 for 5,000 sf</li> </ul>	3-6 Weeks	High
<b>Event Venue Insurance (One Day)</b>	<ul style="list-style-type: none"> <li>• Provides insurance for the space venue and what the venue is used for</li> <li>• Covers:               <ul style="list-style-type: none"> <li>○ Cancellations</li> <li>○ Participant injuries</li> <li>○ Alcohol-related accidents</li> <li>○ Vendor issues</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Different venue purposes and capacity needed changes the quote</li> <li>• Ex: in MA for a 200 capacity fundraising dinner, it costs \$126.02</li> <li>• <a href="#">Link</a> to see quotes</li> <li>• <a href="#">Link</a> to see best commercial event insurance providers</li> </ul>	2 Weeks	Medium

# Legal

	Explanation	Steps to achieving	Estimated Time Frame	Priority
<b>One Day Alcohol License</b>	<ul style="list-style-type: none"> <li>Allows the space to serve alcohol</li> </ul>	<ul style="list-style-type: none"> <li>Proof that establishment is non-profit</li> <li>You must buy the alcohol from an approved seller</li> <li>Must have it signed by the police captain in the area</li> <li>Obtain Certificate of Inspection from Inspectional Services</li> <li>Cost: \$75 (beer and wine license)</li> </ul>	1 Week	Low
<b>Other Permits and Licenses</b>	<ul style="list-style-type: none"> <li>Health permit - allows food to be served in the venue</li> <li>Entertainment License -- to play live and non-live music</li> </ul>	<ul style="list-style-type: none"> <li>Temporary food service permit: \$30 first day, \$5 each consecutive day after that for no more than 14 days but this only applies if OWC is the one serving food for event</li> <li>Cost:               <ul style="list-style-type: none"> <li>Non-Live I: \$80</li> <li>Live: \$400-800</li> </ul> </li> </ul>	1-2 Weeks	Low



# **Alternative:** Do Nothing



Thank You!