**Hospitality Project Vision Doc**

**Bottom Line**

The Hospitality Project team didn’t believe CedarCreek Church (pre-covid) was getting a great return on its weekly hospitality investment ($175k per year on pop and coffee) and explored some other options in the area of hospitality.

**Goals**

* Our goal is to increase weekend physical attendance by providing a hospitality experience that meets and exceeds expectations of our guests
* We also want to be fiscally responsible, maximizing hospitality dollars spent at each campus

**Broad FAQ’s**

* Are we bringing back pop and coffee?  
  Our plan is to discontinue service with Pepsi and Aramark, saving roughly $100k per year. We would redeploy these dollars to our campuses to spend on hospitality in a variety of ways.
* **How will you determine how much each campus can spend?**

Each campus will received a yearly hospitality budget based on their physical weekend attendance.

* What is retained everywhere?  
  Coffee – Starbucks Regular and a Seasonal 2nd Coffee Option  
  Hot Tea  
  Seasonal Hot Chocolate  
  Powder Creamer & Sugar   
  Cups/Lids/Napkins
* What other options can the campuses choose to spend their hospitality budget on?   
  Campuses can customize a plan that includes Golf Carts, Cups of Ice Water, Lemonade, Iced Coffee, Snacks, and campus specific one time offerings like Fleitz Donuts at Oregon and Dietsch Brothers Chocolate at Findlay. Each campus will create/customize their hospitality plan 3 times per year.
* What should I do if I have questions about hospitality?  
  Feel free to email [Lukes@cedarcreek.tv](mailto:Lukes@cedarcreek.tv) with questions! He’s been running point on the Hospitality Project Team.

**Hospitality Roll-Out Doc**

**Bottom Line**

The Hospitality Project team didn’t believe CedarCreek Church (pre-covid) was getting a great return on its weekly hospitality investment ($175k per year on pop and coffee) and explored some other options in the area of hospitality.

Hospitality Project Overview:  
Phase 1 – Feedback, pop and coffee through an evaluation – COMPLETE  
Phase 2 – Research best practices – Our team processed hospitality best practices from 12Stone, LCBC, Life Bridge, Life.Church, Crossroads Cincinnati, Connection Point, and Rock City - COMPLETE  
Phase 3 – Writing our proposal, gathering feedback from the teams we represent, and submitting Vision Doc and Roll Out Doc – COMPLETE  
Our Proposal:  
Discontinue service with Pepsi and eliminate free pop from our weekly hospitality offering (Savings $60k per year).  
  
Discontinue service with Aramark and purchase coffee/tea/seasonal hot chocolate to serve on our own (Savings $30-40k per year).   
  
What we would retain at all campuses:  
  
Coffee – Starbucks Regular and a Seasonal 2nd Coffee Option  
Hot Tea  
Seasonal Hot Chocolate  
Powder Creamer & Sugar   
Cups/Lids/Napkins  
  
Cost for these items approximately $75k per year  
  
This leaves $100k of our hospitality budget unaccounted for. Here is how we would reallocate those funds:  
  
Each campus receives a yearly hospitality budget based on percentage of physical attendance:  
Findlay (14% of Q1 physical attendance) = $14,000 per year  
Oregon 6% = $6,000   
Perrysburg 36% = $36,000  
South Toledo 10% = $10,000  
West Toledo 18% = $18,000  
Whitehouse 15% = $15,000  
  
Menu of items for the campuses to choose from:  
  
-Golf Carts  
-Cups of Ice Water   
-Lemonade   
-Iced Coffee  
-Snacks   
-Limited time offerings - Fleitz Donuts, Dietsch Brothers, Energy Drinks, Cliff Bars (for a series like Adventure of You), Cake in a Cup for a campus birthday weekend, etc.)  
  
Anything outside this menu of options would need to be approved by the XD of Campuses who will consult with exec members as needed.  
  
Action Steps:  
  
-XD of Ministry Services works with the campus teams to purchase hardware items we want to retain from Aramark. (Complete)  
-XD of Ministry Services severs our contract with Pepsi and these machines are removed. (In Process)  
-Prepare to be ready to reinstate coffee and hot tea on August 5th/6th for the Global Leadership Summit and then the following weekend of August 7th/8th   
-XD of Campuses to put in a graphics request for a “coffee returning soon” sign for our brewers.  
-Prepare to have coffee available on August 7th/8th at all campuses by building up DreamTeam, reconfiguring hardware, and ordering supplies  
-Campuses create their summer hospitality plans and submit by July 1st.  
-Campuses also submit hardware preferences/logistics via Facility/Ticket Request on Creekhelp. Due date is July 1st for this submission. Ministry Services to work with each campus on both the plan itself and how/when this will be actualized.   
-Campus receive access to their new hospitality budgets July 1st   
-XD of Campuses will consult with Exec members as needed and then either:

a) Approve each campus’s hospitality plan  
b) Send plan back to campus team for further development

-Going forward, campuses submit their hospitality plan along with their campus goals, 3 times a year.  
-Seasonal coffee options are determined by XD of Campuses and XD of Ministry Services.  
-Seasonal coffee is bought in bulk. Delivered to campuses along with signage for campus use. Project Manager of Campuses to coordinate via the transfer.  
  
  
  
FAQ

If masks are being dropped in June, why not bring back coffee immediately?  
Good question. We need time to reconfigure our hardware setup, order new product, and build up our DreamTeams. We believe that bringing back coffee right at the start of Fall Launch will build natural momentum/excitement at this time.  
  
Are lanyards coming back?   
The Ministries Team is discussing when/how to bring back lanyards. Our project team’s recommendation is to bring back lanyards but not have DreamTeam members share them.  
   
Have you considered having your DreamTeam wear CedarCreek branded T-Shirts on the weekend instead of using lanyards?  
We discussed this idea at length. We think the idea has potential but there are a lot of factors to consider such as branding, inventory, cost, sizing, etc. Ultimately we are going to turn this idea over to the Ministries Team for further development.   
  
What about CedarCreek branded water bottles?  
We considered this but ultimately decided it’s an idea that needs further developed at a campus before being utilized church-wide. Depending on the type of label and water bottle, estimate range of price is $.35 to $1 per water bottle. Ed Bellner wants to explore the idea for West Toledo Campus and plans to work with the Graphic Arts team to develop a prototype.  
  
How will Coffee Brewer Maintenance be handled?  
Campuses will be responsible for regular brewer maintenance and cleaning. The Senior Director of Facilities will provide best practices and standards for this. Expenses will be charged to Building Supplies and Maintenance, not the new Hospitality budget.  
  
How will Golf Carts work?  
If a campus decides to utilize golf carts, there are many considerations to process. Will the campus rent or buy the golf carts? Will they be used year round or only when the weather is nice? Will we use electric golf carts or gas powered? Where will they be stored? What model should we go with? How might we utilize golf carts if the campus parking lot is shared with other businesses?  
  
These questions will be processed by the requesting Campus Pastor and the Senior Director of Facilities after the hospitality proposal is submitted by the campus. Only when both are in agreement will we move forward with utilizing golf carts at a campus.  
  
Can these hospitality budgets be utilized to support other events outside of the weekend service?  
Yes! Campuses can choose to utilize some of their funds to create great hospitality experiences for events such as student nights, parent meetings, Serve Day, Kids Camp, etc.. Directors should speak with their Campus Pastors before utilizing these funds or the menu items typically used on the weekend for that particular campus.  
  
  
What are we doing with the empty spaces that the pop machines used to occupy?   
Each campus will need to put some strategic thought into how they want to utilize the space which previously housed their pop machines (every campus except Oregon). We will try to put off the removal date of the pop machines for as long as possible while we repurpose this space. It probably makes sense to utilize these locations for cold drinks such as water and lemonade this summer if the campus selects these menu options. Each campus will need to submit these details to the XD of Campuses with their summer hospitality proposal.  
  
  
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