

1 · Demographic Profile of the Mission Field

POPULATION

30,712

8 census tracts

5-YR GROWTH

4%

+1,147 people · proj 2%

HISPANIC

27%

5,559 Spanish-speakers (5+)

BLACK

9%

non-Anglo total 37%

UNDER 18

24%

MEDIAN INCOME

\$77,369

population-weighted

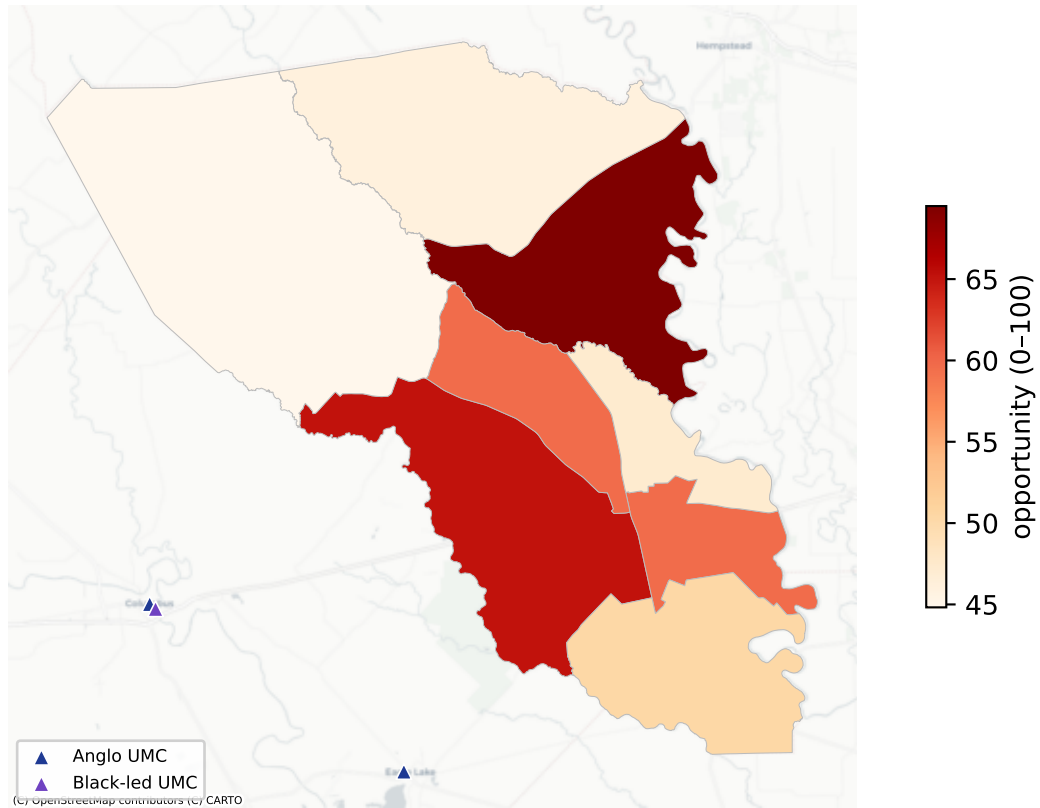
Fastest-growing neighborhoods

Excludes tracts with fewer than 1,000 residents five years ago.

Place	5-yr growth	People added	Hispanic
Austin County (rural)	45%	919	33%
Austin County (rural)	28%	879	26%
Austin County (rural)	17%	894	30%
Austin County (rural)	12%	578	38%
Austin County (rural)	-9%	-332	14%

Austin County is classified RURAL on ACS 5-year (tract sum) — verify trigger against annual OSD list (30,712 residents). The Urban Ministry Strategic Plan requires the District Strategy Team to study the mission field before any urban church property is sold (2016 Discipline ¶2549.7, ¶212). This is that Study.

Opportunity composite by tract (growth · gap · fit · density)



1 North District UMC(s) serve this county — 1 reach non-Anglo communities (0 Hispanic-led, 0 Hispanic ministry, 1 Black-led). ≈1 church per 30,712 residents in a field 37% non-Anglo. 8 tracts (30,712 people) have no UMC within a 15-min drive.

Top opportunity tracts	Opp	Grw	Pop
Austin County (rural) ◆	69%	17%	6,010
Austin County (rural) ◆	65%	12%	5,566
Austin County (rural) ◆	60%	28%	3,997
Austin County (rural) ◆	60%	45%	2,971
Austin County (rural) ◆	50%	-12%	2,335
Austin County (rural) ◆	47%	-17%	2,394

Existing UMCs	Serves
Cherry Chapel UMC	Black-led

◆ = also clears Lens A's 6-mile-from-any-UMC plant filter.

3 · Proposed Restrictions & Priority for Proceeds

At 27% Hispanic and growing, the field warrants a strong Hispanic/Latino ministry priority alongside cross-cultural work in existing congregations. The Black population (9% of the field, +40% over five years) supports a Black-ministry priority — note the Plan's caution that the legacy footprint of historic Black UMCs does not track where the Black population is growing today.

Non-urban policy (¶4): Austin is below the urban threshold, so the Plan's 75/25 split does not apply.

- 20% of net → Property Administration Fund (capped at \$400k).
- The entire post-admin remainder → North District Strategy Team for use in the district. No Conference-office share; no urban restriction required.

Proposed restriction language

The demographic profile argues for a Hispanic/Latino + Black ministry emphasis if the District Strategy Team chooses to direct these funds intentionally.

If the property was a former Rio Grande Annual Conference congregation, add the Latino/Hispanic highest-priority restriction the Plan requires, regardless of urban status.