

1 · Demographic Profile of the Mission Field

POPULATION

256,429

46 census tracts

5-YR GROWTH

26%

+52,440 people · proj 18%

HISPANIC

39%

53,011 Spanish-speakers (5+)

BLACK

4%

non-Anglo total 43%

UNDER 18

23%

MEDIAN INCOME

\$96,452

population-weighted

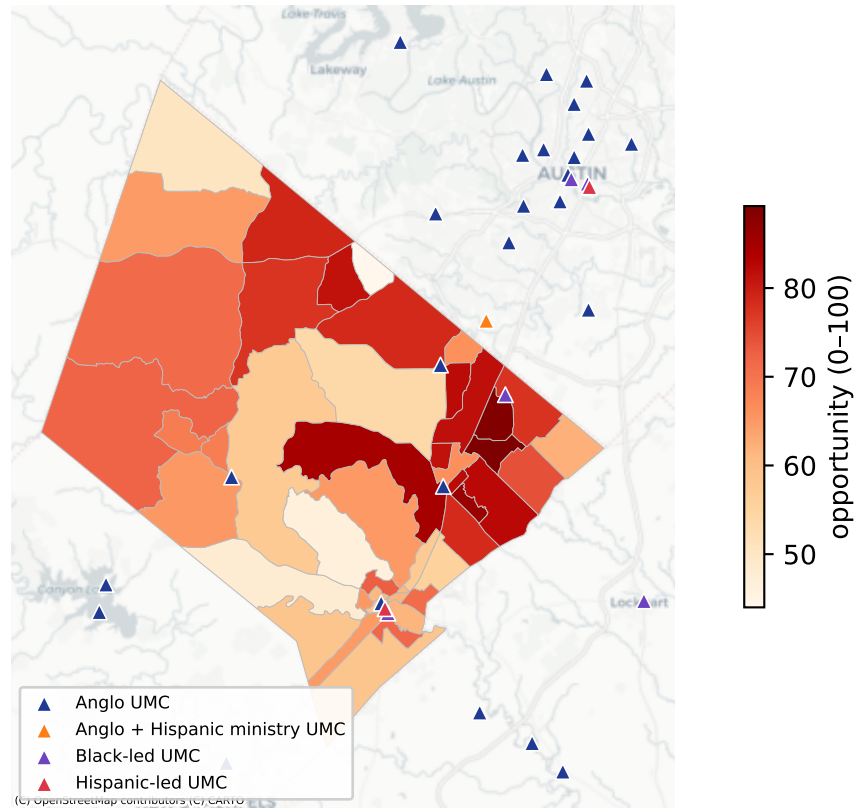
Fastest-growing neighborhoods

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

Place	5-yr growth	People added	Hispanic
Buda	557%	6,950	25%
Kyle	321%	4,031	52%
San Marcos	278%	3,567	58%
Hays County (rural)	242%	6,286	58%
Kyle	169%	7,936	58%

Hays County is classified URBAN on ACS 5-year (tract sum) — verify trigger against annual OSD list (256,429 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)



6 North District UMC(s) serve this county — 2 reach non-Anglo communities (1 Hispanic-led, 0 Hispanic ministry, 1 Black-led). ≈1 church per 42,738 residents in a field 43% non-Anglo. 12 tracts (64,888 people) have no UMC within a 15-min drive.

Top opportunity tracts	Opp	Grw	Pop
Hays County (rural)	89%	242%	8,879
Kyle	89%	169%	12,631
Kyle	86%	321%	5,286
Kyle	85%	60%	10,786
Hays County (rural)	83%	14%	8,916
Buda	82%	557%	8,198

Existing UMCs	Serves
Buda UMC	Anglo
Kyle UMC	Anglo
El Buen Pastor UMC	Hispanic-led
First UMC San Marcos	Anglo
Jackson Chapel UMC	Black-led
Wimberley UMC	Anglo

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

3 · Proposed Restrictions & Priority for Proceeds

At 39% Hispanic and growing, the field warrants a strong Hispanic/Latino ministry priority alongside cross-cultural work in existing congregations. The Black population (4% of the field, +1540% 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.

- 20% of net → Conference Trustees' Property Administration Fund (capped at \$400k).
- 75% of the remainder → North District Strategy Team (≈60% of net), restricted to Hispanic/Latino + Black ministry in the Hays County urban mission field.
- 25% of the remainder → Conference Office of Congregational Vitality & Development (≈20% of net), restricted to urban ministry conference-wide.

Proposed restriction language

"These funds derive from the sale of urban church property in Hays County and are restricted to vital urban ministry that reaches the diverse people of that mission field, with highest priority to hispanic/latino + black ministry, new church starts, and missions — per the Rio Texas Urban Ministry Strategic Plan."

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.