

1 · Demographic Profile of the Mission Field

POPULATION

7,565

3 census tracts

5-YR GROWTH

-7%

+533 people · proj 0%

HISPANIC

31%

1,773 Spanish-speakers (5+)

BLACK

1%

non-Anglo total 32%

UNDER 18

21%

MEDIAN INCOME

\$50,277

population-weighted

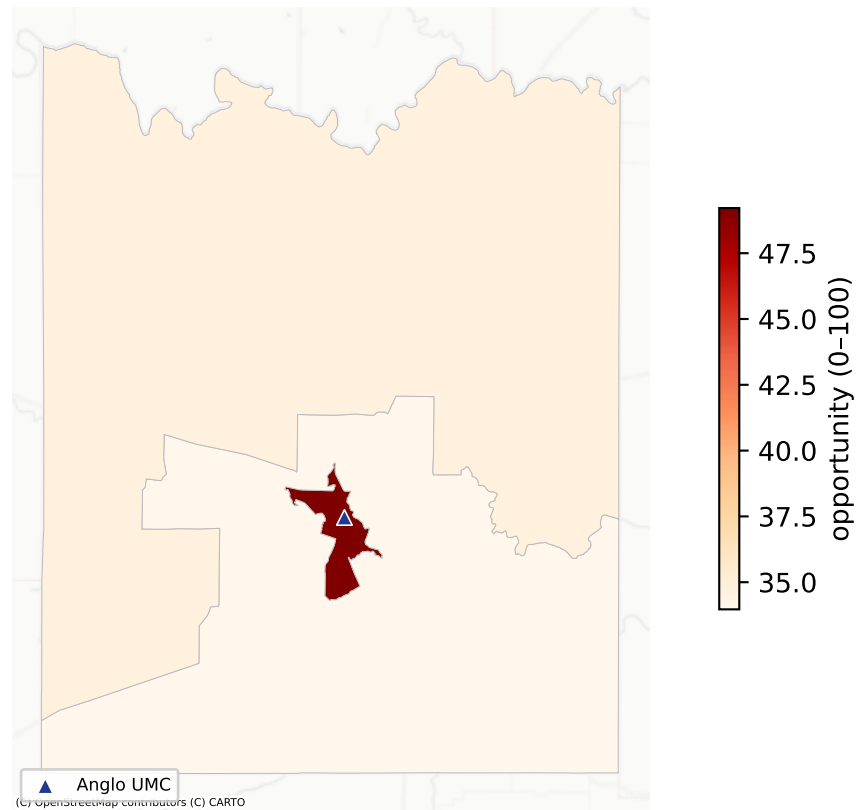
Fastest-growing neighborhoods

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

Place	5-yr growth	People added	Hispanic
Brady	-1%	-9	24%
Brady	-7%	-337	38%
McCulloch County (rural)	-13%	-187	10%

McCulloch County is classified RURAL on ACS 5-year (tract sum) — verify trigger against annual OSD list (7,565 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 — 0 reach non-Anglo communities (0 Hispanic-led, 0 Hispanic ministry, 0 Black-led). ≈1 church per 7,565 residents in a field 32% non-Anglo. 1 tracts (1,222 people) have no UMC within a 15-min drive.

Top opportunity tracts	Opp	Grw	Pop
Brady	49%	-7%	4,822
McCulloch County (rural)	35%	-13%	1,222
Brady	34%	-1%	1,521

Existing UMCs	Serves
Grace-New Church Start	Anglo

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

3 · Proposed Restrictions & Priority for Proceeds

At 31% Hispanic and growing, the field warrants a strong Hispanic/Latino ministry priority alongside cross-cultural work in existing congregations.

Non-urban policy (¶4): McCulloch 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 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.