

## 1 · Demographic Profile of the Mission Field

### POPULATION

**643,889**

135 census tracts

### 5-YR GROWTH

**22%**

+116,856 people · proj 15%

### HISPANIC

**25%**

83,990 Spanish-speakers (5+)

### BLACK

**7%**

non-Anglo total 31%

### UNDER 18

**24%**

### MEDIAN INCOME

**\$116,943**

population-weighted

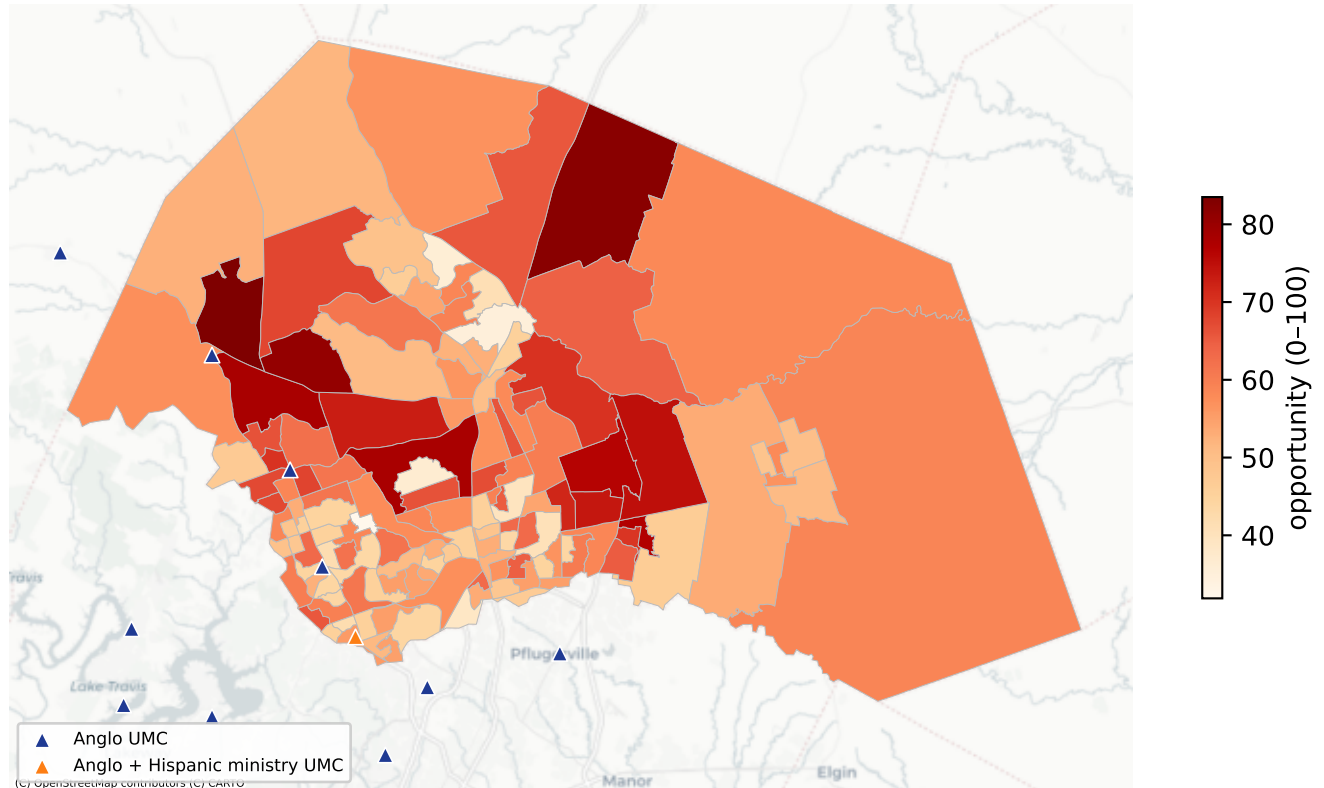
### Fastest-growing neighborhoods

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

Place	5-yr growth	People added	Hispanic
Williamson County (rural)	534%	9,105	26%
Santa Rita Ranch	443%	6,511	30%
Leander	364%	4,005	17%
Round Rock	324%	6,801	14%
Round Rock	295%	3,124	22%

Williamson County is classified URBAN on ACS 5-year (tract sum) — verify trigger against annual OSD list (643,889 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)



4 North District UMC(s) serve this county — 0 reach non-Anglo communities (0 Hispanic-led, 0 Hispanic ministry, 0 Black-led). ≈1 church per 160,972 residents in a field 31% non-Anglo. 7 tracts (38,622 people) have no UMC within a 15-min drive.

Top opportunity tracts	Opp	Grw	Pop
Williamson County (rural)	84%	271%	6,644
Sonterra ♦	82%	140%	11,165
Santa Rita Ranch	81%	443%	7,982
Williamson County (rural)	78%	47%	9,857
Williamson County (rural)	78%	534%	10,811
Hutto	77%	1096%	7,983

Existing UMCs	Serves
First UMC Cedar Park	Anglo
Haynie Chapel	Anglo
Leander UMC	Anglo
Cross Tracks Church	Anglo

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

## 3 · Proposed Restrictions & Priority for Proceeds

At 25% Hispanic and growing, the field warrants a strong Hispanic/Latino ministry priority alongside cross-cultural work in existing congregations. The Black population (7% of the field, +334% 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 Williamson 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 Williamson 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.