



# MOUNT PLEASANT

## Michigan

University Reformed Church Plant

Presbyterian Church in America

### Mount Pleasant Statistics

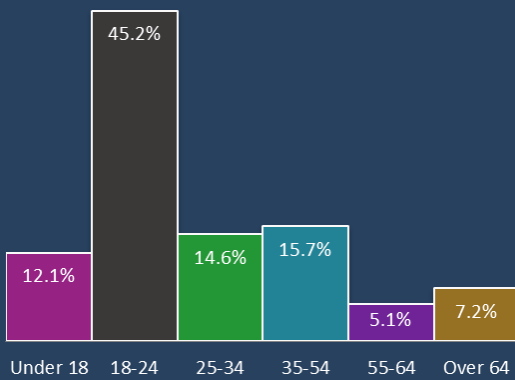
October 2021 MissionInSite Report Statistics

#### By the Numbers

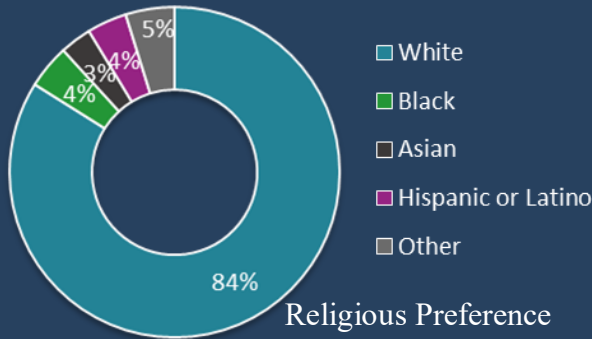
Population:	26,537
10 Year Projected Population:	25,426
Median family income:	\$40,296
Poverty Rate:	15%
Crime Index:	158.3
US Average is 270.6 (2019, city-data.com)	

#### Age Demographics

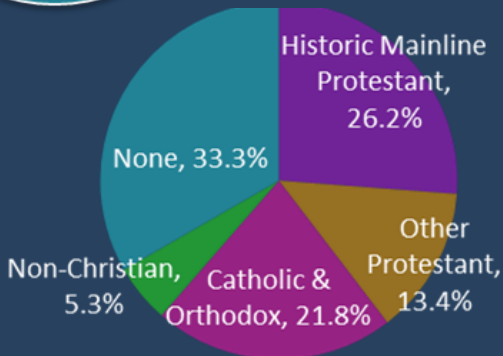
Median age: 41



#### Racial/Ethnic Diversity



#### Religious Preference



**Mount Pleasant** is located in central Michigan along the scenic Chippewa River. The city's website describes Mount Pleasant as a "one of the state's most "walkable" and safest communities where the arts are celebrated, parks are protected, and the entrepreneurial spirit is supported.

Mount Pleasant is also a college town. The student population almost doubles the population of the city during the academic year. Unfortunately, almost 40% of the population identifies as non-Christian or having no religious preference. Given the statistics, the vision of University Reformed Church in East Lansing is, with God's grace, to plant the first PCA church in Mount Pleasant to reach both the year-round residents and the college students.



The Church foresees a healthy and growing, self-sustaining and self-governing, local PCA church characterized by vibrant Christ-centered worship, effective ministries of evangelism, mercy, and missions coupled with transformational fellowship and discipleship in Mount Pleasant all to the glory of God.



By the grace of God, this first PCA church in Mount Pleasant will make disciples who will then help to spread the gospel, multiplying praise to God and planting churches throughout the region.



Downtown



Central Michigan University Campus



Market

## Highlights

Located about 90 minutes northeast of Grand Rapids.

Central Michigan University's main campus with over 13,000 students.

Home to Soaring Eagle Casino & Resort.

The four season, 591 acre, Deerfield Nature Park located along the banks of the Chippewa River offers 8 miles of trails, 2 disc golf courses, fishing, kayaking, a sandy beach, and a sledding hill.

Part of the city (with a population over 8,000) is located within the Isabella Indian Reservation, the base of the federally recognized Saginaw Chippewa Tribal Nation.

## Education

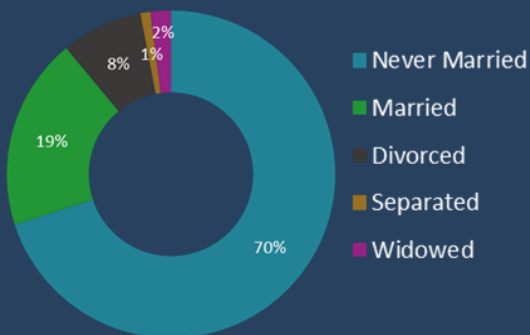
(population over age 25)

93.3% High School Grad or higher

21.9% Bachelor's Degree

23.6% Graduate or Professional

## Marital Status



## Households with Children

Married Couple	53%
Single Mom	36%
Single Dad	10%

## Candidate Strengths

- Loves and trusts God far more than he loves or trusts anyone or anything else
- Intentional in evangelism and cares deeply about relationships
- Desire to put down roots and equip people for ministry
- A strong preacher - Bible is taught clearly, wholly, compellingly, and is applied to life

## Support

- Mentoring available from experienced church planters
- The commitment of the University Reformed Church to church planting

## Imagine

A church that leads people into a growing relationship with Jesus Christ and equips them to give their lives away for the cause of Christ and the glory of God.

A church that actively, intentionally, wisely and faithfully seeks to plant other churches in our community, region and world.

Contact:

Kevin Phipps

kphipps@urcstaff.org

## Most Common Occupations

