

## FEASIBILITY STUDY SURVEY COVER LETTER

October 16th, 2023

Dear St. Mary Parish Family:

Since 1856, St. Mary's parish has been an integral part of the Catholic community in Muskegon. Certainly, the city and our parish have changed significantly since that time. In order to meet the needs of our parish community and effectively minister to the city of Muskegon, we initiated a process of strategic planning that began with the parish town hall meeting in May of 2022. After considerable analysis, discussion, prayer, and feedback from parishioners, a plan has emerged which lays out a vision for future parish ministries and for renovation of parish facilities to provide space for the needs of our growing parish. Enclosed with this letter is the case for support that summarizes the proposed plan.

It is important before moving forward that we fully understand our parishioners' opinions regarding the proposed plan. Thus, the next step is to complete a pre-campaign feasibility study to obtain direct feedback from our parish family. Accordingly, we have engaged the services of The Breton Group, a Grand Rapids consulting firm with years of experience working with the Catholic church, to determine the level of support for the proposed plan. Through a combination of personal interviews and a parish-wide survey, we will assess the parish's overall opinion of the plan.

We are seeking your confidential input (*opinions, thoughts, reactions*) to provide insight into the level of support for the proposed plan. We are asking for your input via the completion of a *confidential* survey.

Please read the enclosed Case for Support detailing the proposed plan. Then, please complete the online survey, which can be found here: <https://stmarysmuskegon.org/strategic-plan-2023-2028>, or at the QR code below. Paper surveys will be available in the narthex - please complete and return it by 11/6/2023. Either way, your feedback is confidential. Your views will assist us in determining our next steps.

On behalf of St. Mary of the Immaculate Conception Church, we *thank you* for your help.

In Christ,



Fr. Kyle Kilpatrick  
Pastor



Enclosures