



MCWS Strategic Planning Vision 2050 Update

Friday July 15, 2011

Agenda



Town Hall Purpose and Objectives

MCWS Mission

Vision 2050: Why is this a Priority

Background and Context

Planning Update

Key Activities and Milestones

Proposed Rollout Approach

What We Need from YOU

Question and Answers

Appendix



Discussion Purpose and Objectives

Purpose

- Communicate progress of MCWS “Vision 2050” strategic planning efforts to date to initiate process to collect community input required to move forward

Discussion Objectives

1. Provide status update to community in planning efforts to support required expansion of area/services
2. Align community expectations regarding;
 - Planning/Project scope*
 - Timeline for Next Steps*
 - Need for community engagement/feedback*

MCWS Mission Statement

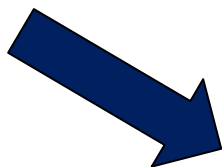


"To support Islamic unity by serving and facilitating the religious, social, recreational and educational needs for the Muslim residents, visitors, and neighbors of the Western Suburbs of Detroit, Michigan."

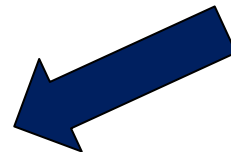
Why is this a priority?



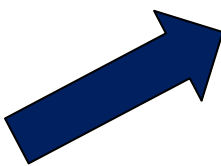
Diverse and Growing Population



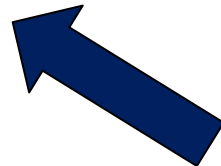
Demands for additional services



Need to more effectively use resources
(financial, human, physical)



Desire to be seen as a 'Best in Class' community





Background and Context

- Initiative falls under MCWS Strategy targeted to pro-actively plan for future **service** and **space** needs of the *MCWS* community (potentially including other regional areas) for the year 2050 ('Vision 2050')
- Planning efforts kicked off in August 2010 with team comprised of Shura representation and identified community members. To date, this initiative is an MCWS led project that will consider potential collaboration/input from other organizations/masjids.
- Active members of Vision 2050 committee:
 - **Maajed Huq:** Primary Committee Lead
 - **Haaris Ahmed:** Secondary Committee Lead
 - **Mashood Rabbaig:** Facility Planning; MCWS Shura – Project Sponsor
 - **Saeed Siddique:** MCWS Trustee – Project Sponsor
 - **Shariq Ali:** Facility Planning
 - **Nabeel Shahid:** Facility Planning
 - **Sumreen Ahmad:** Strategic Planning
 - **Yusuf Hai:** Financial planning; Strategic Planning
 - **Rizwan Baig:** General input

Other community members are needed and welcome to join

Planning Update: Service and Space Needs



- Planning team went through a brainstorming process to identify *a comprehensive list of all potential services* that should be considered for each of the various stakeholder groups. Additionally, space allocation determined (as needed). Overall space allocation served as an input for possible alternatives for physical location(s). The groupings have been included below.

Category	Categories Defined
Stakeholder Groups	Younger Generation, Infants/Toddlers, Elementary Age, Pre-Teen, Teen, Collage, Women, Family, New Families (to MCWS), Worshippers, Converts, Seniors, New Immigrants, Deceased, Non-Muslims (interfaith/outreach), Retail/Businesses
Service Types	Education, Social Support, Women's Support, Medical, Religious, Children / Youth, Community Services, Facility Requirement, Temporary Housing, Parking
Space	Social Services vs. Revenue Generating

- Detailed requirements were consolidated and summarized, including a high level analysis of current availability of services and space capacity
- The output of this effort was intended to;
 - ✓ Assess ballpark estimate of total square footage requirements
 - ✓ Identify where service gaps currently exists
 - ✓ Serve as an input to the prioritization effort to drive a 'phased' implementation approach.

Planning Update: Target Demographic Analysis



- Demographic analysis completed based on current MCWS mailing lists and registered voter list
- Based on population mapping, clusters mainly centered around current MCWS and west of Canton Center Rd. General population is currently between
 - I-275 and Beck Rd./DENTON ROAD
 - CHERRY HILL/JOY ROAD
 - GEDDES/MICHIGAN AVENUE

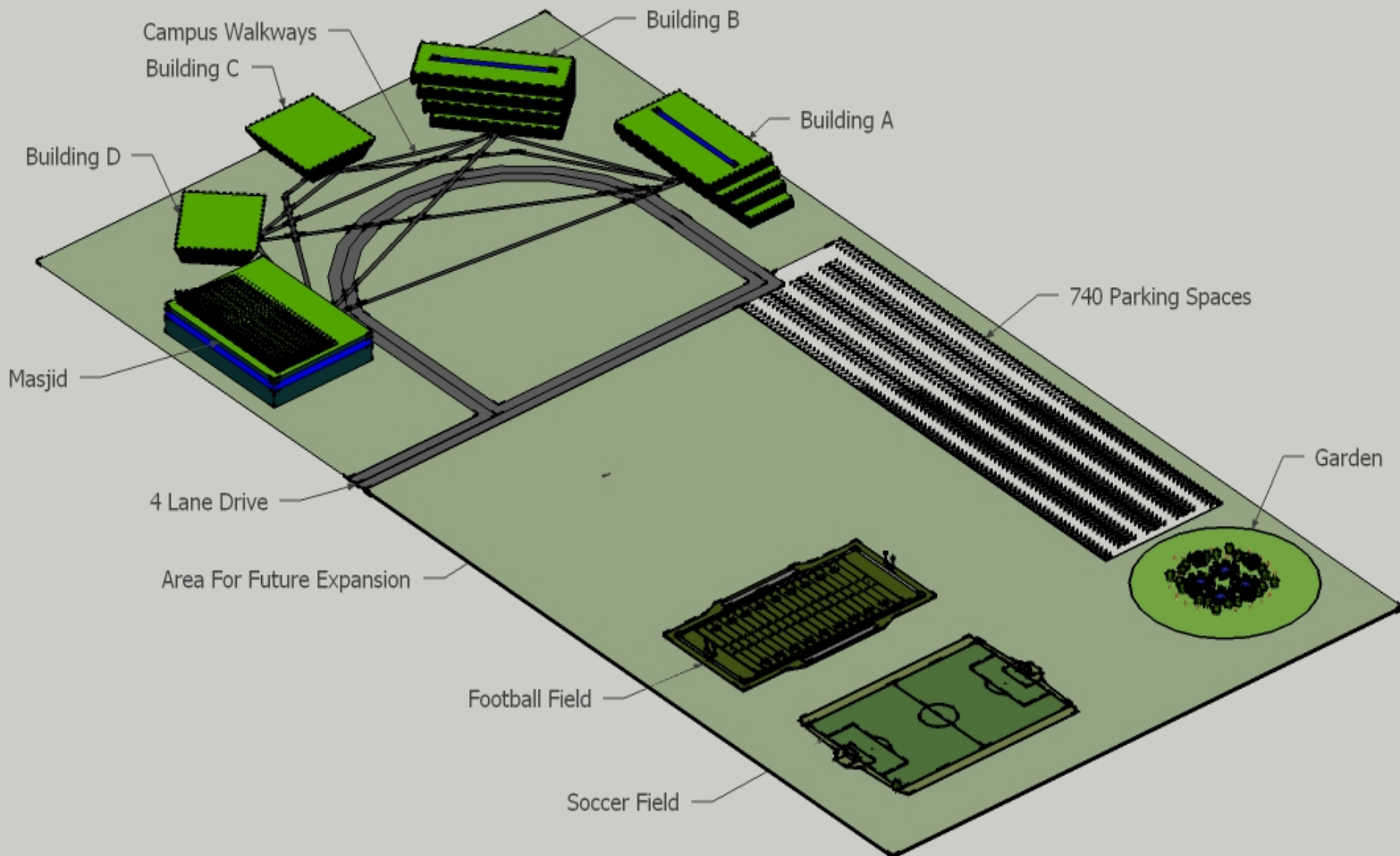
*Based on preliminary data, growth for Muslim population in MCWS area will continue to rise **near the 5% yr over yr***

Planning Update: Initial Location, Building and Land Assessment



- Several land locations in the general Canton area are being studied for feasibility
- New location building requirements based off of space/service assessment initially done by planning team

Note: The diagram below is for illustrative purposes only. Actual final design may be different.



Planning Update: Resource/Financial Strategy



HOW DO WE PLAN ON FUNDING THIS?

High level summary of potential funding sources have been identified as a starting point for further consideration. These include (but not limited to);

- Government federal and local grants for programs
- Revenue generating activities at facility (e.g; Jungle java, banquet, athletic facility, camps, classes)
- Membership and program fees
- Residential/commercial development on land
- Endowment planning
- Planned giving
- Individual donations





Key Activities and Milestones

Step	By Who	By When	Status
Confirm approval to proceed	Shura	February 2011	COMPLETE
Complete initial space/service needs gap analysis, demographic analysis and properly/location	Planning Committee	March – May 2011	COMPLETE
Survey broader community to alignment of priorities	Planning Committee	July 2011	**WE ARE HERE**
Conduct coordination with other organizations to; <ul style="list-style-type: none"> • Solicit input • Confirm potential overlaps and/or parallel efforts, and • Identify possible collaboration opportunities 	Planning Committee	July – November 2011	IN PROGRESS
Down select location and property options	Planning Committee	July – December 2011	IN PROGRESS
Complete detailed financial analysis and develop project funding plan and donor strategy, phasing strategy of build out	Planning Committee	July – Q1 - 2012	IN PROGRESS
Commit and proceed	Shura	Q1 - 2012	NOT STARTED



Proposed Rollout Approach



We are here

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Town Hall
Send Survey
Close Survey
Communicate Results

Q1 - 2012



WE NEED YOUR INPUT



Is this priority for you and your family?

Did we capture all potential services/space needs?

Can you help us prioritize your needs?

And most importantly.....

Do you want to be a part of building the
future of your community?

Next Steps: Your Feedback is Important!



Why Your Input Matters:

- Ensures diverse and broad representation of ideas and opinions
- Assists in confirming understanding and priority on the scope of ideas for planned services/spaces

What we need YOU to do	ACTION REQUIRED
PROVIDE FEEDBACK	✓Complete survey either online (via MCWS homepage) or via paper copies available today
GET INVOLVED	✓Let Br. Maajed or Br. Haaris know if you wish to be part of the planning efforts
SPREAD THE WORD	✓Help us collect community input by telling your family, friends and fellow community members

Questions/Discussion



Appendix



- Frequently Asked Questions
- Supporting References

Frequently Asked Questions



1. Where does this effort fit into MCWS priorities?

This Vision 2050 is an effort to identify the future needs of the MCWS community and to acquire the area/facility needed to accommodate these needs.

2. What will happen with the existing facilities and the current investment?

There are no planned changes to the existing Masjid area of existing facility. The new facility is planned to accommodate additional activities and services.

3. What is the approach for ensuring long term financial sustainability?

The goal is to initiate services that are revenue earning and can sustain themselves in addition to donations and grants we may receive .

Long term sustainability options being evaluated at this time include (but not limited to); federal and local **grants** for programs, **revenue generating activities** at facility (e.g; jungle java, banquet, athletic facility, camps, classes), **membership and program fees**, **residential and commercial development** on land, **endowment planning** and **planned giving**.

4. How will we select the location?

The location will be selected based on a number of considerations including; proximity to community, suitability for proposed activities, price, size, and availability.

Supporting references *(available upon request)*



- Demographic Analysis
- Service and Space Requirements and Gap Analysis
- Land and Building Requirements Summary