

STRATEGIC PLAN 2.0





An Open Letter from Us to You

At Gulf Coast Church, we have big dreams for you and your family! We believe that a shared vision has the power to unite us and help bring God's plan to life. In this strategic plan, you'll get a glimpse of our dreams and goals, along with an introduction to our Core Values, Serve Teams, and ways you can get involved and support our vision.

Our vision is clear: We exist to know God, build community, live free, and leave legacy. This vision guides us as we serve in Largo and beyond, and it's driven by our 10 core values. These values keep us focused and aligned as we move forward together.

We believe this journey is a partnership, and to help us fulfill our vision, we've established 7 "Serve Teams" to ensure that every step, from onboarding to ministry, is as seamless as possible. We're excited to partner with you as we move forward in faith, believing we can make a lasting impact together!



Lead Pastors: Josh & Carissa Couch pastor@gulfcoastchurch.org

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VISION & VALUES

VISION

We exist to Know God, Build Community, Live Free & Leave Legacy

CORE VALUES

Faith Without faith it is impossible to please God. We dream BIG! (Hebrews 11:6)

Love

No matter what: we love you and we keep no record of wrongs. (1 Corinthians 13:4-8) Honor We believe honor is the gateway for the miraculous. (1 Peter 2:17)

Service

We serve others because Jesus first served us. (Mark 10:45)

Authenticity

We value genuine relationships and transparency. *(Titus 2:7)*

Generosity

We give freely of our time, talent and treasure to bless God and those around us. (John 3:16)

Worship

We pursue the God who constantly pursues us. *(John 4:23)*

Prayer On earth as it is in

Heaven. Prayer makes this a reality. *(Matthew 6:10)*

Creativity

Creativity reflects God's nature; We use it to glorify Him. *(Genesis 1:1)*

Excellence

Excellence honors God. We give God our best because He gave us His best! (1 Corinthians 10:31)

KIDS

RENOVATIONS

- Install a Kids Zone stage and media booth
- Install a Gulf Coast Kidsthemed wall wrap in the children's areas of both the main building and the Family Life Center





EXPAND OUR SERVE TEAMS

- Expand Sunday teams
- Expand Midweek teams
- Build teams for Kids Summer Camp, etc.



PARTNERSHIPS

 Continue to expand our relationships with local elementary schools

NEW THINGS

- Transform the current game room into activity stations
- Purchase rugs for elementary small groups
- Revamp the Kids Store
- Kids Summer Camp at Gulf Coast Church
- Revamp Midweek options
- Purchase Bibles for kids



RENOVATIONS

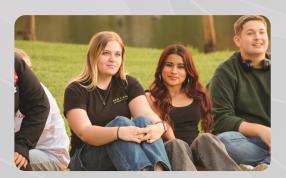
Upgrade our Audio/Visual equipment

EXPAND OUR SERVE TEAMS

- Grade appropriate breakdown (6-8 & 9-12)
- Install a middle school pastor
- Install a high school pastor
- Build teams of 5-7 for each grade group

PARTNERSHIPS

• Continue to build relationships with Pinellas County schools







STUDENTS

NEW THINGS

- Outreach
- Monthly Events
- Launch weekly café
- Optional group gatherings on weekends



WORSHIP







RENOVATIONS

- Renovate the stage for better functionality
- Rearrange the placement of instruments on the stage to improve functionality and visual appearance
- Upgrade Worship Team
 Equipment: additional new
 microphones, new in-ear monitor
 packs, rechargeable microphone
 batteries, and instrument upgrades

EXPAND OUR SERVE TEAMS

- Duplicate the band
- Raise up and empower student worshippers
- Raise up and recruit more worship leaders

PARTNERSHIPS

- Community Events: Partner with other churches in community-focused worship events (conferences, worship nights, etc.)
- **Outreach Initiatives:** Find more ways to serve Pinellas County (senior living facilities, outreach events, etc.)

NEW THINGS

- Seasonal Songwriting Group: Launch a seasonal songwriting group for those who have a desire to create original worship music
- Seasonal Worship Group: Lead a seasonal worship-focused life group to foster deeper spiritual growth in worship and community
- Worship Workshops: Host workshops throughout the year to train, equip, and inspire worshippers

NEW THINGS

- **Stage Remodel & Redesign:** Complete a full transformation of our stage to enhance worship experiences
- Upstairs Media Booth Overhaul: Revamp the media booth to include a dedicated live-stream studio
- Campus-wide Audio System: Install speakers throughout the campus to ensure clear, consistent sound in all areas
- A/V System Upgrade in FLC: Implement a unified, high-quality audio/visual system in our Family Life Center (FLC) for seamless ministry events
- **Revitalize Our Online Presence:** Redesign and enhance our digital platforms to expand our local and global reach
- Online Ministry Growth: Build a thriving online ministry to keep our partners engaged, encouraged, and connected regardless of location

EXPAND OUR SERVE TEAMS

- Install a Media Director: Bring on a dedicated Media Director to lead our digital and creative efforts
- Strengthen Creative Teams: Expand our videography, photography, and A/V teams to support our growing ministry needs

MEDIA





SERVE TEAMS

1st Impressions

- Greeters
- Parking Lot
- Ushers
- Café
- Information Center
- Welcome Home Team *Safety Team

Kids

- Check-In
- Nursery (0-12 mo)
- Toddlers (1-2)
- Pre-K (3-5)
- Elementary (K-5)
- Events

Worship

- Band
- Praise Team
- Creative Arts
- Next Gen Worship Leaders
- Events

Media

- Sound
- Pro Presenter
- Switcher
- Online Host
- Lighting
- Photography
- Videography (Cameras)





Students

- Media
- Worship
- Chaperone
- Safety

Reach-In

- Facilities Team
- Grief Care/Meals
- Chef & Serve
- Visitation Teams
- Prayer
- Grounds Crew

Reach-Out

- Local & Global Missions
- Shut-ins
- Big events
- Closet 2:45
- Adopt-a-School
- Assisted Living Facilities









GROUPS & DISCIPLESHIP



ON-CAMPUS

- New Believers Course
- Growth Track Course
- Topical Studies
- Shared Interest
- Stage of Life

OFF-CAMPUS

- Online options
- Outreach
- Topical Studies
- Shared Interest
- Stage Of Life







PARTNERSHIPS

- Expand the Care Leader/Director ministry
- Launch a Kingdom Business Network
- FCA (Fellowship of Christian Athletes)
- Launch a ministry for veterans

SCAN FOR OUR

CURRENT LIFE GROUP OPTIONS









2025 & BEYOND

NEW THINGS

- Launch a second Sunday worship experience option
- Launch a parking lot team
- Create a semi-annual Love Week
- Host a "heroes" day for first responders
- Host a marriage conference
- Add a second campus
- Add prayer partners and intercessors
- Add a daily prayer option on campus
- Add weekly and social media testimonies
- Monthly ministry highlights
- Quarterly missions highlights
- Expand resources, printing, and devotionals

PARTNERSHIPS

- Launch a ministry for veterans
- Positive Impact Ministries
- Bikes For Christ
- Florida 1:27
- Foundation Counseling Group

NEW HIRES

- Media Director
- Middle School Pastor
- High School Pastor
- Two Executive Pastors

RENOVATIONS & UPGRADES

- Upgrade signage at Vonn Rd.
- Repurpose the old Children's area into a multi-media studio and offices
- Repurpose the side sanctuary rooms (worship team and prayer room)
- Upgrade stage and A/V (LED Wall, Screens) – see media section
- FLC gym renovation
- Purchase a second 6-passenger golf cart
- Wrap our kids' environments with kid-friendly wall art for FLC and main building
- Install a play area for our Kids Ministry foyer, complete with a slide

WE EXIST TO KNOW GOD, BUILD COMMUNITY, LIVE FREE & LEAVE LEGACY

HOW TO SUPPORT

Faithful Church Attendance

Commit to gathering regularly. Your presence matters for both your growth and to encourage others as we grow together as a church family. *Hebrews 10:25*

Prayer

Pray for Gulf Coast Church's vision, our leaders, and one another, seeking God's guidance, wisdom, and blessing over everything we do. *Philippians 4:6*

Serving

Find your place to serve within the church. Serving allows us to actively live out our faith as the hands and feet of Christ, following His example. *Mark* 10:45

Financial Giving

Give generously to Gulf Coast Church. Your support empowers us to expand our impact, maintain facilities, support ministries, and share Christ's love. *Deuteronomy 15:10*







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