



Business Statement

Description of Corporation:

In The Midst Ministries is formed to promote the creation of a hands-on, real experience of Praise & Worship as it was in the days of the Tabernacle through concert events, teaching and audio/video publications. Outreach of the ministry to the city and the nations will emphasize spiritual disciplines through praise and worship in walking in the presence and power of the Holy Spirit to forge an intimate relationship with Jesus and the Father. Its objective is the maturity and perfection of those called of God to be worshippers in the truest meaning of the word, emphasizing a greater understanding of what it means to praise and how God wants to be worshipped, and a pursuing of Holiness out of an unconditional love for Him and others that transcends across traditional denominational and racial barriers.

The organization conducts activities that will promote the cause of the organization and not any given member. All proceeds or contributions will be used to further the cause of the organization and will not be used to benefit or be distributable to its members, trustees, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set for in the Articles of Organization section Third.

In The Midst will be overseen by a Board of Directors. This governing body will oversee all general activities and distribution of funds. The officers consist of a President, Vice President (Head of Public Relations), Marketing Director, Treasurer/Accountant and Office Manager (Secretary). The organization also comprises a band, singers, dancers, engineers, drivers and volunteer help.

During the first year, the organization will perform 1 concert per month beginning the middle of May 2005. The concert will involve multi-level staging, extensive lighting and sound, choreography and props. The setting will be centered around a back drop of the Tabernacle and its contents. The concert will run approximately one and one-half hour(s).

The stage performance will attempt to take the audience through the steps taken by the priest of the Tabernacle. From the call to worship with shofars and dancers to the altar, laver, table of showbread and the altar of burnt offerings, each step will be vividly demonstrated through choreography, props and song. The end result will be a sense that we have come into the Holy of Holies where God is seated on the Mercy Seat.

This hands on experience is aimed at giving the audience a visual and stimulating experience for the purpose of educating them on how we believe God wants Praise & Worship done in the private and corporate worship setting and on a regular basis.

Market Strategy:

We have a website in place that we can use as the main focal point of all marketing and the inserts for folders that can be used to promote the event.

We will then begin marketing this Tour to be in the following cities:

Johnson City, TN
Atlanta, GA
Raleigh, NC
St. Louis, MO
Philadelphia, PA
Louisville, KY
Orlando, FL
Houston, TX
Jackson, MS
Phoenix, AZ
Memphis, TN
Lexington, KY
Sacramento, CA
Seattle, WA
Minneapolis, MN
Kansas City, KS
Chicago, IL
Indianapolis, IN
Dallas, TX

We will conduct an email campaign to churches within these cities. The focus will be to drive attention to the website. The email campaign will also be used to let them know we are planning to come to their area on a specific date. The website will include a page in which they can volunteer as a church to help host the event in their area.

As a host, they will be included in all advertising. They will be responsible to contact 3 churches that will join with them in the promotion of the event. They will also be responsible to distribute posters throughout their community.

By the end of the first month of marketing, we should have a pretty good grip on the areas that are beginning to take shape. Once we receive responses from those areas, we will begin calling the positive responses and obtain their help in promoting the event in that area and gather more leads. If we have cities that do not have enough positive responses, we will shift and promote in the back-up cities.

By the end of the next month we should have a good understanding of the areas that are positively moving forward and the churches that are planning to be an active participant in making the event happen in their area. We will attempt to gather email addresses of church members from participating churches within that given area.

5 months prior to the event to be held in that city, we will begin to email invitations to the event to each address in our email database in that area. We will also seek out billboards for advertisement, local paper advertisement and local radio ads.

4 months prior to the event to be held in that city, we will send posters to the hosting churches for distribution throughout the communities. We will also conduct a meeting/gathering with the leadership of the participating churches to help them promote the event within their congregation. Send press release to all local radio and television stations concerning the event and the promotional tour.

3 months prior to the event to be held in that city, we will again send invitations to email recipients in that area. A representative will also go to area to promote the event with the local radio and television stations.

2 months prior to the event to be held in that city, we will send press releases to all local radio and television stations.

1 month prior to the event to be held in that city, we will once again send email invitations to the event to each address in our email database in that area. A representative from the organization will travel to area to make any last minute preparations, meet with the host churches to insure they have promoted the event, and meet with local radio stations and television stations to insure their participation.

The week before the event to be held in that city, one final email blast will go out to all those in that area. We will also send a press release to all local radio and television stations.

Marketability:

The In The Midst organization is a non-profit organization seeking sponsorship/partnership through charitable contributions. For this reason, all concerts and seminars will be free to the public and no offerings will be taken up. The only thing required of the churches involved will be supplying volunteers to help with set-up and tear down before and after the concert event, and promotion of the event in the local church area. Because there is no physical cost to the local church, it is our belief that they will be willing to promote and participate.

Financials:

As a 501(c)3 not-for-profit organization, In The Midst will seek to obtain sponsorship/partnership from major corporations and individuals. This partnership will include but not be limited to financial donations, services and goods. All contributions made to the organization will be tax deductible in accordance with the Internal Revenue

Code and used solely for the purpose of furthering the cause of In The Midst and will not be used to benefit and member, trustee, officer or other private person. Explicit records will be kept by a Treasurer/Accountant and a financial statement will be submitted to a Board of Directors annually.

Qualifications and Description of Officers:

All officers *must* have a burning passion for the ***Vision***. Individuals must be fully devoted to living their lives for Jesus Christ in accordance with the biblical principals. The organization reserves the right to dismiss any member whose actions and/or behaviors persist in an ungodly manner. Weekly meetings will be mandatory. Officers will also be required to attend all Board of Directors meetings. If they are the head of a particular area (Public Relations, Marketing, Financials, etc.), they will be expected to have a typed report prepared to give to the Board of Directors at each meeting.

President

The President of In The Midst Ministries is Tom Long. As president, his responsibilities will include, but not be limited to: 1) Developing the Vision as God is directing. 2) Oversee all materials to be used for marketing purposes. 3) Write and/or co-write all music for concert events. 4) Assemble officers for organization. 5) Have final word on the employment status of all members of organization. 6) Will conduct and/or oversee all staff meetings. 7) Work with Vice President to recruit volunteers to serve on team to assist in the areas of marketing (phones, distribution, etc.) and day of the event activities. 8) Co-sign all outgoing funds.

Vice President (Head of Public Relations)

As Vice President of In The Midst Ministries, this individual *must* have a burning passion for the ***Vision***. Individual will be responsible for heading up all Public Relations. This responsibility will include, but not be limited to: 1) Working closely with Marketing Director and President to establish a working marketing plan to promote the concert events. 2) Establish new tools for communicating the concert events within the local churches. 3) Travel to local churches to meet with them. These meetings will include teaching the churches how to promote the event properly in their community and the recruiting of volunteers to help with the day of the event activities. 4) Will travel to communities hosting the events and push the events in the local radio and television stations. 5) Will conduct staff meetings when President is unable to be present. 6) Work closely with Treasurer to secure financial sponsors/partners. 7) Will meet with sponsors/partners to explain ***Vision*** and Business Plan if necessary. 8) Recruit volunteers to serve on team to assist in the areas of marketing (phones, distribution, etc.) and day of the event activities. 9) Secure venues for concert events.

Marketing Director

As Marketing Director for In The Midst Ministries, this individual *must* have a burning passion for the ***Vision***. This individual must also possess some experience in the area of marketing, preferably concert promotions. A college degree is desired but not necessary. As Marketing Director, his/her responsibilities will include, but not be limited to: 1) Working closely with the President and Vice President to establish and put into place a working marketing plan to promote the concert events. 2) Keep in constant contact with host churches and providing them with necessary materials needed to promote the concert events. 3) Develop and maintain a database for church information and email addresses. 4) Establish and put into place an Email Marketing Campaign. 5) Keep explicit records of all marketing activities. 6) Help develop and maintain website and it's activities.

Treasurer/Accountant

As Treasurer for In The Midst Ministries, this individual *must* have a burning passion for the ***Vision***. This individual *must have experience* in the area of accounting, preferably in the area of 501(c)3 non-profit organizations. This individuals responsibilities will include: 1) The overseeing and documentation of all funds. 2) Work closely with Vice President to secure financial sponsors/partners. 3) Co-Sign all outgoing funds

Secretary/Office Manager

As Secretary for In The Midst Ministries, this individual *must* have a burning passion for the ***Vision***. This individual must possess some secretarial skills. Some experience in the area of office management is desired but not necessary. The secretary will be the assistant to all staff members. This individual must have a good working knowledge of Microsoft Office (Word, Excel and Outlook), ACT!, Microsoft Windows Applications and must possess good typing skills.. As secretary, his/her responsibilities will include, but not be limited to: 1) Being in the office on a consistent basis – preferably Monday through Friday from 9:00am – 5:00pm with a one hour lunch. 2) Answering the phones and directing to proper recipient if needed. 3) Being present and taking notes for all meetings (staff meetings, Board of Director's meetings, etc.). Must prepare a copy of those notes for hand out at next meeting.

Qualifications and Description of Team Members:

All team members *must* have a burning passion for the ***Vision***. Individuals must be fully devoted to living their lives for Jesus Christ in accordance with the biblical principals. The organization reserves the right to dismiss any member whose actions and/or behaviors persist in an ungodly manner. Each team member must also understand and adhere to the concept of teamwork. As team members, they will understand that they are in part, co-directors of the concert events so attitude and performance shall be at the highest level.

Singers

All Singers will be expected to: 1) Have extensive musical training. 2) Be able to sight read on a moderate level. 3) Attend a six (6) hour rehearsal each week. Prompt attendance is mandatory (unless prior notice is given). 4) Must have all music material memorized and all parts learned for concert events. 5) Attend each concert event (unless prior notice is given – 2 weeks in advance). 6) Travel with the Team to all concert events (unless prior notice is given). 7)

Band Members

All Band Members will be expected to: 1) Have extensive musical training. 2) Be able to sight read on a professional level. This will include notes and musical charts. 3) Attend a six (6) hour rehearsal each week. Prompt attendance is mandatory (unless prior notice is given). 4) Must have all music material learned for concert events. Music will be permitted during the concert events but it is recommended that material be memorized. 5) Attend each concert event (unless prior notice is given – 2 weeks in advance). 6) Travel with the Team to all concert events (unless prior notice is given).

Dancers

All Dancers will be expected to: 1) Have extensive creative movement training. 2) Attend a six (6) hour rehearsal each week. Prompt attendance is mandatory (unless prior notice is given). 3) Must have all material learned for concert events. 4) Attend each concert event (unless prior notice is given – 2 weeks in advance). 5) Travel with the Team to all concert events (unless prior notice is given).

Sound Engineer

The Sound Engineer will be expected to: 1) Have extensive theatrical training. 2) Attend a six (6) hour rehearsal each week. Prompt attendance is mandatory (unless prior notice is given). 3) Attend each concert event (unless prior notice is given – 4 weeks in advance). 4) Travel with the Team to all concert events (unless prior notice is given).

Lighting Engineer

The Lighting Engineer will be expected to: 1) Have extensive theatrical training. 2) Attend a six (6) hour rehearsal each week. Prompt attendance is mandatory (unless prior notice is given). 3) Attend each concert event (unless prior notice is given – 4 weeks in advance). 4) Travel with the Team to all concert events (unless prior notice is given).

Projections:

It is our goal to raise all the funds needed to support the entire staff for 1 year plus all expenses by December 2004. We plan to have one (1) concert event planned for each month for the following year – 12 cities. Our goal is to have all equipment and transportation needed for the events purchased or donated. This will include a complete sound rig, lighting rig, props, 2 buses (1 Day Coach able to seat up to 40 people and 1 Main Coach) and 1 Semi Tractor Tractor to haul all equipment.

Our projection for the next 6 years is to increase the concert dates 1 per month each year. We also project to have sponsorship/partnership established that will underwrite the events, all expenses and staff salaries.

The seventh year of our existence will be a year of rest with planning to continue to take place and preparation for the following years concert events.