



Horizon City Church

Church Planting Prospectus

“The only broad-scale way to bring many new Christians into the body of Christ in a permanent way is to plant new churches.”

–TIMOTHY KELLER
FOUNDING PASTOR, REDEEMER CHURCH

“Central Florida is the most strategic church planting region for global evangelism in North America. We can literally reach the world from here.”

–TOM CHEYNEY
GREATER ORLANDO BAPTIST ASSOCIATION

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ORLANDO, FL

CITY POPULATION: 328,535

METRO POPULATION: 2,894,148

ORLANDO: OVERVIEW

Orlando is best known for its warm weather, relaxed lifestyle, and world-class amusement.

With a dozen theme parks and 400+ resorts, the Orlando metro region attracts between **70 and 80 million visitors each year**, making it **the #1 most visited metro area in the world**.

More importantly, the Orlando region has been the **3rd fastest growing metro area** in the USA since 2021.

The Orlando metro is now home to nearly **2.9 million people**.

Other insightful cultural characteristics:

- Orlando will likely be the **#1 most de-churched city in the USA** by 2030;
- Orlando has the **2nd highest percentage of residents working in hospitality and entertainment** in the USA (only behind Las Vegas), which contributes to Orlando being a transient community;
- Orlando is **one of the top 10 most ethnically diverse** cities in the USA and 23% of the area's residents are foreign-born (nearly 75% higher than the national average).
- Orlando has **one of the top 10 largest LGBTQ+ populations** in the USA; the HRC's Municipal Equality Index has identified Orlando as the **most "gay friendly" city in USA** for last ten consecutive years.
- Despite significant affluence across the Orlando region, **15.5% of the area's residents live in poverty**, which is 35% higher than similarly-sized cities in the USA.



REASONS FOR PLANTING IN ORLANDO, FL



Population Explosion Since 2021

Of 28,000+ zip codes nationwide, seven of the top twenty-five fastest growing zip codes in the USA are in Central Florida.

From 2010 to 2020, the Orlando metro was our nation's 7th fastest growing metro, but the growth rate spiked in the wake of COVID; it is now the 3rd fastest growing metro in the USA.

Also important to note, the migration to the Orlando region is now younger and more ethnically diverse than pre-COVID.

45% of all new area residents are 25–54 years old, our nation's youngest migration.

28% of all new area residents are from international locations, with significant numbers from Brazil, Venezuela, India, Jamaica, China, and Haiti. God is bringing the nations to our backyard.



According to the **Redeemer City-to-City** network, in order to see any significant rise in church attendance in any particular local community, the community must have a church-to-population ratio of 1:435 or better (i.e., at least one church for every 435 people living in the community).

The church-to-population ratio in the greater Orlando region in 2019 was 1:835. Today the church-to-population ratio is 1:1036.

There weren't enough churches to adequately serve the region even before the population spike. Orlando desperately needs more gospel-preaching churches.

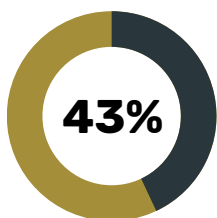


REASONS FOR PLANTING IN ORLANDO, FL

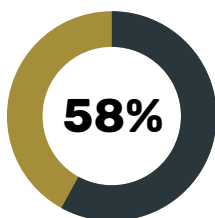
Most “De-Churched” City in USA by 2030

Church attendance in the USA has declined each year since 1990, but the rate of decline has been 10–15% faster in Orlando than the national average.

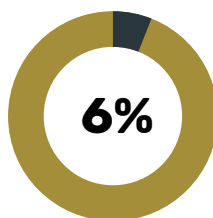
58% of Orlando area residents claim “No Religious Affiliation” which makes Orlando the least religious city in the USA below the Mason-Dixon line.



43%
“De-Churched”
as of 2018



58% claimed
“No Religious
Affiliation” in 2023



6% attend a
gospel-preaching
church regularly

In 2018, the Barna Group found that 43% of Orlando residents were de-churched, 6th highest percentage amongst US cities; tragically, the rate of de-churching in Orlando has increased significantly since 2018.

If Orlando’s current rate of de-churching continues, Orlando will most likely become the #1 most de-churched city in the USA before 2030.



REASONS FOR PLANTING IN ORLANDO, FL

Disney World and Disney College Program

We intend to plant near Disney World. Disney World is more than 43 sq. mi. (bigger than Boston, Paris, and San Francisco).

More importantly, 77,000+ people work at Disney World, from all 50 states and from more than 30 countries.

Disney College Program (DCP) recruits young adults from around the world. Between 12,000 and 18,000 college students participate in the DCP each year.

Typically, between 10% and 15% of the DCP interns are from international locations.

The Disney community is very transient. But what if we could effectively make disciples in the Disney community that would then go out to other places with the gospel?

“Disney is a company that shapes the minds and hearts of children. It’s a world-changing company. If we can influence people at places like that, we can influence the world.”

—Renaut van der Riet, Mosaic Church, Winter Garden, FL

REASONS FOR PLANTING IN ORLANDO, FL

Disproportionate Impact

The types of businesses operating in Orlando allow the region to **wield influence on American culture that is disproportionate** to its size and age. The region is home to:

- More than a dozen **Fortune 500** companies;
- Two telecommunications giants;
- **University of Central Florida**, the second largest college in the USA (66,000+ residential students);
- **Full Sail University**, the nation's best media school; their graduates have greatly influenced film, television, and music;
- More conventions/conferences than any other US location;
- Several world-class sports training facilities that host various athletic competitions/tournaments.

What if we could saturate Orlando with healthy gospel preaching churches? **What if it were impossible for every Orlando resident and visitor to ignore Jesus?** What ripple effects might that have in other places?

“Orlando’s influence on American culture is comparable to the influence of places like Boston, Miami, Houston, and Chicago. But those cities are more than double our size, or even triple.”

—Robert Redd, Historian and Central Florida resident



THE CHURCH PLANTING FAMILY



Kenny and Malaina Ortiz moved to Central Florida in July 2023 with the intention of launching **Horizon City Church** in the fall of 2024.

Before relocating to Florida, Kenny (41) was a pastor at Cities Church in St. Paul, MN and a professor at Bethlehem College and Seminary. He has more than fifteen years of vocational ministry experience. He's also been a successful entrepreneur. Malaina (32) was previously a missionary to France and then worked as a college recruiter for several years in Minnesota for two different schools. Kenny and Malaina have two young kids, Idelette and Josiah.

Kenny has been dreaming and praying about church planting since his college days, more than twenty years ago, and Malaina has become the biggest supporter of that dream. In the spring of 2023, Kenny and Malaina sensed that the ideal time to pursue church planting had finally arrived.

The personalities that have most influenced Kenny's theology and ministry philosophy have been John Piper, R.C. Sproul, Mark Dever, Norman Geisler, and Chuck Colson. Their influence will shape the formation of Horizon City Church.

Kenny has earned a Th.M. (Pedagogy), an M.Div., a B.A. (Biblical Studies), and a B.S. (Psychology and Organizational Leadership). He's also currently a Ph.D. candidate at Midwestern Seminary. Malaina has earned an M.A. (Intercultural Leadership) and a B.A. (Intercultural Studies and Biblical Studies).

For a full detailed bio and résumé, visit www.kennethortiz.com/resume.

ENDORSEMENTS

“That’s the way we’re supposed to preach. I want to go to your church.”

–**John Piper’s comment to Kenny Ortiz after hearing Kenny preach**

“I was a member of the Ortiz’s community group for two years. It was a wonderful experience. Kenny and Malaina’s home was always full of hospitality. They love Jesus and are overjoyed to share that love with everyone who enters their home.”

–**Ben Wiita, member, Cities Church**

“Maybe more than anyone I’ve known, Kenny Ortiz has helped me taste and anticipate the unique sweetness of gathering with God’s people week after week in worship.”

–**Marshall Segal, CEO and president, desiringgod.org**

“Pastor Ortiz is a beautiful balance of grace and grit, compassion and conviction, wisdom and winsomeness, intelligence and intuitiveness. I am thankful that the Lord, in his kindness, has raised up men like Kenny Ortiz whose aim is to faithfully steward the gospel for the coming generations.”

–**J. Aaron White, associate pastor, Redeemer Bible Church**

“Kenny Ortiz is a dynamic speaker and teacher. He presents material in a way that is both informative and entertaining. But more than that, he’s also very relational and pastoral; he was always willing to come alongside and build relationships with his students.”

–**La’Tia Coleman, former student, Bethany Global University**

“Kenny Ortiz is the best preacher that this old man has ever heard!”

–**Dave Houghton, associate pastor, City View Church**

“Professor Ortiz is a great teacher. Many BGU students would probably say he was their favorite professor. But the thing that really stands out about Kenny Ortiz is that he really loves his students. He was like a big brother. I’m very grateful.”

–**Ian Renner, former student, Bethany Global University**

MISSION

**To make disciples
who treasure Christ.**

VISION

Our dream is for **Horizon City Church** to be a community of Christians in Central Florida who:

- Possess a steadfast happiness inspired by the grandeur of God;
- Obey the commands of Christ without reservation;
- Practice radical hospitality;
- Consistently apply Christ's wisdom to every sphere of life;
- Fiercely commit to kingdom multiplication through church planting and global missions.

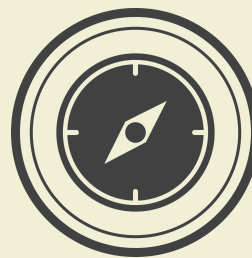
CORE VALUES



**We gather
often.**



**We make much
of teaching.**



**We show
others the way.**

Our Core Values are crafted to be commitment statements that our Members can embrace; informed by our observations about how spiritual growth happens.

We want to see people grow and mature in their spirituality and faith, but we cannot manufacture spiritual growth. Spiritual growth is wrought by the Spirit of God. However, we have observed that the Spirit of God most often, and most intensely, grows and matures people whenever they are confronted with the goodness and beauty of Jesus Christ. Therefore, we ought to seek to confront people with Christ's goodness and beauty as often as possible.

At Horizon City Church, with God's help, we intend to place significant emphasis upon the corporate activities that will bring individuals face-to-face with Christ's glorious goodness and beauty, with the hope of cultivating conditions, in our lives and minds, that are conducive to spiritual growth.

The goodness and beauty of Christ is best seen whenever:

- Believers are regularly gathering with other believers for mutual encouragement, inspiration, and admonishment and when they are inviting unbelievers to come observe and experience genuine Christian community.
- People are regularly hearing faithful Christ-centered expositional teaching.
- Believers take personal responsibility for the discipleship of the individuals that God has brought into their lives.

If our Members joyfully embrace these Core Values, they will cultivate conditions, in their minds and lives, that are certainly conducive to spiritual growth. If the Lord permits, our church will develop into a community of mature disciples who treasure, enjoy, and obey Jesus Christ together.

OUR DISTINCTIVES



Big God Theology

We enthusiastically embrace and take great comfort in the absolute sovereignty and bigness of God. We believe it is right and good to regularly emphasize the transcendence of God, the providence of God, and the supremacy of Christ.



Expository Preaching

We are committed to expository preaching. We intend to go through whole books of the Bible, typically over the course of several weeks, preaching through the passages verse-by-verse.



Christ-Centered Worship

We believe every element of the worship service ought to point to the person and work of Christ. Sermons will be expositional but they'll have an accent on how the passage points to Christ; and each sermon "lands" at the Lord's table.



Team Leadership

We believe churches should be led and shepherded by a plurality of biblically qualified male elders/pastors, with the Lead/Senior Pastor serving as the "first among equals."



Formative Liturgy

We believe that every aspect of the worship gathering ought to be intentionally crafted with spiritual formation in mind. Our liturgy will include: Call to Worship, Catechism, Confession, Consecration, Communion, and Commission.



Easy-Entry Community

We are committed to maintaining a clear and streamlined process for new persons to acquire information about the church and to move toward meaningful church connection/involvement; no one should ever be guessing as to what their “Next Steps” ought to be.



Meaningful Membership & Congregationalism

Local church membership is a biblical imperative that comes with various privileges, responsibilities, and duties (there are certain issues where the congregation has final decision-making authority). Also, we intend to clearly identify our members and keep “clean membership rolls” so that we can intentionally shepherd and discipline (as needed) our Members.



Redemptive View of Culture

We believe Christians ought to affirm and enjoy the elements of culture that are true, good, and beautiful, while simultaneously seeking to transform and redeem, wherever possible, the elements of culture that have been corrupted by sin.



Multiplication Focused

We are fiercely committed to kingdom multiplication through church planting and church revitalization. Whenever possible, we want to prioritize planting and revitalization efforts over other ministry efforts and/or expenditures.



Church-Centered Missions

We believe the local church is responsible to help each Member discover/identify what role they can play in global missions. The local church ought to be the loci for training and sending gospel workers; we intend to partner with like-minded churches to accomplish this task. Also, we believe all missionaries (domestic or cross-cultural) ought to be accountable to a local church, not merely a para-church organization.

OUR DOCTRINE

Elder Affirmation

Our Elders will be expected to joyfully affirm a collection of statements that we believe, together, most accurately depict the gospel of Jesus Christ, its doctrines, and its implications. This collection of statements will include:

- **Bethlehem Elder Affirmation of Faith**
- **Chicago Statement on Biblical Inerrancy**
- **Danvers Statement on Biblical Manhood and Womanhood**
- **Nashville Statement on Human Sexuality and Gender**

Member Affirmation

Membership will be open to individuals who have been baptized and who affirm the essentials of the historic Christian faith, as expressed in the **Apostles' Creed** and **Nicene Creed**.

Full agreement with the Elders on secondary and tertiary doctrines will not be a prerequisite for membership. However, Members will be expected to enthusiastically and prayerfully consider the teachings of the Elders, which shall always be in accordance with the collection of statements we affirm.

Denominational Cooperation

As a member church of the Southern Baptist Convention (SBC), we pledge that our church's doctrine and practice shall be in "friendly cooperation" (as defined by SBC protocols) with the official statement of faith of the SBC, the **Baptist Faith and Message 2000**.

AFFILIATIONS



Send
Network



Pillar
Network

STRATEGIC PARTNERS



Orlando Church
Planting Network



The Grove
Church



Florida Baptist
Convention



Campus
Outreach



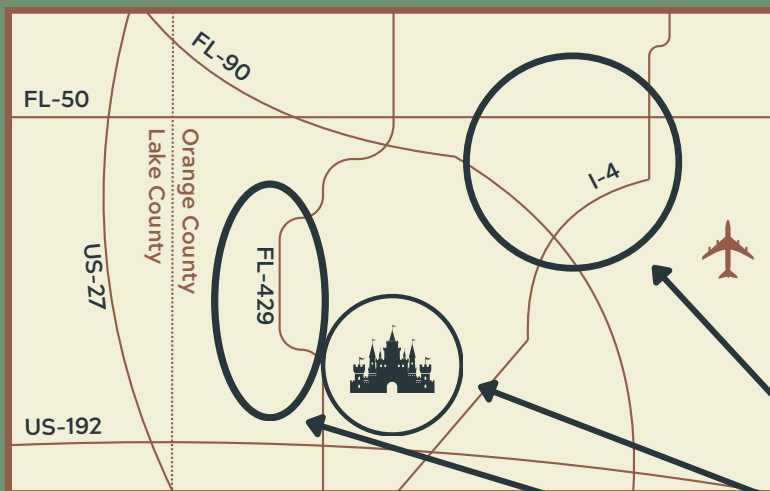
Midwestern
Seminary



Ironmen of God
Ministries

TARGET AREA: HORIZON WEST

Horizon West has been the fastest growing area within the Orlando metro since 2019. It's an unincorporated region of southwest Orange County (38 sq. miles), directly west and northwest of Disney World, and apx. a 25-minute drive from downtown Orlando.



Population of Horizon West

2004:	Less than 1,000
2024:	65,000+
2034:	120,000+ (projection)

DOWNTOWN ORLANDO

DISNEY WORLD

HORIZON WEST

Who's Coming to Horizon West?

"Horizon West is a unique blend. We've got young families and retirees and Disney executives and people working dirty jobs at resorts. We've got conservatives and liberals and rednecks and everything in between. And every coffee shop is packed with people working on their laptops, and they're from everywhere. The Horizon West villages are so thoughtfully curated. It's the place to be."

—Luis Garcia, Local Realtor

DISCIPLESHIP AND MINISTRY STRATEGY



Worship and Prayer

- **Sunday Gatherings:** Our primary discipleship space will be our Sunday worship gatherings. Their aim will be to confront individuals with the goodness and beauty of Christ. Sunday gatherings will be primarily crafted for Christians, but we'll intentionally use vernacular that is accessible and clear for unbelieving visitors.
- **Corporate Prayer:** We intend to schedule regular corporate prayer meetings; prayer meetings will have the highest priority as we craft the church-wide calendar.

Evangelism and Discipleship

- **Evangelism Strategy:** Our goal is for Members to share the gospel with their unbelieving friends/family. With this in mind, we intend to offer formal evangelism training for Members. Also, we intend to enthusiastically promote quality evangelistic endeavors initiated by Members, encouraging other Members to join in, whenever possible.
- **Discipleship Strategy:** We want to emphasize personal discipleship, where newer/younger believers are being discipled/mentored by seasoned believers. With this in mind, we intend to offer formal Discipleship training, to help Members effectively disciple/mentor in informal settings. We'll also "match" new believers with Members for discipleship (as needed). Our motto: "Every Member a discipler."
- **Social Gatherings:** Initially we'll host social gatherings to serve as forums for Members to enhance relationships and to be "easy entry points" into our church community. Relationships will organically emerge from gatherings; our aim will be to train Members to turn organic relationships into discipleship/mentorship relationships. As the church numerically grows, we'll shift these social gatherings into Member-led Community Groups that are primarily focused on social and/or missional activities.
- **Sunday School and Equipping Seminars:** We intend to heavily emphasize formal teaching spaces. We hope to offer Sunday school classes, for all ages, during the school year. We also intend to offer various one-day seminars throughout the year. Classes/seminars will cover many different topics to meet congregational needs.



DISCIPLESHIP AND MINISTRY STRATEGY

Leadership Development

Track I: This will be a five-month cohort for Members wanting to be leaders or for those simply seeking more robust training. It'll include a deep dive into spiritual disciplines, theology, and ethics.

Track II: This will be a nine-month cohort (there will be men's cohorts and women's cohorts). It'll begin with a deep dive into the beauty of complementarianism and then will cover various topics pertinent to church leadership and deaconal ministry.

Track III: This will be a nine-month cohort designed for men considering pastoral ministry. This will include a deep dive into applied theology, church history, political/cultural engagement, biblical counseling, preaching, and ecclesiology.

Campus Outreach Partnership

Campus Outreach (CO) is a global network of ministry teams working through local churches to do ministry on university campuses. We've had conversations with CO leadership about raising up a CO team (to be based out of Horizon City Church) focused on reaching the **9,000+ Disney College Program interns** that live at the south end of Horizon West.

MBTS Partnership

We're excited to partner with Midwestern Seminary via their Contextualized Leadership Development (CLD) program. This will allow us to offer **high-quality theological education at no cost**. Some of our Sunday school classes, seminars, and Track I/II/III modules will utilize curriculum that's part of CLD; Members will have the option to do extra homework that will allow their class/module to count for college/seminary credit.



TIMELINE/PLAN

2024

MARCH-MAY

JUNE-SEPT

OCT-NOV

DEC-FUTURE



ENGAGE A CITY

- Launch partnership development campaign.
- Spend time in community common areas seeking to build relationships with unbelievers.
- Guest preach at local churches as means of recruiting core team.
- Begin looking for a location to hold Sunday worship services.
- Prayer walks throughout the area.

MAKE DISCIPLES

- Begin regular core team gatherings to establish culture and teach through values.
- Launch men's Bible study.
- Launch monthly social events; begin using social media ads to promote social events to the community.
- Launch series of blog articles as means of reaching new area residents.
- Schedule corporate prayer meetings.

PLANT A CHUCH

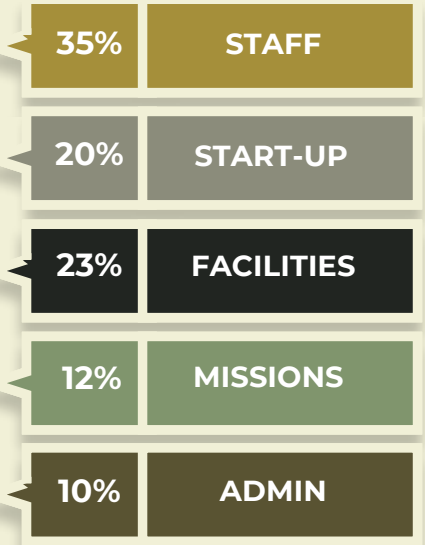
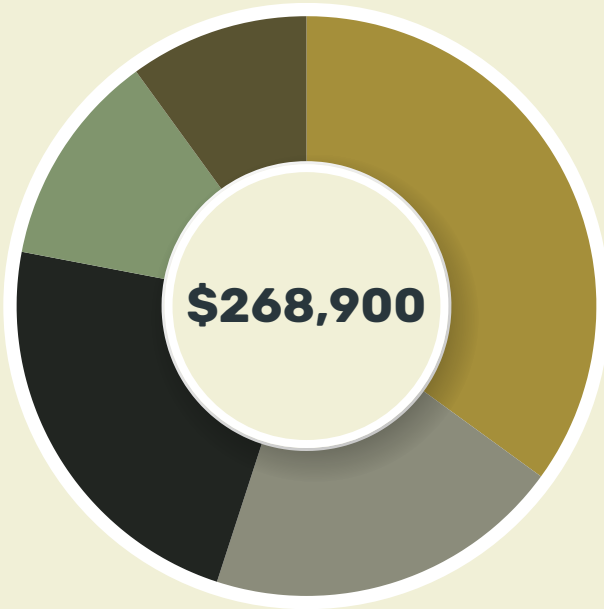
- Promote church launch day via social media ads.
- Launch Sunday worship gatherings in October 2024.
- Indefinitely continue befriending unbelievers.
- Indefinitely continue corporate prayer meetings.
- Launch pastoral development cohort for men and discipleship cohorts for women.

SUSTAIN A CHURCH

- Manage essential elements of church.
- Launch teaching spaces/classes.
- Launch social media campaign aimed at the de-churched.
- Plan men's and women's retreat.
- Plan first two seminars: spiritual disciplines and evangelism training.
- Plan short-term missions trip for December 2025.

BUDGET

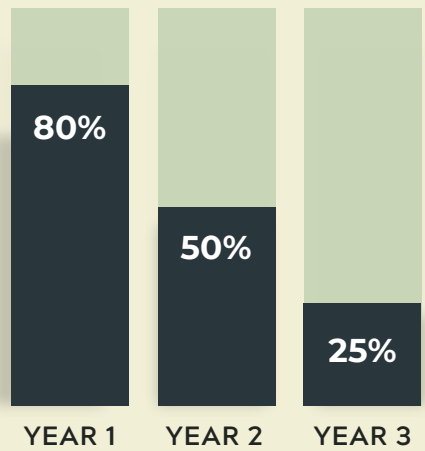
EXPENSES FOR LAUNCH PHASE AND YEAR ONE



PROJECTED BUDGETS

YEAR 2	\$261,300
YEAR 3	\$297,000

OUTSIDE SUPPORT NEEDED



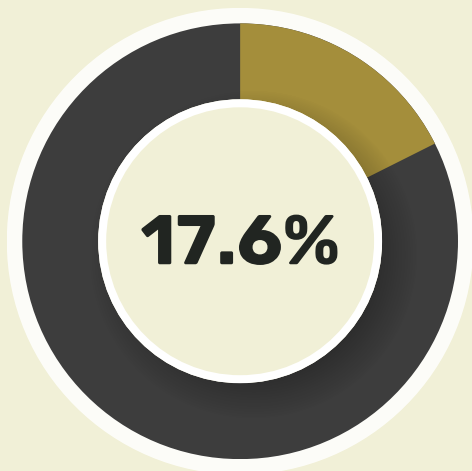


FINANCIAL GOAL

Our goal is for Horizon City Church to be fully self-sustaining by **the end of year three** (October 2027). With God's help, we intend to decrease our dependency on outside financial support each of the first three years of our church plant.

THREE-YEAR GOAL

\$420,000



STATUS OF FUNDRAISING:

As of April 2024, we have raised **\$73,800 of our \$420,000** goal (17.6%) from multiple partners. Praise be to God!



PARTNER WITH US

We are seeking 60 financial partners:

- 30 partners to give one-time gifts as soon as possible
 - 30 partners to give monthly over the next three years
-



**SEEKING
60
FINANCIAL
PARTNERS**

30 DONORS TO GIVE ONE-TIME DONATIONS OF

1 DONOR GIVING	\$50,000	5 DONORS GIVING	\$5,000
2 DONORS GIVING	\$25,000	8 DONORS GIVING	\$2,500
4 DONORS GIVING	\$10,000	10 DONORS GIVING	\$1,000

30 DONORS TO GIVE MONTHLY DONATIONS OF

2 DONORS GIVING	\$1,000/mo.	5 DONORS GIVING	\$145/mo.
3 DONORS GIVING	\$500/mo.	5 DONORS GIVING	\$65/mo.
5 DONORS GIVING	\$250/mo.	10 DONORS GIVING	\$45/mo.

To give or make a pledge, please contact Kenny Ortiz directly at 267-847-8697 or via email at kenneth@kennethortiz.com or visit www.horizoncitychurch.com/give.

301 Brimming Lake Rd.
Minneola, FL 34715
267-847-8697

www.horizoncitychurch.com

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