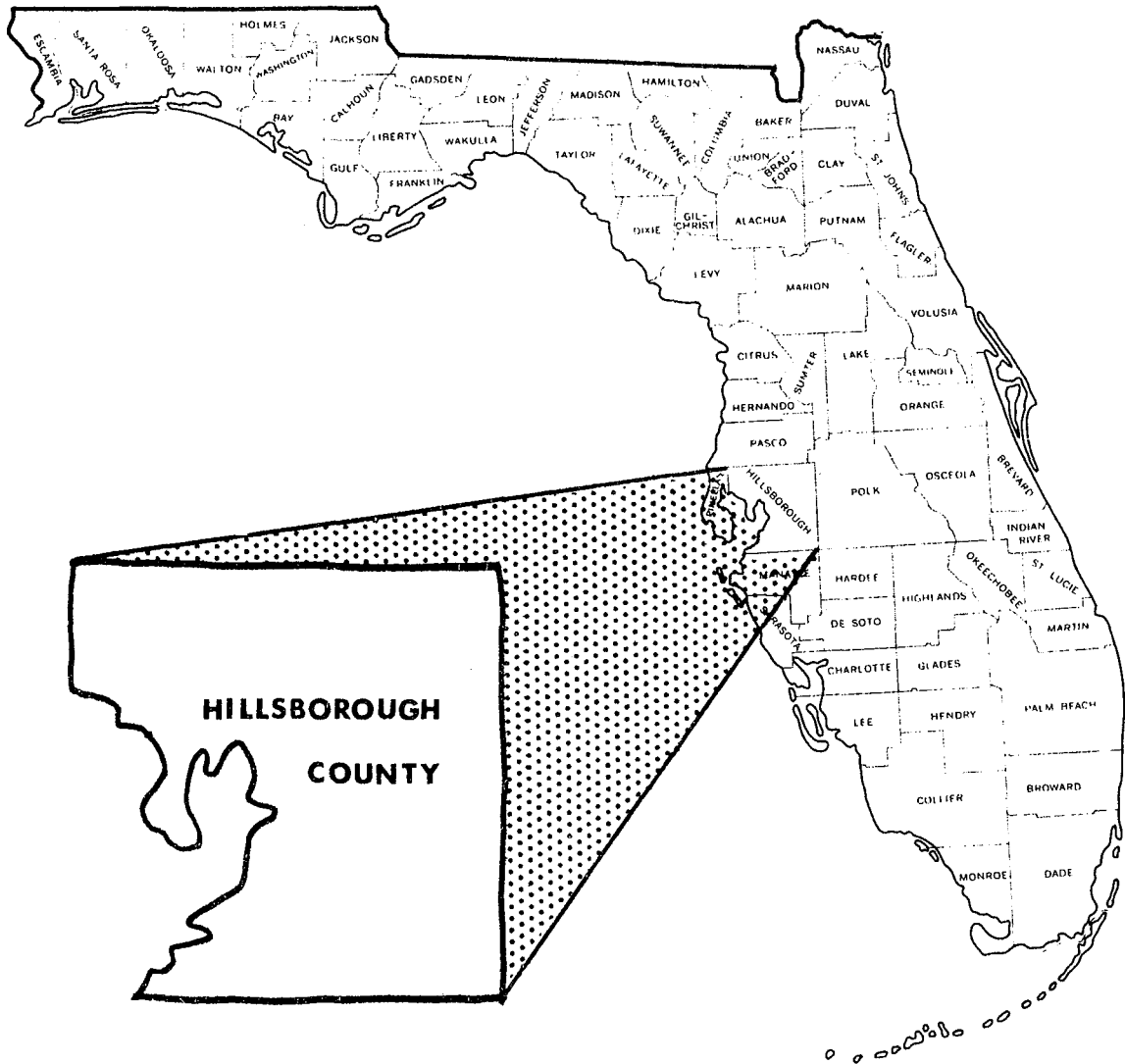


# SOUTHERN BAPTISTS in HILLSBOROUGH COUNTY, FLORIDA



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A BRIEF STUDY OF THE CHURCHES AND PEOPLE  
OF THE TAMPA BAY BAPTIST ASSOCIATION

May, 1972

Prepared by

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## INTRODUCTION

This brief paper has been prepared at the request of the Division of Missions of the Florida Baptist Convention and the Tampa Bay Baptist Association. It is addressed to the executive board and various committees of the Tampa Bay Baptist Association, to be used as a tool in developing a strategy for this strategic area. The report is an attempt to assemble several data that are important in the analysis of the communities, churches and growth of Hillsborough County, and to give some brief interpretation of this data. The initial part of the paper is an analytical text which accompanies the tables of data included there and in the appendix. The first section of the report deals with the community data, while the second section deals with church data. The conclusions have been developed by the author, as a result of his observations of the data, and are an attempt to share with the Tampa Bay Baptist Association and its churches the author's observations.

This report will be stimulative in nature rather than exhaustive, since there is neither a demand nor space for full treatment of all the available data.

Appreciation must be expressed to several people who have made significant contribution to this report. Dr. J. Woodrow Fuller and J. Ray Dobbins of the Division of Missions of the Florida Baptist Convention have made invaluable contributions through their counsel and suggestions, and by assisting in the searching out of certain data contained in the report. Appreciation must also be expressed to Rev. Bill Moyle, Superintendent of Missions for the Tampa Bay Baptist Association, who has given invaluable assistance in gathering data and giving counsel in the preparation of the report. Further, appreciation must be expressed to Mr. Donald Buck and Miss Shirley Mims of the

Hillsborough County Planning Commission, and to Mr. Art Eickenberg of the Division of Youth Services for their provision of data and personal observation regarding activities and trends in Hillsborough County. Several other state and private agencies have assisted in the production of the report by providing data which has been included.

A very special "thank you" goes to two office secretaries at the Home Mission Board for their diligence and efforts in preparing numerous statistical tables contained in this report. These two ladies are Mrs. Rachel Gill and Miss Cathy Hulsey, the Department Office Secretary, both of whom have made the preparation of the document possible.

## POPULATION TRENDS

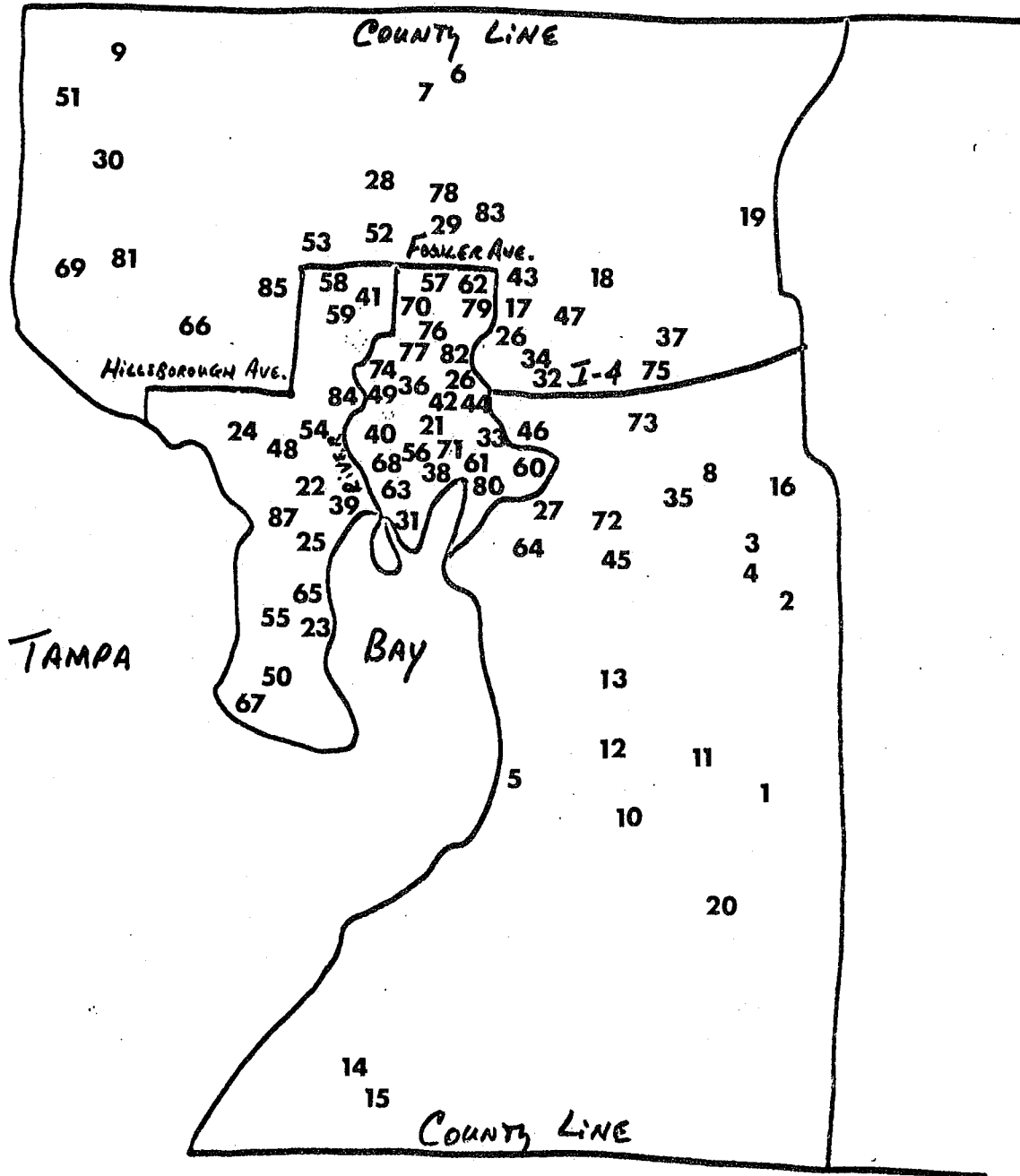
### Significant Numerical Growth

Between 1960 and 1970, the population of Hillsborough County grew by 23.2 percent for a total increase of 92,477 people. The city of Tampa had a 1 percent increase, while Temple Terrace grew by 92.7 percent. Data on the remaining municipalities and unincorporated areas of the county were not available for 1960, and thus percentage increases were not calculated. Tampa and St. Petersburg represent Standard Metropolitan Statistical Area, of which there are nine in the state of Florida. This SMSA is the second largest in the state, but Hillsborough County is the fifth largest county in Florida. The county was the tenth fastest growing county of all the metropolitan counties in the state and its rate of growth was about one-fourth that of the fastest growing county (Broward County). Almost 70 percent of all growth in the state occurred in the nine SMSA's. In the nation as a whole, and in Florida, 69 percent of the residents lived in metropolitan areas in 1970.

Tampa City gained approximately 14,000 through annexation during the decade, but within its 1960 boundaries, there was actually a decrease in population of 11,118. The city actually gained 25,000 people to overcome the net loss within its 1960 boundaries.

On Figure 1 is a map of Western Hillsborough County or Tampa Bay Baptist Association, and delineated on this map are the four study areas used in this report for comparison of data. The reader should review this map before continuing, so as to understand how the data has been collated in the report. Also located on this map are the churches of the TBBA and the corresponding list of churches with the corresponding numbers appears in the appendix. It should be noted that the Peninsula Study Area incorporates the peninsula and

FIGURE 1  
 LOCATION OF CHURCHES IN TBBA BY STUDY AREAS, 1971<sup>a</sup>



<sup>a</sup>Source: TBBA Associational Minutes.

its northern boundary runs along the northern city limits of Tampa to Nebraska Avenue, then southward to Hillsborough River and along the river to Tampa Bay. The Central Study Area is all of the area east of the before mentioned boundary and inside the city limits of Tampa. The North Study Area is the area in North Hillsborough County, north of the city of Tampa, and north of Interstate 4. The South Study Area is all of the area in Tampa Bay Association, south of Interstate 4 and outside the city of Tampa. An arbitrary line has been drawn at what is normally considered the eastern boundary of the association, so as to incorporate the area served by Tampa Bay churches in the western portion of the county. These rather arbitrary divisions of the county have been made so as to compare community and church data to get a more composite picture of the TBBA.

On Table 1 are the population data for the county in the four study areas. The Peninsula Area is the largest, with the Central and North Areas being fairly equal and the South Area being the smallest. The rankings will almost reverse during the period 1970-1985. At that time, the largest will be the South Study Area, followed by the North, then the Peninsula and the Central Study Areas. Almost 7 percent of the population of Florida now lives in Tampa Bay Baptist Association, and this is projected to rise to 8.4 percent by 1985.

#### Population Projections

It should be noted that on Table 1 are listed the population projections for 1985. These were prepared by the Hillsborough County Planning Commission, and published in 1967. In all four study areas the population growth is going to be at an accelerated rate over the last decade. The growth rate for the state of Florida is projected to slow down slightly between 1970 and 1985, as compared with the growth rate of the 1960's. It is evident on Table 1 that the greatest population increases are projected in the South Study Area with

TABLE 1

NUMERICAL POPULATION AND CHANGES TO 1985 IN TBBA BY STUDY AREAS, 1970<sup>a</sup>

STUDY AREAS	POPULATION		CHANGES	
	1970	1985 <sup>b</sup>	Net	Percent
TAMPA BAY	443,020	752,750	309,730	69.9
Peninsula Area	157,326	190,755	33,429	21.3
Central Area	120,315	155,745	35,430	29.5
North Area	102,668	194,825	92,157	89.8
South Area	62,711	211,425	148,714	237.1
FLORIDA	6,789,443	9,012,000 <sup>c</sup>	2,222,557	32.7

<sup>a</sup> Source: Bureau of the Census and Hillsborough County Planning Commission. 1970 Census of Population and Housing, Census Tract Tables P-1, H-1, and H-3. Tampa: 1971.

<sup>b</sup> Source: Hillsborough County Planning Commission. Population, and Housing, 1960, 1966, and 1985. Tampa: May, 1967.

<sup>c</sup> Source: Bureau of the Census. Current Population Reports, Series P-25, No. 375, "Revised Projections of Population of States: 1970 to 1985," U.S. Government Printing Office, Washington, D.C., 1967.

significant increases in the North Study Area. It appears at this time that there will be only moderate increases in the Peninsula and Central Study Areas.

In an interview with Mr. Donald Buck of the Hillsborough County Planning Commission, it was learned that the county's fastest growing area presently is north of the airport in the area called Town 'n Country. The area will likely grow to 25,000-35,000 persons by 1980. Other growing areas in the county include a belt of population growth from Clearwood north along Dale Mabry Highway, between Lake Carroll and Lake Magdalene, which is a fairly exclusive area of \$40,000 homes and up. North of Waters Avenue, approximately 2,000 units have been added in the past two years and the area around the university has been growing primarily with small apartments and mobile home parks for students. The community of Brandon has had significant growth during the past two years and it appears now that a regional shopping center will be located at the southeast corner of Handley and Waters Avenue, and likely, this will generate 2,000-3,000 single-family homes in the area during the next five years.

There are, of course, several factors that will have a bearing upon the continuing growth of the county. Some of these factors are: (1) The ability of the county to continue attracting new industries; (2) The ability of the county to provide adequate housing for the new families migrating into the county; (3) The development of a workable water and sewer master plan for the suburban areas; (4) The adaptability of landowners in the suburban areas to the needs of the economy and the population of the county in providing economical land prices for development.

Mr. Buck feels that there are serious water and sewer problems in the county. At the present time, septic tanks are being discouraged, and the

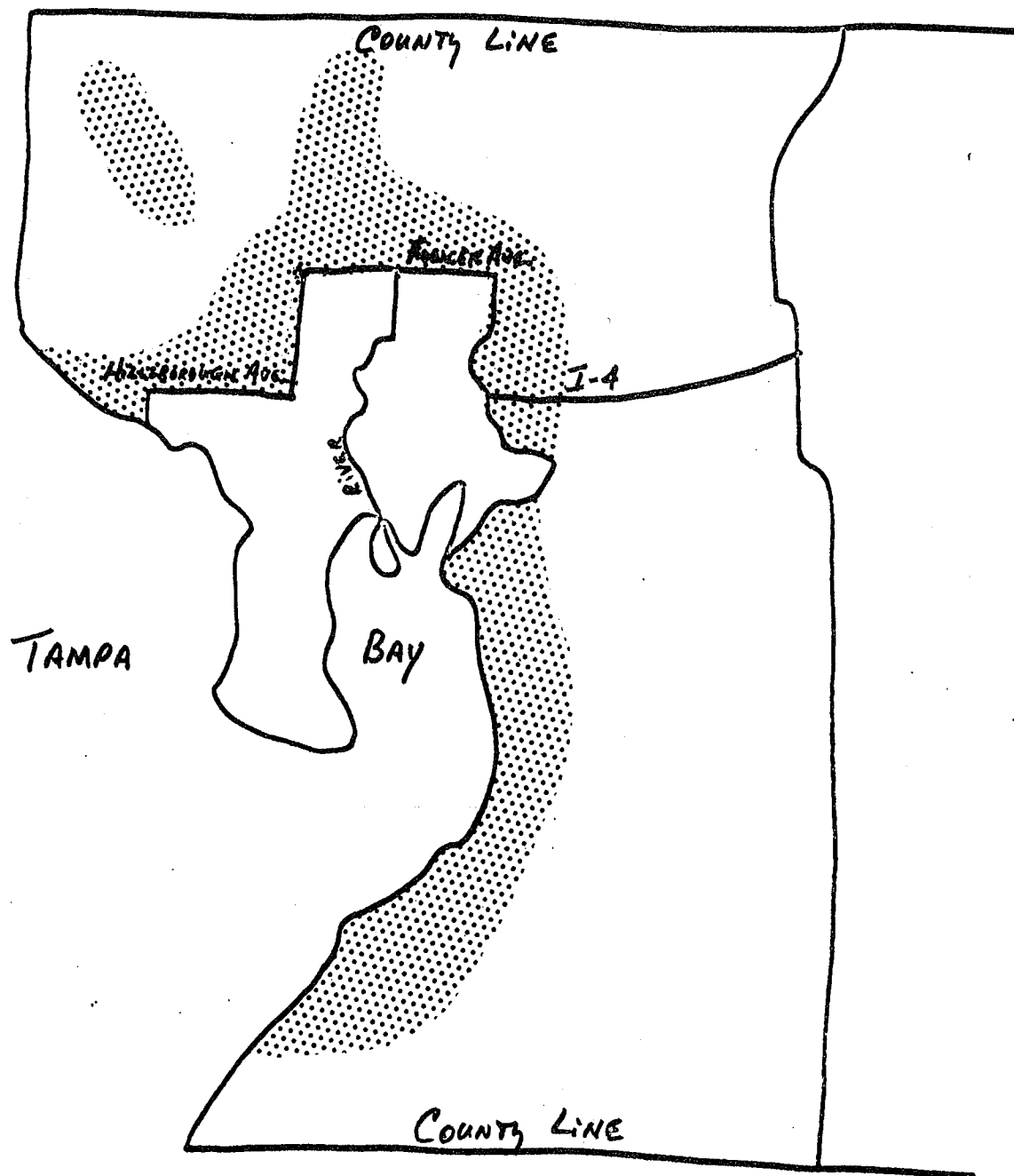
county is attempting to establish treatment plants at an accelerated rate. The density of the area has generated this problem and the lack of funding for adequate provision of services has made the problem acute.

On Figure 2 are the location of the population growth areas in the county. It should be understood by the reader that these are general outlines of the growth, and not necessarily the definite patterns of growth. The surge to the north incorporates the more affluent areas of suburbia while the growth area outlined in the northwest corner of the county incorporates the "lake area". The area along the bay to the south of the city is projected to grow due to proximity to the developing port facilities, which will, in turn, provide jobs. There are two factors which will largely govern the increases in population. First, population growth will occur where there are available utility services. Second, growth will occur where there is available land at a good market value. The two study areas inside the city of Tampa, where the bulk of the population is now located, have adequate utility services, but very little available land. In this area, development can likely be termed "compaction" which will lead to the development of the land that has been "leap-frogged" by the developers in their attempt to find "cheap" land for development purposes. The suburban areas of the county will develop only as services are available and economical prices for land are a reality.

One of the major problems that could easily affect the growth of the county is the transportation problem. In the interview with Mr. Buck, it was learned that the I-75 bypass is now five years away, and other major thoroughfares in the city are behind in their construction schedules. Unless these transportation problems are alleviated during the next decade, it is doubtful that Hillsborough County can continue to grow at an accelerated rate.

FIGURE 2

LOCATION OF MAJOR POPULATION GROWTH AREAS IN HILLSBOROUGH COUNTY, 1971<sup>a</sup>



<sup>a</sup>Source: Hillsborough County Planning Commission. Population and Housing, 1960, 1966, and 1985.

One of the factors that tends to indicate a continued growth for Tampa is the new comprehensive plan for the Central Business District. There are plans on the drawing board to modernize and refurbish the CBD to make it a more attractive place for work and entertainment. It is felt by the Planning Commission that the city is becoming a regional shopping center for west-central Florida, and many large national businesses are locating regional offices in the city. A further developing trend is that industrial uses of the port are changing and some of the port facilities are moving to the east side of the bay which will release some of the commercial property on the peninsula and the north interbay area for commercial developments and other mixed uses. It seems that several of the heavy industrial complexes will be moving from the peninsula area to east bay for their complicated loading facilities.

#### Migration is a Factor in Growth

On Table 2 are the components of population change for the county, the cities, the suburban areas, and the Negroes and other races. It should be noted on the table that a number equal to 12 percent of the 1960 population migrated into the county during the past decade. There was an additional net gain in the population by natural increase of 45,500 people. Most of the net immigration occurred in the suburban areas since there was a net loss by migration to Tampa City of 20,800 persons.

There was only a small net migration into the county of Negroes, but a substantial net natural increase. There was almost an equal number of Negro migrants into the city and to the suburban areas, but the bulk of the Negro and other racial groups live in the city of Tampa. In the state as a

TABLE 2

COMPONENTS OF POPULATION CHANGE IN HILLSBOROUGH COUNTY, 1960 - 1970<sup>a</sup>

COUNTY AND CITIES	COMPONENTS OF CHANGE			
	Births	Deaths	Net Migration	
			Number	Percent
Hillsborough	89,437	43,932	46,972	11.8
Negroes and Other Races	17,808	7,040	1,542	2.8
Tampa City	55,966	32,347	- 20,822	- 7.6
Negroes and Other Races	14,552	6,044	721	1.6
Outside Tampa	33,471	11,585	67,794	55.2
Negroes and Other Races	3,256	996	821	8.8

<sup>a</sup>Source: 1970 Census.

whole, the population growth stems from a substantial natural increase of 512,000 and a very large net immigration of 1,326,000. The white population accounted for all of Florida's immigration as there was a net outmigration by Negroes and other races of 13,000 persons. The nine SMSA's received 70 percent of the net migration into the state during the decade.

#### Age Characteristics of the Population

The age distribution of Hillsborough County population has changed significantly between 1960 and 1970. There have been two decreases in the percentage of population in age groups during the decade. The under-five-year age group has decreased largely because of the fall in the birth rate that occurred throughout the nation during the 1960's. The decrease in the 25-44 age bracket is likely due to the decrease in the birth rate during the 1930's or the "depression years". The greatest increase in any age group as a part of the total population was in the 15-24 year age group, and represents the entry of the Post World War II "baby boom" into this age group. Only small increases were noted in other age groups, most of the changes being less than one percent. More than 10 percent of the population of the county is now 65 years and over, up from the 9.8 percent in 1960. As a result of these changes, the proportion of the county's population in the under-five age group declined from 11 to 8 percent, and the 15-24-year age group increased from 13 to 17 percent.

On Table 3 are the age characteristics in three age groupings for Tampa Bay Association and the study areas. It is significant to note on the table that more than 42 percent of the county's population is under 20, while only 34 of the state's population is in this age group. It has been previously noted that in the county as a whole, more than 10 percent of the population is over 65, but in the Tampa Bay Association portion of the county, only

TABLE 3

AGE CHARACTERISTICS OF THE TBBA BY STUDY AREAS, 1970<sup>a</sup>

STUDY AREAS	AGE GROUPINGS					
	Under 20 Years		20-64 Years		65 Years and Over	
	Number	Percent	Number	Percent	Number	Percent
Tampa Bay	197,167	42.3	229,352	49.2	39,497	8.5
Peninsula	85,875	54.6	60,031	38.2	11,420	7.3
Central Area	44,033	30.7	83,453	58.2	15,823	11.0
North Area	42,259	41.2	54,532	53.1	5,878	5.7
South Area	25,000	39.9	31,336	50.0	6,376	10.2
Florida	2,312,998	34.1	3,487,079	51.4	989,366	14.6

<sup>a</sup>Source: 1970 Census.

8.5 percent of the population falls into this age group. Fifteen percent of the population of the state is 65 years and over. The large percentage of population in the under-20 age group likely represents college students and young single persons living alone or in "cooperative housing". The Peninsula Area has more than half of its population in the under-20 age group, while the Central Area has only 30 percent. It might also be noted that the Central and South Study Areas have more than 10 percent of their population in the 65-year age group.

If a similar age study were conducted of the Sunday School Attendance of the 87 Southern Baptist churches in the association, it would likely reveal that the 15-24 and the 65 year age groups are not proportionate in the local churches. This is generally true over the Southern Baptist Convention and in the churches of other denominations. Many of the young people living in the community are without parental influences, and are living alone for the first time. It might also be noted that the older people are living in Florida without family and have moved into the area to "enjoy their retirement". There is little or no community pressure or family influence to guide these two age groups toward the local churches. Therefore, programs of outreach of ministry must be designed so as to attract their attention and elicit the response of these two age groups.

#### Racial Characteristics of Tampa Bay

During the 1960-1970 decade, the population of Negro and other races in the county increased by 22 percent, or 12,310 individuals, from 55,836 to 68,146. The proportion of Negro and other races in the county's population remains the same 14 percent level in 1970 that it was in 1960.

Table 4 reveals the number and percent of persons in each of the major racial groups represented in the county. The reader is cautioned to remember

TABLE 4

RACIAL CHARACTERISTICS OF THE TBBA BY STUDY AREAS, 1970<sup>a</sup>

STUDY AREAS	RACIAL GROUPINGS								TOTAL	
	Negro		Indian		Oriental		Other		Number	Percent <sup>b</sup>
	Number	Percent <sup>b</sup>	Number	Percent <sup>b</sup>	Number	Percent <sup>b</sup>	Number	Percent <sup>b</sup>		
Tampa Bay	59,581	13.5	458	.1	430	.1	610	.1	61,079	13.8
Peninsula Area	15,698	10.0	NA	NA	NA	NA	NA	NA	15,698 <sup>c</sup>	10.0
Central Area	38,012	31.6	NA	NA	NA	NA	NA	NA	38,012 <sup>c</sup>	31.6
North Area	1,737	1.7	NA	NA	NA	NA	NA	NA	1,737 <sup>c</sup>	1.7
South Area	4,134	6.6	NA	NA	NA	NA	NA	NA	4,134 <sup>c</sup>	6.6
Florida	1,041,651	15.3	6,677	0.1	12,315	0.2	9,457	0.1	1,070,100	15.8

<sup>a</sup>Source: 1970 Census.

<sup>b</sup>Percent is of the Total Population.

<sup>c</sup>Negro Population Only.

NA = Not Available.

that Spanish surname persons are not reflected in this table nor in the census data available to the writer. These persons are enumerated among the white population and not as a distinct racial group in the census data available. At a later date, when additional data from the census are available, it will be possible to identify the numerical portion of the population with a Spanish surname and other ethnic and cultural data. In the interview with Mr. Buck, it was learned that the Latin Americans are not increasing significantly in the city, but rather are starting to flow out into the suburbs. Most of the increase in the Latin American population is now second and third generation Floridian.

It is quite significant to note on Table 4 that 13.8 percent of the county's population fell into one of the four racial groupings. A total of almost 1,500 persons were in the three groups: Indian, Oriental, and "others". It is quite obvious from the table that the bulk of the racial population is Negro, with the largest number and percentage of these occurring in the Central Study Area. More than 31 percent of the population in the Central Study Area is Negro, while only 10 percent of the population in the Peninsula Study Area is Negro. The county has slightly less of its population in racial groupings than does the state as a whole.

#### SOCIAL PROBLEMS

An attempt has been made by the author to investigate the social problems in the county. On Table 5 are the data regarding the categories of public assistance in Hillsborough County. There have been small decreases in the number of cases receiving old-age assistance and aid to the blind, but a 22 percent increase in the number of cases receiving aid to families with dependent children and a small increase in the aid to the aged and

TABLE 5

NUMBER OF CASES OF PUBLIC ASSISTANCE IN HILLSBOROUGH COUNTY, 1968 and 1969<sup>a</sup>

CATEGORIES OF PUBLIC ASSISTANCE	Number of Cases		Percent Change
	1968	1969	
Old Age Assistance	5,978	5,814	( -2.7)
Aid to the Blind	212	197	( -7.1)
Aid to the Disabled	1,953	1,968	.8
Aid to Families with Dependent Children	3,602	4,407	22.4

<sup>a</sup>Source: Bureau of Economic and Business Research. Florida Statistical Abstract. Gainesville: University of Florida, 1970.

disabled. These data reveal that there were more than 12,300 cases of public assistance in the county in 1969. These data reveal that there are a significant number of persons with ministry needs distributed across the county. The churches of Tampa Bay Association need to investigate the possibility of being involved with these persons so as to provide for their physical and spiritual welfare. Provision of spiritual ministries only to these people is an insufficient expression of Christian love to the persons for whom the churches are responsible.

#### Juneville Delinquents

An interview was held with Mr. Art Eickenberg of the Division of Intake of the Juvenile Court. Mr. Eickenberg has shared with this author several data and personal observations regarding trends among juveniles appearing before the court in 1971. It was learned from the interview that approximately 360 cases a week are being interviewed by the Division of Intake, and there were more than 1200 persons on active probation as of October, 1971. About 1000 of these were on probation, and 200 are on parole. The Intake Division has gone on a 24-hour basis due to the increase in the number of cases involving juveniles. This has been caused by this increase in the drug problem and the availability of transportation to juveniles.

Presently, there are four homes available to the juvenile division, two of which are temporary homes for dependent children, and two are detention facilities. Emergency housing of dependent children is one of the acute problems facing the court at the present time along with several other needy areas. Mr. Eickenberg feels that the churches and the pastors of the Tampa Bay Association could render a valuable service to the court, but these services would need to be rendered on a personalized basis as

individual pastors and churches work with the court. Of course, these activities could be coordinated by the Missions Committee or some other selective group within the association.

The interview with Mr. Eickenberg also revealed that there are 143 authorized probation and other counselors for the court.

## HOUSING TRENDS

The Tampa - St. Petersburg SMSA, second largest in the state, had 23 percent of the metropolitan housing in 1970, but accounted for only 20 percent of the metropolitan housing increase. There were a total of 168,555 housing units in the county in 1970, with 328 of these being seasonal or migratory units, and were vacant on census day, April 1, 1970. Sixty percent of all the housing in Hillsborough County was located in the other municipalities and the suburban areas. There was a 6.2 percent increase in the number of units in Tampa City, but a 93.7 percent increase in the number of units outside the city. On Table 6 are the housing characteristics and three items of information are listed here. The median number of rooms is 4.9, and this ranges from a high of 6.5 in Lake Carroll, to a low of 4.3 in Sweetwater. The table also reveals that 77 percent of the housing in the county is single-family dwellings, while 73 percent of all housing is owner-occupied. Note that almost 6 percent of all housing in the county is mobile homes, but almost 34 percent of the housing in Sweetwater is in this category, while almost 15 percent in Lake Magdalene are.

There are several data in the 1970 census which indicate the housing problems in the county and city. One of these indicators is the number and percentage of homes lacking some or all plumbing facilities, and a total of 4.5 percent of all homes in the county are in this category, while a 4.8 percent of the homes in Tampa City are in this category. It was also learned that 13.6 percent of the Negro housing is lacking in some or all plumbing facilities. Another indicator of housing problems is the number of units where there is more than one person per room. A total of

TABLE 6

HOUSING CHARACTERISTICS IN HILLSBOROUGH COUNTY, 1970<sup>a</sup>

COUNTY AND CITIES	Median Number of Rooms	PERCENT		
		In One Unit Structures	Owner Occupied	Mobile Home
Hillsborough	4.9	77.3	73.0	5.7
Apollo Beach	5.0	84.4	82.4	NA
Brandon	5.9	91.0	87.9	3.5
East Lake - Orient Park	5.2	94.0	82.9	4.0
Egypt Lake	5.3	81.3	75.7	3.0
Lake Carroll	6.5	91.8	84.2	1.1
Lake Magdalene	5.1	81.0	84.0	14.5
Leto	5.1	95.9	88.6	2.6
Palm River - Clair Mel	5.1	88.9	84.6	7.9
Riverview	4.4	72.0	81.6	NA
Ruskin	4.5	76.1	71.4	NA
Sweetwater	4.3	42.2	70.7	33.9
Sun City Center	4.8	97.7	84.5	NA
Tampa	4.9	74.6	67.4	2.7
Temple Terrace	5.9	82.3	74.9	.04

<sup>a</sup>Source: 1970 Census.

6.6 percent of the owner-occupied units in the county and 12 percent of the renter-occupied units have 1.01 or more persons per room. This figure is indicative of crowding, which brings on abrasions in family life and in the communities. There are many other data available on housing, but this table and the indicators represent selected data to give indications as to the more important trends for the churches.

#### ECONOMIC TRENDS

In general the economy of the county has a strong base for future development. Tampa has major manufacturing activities, such as canning, and the preserving of fruits and tobacco manufacturing. It also has a very important Gulf port, and serves as a retailer-wholesaler to the surrounding West-Central Florida area. It can generally be said that the county holds its own in comparison with the other metropolitan areas of the state in terms of representative employment, industrial plants, financial investments, and a generally-disbursed economic base.

On Table 7 are some indicators of family income groups that should be indicative of the resources available to the churches. It can be noted on the table that almost 23 percent of all families in the county receive \$10,000 or more in family income, and 22 percent received less than \$3,000. A total of 38.5 percent of the families receive less than \$5,000 in income. The "poverty line" established by the Federal Government, is \$4,000 for a family of four, living in a metropolitan area. This would mean that a significant number of the persons in the county are living below or near the poverty line. The final column on the table reveals that the average family income is almost \$8,500 for the total county, and over \$8,600 for the City of Tampa. The county and the city are slightly less than Florida as a whole.

TABLE 7

PERCENT OF HOUSEHOLDS IN FAMILY INCOME GROUPS AND PER HOUSEHOLD  
EFFECTIVE BUYING INCOME IN HILLSBOROUGH COUNTY, 1971<sup>a</sup>

COUNTY AND CITY	FAMILY INCOME					Per Household Effective Buying Income
	0 - 2,999	3,000- 4,999	5,000- 7,999	8,000- 9,999	10,000 or More	
Hillsborough	22.0	16.5	25.2	13.4	22.9	8,489
Tampa	23.6	16.4	23.8	12.6	23.6	8,609
Florida	21.5	15.8	23.1	13.0	26.6	9,154

<sup>a</sup>Source: Sales Management Magazine: 1971 Survey of Buying Power.  
New York: Sales Management, Inc., June, 1971.

<sup>b</sup>The money remaining after all income taxes are paid.

<sup>c</sup>Includes net cash income, plus income in kind -- payments in non-cash goods and services and imputed income.

### Employment in the County

On Table 8 are the data for January, 1971 and January, 1972, regarding the labor force estimates by employment classifications. There have been sizeable increases in most of employment classifications, but a small decrease in agriculture. It might also be noted that there has been a slight decrease in the number of persons unemployed in the county during the past year. Note that there has been an increase of 6,700 jobs in the county, with the bulk of this increase occurring in contract construction, government, and finance, insurance, and real estate. The greatest percentage increases have occurred in contract construction and financial services. A significantly large decrease has occurred in the wholesale and retail trade classification, which had 23 percent of all employed persons. It is also interesting to note on the table that 11.4 percent are self-employed persons, and are listed in the category "other".

### Tourism

A review of the 1970 Florida Tourist Study reveals that Hillsborough County had 891,718 tourists who listed the county as their destination in Florida. The city of Tampa received 845,592 of these, and the other municipalities and suburban areas of the county received the remainder. It is obvious that one of the county's main industries is doing quite well and continuing to grow. There are no projections for the future, but it seems likely that this area of the economy will continue to expand. It seems logical, due to the proximity of Tampa to Disney World, that there will be an "over-spill" of tourists and other activities relating to Disney World into the Tampa Area. One of the little-known facts of Disney World is that this company is purchasing services from many different suppliers across the state

TABLE 8

LABOR FORCE ESTIMATES BY EMPLOYMENT CLASSIFICATIONS IN HILLSBOROUGH COUNTY,  
JANUARY 1971 and 1972<sup>a</sup>

EMPLOYMENT CLASSIFICATIONS	NUMBER EMPLOYED		CHANGE	
	January, 1972	January, 1971	Net	Percent
Total Labor Force	216,800	210,000	6,700	3.2
Unemployed	7,500	7,800	(-300)	(-3.8)
Percent Unemployed	3.5	3.7		
Agriculture	4,500	4,800	(-300)	(-6.3)
Manufacturing	32,900	32,400	500	1.5
Contract Construction	16,000	12,200	3,800	31.2
Transportation, Communications, and Public Utilities	15,700	14,900	800	5.4
Trade	49,100	50,200	(-1,100)	(-2.2)
Finance, Insurance, and Real Estate	9,800	8,800	1,000	11.4
Services, Miscellaneous and Mining	28,700	28,500	200	.7
Government	28,000	26,400	1,600	6.1
Other <sup>b</sup>	24,600	24,100	500	2.1

<sup>a</sup>Source: Florida Department of Commerce. Florida Labor Market Trends. "Tampa".  
Tampa: February, 1972.

<sup>b</sup>"Other" includes self-employed, unpaid family workers and domestic workers.

and throughout the Southeast. The goods and services demanded by Disney World are sizeable and it is generally known that Orlando is unable to support all of these demands. Therefore, the churches of the Tampa Bay Association should plan well the activities that it will initiate to reach the large and significant number of persons who visit the area each year.

The average tourist spends eleven days in the state, and only a small portion of this time will be spent at Disney World. This means that those tourists who list Tampa as a destination likely spend 6-7 days in the area, and they are looking for an attractive and economical vacation. One of the little-known facts regarding the tourist industry in Florida is that the largest number of persons come to Florida during the summer months and two of the largest suppliers of tourists to Florida are Georgia and Alabama.

SOUTHERN BAPTIST TRENDS

Baptists are Strong in Tampa

The data contained in this report tend to indicate that Southern Baptists and their churches in Hillsborough County and Tampa City are relatively strong in each congregation and have made a deep penetration into the population of the area. It can be noted on Table 9 that the penetration into the population of Tampa Bay is greater than that in Florida as a whole or the Southern Baptist Convention.

On Table 9 are the indicators of congregational distribution over the area. There were 87 churches located in Tampa Bay Association's area in 1971, and the churches were relatively evenly distributed among the population of the area. Notice in the column entitled "Church/Population Ratio" that there is one church for every 5,092 persons. This is slightly greater than the ratio in the state of Florida as a whole, but less than the Southern Baptist Convention ratio. The largest ratio occurred in the Peninsula Area, while the smallest occurred in the South Area. It is highly possible that the South Area will come to have the largest ratio by 1980 because much of the population increase in the county will likely occur in this area.

In the matter of penetration, it can be noted on Table 9 that one person out of 12 is a Southern Baptist. This is a better ratio than Florida or the Southern Baptist Convention, and the deepest penetration in the association occurs in the South Area, with the other three study areas being approximately the same. It should be noted that this calculation was made on the resident membership, and if the Average Sunday School Attendance were used for this calculation, then the ratio of penetration would rise significantly.

TABLE 9

INDICATORS OF CONGREGATIONAL DISTRIBUTION BY STUDY AREAS, 1971<sup>a</sup>

STUDY AREAS	NUMBER		CHURCH/ POPULATION RATIO	TOTAL RESIDENT MEMBERS	MEMBER/ POPULATION RATIO	AVERAGE SIZE CHURCH
	Churches	Population				
TAMPA BAY	87 <sup>b</sup>	443,020	1:5,092	36,533	1:12.1	420
Peninsula Area	17	157,326	1:9,254	11,395	1:13.8	670
Central Area	24	120,315	1:5,013	10,536	1:11.4	439
North Area	26	102,668	1:3,949	8,033	1:12.8	309
South Area	20	62,711	1:3,136	6,569	1: 9.5	328
FLORIDA	1,448	6,789,443	1:4,688	476,368	1:14.3	329
SBC	33,937	205,000,000	1:6,040	11,629,880	1:17.6	343

<sup>a</sup>Source: Computation from data compiled from TBBA Associational Minutes.

<sup>b</sup>Includes Salem as a church.

The final column on Table 9 indicates the average-size church for each of the Study Areas, the county, Florida, and the Southern Baptist Convention. The state convention and the Southern Baptist Convention compare favorably with each other, as do the South and North Study Areas. The average-size church in the two remaining study areas and the association is much larger. Note that in the Peninsula Study Area that the average-size church is 670 members, or more than twice as large as the North and South Study Areas. The average-size church in the association has decreased by 20 members since 1966, when it was 440 to the present 420.

#### Churches of the TBBA are Relatively Young

It is fairly obvious that Tampa is one of the oldest inhabited areas in the state, and that Southern Baptist Churches have been in the area for a very long time. The oldest church, First Tampa, was constituted in 1859, and three other churches were constituted before 1900. On Table 10 is a comparison of the churches by years of constitution, and it can be noted that 13 or 15 percent, of the churches were established before 1920. An additional 21 were established before 1940, and more than 50 percent of the churches have been established since 1950, with 20 of these being added during the last decade. There seems to be a good mix of churches of all ages in all of the study areas and in the association as a whole.

#### Small Churches are Prevalent

One of the most interesting factors uncovered in the research by this author reveals that 64 percent of the churches have less than 200 persons in average attendance in Sunday School. Sixty-nine percent of the churches have less than 500 resident members. This has been a significant factor in the growth of the Southern Baptists in the area since a proliferation of smaller

TABLE 10

NUMBER AND PERCENT OF CHURCHES BY YEARS OF CONSTITUTION  
BY STUDY AREAS IN TBBA, 1971<sup>a</sup>

STUDY AREAS	YEARS OF CONSTITUTION									
	1919 or Before		1920-1939		1940-1949		1950-1959		1960-1971	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
TAMPA BAY	13	15.3	21	24.7	8	9.4	23	27.1	20	23.5
Peninsula area	2	11.8	4	23.5	3	17.7	7	41.2	1	5.9
Central Area	5	21.7	8	34.8	1	4.4	4	17.4	5	21.7
North Area	1	4.0	3	12.0	4	16.0	9	36.0	8	32.0
South Area	5	25.0	6	30.0	0	0	3	15.0	6	30.0

<sup>a</sup> Source: TBBA Associational Minutes.

TABLE 11

NUMBER OF CHURCHES BY SUNDAY SCHOOL AVERAGE ATTENDANCE AND NUMBER  
OF RESIDENT MEMBERS BY STUDY AREAS IN TBBA, 1971<sup>a</sup>

STUDY AREAS	CATEGORIES									
	49 or less	50- 99	100-199		200-499		500-999		1,000 or More	
	S.S.	S.S.	S.S.	R.M.	S.S.	R.M.	S.S.	R.M.	S.S.	R.M.
TAMPA BAY										
Number	10	21	23	29	23	30	6	16	2	10
Percent	11.8	24.7	27.1	34.1	27.1	35.3	7.1	18.8	2.4	11.8
PENINSULA AREA										
Number	2	2	5	3	6	6	2	4	-	4
Percent	11.8	11.8	29.4	17.7	35.3	35.3	11.8	23.5	-	23.5
CENTRAL AREA										
Number	1	2	9	7	7	10	3	3	2	4
Percent	4.2	8.3	37.5	29.2	29.2	41.7	12.5	12.5	8.3	16.7
NORTH AREA										
Number	5	8	5	10	6	8	-	5	-	1
Percent	20.8	33.3	20.8	41.7	25.0	33.3	-	20.8	-	4.2
SOUTH AREA										
Number	2	9	4	9	4	6	1	4	-	1
Percent	10.0	45.0	20.0	45.0	20.0	30.0	5.0	20.0	-	5.0

<sup>a</sup> Source: TBBA Associational Minutes.

churches across the area gives a strong base from which to establish outreach activities and ministry to many different neighborhoods and communities. Note on Table 11 that there is significant strength on the part of some churches since 26 of the churches have more than 500 resident members with 10 of these having more than 1,000. However, only 8 churches have an average attendance greater than 500, and two more than 1,000. The two largest Sunday Schools and four of the largest churches are located in the Central Study Area, but there seems to be a good mix of the smaller and medium-size churches in all study areas.

There is no data available to establish which size church in the association has the most effective ministry in terms of participation by its membership. However, research in other areas of the nation has revealed that in most cases, the smaller churches are more effective in terms of involvement of their resident membership in the activities of the congregation. It is suggested that the strategy planning group for the association give serious consideration to further study of this matter in order to understand the size church that is most effective in ministering to the various communities of the county. It might also be understood that different socio-economic groups tend to function better in different sizes of churches. This means that there is no ideal average-size church for all communities.

#### Church and Membership Projection to 1985

On Table 12 are listed some projections for increase in the number of members and churches by 1985. Brief explanations of the calculations that have been made are described in the footnotes to this table. These projections do not represent "goals" for the association, but rather suggestions of what must happen to maintain the present ministry of the churches in Hillsborough County. These projections are also made for the four study areas, and, as

TABLE 12

PROJECTIONS OF CHURCHES AND MEMBERS IN TBBA  
BY STUDY AREAS, TO 1985<sup>a</sup>

STUDY AREAS	CHURCHES				MEMBERS			
	Chs./Pop. <sup>b</sup>		Percent Incr. <sup>c</sup>		Mems./Pop. <sup>b</sup>		Percent Incr. <sup>c</sup>	
	New <sup>d</sup>	Total <sup>e</sup>	New <sup>d</sup>	Total <sup>e</sup>	New <sup>d</sup>	Total <sup>e</sup>	New <sup>d</sup>	Total <sup>e</sup>
TAMPA BAY	61	147	20	107	28,384	64,917	16,037	52,120
Peninsula Area	4	20	1	18	2,422	13,817	6,006	17,401
Central Area	7	31	5	29	3,108	13,644	1,500 <sup>f</sup>	11,586
North Area	13	39	8	34	7,200	15,233	3,904	11,937
South Area	37	57	6	26	15,654	22,223	4,627	11,196

<sup>a</sup>Source: Calculations from Tables 1 and

<sup>b</sup>Churches/Population and Members/Population in 1971 used as a base and calculated on the 1985 population.

<sup>c</sup>Percent Increase = A straight-line projection based on the increase in churches from 1960 to 1971 and members 1966 to 1971.

<sup>d</sup>"New" = The number of new churches and members that will be added by 1985.

<sup>e</sup>"Total" = The total number of churches and members in 1985.

<sup>f</sup>It is assumed that the decrease which occurred in the Central Study Area will be overcome and this small increase will occur.

might be expected, the South Study Area is projected to have the greatest increase, due to the fact that this area will have the greatest population increase. The next greatest increase will be in the North Study Area, where the second greatest population increase will occur. It seems possible at this time, that there will be only small increases in the churches and members in the Peninsula and Central Study Areas, since these two areas are projected to have only moderate increases in population. Two factors which have not been included in this research are the effectiveness of outreach activities of the congregations located in the study areas or the community acceptance of the congregations. These two factors will likely influence growth as much as population increase.

#### Significant Changes in the Past Five Years

On Table 13 are the indicators of congregational change and the reader should note the number and percent of change for each item listed on the table. There has been a net gain of 10 churches during the last five years, while Florida as a whole gained 62 churches, but the percentage increase in the association was more than three times greater than the state. Thus an association that has 6 percent of the state's Southern Baptist churches accounted for 16 percent of the increase in churches.

In comparing the other data on the table between the association and the state, it is evident that the association has had greater percentage increases in all categories except resident members. This includes the percentage decrease in Sunday School Enrollment, which is only slightly greater than the state. It might also be noted that the increase in gifts to missions in the association has been almost three times as great as the state.

The association had 7.7 percent of the state's total resident membership, but accounted for only 5.3 percent of the increase in resident members in the past five years.

TABLE 13

INDICATORS OF CONGREGATIONAL CHANGE IN TBBA BY STUDY AREAS, 1966 - 1971<sup>a</sup>

STUDY AREAS	CHURCHES		RESIDENT MEMBERS		SUNDAY SCHOOL ENROLLMENT		TOTAL RECEIPTS		GIFTS TO MISSIONS	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Tampa Bay	10	13.0	2,632	7.8	(- 1,984)	(- 6.4)	1,347,647	52.3	267,437	82.5
Peninsula Area	0	-	1,703	17.6	(- 327)	(- 3.4)	453,829	56.4	84,664	72.6
Central Area	2	9.1	(-1440)	(-12.0)	(- 1,834)	(-13.2)	208,390	23.3	88,607	84.2
North Area	6	30.0	1,120	16.2	71	1.1	349,476	71.0	61,443	117.6
South Area	2	11.1	1,249	23.5	106	2.0	335,272	88.0	32,733	65.1
Florida <sup>b</sup>	62	4.5	49,859	11.7	(-27,189)	(- 6.2)	XXX	41.9	XXX	30.7
SBC <sup>b</sup>	368	1.1	XXX	7.3	(XXX)	(- 4.8)	XXX	34.4	XXX	29.8

<sup>a</sup>Source: TBBA Associational Minutes.

<sup>b</sup>Source: Baptist Sunday School Board. "Southern Baptist Handbook," The Quarterly Review. Nashville: July, 1971.

XXX = Number too Large to Be Meaningful.

### The Churches of the Association Have a Strong Base of Support

On Table 14 are the indicators of congregational resources which are available to the churches of the association. The first portion of the table reveals the rate per 100 members of enrollment in Sunday School and the evangelistic outreach of the churches. All of the study areas are approximately the same as the association in terms of enrollment in Sunday School which is less than the state as a whole, but much greater than the Southern Baptist Convention enrollment rate. In the matter of baptisms, the greatest rate occurs in the South Study Area. The other three study areas in the association are approximately the same as the state, but greater than the SBC.

There were 13 persons per 100 resident members joining the churches in 1971, but there was a corresponding loss of 7.7 of these people for a net gain of 5.3 people. Thus, only about one-third of the persons joining the churches are represented in the net gain in resident membership at the end of the year. This, of course, is indicative of a highly mobile area such as Hillsborough County, and this trend will likely continue for many years to come. The net gain in membership in the county is still greater than the state and the Southern Baptist Convention. It is alarming to consider that the Florida Baptist Convention kept only one person out of 12 who joined the churches in 1970. It might also be noted on Table 14 that the greatest net gain in members occurs in the South Study Area, followed by the North and the Peninsula Areas. The Central Study Area has the greatest losses, and the smallest net gain in members.

Calculations have provided the per capita dollars given to the churches by its members, and the per capita dollars given to missions by the churches. The 87 churches receive and give more money per capita to missions than

TABLE 14

INDICATORS OF CONGREGATIONAL RESOURCES IN TBBA BY STUDY AREAS, 1971<sup>a</sup>

STUDY AREAS	RATE PER 100 MEMBERS					PER CAPITA DOLLARS		PERCENT RECEIPTS TO MISSIONS
	Enrolled in S.S.	Baptisms	Letters	Losses	Net	Total Receipts	Total Missions	
Tampa Bay	30.0	5.5	7.5	7.7	5.3	107.39	16.20	15.1
Peninsula Area	80.6	5.2	7.2	6.9	5.6	110.43	17.66	16.0
Central Area	75.1	4.5	6.0	8.9	1.6	105.09	18.39	17.5
North Area	84.9	5.4	9.2	7.7	6.9	104.75	14.15	13.5
South Area	80.7	7.6	8.1	7.1	8.6	109.04	12.63	11.6
Florida <sup>b</sup>	85.9	4.8	7.1	10.6	1.3	113.60	14.59	12.8
SBC <sup>b</sup>	62.7	3.2	4.3	6.3	1.2	73.70	11.91	16.2

<sup>a</sup>Source: TBBA Associational Minutes.

<sup>b</sup>Source: Baptist Sunday School Board. "Southern Baptist Handbook," The Quarterly Review.  
Nashville: July, 1971.

do the churches of the state or the SBC, although these differences are small. In total receipts per capita, the association is less than the state, but greater than the Southern Baptist Convention. It can further be noted on the table that 15 percent of the total receipts were given to missions in 1970. There are variations among the study areas with the greatest percentage to missions occurring in the Central Area followed closely by the Peninsula Area. In all cases, it is interesting to note, however, that the association is greater than the state, but less than the Southern Baptist Convention as a whole in the percentage of its total receipts going to missions.

## CONCLUSIONS

The following information has come as a result of the author's observations of the data presented here and other material relating to Hillsborough County and the churches. It is an attempt by the author to share his thoughts, and to give some basis for the discussion of this brief report.

1. There has been strong population growth in Hillsborough County in the past decade, and this growth will continue through the 1970's. The data in the report seem to indicate that there will be a large and significant population increase in the county and its political subdivisions during this decade. The projection is that an additional 309,730 persons will be added to the population during the next decade and a half, for a percentage increase of 69.9 percent. The bulk of this increase will be in the North and South Study Areas, which now represent the suburban areas of the Tampa area. Much of this growth will depend upon the ability of the county to alleviate several of its physical problems. The county must find additional funds for the extension of its utility systems, alleviation of the congested traffic conditions, provision for adequate housing in all price ranges and for all socio-economic groups, development of the new port facilities in the East Bay area, and be able to compete with other metropolitan areas of the state for new industrial plants. The old adage of population growth, "jobs mean people", will be as true in the 1970's as it was in the 1960's. It seems unlikely to this author that the additional 300,000 people will be added to the county unless some of these problems are adequately solved during the first part of the 1970's. There are, of course, many agencies in the county working on these problems, and there is a very good possibility that solutions will be forthcoming.

It seems to this author, and the data tends to indicate, that there will be little or no population increase in the Peninsula and Central Study Areas, due to the fact that these areas are already compacted with the population and housing. It does seem that there will continue to be a significant number of high-rise apartment houses added to the county, and that there will be a disbursal of these units across the county and out into suburbia.

Due to the large amount of industrial activity and the developing port facilities, the county will be able to compete with other major industrial areas of the Southeastern United States for new industries. It is also evident that the county has been very successful during the last half of the 1960's and during the first two years of the 1970's in acquiring new industries. The availability of labor and other factors have made for the strong growth of industry in the county.

2. There is evidently a good mix of all sizes and ages of churches in the Tampa Bay Baptist Association. As seen from the evidence contained in this report, there is a "church for everyone" among the 87 churches located in the association. There is insufficient data to indicate whether these churches are reaching all socio-economic groups in the area. In general, it can be said that the older churches are "set in their ways" as far as programming and organizations are concerned. The "older" churches do not tend to be innovative in programming nor in organizations for the purposes of outreach and ministry. It is generally true that new churches are more "fluid" in their organization, and develop a decision-making group in the local congregation that is more sensitive to the spiritual needs of the congregation, and is more effective in outreach and ministry. These churches also tend to be more able to incorporate new families joining the congregation into the decision-making processes of the group. This means that likely, the younger

and more innovative congregations will be growing at a more rapid pace than will the more established churches of the association.

3. Church Extension should be a high-priority in the programming of the association. The program of church extension in the county should be annually reviewed by the Missions Committee to make sure that all areas of the county are receiving a proportionate share of the church extension activities. There is much to be said for the geographical locations of these new churches, with reference to the growing communities and in the areas where the ratio of population to churches is high. The Associational Missions Committee should also give emphasis to the church extension activities that will reach all socio-economic groups represented in the county. As was previously mentioned, there is insufficient data to examine this aspect of the Baptist life in the Tampa Bay Baptist Association. It is not known, therefore, if the churches of the area are reaching all socio-economic groups, and it is suggested by this author that the Missions Committee give serious consideration to further study of this matter.

A general observation regarding ministry in Hillsborough County would suggest that, in all likelihood, the lower socio-economic groups are not being as well served by Tampa Bay Baptists as are the more affluent and middle-class groups. Therefore, serious consideration should be given by the Missions Committee to the implementation of programming by the association's churches that will minister to and serve as an outreach to the lower economic groups.

4. The evangelism thrust of the association and churches should be intensified during the next decade. Since there have been significant population increases during the past decade (23.2 percent or 92,477 persons), and since the total membership of the association's churches has grown at a smaller rate (20.8 percent), the suggestion is made that serious consideration be given to

implementing outreach activities and techniques that will reach a far greater number of persons during the 1970's. Evangelism outreach techniques and activities should occupy a high priority in the churches of the association, and consistent and repeated evaluation should be given these techniques and activities to determine which are most productive for the churches. It is highly likely that most of the immigrants to the county are not affiliating themselves with any church. It is a fact that almost half of the population increase comes from migration, and it seems likely that much of the population of Hillsborough County is unchurched. It is not known at this time where the immigrants to Tampa are coming from, but it seems likely that a fairly large number of them are moving from West-Central Florida into the Tampa area, and of those migrating from other states, a significantly large percentage of them come from non-Southern States, and do not have a Baptist background. For this reason, many of the immigrants are not "ready-made" prospects for the churches, and a thoroughgoing program of cultivation must be initiated in order to reach the greatest number of the new families.

5. The ministry opportunities of the local churches demand attention.

Since a fairly large and significant portion of the population are in or near the poverty level, and since a significant number of the population is black, old, and represent a social problem, then the churches of the association should give serious consideration to the initiation of ministry programs that will ultimately culminate in the salvation of these persons who not only have spiritual needs but also physical needs as well.

6. The communities and neighborhoods of Hillsborough County represent a multiplicity of life-styles and it will be difficult for the Southern Baptist churches to penetrate. Since Hillsborough County has a good mix of all socio-economic groups who are segregated into their own communities and neighborhoods,

the church in each area must adapt to the neighborhoods or community it is trying to serve. In some cases, it may well be that churches using programs and techniques designed to reach one socio-economic group are using these programs in an attempt to reach persons of another group. The churches should use techniques and concepts that will effectively reach the socio-economic group that is most prevalent in the area and community served by the church.

In the developing new communities, where new churches should be started and where some established churches are already located, the population represents outmigration by the white middle-class and more affluent families of Tampa. These migrations along with new persons of similar socio-economic groups moving to the Tampa area represent the formation of new community structures which are designed to exclude persons that do not belong to the prevalent socio-economic group represented in the community. For the most part, these new communities are made up of persons who are used to "making their own decisions" not only in their own business and family life, but also in their social, cultural, and religious life as well. Since these factors are likely true in any of the new developing communities of Hillsborough County, then those new and established churches that will try to penetrate these communities will find themselves in difficult situations unless they are able to adjust to the life-styles, concepts, and outreach techniques that are most effective in these groups.

There are several factors that have contributed to this foregoing observation: (1) There has been a "flight to the suburbs" of the middle-class and affluent white families from Tampa; (2) There has been generated a new group of community structures designed to exclude anyone not a part of the primary resident group; (3) There is a high mobility of population in the

county; (4) The affluence of a large segment of the families in the county and the grouping of these families into certain geographical areas tend to make for "closed" communities; (5) The type housing available in these communities tend to make for a one or two class society, as there is little or no mix or interplay between socio-economic groups and across neighborhood and community lines. The fact that there is very little interplay between socio-economic groups precludes a basis for understanding each other. All of these factors must be taken into consideration by churches attempting to penetrate these new communities and in the development of effective programs for these churches. The main observation which the author is attempting to make at this point is that the Holy Spirit and the best minds that Baptists have must work in developing techniques, concepts, and programs that will reach the greatest number of people for Jesus Christ.

## APPENDIX

TABLE 15

LIST OF CHURCHES WITH CORRESPONDING NUMBERS  
FROM MAP ON FIGURE 1

<u>PENINSULA AREA</u>	<u>CENTRAL AREA</u>	<u>NORTH AREA</u>	<u>SOUTH AREA</u>
22. Armenia	21. Ambassador	6. New Hope	1. Balm
23. Ballast Point	31. Concord	7. Lutz, First	2. Bell Shoals
24. Bay Ceia	33. E. Hillsborough	9. Odessa	3. Brandon, First
25. Bay Shore	36. El Bethel	17. Temple Terrace, First	4. Brandon, S'Side
39. First, Tampa	38. First Spanish	18. Temple Terrace, North	5. Gibsonton, First
48. Hubert Avenue	40. Florida Avenue	19. Branchton	8. Mango, First
50. Interbay	42. Fortieth Street	26. Belmont	10. East Bay
54. MacFarlane Park	44. Garden	28. Buchanan	11. Riverview, First
55. Manhattan	49. Idlewild	29. Castle Heights	12. Macedonia
58. North Gate	56. New Orleans	30. Citrus Park, First	13. Titus
59. North Rome	57. Northeast	32. East Chelsea	14. Ruskin, First
65. Palma Ceia	60. Oak Park	34. East Lake	15. Ruskin, N'Side
67. Port Tampa	61. Old Fashion	37. Eureka Springs	16. Seffner, First
84. Wellswood	62. Open Bible	43. Fowler Avenue	20. Wimauma, First
86. W. Hillsborough	63. Palm Avenue	47. Harney	27. Broadway
87. Westshore	68. Riverside	51. Keystone	35. Eastside
	70. Salem	52. Lake Carroll	45. Goodwill
	71. Seminole Heights	53. Leary Memorial	46. Grant Park
	74. Spencer Memorial	66. Pine Crest	64. Palm River
	76. Sulphur Sprgs., First	69. Rocky Creek	72. Seventieth Street
	77. Sulphur Sprgs., N'Side	75. State Highway	73. Six Mile Creek
	79. Temple Crest	78. Tampa Temple	
	80. Tenth Avenue	81. Town 'n Country	
	82. Trinity	83. University	
		85. West Broad Street	

TABLE 16

RESIDENT MEMBERSHIP AND EVANGELISM TRENDS IN TBBA BY STUDY AREAS, 1966 and 1971<sup>a</sup>

STUDY AREAS	RESIDENT MEMBERS		BAPTISMS		OTHER ADDITIONS		LOSSES		NET	
	1966	1971	1966	1971	1966	1971	1966	1971	1966	1971
Tampa Bay	33,901	36,533	2,028	2,001	3,003	2,728	3,226	2,796	1,805	1,933
Peninsula Area	9,692	11,395	481	594	903	825	1,190	730	194	639
Central Area	11,976	10,536	647	476	770	629	1,065	934	352	171
North Area	6,913	8,033	542	433	808	740	574	619	776	554
South Area	5,320	6,569	358	498	522	534	397	463	483	569

<sup>a</sup>Source: Tampa Bay Baptist Associational Minutes.

TABLE 17

SUNDAY SCHOOL ENROLLMENT, AVERAGE ATTENDANCE, WMU AND BROTHERHOOD ENROLLMENT  
IN TBBA BY STUDY AREAS, 1966 and 1971<sup>a</sup>

STUDY AREAS	SUNDAY SCHOOL				WMU		BROTHERHOOD	
	Enrollment		Average Attendance		ENROLLMENT		ENROLLMENT	
	1966	1971	1966	1971	1966	1971	1966	1971
Tampa Bay	31,196	29,212	15,982	13,604	4,805	3,281	1,680	1,623
Peninsula Area	9,511	9,184	4,672	4,034	1,703	1,130	513	582
Central Area	9,743	7,909	5,064	3,744	1,335	708	456	468
North Area	6,748	6,819	3,455	2,889	866	718	490	312
South Area	5,194	5,300	2,791	2,937	901	725	321	261

<sup>a</sup>Source: 1970 Census.

TABLE 18

TOTAL AND PER CAPITA TOTAL RECEIPTS AND GIFTS TO MISSIONS IN TBBA BY STUDY AREAS,  
1966 and 1971<sup>a</sup>

STUDY AREAS	TOTAL RECEIPTS				GIFTS TO MISSIONS			
	AMOUNT		PER CAPITA		AMOUNT		PER CAPITA	
	1966	1971	1966	1971	1966	1971	1966	1971
Tampa Bay	2,575,849	3,923,316	75.98	107.39	324,309	591,746	9.57	16.20
Peninsula Area	804,557	1,258,386	83.01	110.43	116,604	201,268	12.03	17.66
Central Area	898,295	1,107,185	75.00	105.09	105,199	193,806	8.78	18.39
North Area	491,980	841,456	71.17	104.75	52,258	113,691	7.56	14.15
South Area	381,017	716,289	71.62	109.04	50,248	82,981	9.45	12.63

<sup>a</sup>Source: Tampa Bay Baptist Associational Minutes.

TABLE 19

TOTAL AND PER CAPITA GIFTS TO COOPERATIVE PROGRAM AND ASSOCIATIONAL MISSIONS  
IN TBBA BY STUDY AREAS, 1966 and 1971<sup>a</sup>

STUDY AREAS	Cooperative Program				Associational Missions			
	AMOUNT		PER CAPITA		AMOUNT		PER CAPITA	
	1966	1971	1966	1971	1966	1971	1966	1971
Tampa Bay	195,220	260,795	5.76	7.14	31,571	91,219	.93	2.50
Peninsula Area	68,862	86,428	7.11	7.58	12,061	35,547	1.24	3.12
Central Area	61,149	69,850	5.11	6.63	9,336	27,784	.78	2.64
North Area	31,187	53,256	4.51	6.63	6,309	18,878	.91	2.35
South Area	34,022	51,261	6.40	7.80	3,865	9,010	.73	1.37

<sup>a</sup>Source: Tampa Bay Baptist Associational Minutes.