

Garden City Circular Design

Garden City has many facets. One of those facets is that we are a *Production and Publication Business* with a unique model. In giving to our projects (music, writing or otherwise), you're not just buying a product you're funding a cause—a cause to launch and unleash artistry, innovation, and creativity for the benefit of the Kingdom of God and for the planting of churches.

We have a circular approach in our model. Here's an example to make sense of what we mean:

One year ago we approached a recording studio and several artists from various places in the world with our desire to see the production industry done differently. We wanted to form a model that possessed a Kingdom ethic; one that would prioritize the shaping of *character* and *creativity* and would edify the family of God in the *worship* of Christ, and in his *mission* to the world. We asked these artists to collaborate on several artistic projects and to give their talents in collaboration to Garden City (See our [Gallery](#) for the Results).

Our joint effort was undertaken with the sole motivation of working together in community, contemplation, enjoyment, collaboration, rest, and imagination. By removing the almighty “bottom dollar” as our primary motivation we gave room for better invention to form—under the right circumstances and for the right aims.

What came about is a new model. Our projects generated enough funds, offshoots, “micro-works,” and “micro-businesses” that we were able to generate enough money to set aside for the next phase of our journey.

What we are FREE to do now is to approach innovators we respect with projects we are passionate about. We can seed their pursuit and walk alongside them as we grow our next work together. Each innovator also maintains the ability to fully **own** the project to which they contribute, and can sell and use it in their own networks upon its completion. Unlike most production companies, we do not own our people or their work!

After a project is done, all parties sign a Partnership Agreement as friends, and we covenant together to help, launch, and start the next artist or innovator coming along behind us. We prayerfully agree together to give a percentage of all our individual proceeds from our joint projects back into Garden City in order to begin the next work. In *circular fashion* we turn dollars into more God-glorifying ventures, and into more creative opportunities—investing in, developing, and discipling people in their passions and purpose rather than capitalizing on them.

This model seeks to reform the current production and publication models that are currently scraping to find the next dollar. This model also does not work without being grounded and planted in the work of the local church, and its spontaneous expansion.

Garden City is thus a business of *benevolence*. We have facilities, churches, colleges, artists, business owners, people, website developers, ad agencies, artists, publicists, and entrepreneurs etc. of all kinds who give their time, talent and treasure to benefit Garden City. This benefits the giver directly because it adds them to our global and interactive network that builds their own name. It benefits Garden City in that it expands our networking and educational opportunities, and it aids in startup endeavors, providing other

innovative works with the connections they need for fiscally smart, and overtly wise launches. ***Most importantly it benefits the Church as we seek to disciple our innovators to outlet their passion in service to God's family, and we invest much of our money and efforts into planting churches.***

In this fashion, we enable people to *give what they have and are willing*, and we multiply their investment by developing those coming up behind. Paying it forward.

Help Us Launch the Next Innovator With Your Purchase!