



MEMORANDUM

To: Mayor and City Council

From: Gary Decker, Cemetery Manager
Via Brad Reid, Parks and Recreation Director

Date: October 13, 2020

Reference: Discussion concerning the initial pricing of burial options, pre-sales of mausoleum spaces, discontinuing the 15 limit on properties (spaces) purchases and adding of a \$500 per space resale fee paid to the City when the property rights are sold/transferred to another individual for Phase II and the remaining properties at Phase I of the Rolling Oaks Memorial Center cemetery.

2040: **Foster An Inclusive Community Fabric, Enhance The Unique 'Community Oasis' Experience**

Introduction:

Phase II of the Rolling Oaks Memorial Cemetery (ROMC) is nearing completion and some of the ground burial gardens are ready to open for property sales within the next several weeks. The Cemetery Manager would like to begin pre-sales of mausoleum spaces. An analysis of the current pricing of properties and other products and the approach to limiting the number of ground spaces an individual can purchase are part of this discussion. Additional features have been incorporated into this phase and recommendations for pricing were presented at the June 30, 2020 Council meeting.

Analysis:

The current capacity of Phase I is 3,937 adult single depth burials, 268 infant spaces and 485 niches for a total phase one capacity of approximately 4,700 (double depth burials were approved as an option in a 2015 Council Work Session). Seventy five percent of the total available burial rights is sold to date. The current prices for Phase I cemetery spaces are as follows:

Rolling Oaks Memorial Center Fees

1) Gardens Pricing per space*

Garden of Serenity	\$1,495
Garden of Honor	\$1,395
Heritage Garden	\$1,495
Garden of Hope	\$1,095

* Residents receive a 20% discount per space

Infant Burial Spaces*	\$500
-----------------------	-------

* No charge for residents

2) Niches*

Tier 10	\$995
Tier 9	\$995
Tier 8	\$2,395
Tier 7	\$2,395
Tier 6	\$2,695
Tier 5	\$2,695
Tier 4	\$2,695
Tier 3	\$2,695
Tier 2	\$2,395
Tier 1	\$2,395

3) Mausoleum Fees* Market Price

* Residents receive a 20% discount. The Resident discount applies to current residents of the City of Coppell, former residents who resided in the City of Coppell for ten (10) years or more, employees and former employees of the City with ten (10) years of service or more to the City. If required, proof of residency is the responsibility of the Purchaser.

4) Fees for products and services (spaces, niches, mausoleums, memorials, urns, openings and closings, foundation fees, inscription fees, installation fees) will be determined based on actual cost to provide said products and services and special circumstances. The specific cost of said products and services are variable costs that could fluctuate year over year. The determination of fees for these specific products and services would be determined by the Director of Parks and Recreation.

Phase II includes the following variety of current amenities:

- Private family estates
- Community mausoleums
- Cultural garden
- Committal chapels
- Outdoor cremation niches, cremation benches/pedestals

The proposed initial pricing for Phase II burial options is as follows:

Columbarium Niches Phase II	\$2695
Honor Niches	\$3500
Serenity Niches	\$3500
Love Hedge	\$2195
Peace Hedge	\$2195
Legacy	\$5000
Love	\$1895
Mausoleum Estates	\$10,000
Memories	\$5000
Peace	\$1895
Sunrise	\$1495
Lake Estates	\$300,000
Community Mausoleum Single Average	\$10,000
Community Mausoleum Companion Average	\$16,000
Lake Shelter Niche	\$5,500
Mausoleum Niche	\$3,500
Cremation Bench	\$8,000

Phase II Second Rights Same cost of Burial Space

Total Estimated Revenue of Burial Options	\$30,101,800
Estimated Revenue of Marker and Other	\$7,933,000

Council directed staff to limit individual sales of properties (spaces) to a total of 15 in the December 9, 2008 work session. The limit of 15 was discussed again in the February 10, 2015 work session and left in place by Council. We are recommending that this practice be discontinued and be replaced with a \$500 per space resale fee paid to the City/ROMC when the property rights are sold/transferred to another individual. This approach would deter someone from buying a large number of spaces for resale especially when the cemetery has more land for future expansion that would not make it attractive for a future investment. There is the potential for a purchase of several hundred spaces by one group in Phase II when the gardens are available. Once the initial pricing is in place the request is to allow future pricing to be determined by market conditions as described in 4) above from the Master Fee Schedule.

Legal Review:

None required at this time.

Fiscal Impact:

No direct fiscal impact at this time.

Recommendation:

The Parks and Recreation Department recommends the proposed Phase II pricing, pre-sales of mausoleum spaces, discontinuing the 15 property (space) limit per individual and adopting a \$500 fee per space for the sale or transfer of purchased properties to another buyer.