



AGENDA ITEM # 5

**AGENDA ITEM EXECUTIVE SUMMARY
Committee of the Whole Meeting
June 10, 2019**

Item Title: **Salerno Memorial Gardens – Revenue Projection**

Staff Contact: Patrick N. Watkins, Community Development Director

COMMITTEE OF THE WHOLE ACTION

Staff update concerning revenue stream from the Memorial Gardens.

Executive Summary:

The second piece of the Memorial Gardens consideration is the revenue side of the project. The petitioner has approached the Village with a proposal where the Village would receive \$200 per niche sale (see petitioner’s projections). Staff has been pursuing the creation of a lease agreement. This unique legal instrument has led to further discussion between the Village Attorney and the petitioner’s attorney. During those discussions, a couple of more direct approaches may be available to the Village; a Special Service Area (SSA) or a direct fee based upon a non-home rule jurisdiction’s right to protect public health and safety. The SSA option would allow us to attach cost to our services for tracking niche sales and maintaining a database at Village Hall. The second option being explored is a fee, imposed in the interest cited above of Public also for services related to tracking niche sales. Such a fee would be created by ordinance and tied in with the special use approval. Neither of the two latter solutions would require any transfer of property to the Village (nor the corresponding lease agreement). The attorneys are now further researching one of these two methods in order to resolve the revenue piece in a more direct manner. If staff finds that there are limitations that will not allow the utilization of an SSA or fee, we will return to the lease agreement option. Lastly, staff will return with the final revenue recommendation (i.e. SSA, fee, or lease agreement) with all of the details prior to any final zoning action for Salerno.

Implications:

Is this item budgeted? None

Any other implications to be considered? None

Attachments:

Petitioner’s revenue projections

The Garden and Columbarium

Our Garden consists of 3.75 manicured acres (Lot 1 and 3 of Summerfield Associates Subdivision) which provides a sacred and peaceful setting for the inurnment of a loved one's cremains. Specifically, our outdoor memorial garden consists of an array of inurnment choices (known as niches), for families loved one's in an intimate park like setting: a setting which allows for families to be in touch with nature as they stroll along winding pathways that create a relaxing picturesque landscape. These inurnment options include, family estate niches, single niches, companion niches, cremation benches, artisan-inspired niche pedestals, niche boulder stones, bronze garden vaults, 1st Responders Memorial Niches and Veterans Field of Honor Niches.

If your preference is to create a tribute for your loved one, out of the elements, our garden will offer an indoor columbarium with niches for the inurnment. The indoor inurnment options include niches that are faced with either glass, marble, bronze or granite fronts. This comforting, tranquil sanctuary will be added to our existing funeral home, which is adjacent to the gardens. This indoor area will have a softly illuminated naturalistic setting for cremated remains.

<u>GARDEN</u>		<u>COLUMBARIUM</u>	
<u>Outdoor Niche</u>		<u>Indoor Niche</u>	
<u>Occupancy</u>		<u>Occupancy</u>	
	Number of Niches (40,000 niche per acre)		Number of Niches
Phase I (Acre 1)	40,000	Phase I	2,000
Phase II (Acre 2)	40,000	Phase II	2,000
Phase III (Acre 3)	<u>40,000</u>	Phase III (2 nd Floor)	<u>120,000</u>
Total Outdoor Niches	120,000	Total Indoor Niches	124,000

The Garden and Columbarium are conveniently located, so local families and friends can pay their respects on a regular basis.

Hours of operation for both venues are Monday thru Friday 9:00 a.m. to 4:00 p.m. Saturday and Sunday 10:00 a.m. to 4:00 p.m.

Annual Sales Projection

Year 1: 150-300 Niches

Year 3: 300-500 Niches

Year 5: 500 plus Niches

In conclusion, the Salerno family credits the success and longevity of their business to their ability to understand the changing needs and desires of their clientele as well as staying abreast of and adapting to current and evolving trends within the funeral industry. We believe this detailed proposed plan allows us to perpetuate our business by expanding our level of care to our families in need while beautifying the Lake St. corridor in Roselle.