



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#16-0669

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: June 21, 2016

TITLE: Motion Accepting the Cemetery System Board of Trustee's
Recommendation that the General Price List and Veterans Special Pricing
List for the City Cemeteries Remains Unchanged

Recommendation

It is recommended that the City Commission approve a motion accepting the Cemetery System Board of Trustee's recommendation that the General Price List (GPL) and Veterans Special Pricing List (VPL) for the City cemeteries remain the same for 2016.

Background

The City of Fort Lauderdale cemetery system consists of four cemeteries: 1) Evergreen, 2) Lauderdale Memorial Park, 3) Sunset Memorial Gardens, and 4) Woodlawn. There is a GPL for various property services and merchandise and a VPL for each of the cemeteries, with the exception of Woodlawn because it is closed to burial services. Woodlawn continues to be maintained under the same standards as the other cemeteries.

With regard to the price list, Section 10-29 of the Code of Ordinances of the City of Fort Lauderdale (Code) provides the following:

- The prices to be charged for plots, crypts, niches, merchandise and services within the municipal cemetery system shall be as established by the cemetery manager, subject to review by the cemetery system board of trustees and with the approval by Resolution of the City Commission.

Attached, as Exhibit 1, is a copy of the proposed GPL with an effective date of June 21, 2016 and a spreadsheet depicting current and proposed pricing. The list includes the rates for the various property services and merchandise at each cemetery. Overall, the proposed GPL suggests no change in the price structure based on the market analysis of competitors.

In accordance with the Code, 19% of the total amount received from the sale of each lot or plot, columbarium niche and mausoleum crypt goes into a trust created for the perpetual care of the cemeteries. Income from the trust pays for a portion of the cost to maintain the cemeteries.

Since 1993 the maintenance and operation of the City's cemeteries has been contracted out to the private sector. Currently, the provider is CFS Funeral Services, Inc., known as Carriage Services. Each year there is a review of pricing in order to ensure that pricing is competitive within the local market and to guard against deep discounts or overpricing. The last price increase was in 2015.

The GPL reflects prices for both City residents, who receive a 25% discount, and for non-residents. The resident discount provides an incentive to purchase in the City cemeteries at a cost lower than those offered at other local cemeteries. All of the cemetery properties (Sunset Memorial Gardens, Lauderdale Memorial Park and Evergreen) including VPL will remain the same for residents and for non-residents. Additionally, ground burial services, mausoleum and niche entombments will also remain the same for residents and for non-residents. These prices are competitive with other local cemeteries. Attached, as Exhibit 2, is a spreadsheet depicting a comparison of the proposed pricing with other local cemeteries for similar property services and merchandise.

The City also offers special pricing for veterans and their spouses at Lauderdale Memorial Park and Sunset Memorial Gardens. The VPL is attached as Exhibit 3.

The Cemetery Board of Trustees discussed and approved that pricing remain the same for the GPL and the VPL at their March 10, 2016 meeting. The minutes are attached as Exhibit 4. Note that the Cemetery Board meets every other month. Minutes were taken in March which addressed the GPL, however, could not be approved until May.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connection

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included with in the Internal Support Cylinder of Excellence, specifically advancing:

- Goal12: Be a leading government organization, managing resources wisely and sustainably.
- Objective 1: Ensure sound fiscal management.

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We Are United*.

Attachments:

Exhibit 1 –General Price List

Exhibit 2 – Comparison with Local Cemeteries

Exhibit 3 – Veteran's Price List

Exhibit 4 – CBOT 3/10/16 Minutes

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