

CONTACT: Jean Friedrich

**IOWA STATE UNIVERSITY PROPOSED CREMATION GARDEN CEMETERY**

**Action Requested:** Consider recommending to the Board approval of a five-year agreement with Fans4Ever for the marketing, construction and management of a cremation garden within the Iowa State University Cemetery, subject to approval of the final documents by the Board Office and Attorney General's Office.

**Executive Summary:** Since 1876, Iowa State University has maintained an active cemetery on the northwest corner of the campus; it is one of the oldest active collegiate cemeteries in the country and consists of approximately five acres of land. In recent years, interment has been limited, on a space available basis, to retired tenured faculty and equivalent staff with at least 20 years of service. An area has also been set aside for former University presidents. Based upon current interment rates, the available space will be filled within approximately five years.

The University Alumni Association has been approached by a number of alumni and friends regarding the possibility of cremains being buried on campus, and the University has experienced an increasing number of requests for ashes to be scattered on campus or in Lake Laverne, and for the creation of student memorials by classmates and friends when a student dies unexpectedly.

In evaluating options to address the shortage of space in the cemetery as well as desires for cremains being buried on campus, the University considered closing the cemetery when all of the existing space is filled or the possibility of a modest expansion to the east and north as well as development of a cremation garden. Based upon apparent interest in the cremation garden, the University issued a request for proposals (RFP). The responses received were evaluated.

Based upon the University's evaluation, Fans4Ever LLC (Company) was the successful respondent. The proposed contract with Fans4Ever would provide for the design and construction of the garden, and marketing and assistance with opening and closing of niches in the columbarium walls. (See Attachment A for location.) All sales and commitments would be subject to University approval, comply with all licensing, and state cemetery regulatory and reporting requirements. Funds would be placed in a University managed trust with the initial revenue being used to cover construction, development and marketing costs. An estimated 20% of remaining revenue would go into the trust fund for the perpetual care of the cemetery with any additional funds provided to the Iowa State University Alumni Association to support its operations.

Specifically, the proposed contract with Fans4Ever would provide for:

- The Company is to be responsible for the design and construction of the Cremation Garden with input from Iowa State University. The Company is to receive a payment equal to 6% of the approved construction contract. If the working plans, detailed specifications and instructions are rejected and the Agreement is terminated, ISU would pay the Company 6% of the estimated contract sum or \$24,000, whichever is less. See Attachment B for schematic designs and sketches of the anticipated development. The project will not proceed unless there have been sufficient presales to cover the initial development costs. The final layout has not been completed, but the perimeter; garden and some interior niches at current market pricing would be in the \$6,000 per niche range. The actual construction cost is estimated to be approximately \$350 per niche. Additional funds would be needed to provide for the garden

space development, infrastructure, maintenance and perpetual endowment. Depending upon the interest and presales, the University anticipates proceeding with the first wall sections in the coming year.

- The Company is to prepare a marketing strategy for the Garden in consultation with the University. For management and marketing it will receive a monthly payment of 30% of Net Profits earned from sales of spaces and product at the Garden for a five-year period (extensions subject to mutual agreement).

Based upon the number of wall sections and niches that can be accommodated within the existing cemetery site, the University anticipates the ability to accommodate the demand for the next 75 to 100 years. Full burial interments in the cemetery will continue to be limited to retired Iowa State University faculty and staff.

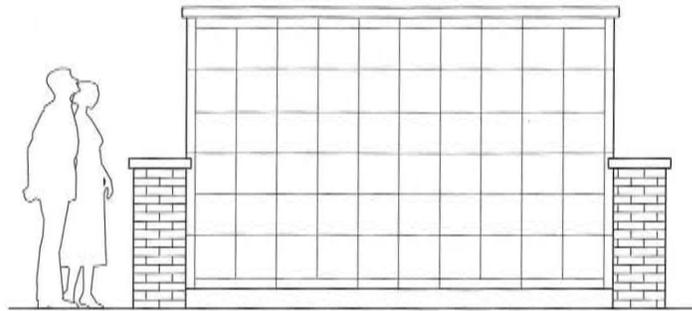
The physical maintenance will remain the responsibility of the campus facility operations, and this addition to the cemetery should not impose significant additional responsibilities.

Additional information is available from the Board Office.

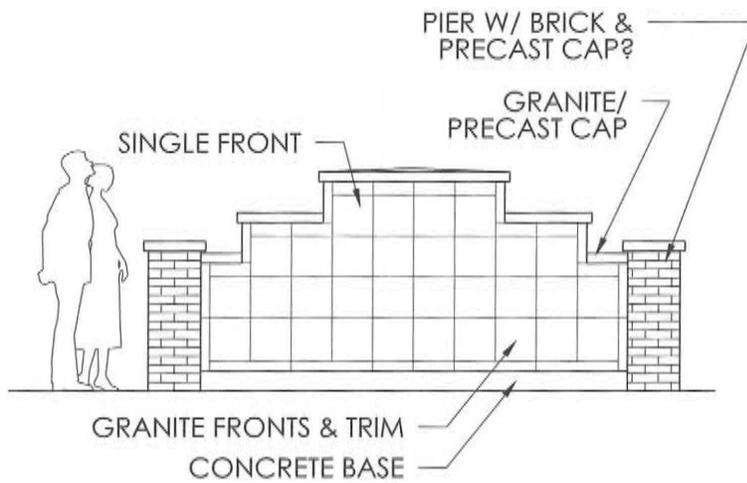
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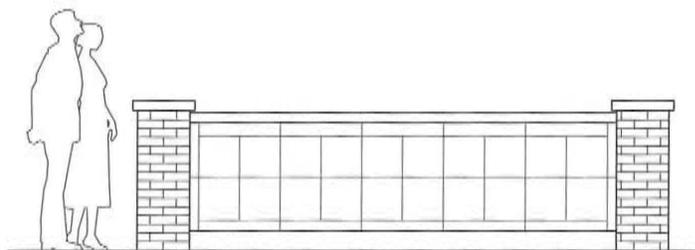
### Example Columbarium Walls



**TYPE 3 - 6 HIGH NICHES**  
(MAXIMIZE INVENTORY, WHILE REMAINING ACCESSIBLE, LIMITS VISIBILITY)



**TYPE 2 - 2-4 HIGH NICHES**  
(INCREASE INVENTORY, PARTIAL VISIBILITY, DECORATIVE - ADDS VARIATION)



**TYPE 1 - 2-HIGH NICHES**  
(MINIMAL, COMPLETE VISIBILITY)

**POTENTIAL NICHE WALL ELEVATIONS - PRELIM**  
SCALE: 1/4" = 1'-0"