

SNYDERVILLE BASIN CEMETERY DISTRICT

REQUEST FOR PROPOSALS:

CEMETERY BUSINESS PLAN CONSULTANT

Organization

The Snyderville Basin Cemetery District is a special district in Summit County, Utah. Activated in 2023, the District is charged with developing and operating a cemetery to serve the residents of the Snyderville Basin area of the county.

Contact

Dan Whitehurst, Vice Chair, Board of Directors, *dwhitehurst.sbcd@gmail.com*

Purpose

The Board seeks information and guidance from professionals who are experienced in cemetery development and operations. Specifically, it looks to create a business plan for the District and its to-be-developed cemetery.

Scope of Work

A report which includes:

Market Analysis:

- Service area population and death statistics
- Disposition data (consumer preferences), current and projected
- Competition

Revenue Opportunities:

- Products and amenities to be offered
- Pricing

Capital Planning:

- What should Phase I development include (MVP: minimum viable product); cost
- Projected pace of future development

Cash Flow Planning:

- Projected Revenues, Expenses and Capital Outlay in first three years
- Pro Forma Budget

Organizational Structure and Operations

Optimal operating structure: District employees vs.outsourcing

Level of staffing

Recommendations on Operating software, record keeping, financial management

Marketing and Sales

General recommendations on how to approach branding, property design, communications, sales and community relations

Qualifications

Seeking a firm or individual who has extensive experience advising cemetery operators, especially with experience in the development of a new cemetery or cemetery expansions.

Budget

Under \$20,000

Selection Criteria

The Board will select the candidate who best demonstrates:

1. Ability to analyze the local market
2. Experience with operating, or advising operators, of public cemeteries
3. Facility with cemetery finances, both operating and capital
4. Creativity in exploring options for a new cemetery
5. Clear communication skills

Process

- Written proposal submitted by email no later than June 30, 2025 to dwhitehurst.sbcd@gmail.com
- Interviews with finalist candidates: July 1-15
- Selection by July 31