

# **City of Scottsbluff, Nebraska**

**Friday, August 7, 2020**

**Regular Meeting**

## **Item 2**

**Receive Information and Consider Approval of Application from  
Reverence Funeral Parlor.**

**Staff Contact: Starr Lehl**

**City of Scottsbluff**  
**Economic Development Grant Application**

**1.Applicant Information:**

Business Name: Reverence Funeral Parlor

Address: Temporary address is our residence: 770 J St, Gering, NE 69341

Applicant Contact: Stefanie Gonzalez

Business Phone: (308) 293-6230 cell

E-mail address: sawyer\_88@hotmail.com

**2.Business Information:**

Structure of Business (proprietorship, partnership, LLC, corporation, etc): LLC

Ownership breakdown (include percentages for each Owner): 50/50 Stefanie & Oscar Gonzalez

**General Description of Business:**

Reverence Funeral Parlor, LLC was developed with the intent to provide superior, affordable, mortuary care service to the western Nebraska community and beyond. The desire to own and operate a respectable funeral home was born after owner, Stefanie Gonzalez, worked at both existing funeral homes in the area. She saw a heavy need for a third funeral home with lower cost options for families. Stefanie along with her husband and co-owner, Oscar Gonzalez, developed a business plan together. Their main goal in establishing Reverence Funeral Parlor, LLC was to present families the least expensive prices paired with the greatest level of customer service and unmatched reverence for their treasured loved ones.

**Products/Services:**

The services offered by Reverence Funeral Parlor include all aspects of final disposition. Services include removal and transportation from the place of death, embalming, cremation, funeral and memorial services, death certificates, obituaries, pre-arranged funeral planning, graveside ceremonies, etc. Products offered by Reverence Funeral Parlor, LLC include caskets, urns, outer burial containers, cremation jewelry, register books, memorial folders, laminations, crucifixes, candles, flower albums, etc. We will offer a wide variety of casket, outer burial container and urn options giving the purchaser the ability to select something within their budget.

Number of years in Business (or if a new Business, describe Owners experience in this type of business):

Reverence Funeral Parlor is a new business. However, owner Stefanie Gonzalez has been a licensed funeral director and embalmer for ten years and involved in the death care industry for over fifteen years.

Proposed Location Address:

2002 Char Avenue Scottsbluff, NE 69361 (under contract and pending financing)

Current Zoning Classification: Office and Professional

### **3.Employment:**

Base (current) number of full-time positions:

We have planned to start the business with one full-time employee and three part-time employees for the first few months. The secretary position would become full-time as soon as business allows. We expect to have a minimum of three full-time employees and at least five part-time employees by year five.

Full-time positions to be created: Three to five

Salary/Wage Range: \$30,000-\$60,000 DOE

Benefits provided to employees (include any contribution required by Employees):

We would like to provide health insurance along with a 401k plan

### **4.Financial Need:**

Total project cost estimate: \$400,000

Breakdown of use of funds: Funds will be used for the commercial property purchase, renovations, general equipment, inventory and working capital.

Date funds are needed: We are in need of the funds as soon as possible so we may proceed with closing on the potential business property.

Investment to be made by Applicant (Amount & Source): The owner equity of \$40,000 consists of 401k funds and cash. The remainder of \$360,000 would need to be covered by SBA financing and local economic development funding such as LB840 and PADD.

Loan(s) to be obtained (Amount & Bank Name): We have been working with our lender, John Marshall of Platte Valley Bank. John presented our total loan request of \$400,000 to the PVB loan committee on July 2, 2020. The committee asked that we attempt to secure additional funding as we were short on equity for the loan.

We have also applied with PADD.

LB840 financial assistance amount requested for the Project: \$50,000

**\*\*The committee reserves the right to make part of the funds Grant (forgivable loan) and part of the funds Loan, which in non-forgivable and has repayment terms.**

Other Loans/Grants (CDBG, TIF, Re-Use, etc.): None at this time

## **5.Security Available:**

Guarantor(s): Stefanie and Oscar Gonzalez

Real Estate: Residence at 770 J St Gering, NE 69341

Existing Liens: US Bank \$109,000

Personal Property: Chevy Suburban, Jeep Wrangler, Chevy Silverado 1500, Damon Motorhome

Existing Liens: UniWyo three vehicle loans totaling \$50,000

Stock / LLC Interests:

Other:

## **6.Eligibility:**

Principal Source of Income from (circle one):

- a.Manufacturing
- b.Research & development
- c.Processing, storage, transport or sale of goods or commodities in interstate commerce
- ✓ d.Sale of Services in interstate commerce
- e.Headquarters facilities relating to eligible activities
- f.Telecommunications activities
- g.Tourism-related activities
- h.Construction and rehabilitation of housing
- i.Retail trade where the principal source of income is from retail sales of products manufactured on the premises.
- j.Film production (Nebraska Film Office Activity Registration Form is also required).

Statement of how project is consistent with the goals of the Scottsbluff Economic Development Program:

Our business project is consistent with the goals of the Scottsbluff Economic Development program because it will provide new job opportunities with living wages and benefits. It will also enhance existing commercial property within Scottsbluff. Our business will

support other community-based businesses therefore, providing growth to surrounding business owners as well.

Describe any pending legal action(s), to include the amount at risk and a summary of how ownership is reacting to the action(s):

We have no pending legal actions

## **7.Additional Information to be submitted:**

a.Resumes of Owners, Management & Key Employees (include experience, training, credentials & work history).

Attached to email

b.Brief history of your business and where you see your business going in the next 5 years, with emphasis on the impact to the City of Scottsbluff.

Owner, Stefanie, was an eighth-grader when she felt the calling to become a funeral director. Personal experiences and the fulfilling feeling of helping others sparked her interest. Stefanie was offered a position at a funeral home in Scottsbluff and moved to the area in October of 2009. Stefanie officially became a licensed funeral director and embalmer for the state of Nebraska in 2010. She has had the opportunity to serve hundreds of families throughout her nearly ten years of licensure in the Scottsbluff area. Stefanie has become the “family funeral director” for many families who she has had the honor of assisting. Her husband, Oscar, grew up in the Scottsbluff community as a migrant worker. He joined the Army serving for twelve years before returning to Scottsbluff. Oscar works at Scottsbluff High School and is in the process of earning his Bachelors in Education. Together, Oscar and Stefanie are parents to six children: Maryah, Oscar Jr., Diego, Tucker, Chantilly and Hunter. They attend Scottsbluff Public Schools.

Our goal is not to be the most profitable funeral home. Our goal is to be the most valued. We wish to be the funeral home that has the reputation as the place where a loved one and their family members will be treated with the upmost respect. Relatives and friends can be comforted knowing their loved one is in the caring hands of a family who regards death with supreme reverence. We know our community interactions and relationships will allow our patrons to be assured they are calling a trusted friend at the time a need arises for our services.

We believe in five years we will have doubled our staff from four to at least eight. The creation of two full-time positions for licensed funeral directors and embalmers alone puts nearly \$100,000 of salaries into our community. A new crematory will also be a huge addition to our growing business by year five. This provides the opportunity for another full-time position for a crematory operator.

Our affordable services will be appealing to our community. We will be supporting other local businesses through our inexpensive prices. This is because customers will have funds that they otherwise may have not had for things like purchasing a cemetery space, floral arrangements, food for receptions and printed materials. Our low prices make funds available to be used at other businesses within our community.

c. Personal Financial Statement of Guarantors and anyone owning 25% or more of the business.  
Note: documentation verifying assets and liabilities shall be made available upon request.

Attached to email

d. Income statement covering the past 2 years of business operations, if in business for that long.  
Copies of filed tax returns are acceptable and the most recent year's return must be included.

New business, no past business tax statements available

e. Business Plan, to include:

- Total project costs to include itemized use of funds
- Lender Commitments
- Investor Commitments
- Financial projections for the next 3 years.
- Employment projections for the next 3 years
  - Identification of jobs to be created by description, number, average wage, benefits, etc.
  - Information as to suppliers, and in particular, those in the Scottsbluff area

f. References, to include name, position, address and phone number:

1. Davey Laucomer, Owner/Operator FX Ranch and Corporal Cattle Co., PO Box 166  
Scottsbluff, NE 69361 (308) 637-4406 cell

2. Bev Overman, Former Executive Director of Oregon Trail Community Foundation 3602  
Skyline Dr. Scottsbluff, NE 69361 (308) 631-2169 cell

3. Chris Wolf, WNCC Veterans Upward Bound Assistant Director, 1601 East 27<sup>th</sup> St Scottsbluff,  
NE 69361 (308) 641-3779 cell

g. Any other information that you feel will assist the City in evaluating your Application. Please include any marketing or sales brochures.

h. With respect to the Business, or any persons owning 25% or more of the business and any officers, indicate if there is any past or pending litigation which either has resulted in or could result in a judgment against the Business or any such person. List the nature of the judgment or pending action, and whether any portion remains unpaid as of this date.

i. With respect to any persons owning 25% or more of the business and any officers, indicate any who have been convicted of or plead guilty to any criminal charge or violation of law, excepting minor traffic offenses. List the nature of the charge, where the charge occurred and the year and month of the conviction or plea.

j. Applicant agrees to sign waiver form provided by the City of Scottsbluff for Background and Credit Check.

Yes

**8.Nebraska Advantage Act:**

The Applicant certifies to the city as follows (select one):

X The Applicant has not filed nor does it intend to file an application with the Nebraska Department of Revenue to receive tax incentives under the Nebraska Advantage Act with respect to this project.

\_\_\_\_ The Applicant has filed or intends to file an application with the Department of Revenue to receive tax incentives under the Nebraska Advantage Act for this project. If so, indicate if such application includes or will include, as one of the tax incentives, a refund of the City's local option sales tax revenue: \_\_\_\_; and whether such application has been approved under the Nebraska Advantage Act: \_\_\_\_.

I certify that the information presented in connection with this Application for Economic Development Assistance is true and correct. Consent is given to the City of Scottsbluff to contact references, conduct one or more credit checks, criminal background checks, and to verify the information contained in this Application.

Dated: **02/19/2020**

Signed:  
Title: \_\_\_\_\_