

January 22, 2021

Who We Are:

Founded in 2009 by two Edmontonian's, Trinity's founding mission was to provide Edmonton with a Funeral Home option that was ethical, fair in pricing and served all faiths and families with the dignity and respect they deserve.

Here are some highlights into what we've done differently to be embraced by our community so early in our business life:

- Trinity is a locally owned, family operated business.
- In 11 years of operation, we have established ourselves as Edmonton's #1 choice for funeral homes.
- Our facilities and crematorium use clean energy through a partnership with Bullfrog Power.
- Our Funeral Home uses industry leading Dodge approved chemicals that are not harmful to water tables or water supplies.
- We offer transparency and fair pricing to the community. We were the first Funeral Home in Edmonton to disclose our prices online focusing on 'no hidden fees'.
- We source our products from socially responsible suppliers.
- Our staff members consist of the industry's most respected staff with no blemishes in their careers.
- We serve all faiths without discrimination and are well versed in each of their traditions and rituals and execute our services with their faiths and beliefs at our highest regard.
- We were the first funeral home in Edmonton to offer a 'Green Burial' and have plans to introduce new 'Green Options' into the marketplace as soon as late 2021.
- We are generous in sharing our success monetarily and otherwise with charities, churches and other community causes.
- We have always donated all funeral home service fees, amenities and use of our facilities for any death of a child up to 12 years of age and have a close working relationship with The Stollery Children's Hospital.
- We currently have 320 Google reviews with a 4.9 star rating. In comparison, Westlawn which has been a part of the industry in Edmonton since 1947 is second in Google reviews with 53 reviews and a 3.8 star rating.
- We are the Funeral Home of choice for long term care facilities and hospitals. We are frequently referred to families by these organizations due to our fair pricing, ethical operations and caring staff.

Trinity Funeral Home has established itself as a respected Funeral Service provider in Edmonton for over 11 years. We pride ourselves in serving the Edmonton community in a socially responsible, fair and environmentally friendly way. We are the type of neighbor that most people would wish for, either personally or in a business community.

State of our Industry:

I would like to address the current health situation we all find ourselves in and hope that all of you and your loved ones are safe and healthy during this unprecedented time in our history. *I personally want to thank you for continuing to work remotely during this time to allow essential businesses such as ours to continue to operate and serve our community to the best of our ability.*

With the current COVID-19 pandemic aside, Alberta registered 26,972 deaths in the province in 2019. Over 71% of those deaths resulted in cremations and the rate of cremation is expected to (conservatively) rise at a rate of 2.15% per year as our aging population continues towards our inevitable fate.

It is our intention to be pro-active and continue to grow Trinity Funeral Home at a rate that will allow us to service the community knowing this increase in demand is imminent.

Please see stats below for insight into what we are facing.

Statistics:

- In 2018 there were 6291 registered deaths in Edmonton. Trinity serviced 1289 (20%) of these deaths.
- In 2019 there were 7466 registered deaths in Edmonton. Trinity serviced 1354 (18%) of these deaths.
- The 2020 registered death stats become available in April 2021. Trinity serviced 1496 of these deaths.
- In 2021 Trinity is already on pace for over 1700 services. The pandemic has put a huge strain on our industry and the ability for us to service the public the way they deserve.

There are 12 Funeral Home corporations in Edmonton with a total of 23 locations. All 23 locations depend on **9 current crematoriums** operating in Edmonton. You can see that we are grossly underserved in Edmonton for crematoriums as Alberta deaths consist of an over 71% cremation rate **(see infographic attachment - 01)** for 2018 stats from CANA.



Are Crematoriums a Nuisance?:

Contrary to what people may believe, modern day crematorium emissions are significantly low compared with older units. This is because the crematory chamber is equipped with an afterburner that burns any gases prior to them exiting the crematory unit.

Crematoriums are subject to regulation for nuisance:

- Crematoriums are regulated by the Alberta Funeral Services Regulatory Board. Crematorium licenses are subject to annual renewal. Pursuant to the *Crematorium Regulation*, Alta Reg 248/1998, the owner of a crematorium must “ensure that the crematorium is maintained in good order and is operated so that it does not give rise to any offence or public health nuisance”.
- In addition, Alberta Health Services may issue orders under the *Public Health Act*, RSA 2000, c P-37 to address public health nuisances.

Trinity performs annual scheduled maintenance as required by the Alberta Funeral Services Regulatory Board. This annual maintenance is performed by an independent crematorium service company that serves all of Alberta’s crematoriums.

In Canada, Ontario has the most stringent regulations for crematoriums. To provide a frame of reference, I have included a 2019 Compliance Testing Report (**see attachment – 02**) that was done for a crematorium in Ontario using the same equipment that we will be using¹:

- By way of comparison, the Ontario crematorium was for 3 units on the same property with 24 hours of cremation per day and stacks located only *30 metres from residences*.
- Our crematorium would operate 6 hours of cremation per day with the stack located *80 metres from the closest residence*. **As such, our impacts will be approximately 1/4 of the impacts of the Ontario crematorium (based on 1/4 the hours of cremation per day).**
- According to the Report, the emissions from the Ontario crematorium were all below applicable standards, and in many cases, were a *tiny fraction of what is permitted*. As we will be using the same equipment as the Ontario crematorium, we expect that any emissions from our proposed crematorium will be *well below any of the allowable criteria and will not pose any public health risk*.

¹ I did not include all of the schedules to the Report as they are quite long but if you want to see them, let me know and I will provide them

Current Crematoriums:

I am including maps (**Attachment - 03**) of the current (city approved) crematoriums and their proximity to *food service businesses* and *residential areas*. I did not include retail or office uses and they are all surrounded by numerous offices and retail businesses.

As mentioned above, there are currently 9 crematoriums operating in Edmonton. ***In fact, one of them is currently operating 900m away from our proposed location.***

The included maps do not show all of the surrounding businesses as I didn't zoom in close enough for them to populate on the map. I am however including a list of them to illustrate how many food service establishments border existing crematoriums:

Tim Hortons, McDonalds, Moxies, Booster Juice, Louisiana Purchase, Subway, Royal Pizza, Wokkery Restaurant, Christopher's Pub, Simon King Donairs, Taco Time, A&W, Namaste India and 7/11.

I am focusing on Food Services as these are typical establishments that would generally be most concerned with having perceived 'nuisances' near them. I have also highlighted current crematoriums that are next to Residential Areas that have been operating without incident for decades.

In addition, I have attached a City of Edmonton zoning map (**Attachment - 04**) showing the location of our proposed crematory, the closest residential area and other surrounding zonings. It is important to note that:

- The area directly adjacent to the north and east of the residential area is zoned CB2. The CB2 zone allows for crematoriums. Therefore, as it stands today, a crematorium could be located on the site directly adjacent to the north and east of the residential area.
- Directly south and also to the west and north of our site, there are areas zoned IB, which is the zoning that we are seeking. As the IB zone allows for crematoriums, a crematorium could be located on any of these sites as well.

In short, the City zoning already allows for a crematorium to be located in close proximity to the residential area.

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Building Usage/Improvements:

This area has been flagged by City of Edmonton as a *Business Improvement Area*. We believe our business will be a welcome addition to the area. We are not only good neighbors, but we plan on renovating this (neglected) building that has looked the same since 1972 to a modern facility with great curb appeal. We will also bring a stable and essential business to the community.

The crematorium will be a SMALL PART of the operations in the building. It will be placed at the Northwest corner of the building hidden from public view (80 meters from the closest residence) and bordering industrial neighbors. The majority of the building usage will be for storing and wholesaling caskets and urns under the **Commemorate Group** Banner. There will also be a **Trinity Family Care Center** where we will conduct Final Document Services for families as well as Pre-Arrangement services in an office environment directly facing 119 Street. This location will NOT be a traditional Funeral Home. There will be no signage to identify it as a 'Funeral Home' or 'Crematorium' and there will be no public gatherings or services as a result.

I am more than confident that once we are operational, nobody will notice or be aware of the crematorium part of the business. In fact, I challenge you all to look at the maps of the current 9 crematoriums in Edmonton and ask yourself how many times you drive, walk or ride by them and whether you have noticed them...

Yours very truly,

Dennis Rego
Director

John Laureano
Director