

# **Four Paws Pet Services LLC Pet Daycare and Boarding Services Business Plan**

## **Property and facility information**

Four Paws Pet Services LLC will take over the existing facility that is being used for La Fleur Stables LLC. There is currently a conditional use permit (1701) in use on this property. Our plan is to convert the current horse stable into a small animal boarding kennel. We will offer grooming, training services, daycare, and boarding.

Four Paws Pet Services LLC is 100% family owned. This business allows for 3 generations of our family to work together and continue on a family business tradition.

The proposed building, of roughly 20,000 square feet, is enclosed and is confirmative to the commercial building standards set for Wisconsin. All small animals will be housed in this indoor facility that is functional all year round.

The majority of our business would be in dog boarding and daycare; however, we would like to offer our customers boarding for other small animals. for example, cats.

We would use the current infrastructure, roughly 20,000 square feet indoors, and convert the inside stalls into small animal kennels as well as large run areas for the animals. We would also like to add a fenced in area on the south side of the building to allow the dogs to have an outside run area, weather permitting. This outdoor area will be 18 feet by 102 feet in size. This outdoor run area will not house all animals at once but will be rotated with different play groups. However, it would not be routinely used as we will house the animals indoors most of the time.

After researching other local dog daycares and boarding facilities, 400 dogs are what we feel our capacity would be for space and dog ratio for our 20,000 square feet building that sits on 15 acres of land. According to the maps that have been shared to us, our facility is within 500 feet of only 2 residences. With this being said, each animal within our business will have an interior containment area.

The current horse business will not continue forward when Four Paws Pet Services LLC takes over, however, we will still house our personal horses on the property in our outdoor pastures and additional storage building that is not attached to the buildings proposed for this new business. See the white building below in the picture attached. This is the storage building that will be used for personal storage and horses. This is NOT a part of the proposed business.

## **Facility Phases**

Four Paws Pet Services LLC will convert the current horse stable over to a dog boarding facility in two phases. Interior site plans will be attached for both phases. Phase 1 will be designed to support up to 100 dogs. Phase 2 will be designed to support up to 400 dogs.

Phase 1 will be completed prior to the business opening. In phase one we will have 7 different indoor play areas ranging from 24'x12' to 36'x12' in size. During this phase our outdoor yard will be active, this yard will be 18'x102' in size. We will offer 28 3'x6' kennels for medium to large dogs and 6 3'x3' kennels for x-small-small dogs.

Phase 2 will be completed within 5 years of opening. In phase two we will have 13 indoor play areas ranging from 31'x44' to 24'x12' in size. We will also continue to use the outdoor yard that is 18'x102' in size. During this phase we will be adding 67 4'x4' dog kennels and continue to use the 28 3'x6' kennels for medium to large dogs and 6 3'x3' kennels for x-small-small dogs. This will be a total of 101 dog kennels.

## Driveway and Parking

Our driveway is a recycled blacktop. Under the existing conditional use permit for the horse business the access point on Meadow Road has not been an issue with 100s of vehicles coming in and out of this business. We have even had semis enter and exit our property for horse transportation services. The driveway has never been an issue serving 100s of customers for the barn and continues around the entire building, allowing for our parking lot to not be congested.

Attached is an image of where the parking spots will be with the specifications found under Dane County Code of Ordinances Section 10.102(8). We will have 36 parking stalls that are 8 feet by 17 feet in size. There is also a handicap spot already identified near the front entrance that meets commercial building standards. With the parking requirements, we will not need to add impervious surface to the property.

There are multiple entrances to the building, this allows for customers to park in any of our parking stalls and have limited range to walk to get to our business.

We want to stress, however, that the nature of this business is a drop off and pick up structure. Many customers will not need to park, and if they do, it is for a very limited amount of time. Our goal is to give our customers a quick experience.



## **Business Introduction**

At Four Paws, we believe that every dog deserves regular daycare as well as access to boarding, grooming, and training services. Our knowledgeable team will enrich your dog's life by providing a safe, fun, and stimulating environment for them to learn, exercise and socialize.

When you enroll your pup in our dog daycare and/or boarding, they will spend their days playing with like-minded dogs. They'll burn off energy and practice basic obedience from our caring team. And most importantly, they will find the sense of purpose that all dogs crave.

Four Paws offers off-leash, open-play dog daycare for dogs of all sizes, breeds, and temperaments. We offer a clean facility with professional and loving caregivers and focus on healthy socialization and fun exercise. Daycare services will be offered Monday-Friday.

Before your dog begins daycare or boarding with us, a scheduled meet & greet evaluation (temperament assessment) facilitated by one of our staff members will be required. This meeting will give us a chance to meet your pup and learn whether they will enjoy our enclosed, large group, open-play environment, and which playgroup they will best succeed in.

Your dog's safety and comfort are important to us, which is why we practice only the most modern dog-care skills and apply our dog language, dog behavior and group play knowledge to supervise healthy play among the dogs. We pair your dog with like-minded friends who share similar play styles and personalities, creating a play environment that is fun and safe. We review playgroups daily as dogs may transition playrooms as their playstyles change and develop with age and experience. All our active playrooms are supervised by well-trained, loving caregivers.

Our facility is roughly 20,000 square feet that will feature multiple indoor play areas as well as an outdoor play area that dogs will rotate between and play with dogs that are within their same size range as well as similar temperaments. Each play area will have multiple kennels within them for rest times.

Along with the play areas, we will have our boarding dog's kennels separate from the play areas. Each boarding dog kennel will be 3x6 in size and each dog will have access to their food and water as well as a raised bed for their comfort.

## Daycare

Keeping your dog active during the day is important for their mental and physical health. Our four-legged guests will play in an always clean play area. We will have multiple large indoor play areas as well as a large outdoor play area. Inside of the play areas, we will include dog play equipment that is specifically designed for our K9 guests.

Choosing Four Paws Daycare means your dog can spend the day playing with other K9 friends, plus receive loving attention from our devoted Pack Leaders. We offer structured activities, supervised playgroups, and huge indoor play areas for your dog's enjoyment.

Four Paws has a convenient location in a beautiful country setting on 15 acres of land, a large outdoor play yard, and a multiple indoor play areas that all include K9 play equipment for stimulation and exercise.

### Benefits of Daycare

- Great socialization for your dog.
- Your pet isn't home alone all-day.
- Healthy weight management benefits.
- Helps burn off excess energy.
- At the end of the day, your dog's energy level will equal yours after a long day at work.

Daycare is offered Monday through Friday. We welcome tours of our Daycare facility any time during our business hours. Keep in mind that our first and last half hour of the day can be our busiest times and we may not be able to give as much attention as we would like for a tour, as other times throughout the day. Our Daycare office is closed from 12:00 p.m. – 2:00 p.m. every day but you are welcome to call and set up an appointment.

## **Requirements to Attend Daycare and Board Your Pet**

Daycare and boarding dogs must meet the following vaccination and preventive care requirements:

- DHLPP (Distemper)
- Rabies
- Bordetella
- Canine Influenza (H3N2 and H3N8) (Recommended but not required)
- Negative fecal result within the past 6 months, then required annually.
- Proof of flea/tick preventative i.e., Frontline

### **Other Requirements**

- All dogs must be spayed/neutered after 6 months of age.

### **Safety**

All daycare and boarding guests must meet, and continue to meet, certain temperament requirements for the safety of all our guests and staff. We will also require a “meet and greet” for a temperament assessment prior to attending daycare or boarding your pet.

### **Health**

Owners must certify their pet is in good health and has not been ill or exposed to any illness in the last 30 days.

## **Boarding**

What to expect when you arrive for your pet's stay:

We look forward to welcoming you and your pet when you come in for your stay. Here is a basic guideline of what to expect at drop off:

- Upon arrival, we will go through some basic information with you, including phone numbers to contact you while you're away. We'll also go over your feeding and medication instructions.
- Once your pet is checked in, we'll take them back to their room. We encourage all parents to tour the facility before dropping your pet off for their first visit, so that you already had a chance to view the rooms and will be relaxed and comfortable having our caring staff take your pet to their suite.

What sort of activities are available to my pet during their stay at Four Paws?

Our guests have a wide variety of activities to occupy them during their stay at Four Paws. Every dog receives three play times each day. Our Staff will supervise your pet's play day and also plan many fun activities for them throughout the day for some dog-gone fun!

We will also offer boarding for cats and other small animals upon request. Dog Boarding will be offered all days of the week, however, pick up and drop off times for weekend stays will be held on Fridays and Mondays. We do not offer pickup or drop off's on the weekend days.

## **Grooming**

Make your dog the envy of the neighborhood with our professional Spa Grooming services. You can rest assured knowing that your dog is in capable hands and will be given professional and compassionate care during their spa day with us.

Our grooming services include a massaging bath, coat conditioning, haircut tailored to your specifications, full brush out, nail trim, and ear cleaning. Our services are available Monday through Friday, by appointment. Prices vary by breed and coat length. Contact us and we would be happy to give you a quote for your pup's groom.

## **Training**

Our training philosophy is simple: engaged minds and wagging tails! We have developed classes that not only combine the latest scientifically proven, positive training techniques but also focus on making training simple and fun for the whole family, including your pup.

Our focus is on helping to build strong relationships between you and your pup. We use a combination of treats, praise, games, and other rewards to teach your pup and build those strong ties. We strive to work with you and your dog as individuals to meet your training goals instead of focusing solely on a set curriculum from week to week.

We love dogs and know the importance of a solid training foundation to help bring out the best in your dog. We understand the ups and downs of training. We are here to celebrate your successes and help you through your rough spots. You and your dog become part of our team as soon as you walk in the door!