

Town of Georgina

Kennel Licensing By-law Exemptions Application

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The Inspiration – Tedd E



The Dream – A Dog Care Facility



The Facility

- Indoors – climate controlled for comfort
- Large open runs for various energy levels/play groups
- Safe stimulating environment
- Rubber flooring to protect from impact issues with concrete
- Live Web-cams for parents daily smiles and peace of mind
- Multi purpose training facility

The Services

- Short Term
Daycare
- Medium Term
Grooming
Chiropractic
Behavioral Training/Education
- Long Range
Recreational Training/Education
Recreational Events

The Benefits

- Socialization – dogs are pack animals by nature but rarely get to be around a “pack” in today’s world. Can become aggressive or fearful around other dogs. Day care allows socialization and play in a more natural way.
- Active and Healthy – daily activities promote a stronger and more fit dog than if left “home alone” for 5 days a week.
- Stimulating Environment – results in happier emotional dogs.
- Supervised Interaction – dogs are assessed prior to attending, unlike an unleashed dog park where you may encounter aggressive dogs and/or owners.

The Challenges – Kennel By-law

- Lot Size Schedule "C"
- Access to natural light (depending on building) Section 19 (6)
- Outdoor open air runs Section 19 (19)
- Number of Dogs permitted per lot size Schedule "C"(20)

5 Year Business Plan

| | | Dog Daycare and Wellness Center Business Plan | | | | | | | | | | |
|--------------------|----------------------|--|------------|------------|------------|------------|--|-------|-------|-------|-------|-------|
| | | 2016 | 2017 | 2018 | 2019 | 2020 | | | | | | |
| | | 2016 | 2017 | 2018 | 2019 | 2020 | 2016 | 2017 | 2018 | 2019 | 2020 | |
| Revenue | Daycare | \$ 17,760 | \$ 103,600 | \$ 183,520 | \$ 222,000 | \$ 222,000 | Avg Dogs Per Day | 5 | 14 | 25 | 25 | 25 |
| | Training | \$ - | \$ 8,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 | Max Dogs Per Day | 7 | 20 | 27 | 40 | 40 |
| | Grooming | \$ - | \$ 23,700 | \$ 28,200 | \$ 28,200 | \$ 28,200 | Number Daycare Staff | 1 | 2 | 3 | 4 | 4 |
| | Chiropractor | \$ - | \$ 13,275 | \$ 47,700 | \$ 54,000 | \$ 54,000 | Other Staff | | 2 | 4 | 4 | 4 |
| | Facility Rental | \$ 5,760 | \$ 11,520 | \$ 17,280 | \$ 23,040 | \$ 23,040 | sq ft | 2,500 | 2,500 | 7,000 | 7,000 | 7,000 |
| | Total Revenue | | \$ 23,520 | \$ 160,095 | \$ 288,700 | \$ 339,240 | \$ 339,240 | | | | | |
| | | | | | | | * Increase space to facilitate rally, flyball, agility, other training, events | | | | | |
| Costs | Rent | \$ 12,500 | \$ 25,000 | \$ 47,500 | \$ 70,000 | \$ 70,000 | | | | | | |
| | Insurance | \$ 1,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | | | | | | |
| | Salaries/Payroll | \$ 45,160 | \$ 105,590 | \$ 118,892 | \$ 120,992 | \$ 120,992 | | | | | | |
| | Training (TBD) | \$ - | \$ - | \$ - | \$ - | \$ - | | | | | | |
| | Other Supplies | \$ 1,800 | \$ 6,000 | \$ 6,000 | \$ 6,000 | \$ 6,000 | | | | | | |
| | Utilities | \$ 600 | \$ 1,200 | \$ 1,200 | \$ 1,200 | \$ 1,200 | | | | | | |
| | Technology | \$ 1,440 | \$ 2,880 | \$ 2,880 | \$ 2,880 | \$ 2,880 | | | | | | |
| | Equipment | \$ - | \$ - | \$ - | \$ - | \$ - | | | | | | |
| Total Costs | | \$ 62,500 | \$ 142,670 | \$ 178,472 | \$ 203,072 | \$ 203,072 | | | | | | |
| Net Income | | -\$ 38,980 | \$ 17,425 | \$ 110,228 | \$ 136,168 | \$ 136,168 | | | | | | |
| CAPEX | Facility | \$ 18,000 | \$ - | \$ - | \$ - | \$ - | | | | | | |
| | Promotional Exp | \$ 2,000 | \$ 2,000 | \$ 5,000 | \$ 5,000 | \$ 5,000 | | | | | | |