

Project Description

I propose to occupy **66171 Pierson Blvd**, an existing commercial property. I aim to provide a new service to the residents of Desert Hot Springs. Rather than many of our current residents traveling to other desert cities to conduct business for various services, I aim to provide a local service that keeps them and their business within the City of Desert Hot Springs (DHS).

As this city grows, more and more residents are in need of Dog Day Care. At this time, DHS residents are traveling to Palm Springs, Palm Desert, Indio, La Quinta—and even Banning for these services. As 10 year resident of the city, 34 year Coachella Valley resident, and a city commissioner, I would like to help grow this small Spa City of ours and keep business services local.

Proposed Use

Hours of Operation

At this time, I plan to be open 7 days a week; Monday – Sunday. Hours of operation will be:

Monday – Wednesday: 8am -5pm

Thursday – Friday: 8am -6pm

Saturday: 8am -5pm

Sunday: 10am -4pm

For overnight boarding, pick up and drop off will be within the time frames above.

There may be some days/nights where I will host group puppy/dog training classes which may consist of the hours from 5.30pm – 9pm.

Staffing

At this time, I will be the only staff member. As business and customers increase, I may hire 1 – 2 other employees; however, it is difficult to project business at these early stages. And so, for the first 6 months – 1 year, I anticipate I will be the sole owner and operator with **NO** employees. *If and when there is overnight boarding, I will remain on the premises to care for the boarded animals.*

Cage Free Daycare

This location will facilitate the operation of a Dog Daycare and Dog Boarding facility. This will be a “cage free” environment for both small and large dogs. There will be 2 separate areas for the cage free activities; 1 for small dogs and the other for large. All customers will be required to submit their dog to a “temperament” test in order to ensure the safety of the other animals. ~~No~~ animal which does not pass the temperament test will be allowed in the cage free environment. (See appendix A) ^{Any} ^{not}

Boarding

For the overnight boarding, dogs will be kept in either 2 executive suites—or in a kennel. Kennels will be removable and adjustable to accommodate the size and amount of pets per owner. There will be 24 hour staffing for these pets. (See appendix B)

Training & Other Services

Other services will include Dog Training. There will be weekly dog/puppy training. An additional service to be offered is dog walking for their animals.

I would also like to provide Concierge Home and Pet Sitting services as well.

Eventually as I grow, the plan is to lease the space next door and be able to provide dog grooming to the residents of Desert Hot Springs

Proposed Site Improvements

At this time, there will be no other site improvements other than the Landscaping area directly to the west of the building on long the exterior wall. This landscaping area will be the “Dog Potty area” for visitors dropping off and picking up their pets. Please see below for more information. (See appendix C)

Eventually, I would like to do a wall mural to help at to the Art in Public Spaces to help beautify the city, the building, and give customer appeal. The mural would consist of animals, similar to the recently closed Animal Hospital of Desert Hot Springs.

Member Affiliations, Associations, Certifications & Insurance

I am a Member of the National Association of Professional Pet Sitters (NAPPS) <https://petsitters.org> . This organization provides accreditation and certification for Pet Sitters. With this organization, I will earn certifications for canine and feline pet first aid, as well as proper pet care and safety. This organization also provides insurance through Business Insurers of the Carolinas, LLC who specializes in writing policies for pet sitters, dog day care and boarding.

Consumer Need (Demand)

At this time, there are many vacant store fronts in Desert Hot Springs. The location I wish to occupy has been vacant since 2016, with a short tenancy in 2018. Further, entrepreneurship is on the decline as well. Additionally, there are not many avenues for community involvement, which includes their furry companions.

According to a Market Potential Report by ESRI, 52.1% percent of Desert Hot Springs residents own a pet; this is about 5,038 residents. Of that number, 13.8% of these numbers have used a Professional Pet Service, while 11.3% of those residents used a Boarding/Kennel service. I believe these aggregate numbers are low, since the service is not in the direct area, rather in our neighboring cities.

To increase business potential within the City of Desert Hot Springs, I would like to market my services to our neighbors just above us in Morongo Valley and Yucca Valley as many pass thru our city in order to go to work or travel to beach cities. This can be their first stop to drop off Fido & Cleo.

Potential Concerns

Noise

The first concern would be noise. At this time, there is a vacant lot to the west of the building. There is also a vacant unit in the same building 66169 Pierson, as well as 2 vacant buildings to the east. I do not foresee noise to be an issue considering these buildings are made out of cinderblock which acts as a sound barrier to help mitigate the noise.

Dog Waste

This property does have a small area of landscaping directly west of the building. The goal is utilize this space as the dog "potty area" (**See appendix C**). This will have a waste station that dispenses dog waste bags, with a trash container. Further, any waste collected within the unit, will be double bagged and placed into the sealed waste container provided by the local waste company.

Owner Background

I am a long time resident of the Coachella Valley. I moved to Cathedral City in the Fall of 1991. I attended middle school at Nellie Coffman; then entered my freshman year at Cathedral City High School. I was the 4th graduating class. I grew up in the desert playing sports and have been very active in the community. I began working at In-N-Out Burger in 1000 Palms my junior year of high school. I attended College of the Desert for 2 years, before leaving the desert as a Corporate Transfer with In-N-Out Burger to do New Store Operations & Training in the Bay Area. I obtained my undergraduate degree in 2007 from San Francisco State University.

Upon my return to the desert, post Bachelor's degree, I was a General Manager at Jamba Juice in Palm Springs. I also began volunteering at the Coachella Valley Animal Campus (CVAC) for 5 years. I have many contacts remaining at CVAC who can attest to my love and care for animals; who will give me a referral for my work with animals. I received my Master's Degree in Business at the University of Redlands.

I have been a resident of Desert Hot Springs since 2011. Recently, I have been appointed to a Commissioner for the Community and Cultural Affairs Commission (CCAC).

My goal is to help grow the city and encourage entrepreneurship and small business development within our city, rather than sending our business elsewhere.