

# BoneYard Dog Park & Brews | High Level Business Plan

## Executive Summary

{Why}

Dogs are more than pets – they are our friends and our family. Yet sometimes dog owners have to decide between being social or spending time with their dog.

{How}

We want to provide a welcoming place where people can hang out with their dogs and friends at the same time.

{What}

BoneYard is a private dog park that serves beverages and provides comfortable seating for patrons. People can enjoy beautiful Wisconsin weather with their friends and bring their dogs with them.

Inside the building and on a portion of the patio, dogs can sit at their owners' feet on leash. Beyond the patio, there is a fenced area where owners can let their dogs off-leash to play with other dogs or to relax in the grass.

Beer, wine, pre-packaged light bar snacks and dog treats will be available for purchase.

Amenities that are geared toward the needs of four-legged patrons include:

- Lush green grass in the off-leash area
- Cool concrete/gravel and shade in the on-leash area
- Leash hitching posts at the bar, in the restrooms and at the outdoor tables
- Dog services onsite periodically on weekends like dog baths, vaccinations and nail trimming
- Dog washing station to get cleaned up before going home
- Dog training available periodically onsite
- Elevated fire pits and sturdy tables to protect dogs from getting hurt
- Dog waste pickup stations throughout the premises
- Plenty of drinking water for thirsty pups

Human patrons will enjoy:

- Free wi-fi
- Comfortable group seating in both sun and shade
- Extended lighting in the off-leash area to monitor your dog more easily
- Local beers
- Great music – occasionally live onsite
- Bean bag leagues
- Numerous events to meet new friends and fellow dog owners
- The ability to make reservations for group seating areas

{When}

BoneYar Dog Park & Brews will open early spring 2021.

## **Customers**

Our customers will be dog owners or friends of dog owners.

They are most likely to be people who already go out socially with friends, so that means that more of them are people without children or people with grown kids.

Based on the age groups we anticipate, we expect our customers to be heavy users of Facebook and Instagram.

## **Covid-19 Impact**

It is likely Covid-19 will continue to negatively impact small business into 2021; however, we feel our business has a few features that will be an advantage in times when consumers are worried about virus infection and suffering from financial hardship.

Based on a May 2020 study of consumer purchase behavior impacts from Covid-19 by Hawkeye, some behaviors that were started in isolation may continue:

- Meeting in open spaces
- Financial belt-tightening
- Fewer impulse purchases
- Participating in behaviors from simpler times (baking bread, board games, etc)
- Virtual community building
- Renewed commitment to family, friends, community
- Pet adoption (short-term)

This is good news for BoneYard in the following ways:

- Our location is largely open space
- Admission price and cost of beverages are low enough to still fit in most people's budgets even if they are belt-tightening
- People will be interested in renewing commitment with friends/family and our business provides an avenue to do that safely (outside).
- People have been adopting pets, so our business supports their new lifestyle

## **The Site**

BoneYard will be located on a large, flat lot (2 acres) to allow for the large off-leash area and ample parking.

The lot is located on the East side of Madison (corner of Sycamore and Walsh) and will be easy to get to from main traffic arteries.

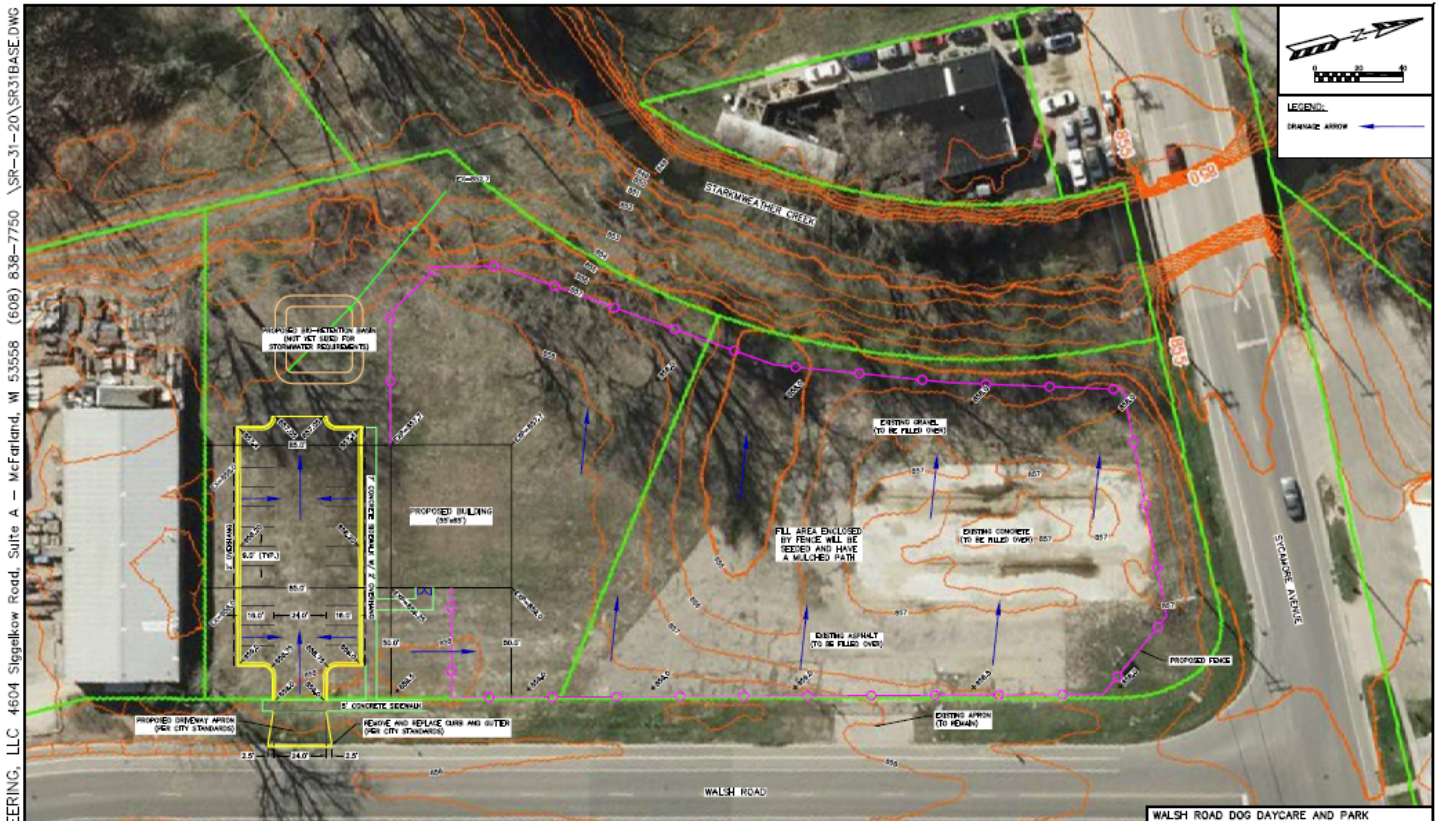
A creek runs along one side of the property and the trees along the creek provide natural shade on one side of the park. The creek will be outside the fence (not accessible by dogs/patrons).

The parking lot and building will be situated on the south end of the lot. The southwest corner of the lot next to the parking lot will be a retention pond for rainwater runoff.

The entire lot from the building north will be fenced in by x foot black metal fencing. Signage will be visible on the street sides of the lot (north and east).

There will be two entries into the business for vehicles, one for patrons through the parking lot driveway and one in the middle of the lot off Walsh street. The fence will have a gate at that point to allow for grounds maintenance and will be used by business personnel only.

At the far end of the lot in the off-leash area, we may setup one or two group seating areas.



**The Patio Area**

The patio area where dogs are kept on leash will be concrete or gravel for easy maintenance. Picnic tables will be the main furniture in this area. A large awning or roof will cover part of the patio to provide shade and coverage during rain.

Patrons can also go into the building to order beverages.

This area will be lighted with string lights.

**The Off-Leash Area**

The off-leash area will be fenced-off from the patio and other parts of the lot. The area will be seeded with grass.

Dog owners and their friends can sit comfortably on chairs in the off-leash area; however, wait staff will not serve in this area due to safety concerns.

Dog owners must stay with their dogs in the off-leash area unless there is a special event for which BoneYard provides dog-sitters to watch the dogs.

Dog waste must also be picked up by owners; however, several times a day, BoneYard staff will provide dog waste pickup within the off-leash area to guarantee cleanliness for pets and owners.

Vaccinations and spayed/neutering will be required for all dogs in the off-leash area. There will also be a nominal fee for using this area.

This area will be lighted with flood lights or string lights.

To purchase beverages while watching your dog in the off-leash area, patrons can order through a window.

### **The Building**

The building will be 60 by 40 feet and made of metal (a Cleary building). Most of the seating will be outdoors; the few tables inside are for use primarily during poor weather. There will not be air conditioning since the bar will be open to the outside at most times.

One wall of the building will open with a garage-type door to the patio area.

Indoors, there will be a few tables and a long bar. The bartender can work both the indoor bar and the outdoor serving window at the same time.

The floor will be sturdy concrete or tile. Indoor furnishings will be very casual.

Entry into BoneYard will be through the building so we are able to ensure that dogs are on leashes and that dogs that want to play off leash are registered with us to meet all the necessary health requirements.

During the colder months, the business will remain open, but will be optimized for patrons who want to stay warm while their pet gets some exercise. At those times, the building will also be used for bean bag leagues and private events.

Due to regulations related to having dogs on premises, there will not be a kitchen in the building.

There will be a small office in the building, a stock room and two bathrooms.



### **Hours of Operation**

BoneYard will be open all year round, though the peak months will be spring, summer and fall.

On weekdays, it will open late (3:00 pm), and close at 10:00 pm. On weekends, it will open early (8:00 am) and close at 10:00 pm.

BoneYard may be open outside those hours for private events

### **Staffing**

For the first year, we have made the following assumptions about the number and types of staff required to run BoneYard:

- Monday through Friday, BoneYard will be open 7 hours. There will always be two employees onsite on these days, a bartender and a helper. The bartender will be responsible for making beverages and ensuring all patrons have signed the necessary paperwork and provided proof of vaccination when required. The helper will be responsible for picking up the tables, helping with new dog registrations, stocking and cleaning.
- Saturday and Sunday, BoneYard will be open 12 hours. Like weekdays, there will be two employees at all times, but during the evening hours, there will be an additional bartender on these days.
- On most days, one of the business owners will be onsite to support the staff.

### **Products Sold**

BoneYard will offer up to 6 tap beers, mostly local, along with a large number of bottled and canned beer. It will also offer a small assortment of red and white wines. For customers not interested in alcohol, it will serve sodas, iced tea and lemonade.

Food will consist of pre-packaged snacks.

Food carts will be invited to sell their food on certain days of the week.

Once established, BoneYard may also sell a small assortment of dog-related items for convenience sake like, dog food, leashes, collars and dog toys.

### **Revenue Streams**

We will have two major revenue streams:

- 1) Alcohol sales
- 2) Dog park memberships

We will have several minor revenue streams:

- 1) Snack sales
- 2) Ad-hoc sales of dog-related items
- 3) Sales of BoneYard merchandise (t-shirts)
- 4) Private event building rental fees (corporate outings, birthdays, graduations)

### **Dog Rules**

Patrons bringing dogs into the bar for the first time will need to sign a form releasing us of liability and showing they understand the rules below.

- Your dog must be not show aggression toward other patrons or their dogs. Barking a bit is ok, but obsessive behavior or behavior that disrupts others is not allowed.
- Dogs showing disruptive behavior will be asked to find a different table in the establishment to see if that helps the situation. If it does not, the owner will be asked to remove the dog and try again another time.
- Dogs showing aggression (snapping, nipping, aggressive growling) will be asked to leave immediately. They will be welcomed back when they can show that the aggression has been remedied.
- Dogs who have bitten a patron or another dog will not be allowed back.

Patrons wanting to use the off-leash area will need to abide by these **additional** rules:

- Your dog must be up-to-date on all the same vaccinations that are required at most pet boarding establishments.
- Before letting your dog off-leash, please test him with the other dogs to make sure he is comfortable.
- Clean-up after your dog.
- Watch your dog to be sure he/she is playing nicely with others.
- If your dog shows disruptive behavior to other dogs, you may be asked to give him a time-out in the on-leash area to curtail the behavior. Dog crates will be available for use by patrons for time-outs.

### **Marketing**

Social media will be the primary marketing channel for reaching BoneYard customers. We will have a Facebook page and an Instagram page and connect to customers initially through our own connections in those channels.

We will have a website that will primarily be a landing page and reference for scheduled events, hours of operation, address/phone/email, and dog rules and requirements.

Once established as a business, we may stream live video of the off-leash area on the website.

Potential events to drive business to BoneYard could include:

- Dog of the Week photo on social media channels
- Outsourced dog training hosted in the off-leash area at non-peak times
- Singles Networking events. Single people with dogs can meet others who enjoy dogs.
- Outdoor Gaming League Nights. During off-peak nights, we may host leagues like bean bags, bocce and kubb.
- Vet partnerships to bring dog health services to BoneYard on key dates.
- Dog grooming and related services on key dates.
- Our own local brew created for BoneYard and only available there
- Partnership with a local brewer when a new beer is released
- Bar events related to popular sport championships. Watch the game with your Fido.
- Live music concerts
- Go-Pro camera on the Dog of the Day in the off-leash area
- Rotating food carts on certain days of the week
- Food Cart Wars – competitions on which food cart gets the most business in a given time period – determines which carts come back to BoneYard.

### **Partnerships**

We hope to create reciprocal partnerships with several local businesses. The goal will be choose businesses that share the same type of customer with BoneYard.

- Local Breweries
- Local Veterinarians
- Local Dog Groomers

- Dog Boarding businesses
- Dog Training businesses
- Local bands

### **Competitors**

There is nothing like BoneYard in the Madison area or in Wisconsin. We found similar successful establishments in Austin and Dallas Texas and in Denver and South Carolina.

Businesses in Madison that are dog friendly that could provide some competition include, Capital Brewery in Middleton (west side of Madison), the Argus bar (downtown Madison), and Wisconsin Brewing in Verona (west side of Madison).

Capital Brewery, like BoneYard, has a large outdoor area that allows dogs on leash. They serve only beer and small snacks. They are also only open seasonally and often provide live music. Unlike BoneYard, they do not allow dogs off-leash and do not provide any other dog-friendly services or amenities.

Argus bar is very different than BoneYard. It is a traditional bar with a small street-side table area in the summer. There are no dog amenities.

Wisconsin Brewing is similar to Capital Brewery in that it is a local brewery with a large outdoor area. They host live music. They have a large indoor bar area and a large outdoor bar, both staffed. The outdoor area is very well manicured, and customers bring games to play. The major difference from BoneYard is that Wisconsin Brewing does not have any dog amenities or even really focuses on dogs at all. People may bring their dogs with them, but it is not a focus. There is no off-leash area either.

There are no similar businesses on the east side of Madison.

### **Start-up Costs**

Land Expense- 1018 & 1034 Walsh Rd.	\$	150,000
Civil Engineering- Quam Engineering LLC	\$	20,000
Building & Parking lot construction- Cleary	\$	390,000
Fencing (1500 ft.)- Struck Fencing	\$	50,000
Interior Buildout- Steve Ritzer	\$	20,000
Landscaping (very rough estimate)	\$	15,000
Signage	\$	3,500
Furniture: Picnic Tables/misc furniture	\$	6,500
Security System	\$	1,500
Display Case Coolers (2 units)	\$	4,000
Refrigerated Draft Beer Trailer	\$	10,000
Merch (t-shirts, hats, staff t-shirt)	\$	1,500
Televisions (3- 65" flat screens)	\$	1,500
Cash Register/Tablet (3 units)	\$	1,000
Wireless Internet set-up	\$	1,500
Dog Kennels (6 units)	\$	1,500



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\$ 677,500

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## Monthly Operation Budget – Year 1

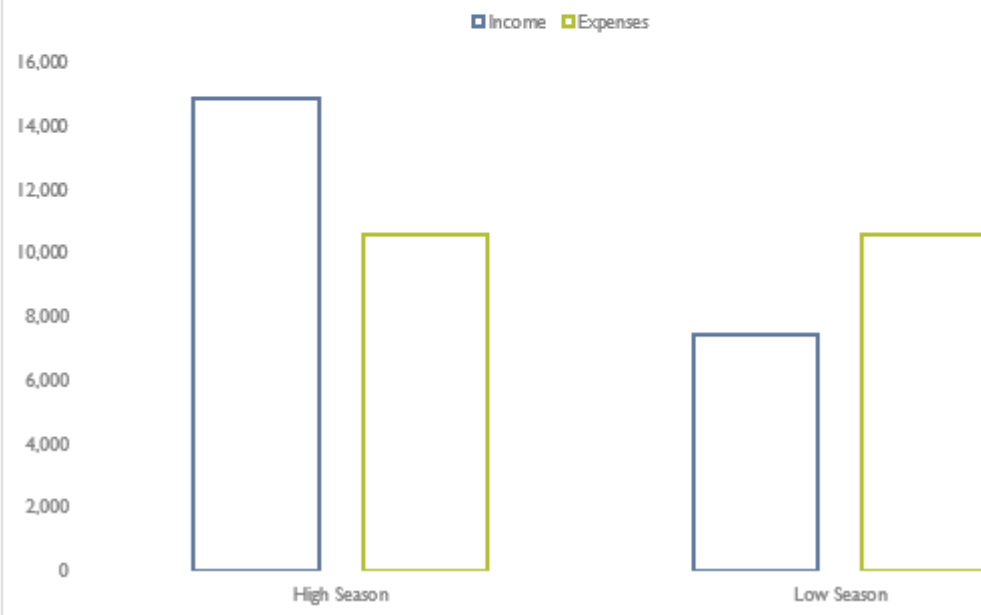
In Year 1, we have been very conservative in our assumptions related to income even during the high season (April-Nov). In the low season (Dec-Mar), we assume will make **half** that amount.

### BoneYard Dog Park & Brews

## MONTHLY BUDGET - Year 1

BUDGET TOTALS	High Season	Low Season
Income	14,900.00	7,450.00
Expenses	10,562.00	10,562.00
Balance (Income minus Expenses)	4,338.00	(3,112.00)

### BUDGET OVERVIEW



Estimate gross profit year 1 = \$22,000

Although our estimates project us having a profit the first year, we know this is unlikely. As business partners, we have prepared for potentially no net profit in year 1. Any profit we do make the first year will be put back into the business to adjust to the needs of patrons and react to things we learn.

We will feel this venture is successful if it is self-sustaining by sometime in year 2 (including keeping up with payments on the start-up loan).

We assume that business owners will NOT be paid a salary in year 1. Business owners will start to earn a salary sometimes in year 2.

As more people hear about our business, it will grow substantially in year 2 and 3.

### Rough projections of growth:

- Year 2 estimated income growth: 43%

- Year 2 estimated expense growth: 11%
- Year 3 estimated income growth: 25%
- Year 3 estimated expense growth: 7%

### Operation Expense Assumptions

1. No staff will be full-time
2. Business loan payments will not begin until the business opens
3. Electronics – TVs, Strong wi-fi service, security system, lights
4. Supplies – cups, napkins, bags for refuse/dog waste, lightbulbs
5. Maintenance – landscape upkeep, building repairs
6. Bartender hours per month: 284 hours (71/week across multiple people)
7. Bartender rate: \$7/hour + tips
8. Helper hours: 236 hours (59/week across multiple people)
9. Helper rate: \$9/hour

### Income Assumptions

1. Although we expect revenue from private events & game leagues eventually, we have not included that revenue in our income for the first year (to be conservative)
2. \$5 fee per dog in the off-leash area
3. \$3 profit per beverage sold
4. Dogs per month: 1000 (Mon-Fri: 20 dogs a day /Sat-Sun: 75 dogs a day)
5. People per month: 1333 (2/3 of dogs bring one person, 1/3 of dogs brings two people)
6. Beverages per month: 3000 (approx. assumes everyone gets two beverages, but half of people get a third beverage)

Monthly Operating Expenses		Monthly Income	
Business Loan	\$ 3,300	Entry fee per month (@\$5 per dog)	\$ 5,000
Insurance	\$ 600	Beer Sales	\$ 9,000
Bartender	\$ 1,988	Merch Sales	\$ 500
Helper	\$ 2,124	Snacks	\$ 400
Utilities	\$ 500		
Maintenance/Misc/Cable/Internet/security	\$ 1,100		
Supplies	\$ 200		
Taxes	\$ 750		
	\$ 10,562		\$ 14,900

