

Letter of Intent for 2814 Syene Rd Madison, WI 53713

Tenant:

Copper Ridge Dog Training, LLC
Allison Stoffel, Owner
300 West Dean Ave
Monona, WI 53716

Proposed Use of Space

This letter of intent is for Copper Ridge Dog Training LLC to occupy and perform business out of the building located at 2814 Syene Rd Madison, WI 53713. Our proposed suite, located on the north side of the building, will occupy 2200 square feet. The suite will consist of one office for staff use, two bathrooms, and two large open areas to be used for daily training with clients and their dogs.

Business Operations

We train families and their pet dogs in basic obedience so that they can include their dogs in their daily lives. Our focus is on building confidence in both dogs and their owners, and resolving problem behaviors that are causing stress in the families' homes, such as jumping, leash pulling, crate training, etc. We are very successful in training dogs to be good community members that families can take out in public with them to Madison's dog-friendly stores, patios, and parks. We have trained 70 dogs in our community this year alone and aim to grow that number every year.

We opened Copper Ridge Dog Training on April 1, 2020, and we have been running all operations out of my (Allison Stoffel's) home in Monona since opening. As we continue to grow our business and our team, we also need a larger facility to properly provide care and training services for our clients. This larger space will allow us to meet the growing needs of our community, while also employing more community members as trainers, administrative staff, and cleaning personnel. Our training methods are successful because we work in very small ratios, and tailor each clients' training program to fit their unique needs.

Our business provides two primary dog training services: private lessons and day training.

- Our private lessons are held bi-weekly at the facility with clients. We work hands-on to teach families and their dogs everyday skills such as leash walking, crate training, polite greetings, and how to stop unwanted behaviors like jumping, chewing household items, and more. Lessons are one hour each, and clients are given time to ask questions and practice their new skills with our trainers.
- Our day training program is held Monday-Thursday at the facility, from 8:00am to 5:00pm. We like to equate this program to school for dogs; families drop their dogs off in the morning and pick up their dogs at the end of the day. During the dog's day, we are actively working on teaching training goals in a structured setting. Dogs are supervised by our staff for all activities, including training sessions, playtime, and crate time.

Opening this training facility will also allow us to offer small group classes, which are a big need in our community. Small group classes are a more economical option for many families than one-to-one training programs and provide the opportunity to safely teach and socialize dogs under the careful supervision of our trainers. We are excited to expand our services to offer this program for our community.

Dogs are never left unattended when in our care, and we are constantly monitoring the physical status of all dogs to ensure all are safe, happy, and healthy.

We will not be offering any overnight care for dogs.

Hours of Operation

Business hours are as follows:

- Monday-Friday 7:30am – 8:00pm
- Saturdays 8:00am – 6:00pm, by appointment only

Staffing and Ratios

This space will offer us the capacity to increase our team to four full-time trainers and one administrative personnel.

- Our private lessons ratios will be 1:1, or one trainer to one family with one dog.
- Our day training ratios will be 1:4, or one trainer to four dogs.

Outdoor Space

We will not have a dedicated outdoor space for dogs at this facility. Instead, we will take dogs outside one at a time on-leash for potty breaks and walks. The landlord has given us permission to use the green space on the north side of the building (between the building and sidewalk) to let dogs potty. Staff have been advised to clean up any messes immediately.

We understand that barking is always a concern for neighboring properties when discussing dogs. While we will do everything within our power to address barking immediately, we do acknowledge that dogs will bark when they are excited, nervous, or scared. Because these dogs will be on-leash and under direct supervision of our staff, dogs will not be allowed to continue barking, and will be brought inside if their barking does not subside with guidance from our staff.

Project Schedule

We will begin updates on the suite beginning December 15th, 2022. We expect to have all work completed by February 1, 2023. Training will commence with clients in the space on February 1, 2023.

Exterior Changes

We will not be making any exterior changes to this property.

Interior Changes

We have discussed all changes with the landlord that would need to be made to the suite, and he has approved the following changes:

- Seal the concrete floors,
- Paint all interior walls,
- Install a door at the entrance of the suite,
- Close off underneath the stairs and turn into a closet,
- Install laundry connection with proper venting to the exterior of the premises,
- Install a utility sink in the back bathroom.

Parking and Traffic

This suite offers four dedicated parking spaces in the parking lot behind the building; these spaces will be allocated for our staff. Clients will have access to the parking stalls in front of the building in the main parking lot, where there are 20 parking stalls available.

When considering traffic flow: obtaining this space will allow us to grow our team to 4 full-time staff members. Because our day training program requires clients to drop-off and pick-up their dogs every day, we expect traffic will be heaviest 7:30-8:30am, and 4-5pm.

Clients do not all arrive at the same time, but rather stagger their drop-off/pick-up times over a one-hour period. When they arrive, we ask clients to stay in their vehicles and we will meet them at their car with their dog on-leash. The average transition time for drop-off and pick-up is less than 5 minutes.