

Statement of Intent

Conditional Use 5209 Femrite Dr Madison WI 53718

The Fur Seasons is a non for profit (501c3) feline rescue operation requesting conditional use of the space commonly identified as 5209 Femrite Dr, Madison WI 53718.

The operation is an internally housed business with no exterior activities other than parking. Hours of operation are proposed to be 9:00 am to 6:00 pm M-F and Saturdays from 9:00 am to 1:00 pm. These core hours will be staffed by paid staff as well as volunteers. Our typical employee/volunteer roster will be 5-8 people on staff. Upon review of parking on site with the property owners, we will have ample staff parking behind the facility.

We will also have volunteer staff onsite after hours in rotation to maintain coverage of care needs. The later hours staffing would be typically 2 people.

Our operating purpose is multi-fold:

1. Rescue and adoption transition point- we are networked with a few very well established rescue operations that focus on rescue of purebred cats that are either surrendered or abandoned. Specialty Purebred Cat Rescue (SPCR) is a 20 plus year old Wisconsin based rescue that we assist in placement of specialty breeds such as Persians, Himalayans, Ragdolls, Scottish Folds, etc. The Fur Seasons would aid in transport, intake, preliminary vet/grooming care, and adoption facilitation.

We are similarly networked with Angels with PawPrints Kuwait (APP-Kw) who we were introduced to several years ago through SPCR. In the cases that involve international felines, we are directly involved in flight parenting and intake at the point of customs where they arrive. Typically either Chicago or D.C. These inbound cats have to come with proper papers and veterinary clearance to pass customs. Once here, they are seen again by a local veterinarian and verified for a clean bill of health. While the core of our impact will be U.S. based, the small percentage that are from Kuwait are being rescued from much worse scenarios than we see here in the U.S.

Please see the following links to see our closest network resources-

<https://purebredcatrescue.org/>

<https://www.facebook.com/AP.Kuwait/>

2. Adoption preparation- The Fur Seasons will provide on site veterinary care and grooming services both through volunteer efforts from some local professionals as well as paid vet techs and grooming specialists. Part of the adoption process that is so crucial especially with specialty breed cats prior to home placement is that they are properly cared for not just general health needs but also with needs very specific to breed (i.e. Persians are notorious for dental issues, Himalayans often require mat removal when previous owners or breeders have neglected their coats). Many adoption failures of specialty breeds are resultant of poor preadoption care. Significant veterinary events would be performed at one of several local veterinary offices that we are networked with. The Fur Seasons would provide transportation and required aftercare leading to an adoption timeline.
3. Awareness and education focus- A key driver in the reduction of abuse and cruelty is to promote awareness and educational focus on the proper care of specialty breeds, the plight and significance of U.S. based rescue as well as international rescue, as well as best overall practices in terms of feline care. This will be accomplished through social media, local workshops, partnerships with local rescue and shelter operations and community involvement.
4. Limited retail activity- With any animal adoption comes the need for things that the adoptive parent does not consider. While our goal is not to house any significant inventory, there will be a small retail facing area that will carry essentials.
5. Social media awareness and community involvement- The Fur Seasons will work closely with local community resources to promote awareness and promote the cause of rescue and adoption as well as providing social media updates and promotions.

The multi-pronged operational focus of the Fur Seasons will be a highly donation driven non for profit. As with any business, there is risk.

To mitigate unnecessary risk, the entity will be primarily background funded through a Donor Advised Trust which has ample resources to operate this well through its first decade and beyond.

This entity has been in the planning stages over the previous 4 years and was something that we would only initiate at a point where we felt that our own financial situation would mitigate any other risk of startup and sustainability.

While we have never owned/operated a feline rescue, I have successfully owned and operated two of my own companies with the most recent exceeding 30MM in operational sales last year. We just sold a significant equity stake to a private equity firm and am beginning my next chapter to transition out of the day to day in the business as a fractional CEO.

Our board of The Fur Seasons is made up of professional, legal, and C-Level business experience that will ensure a legitimate and integrity based operation that will leave an impacting legacy to support a very crucial need.

The typical “residency” of a feline guest is less than 21 days. There will be a few that require additional socialization times but that is the exception. We have a highly connected network through various rescue resources that promote and help placement of inbound feline guests in advance so that we are merely a transitional destination and layover point while adoption paperwork is vetted out and pre- adoption needs are met.

We will be open to the public during core hours and will from time to time have some special promotional events that likely fall in weekend hours.

As a non for profit, we are not attempting to highly monetize felines at breeder rates. We are looking simply to cover the costs of operation with the focus on finding the right home. A breeder priced Persian or Himalayan is easily in the over 3000.00 range. Ours will typically be adopted with a fee of 250.00-500.00.

The operational “housekeeping” aspect of the business is highly important to us. Hygiene, proper care, maintenance and upkeep of waste management, grooming, air purification, and air movement are all vital focal points with any feline rescue. We have the resources and backing required to make this a seamless venture.

The business will have a vet room onsite, a grooming station, and air purification units that are portable. Litter/waste is managed through both traditional filtered boxes and litter robots which are self-contained and have commercial grade filtration.

Interior management of space includes epoxy coated floors and installation of large industrial ceiling fans to aid in air movement as well portable air purification units.

This rescue is not a traditional shelter. It is a transitional point to ensure that rescued or previously sheltered felines have a brief destination stop on their way home where they can have an advocate to validate the legitimacy of their adoptive homes, veterinary condition, and socialization aspects prior to placement.

This is their opportunity to have a human voice stand in the gap for their successful transition versus conventional breeder placement which often is more profit orientated than quality of life based. Many of the specialty breeds that end up on foster care lists are due to breeder groups failing to maintain grooming and care standards causing these cats to be surrendered. While there are many reputable breeders, not all people value perspective life quality for the feline over profitability. With humane society capacities already at breaking points, operations like the Fur Seasons provide a certain degree of pressure relief in some of these instances by being able to be a conduit for vetting out placement and managing the adoptive process.

Our focus on community outreach with synergistic entities like humane societies, local rescue groups, community centers, volunteer groups, etc. also aids in the promotion of awareness and kindness to animals and provides a crucial barrier to deter needless cruelty and abuse.

Respectfully,



Tom McGuire