

Applicant Submission

October 14, 2020

Business Problem

There is a need for over-night boarding in the Sunalta and beltline area. Dog owners who live in the neighborhood are forced to drive across the city to other neighborhoods to receive services for short term overnight care for their dogs.

Our location is currently DC1 Direct Control Land use, which does not allow over night boarding at our facilities. We are looking to expand our services to fill the need for overnight boarding which is being requested by our clients on a day to day basis.

Business Solution

In order to allow over-night kenneling in our establishment the Land use Direct Control (DC - 64D2010) designation will need to be amended to include Kennel (Part 4-Section 220) as a allowed discretionary use.

As an active member of our community, we are reaching out to our neighbours, clients and local councillors to help petition a change in the land use bylaw to allow us to service you all. We are knocking on doors, emailing and getting signed letters to help strengthen our case to the City of Calgary to change their bylaw. We are submitting our business case on September 30, 2020 and hope to gain your support.

Services currently Offered

| Service Name | Description | Personnel required | Hours of Operations |
|--|--|--------------------|---|
| Daycare | Currently providing three main areas where the dogs will be cared for. One large play area on main level, one large play area and eight individual kenneled room on the second level. | 5 | Monday to Friday 6:30am – 6:30pm Weekend by appointment only. |
| Grooming | One dedicated grooming room allowing up to 3 dogs at one time. Pamper your pooch with a grooming experience like no other. From bathing to hair styling and nail clippings, you can rest assure your furbaby will walk out feeling like a PupStar! | 1 | Monday to Friday 6:30am – 6:30pm Weekend by appointment only. |
| Canine Massage Therapy | Massage therapy for canines is beneficial because it aids in the circulation of fluids throughout the body which assists the joints and muscles in flushing toxins from the tissues. The results include reduced pain and stiffness, more flexibility and greater range of motion. Massage also increases blood flow, lowers blood pressure and improves cardiovascular health. Not only that, but your pup will more relaxed than ever. | 1 | Monday to Friday 6:30am – 6:30pm Weekend by appointment only |
| Canine Reiki Therapy | Reiki is very beneficial for your pets as sometimes they need some inner healing in their life too. Reiki healing can be used for pain and mobility, anxiety, separation anxiety and some | 1 | Monday to Friday 6:30am – 6:30pm Weekend by appointment only |
| | aggressive behavior. With adopted shelter pets it is especially calming as they need extra love and care to overcome their past experiences and to help them settle into their new environment. | | |
| Social Events and Training Meet ups | <ul style="list-style-type: none"> • Single Mingle Doggy Dingle (Speed dating for dog owners) • DOGA (Dog yoga) • Meet up Groups (Social play with dogs) • Canine Massage Intro (Learn massage techniques for your dog) • Paint night with the pooch (Paint with your dog in a social setting) | 2 | Various times of the day and weekends. |
| Retail | We currently sell perishable dog food items and accessories for dogs. | | Monday to Friday 6:30am – 6:30pm |

Noise compliance

Building Construction:

Central Bark Doggy Daycare is in a two-storey, commercial detached concrete block building, which allows for reduced sound transmission from one building to the exterior of the building.

Canadian Pacific Railway:

The location is at a busy intersection/round about. The location is in front an active railroad line. Canadian Pacific Railway Freight Train passes by up to 27 trains per day and runs 24/7 days a week. Land use governed federally under Industrial.

Bus Routes and Traffic: Location on a main traffic route to Bow Trail West and Crowchild North directed from Downtown. Public Pathways: There is a city bike/walk pathway that runs past our location to the Sunalta Dog off Leash Park and river pathways

Community Growth

Central Bark Doggy Daycare is located the community of Sunalta since 2018. Since then our team of two has grown to a team of 5 canine attendants, 1 Full-Time groomer, a Reiki Therapist and a Canine Massage Therapist.

We were able to grow with the help of Government of Canada providing employee grants. We currently are working with the Canada Summer Work Program which allows us to hire summer students throughout the summer months. This has allowed opportunities for youth to come join our team where we train them on entrepreneurship, marketing and canine behaviour. We currently have two summer student being trained on all these aspects. Central Bark Doggy Daycare is not only a dog daycare. We have hosted events to bring in the community to come and socialize. Additionally we have participated in community events.

- Sunalta Live – Provided a space for a live concert with proceeds donated to Sunalta Community Association.
- Providing a space for Sunalta Community Association to sell items to fundraise for their hall.
- Sunalta Movie in the Park – Participated in the sales of West Jet Raffle tickets.
- Sunalta Stampede Breakfast. Provided Doggy Pancakes for the neighbours and the pooches