

Carmel Academy of Pampered Animals (CAPA)

Aka: Lola's Place

8th and Mission

Carmel-by-the-Sea, CA 93921

The Business Plan:

Provide the 3rd Best Small Town in America, (2021 Conde Nast, Reader's Choice Awards) and one of the top 10 dog-friendly towns in the United States, a safe, comfortable, and convenient Posh Pet Daycare for residents and travelers to Carmel and the Monterey Peninsula, including a small retail boutique of posh, dance/tutu pet themed outfits and accessories and our very own "Carmel-by-the-Sea" biscuit-doggie treats, to all who enter our doors.

The sixty-six-year-old dance academy, shuttered in July 2020, because of Covid restrictions, seeks repurposing. Carol Richmond, building owner, and Kellie Quinn Hoffmeister, business manager and marketing entrepreneur, began an informal informational campaign months ago seeking ideas. Civic leaders, familiar with the large open studio space with vinyl dance floors, indicated a doggie day care would be an asset to the business and residential community.

With this concept in mind, our investigation of "reality" began with a "whisper" campaign to influential people, business owners and connected residents of the community.

Taking their keen advice and half expecting a wave of negative responses, they overwhelmed us with the 100% positive reaction to converting CAPA into Lola's Place: Carmel's Posh Pet Daycare and Boutique. Our real estate agent, Jeff Davi, insisted we pursue this concept and felt it was the best idea he has heard of in years. Do it! It will work.

Keeping the well-known building acronym CAPA, (Carmel Academy of the Performing Arts), we will transition this iconic name and building to **Carmel Academy of Pampered Animals**. Or as we say, "Lola's Place", in honor of Carol Richmond's beloved black standard poodle who has crossed over the rainbow bridge. For Carol Richmond, a longstanding resident, businesswoman and supporter of Carmel's own first weekend of October "Poodle Day", benefitting Norcal Poodle Rescue, with over 500 poodles and hybrids who annually grace our community from all over the United States and Canada, it is a passionate pursuit.

Honoring the rich history of Carmel in the performing arts, the doggie day care theme will feature an artistic decor of Posh, Pink, and Black combined with the dancing dogs, or "Dancing Poodle" in uniquely created Pet Tutu attire.

Our audience and customer base would comprise:

30% Resident Doggies

70% Catering to the Posh and Pedicured visiting our community.

Branding the business as uniquely Carmel, we will engage with local artists for pet portraiture, photography, sculpture, costumes, and jewelry design. With everything made in Carmel, our unique marketing theme “Take a bit of Carmel with you, from Lola’s Posh Pet Boutique”, will create memories for our visitors.

Marketing will include the creation of an Honorary Mayor of Carmel, much like Mayor Max, Idyllwild, California. ARF created this one campaign - Animal Rescue Friends to support their mission. With our non-profit of Dance Kids, Inc will include Dance Kids and Dogs to provide fundraising and awareness for local rescues and therapies that include movement and canines for kids on the higher risk spectrum, addressing issues troubling our children today. We will engage the local community and residents to present their candidate and to “vote often and to uphold the oath to declare this ***The Year of Good Deeds and Positive Thought***, and **convey unconditional love and do as many good deeds for others as possible**, and maintain positive thought at all times”, says Mayor Max.

Research and Interviews:

- Local Winery - Dawn’s Dream
- Local Restaurateur - Mission Bistro on Mission Avenue and prior owner of a pet boutique previously in The Plaza.
- Retail store on Mission Avenue - The Mole Hole
- Diggity Dog Pet Store - Manager, Sharon
- Monterey Symphony - Nicola Reily - San Carlos and 7th
- Jeff Davi - Keller Real Estate
- Residents in the area and on CAPA residential property.
- Carmel Signature Day Spa
- Insurance Agent for Workers Comp
- Insurance Agent for Business Insurance
- Carmel Fire Department - Chief
- Owner of four Doggie Daycares and Overnight Kennels - 3 in local area and 1 in West Virginia
- Carmel Chamber of Commerce President
- Lisa Crawford Watson, Pine Cone

In and About Town Observations:

During the week of February 12th, Kellie Hoffmeister was in and about town. There were a substantial number of dogs in town with their owners. While dining outside, she met an Animal Foster Care volunteer who is also a Carmel Police Officer. He offered to assist in safety

awareness training for our managers and staff, and to continue our Active Shooter Training and Emergency Response Training we implemented directly after the Sunset Center bomb threat.

Kellie also noticed here were dogs left in cars, continuously barking. If Lola's Place existed in downtown Carmel, the parents could keep their fur baby safe and happy while visiting galleries, shops, and dining in Carmel. Restaurants will soon open for indoor dining, and animals are not allowed inside. The restaurateurs are extremely supportive of our business plan and want to refer and cross-promote our services to their clientele. They see our service as a positive for their own business, encouraging their patrons to enjoy dinner without worrying about leaving their pet in the car, or at the hotel room. Many hotels do not allow pets to be in a room alone. Those who allow pets alone might deal with an anxious pet who barks or whimpers until their human returns.

With Lola's Place, valued visitors to our community will know their four-legged member of the family is being cared for as if it were their own home. Lola's Place, conveniently located on Mission and 8th, adjacent to The Sunset Center, gives our valued visitors a convenient drop-off while they wine, dine and enjoy the Performing Arts.

The Outcome of this Research, A resounding Yes by ALL. The town desperately needs this service. Carmel is perfect for this concept.

The Economics of CAPA - Lola's Place

In the short-term, an iconic building is no longer "for lease" and vacant, giving the community a sense of stability and presence for over 66 years. Lola's place will continue to thrive, add to the tax base, and be a destination for all those that come to our dog-friendly City by the Sea. The featured articles and media will expand, and Lola's will become as iconic as the previous business.

Everyone we speak to, including those in the doggie day care business, know dogs are extremely profitable. In fact, our closest competition in Monterey is completely FULL and many have nowhere to take their fur baby who live near and around Carmel.

With COVID-19 present, the risk of having doggies is far less than opening a human establishment.

Permitting and License - Pre-Planning - Insurance, Waste Management and all things legally required.

1. October 12, 2021, we approached the Planning Division of the City of Carmel. This was the absolute first thing done prior to starting our Whisper Campaign. Evan Kort, Associate Planner, provided the requirements for rezoning along with the permit requirements.
2. New Sign Drawings and permit. **A note about signage** - we are maintaining the same sign currently at CAPA and will submit new drawings with the sign permit with Carmel Academy of Pampered Animals, Lola's Place.
3. Request a Pre-Planning Meeting with the City. This is a vital step to continue our process and ensure Lola's Place can become a reality.
4. Submit new Business License Permit, City of Carmel and Monterey County.
5. Secure and Implement new Commercial Business Insurance for the building to cover Doggie Daycare. (quotes in place and must be re-written by May 31, 2022)
6. Implement proper hygiene and waste disposal protocols. Contract with Green waste for additional containers and pickup. Secure new waste containers with double bagging to control odor and pests.

Building Remodel and Maintenance

The current layout of the building requires little in the way of remodeling or permitting of any new structure. All improvements are more design and theme based. The building is zoned commercial with all floors, bathrooms, and access are approved. We are not building walls, adding any electrical or changing anything about the plumbing.

To see the current layout view at this link

<https://www.loopnet.com/Listing/Mission-St-Carmel-CA/20361616/>

We will not be requesting a permit for any inside work.

The building has three (3) dance studios or doggie play areas, each with their own entrance (egress). Our lobby has a main door and will include Lola's Posh Pet Boutique and Feature

Carmel-by-the-Sea Biscuits, made locally by a thriving bakery in town. (Again, Uniquely Carmel)

Pet Camera Video

We will maintain a Pet Cam and allow patrons to “check-in” at all times.

https://www.onlinedoggy.com/testimonials_providers.aspx

Just as if you are waiting for your table with Text Messaging alerts, we too will install the latest in technology and Pet Cam’s for owners to view.

Outside Area and Maintenance.

CAPA has a side run for entering and exiting into Studio B and C. The daycare will be primarily inside. Any outside use is for pickup and drop off only, and immediate isolation of dogs as they enter and exit the building.

Dog watering stations and relief station will be accessible both inside and out per the example below:

https://www.chewy.com/downtown-pet-supply-pee-turf-portable/dp/217647?utm_source=google-product&utm_medium=cpc&utm_campaign=hg&utm_content=Downtown%20Pet%20Supply&utm_term=&gclid=Cj0KCQiA4feBBhC9ARIsABp_nbUUK5JlvEhoWVVm6ikIhpZfGKdW_wDGZsQ_9BecsgoJdZ7TXltTpk0aAmqgEALw_wcB

Doggie relief stations will be inside and conform to the Carmel Municipal Code. The stations will be like those seen in public areas such as airports. Continuous monitoring and cleaning will be on a routine maintenance schedule and proper hygiene always maintained.

Potential Obstacles

At this point we feel confident that the community will embrace Carmel Academy of Pampered Animals. CAPA. The Business Community is embracing CAPA and our onsite residents are 100% on board. As we enter the permitting process, we understand there may be some concern or sensitivity to having doggies in the building. We respect this position and will be open to suggestions on how to better and continuously improve so the community “as a whole” will benefit from this new service.

Noise Control

Fortunately for CAPA - Carmel Academy of Performing Arts, Carol Richmond has encountered noise control issues in the past, which she has successfully mitigated with positive outcomes for neighboring residents. The building has adobe brick walls. Doors are closed and windows will be further sound proofed with decorative greenery walls panels. Our trained and professional staff along with our In-House Trainer and Vet Tech will ensure that all of Lola’s staff are professionally trained in the mitigation of noise issues.

We will take training with a regional doggie daycare on how best to manage their clientele by eliminating noise issues entirely through continuous monitoring and Technician supervision. Keep the doggies active and playing and noise issues mitigate themselves.

CAPA has several smaller rooms in the building and any doggie that needs a special area or time-out to ease the stress. Training, Supervision and Activity is the key to happy doggies and quiet doggies at Lola’s Place.

We have also downloaded the **Municipal Code on Noise and Decibel Ratings** for the City of Carmel and are prepared to do Noise Dosimeter Testing to validate that the building, previously zoned as a dance studio with many children daily entering and exiting. We are confident that we can overcome any concern presented to the Planning Commission.

Final Thoughts on Carmel Academy of Pampered Animals - Lola's Place

It is important to know that Carol Richmond and Kellie Hoffmeister have over 65 years combined woman-business owned experience. Successful in their own right. The collaboration and integration of all Uniquely Carmel businesses will bolster the local Arts community and create a cross-collaboration with others in the area. We will be job creators and cross marketing collaborators and influencers of others in the community.

What makes this idea workable is that unlike other cities in America, Carmel has the unique moniker **The Most Dog-Friendly**. People flock here with their pets as one of their reasons for visiting. We will run the daycare professionally and efficiently, implementing Professional Doggie Daycare Software and becoming Certified as Doggie Day care owners through an online certification program. Proper forms, vaccine certification and liability release documents are to be always maintained and accessible.

Example:

<https://doggiedashboard.com/>

We expect the media and social networks will highlight CAPA, Lola's Place and include us in the Must See and Do in their reviews.

Carmel Academy of Pampered Animals

Lola's Place

Lolas Posh Pet Boutique

Lola's Pet Bakery - featuring Carmel-by-the-Sea Biscuit.

A business success story that truly "Has Gone to the Dogs!"

Carol Richmond and Kellie Quinn-Hoffmeister, Partners

