

9/25/2024

Business Description: Camp Bow Wow

Camp Bow Wow, a premier pet care service that prioritizes the safety, comfort, and well-being of your beloved pets. Our facilities offer a variety of services, including Day Camp, overnight boarding, training, enrichment programs, grooming, and a retail store stocked with pet-related supplies.

Staffing & Hours

Camp Bow Wow operates with highly trained staff present from 7:00 AM to 7:00 PM. Our staff-to-dog ratio is strictly maintained, with one staff member for every 25 dogs, ensuring each dog receives close attention and care. A minimum of two Certified Camp Counselors are always on site during business hours to supervise and ensure that all Campers are happy and safe.

Capacity

- **Maximum Number of Dogs on Site:** 120
- **Day Camp (at full capacity):** 66 dogs
- **Overnight Boarding (at full capacity):** 104 dogs

Day Camp & Additional Services

We offer weekday Day Camp, with many locations also providing weekend options. In addition to Camp, we provide comprehensive services such as overnight boarding in individual, secure indoor cabins, professional dog training, enriching play activities, and grooming services. Our retail section offers a variety of high-quality pet products for purchase.

Overnight Boarding & Safety

Our overnight boarding ensures that dogs are housed indoors in individual, secured cabins. There are no indoor/outdoor runs; all overnight stays are contained within our climate-controlled building, where temperatures are maintained between 64 and 78 degrees year-round for the comfort of our guests. Our facilities are also equipped with fire and security systems that are directly connected to the local fire and police departments for added safety.

Pick-up and Drop-off Procedures

Our lobby is specifically designed to handle the maximum number of dogs efficiently. It features a two-sided system, with designated areas for check-in and check-out to ensure an organized and continuous flow of dogs. This process mirrors a daycare system, offering a seamless experience for both drop-off and pick-up, making the experience convenient for guardians and stress-free for our Campers.

Play Areas & Supervision

The outdoor play areas are used sporadically for fresh air and relief breaks, with trained staff present at all times to supervise the dogs. Our staff is skilled in utilizing specific dog training techniques to keep noise levels low. By keeping dogs active and engaged, we minimize excessive barking. Dogs follow a pack mentality, with our Counselors serving as the alpha figures, making it easier to manage indoor and outdoor transitions.

Our outdoor break yards are designed for safety and privacy, with 8-foot solid vinyl fences that act as noise buffers. The yards are strategically placed away from residential areas, using the building as a sound barrier to further minimize noise.

Cleanliness & Waste Management

At Camp Bow Wow, cleanliness is a top priority. Dog waste is cleaned up immediately and disposed of using approved local municipality methods. We use specialized biodegradable cleaners and disinfectants, similar to those used in hospitals, childcare centers, and gyms, ensuring our facilities are always fresh and clean. We follow a strict daily cleaning schedule, which includes professional auto-scrubbing equipment and eco-friendly, pet-safe disinfectants that do not require rinsing. The amount of water used during daily yard cleaning is minimal, equivalent to a 5-minute human shower.

Waste is picked up continuously during playtime and deposited into galvanized steel trash cans lined with 3-mil trash bags, which are sealed and disposed of in facility dumpsters daily. Dumpster pick-up is scheduled once or twice a week, depending on facility needs.

Quality Control

To maintain the highest standards, Camp Bow Wow conducts regular site visits and web camera evaluations to ensure brand consistency. We also employ secret shopper programs for an additional layer of quality control. We cater to an upscale clientele that values cleanliness and exceptional care for their pets.

About Camp Bow Wow

- Camp Bow Wow® was successfully developed to provide a fun, safe, and upscale environment for dogs to play, romp, and receive lots of love and attention! Dubbed the “Land of Happy Dogs”, we provide all the services a dog owner could need – day care, indoor overnight boarding, grooming and training! We were the first and largest Dog Day Care and Boarding Franchise in the United States and are extremely proud of being a business that makes dogs and their guardians everywhere “Happy Healthy Pets, Happy Healthy People ”on a day-to-day basis!
- In just 20 years, Camp Bow Wow has grown to include over 200 locations across North America, becoming a \$100+ million business. The company was ranked #1 in category in Entrepreneur’s Franchise 500 for four years in a row.
- The Camp concept provides the highest level of safety, fun and service for dogs and peace of mind for their parents. Campers (dogs) get to romp together in a monitored open-play environment and pricing is all inclusive.

CAMP BOW WOW.

GENERAL CAMP OPERATIONS INFO

- Camp staff is on site from 7:00 AM to 7:00 PM. One staff member per 25 dogs minimum (15 in CO). Minimum 2 Certified Camp Counselors® on site during business hours.
- Day Camp is offered weekdays (most locations offer weekend Day Camp). Other services offered: overnight boarding, training, enrichment, grooming, retail for purchase (pet related supplies).
- Boarding Campers are housed in individual indoor secured cabins overnight. CBW does not have indoor/outdoor runs and all overnight boarding is within the enclosed building.
- The video cameras (Camper Cams) are available to the public during open hours, but they are on 24 hours a day. They can be accessed via the web or mobile phone apps.

GENERAL CAMP OPERATIONS INFO



- All facilities have fire and security systems connected directly to the fire and police departments for monitoring. The temperature is climate controlled and maintained at a constant 64-78 degrees year-round.
- Dog waste is immediately and continually cleaned up as it occurs and disposed via local municipality approved methods.
- The outdoor play area is used sporadically for relief and fresh air. Staff is present at all times when dogs are outside. Staff are trained to utilize specific dog training methods to keep noise to a minimum. Dogs bark when they are bored and left alone. This is not the case at Camp.

SAFETY FIRST AT CAMP BOW WOW



- CBW provides the safest dog daycare and boarding experience for our Campers. Every area in Camp is designed to maintain a safe environment for our Campers and staff to prevent injury or illness. Once the dogs are behind the check in area in our lobby the Camper has little potential for escape.
- All our staff must pass our Certified Camp Counselor® training and also be pet first aid and CPR trained. Campers are never left unsupervised when together in our open play environment.
- All our Camps have two emergency veterinary hospitals relationships secured so that in the event of an injury or health issue a Camper can immediately be seen and treated.

SAFETY FIRST AT CAMP BOW WOW



- All our Camps work with their local jurisdiction to create emergency evacuation protocols in the event the building must be evacuated short or long term. Our staff is trained on how to implement these protocols following CBW operations standards.
- All our Camps adhere to our proven cleaning and maintenance processes to ensure a clean and safe environment for staff and Campers. Every surface in Camp is cleaned daily with our hospital grade environmentally safe cleaning products.
- All our Camps maintain appropriate coverage for business, building and incident insurance complying with federal, state and local law as well as our franchise requirements.

NOISE CONCERNS?

- Barking is not a major issue as our staff are well trained and constantly monitor the dogs inside and outside. We can use a myriad of soundproofing materials depending on the Camp design and sound impact anticipated at the location.
- Campers mainly spend their time inside taking brief breaks outside when they need to relieve themselves. With a pack mentality, Campers tend to follow the Counselors (they are the alpha) in the yards making controlling indoor and outdoor egress with the dogs easier.
- Our Certified Camp Counselors® utilize pack management and individual behavior training techniques to keep barking at an absolute minimum. If necessary, overly disruptive Campers will be placed in a cabin for a time out or the guardian will be called to pick them up.
- The outside break yard is constructed with solid vinyl fencing to act as a noise buffer. Fence height is a mandatory 8 feet to insure dog and neighborhood safety.
- The yard is situated at each site on the back or side of the property away from any residential properties, using the building as a buffer.

WASTE OR SMELL CONCERNS?

- We utilize specialized bio-degradable cleaners and disinfectants – the same that are used in hospitals, childcare centers, and gyms. These products keep our facilities (indoor and out) smelling fresh and clean year-round.
- CBW provides all franchisees a set daily cleaning schedule. Franchisor site visits occur year-round and regular web camera evaluations are conducted to ensure proper maintenance of CBW facilities and that brand standards are being followed. Secret shopper programs are also used for additional review.
- We target a very upscale clientele that requires our facilities are kept spotless.
- The Camp Bow Wow® waste removal routine includes constant play area patrol so that waste is picked up and deposited in a galvanized steel trash can with lid and a 3-mil trash can liner. The liner is removed, sealed and deposited in the facility dumpster daily as needed. A typical CBW produces approximately the equivalent to one large lawn/leaf garbage bag of waste per day. Dumpster pick-up is scheduled for once to twice a week.

DRAINAGE CONCERNS?

- In our facilities we never spray anything down to clean it – we use a light foaming device along with mops and squeegees to clean our facilities.
- We also use a professional auto-scrubber to clean the floors which intakes any excess water into the machine, minimizing water consumption as well as maximizing cleanliness.
- When cleaning the yards daily, the amount of water used is the equivalent to a 5-minute human shower.
- Our disinfectants are pet safe and environmentally friendly and do not require rinsing.