



# Dog Day Care & Vet Clinic Whole Dog Care



Central Bark Hudson Valley, Wappingers NY  
Denise & Ron Donofrio – Beacon NY 12508

August 2023

# Concept Summary: Town of Wappingers & Us!

- **Wappingers** is the second largest populated town in Dutchess County.
- **Central Bark Dog Day Care**, Goes beyond Safety and Health for Citizens, Dogs, and the Environment, with it's state of the art facilities," & it's Trademarked **"The Whole Dog Care Philosophy"** and it's guiding best practices.
- **Each Dog** goes through a **"private temperament behavior assessment"** to be admitted to Doggy Day Care and be assigned the right playgroup.
- **In recent years**, Central Bark has incorporated **Environmental Protection** for the grounds where each facility sits and operates, for the environment, citizens and dogs. **#1 – is our "NON-OUTDOOR DOG RUNS** - outdoor play and exercise area, that is *"first in its class"* that is not on grass or soil, but constructed on a **"Waterproof Concrete Slab, that is treated organically with Hygienic and Hypo-Allergenic NON-VOC coatings, that is then covered with Artificial Grass Turf.**
- **We** go a step further – the grass turf is treated after each play group (dogs are segregated by the number and size of the dogs) with an Organic Solution, That breaks down any waste organically, then washed off with a combination of the organic solution and water – this does many things: **"Reduces water use, channels the organically treated water to a Limestone perimeter buffer, so no runoff into the soil, , keeps pets, staff and the environments safe and clean"**. The indoor play area flooring is a solid green composite, nonporous material making sure the same green beast practices are adhered to inside and outside of the facility.

## CONCEPT SUMMARY Continued - Central Bark Wappingers

### *"Dog Daycare combined with Veterinary Clinic Services."*

- Central Bark, is an independent and locally owned franchisee, (owners) Denise Donofrio & Ron Donofrio of Beacon NY, (collectively, the "Local Franchise Business Owners") are seeking to construct and open a Doggy Daycare Facility in Wappingers NY, that will operate as part of the national franchise system, known as **Central Bark**.

### *What this means for our Wappingers, Dutchess, Dogs & Their Owners!*

- **Job Creation** – 14+ local employees
- **Local Trades and Services** – Local Vendors
- **Training & Education** – Scholarships, Certifications, and Advanced Degrees
- **Community Interaction** - Community Involvement, Volunteering & Networking
- **Central Bark Wappingers Community Events:** - Events geared toward dogs and humans and the special and social relationships we have in all that we do in our everyday lives.
- **Dogs** our family and furry friends, spent most of their time, inside, with their matched playmates & loving humans. Activities: socializing, within a selected small group and one on one attention, plus resting & napping! This is all balanced with just enough "open-air enclosed outdoor exercise/play area activity.

## CONCEPT SUMMARY...Central Bark Wappingers (continued)

- **Job Creation** – Our location will have approx. 14 to 16 employees, based on 12 hours a day 7 days a week. All employees will be W2 employees, pay taxes, receive a base hourly wage over the current minimum wage: **Part-Time \$15 to \$ 17 and Full-Time \$20 to \$25**
- **Health Care** - All employees will be offered, and/or provided Full Medical and Dental Health Care, as well as a 401K savings, to encourage a career and financial stability now and in the future.
- **Training & Education** – Central Barks employees receive state of the art training, and many have gone on to further their education with state certifications in grooming, training, veterinary technicians and becoming vets. Many have become entrepreneurs, by opening dog and pet businesses themselves.
- **Local Trades and Services** – Committed to source local materials, vendors, contractors, laborers, students, seniors, site developers, architects, environmental specialists, attorneys, realtors, bankers, landscapers, printers, graphic artists, etc. etc. Local is Central To Central Bark.
- **Community Interaction** – Central Bark understands the commitment to the dogs and to their owners. Each local owner also understands the commitment Central Bark has for and to the community in which it operates. CB HV will engage the community in ways that respects, celebrates, and strengthen the bond between humans and dogs.
- **Central Bark Wappingers Community Events:** "Senior Week, In One Hour" – a weeklong interaction experience at our facility with 1 hour interaction "meet, greet and play" with our doggie friends. Puppy Visits, to senior, veterans and children's facilities in our local communities, so they to can experience the love of a Kg friend. "Disability awareness in Humans and Dogs" - "Howl-o-Ween at CB", "Rescue Week", Get Out and Vote For Your Pawsident of Your Choice, But Vote! Free Daycare for Wappingers Residents Week" "Bark & Brew" and so many more fun events.

***Central Barker's are awesome stewards and ambassadors for our neighborhood and community.***

## CONCEPT SUMMARY...Central Bark Wappingers (continued)

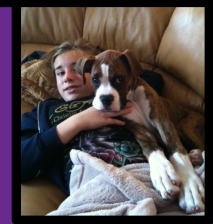
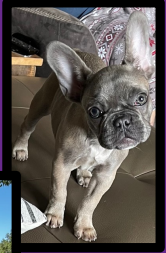
- **Environmentally Committed & Conscious** – Ron is currently a NAR Designated Green Broker and previously held a LEED Green Associate Designation, licensed by the US Building Council. This allows Ron to set new standards in green building from the ground up, when it comes to dogs and human interaction, safety and the environment. All Green Energy systems that can be employed, will be, and we look to the town, environmental specialists, for guidance and direction in producing the best facility possible for the staff, dogs and the community.
- **Central Bark Wappingers** will be approximately 8000 square foot facility, enough space to house the clinic and day care operation, consisting of both indoor and outdoor space for canine enjoyment.
- **PLEASE NOTE: The flooring/ground of the secure and covered outside play area, (NO DOG RUNS) will consist of “outdoor artificial turf”, that is not porous and produces no runoff, as it is pitched to an “at surface and inground border of “limestone”, that absorbs and purifies water and the organic cleaning solution, which in turn, reduces the amount of water used, and prevents any soil disturbance.**
- **At Central Bark**, the primary focus is on the safety and happiness of the dogs in its care, providing a unique environment for development, growth, and fun! Central Bark provides an outlet for dogs while their owners are at work, school, or on vacation, with drop-off and pick-up times that are convenient for any schedule. Dogs in the care of Central Bark will receive individual attention and a structured schedule that is often precluded by pet owners' busy lifestyles. While at Central Bark, dogs will be separated into “play groups” by size and temperament, facilitating the ideal exercise and play environment. Each play group will be supervised by 1-2 dog handlers to ensure the safety of all dogs. Central Bark also provides feeding and nap time. **The goal of Central Bark is to return a happier, healthier, better-behaved dog, friend, companion and family member to their owner.**
- **Setting CB** apart from its competition, the Central Bark staff will be the customers' personal experts in canine care, safety, and training, with education in canine first aid, CPR, and animal behavior. Central Bark requires all dogs must undergo a behavioral assessment prior to admission. This ensures the safety of all dogs and employees, allowing the dog handlers to get to know each pet on an individual basis. Similarly, while in the care of Central Bark, dogs will be familiar and comfortable with their environment ensuring the optimum setting for training and exercise. Central Bark focuses on the happiness and exercise of each dog, and is confident that this, in turn, will result in happy, satisfied, and loyal pet owners/customers. PLUS; each dog goes home clean, with a daily 'exit bath, organic non- allergenic spritz, and a bow or a button"! **(Each dog also gets a daily report card for their pawents to review their day, written by their doggy friend).**

## CONCEPT SUMMARY...Central Bark Wappingers (continued)

- **Central Bark** is distinct from kennels or veterinary boarding services in that Central Bark focuses on the exercise, happiness, and socialization of each individual dog. Central Bark is not a kennel, although it will compete with businesses offering kennel services.
- **While a dogs are boarded** with Central Bark, rather than staying in separate kennels or suites full time (as a dog would at a kennel or veterinarian's office), boarded dogs are incorporated into the day care playgroups.
- **The development** of a strong community presence is essential to the success of Central Bark, as word-of-mouth is perhaps the strongest promotional tool available in the doggy daycare industry. Accordingly, ensuring that Central Bark's existing customers are satisfied and loyal will ensure that they communicate to their social groups that Central Bark offers an excellent service.
- **Additionally**, the Business Owners will attend, and take leadership roles, in local networking and business associations, as well as sponsorship of community events. Central Bark will also strive to be the spotlight of community magazines, (both online and traditional magazines), and/or featured in local business media.

# Concept Summary – Denise & Ron

- **Central Bark**, is an independent and locally owned franchisee, (owners) **Denise Donofrio & Ron Donofrio of Beacon NY**, (collectively, the “Local Franchise Business Owners”) are seeking to open a doggy daycare facility in Wappingers NY, that will operate as part of the national BVF franchise, known as Central Bark.
- **Denise and Ron** are family first, with three daughters and 7 grand children, and who all own dogs! **Denise** is a retired 36-year Banking Executive who primarily worked as a banking strategist, management executive, who managed over 300 to 600 staffers at time.
- **Ron** has been a Real Estate Broker Owner for 26 years, along with being a special needs teacher in public schools. Both are passionate about social issues, pets, and the environment. Ron is a Green Broker and a LEED Green Associate, so in all he does in business and real estate, it's always with the environment!
- **About BVF & Central Bark** - is a national doggy daycare franchisor, with over 50 locations in 15 states. Each Central Bark location provides socialization, stimulation, safety, training & grooming, along with daily exercise for dogs, that many dog-owners simply cannot provide. We strive to provide personalized pet care in an environment that is clean, safe, and fun as modern alternative to past kennel boarding experiences, and the perception thereof, and lonely days of a dog at home when parents and kids are off to work and school or on vacation. With our veterinary clinic, which will allow us to focus on the whole health and happiness of each individual dog, with the satisfaction of their owner (customer) being the natural result of their pet's happiness.



## Concept Summary Denise & Ron...(CONTINUED)

### Denise & Ron Donofrio Central Bark Franchise Owners & Beacon Residents

- **After an extensive 35-year career in financial services industry**, Denise is fulfilling her passion for all things Canine in the Hudson Valley. Ron her husband, of 30 years IS a residential and commercial real estate broker/owner in both NY and FL. Their daughter Nikki, is an Attorney in Brooklyn, and have two other professional daughters Erin, who lives in FL, and Loren who lives in GA, plus 7 grandchildren!
- **Ron is a native New Yorker**, but Denise was born in California, moved to New Jersey with her family and then to Florida! Denise and Ron and Nikki, moved back to NY 15 years ago, and one of the first things they did, was to take weekend trips, all along the Hudson Valley.
- **After visiting the Beacon area 11 years ago**, the decision was an easy one to move Upstate, where Ron graduated from, SUNY New Paltz. So, they moved to New Paltz first...then to the *grown up* New Paltz...**Beacon!** Now both Ron & Nikki are legacy father and daughter Alumni of SUNY NEW PALTZ ! Of course, our leader Denise, has her MBA in Business. The family spends lots of time together, visiting all that the Hudson Valley has to offer
- **Fun Facts:** Denise & family are obsessed with dogs having owned several Boxers, French bulldogs, Racing greyhounds, Italian Greyhounds and a Daschunds Denise and Nik trekked to Mount Everest Basecamp in the spring of 2019 Ron is also a professional sports photographer and has had the privilege to be published all over the world.



THANK YOU!



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