

Kennel Permit Application

License Fee: \$75 per year (paid w/application)

Kennel means a facility where dogs, cats or other animals are kept for boarding, grooming, training, breeding, purchase, sale or similar purposes for compensation. Such establishments may include incidental sale of pet supplies. This does not include animal shelters or a facility owned or operated by a veterinarian where animals are boarded only in conjunction with the provision of veterinary care.



Applicant Information

Applicant's Name Brock Benitz/Brady Weidman Phone Number 715-451-3613
Kennel Name Peanuts Dog Lodge Phone Number 715-451-3613
Property Address 1420 Kronenwetter Dr. City Kronenwetter State WI Zip Code 54455
Application Year 2024 New Application or Renewal (Circle One) ☒ ☐

Property Information

Section _____ Township Kronenwetter Range _____ Parcel Identification # (PIN) 145-2707-153-0957
Parcel Acreage 2.0 Zoning District B3 (General Commercial)

Operations Information

Number of Dogs 45

Reason for requesting a kennel permit: We would like to run a Dog Boarding facility. This would include boarding and daycare. This is a largely populated area with minimal dog boarding facilities. The location of this facility would make it an easy location to set up. Our goal is to help the community with a facility that they trust and their dogs love.

Where will animals be kept: The Facility itself has 4,000 square feet of finished interior. The operating hours will be 7 am-7 pm daily.

Our goal to start is to have 15 dog suites and 6 deluxe suites, and increase as needed. The dog suites will be 5'x7' and equipped with a a chew proof dog bed. The deluxe suites will be 8'x10' and also equipped with multiple chew proof dog bed. The outside area will be roughly 4,700 sq feet of enclosed area separated into 3 outside runs.

Required Attachments

1. Operational Plan narrative explaining how the applicant intends to meet §200-6(F), which is found below: (Not Required for Renewal Licenses, unless requested by Village Staff)

§200-6(F) Operations. All kennels shall comply with the following standards:

- (a) There shall be sufficient clean, dry bedding to meet the needs of each individual animal. Litter and/or bedding material shall be changed as often as necessary and there shall be adequate ventilation to prevent an odor nuisance.

- (b) Feces shall be removed from pens and enclosures as often as necessary to prevent unsanitary conditions and odor nuisance.
 - (c) All cages and enclosures are to be of a nonporous material for easy cleaning and disinfecting and shall have secure latches in good repair. Each cage must be of sufficient size that the animal will have room to stand, turn, and stretch out to its full length.
 - (d) The floor and walls of any room in which animals are kept shall be covered with impervious, smooth, cleanable surface. The floors and walls shall be cleaned and disinfected as often as necessary to prevent an odor nuisance.
 - (e) The premises shall be kept free of insect and rodent infestations. Food supplies shall be stored in rodent-proof containers.
 - (f) There shall be available hot water for washing cages. Fresh drinking water shall be available to all species at all times. All water containers shall be mounted so the animal cannot easily turn them over, and be removable for cleaning.
 - (g) Food for all animals shall be served in a clean dish so mounted that the animal cannot readily tip it over or defecate or urinate in same.
 - (h) All animals must be fed and watered according to the accepted procedure for that species and cages cleaned every day.
 - (i) Shade from the direct rays of the sun shall be provided for all animals.
2. Property Map which shows the property boundaries, residential structures on the property, the location of any animal related facilities, and the setbacks from the property lines for any structures used to house animals. *(Not Required for Renewal Licenses, unless requested by Village Staff)*
3. Animal Information for each animal owned, harbored, or kept under the Kennel License.

Applicant Acknowledgement

All information included in this application is true to the best of my knowledge. I have read "§200-6. Kennels" and understand the regulations that govern the Kennel License. I understand that upon notice of any violation I will be allowed up to 30 days, following written notification of any violations of this Chapter or any subsection of this chapter by the humane officer or their designee, to correct any violations. Failure to correct these violations shall result in immediate revocation of the license by the Village Board.

Brock Benitz 5/6/2024
Applicant Date

FOR OFFICE USE ONLY:

Application Received 5/10/2024 Check # 42135268

Plan Commission:

Meeting Date 5/20/2024 Recommendation: Approved / Denied

Village Board:

Meeting Date _____ Decision: Approved / Denied

Permit Information:

Permit# _____

Issue Date _____

Expiration Date _____

Business Plan for Peanuts Dog Lodge

Location:

Kronenwetter, Wisconsin. Kronenwetter borders a largely populated area including Wausau, Schofield, Weston, Rothschild and Rib Mountain. There is roughly 70,000 people within 15 miles of the building. The location of Peanuts is very accessible from the city. Peanuts is on the south side of town, approximately 1 mile from an I-39 exit. This location will appeal to customers using I39 as a daily commute. Peanuts is minutes from the CWA (Central WI Airport).

Competition:

Kronenwetter has minimal competition. Animal House is the only other dog kennel in Kronenwetter. There is 1 in Mosinee, Hidden Acres Dog Lodge. Hidden Acres Dog Lodge is always at maximum capacity. This happens to be my parent's business.

We will be modernized, spacious and welcoming. A home away from home. Being around the business for several years there is a strong need for modernized places to care for furry loved ones. Lastly, during the pandemic, a lot of dogs were adopted by people. This was the start of growth in the industry. As people started going back to work, they needed a place for their dogs. Thus, the dog boarding and day care needs escalated where the need remains high.

Boarding Facility:

The boarding facility will be equipped with 21 dog "suites" and 3 outside runs for play time. Please note, Hidden Acres Dog Lodge is the only place that offers dog suites. This will minimize any other competition. The boarding facility will have 2 acres of land. This will give our furry friends adequate outside space to enjoy. The outside runs will be approximately 4700 sq ft of space. Our facility will start with 15 regular suites (5' x7') and 6 deluxe suites (8'x10'). The deluxe suites will be utilized for families with 2 dogs or more. We will continue to build and place new suites as our clientele increases.

Employees:

There will be no employees. This business will be owned by my partner Brady Weidman and myself. I will operate this location with the help of Brady.

Brand:

I want to create an environment where each customer feels like their dog is treated like one of our own. I wish to build a home away from home for the dogs. I feel like a high ratio of playtime is needed. To build a place where the dogs can spend most of their day outside, lounging, playing, and living their life.

Why Dog Boarding:

My Mom and Stepdad currently own Hidden Acres Dog Lodge. This is a dog boarding/daycare facility in Mosinee, Wi. I have been around the business for 4 years. I understand what customers want and what it takes to make it successful.

NEW BUSINESS AQUITION:

In discussing with other dog lodge owners, below is the following start-up plans.

- Open dog lodge up to new customers.
- \$33.00 boarding suite as a base for one dog. \$23.00 daycare base rate for one dog.
- Boarding dogs would be limited to 30 dogs per night.
- Daycare limits of 15 dogs Monday through Friday.

Additional Rules:

- During high peak times it will be boarding only. (holidays and spring break)
- Small dogs will remain with small dogs.
- Pets will spend most of the day outside with an option to stay inside.
- Pickup/drop-off times will be 7 a.m.-9 a.m. and 4 p.m.-6 p.m.
- Fees will be all inclusive, no added charges.

Perks of this Facility:

- Only facility within 15 miles that has suites for dogs.
- Lavish dog areas fenced in for the security of the dogs.
- Central location, with a definite need for more dog boarding in the area.

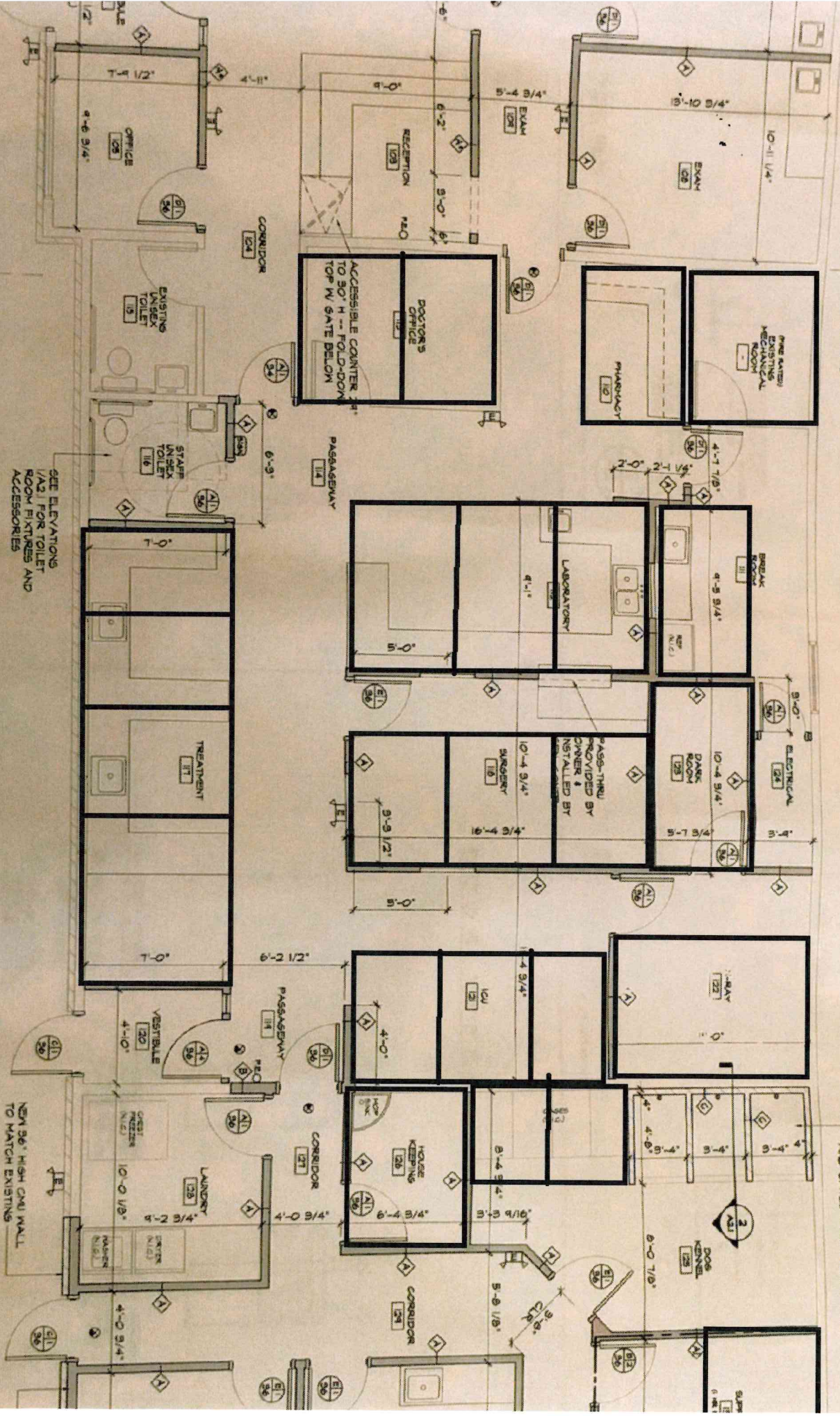
About Us:

I, Brock Benitz, went to school for Business Management and graduated from Upper Iowa University, Fayette, Iowa. This allows me the opportunity to run and manage the business. I currently work as a Production Supervisor at McCain Foods. I enjoy my current job. My goal is to have my own business and work with dogs. I see a low stress, high reward occupation in dog boarding.

I, Brady Weidman, am currently employed as an HVAC Service Technician for Tweet Garot Mechanical. I enjoy my current job. I inspire to be a business owner and operator. There is a strong business needs for dog boarding and daycare and look forward to this business adventure.

PUBLIC SPACES
5 OCCUPANTS

PRIVATE SPACES
14 OCCUPANTS



DOG RUN WITH CHAIN-LINK FENCE
AND GATES - VERIFY W/ OWNER

SEE ELEVATIONS
1/4" FOR TOILET
ROOM FIXTURES AND
ACCESSORIES

NEW 36" HIGH CHD WALL
TO MATCH EXISTING

EXISTING WOOD
CLIMBS AND
MASONRY BASE
TO REMAIN



FIRST FLOOR PLAN
SCALE: 1/4" = 1'-0"

