



MEMORANDUM

To: Village President Jacob and Board of Trustees

From: James M. Hogue, Village Planner

Date: 10.20.20

RE: Referral of Text Amendment - HR Zoning District (2727 Rt. 53).

Staff has received a request for a text amendment to the Village Code for the Village of Long Grove, Title 5, Zoning Regulations, to allow an additional temporary use in the HR District for property located at 2727 Route 53 (the former Geimer property) and within the corporate limits of the Village.

Text amendments to the zoning code require referral by the Village Board to the PCZBA for public hearing and further consideration should the Village Board deem that action appropriate.

History

The property is located on Illinois Route 53 north of and adjacent to the Menards Development. The property was annexed into the Village in 1998 via Ordinance 98-O-17. The property consists of approximately 14.2 acres of land area (in 2 separate parcels) and is presently zoned HR Highway Retail District (Ord. 2010-O-25) in anticipation of a mixed used development (commercial/office) known as "Arbor Grove" which never materialized. This is the site of the former Geimer Greenhouse. The existing structure on the property is partially occupied by several temporary uses (contractors) as allowed by previous text amendments.

In 2015 the Village Board referred and the PCZBA considered a request for a text amendment for temporary uses in the HR District which was ultimately approved by the Village Board. While the text amendment is district wide the amendment was crafted and specifically targeted for the 2727 property.

Per this approval (Ord. 2015-O-23) the following provisions were established regarding use:

- (a) *The following uses are authorized as temporary uses in accordance with this Section 5-9-3(D)(4):*
- i. *Seasonal retail sale of landscape nursery plants, flowers, and landscape equipment.*
 - ii. *Self-storage or warehousing within a fully-enclosed structure.*

- iii. *Contractors' offices and/or material storage in relation to a general contractor's operations and not accessory to an on-site construction project.*
- iv. *Entertainment or recreation facilities, such as batting cages or go-cart driving, within a fully-enclosed structure.*
- v. *Equipment rental, storage, and leasing within a fully-enclosed structure.*
- vi. *Seasonal and holiday retail stores.*
- vii. *Retail sales of alcoholic beverages.*

In 2017 further amendment to these temporary use provisions was requested by Pinnacle Capital and referred to the PCZBA for consideration.

This request allowed modifications to the previously approved temporary uses within the "HR" Highway Retail District. These modifications included; (i) expansion of the "Contractors Office" use as identified in 5-9-3 (4) subsection (iii) of the approved 2015 ordinance to allow a limited amount of outdoor parking and storage of equipment and materials related to the operation of the primary business, and (ii) extension of the "sunset clause" as established in ordinance #2015-O-23 from December 31, 2018 to December 31, 2023.

Specifically sub-paragraph iii (noted above) was amended as follows:

- iii. *Contractors' offices and/or material storage in relation to a general contractor's or landscape contractor's operations and not accessory to an on site construction project, which may include outdoor parking and storage of vehicles and equipment associated with such operations.*

This request expanded the previous amendment to allow for a long term user for the property, Davy Tree Company. Davy Tree moved a regional headquarters for their operations to Long Grove per this amendment which was approved as Ord. 2017-O-2.

Most recently, in 2019, the Village received a request for "Irons & Woods" which was a proposed "Entertainment and Recreational Facility" consisting of four (4) "state of the art" golf simulators for rent by the hour or for private parties, fund raisers, special event and golf lessons. Other entertainment amenities include dart board games, a pool table, interactive entertainment activities such as eSports and live music. This use was allowable per the "Temporary Use" provisions noted above. As gaming was also requested a special use permit (and liquor licenses) were required and ultimately approved.

Due to size restrictions on the septic system and demand created by the proposed use, the facility never materialized.

Proposed Text Amendment

Mr. Kurt Wandrey is the consultant to Pinnacle Capital 2727 LLC and is bringing the request forward (application, business and site plan attached). Pinnacle Capital purchased of the former Geimer Green House Property at 2727 Route 53.

This use is proposed for Unit “C” per the submitted site plan.

As proposed an additional temporary use for a dog training/grooming/ boarding (day care) & kennel facility is requested as an additional text amendment to those previously approved within the HR District.

This text amendment would be further amendment of Ordinance 2015-O-23 & 2017-O-02, (referenced above) both of which deal with the temporary uses on the property and in the HR District.

This assumes the requested text amendment is referred to the PCZBA for further consideration.

Should the referral to the PCZBA not be made the text amendment request is moot as there is no authorization in the Village Code for a use of this nature in the HR District unless an application for Planned Unit Development, included the proposed use, was submitted for consideration.

James Hogue, Director of Planning
Village of Long Grove
Box 3110 R.F.D.
Long Grove, IL 60047

October 14th 2020

Subject: Establishment of an additional temporary use on the Geimer Property located at 2727 Route 53. as required by Ordinance No. 2015-0-23.

Dear Mr. Hogue

Pinnacle Capital 2727 LLC is the record owner of the property located at 2727 IL Route 53, which Property is legally described in Exhibit A, attached to the application. The Owner proposes to lease a portion of the Property to Kamp K-9 LLC who will operate an Indoor Dog Kennel and training facility, as part of a retail sales enterprise. To that end we are submitting the required documentation and requesting a public hearings as soon as schedule's permit. In addition we have attached a copy of the Business plan for the facility to introduce to you the scale and scope of the enterprise.

We have been continuing our marketing efforts and this tenant brings us closer to having a fully leased facility. Our eventual mutual goal is to put permanent zoning in place. At this point, this tenant will bring a new and interesting dynamic to the neighborhood.

The Owner and Tenant will occupy unit C as illustrated on the preliminary site plan attached as Exhibit B. Let us know if you need additional documentation at this time.

On behalf of Pinnacle Capital 2727 LLC,



Kurt Wandrey
Environmental Planning & Design

Kamp K-9



#197768453

"there's SOMEPLACE like home"

Business Plan

October 1, 2020

Kamp K-9, LLC
Long Grove, IL 60047
847.612.5021
Website URL - TBD
djenner24@yahoo.com

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by Dave Jenner in this business plan, other than information that is in the public domain, is confidential in nature, and that any disclosure or use of same by the reader may cause serious harm or damage to Dave Jenner. Therefore, the undersigned agrees not to disclose it without express written permission from Dave Jenner.

Upon request, the undersigned reader will immediately return this document to Dave Jenner.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

Executive Summary

Kamp K-9 is a startup business that is designed to capitalize on a growing industry, dog daycare and boarding, in a geographic market that currently lacks such services. This business plan outlines a relatively simple strategy for developing a long-term, profitable dog daycare, boarding, grooming, and training business on a \$XXX,XXX investment.

The business model, which is primarily a service model, is to market Kamp K-9, initially and primarily, to dog owners in the Northwest Chicago suburbs, primarily Long Grove, Lake Zurich, Kildeer, Hawthorn Woods, Buffalo Grove, Wheeling Arlington Heights and Palatine. While select daycare and boarding services are available, albeit limited, in the general area, none of the facilities cater specifically to the demographics of the residents in the aforementioned locations. Kamp K-9 will target this customer base by providing a complete range of services in a modern facility that is managed by a team of people that place equal emphasis on the physical and emotional well-being of its guests *(dogs)* and its customers *(dog owners)*.

As a long time Lake County resident, I am confident in my abilities, as the prospective owner, to leverage my past business experience, work ethic, a well-known commitment to excellence and my broad range of relationships, to quickly advance the business. My assertive, sales-oriented personality combined with a non-negotiable commitment to customer service will result in rapid awareness of Kamp K-9 that will ultimately transform into a loyal customer base.

Because this is a service business without inventory and A/R, an ability to effectively operate on the infrastructure developed through the initial capital investments, and with a relatively modest personnel model, the profit margins (*gross and net*) are very high. The accompanying financial model forecasts approximately \$XXX,XXX in revenue in the first 12-15 months (*depending on a Q4 2020 opening*) at a gross profit rate of approximately XX%. From this point, a penny saved is a penny earned, resulting in very favorable cash flow, or approximately \$XXX,XXX cash positive in December 2021 based on a conservative growth forecast.

Company Description

- **Mission Statement**

Kamp K-9 is a dog daycare, boarding, training facility and grooming salon that provides convenient services to Northwest Chicago suburb dog owners. Our mission is to provide a healthy, safe and fun environment that enables dog owners to have complete peace of mind regarding the well-being of their beloved dog while they're at work, on vacation, or simply allowing their dog to interact with other dogs on a given day.

- **Philosophy / Vision**

As with any successful business, Kamp K-9 will operate with the highest degree of integrity and will maintain the highest customer service standards (*non-negotiable*). The general business model of Kamp K-9 is primarily one of service. Therefore, we will always strive to exceed the customers' expectations, as repeat customers and referrals will be an integral component of the business success and growth.

Through these commitments, Kamp K-9 will quickly earn the outstanding reputation required to generate rapid and profitable growth. I am confident that within a 24-month period, we will maximize the capacity of a 10,000 sq. ft. facility, requiring additional build out or a second location.

- **Company Goals**

Like any business, the primary goals are financial. At a high level, I am striving to build significant positive cash flow over the next 24 months that enables me, at a

minimum, to replace my most recent income level. Longer term, I plan to continue to **profitably** grow the company, positioning the business to be sold in 10 years for a financial gain that contributes to a comfortable retirement.

- **Target Market**

Kamp K-9 will cater to dog owners who believe and feel as though their beloved dog is truly a family member. In the target market area, which is upscale in most demographic attributes, virtually every dog is kept indoors and is treated, in many cases, in a “human-like” manner. These dog owners seek out the same level of treatment and creature comforts for their dogs when at a daycare or boarding facility. We will quickly earn their trust.

- **Industry**

Of 128.6MM households in the U.S., 63.4MM have dogs.

If the percentages transfer to the target market, an area with approximately 83,000 households, there are approximately 40,700 dogs within the target market. Additionally, total pet expenditures have increased 9.4% over the past two years (*\$99.0B in 2020 v. \$90.5B in 2018*) and the outlook of continued growth is favorable, as pet ownership is growing, particularly within the millennial generation.⁽¹⁾ In fact, 57% of millennial households own a pet and the generation is 77 percent more likely than other generations to get a pet before they marry or have children. Millennials even tie the purchase of a home to their pets. One-third of millennials, which is the largest group of home buyers, buy a new home to have more space or a better yard for their dog. This age group also spends more on their dogs, with purchases of pet care items, toys, treats, and vet visits.⁽²⁾

Specifically, the pet grooming and boarding business, a \$9.2B industry, has grown 4.3% since 2015. Although the industry is forecasted to slip 8.8% in 2020, due primarily to the Covid-19 pandemic, pet ownership is expected to continue to rise.⁽³⁾

- **Legal Structure** – Kamp K-9 will be launched as an LLC business.

Products and Services

Kamp K-9 will be structured to generate revenue through five specific services and one product category offering. The breakdown is as follows:

- **Products and services summary**

While each specific service offered by Kamp K-9 is not unique, Kamp K-9 will be the only facility in the area to offer a complete set of services in dog “hospitality”.

Equally as important as providing a safe, healthy, and fun environment for its guests (*dogs*), Kamp K-9 will place a tremendous amount of emphasis on the emotional well-being of its customers (*dog owners*). Leaving one’s dog at a care or boarding facility for a day, a week, or for a prolonged period can be emotionally trying. Kamp K-9 will go to great lengths to reduce one’s concern through premier customer service and interaction, the appearance / upkeep of the facility, visibility to our daily activities (*live stream*), convenience through location and transportation, and thorough communication and activities recaps. The facility, a comprehensive service offering, and top notch customer service will set Kamp K-9 apart from the surrounding competition and will become the premier dog care / boarding facility in the local area and possibly the broader Lake County, Illinois, market.

- **Services**

- Daycare – Daycare will be the most common service and likely the highest revenue generator. Daycare is simply defined as providing a safe, healthy, and fun environment for one’s dog throughout a day (*or half day*). Daycare is provided for those who do not want to leave their dog at home alone while at work or away from home, or for those who want to provide their dog with interaction with other dogs (*playtime*).

At Kamp K-9, we will not only provide that safe, healthy, and fun environment, but we will go to great

lengths to ensure the dogs enjoy their stay through an appropriate balance of stimulation and rest, while providing the owner with video access to witness their dog's fun and caretaking throughout the day. Daycare packages will be offered as an incentive to pre-book 10 – 30 days at discounted rates.

- Boarding – Boarding one's dog is an exceedingly emotional and difficult thing to do, as no matter what, a boarding facility is not home. Therefore, Kamp K-9 will design a lodging area that is not only safe, clean, and healthy, but emphasizes comfort, both physically and emotionally. The design of our kennels will ensure an appropriate balance between solitude and inclusion to ensure quality rest time without the anxiety of being abandoned. Additionally, we will emphasize health and emotional well-being through constant monitoring of water supplies, kennel cleanliness, airflow / temperature, lighting, light music, visuals (*plants, multi-media*) and video monitoring.
- Baths / Grooming – In many cases, a boarding facility offers bathing simply as an “additional” service, as most people want to pick up and take home a clean dog after a lengthy stay. Kamp K-9, however, will become a destination for bathing and grooming, regardless of whether one is a daycare or boarding customer. We will use top quality products administered by trained / professional associates and will use the best techniques to minimize the stress on the dogs. Bathing will be offered as a service or we will have a separate facility where you can “wash your own” with a basic facility rental fee. Grooming will be performed by a professionally trained and certified dog groomer with the highest quality grooming and safety equipment. Owners will be able to live stream the event and will be provided complimentary “before / after” photos if so desired. A detailed a la carte menu of grooming services will also be offered.

- Training – In most cases, the average owner simply desires a well-mannered dog with positive social interaction behaviors. At Kamp K-9, we will offer on-site obedience training and social interaction exposure with other dogs to ensure a more satisfying ownership experience and a safe and fun experience when socializing with other dogs. These lessons will be taught by a professional and certified trainer. While I am forecasting the training service to be the lowest in revenue generation (*initially*), I believe the opportunity to expand into group training sessions or broader training programs exists. It will be evaluated ongoing.
- Transportation - Kamp K-9 is primarily a service business in which said services can only be rendered when one's dog is present. At Kamp K-9, we will heighten the “convenience” component by providing transportation to and from the facility. Within the target market, the cost would be nominal and would have to be scheduled 24 hours in advance. Outside of the target market, a transportation matrix will be developed and made available via the website. The Kamp K-9 vehicle will be a late model cargo van with professionally installed pet carrying crates that minimize the dogs' anxiety and maximizes safety. The van will also become a local advertising “billboard” with detailed, visually pleasing marketing artwork.

- **Products**

- Retail Store Front – At average capacity, Kamp K-9 anticipates that between 25 and 70 dog owners will visit the facility for daycare drop off, pick-up, grooming, boarding, and / or training each day. To cater to this captured consumer segment, Kamp K-9 will offer an assortment of premium foods, treats, toys, bedding, accessories, training aids and various pet care products. While the pricing / margin pressures of on-line businesses such as Chewy.com, Kamp K-9 will differentiate the consumer experience through convenience, membership discounts,

knowledgeable staffing, and assortment differentiation. Additionally, these items will be available for purchase in the event an owner wants to provide the dog with something special throughout its boarding stay. Lastly, Kamp K-9 will include product purchases as part of the transportation / delivery program.

Marketing Plan

- **Market research**

Apart from the current, short-term impact of the Covid-19 pandemic, all indications are that the pet industry is outpacing (*growth*) most other CPG and service industries (*refer to the data cited in the Company Description / Industry section*). This is primarily due to three key factors:

- Increased levels of pet (*dog*) ownership
- Heightened societal acceptance of dogs in public
- Millennial generational support
- Societal paradigm shifts in dog care and family inclusion
- New breeds / hypoallergenic breeds
- Industry marketing

- **Barriers to entry – None**

- **Kamp K-9 S.W.O.T.**

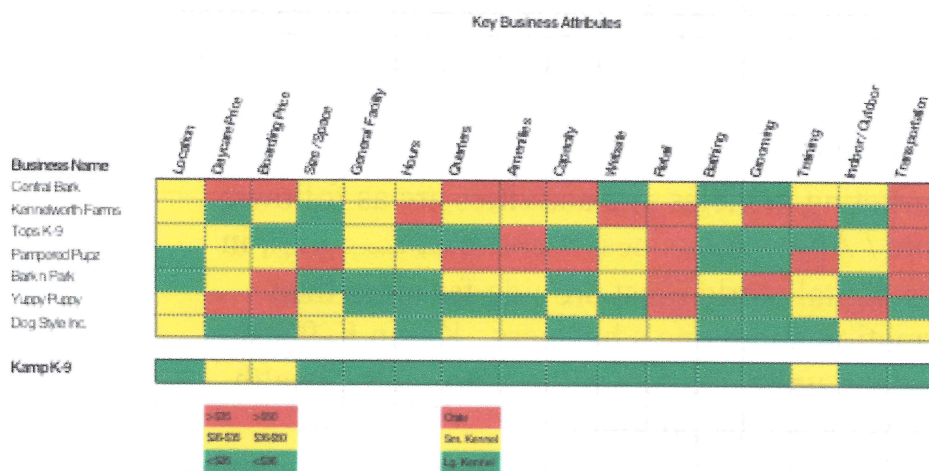
- Strengths
 - . Complete service offering
 - . High value proposition (*competitively priced with broader service offerings*)
 - . Location (*proximity to a broad residential market*)
 - . Ownership's business acumen
- Weaknesses
 - . New, potentially inexperienced staff, including

- ownership
 - Initial customer awareness
 - Initial dog training abilities
- Opportunities
 - Potential financial position of competition based on Covid-19 impact
- Threats
 - National pandemic (*most hospitality businesses have suffered throughout the Covid-19 pandemic due to limited travel and significantly reduced boarding nights*)
 - Economic downturn / industry declines
 - Future Illinois tax changes
 - Animal care regulatory changes

• **Key competitors**

In a recent review of seven Lake County facilities, none provide the range of services or the premium accommodations that will be provided by Kamp K-9. A broader review of the target market is required, but the two closet competitors, Dogtopia and Wee Little Paws Inn, do not offer a “full range” of services as outlined in this business plan. The following represents a competitive matrix that compares 16 business attributes of each facility.

Kamp K-9 - Competitive Matrix



Note: Additional competitive data / information available in the appendix

• **Target customer**

In general, Kamp K-9 will cater to all dog owners.

However, as with all businesses, location and the surrounding demographics influence the core customer base. The target market is an affluent market where people reside, in part, because of services that are offered, such as top-level school systems, a robust downtown, community events, etc. Many residents have a lawn care service, outsource their auto care (*including washing*), use house cleaning services and have part-time childcare support (*nannies*).

This lifestyle translates to dog care. Many dog owners view their beloved dog(s) as part of the family. Most dogs reside indoors, have a dedicated sleeping space, is showered with toys / treats, and are fed food products that cost more than \$40 for a 30lb bag. The success of Kamp K-9 is dependent on catering specifically to this demographic / clientele. In doing so, however, the risk of alienating a less affluent or less service-oriented customer is low, as the emotional connection between dog and owner generally runs deep, encouraging many consumers to “stretch” for the wellbeing of their dog.

- **Positioning / niche**

As cited in the Target Market and Target Customer sections, the full range of services, the emphasis on guest (*dog*) and customers’ (*owner*) physical and emotional wellbeing, facility, and the constant commitment to “value proposition”, will set Kamp K-9 apart from the competition and position the business for long-term success.

- **Marketing vehicles**

Primary marketing vehicles and activities are as follows:

- Website / App – A business website (*and associated app*), in today’s digital world must provide far more than “information about one’s business. Kamp K-9’s site will expand upon our commitment to safety, health, and convenience by providing:

- On-line scheduling – Daycare, boarding, grooming, and training can be scheduled via the website for members (*membership will require updated pet documentation on file and a credit card*)
- Email blasts regarding special events, product

sales, celebrations, etc.

- Live stream video content to provide constant access to the activities of one's dog

- Social media – The short-term social media goal is to provide consistent and meaningful content daily.

However, a longer-term goal will be to partner with influencers or ambassadors that will aid in promoting Kamp K-9. In many cases, these will be dedicated members / customers who will receive additional benefits or discounted rates based on their social contributions. Social content may include but is not limited to Kamp K-9 events, boarding / grooming industry information, personal experiences at Kamp K-9, managing contests, i.e., cutest picture, new products, manufacturer (*retail*) information, etc.

- The Patch – The Patch is a daily news feed directed specifically to local subscribers based on zip code.

While not necessarily a “robust” news vehicle, there is a benefit to communicating with the local community.

- Veterinarian partnerships – There are several veterinary clinics in within the target market area. I plan to partner with all (*or a single selected partner*) to become the recommended daycare, boarding and grooming facility in the local area.

- Networking / word of mouth – I have been a Lake County resident for 25 years and have not only patronized many of the businesses within the target market but have fostered personal relationships with select residents / business owners. Additionally, I have spent 30 plus years in sales and relationship building and am confident in my ability to garner business support through these activities.

- **Marketing (*other*)** – In addition to the above-mentioned marketing initiatives / vehicles, Kamp K-9 will offer additional services / features through a membership program.

- Membership qualification – Annual membership will be automatically granted through the following:

- . 14 days of daycare
- . 14 boarding nights
- . \$200 of retail purchases
- Membership benefits
 - . Discounted daycare, boarding and retail rates
 - . Invitation / inclusion in select special events
 - . Free “live stream” video access
 - . Scan card for easy drop off / pick up
 - . Free transportation voucher for a select number of pick up / delivery services

• **Pricing**

The pricing model of Kamp K-9 is less about the pricing established by the surrounding competitors and more about “value proposition”. Additionally, I am interested in pricing the services in a way that maximizes the capacity *(within 24 months)* of the facility. While highly profitable, the current financial model *(attached)* does not maximize the capacity of the facility, thereby underleveraging the fixed expenses of the business. Specific service rates *(less a la carte menus)* are cited in the P&L input tab of the financial model.

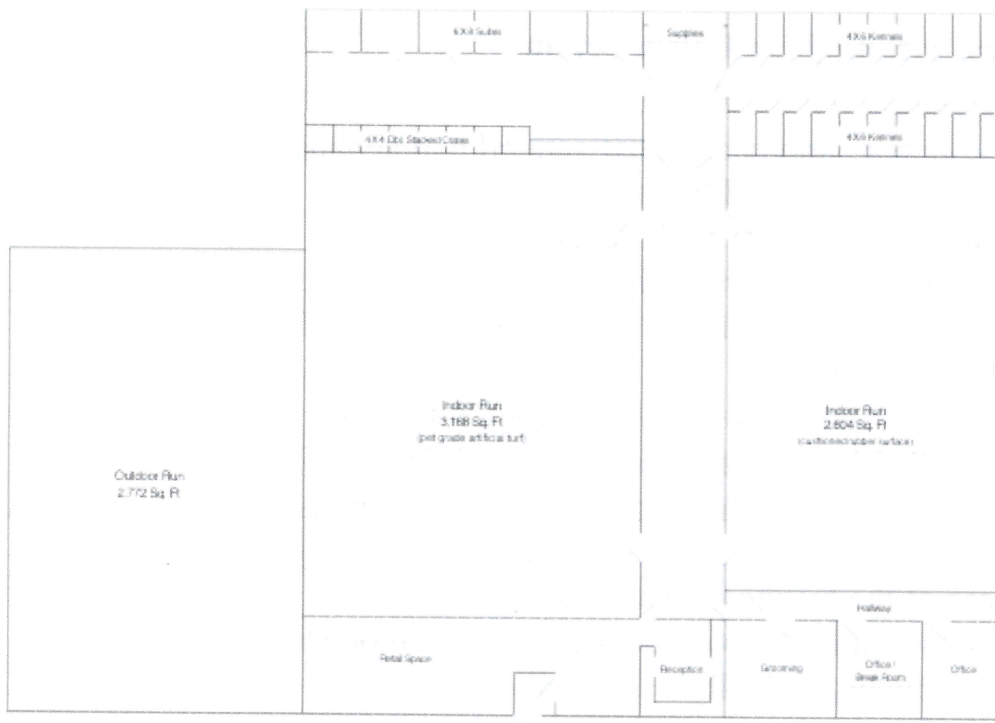
• **Location / proposed location**

- 2727 Il RT. 53, Long Grove, Illinois 600047
- Target market demographics *(60047, 60089, 60004, 60090, 60074)*

Demographic	Target Market
Population	212,000
# of Households	83,700
Median Home Value	\$250,500
Median HH Income	\$108,600

- **Maintenance, cleaning, and disinfection**
 - Maintenance – As an old farm boy with a confident “do it yourself” approach, most general maintenance tasks will be performed by me. My personal capabilities range from basic repairs, parts replacement, and general infrastructure modifications, to more extensive electrical, plumbing, and general contracting tasks.
 - Cleaning / disinfection – A major component of Kamp K-9’s Mission Statement *is* “providing a safe, healthy, and fun environment”. Safe and healthy is partially dependent on the cleaning and disinfecting practices of the business. Therefore, detailed operational guidelines will be drafted, posted on the website, trained, and adhered to daily.

- **Facility** – The leased location, 2727 IL Rt 53, Long Grove, Illinois, provides approximately 10,000 total Sq. Ft. The facility, based on the planned layout (*not currently to facility schematic*), will accommodate 60 dogs for daily daycare and approximately 40 – 54 dogs for nightly boarding. Additionally, with approximately 8,500 Sq. Ft. of exercise space (*indoor and outdoor*), an optimal amount of exercise and rest time will be achieved. Approximately 1,400 Sq. Ft. at the front of the facility with split between retail display, grooming, reception, and office space.



Note: Above facility layout to be updated upon actual receipt of the facility schematic

- **Organization, management, and personnel**

- Owner background

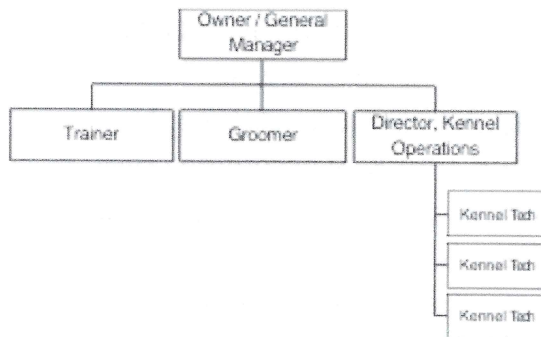
- Originally from Ohio, my wife and I relocated to the Northwest Chicago suburbs in 1995 and have lived in Libertyville since 2002, where we have fostered long-lasting friendships / relationships with many Lake County families and business owners. We have raised two children, now 22 and 20 years of age. Both attended Oak Grove grade / middle school and Libertyville High School and the oldest recently secured a teaching position in Northern Lake County.

Since relocating to the Northwest Chicago suburbs, I have spent a career in the corporate world, holding several senior level management positions for two separate organizations (*resume included in the appendix*). I have reached a point in my career, both financially and professionally, where I am

ready to exit corporate America and exercise the skill sets that I have obtained to develop and execute a long-term plan to be an individual business owner.

Lastly, I am a life-long dog owner who currently owns three black labs and have only spent three of my 51 years without a dog in the family.

○ Organizational chart *(year 1)*



○ Recruiting

- Skilled positions – Skilled positions include a groomer, trainer, and director of kennel operations. Detailed job descriptions will be drafted for each position and qualified candidates will be sought out, identified, and / or recruited in the following ways:
 - Similar businesses outside of the local competing market. Actively recruiting from the seven businesses within the 14-mile radius of Kamp K-9 will not be well received by the local business community.
 - Online job sites – Qualified personnel will be sought out through online job sites such as Indeed.com and Monster.com.
 - Word of mouth – Through the networking and marketing process, I will be interacting with many local business owners and others in the pet industry. I will use this network to aid in the recruiting process.
- Kennel technicians – The kennel technician role, while less skilled, is key to the success of the

business, as these individuals will constantly interface with the guests (*dogs*). Candidates for the kennel technician roles will be sought out in the following ways:

- Word of mouth – These part time positions will likely consist of high school students, college students, semi-retired individuals and / or “stay at home” parents seeking part-time employment throughout the day.
 - Online job sites – Qualified personnel can / will also be sought out through online job sites such as Indeed.com and Monster.com.
- Personal attributes – In addition to the various attributes required to uphold the mission, philosophy and vision of Kamp K-9, all Kamp K-9 associates will have to have a genuine passion and love for dogs. The business’ most valuable client is our guests (*dogs*) and one’s interaction with the guests must come from one’s personal passion for dogs. Additionally, select caregiving tasks (*waste cleanup, feeding / watering, kennel cleaning, bathing, etc.*) would be considered tedious and / or thankless for those who do not harbor a passion for dogs and appreciate the many benefits of dog ownership.
 - Compensation
 - Director, Kennel Operations – This role is an extraordinarily critical role, as the director, kennel operations, will act as the “right hand” person to the general manager. This person will not only be responsible for the scheduling and management of the kennel but will also interface with the customers (*owners*) daily. Therefore, I will be critical in the selection of this the candidate that fills this role and will compensate the role at or above the competitive rate. Current research indicates that the average hourly wage for this role is \$15 - \$17 per hour.
 - Groomer – While Illinois does not require certification or a license (*except Chicago proper*), this is a highly skilled position that does require formal education in the field. Therefore, the average hourly wage of a groomer in the

Northwest Chicago suburbs is \$15 - \$18 per hour.

A clientele growth incentive may be provided in year one, as a full-time schedule will take time to build.

- Trainer – Although certification is not mandated by federal or state agencies, most reputable dog trainers carry one or more training certifications (*CGC – Canine Good Citizen, CNWI – Certified Nose Work Instructor, or CPDT – Certified Professional Dog Trainer*). The average hourly wage for a dog trainer in the Northwest Chicago suburbs is between \$10 and \$14 per hour.
- Kennel Technicians – Depending on age, experience and qualifications, the average wage for a Kennel Technician is between \$9 and \$12 per hour.
- Training / Certification – All associates will be certified as qualified dog care givers through the International Boarding and Pet Services Association (*IBPSA*). Grooming and training will require specific certification in each respective specialty area.
- Performance management – Detailed job descriptions will be drafted for every role and an annual performance review will be conducted via job specific performance management documents.

• **Inventory**

- Inventory will be limited to products available in the retail storefront. While product categories (*food, treats, toys, bedding, leashes / collars, etc.*), brands and specific items are yet to be determined, Kamp K-9 anticipates holding approximately \$10,000 (*average*) of cost inventory.

• **Suppliers**

- Equipment / supplies **and** retail inventory - Kamp K-9 will partner with leading manufacturers / wholesalers to ensure the highest levels of inbound service levels and knowledge sharing while providing the most competitive costs.

- **Credit policies**

- Kamp K-9 is primarily a service business that will not require credit lines and associated A/R risk.

- **Legal environment**

- Insurance – Standard business insurance coverage applies.
- Licenses / permits – Specific business permits, apart from a standard occupancy permit are required.
- Environmental workplace regulations - None

Start-up Expenses and Capitalization

- **Start-up expenses**

- Startup worksheet provided in the attached Excel Workbook (*Start Up tab*)

- **Opening day balance sheet**

- To be completed upon approval of the P&L and Cash Flow models

Financial Plan

- **12-month profit & loss projection**

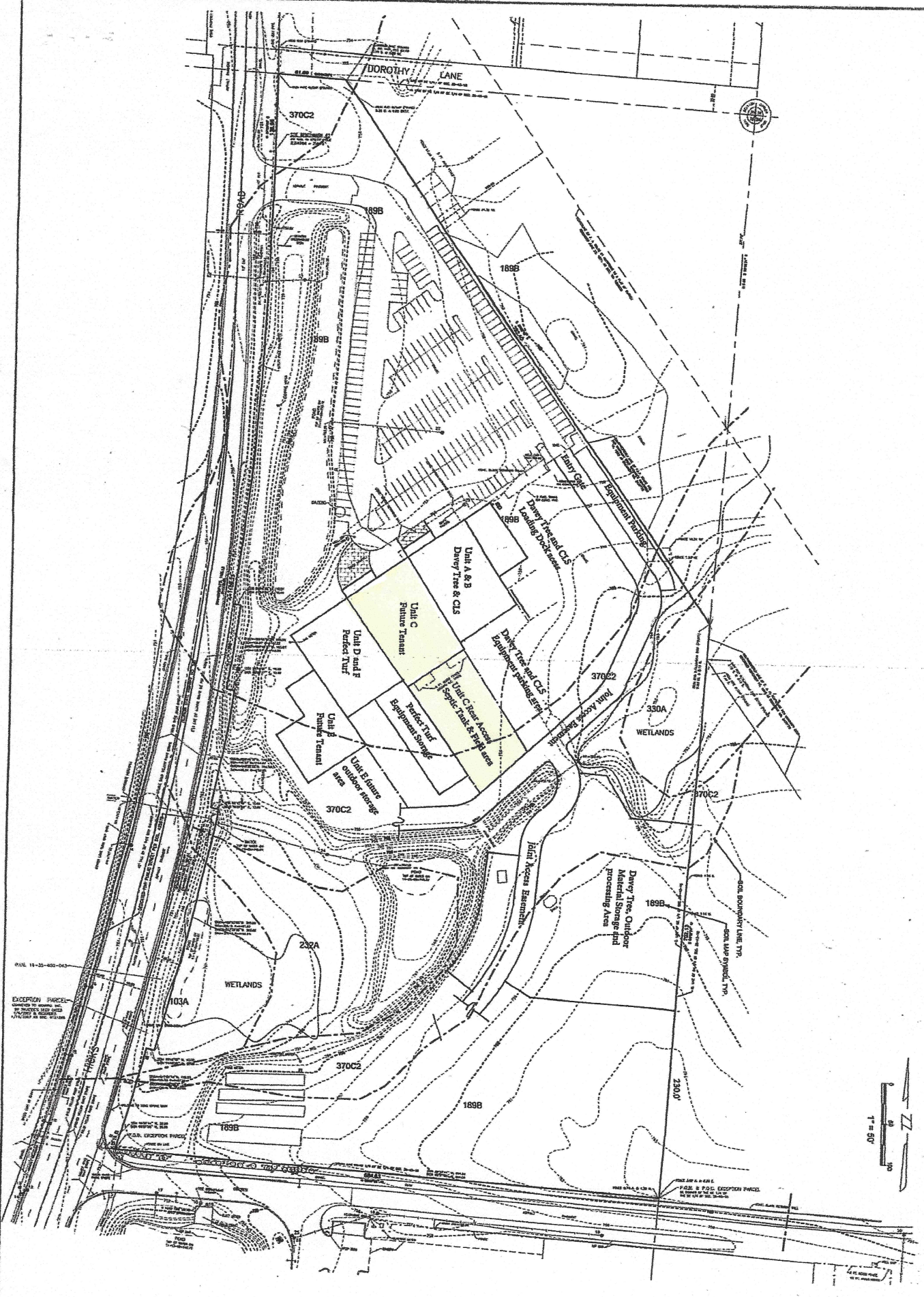
- 2021 Pro Forma P&L provided in the attached Excel Workbook (*P&L tab*)
- P&L inputs provided in the attached Excel Workbook (*P&L Inputs tab*)

- **Cash flow projection**

- 2021 Pro Forma Cash Flow model provided in the attached Excel Workbook (*Cash Flow tab*)

- **Projected balance sheet**

- To be completed upon approval of the P&L and Cash Flow models



EXCEPTION PARCEL
 CONVEYED BY DEED TO THE PROJECT'S SUCCESSOR
 AS SHOWN ON THE PLAT OF THE PROJECT'S SUCCESSOR
 PARCELS AS SHOWN ON THE PLAT

1" = 50'

SCALE	1" = 50'
DATE	03/11/10
DRAWN BY	KL
CHECKED BY	KL
PROJECT NO.	2727
SHEET NO.	2 OF 7

Kurt A. Wandrey
 Landscape Architect
 Environmental Planning & Design
 4005 Royal Fox Drive, St. Charles, IL

Tenant space allocation
 Prepared for
 2727 route 53, LLC.

No.	Date	Revision	No.	Date	Revision



3110 Old McHenry Road 60047-9635
Phone: 847-634-9440 Fax: 847-634-9408
www.longgroveil.gov

PLAN COMMISSION ZONING BOARD OF APPEALS
GENERAL ZONING APPLICATION

1.0 General Information (See Subsection 5-11-8(E) of the Long Grove Zoning Code).

1.1 Applicant Name: Dave Jenner CEO, Kamp K-9 LLC
Address: 31155 Prairie Ridge Rd, Libertyville, IL 60048
Telephone Number: 847-612-5021 E-mail Address: djenner24@yahoo.com
Fax number:

Applicant's Interest in Property: Letter of intent to lease space at 2727N53 Long Grove

1.2 Owner (if different from Applicant).

Name: Pinnacle Capital 2727 LLC
Address: 555 Corporate Woods Parkway, Vernon Hills, Illinois 60061
Telephone Number: 847-634-9400 E-mail Address: jlevin@aportho.com
Fax number:

1.3 Property.

Address of Property: 2727 North Rt53 Long Grove, Illinois Legal
Description: Please attach Parcel Index Number(s): 14 35400 042 Present
Zoning Classification HR-1 Size of Property (in acres) 14.21 acres

Has any zoning reclassification, variation, or special use permit/PUD been granted for the Property?
Yes: X No:

If yes, please identify the ordinance or other document granting such zoning relief: 2017-0-04

Describe the nature of the zoning relief granted: text amendment for temporary use

Present use of Property:

Residential _____ Commercial X Office _____ Open Space _____ Vacant _____

Other (explain) Property is currently occupied by Landscape Contractor and General Contractor

Present zoning and land use of surrounding properties within 250' of Property:

	Zoning Classification	Land Use
North:	<u>R-1 unincorporated</u>	<u>Vacant</u>
South:	<u>HR</u>	<u>Home Improvement Center</u>
East:	<u>R-1 Long Grove</u>	<u>Vacant</u>
West:	<u>R-2</u>	<u>Vacant</u>

1.4 Trustees Disclosure.

Is title to the Property in a land trust? Yes _____ No X

If yes, full disclosure of all trustees, beneficiaries and their legal and equitable interests is required. Attach a copy of all documents showing ownership of the Property and the Applicant's and/ or Owner's control of or interest in the Property.

1.5 Requested Action (Check as many as are applicable).

<u>_____</u> Appeal	<u>_____</u> Code Interpretation
<u>_____</u> Variation	<u>_____</u> Special Use Permit (non-PUD)
<u>_____</u> Zoning Map Amendment (rezoning)	<u>X</u> Zoning Code Text Amendment
<u>_____</u> Preliminary PUD Plat	<u>_____</u> Final PUD Plat

1.6 Supplemental Information (General):**

Every Application filed shall, in addition to the data and information required above, provide the following general information when applicable to the use or development for which approval is being sought:

- (a) A description or graphic representation of any development or construction that will occur or any use that will be established or maintained if the requested relief is granted.

- (b) A table showing the following, as applicable:
- the total lot area of the lot, in acres and in square feet; and
 - the total existing and proposed lot area, expressed in acres, in square feet and as a percent of the total development area, devoted to: residential uses, business uses; office uses; college uses; institutional uses; open space; rights-of-way; streets; and off-street parking and loading areas; and
 - the existing and proposed number of dwelling units; and gross and net floor area devoted to residential uses, business uses, office uses, college uses, and institutional uses.
- (c) A table listing all bulk, space, and yard requirements; all parking requirements; and all loading requirements applicable to any proposed development or construction and showing the compliance of such proposed development or construction with each such requirement. When any lack of compliance is shown, the reason therefore shall be stated and an explanation of the village's authority, if any, to approve the Application despite such lack of compliance shall be set forth.
- (d) The certificate of a registered architect or civil engineer licensed by the State of Illinois, or of an owner-designer, that any proposed use, construction, or development complies with all provisions of this code and other village ordinances or complies with such provisions except in the manner and to the extent specifically set forth in said certificate.
- (e) A landscape development plan, including the location, size and species of plant materials.

1.7 Supplemental Information (per specific request):

- _____ Appeals, Code Interpretations, and Variations: See 5-11-8(E)3, 4, & 5 of the Zoning Code and Form "A"
- _____ Special Use Permit (non-PUD): See 5-11-8(E)7 of the Zoning Code and Form "B"
- _____ Zoning Map Amendment (rezoning): See 5-11-8(E) 8 of the Zoning Code and Form "C"
- X Zoning Code Text Amendment: See Form "D"
- _____ Preliminary PUD Plat: See 5-11-18(D)(2) of the Zoning Code and Form "E"
- _____ Final PUD Plat: See 5-11-18(D)(3) of the Zoning Code and Form "F"

** The scope and detail of information shall be appropriate to the subject matter of the Application, with special emphasis on those matters likely to be affected or impacted by the approval being sought in the Application. Information required in the application shall be considered the minimum information required for filing an application. Additional information including but not limited to graphic depictions, environmental impacts, plans for sewer and water service and storm water management, photometric plans, traffic studies and effects on property values, among others, should also be considered and may be helpful in detailing the Application.

Special Data Requests. In addition to the data and information required pursuant to this Application, every Applicant/Owner shall submit such other additional data, information, or documentation as the building superintendent or any board or commission before which the Application is pending may deem necessary or appropriate to a full and proper consideration and disposition of the particular Application.

1.8 Consultants.

Please provide the name, address, and telephone number of each professional or consultant advising Applicant with respect to this Application, including architects, contractors, engineers or attorneys:

Name: Kurt Wandrey Environmental Planning & Design Name: _____
 Professional: Land use Planning & Design Professional: _____
 Address: 4005 Royal Fox Drive, St. Charles Il 60174 Address: _____
 Telephone: 847-875-9513 Telephone: _____
 E-mail: kurtwandrey@gmail.com E-mail: _____

Name: _____ Name: _____
 Professional: _____ Professional: _____
 Address: _____ Address: _____
 Telephone: _____ Telephone: _____
 E-mail: _____ E-mail: _____

1.9 Village Officials or Employees.

Does any official or employee of the Village have an interest, either directly or indirectly, in the Property? Yes: _____ No: X

If yes, please identify the name of such official or employee and the nature and extent of that interest. (Use a separate sheet of paper if necessary.)

1.10 Successive Applications (5-11-9).

Second Applications Without New Grounds Barred. Whenever any Application filed pursuant to this code has been finally denied on its merits, a second Application seeking essentially the same relief, whether or not in the same form or on the same theory, shall not be brought unless in the opinion of the officer, board, or commission before which it is brought there is substantial new evidence available or a mistake of law or fact significantly affected the prior denial.

New Grounds to Be Stated. Any such second Application shall include a detailed statement of the grounds justifying consideration of such Application.

Summary Denial With or Without Hearing. Any such second Application may be denied by the building superintendent summarily, and without hearing, on a finding that no grounds appear that warrant a new hearing. In any case where such Application is set for hearing, the owner shall be required to establish grounds warranting reconsideration of the merits of its Application prior to being allowed to offer any evidence on the merits. Unless such grounds are established, the Application may be summarily dismissed for such failure.

Exception. Whether or not new grounds are stated, any such second Application filed more than two years after the final denial of a prior Application shall be heard on the merits as though no prior Application had been filed. The Applicant or Owner shall, however, be required to place in the record all evidence available concerning changes of conditions or new facts that have developed since the denial of the first Application. In the absence of such evidence, it shall be presumed that no new facts exist to support the new petition that did not exist at the time of the denial of the first Application.

2.0 Required Submittals (See Specific Supplemental Information Form for filing Fees).


<input type="checkbox"/> Fully completed Application with applicable supplementary information	
<input type="checkbox"/> Non-refundable Filing Fee.	Amount: \$ _____
<input checked="" type="checkbox"/> Planning Filing Fees.	Amount: \$ <u>1,100.00</u>
<input type="checkbox"/> Minimum Professional Fee/deposit Escrow.	Amount \$ <u>5,000.00</u>

3.0 Certifications. The Applicant and Owner certify that this Application is filed with the permission and consent of the Owner of the Property and that the person signing this Application is fully authorized to do so.

3.1 The Applicant certifies that all information contained in this Application is true and correct to the best of Applicant's knowledge.

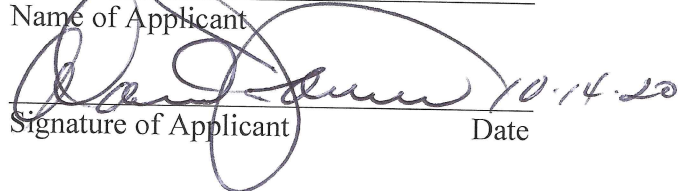
- 3.2 The Applicant acknowledges that the Village may seek additional information relating to this Application and agrees to provide the Village with such information in a timely manner. Failure to provide such information may be grounds for denying an Application.
- 3.3 The Applicant and Owner agree to reimburse the Village for any and all costs relating to the processing of this Application, including any consultants' fees. By signing this Application, Applicant and Owner agree to be jointly and severally liable for such costs, and Owner further agrees to the filing and foreclosure of a lien against the Property for all such costs plus all expenses relating to collection, if such costs are not paid within 30 days after mailing of a demand for payment.
- 3.4 The Applicant agrees that the Village and its representatives have the right, and are hereby granted permission and a license, to enter upon the Property, and into any structures located there on, for purposes of conducting any inspections that may be necessary in connection with this Application.
- 3.5 **The Owner, Applicant, and/or designated representative is required to be present during the meeting.**

Pinnacle Capital 2727 LLC

 Name of Owner


 Signature of Owner, *Member* Date

Dave Jenner CEO Kamp K-9 LLC

 Name of Applicant


 Signature of Applicant Date

EXHIBIT "A"

LEGAL DESCRIPTION

THAT PART OF THE NORTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 35, TOWNSHIP 43 NORTH, RANGE 10, EAST OF THE THIRD PRINCIPAL MERIDIAN, DESCRIBED AS FOLLOWS: BEGINNING AT THE SOUTHEAST CORNER OF THE NORTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SAID SECTION 35; THENCE NORTH 86 DEGREES 07 MINUTES 06 SECONDS WEST ALONG THE SOUTH LINE OF SAID QUARTER QUARTER SECTION, 684.63 FEET TO THE EASTERLY LINE OF ILLINOIS STATE HIGHWAY NO. 53 AS DEDICATED PER INSTRUMENT RECORDED JUNE 16, 1936 AS DOCUMENT 425678; THENCE NORTHERLY ALONG SAID EASTERLY LINE OF ILLINOIS STATE HIGHWAY NO. 53, BEING A CURVED LINE CONVEX EASTERLY AND HAVING A RADIUS OF 4132.65 FEET, AN ARC DISTANCE OF 1189.23 FEET TO A POINT OF TANGENCY IN SAID LINE (THE CHORD OF SAID ARC BEARS NORTH 09 DEGREES 20 MINUTES 43 SECONDS EAST, 1185.13 FEET); THENCE NORTH 01 DEGREES 06 MINUTES 05 SECONDS EAST ALONG THE EASTERLY LINE OF SAID ILLINOIS STATE HIGHWAY NO. 53, BEING A LINE TANGENT TO SAID LAST DESCRIBED LINE AT SAID LAST DESCRIBED POINT, 138.96 FEET TO THE NORTH LINE OF SAID QUARTER QUARTER SECTION; THENCE SOUTH 86 DEGREES 04 MINUTES 36 SECONDS EAST ALONG THE NORTH LINE OF SAID QUARTER QUARTER SECTION, 81.69 FEET TO THE SOUTHWESTERLY LINE OF F. A. P. ROUTE 432 PER WARRANTY DEED RECORDED NOVEMBER 16, 1993 AS DOCUMENT 3435170; THENCE SOUTH 35 DEGREES 03 MINUTES 18 SECONDS EAST ALONG SAID SOUTHWESTERLY LINE OF F. A. P. ROUTE 432, BEING A LINE 150.00 FEET, AS MEASURED AT RIGHT ANGLES, SOUTHWESTERLY OF AND PARALLEL WITH THE TRANSIT LINE OF F. A. ROUTE 61 AS SHOWN ON THE PLATS OF SURVEY RECORDED JUNE 22, 1971 AS DOCUMENT 1508620, 792.40 FEET TO AN INTERSECTION OF SAID LINE WITH THE EAST LINE OF SAID QUARTER QUARTER SECTION AT A POINT 616.00 FEET, AS MEASURED ALONG SAID EAST LINE, SOUTH OF THE NORTHEAST CORNER OF SAID QUARTER QUARTER SECTION; THENCE SOUTH 03 DEGREES 58 MINUTES 34 SECONDS WEST ALONG THE EAST LINE OF SAID QUARTER QUARTER SECTION, 702.13 FEET TO THE POINT OF BEGINNING, EXCEPTING THEREFROM ALL THAT PART THEREOF DESCRIBED AS FOLLOWS, TO WIT:

COMMENCING AT THE SOUTHEAST CORNER OF THE NORTHEAST 1/4 OF SAID SOUTHEAST 1/4; THENCE NORTH 86 DEGREES 07 MINUTES 06 SECONDS WEST (DEED NORTH 89 DEGREES 56 MINUTES 44 SECONDS WEST) ALONG THE SOUTH LINE OF SAID QUARTER QUARTER SECTION, 664.04 FEET (DEED 664.34 FEET) TO THE POINT OF BEGINNING; THENCE CONTINUING NORTH 86 DEGREES 07 MINUTES 06 SECONDS WEST (DEED NORTH 89 DEGREES 56 MINUTES 44 SECONDS WEST) ALONG SAID SOUTH LINE, 20.58 FEET (DEED 20.59 FEET) TO THE EASTERLY RIGHT OF WAY LINE OF ILLINOIS STATE HIGHWAY NO. 53 (HICKS ROAD); THENCE NORTHERLY 685.01 FEET ALONG SAID EASTERLY RIGHT OF WAY AS DEDICATED PER DOCUMENT 425678, BEING A NON-TANGENT CURVE, CONCAVE WESTERLY, HAVING A RADIUS OF 4132.65 FEET (DEED 4137.22 FEET), A CHORD BEARING NORTH 12 DEGREES 50 MINUTES 26 SECONDS EAST (DEED NORTH 09 DEGREES 04 MINUTES 01 SECONDS EAST), AND A CHORD DISTANCE OF 684.23 FEET (DEED 684.24 FEET); THENCE SOUTH 81 DEGREES 54 MINUTES 29 SECONDS EAST (DEED SOUTH 88 DEGREES 40 MINUTES 30 SECONDS EAST), 30.00 FEET (DEED 10.01 FEET) TO A POINT ON A NON-TANGENT CURVE; THENCE SOUTHERLY 103.87 FEET ALONG A CURVE 10.00 FEET EASTERLY OF AND CONCENTRIC WITH SAID EASTERLY RIGHT OF WAY, CONCAVE WESTERLY, HAVING A RADIUS OF 4142.65 FEET (DEED 4147.22 FEET), A CHORD BEARING SOUTH 08 DEGREES 48 MINUTES 37 SECONDS WEST (DEED SOUTH 05 DEGREES 02 MINUTES 02 SECONDS WEST) AND A CHORD DISTANCE OF 103.87 FEET (DEED 103.86 FEET); THENCE SOUTH 80 DEGREES 28 MINUTES 17 SECONDS EAST (DEED SOUTH 84 DEGREES 14 MINUTES 55 SECONDS EAST), 10.00 FEET TO A POINT ON A NON-TANGENT CURVE; THENCE SOUTHERLY 146.51 FEET ALONG A CURVE 20.00 FEET EASTERLY OF AND CONCENTRIC WITH SAID EASTERLY RIGHT OF WAY, CONCAVE WESTERLY, HAVING A RADIUS OF 4152.65 FEET (DEED 4157.22 FEET), A CHORD BEARING SOUTH 10 DEGREES 32 MINUTES 22 SECONDS WEST (DEED SOUTH 06 DEGREES 45 MINUTES 39 SECONDS WEST) AND A CHORD DISTANCE OF 146.50 FEET; THENCE SOUTH 78 DEGREES 27 MINUTES 00 SECONDS EAST (DEED SOUTH 82 DEGREES 13 MINUTES 46 SECONDS EAST), 10.00 FEET TO A POINT

ON A NON-TANGENT CURVE; THENCE SOUTHERLY 305.12 FEET ALONG A CURVE 30.00 FEET EASTERLY OF AND CONCENTRIC WITH SAID EASTERLY RIGHT OF WAY, CONCAVE WESTERLY, HAVING A RADIUS OF 4162.65 FEET (DEED 4167.22 FEET), A CHORD BEARING SOUTH 13 DEGREES 39 MINUTES 00 SECONDS WEST (DEED SOUTH 09 DEGREES 52 MINUTES 05 SECONDS WEST), AND A CHORD DISTANCE OF 305.06 FEET; THENCE NORTH 74 DEGREES 15 MINUTES 00 SECONDS WEST (DEED NORTH 78 DEGREES 02 MINUTES 03 SECONDS WEST), 10.00 FEET TO A POINT ON A NON-TANGENT CURVE; THENCE SOUTHERLY 128.42 FEET (DEED 128.93 FEET) ALONG A CURVE 20.00 FEET EASTERLY OF AND CONCENTRIC WITH SAID EASTERLY RIGHT-OF-WAY, CONCAVE WESTERLY, HAVING A RADIUS OF 4152.65 FEET (DEED 4157.22 FEET), A CHORD BEARING SOUTH 16 DEGREES 38 MINUTES 09 SECONDS WEST (DEED SOUTH 12 DEGREES 51 MINUTES 16 SECONDS WEST) AND A CHORD DISTANCE OF 128.42 FEET (DEED 128.93 FEET) TO THE POINT OF BEGINNING, IN LAKE COUNTY, ILLINOIS. (CONTAINING 619,305 SQUARE FEET OR 14.2127 ACRES)

NOTE: THE REFERENCE TO "DEED" IN THE LEGAL DESCRIPTION OF THE EXCEPTION PARCEL IS THAT CERTAIN TRUSTEES DEED DATED JANUARY 4, 2007 AND RECORDED JANUARY 16, 2007 AS DOCUMENT 6121286, IN LAKE COUNTY, ILLINOIS.

Commonly known as: The Geimer Greenhouse

2727 Illinois Route 53, Long Grove, Illinois, 60047.

PIN(s): 14-35-400-040 & 14-35-400-042