

Plan Of Operation

Dog Paddle, Inc.
140 E. Rawson Ave. Ste 308
December 16, 2022

Location

140 E. Rawson Ave. Ste 308, Oak Creek, WI 53154

Description of Business

Dog Paddle is an indoor swimming pool for dogs. Clients bring their dogs to Dog Paddle for fun, fitness and for therapeutic reasons (arthritis, recovery from surgery, etc.). These are private 30-minute swim sessions, so appointments are required, after their swim the customer is allowed to use the dog wash to bathe and dry their dog, so at most I only have 2 customers in the building at a time and they rarely ever cross paths or even see each other. We offer assisted and unassisted swims; every first appointment is an assisted swim where I am teaching the dog to get comfortable in the water and using the ramp to enter/exit the pool. Most of the training is done by putting a float vest on the dog and attaching a safety line that I use to guide the dog from outside the pool. I occasionally get in the water to help new dogs coming for therapy. The public is not allowed in the pool. Once a dog is a "Certified Dog Paddler", meaning they do not require assistance, they are eligible for unassisted swims where the owner is with their dog in the pool area alone, usually playing fetch, the favorite game for the dogs.

The pool is 13' by 25' and has a deck built around the entire pool. The water is kept at 80 degrees fahrenheit, warm enough for dogs coming for therapeutic reasons but not too warm for the energetic dogs. I use baking soda to maintain the water balance (to adjust alkalinity and pH) and on rare occasion borax to raise pH.

Dog Paddle has been in operation for 5+ years at its current location and has become a beloved business in the dog community garnering hundreds of 5-star reviews from its clients and many referrals from local veterinarians. I highly suggest checking out our google reviews, company website and Facebook page to get a better understanding of who we are, what we do and the passion and pride we take in our business.

Hours of Operation and Staffing

Dog Paddle is open from 9:00AM to 9:00PM seven days a week. Dog Paddle averages 12 (in Summer) to 16 (in Winter) appointments per day with 90% of the appointments being unassisted swims and most of those clients have weekly or bi-weekly recurring appointments. Dog Paddle is owner operated with occasional part-time help during the busy season (although my wife is also here helping out when she is not working) but we have plans to hire more consistent part/full time help in the future.