



# **THE FRIENDS OF THE DOYLESTOWN DOG PARK BUSINESS PLAN**

## **MARCH 2011**

### **SUBMITTED BY**

**The Friends of the Doylestown Dog Park Officers**

Kathy Brown, Co-Chair and Design & Budget Committee Chair

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## THE FRIENDS OF THE DOYLESTOWN DOG PARK BUSINESS PLAN

This document outlines the proposed design, budget and fund raising plan to create a high quality off-leash area for people and dogs, on the grounds of Turk Park III in Doylestown Township.

### Mission Statement

The FDDP is a volunteer, community driven organization that has the following goals:

- To establish and maintain a safe, fenced-in, off-leash area where well behaved canines, their owners and friends can exercise in a clean and safe environment.
- To raise the funds needed to create and maintain this area, so as not to be a financial burden on local municipalities.
- To provide a means of communication to promote responsible dog ownership and recreation within our community.

### Organizational History

March 2009: Community volunteers formed The Friends of the Doylestown Dog Park

May 2009: The FDDP members elected the current standing officers and committee chairs.

June 2009: Doylestown Borough established an account allowing The FDDP to receive donations under the borough's tax-exempt status. The FDDP established regular monthly meetings, formed sub-committees, began garnering support from local residents and businesses, and began raising funds through community events.

September 2009: The FDDP held a community meeting at which they responded to questions, while they discussed two potential locations for an off-leash area: Sauerman Park or Turk Park III.

March 2010: The FDDP met with the Bucks County Commissioners to discuss the possible use of leased land at Turk Park III. The Commissioners approved the use of the land, contingent on approval from the Doylestown Township Board of Supervisors.

June 2010: The FDDP received approval from the Township Board of Supervisors to consider Turk Park III as a potential future site of the off-leash area. Since then, the FDDP has been working closely with the Township Parks and Recreation Department to design the area.

October 2010: The FDDP held a community meeting to report on progress, answer questions, and invite community members to dog park planning efforts.

Present: Over the past 18 months, The FDDP has participated in 30 local events including First Fridays, Concerts in the Park, Howl-O-Ween, Doylestown Memorial Day parade, and the Dog Daddy Festival, in order to share information and increase awareness of our efforts with the community. The FDDP also manages a website, Facebook page and Twitter account. Support for the dog park efforts is evidenced through our active standing committees, supporters list (over 500 people), and active Facebook page (over 800 fans). The Doylestown Township should be assured that we are an established, committed organization and we intend to maintain a close connection with the Township and its Parks and Recreation Department.

## DESIGN

The proposed Doylestown Dog Park will include 3 acres of fenced in area in Turk Park III, part of the Doylestown Township Park system, located on Almshouse Rd in Doylestown, PA. The Friends developed the design for the off-leash area through extensive research on existing dog parks, consultation with certified dog trainers, landscape architects, distant and local municipalities, and advisement from the Township Director of Operations, and Township Park and Recreation Director. See Appendix A for a representation of the park design and artistic rendering.

### Site Location

The positioning of the off-leash area on the particular site of Turk III is to minimize soil disturbance, and maximize the benefits of the natural topography while providing a safe and accessible recreation area.

The off-leash area will have 3 separate fenced in areas:

- ½ acre for small dogs,
- 1 ½ acres for large dogs
- 1 acre for rotation of the other two areas to preserve the existing grass mixture and to be utilized for educational events, training, and agility.

Utilizing the existing grass mixture in the field will provide a stronger base for the off-leash areas. Additionally, this minimizes soil disturbance and cost. Over seeding or additions of other materials will be considered if necessary. The off-leash areas will be ADA accessible. A hardscape walkway and lobby area will ensure safe access to and from the current path connecting the parking area to the off-leash areas. Bricks and pavers will enhance the entrance to the lobby and provide an area for the educational kiosk and patron board. Adequate parking is available.

Amenities include: waste bags and covered containers for waste disposal, water fountains, benches, trees and shrubs for screening and shade, and an informational kiosk. Play structures and agility equipment will be added as funds are raised.

**BUDGET**

Below is an illustration of our project budget. The costs included are estimates based on our research of materials and vendors. We plan to build the off-leash area in 3 Phases. We will need approximately \$86,425 to begin Phase I which includes the infrastructure of the large and small dog areas, entry system, and walkway. An additional amount of money will be set aside during Phase I to begin an escrowed maintenance account. Phase II includes the addition of a 3<sup>rd</sup> fenced-in area, so that the large dog area can be rotated there to decrease impact on the turf. However, if funds are available, the 3<sup>rd</sup> fenced-in area may be built during Phase I. Phase III includes additional amenities to enhance the park.

<b>Phase 1: Entrance, Large Dog, Small Dog Area, Walkway</b>	
Fencing and labor (2/3 of total)	\$41,000
Access system and labor	\$ 6,000
3 Mutt Mitt stations (@ \$175/each)	\$ 525
6 Garbage Cans w/Lids (@ \$125/each)	\$ 750
Information Kiosk	\$ 1,200
Design & Excavation (including surveys and soil plans)	\$10,000
Power	\$15,000
Concrete Lobby	\$ 5,700
Walkway	\$ 3,850
6 Benches (@ \$400/each)	\$ 2,400
Maintenance fund	To be determined
<b>Total:</b>	<b>\$86,425</b>

**NOTES**

**Fencing:** The entire off-leash area will be enclosed with 6 ft top and bottom rail, commercial grade fence. A gating access system will be utilized to ensure safety for all participants. Each fenced-in area is designed with a separate entrance and exit gate.

Fence:

2300 linear feet of 6ft high of black galvanized commercial grade chain link.  
 The fence line will be trenched, filled with stone and covered with macadam. This will minimize maintenance around the fence line.

Posts:

All black powder coated schedule 40 posts, rails, caps, gates  
 Terminal/corner posts 2.5" diameter  
 Intermediate posts 2" diameter  
 Top and bottom rails 1 5/8" diameter

Gates:

8 4 ft gates at entries  
 3 10 ft gates ( 2- 5ft gates for maintenance)

**Access System:** Card access system will be installed on the main entrance gate.

**Mutt Mitts:** Waste disposal bags as used in Township parks will be available for hygienic and safety purposes.

**Garbage Cans:** Waste receptacles as used in all Township Parks will be positioned next to the Mutt Mitt stations, at the entrance of the off-leash area, and at the parking lot.

**Information Kiosk:** Township policies and codes will be posted as well as specific dog park rules. Because off-leash areas have been in use by other communities for many years, there are clear precedents and recommendations on rules best practices, which The FDDP will implement. The FDDP will work with the Parks and Recreation Board and the Township to finalize rules. The kiosk will also be used to share community events and educational information.

**Excavation:** Soil will be moved to trench for fencing, to prepare for power and water lines, and for the lobby. The FDDP will comply with all required excavation regulations throughout the building process.

**Power:** Use of the off-leash area will adhere to normal Township park hours and therefore no lighting will be required. Power is needed for the entry system.

**Lobby:** To ensure ADA compliance, durability and safety, the lobby will be constructed of concrete.

**Walkway:** The walkway will follow Doylestown Bike and Hike Path guidelines.

**Benches:** Although seating areas for visitors are not required to begin using the off-leash area, some benches are included in Phase I. Additional benches will be added as funding and sponsorships permit.

**Parking:** The Township has determined the current parking lot is adequate at this time. A designated handicapped parking space will be assigned. Improvements will be made as deemed necessary.

Phase II: 3 <sup>rd</sup> Additional fenced-in area and additional amenities.	
Fencing (1/3 of total)	\$15,000
1 Mutt Mitt station	\$ 175
1 Garbage Cans w/Lid	\$ 125
12 Benches (\$400/each)	\$ 4,800
3 Water fountains (\$3,000/each)	\$ 9,000
Water line	\$15,000
20 Trees (\$200/each)	\$ 4,000
60 Shrubs (\$25/each)	\$ 1,500
<b>Total:</b>	<b>\$49,600</b>

**NOTES**

**Fencing:** The third fenced in area will be completed during Phase II unless funds are available during Phase I.

**Mutt Mitt station:** The addition of the 3<sup>rd</sup> fenced-in area necessitates another Mutt Mitt station.

**Garbage Can:** The addition of the 3<sup>rd</sup> fenced-in area necessitates another garbage can.

**Benches:** Additional benches will be placed within and along the walkway to the fenced-in areas to provide rest and enhance the park setting.

**Water Fountains/ Water line:** Users will carry in water for their dog’s refreshment. Water fountains for dogs and humans will be an added amenity, as funding allows. If funding is available in Phase 1, this will be completed at that time.

**Trees & Shrubs:** The proposed site is free of existing trees. Additional trees will be added to enhance the area and provide screening and shade. Areas of shrubs will be planted to provide aesthetic value and screen for the front fenced in areas.

<b>Phase III: Additional amenities</b>	
Shade Structures	To be determined
Agility Equipment	To be determined
Pavilion roof over lobby	To be determined
<b>Total</b>	<b>To be determined</b>

**NOTES:**

**Shade Structures:** In the absence of existing trees, placement of shade structures will be investigated and potentially added as needed and as funds are raised.

**Agility Equipment:** Contacts have been made to have agility and play equipment built and installed as funds are available or donations of equipment are made.

**Lobby Roof:** As park use is evaluated the need and feasibility of adding a roof over the lobby will be assessed.

## FUND RAISING PLAN

The FDDP has an active fund raising committee led by the Director of Philanthropy for a national charity, who is a member of the Association of Fundraising Professionals, with 10 years experience in fundraising. She has been providing her expertise pro bono. The committee is completely dedicated to raising the money to construct and maintain the off-leash area. The FDDP has raised over \$10,000 to date, with a “soft” fund raising campaign. We expect to raise an additional \$5,000 from our March Muttiness campaign. We have also received interest from potential donors who will be willing to give larger amounts once we unveil the actual design and plans for the off-leash area. Our fund raising plan is a well-rounded strategy that includes 4 main areas: 1) Events 2) Brick Campaign 3) In-kind Donations 4) Naming and Recognition Opportunities.

### Events

Past fund raising events have been safe, enjoyable, and supported by the community. Events have targeted different populations, such as families with children, adults, teens, dog enthusiasts, and seniors. Our 2011 March Muttiness Campaign is involving 57 businesses and is anticipated to raise at least \$5,000. Appendix B lists our past and future fund raising events.

### Brick Campaign

Our brick campaign includes two options- smaller sized bricks and larger granite pavers- both of which can be engraved. Bricks (8”x 4”), which can include up to 3 lines of engraved text, will be sold for \$100 each. Pavers (12”x 12”), which can include up to 9 lines of engraved text, will be sold for \$500 each. As there is no local pet cemetery, and no other dog parks serving our community, we anticipate the brick campaign to be a popular way dog owners will choose to honor their pets and feel pride in the park.

### In-kind Donations

The FDDP has received interest, from several businesses and individuals, in making in-kind donations once the official plans for the off-leash have been unveiled. We will seek in-kind donations for the excavation, concrete, paving, water line and electric. We have already received an offer for in-kind donations that account for approximately 20% of the expenses of Phase I.

### Naming and Recognition Opportunities

The FDDP has received inquiries from potential donors interested in naming opportunities and making major gifts to the park. We have identified naming and recognition opportunities to suit various levels of giving. Appendix C outlines recognition for giving levels that will appeal to larger donors. We will work collaboratively with the Township and the Park and Recreation Board to draw up donor agreements when accepting significant donations. Appendix D outlines naming opportunities. The cost of the signs and plaques (including maintenance) has been factored into these giving levels. All signs and recognition plaques will be durable, low-maintenance, and discrete, and will follow a consistent theme of the off-leash area and the Township park system.

## FUTURE PLANNING AND SUPPORT

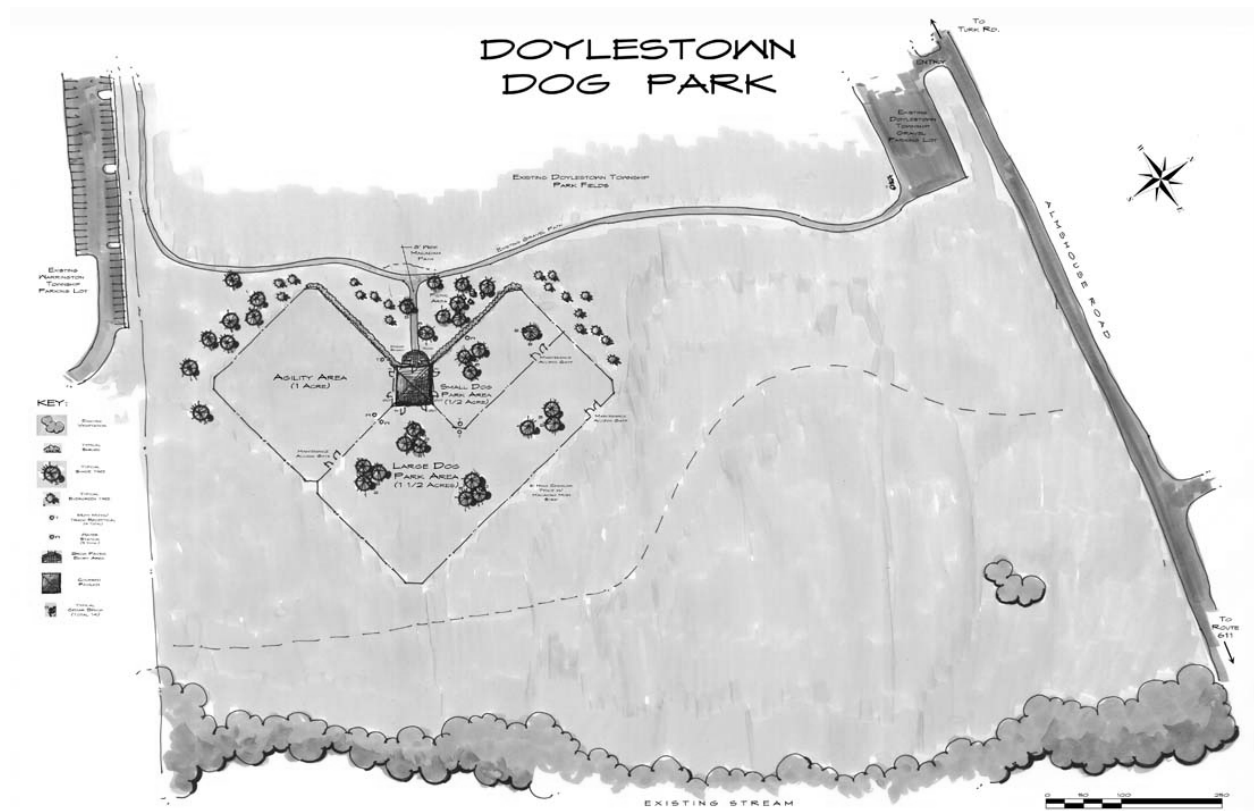
The off-leash area will become a part of the Township’s Park System. Therefore, maintenance of the area will be included in maintenance of Turk Park. The FDDP will continue in an active advisory capacity and will continue annual fund raisers to support the off-leash area. The FDDP will raise and designate a determined amount of funds to be used as an escrowed maintenance fund. Registration fees for off-

leash area users will also be a source of revenue which will help defray maintenance costs. Registration forms will educate new park users about volunteer opportunities so all registrants will be invited to get involved. Additionally, The FDDP has committed volunteers who will support the Township Park and Recreation Department. An Advisory Board will be established to coordinate activities and programs to ensure continued support of the area. The FDDP will also reach out to community groups such as the Boy and Girl Scouts of America, and local school and service groups, for additional support. The lines of communication will remain open between the Township, The FDDP, and the community to promptly address any maintenance issues.

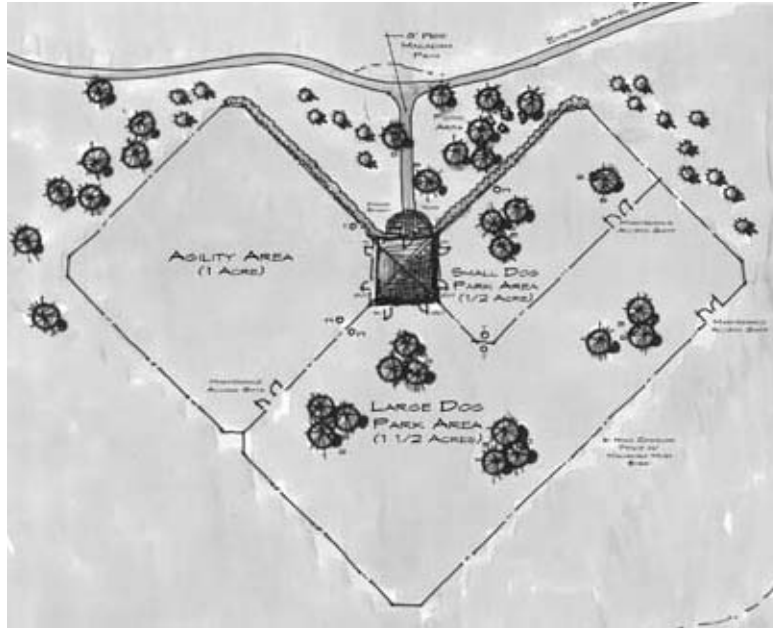
## **CONCLUSION**

The Friends of the Doylestown Dog Park has worked diligently to raise public awareness about the benefits of a community dog park, build relationships with area businesses, and cooperate with the Doylestown Borough and Township. We are confident that a safe, high quality off-leash area can be constructed at Turk Park III, through privately raised funds. We intend to create an area that will enhance the Township's park system and will be a source of enjoyment and pride for the community. We look forward to working with Doylestown Township and Borough to make this concept a reality.

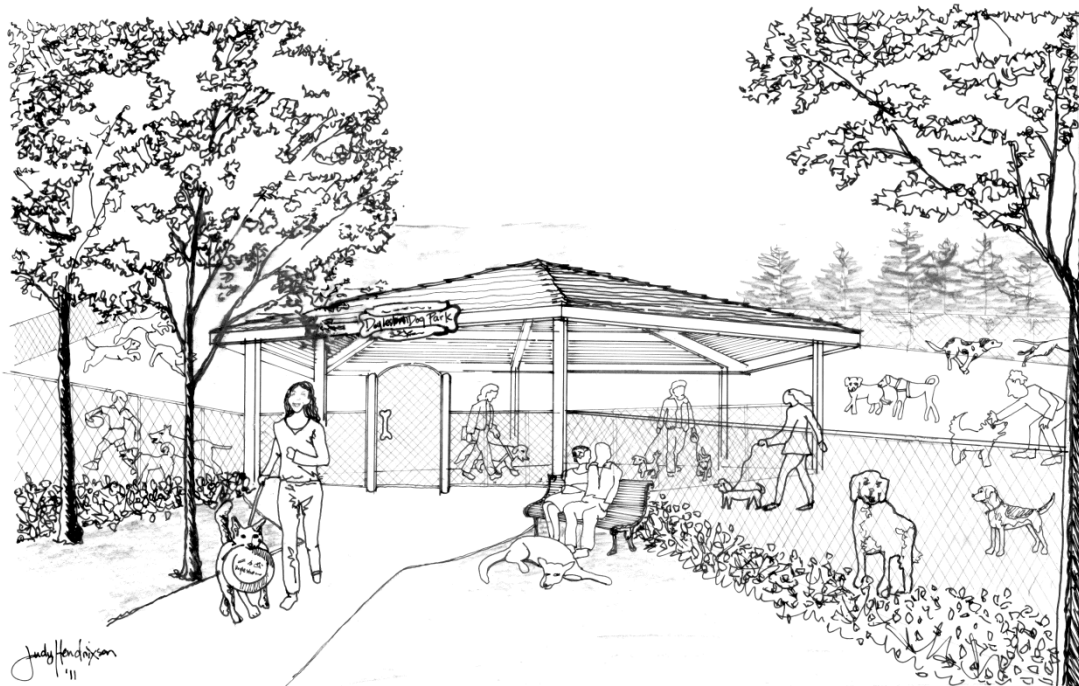
APPENDIX A: CONCEPTUAL DESIGN SKETCH



**APPENDIX A-1: ENLARGED CONCEPTUAL SKETCH**



**APPENDIX A-2: ARTISTIC RENDERING**



**APPENDIX A-3: COMPUTER CONCEPTUAL SKETCH**



## APPENDIX B: FUND RAISING EVENTS

### Past Events (June 2009-March 2011)

- Two Yappy Hours at Bobby Simone's Restaurant
- Three Santa Paws Pictures with Santa at Del Val Market and Life on The Leash
- Christmas Tree Sales at Del Val Market
- Painting Paws at Paint N Pottery
- Pups and Pizza at DogTown
- 2 Rita's Doggie Ice Cream Social
- St. Paul's Blessing of the Dogs
- Sales of Dog Scoops and donation jar collections at 20 local businesses
- T-shirt sales at Doylestown Animal Medical Clinic
- March Muttness Good Luck Paws

### Future Events

#### Spring 2011

- Applebee's Flapjacks Breakfast
- Bow Wow Brunch
- Dog and Family Walk-A-Thon

#### Summer 2011

- Annual Yappy Hour at Bobby Simone's Restaurant
- Doylestown Dog Olympics
- Pooch Pool Party

#### Fall 2011/Winter 2012

- Santa Paws Pictures with Santa
- Happy Tails Wine Tasting

### NOTE:

Many of these events are anticipated to become annual events.

## APPENDIX C: GIVING LEVELS

A special patron recognition board for these giving levels will be posted at the entrance of the off-leash area.

### Platinum Paw \$10,000- \$50,000+

- Premium naming opportunity for small/large dog areas or lobby, as available
- Lifetime annual registration
- Special recognition on our Friends of the Doylestown Dog Park traveling banner
- Special recognition in all future press releases as a sponsor/founding member of the dog park
- Premium recognition on the website and Facebook
- 4 complimentary tickets to our annual fund raiser
- 1 complimentary paver or 4 complimentary premium bricks

### Gold Paw \$6000-\$9999

- Naming opportunity as available for water fountains, kiosk, benches
- Lifetime annual registration
- Recognition on the website and Facebook
- 2 complimentary tickets to our annual fund raiser
- 3 complimentary premium bricks

### Silver Paw \$3000-\$5999

- Naming opportunity as available for benches
- Complimentary first year registration
- Recognition on the website and Facebook
- 2 complimentary premium bricks

### Bronze Paw \$1500-\$2999

- Naming opportunity as available for benches and trees
- Complimentary first year registration
- Recognition on the website and Facebook
- 1 complimentary premium brick

**APPENDIX D: NAMING OPPORTUNITIES**

We will follow the rules governing naming opportunities within the Doylestown Township Park System. The FDDP may seek specific exemptions based on donor requests.

<b>Doylestown Dog Park Naming/Recognition Opportunities</b>			
<b><u>Donation Item</u></b>	<b><u>Number</u></b>	<b><u>Gift Amount</u></b>	<b><u>Total</u></b>
<b>Park</b>	1	\$100,000	\$100,000
<b>Fence</b>	1	\$50,000	\$50,000
<b>Big Dog Area</b>	1	\$50,000	\$50,000
<b>Small Dog Area</b>	1	\$25,000	\$25,000
<b>Training Area</b>	1	\$25,000	\$25,000
<b>Lobby</b>	1	\$10,000	\$10,000
<b>Water Fountains</b>	3	\$5,000	\$15,000
<b>Information Kiosk</b>	1	\$5,000	\$5,000
<b>Benches</b>	14	\$1,000	\$14,000
<b>Shrubs</b>	(4 sets of)15	\$750 (each set)	\$3,000
<b>Pavers</b>	50	\$500	\$25,000
<b>Trees</b>	15	\$400	\$6,000
<b>Mutt Mitts</b>	3	\$300	\$900
<b>Bricks</b>	500	\$100	\$50,000
<b>Total</b>			<b>\$378,900</b>

