



**Business Plan**  
for  
*Pet Project*  
Animal Care Complex  
Santa Maria, CA

Prepared for:  
Santa Maria Valley Humane Society

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# Executive Summary

**Purpose.** The Santa Maria Valley Humane Society (SMVHS), operating a no-kill adoption facility since 1982, is seeking capital in the amount of \$3.4 million to construct a new humane society animal care facility complex in Santa Maria, CA. The construction of the new complex and relocation from the existing facility is nicknamed *PET PROJECT*.

**Background.** The SMVHS is a 501(c)(3) not-for-profit tax-exempt organization incorporated in 1982 serving northern Santa Barbara and southern San Luis Obispo counties. In addition to dog and cat adoptions, the SMVHS provides public education services and operates a low-cost spay and neuter clinic.

The current adoption facility was constructed in 1990 on about one and a half acres of property leased from the City of Santa Maria (City) adjacent to the City Waste Water Treatment Plant. Because of the proposed expansion of the treatment plant, the City has allocated four acres of property on West Stowell Road for the new SMVHS facility complex under a joint project with the Santa Maria Police Department Vehicle Impound Yard.

As a City joint project, the developmental engineering and EIR are being accomplished under City contracts, and certain initial costs for a common parking lot, utilities, and soil testing will be shared proportionally with the City. The City has granted the SMVHS an opportunity to lease the four acres for \$1 per year for 40 years, plus two five-year options.

**Why Build a New Facility.** Based on population estimates of 250,000 living in the SMVHS service area by 2015, the demand for Humane Society services will far exceed the capacity of the current facility. The proposed animal care complex will double the current dog and cat capacity, provide an education center, a larger spay and neuter clinic, food bank, caretaker residence, maintenance storage facility, boarding facility and a columbarium. Exercise yards will be available for agility training and demonstrations and for emergency housing of pets in emergencies.

**Timelines.** Construction drawings have a targeted completion of mid-2008 in order to solicit bids, with relocation scheduled for March 2010. The facility, as planned, will be built out in one phase with the columbarium to be completed after the main complex.

**Financial Stability.** As of December 2007, *PET PROJECT* has raised \$1.350 million of the \$3.4 million building fund goal. The Capital Campaign is underway and is presently seeking benefactors and donors. The continued operation of the SMVHS at the new facility is financially sustainable. Projections through 2020 yield positive cash flows after the initial start-up year.

# Table of Contents

<b>Executive Summary .....</b>	<b>i</b>
<b>Table of Contents .....</b>	<b>ii</b>
<b>PET PROJECT .....</b>	<b>1</b>
History.....	1
Legal Structure.....	1
Mission.....	1
Management.....	2
Site .....	3
Programs and Services.....	3
Adoption Center and Cattery .....	3
Dog Kennels.....	4
Quarantine/Isolation Facility .....	4
Spay/Neuter Clinic.....	4
Caretaker/Maintenance Facility .....	5
Boarding Facility .....	5
Columbarium .....	5
<b>Marketing Plan.....</b>	<b>6</b>
The Market.....	6
Strengths, Weaknesses, Opportunities, and Threats .....	6
New Image .....	8
Promotion.....	8
Competition.....	9
<b>Schedule .....</b>	<b>10</b>
<b>Financial Plan.....</b>	<b>10</b>
Construction Costs .....	10
Capital Campaign.....	12
Projected Cash Flow from Operations.....	12
Major Findings From Financial Analysis .....	14
<b>References.....</b>	<b>15</b>
<b>Acknowledgements .....</b>	<b>15</b>
<b>Addendum .....</b>	<b>16</b>
Attachment 1: Site Map .....	17
Attachment 2: Calculation of Pets in Service Area .....	18
Attachment 3: Key Assumptions .....	19
Attachment 4: Depreciation .....	20
Attachment 5: Adoption Facility .....	21
Attachment 6: Spay/Neuter Clinic .....	22
Attachment 7: Boarding Facility.....	23
Attachment 8: Proforma Income Statement.....	24
Attachment 9: Proforma Balance Sheets .....	25
Attachment 10: Cash Flow Projections.....	26