



Pheasantland Industries

PIERRE Pups

Business Plan

About Pierre Pups

A new service of Pheasantland Industries, PIERRE Pups will provide dog daycare and grooming services at its industry annex located near the South Dakota Women's Prison campus in Pierre.

A team of inmate handlers will be responsible for providing the care and grooming of the enrolled dogs. Each care and grooming worker will undergo extensive hands-on instruction and complete coursework to achieve a high level of expertise.

The PIERRE Pups services will be available Monday thru Friday in Pierre to Pheasantland Industries customers on a first come, first served basis by appointment. Dogs live at home and will be dropped off at our care facility before being escorted by full-time staff where their care is turned over to an experienced team of inmate dog care and grooming workers.

Customers will provide all food, treats, and toys, as well as a leash and collar. Any associated veterinary care will be the responsibility of the owner/customer and restrictions may apply for dogs with medical issues or those requiring medication dispensed during the day.

All grooming will be subject to the owner's approval and individualized to meet a dog's immediate and/or long-term needs. Standard grooming includes haircut, ear cleaning, nail clipping, shampoo/conditioning, and blow dry.

If approved, PIERRE Pups would be overseen by Pheasantland Industries and be operated full-time at the Women's Prison.

Anticipated market, volume, and potential impact on private sector competitors.

Pets have played a central role in comforting Americans during the COVID-19 pandemic. In 2020, pet ownership in the United States rose to an all-time high of 70% according to the American Pet Products Association (APPA).

As in the past few years, millennials comprised the largest segment of pet owners at 32%, up slightly from 31%, while the boomer and gen X owner segments both declined: from 29% to 27% and 26% to 24%, respectively. According to the APPA study, 35% of pet owners surveyed said they spent more on their pets in the previous 12 months than in the preceding year. Gen Z and millennial pet owners led the higher spending, with 49-50% reporting they had spent more on their pets.

Potential customers include state, local, and federal government employees. With the state’s capital in Pierre, the majority of the 13,000 state employees live in the area. State legislators also travel to Pierre from January to March and may utilize the dog daycare service while the legislative session is underway during the day.

PIERRE Pups would provide day care at a rate of \$10 a day. Handlers will take dog for walks, play with toys, socialize them with other dogs/people, and of course potty breaks.

In Pierre, there are at least two dog day care and boarding competitors. PIERRE Pups would be located within the city limits of Pierre. Lake Sharpe Pet Resort is located within the city limits of Ft. Pierre. Country Kennels is located eight miles northeast of Pierre. A comparison of the costs is below.

Market Comparison			
Rates	PIERRE Pups	Lake Sharpe Pet Resort	Country Kennels
Daily	\$ 10.00	\$ 20.00	\$ 21.00
15 Days	\$ 150.00	\$ 225.00	\$ 315.00
20 Days	\$ 200.00	\$ 280.00	\$ 420.00

Of the two providers that offer day care, only Lake Sharpe Pet Resort also offers grooming. A comparison of the costs is below.

Market Comparison - Grooming			
Rates	PIERRE Pups	Lake Sharpe Pet Resort	Country Kennels
Small Bath	\$ 15.00	\$ 30.00	NA
Large Bath	\$ 20.00	\$ 40.00	NA
Nail Trim	\$ 10.00	\$ 14.00	NA
Deshedding	\$ 15.00	\$ 25.00	NA

Number of staff and offenders to be employed.

Pheasantland Industries Staff: One existing shop supervisor, employee of Pheasantland Industries would utilize 33% of his/her time supervising the dog program.

Inmate Workers. Pheasantland Industries plans to hire and train a team of inmate dog care specialists comprised of up to ten (10) workers, one serving in the capacity of team leader. Full-time staff will establish selection criteria and training curriculum for all inmate workers. Those inmates considered for care and grooming positions will undergo a thorough screening process to ensure they possess the aptitude, character, and personality before undertaking the extensive training program.

Projected revenues, expenditures, and net profits over a three (3) year period.

	FY24	FY25	FY26
Revenues			
Day Care	2,600	3,900	5,200
Grooming	11,960	17,160	21,580
Total	14,560	21,060	26,780
Expenses			
Personnel	19,514	19,982	20,462
Utilities	3,000	3,060	3,121
Supplies	1,000	750	788
Start Up	2,500	-	-
Total	26,014	23,792	24,370
Net	(11,454)	(2,732)	2,410

General fund cost saving calculations and determinations.

Pursuant to South Dakota codified law, 27-7-9, at the end of the fiscal year the state treasurer shall transfer any cash balance in excess of five hundred thousand dollars from the prison industries revolving fund to the general fund. Since the law was passed in 2016, Pheasantland Industries has transferred over four million dollars to the general fund.

Year	Amount
2016	1,698,380
2017	1,354,954
2018	206,864
2019	492,294
2020	179,908
2021	471,889
Total	4,404,289

Any financial impact to the general fund including identifying any financial burdens to ensure Pheasantland Industries is operating financially independent of the DOC.

Since Pheasantland Industries is a self-supporting enterprise of the Department of Corrections, PIERRE Pups will not receive taxpayer funding. This new industry is entirely service based, and it does not require us to finance extensive equipment or carry an inventory of raw materials.

Other non-financial benefits provided (e.g., program participation and offender employment).

A 2016 study from the University of Oregon found that Prison Animal Programs that bring inmates and dogs together consistently reported improvements to inmates' self-esteem, ability to empathize, and helping make positive behavioral changes. Positive behaviors identified include responsibility, overall conduct, and actions during incarceration.

Long-term profitability assessment and strategy development to maintain a successful program.

Additional workers may be hired to work in a support capacity such as assisting with the check-in, drop-off, and pick-up of enrolled dogs. Over the course of the first three years in operation, the number of services is expected to increase by 5 dogs per day in year two and three. By fiscal year 2026, there would be 20 dogs per day for the day care service. Grooming would also increase each year until 2026.

Information on the potential for post release employment for participating offenders.

There is a high demand for experienced workers with the skill set of our inmate handlers. According to the South Dakota Dept. of Labor & Regulation, there are currently 25 vacancies in the state for Nonfarm Animal Caretakers, but only 4 potential candidates for those positions.

Professional South Dakota dog groomers generally work at veterinary clinics, pet stores, or pet grooming salons. Typically, a groomer might be responsible for taking care of other pets, depending on the facility where they work. Dogs, however, are the most common visitors. Pet groomers wash and brush pets, providing specific breed grooming, specialty grooming services, or just general upkeep and maintenance for dogs and other pets.

A dog groomer in South Dakota can also find employment in kennels, animal shelters, and other private businesses. There is no formal education requirement for pet grooming careers, but there are courses available to help those who are interested in this field to hone their skills.

The salary expectations for dog groomers have grown in recent years and will continue to grow as the demand increases for more professionals in this field. South Dakota is a state with a growing population, so it is likely that the demand for dog groomers will rise in the next decade, as well.

Potential training opportunity for offenders.

PIERRE Pups represents a new pathway to opportunity for our female inmate workforce and its benefits would be three-fold. It creates new jobs enabling inmates to gain valuable skills and work experience in an occupation that is in demand, which will further help support successful reentry. The program also promotes positive behavior by the inmate population, and serves to improve staff and inmate morale, which positively affects the safety and security of the institution.

There are no required formal education courses involved in becoming a dog groomer in South Dakota. There are, however, a number of different schools that offer grooming courses and training programs. The length and

curriculum of these courses vary significantly, and some schools are even starting to offer online training courses.

Typical courses that may be covered in grooming school include safety and first aid, breed and coat recognition, nail clipping and ear cleaning, grooming matted fur and troublesome breeds, and even some anatomy and biology. There are also specialty courses available to study, such as breed-specific training courses.

The biggest requirement for becoming a successful dog groomer is experience. In lieu of formal education, many groomers-to-be choose to work in a grooming salon, animal hospital, or boarding facility in another capacity or an apprentice-type role. This allows them to gain valuable experience in the field while working their way up to the position. Many groomers hire assistants and allow new groomers to shadow their work. Take advantage of these opportunities, and make sure that you capitalize on your friends' and family's pets, offering free grooming services to boost your experience

There are also workshops hosted by the NDGAA, or National Dog Groomers Association of America, Inc. These workshops cover a variety of areas, allowing groomers to fine-tune their skills and improve their overall work. The NDGAA also offers breed study kits for those wishing to perfect their craft in breed-specific grooming.

Although it isn't required, the NDGAA does offer two types of certifications for dog groomers. The National Certified Groomer is available to those who can pass a written exam and practical grooming test. First, students must attend a grooming workshop hosted by NDGAA. Then, they will have to demonstrate their abilities on four different breeds, including non-sporting and sporting dogs, short-legged terriers, and long-legged terriers. If all exams are passed, a certificate is issued to the groomer. This certificate can result in better paying jobs and more professional accreditation for the field.

After passing the initial exams, groomers can take an additional written test to become a National Certified Master Groomer. These certifications offer membership to the NDGAA, offering networking opportunities, access to continuing education and industry events, and more.

Contribution to the community.

Even though Pheasantland operates as a business within a secure environment, we are committed to supporting a diverse workforce with marketable job skills and a solid work ethic learned here that will prove useful for successful reentry into their communities, and to producing high-quality products and services for our customers.