



Kritter Kountry, LLC
BUSINESS PLAN
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I. Executive Summary

Overview

Kritter Kountry has led the way in providing professional in home pet care services since 2001. In 2016, Kritter Kountry moved in a new direction to create Family Friendly animal related and entertainment experiences. A concept to integrate animal care with family entertainment and animal interactions. The proposed Kritter Kountry Park would include Animal Emergency Care Center, Minature Golf, Petting Zoo, Vacation Rental Cabins, Holiday and Special Events, Educational Shows, Art & Gift Store & Pet Memorial Park.

Growth & Expansion

Kritter Kountry will develop Kritter Kountry Park including a Petting Zoo and Rescued Animal Habitats, using the animals rescued by its sister company Whisker Kisses Koalition, a 501 (c) 3 non-profit organization; Outdoor Miniature Golf Course, Arcade, Vacation Rental Cabins, Outdoor Amphitheatre for Holiday and Special Events - Animal Shows, Birthday Parties, etc.; Rainbow Bridge Community Pet Memorial Walk & Pond; and Art & Gift Shop.

Customer Focus

The entire concept of the Kritter Kountry Park is to introduce unique family friendly experiences to the local communities and vacationers by creating a venue that combines animal care, family entertainment, animal interaction and community events.

Management Team

Kritter Kountry is led by Randall Garrett Herzon who has been working professionally with animals as a behaviorist, trainer, and licensed Veterinary Technician for 30 years and founded and is the Executive Director/Director of Animal Care of the Whisker Kisses Koalition.

Success Factors

Kritter Kountry is uniquely qualified to succeed due to the following reasons:

- With the changes to our natural environment and society, there is a growing need for family and community friendly venues. The Kritter Kountry Park will provide Children & Adults an interactive & educational experience with animals rescued by the Whisker Kisses Koalition. Families & Friends can enjoy a day or night out engaging in Miniature Golf, one of the fastest growing family activities. Vacationers can reserve Rental Cabins and stay in the Park and Refuge while enjoying all the summer and winter activities this area offers. Kritter Kountry will host Holiday Events where families and members of the local communities can celebrate safely and establish new holiday traditions. In addition, there will an Art & Gift shop featuring Local & National Artists as well as Kritter Kountry/Whisker Kisses Souvenirs. Finally an Animal Emergency Care Center & Rainbow Bridge Memorial Pet Park, for both the animals of Whisker Kisses and a place for the local community to receive emergency animal care & remember their pets.



- The original Kritter Kountry has been in business for 14 years and survived the economic turndown. Randall Garrett Herzon has a 30 year track record of providing professional animal care.
- Kritter Kountry, LLC, and Whisker Kisses Koalition 501 (c) 3, have Federally Registered Trademarks. 10 acres has been developed for the Refuge and additional site locations totaling 40 acres are available for development.

Capitalization & Start Up Expenses

Total Start Up & Capitalization: **\$3,000,000** for property sites, development, construction, equipment, advertising & marketing, and working capital. **\$500,000 personally invested.** Remaining Start Up & Capitalization: **\$2,500,000** in 2 Phases. Phase 1: **\$1,800,000** Phase 2: **\$700,000**

II. General Company Description Overview

Vision & Mission Statements

Kritter Kountry LLC and Whisker Kisses Koalition 501 (c) 3, envision a time and place where all animals can live carefree, without, persecution, without heartlessness.

To Provide rescue, rehabilitation and safe haven for cats, exotic pets, and farm animals that have been abused, abandoned, injured or confiscated with medical, physical or behavioral conditions, giving a second chance to those which would otherwise not be afforded that opportunity.

Philosophy

Conceived out of an on-going need for animal rescue to provide not only proper care, living environment, and a life home safe haven for animals in need but to further the enlightenment, education, and respect of these creatures within communities thru education and interaction via a family oriented, community based venue.

History / Objectives / Milestones

HISTORY

Kritter Kountry was created in 2001 as a sole proprietorship by Randall Garrett Herzon, a Licensed Veterinary Technician & Animal Behaviorist/Trainer for Movies & Television, providing pet care services throughout Humboldt County, CA, including In Home Pet Sitting, Dog Walking, Pet Nursing, and Animal Behavior & Training.



However, the long term goal was the creation of a one of a kind animal rescue by establishing a non-profit animal rescue and turning Kritter Kountry into a community venue.

In 2011, the Whisker Kisses Koalition, a 501 (c) 3, a non-profit animal rescue was created. Whisker Kisses began rescuing local cats and exotic pets. Whisker Kisses Koalition obtained Federal Registered Trademark Status. In 2012, Kritter Kountry obtained Federal Registered Trademark Status.

In 2015, Kritter Kountry launched into a new direction, became an LLC so as to develop the Kritter Kountry Park and Whisker Kisses Koalition Refuge.

OBJECTIVES:

- *Create the Kritter Kountry Park & Whisker Kisses Animal Refuge.*
- *Kritter Kountry Park to include Miniature Golf Courses, Vacation Rental Cabins, Petting Zoo, Holiday & Event Amphitheatre, Art & Gift Shop, and Rainbow Bridge Community Pet Memorial Pond.*
- *Whisker Kisses Animal Refuge to include Cats Crusade, Ferret Freedom, Exotic Escapades & Farm Animal Freedom.*

MILESTONES:

- *Founded in 2001 - Original Business been in operation for 14 years.*
- *January 8, 2011- Founded Whisker Kisses Koalition 501(c) 3 & Registered Trademark*
- *June 5, 2012 - Established Kritter Kountry Registered Trademark*
- *2015 - Kritter Kountry LLC Formation - Beginning of New Kritter Kountry*
- *2015 - Established Board of Directors and Advisory Board*
- *2015 - Preliminary BluePrint - Design Plans for Kritter Kountry Park*
- *2016 - Acquired Initial Site for Whisker Kisses Refuge.*

Consumer Base

The Kritter Kountry Park will benefit all the local and regional communities throughout the Pacific Northwest including Spokane, Ferry , Stevens , Bonner, Boundary, and Kootenai Counties, ranging from Newport WA down to Spokane and Spokane Valley WA, and from Old Town & Priest River ID to Sandpoint ID & Bonners Ferry ID, down to Coeur' D Alene ID.



Success Factors

Kritter Kountry is uniquely qualified to succeed due to the following reasons:

- With the changes to our natural environment and in society in general, there is an ever growing need for family and community friendly venues. The Kritter Kountry Park will provide Children and Adults an interactive and fun family venue. Popular and Growing Activities include Miniature Golf, Vacation Rental Cabins, Interactive Petting Zoo and Educational Shows, Outdoor Event Ampitheatre for community and private events and holiday traditions, Art & Gift shop featuring Local and National Artists as well as Kritter Kountry/Whisker Kisses Souvenirs, and an Animal Emergency Care Center including the Rainbow Bridge Memorial Pond & Pet Walk, not only for the animals of Whisker Kisses but also a place for the local community to receive emergency animal care & memorialize their pets.
- Randall Garrett Herzon has a 30 year track record of providing professional animal care. As a sole proprietor providing local animal care, survived the economic turndown and has continued to move forward. Has the business acumen to create, develop, design, research, supervise, teach and build alliances.

Company Formation

Kritter Kountry is a Limited Liability Company (LLC) - EIN: 81-1261779

Whisker Kisses Koalition is a 501 (c) 3 Non-Profit Organization. - EIN: 27-3686974



III. Services

Kritter Kountry operates in the Animal Care, Education, and Entertainment Industries.

Services

Kritter Kountry will develop and create the Kritter Kountry Park. The Kritter Kountry park will offer the following:

- **Miniature Golf:** One of the fastest growing family entertainment venues. A Themed Outdoor Course and Arcade provide family fun entertainment. Miniature golf has long been though a game for small children, and while children certainly enjoy the game, surveys show that most miniature golfers are teenagers and older. The courses will be designed to be interesting with elements of challenge and fun. While not golf in miniature, miniature golf can include similar elements, such as undulations, banking, water, sand traps and rough turf. The Course will be of a Natural Wildlife Theme to fit in with the area and will be naturally landscaped complete with varying elevations, rivers, waterfalls, splash ponds, and custom rock work. This design will be fun and challenging for all ages. The courses will have flood and low level lighting incorporated into the design to for evening play. The Arcade will consist of modern games, classic games and skill games for prizes. The Miniature Golf Course and Arcade will provide an atmosphere of intrigue and awe to children and still provide fun for the big kid in all of us.
- **Petting Zoo:** A hands on fun and learning experience for children of all ages. All encounters will be supervised by trained staff. All animals within the Kritter Kountry Park will only be animals rescued by the Whisker Kisses Coalition. Animals that were abused, abandoned, injured or confiscated. Many with medical, physical or behavioral conditions. Animals which otherwise would not be afforded a second chance. These animals will have a safe haven and life home. The Petting Zoo will have sections based on animals rescued. Cats Crusade featuring rescued Cats; Ferret Freedom featuring rescued and confiscated Ferrets; Exotic Escapade featuring a variety of rescued exotic pets such as reptiles, amphibians, birds, small mammals; and Farm Animal Freedom featuring ponies, sheep, goats, chickens, turkeys, ducks, etc. Families will the opportunity to touch, feed, interact, and take photos with the animals.
- **Event Ampitheatre:** An outdoor event arena where families, businesses, adults and children of all ages can engage and celebrate family events, corporate events, animal educational shows, and holidays. In today's new world, families don't have the same opportunities to celebrate and enjoy events and holidays safely as did families just years ago. The Event Ampitheatre will bring back those opportunities and create new traditions for families to enjoy. Throughout the year, Kritter Kountry Park will be decked out in holiday cheer for the month of the corresponding holiday.



- **Vacation Rental Cabins:** Rental cabins will be situated throughout areas of the Kritter Kountry Park and Whisker Kisses Refuge. Vacationers will have the unique opportunity to engage in the Park's activities as well as hike, view and have photo ops of the local wildlife. The area and the cabins provide a gateway to all North Idaho has to offer throughout the year. Centrally located, vacationers have easy access to Coeur D Alene, Sandpoint, Spokane and all they have to offer including: Priest Lake, Priest River, Lake Ponderay, Lake Coeur D Alene, Spirit Lake, Diamond Lake, Schweitzer Mountain, Selkirk Loop, National Parks, and a multitude of activities including Hiking, Fishing, Boating, Skiing, and more.
- **Animal Emergency Care Center & Rainbow Bridge Pet Memorial Pond:** A special area incorporating an Animal Treatment Center and Pet Memorial Pond with bridge, step stone memorial walk, and garden. A place for the local community to receive Emergency Animal Care as well as memorialize and remember their beloved pets. They can spread the ashes over the Scatter Pond or have their pets ashes buried under an engraved stone on the pet memorial walk.
- **Art & Gift Store:** The Art and Gift Store will showcase the Art and Photography of select local and national artists as well as provide Kritter Kountry and Whisker Souvenirs.

IV. Marketing Plan

Market Statistics & Trends

Miniature Golf: Miniature golf has proven very profitable. Income projections for northern courses based on an April through September season have grossed up to \$300,000 per year. With the addition of an Arcade, income projections can double due to the ability of year round activity. In addition, miniature golf has virtually no inventory and very low operating expenses.

- Fun family business to operate
- Seasonal business
- Attracts all age groups
- High profit margins
- Fast payback
- High return on investment (ROI)
- Low overhead (staff of one or two people)
- Low equipment cost for putters and balls
- No inventory (only scorecards)
- Low liability insurance costs

Petting Zoo: A unique interactive experience different from most petting zoos because all the animals are rescues. They may have physical or medical conditions. The visitor will form a different bond knowing they are helping these animals get a second chance. Also because of the type of animals rescued, the animals may range from a normal pet such as a cat to small species not normally seen except in zoological institutions or in wildlife rescues not open to the public.



Event Amphitheatre: Families and Businesses can plan birthdays, parties, and special events. Animal Educational Shows where people of all ages can interact and learn about the animals at Whisker Kisses. Special Holiday Themed Events where families and communities can come together to celebrate holidays in a safe, fun and unique atmosphere. Making memories and new traditions that will last generations.

Animal Emergency Care Center & Rainbow Bridge Memorial Park: Pets are members of the family. We are devastated when they are sick, injured or if we lose them. There are very limited options for Emergency Care or opportunities for families to memorialize their pet. The Animal Emergency Care Center and Rainbow Bridge Memorial Park provides pet owners veterinary emergency options not available and a way to permanently memorialize their beloved pet.

Art & Gift Shop: The Art and Gift Shop gives local artists a venue that not only benefits themselves but helps the animals. The shop will also feature some National Artists. This will give visitors a chance to own a unique piece of art or photography as well as uniquely designed Kritter Kountry and Whisker Kisses gift items. Already several artists have created designs specifically for Kritter Kountry and Whisker Kisses featuring the actual animals rescued.

Customers

Kritter Kountry Park Customer Demographics:

1) Families:

- Age: 3-75
- Gender: Male or Female
- Location: Pacific Northwest (No. Calif, Oregon, Washington, Idaho)
- Income Level: > \$15000 annually
- Social Class and Occupation: Lower Middle Class and Above, Any Occupation
- Interests: Fun/Entertainment, Animals, Pet Owner, Holiday Celebration, Personal Events

2) Pet/Animal Owners:

- Age: 18-80
- Gender: Male or Female
- Location: Pacific Northwest (No. Calif, Oregon, Washington, Idaho)
- Income Level: > \$15000 annually
- Social Class and Occupation: Lower Middle Class and Above, Any Occupation
- Interests: Pet Owners, Farm or Large Animal Owners, Pet Rescue

3) Vacationers:

- Age: 1-80
- Gender: Male or Female
- Location: Pacific Northwest (No. Calif, Oregon, Washington, Idaho)
- Income Level: >\$15,000 annually
- Social Class and Occupation: Lower Middle Class and Above, Any Occupation
- Interests: Outdoor Activities - Hiking, Boating, Fishing, Skiing, Photography; Fun/Entertainment; Animals/Wildlife.



4) Schools & Businesses:

- Gender: Male or Female
- Location: Pacific Northwest (No. Calif, Oregon, Washington, Idaho)
- Business Type: Any
- School Type: Public or Private – Kindergarden thru High School
- Interests: Special Events

Competitive Analysis

Major Competitors: Kritter Kountry Park:

- 1) Triple Play Family Fun Park – Coeur D’Alene, ID: 208-762-7529
- 2) Puttin Around Mini Course – Post Falls, ID: (208) 964-4304
- 3) Wonderland Family Fun Center – Spokane, WA: (509) 468-4386
- 4) 2nd Chance Ranch - Spokane, WA: (509) 844 - 3702

Table 1: Competitive Analysis

FACTOR	KK Park	Veterinary Hospitals	Triple Play	Puttin Around	Wonderland	2 nd Chance
Service/Activities	Indoor/Outdoor Miniature Golf, Petting Zoo, Animal Shows, Animal Treatment Center & Pet Memorial Pond/Walk	None of the Veterinary Clinics within the surrounding areas offer Emergency Services.	Major Theme Park	Outdoor Mini Golf – Seasonal Only	Outdoor Mini Golf, Batting Cages, Bumper Boats, Laser Tag, Arcade	Mobile Only Petting Zoo/Educational Shows
Gift Shop	Art & Gift Store		Yes	N/A	N/A	N/A
Cabins/Hotel	Rental Cabins		Hotel	N/A	N/A	N/A
Special Events	Ampitheatre		Yes	N/A	Bday Parties	Mobile
Cost	**		*****	**	****	**
Location	Easy Access on Hwy 41		Coeur D’Alene, ID	Post Falls, ID	Spokane, WA	Mobile
Expertise	36 Years Professional Experience		?	?	?	22 years



Competitive Advantage/Differentiation

Triple Play is a Major Theme Park and falls into a totally different category. They don't however have the uniqueness of animal and wildlife interaction are are expensive. Puttin Around is just an outdoor seasonal Mini Golf. Wonderland is more on scale with Triple Play without the Hotel. 2nd Chance is only an animal rescue that offers a mobile petting zoo.

Kritter Kountry Park will offer a unique and affordable combination of family fun, family events and animal experience unlike anything else. Offers rental cabins for vacationers. Provides a service to rural areas and vacationers. Provides a central hub to all areas.

Niche

Kritter Kountry has a niche all its' own. It offers a variety of family and community friendly activities all in one venue while also benefiting pet/animal owners and rescued animals with it's association to the Whisker Kisses Koalition.

Strategy

Professional Networking

Kritter Kountry in association with the Whisker Kisses Koalition has and will continue to build relationships and alliances with like-minded organizations animal rescue non-profits. We have already developed professional alliances with multiple organizations across the country in efforts to find and assist animal rescues, including:

- Exotic Animal Training & Management Program - Moorpark, CA
- Ferret Anonymous - La Mesa, CA
- Companion Animal Foundation - Eureka, CA
- Sequoia Humane Society - Eureka, CA
- Guardian Angels - Elgin, IL
- Mid Hudson Animal Aid - Hudson Valley, NY
- Catty Shack - Jacksonville, FL
- Keepers of the Wild - Valentine, AZ

Public Relations/Advertising

Local area newspapers to reach out to neighboring communities

Word of Mouth and Drive By Access

Craigs List

Social Media/Website/E-Mail

Local TV/Radio

Graphic Image - Vehicle Graphics, Brochures, Business Cards, Letterhead, Signage.



Proposed Location

- 10 to 50 acres - 36323 Highway 41, Oldtown, ID | Bonner County, ID
- Rural & Commercial Zoned
- Located on Hwy 41 - Hwy Frontage and Access.

V. Operations Plan

Production

Art & Gift Shop Products

- Souvenirs - Designs based on our animals
 - T-Shirts; Mugs, Card Sets
- Art:
 - Laughing Bear Art - Jeffrey Severn;
 - RGH Creative Vision Photography
 - Matt Hirschfeld Characiture
 - Other Local & National Artists

Location

- 10 to 50 acres - 36323 Highway 41, Oldtown, ID | Bonner County, ID
- Rural & Commercial Zoned
- Located on Hwy 41 - Hwy Frontage and Access.

Personnel

- Family Owned & Operated
- Trained Intern Program
- Hire Interns as Paid Staff as needed.

Payment Policies

Kritter Kountry Park - All Services

- Cash
- Credit/Debit



Legal

- License-Permits: APHIS/USDA Exhibitor Class C License
- General Liability Insurance
- Kritter Kountry - Federal Trademark Status
- Whisker Kisses Koalition - Federal Trademark Status

VI. Management

Founder

Randall Garrett Herzon is the Founder and Owner of the Parent Company.

Randall Garrett Herzon has spent 36 years working with wild, exotic and domestic animals as a trainer for motion pictures and television, and as a certified Registered Veterinary Technician in California and Oregon. Has run his own successful pet care business for 14 years. Served as a board member for the Stella Adler Academy of Acting, LA, and Founded and is Executive Director/Director of Animal Health of Whisker Kisses Koalition, 501 (c) 3 non-profit organization. His field work has included marine mammal, wild animal and domestic animal rescue and rehabilitation. As a certified animal behaviorist and nutritional advisor, Randall has presented Pet Seminar Series on diet & nutrition, health care and behavior & training. He also expresses his passion for animals and nature in his writing, animal/nature photography, and wildlife art. His poetry has won several awards and have been published in poetry anthologies.

Credentials

I. Degrees & Certificates

- Associate in Science - Pierce College
- Bachelor's of Science - Humboldt State University
- Certificate - Animal Health Technology - Pierce College
- Certificate of Recognition - Pierce College
- Associate of Science - Moorpark College
- Certificate of Achievement - Exotic Animal Care & Handling - Moorpark College

II. Licenses

- State of California Animal Health Technician Certificate
- State of Oregon Veterinary Technician Certificate
- Registered Veterinary Technician License #4173



Professional & Advisory Support

Board of Directors:

- Randall Garrett Herzon - Founder, Executive Director, Director of Animal Care
- Margaret Ann Heim - Director of Animal Rescue
- Lisa Marie Ollivier Green - Board Member; US Forestry Service
- Michele Fell - Board Member; Cal Trans Supervisor-Retired
- Sandy Thompson - Board Member - Real Estate
- Sandra Blaszak - Board Member - Planner Eureka City Gov't - Retired

Advisory Board:

- Breeanne Flores DVM - Broadway Animal Hospital
- Michael G. T. Fukushima - Fisheries Biologist - National Marine Fisheries Service
- Andrew Grossman - Reptile Rescue, Owner- Pets At Sunset
- Jane Higley - Wildlife Artist
- Kim Kyle-Catty Shack Ranch Wildlife Sanctuary
- Derryl Merriam- Motion Picture/TV Lighting Director
- Dawn Mehra DVM - North Idaho Animal Hospital
- Jim Platt-President Real Estate Co. of America
- Leonora Schildkraut - Art Advocate
- Kevin Silver-DVM FerndaleVeterinary

Staffing

- Family Owned & Operated.
- Veterinarian & Veterinary Technician
- Establish Volunteer Intern Program & Train Interns for animal care and other services.
- Hire Interns as Paid Staff as needed.



VII. Capitalization & Start Up Expenses

Capital Requirements and Use of Funds

Kritter Kountry is seeking funding totaling **\$2,500,000 of \$3,000,000**

- **Phase One: \$1,800,000**
 - Land Purchase - \$250,000
 - Land Development - \$70,000
 - Animal Emergency Care Center - \$500,000
 - Rental Cabin Complex - \$300,000
 - Miniature Golf Course & Arcade - \$400,000
 - Animal Enclosures - \$90,000
 - Event Ampitheatre - \$15,000
 - Art & Gift Store - \$30,000
 - Advertising/Marketing: \$15,000
 - Working Capital/Contingencies: \$130,000

- **Phase Two: \$700,000**
 - Land Purchase - \$460,000
 - Land Development - \$40,000
 - Rental Cabin Complex - \$150,000
 - Contingencies: \$50,000



VIII. Financial Plan

Sales Forecast

Total Area Population Served: 350,000

*** Miniature Golf Key Assumptions - Based on Minimum Expected Numbers - Estimated**

Price per round daytime: 8.00
Price per round night time: 10.00
Max rounds per hour: 80
% capacity daytime: 25
% capacity night time: 30
Open time: 10:00AM
Close time: 10:00PM
Night pricing start time: 5:00PM
Number of Days Open: 175

Daytime Revenue:	\$1,120.00
Night time Revenue:	\$1,200.00
Total Annual Revenue:	\$354,960.00

*** Petting Zoo Key Assumptions - Based on Minimum Expected Numbers - Estimated**

Price per Visitor daytime: 8.00
Price per Visitor night time: N/A
Max rounds per hour: 80
% capacity daytime: 25
% capacity night time: N/A
Open time: 10:00AM
Close time: 5:00PM
Number of Days Open: 153

Daytime Revenue:	\$1,120.00
Night time Revenue:	\$0.00
Total Annual Revenue:	\$196,000.00

*** Rental Cabin Key Assumptions - Based on Minimum Expected Numbers - Estimated**

Price per Night Fall/Winter: 150 per Cabin
Price per Night Spring/Summer: \$200 per Cabin
Total Cabins: 5
% Monthly capacity Fall/Winter: 25
% Monthly capacity Spring/Summer: 40
Number of Days Open: 365

Fall/Winter Revenue:	\$34,125.00
Spring/Summer Revenue:	\$73,200.00
Total Annual Revenue:	\$107,325.00



*** Emergency Animal Care Center Assumptions - Based on Minimum Expected Numbers - Estimated**

Average Price per Emergency Visit: \$100
Average Price per Treatment Protocol: \$400
Total Daily Emergency Visits: 5

Number of Days Open: 160

Animal Emergency Revenue: \$400,000.00
Total Annual Revenue: \$400,000.00

*Numbers do not include Arcade, Art/Gift/Merchandise Sales, Ampitheatre/Events or Pet Memorial Pond.

Total Projected Annual Income	\$1,058,285 plus
Animal Care Expenses	\$60,000
General Expenses - Equipment, Supplies	\$75,000
Insurances/Administrative Expenses	\$30,000
Salaries & Benefits	\$240,000
Total Expenses:	\$405,000
Income in Excess of Expenses	\$653,285 plus

IX. Appendices

Preliminary Design/Blueprints



Site Location:

