

VoxCanem + Barkland

Creating a world-class pay-to-play dog park that helps fund canine rescue efforts nationwide.

Executive Summary





MISSION STATEMENT

Each year in the United States, countless millions of dogs are needlessly euthanized. The VoxCanem+Barkland project was envisioned out of a desire to create a sustainable funding source for animal rescue organization efforts around the country to help alter this grim reality.

Our mission is twofold. First, to revolutionize the idea of what an off-leash dog park is supposed to be. And second, to channel profits achieved by our park business model to help animal rescue entities across the U.S. save the lives of as many dogs as possible.



EXECUTIVE SUMMARY

Our founding premise: What if you could take your dog or dogs to a totally fun and immersive recreational experience at what may be the world's greatest dog park, and by just doing that you would also be helping to rescue other dogs around the US from euthanasia or abusive environments?

Welcome to an opportunity to become part of **VoxCanem**, a San Diego-based 501c3 non-profit corporation. The name reflects our mission to rescue dogs from euthanasia, exploitation, and abusive circumstances. *Vox Canem, A Voice for Dogs.*

No one can say definitively how many dogs are euthanized each year in the United States, but estimates range from at least 4 million to 10 million or more. If you were to line up 4 million dogs single file, nose to tail, the line from start to finish would be two thousand miles long.

VoxCanem is dedicated to raising and judiciously distributing funds to worthy dog rescue organizations throughout the United States, specifically those which have demonstrated sustained success at rescuing and rehoming dogs. This does not make us unique among canine rescue entities. What does make us unique is the way we envision funding those rescue efforts.

Our first step is to raise sufficient capital via tax-deductible donations for the construction and initial operation of what may well become known as “the Disneyland of Dog Parks.” The park, with its working name **Barkland**, will be a vast, impeccably landscaped, unparalleled canine playland filled with off-leash experiential opportunities and amenities for dogs and their owners.

After the park has opened, operating costs will be covered by a small admission fee, and 100% of profits derived from Barkland’s park operations will be dedicated to dog rescue efforts.

Thus, the pay-to-play park’s operation will yield an ongoing annual revenue stream for our mission, even as it offers visiting dogs and their owners an unequalled off-leash experience.

Capital Plan for Park Creation

As VoxCanem founders, we have invested the time and resources to develop a detailed conceptual design plan for the pay-to-play park as we envision it. We hired *Q2 Services*, an acclaimed San Diego-based real estate development consulting firm, to develop a line-item budget for the project, as detailed in the companion business plan. Based on their work, our capital acquisition target is to raise \$2 million to fund construction of Barkland.

We plan to raise the required capital through a four-pronged approach to requesting tax-deductible donations:

- **Major Corporations.** We will solicit underwriting from major corporations that have a business connection to dogs.
- **Foundations.** We will solicit grants from regional and national foundations that focus their giving to nonprofit organizations.
- **Individual Contributors.** We will directly solicit individuals identified as having a keen interest in animal rights and/or a deep affinity for dogs.

- **Crowdfunding.** We will utilize the power of the internet to reach out to dog lovers via compelling crowdfunding marketing efforts.

Interested entities and individuals will be solicited for pledged commitments that will be conditional with respect to two factors: (1) our ability to raise the entire amount of capital necessary to fund development of Barkland; and (2) our ability to secure the donation of a parcel of land necessary for the project, as described below.

Land Acquisition

Barkland is envisioned as a ten to fifteen acre fenced park, developed in accordance with high design and maintenance standards to create an environment that is aesthetically appealing, hygienic, and inviting to both dogs and their owners.

Owing to our status as a 501c3 non-profit entity, we will pursue acquisition of this tract in the form of a donated parcel. There are a substantial number of land parcels in San Diego County that are unsuitable for normal development and are owned by entities that may see value in contributing a parcel to this enterprise. For example, SDG&E controls a number of utility easements throughout the county, many in areas where population density would be favorable for a facility such as Barkland. The City, County, Caltrans and other municipal entities control similar tracts of land.

Our plan is to approach these and other entities with a well-developed request for their consideration. By showing them our vision for the park and its huge benefit as a sustainable source of funding for dog rescue efforts, and having in hand the conditional pledged commitments for the funding required for creation of the park, we believe we would present a compelling case for their participation.

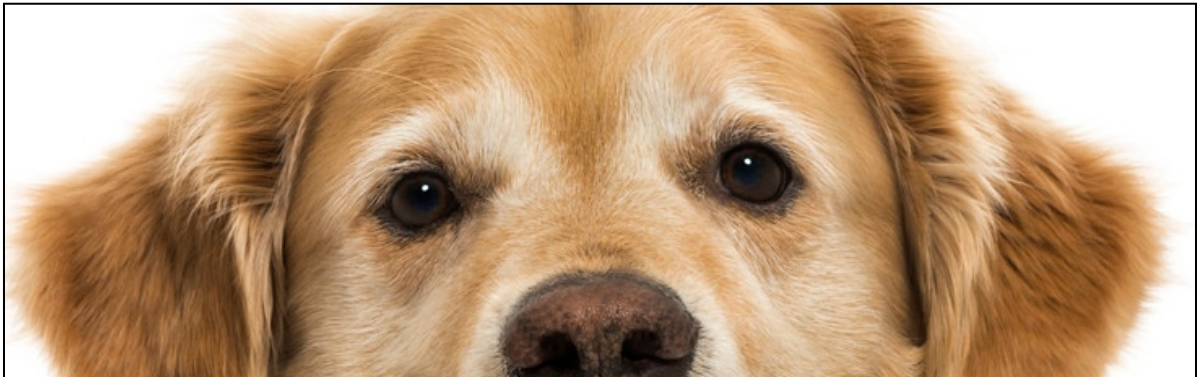
Park Design, Operation and Business Plan

The companion documents to this summary include, (a) a conceptual overview for the park design along with projected project development costs, (b) a detailed

business plan and pro forma based on anticipated annual operating costs, along with a research-based market assessment of the annual revenue potential of this venture, and (c) a description of how VoxCanem will administer and distribute available funds for dog rescue annually, along with the attendant results-based accountability standards we will apply to the rescue/rehoming efforts of those organizations receiving funds.

Despite the seemingly lofty ambitions that define our vision for both VoxCanem and Barkland, we believe this worthwhile endeavor is achievable, and believe it can and will ultimately make a dramatic difference in the number of dogs that can be saved each year in the United States, while providing visiting dogs and their owners an unparalleled off-leash dog park experience.

We can do it with your help.



For more information on the VoxCanem+Barkland project, contact:

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