

HAMBLEN COUNTY PLANNING COMMISSION

AGENDA

SEPTEMBER 5, 2023

4:00 Workshop

Public Comments

Call to Order and approval of the August 7, 2023, meeting minutes

Rezoning Request

- A.) Petra Ivis Gutierrez-2996 Cherokee Drive 37814 (02-024H-A-009.00 Midridge Lot 9)
R-1 (Residential) to A-1 (Agricultural) for an Airbnb

Other Business

Adjournment

HAMBLEN COUNTY BOARD OF ZONING APPEALS

AGENDA

SEPTEMBER 5, 2023

Public Comments

Call to order and approval of the July 3, 2023, meeting minutes

Variance of Road Frontage

- A.) Bedford Collins-664 Custard Drive Morristown 37814 (03-026-068.03 R-1)

Front Setback Variance

- A.) Craig Seal-3017 Lee Ridge Road Morristown 37814 (02-022M-A-002.00 A-1)

Administrative Interpretation

- A.) Nichole Raimondi-2134 Fernwood Church Road 37813 (05-056-075.00 A-1)
Brisby's Bed & Biscuits Dog Boarding and Treat Company
- B.) Boy Scouts of America-142 Scout Camp Rd Whitesburg, 37891 (03-003-001.00 A-1)
Requesting approval for a Federal Firearms License for the Shooting sport program

Other Business

Adjournment

Minutes
Hamblen County Board of Zoning Appeals
July 3, 2023

Members Present

Charles Anderson, Vice-Chairman
Kyle Hale, Secretary
Bill Hicks
Edgar Gray
Absent-John Hofer

Staff

Lori Matthews, Planner
Josh Cole, Planner
Tina Whitaker, Office Manager
Lindsey Horn, Clerical Assistant
Donna Massey, Adm. Assistant
Tommy McKinney, Code Enforcement

Other Guest (see attached record)

Public Comment None

Call to and Approval of the Minutes

Charles Anderson, Vice Chairman called the meeting to order. Kyle Hale made a motion to approve the June 5, 2023, minutes. Edgar Gray seconded the motion. All in favor; motion carried.

Variance of Road Frontage Request

A.) John Harper-8085 Hulls Mill Road, Talbott, 37877 (02-053-024.04 A-1)

Mr. Harper, Property owner requested a variance of road frontage due to the property being landlocked and was created prior to zoning with the required ingress and egress referenced I the deed. Kyle Hale made a motion to grant the variance located at 8085 Hulls Mill Road, Talbott. Edgar Gray seconded the motion. All in favor; motion passed.

Administrative Interpretation-Special Exception

A.) Preferred Choice Homes-5754 Fish Hatchery Rd. Morristown, 37813 (04-044-007.02 I-1)

Steve Trent, Preferred Choice Homes represented the request. Mr. Trent stated the company wants to put a display and sales of manufactured homes on the property. Lori Matthews, City Planner, recommended approval for the sales lot in the current I-1 (Industrial) zone. Kyle Hale made a motion to grant approval of the special exception for the Display and Sales of manufactured homes in the current I-1 zone. Bill Hicks seconded the motion. All in favor; motion passed.

Other Business-None

Adjournment

With no further business, Kyle Hale made a motion to adjourn the meeting. Edgar Gray seconded. All In favor; motion carried. Meeting adjourned.

Date

Signature

HAMBLEEN COUNTY BOARD OF ZONING APPEALS
ADMINISTRATIVE INTERPRETATION AND/OR VARIANCE REQUEST
Meeting Location: Main Courthouse-3rd Floor-Large Courtroom Small Courtroom
Date of Review: September 5, 2023 @ 4:30 p.m.

Date: 8-10-23
Applicant: Bedford Collins
Mailing Address: 659 Parkway Drive Morristown 37814
Telephone: (Home) _____ (Other) _____

PROPERTY IDENTIFICATION

Property Address 664 Custard Drive Morristown 37814
District 03 Tax Map 026 Group _____ Parcel 068.03
Subdivision PT. of Arthur Moore Prop Plot # _____
Zone R-1 Required Setbacks: Front 30 Sides/Rear 12/12

REGULATIONS REFERENCE

ZONING: ☒ ARTICLE: Required road frontage
SUB. REGS _____ ARTICLE: _____

ADDITIONAL INFORMATION FOR REVIEW

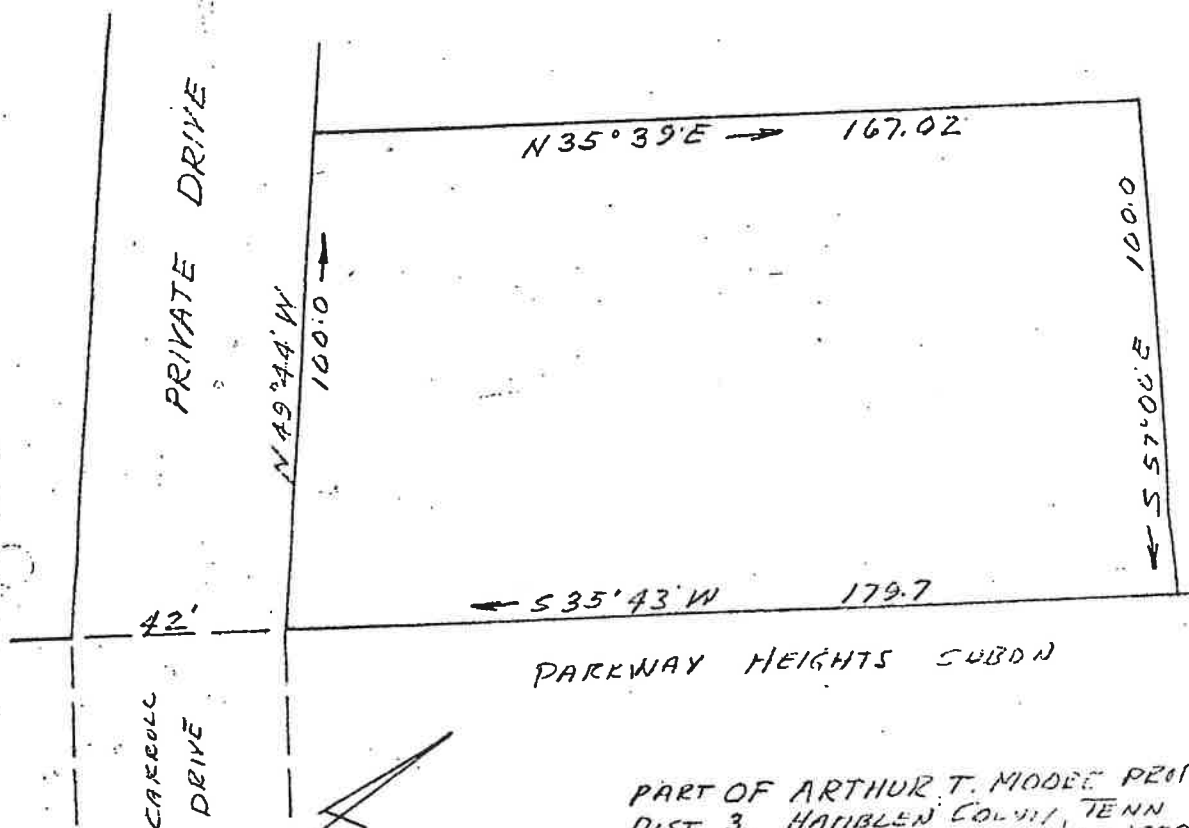
Variance of road frontage for a lot of
record.

DEED RESTRICTIONS

I understand that any approval granted by the Hamblen County Planning Commission does not release the referenced property from the requirements of private deed and/or subdivision restrictions.

On file
Applicant Signature

Received By: <u>DM</u>	Amount Paid: <u>\$ 50.00</u> <u>8/10/23</u>
Date of Public Notice on Website/ Bulletin Board:	
Date sign was placed on the property:	
Date letters were sent to adjoining property owners:	
Action of the board:	



PARKWAY HEIGHTS SUBD.

PART OF ARTHUR T. MOORE PROP.
 DIST 3, HAMILTON COUNTY, TENN.
 SCALE - 1" = 30' JULY 26, 1973
 JOE A. PITTE, SURVEYOR



ASSESSOR OF PROPERTY

KNOW ALL MEN BY THESE PRESENTS,

that for the consideration hereinafter recited, we, the undersigned, ARTHUR T. MOORE and wife, BARBARA C. MOORE, have this day bargained and sold, and by these presents do hereby bargain, sell, transfer and convey unto RAY D. THARP and wife, FRANCINE THARP, as tenants by the entirety, and to their heirs and assigns, in fee simple forever, the following described real estate:

SITUATED in the Third Civil District of Hamblen County, Tennessee, bounded and described as follows:

BEGINNING at a stake at the deadend of Carroll Drive, and corner to Parkway Heights; thence with the boundary line of Parkway Heights north 35 degrees 43 minutes east 179.7 feet to a stake; thence north 57 degrees 00 minutes west 100 feet to a stake; thence a severance line this day established south 35 degrees 39 minutes west 167.02 feet to a stake in the northern edge of a Private drive; thence with the northern edge of said private drive south 49 degrees 44 minutes east 100 feet to the point of BEGINNING, according to survey of Joe A. Pate, surveyor, dated July 26, 1973.

BEING a part of the real estate conveyed to the undersigned by deed of Clarence J. Sigler et ux, dated October 30, 1972, and of record in the Register's Office of Hamblen County, Tennessee, in Deed Book 215, at page 51.

Person responsible for the payment of taxes:

Ray D. Tharp

(name)

Rt. 7, Parkway Heights, Morristown, Tenn.

(address)

TRANSFER TAX	\$ 6.50	RECEIPT NO.	9206
MORTGAGE TAX		FILED	11:40 AM
REG. FEE	.50	DATE	8-14-73
RECORDING FEE	9.00		
TOTAL	\$ 11.00		

REGISTER OF DEEDS

This instrument was prepared by:
Taylor, Inman & Tilson
Morristown, Tennessee

TO HAVE AND TO HOLD unto them the said RAY D. THARP and wife, FRANCINE THARP, as tenants by the entirety,

and unto their heirs and assigns, in fee simple forever, the above described real estate, together with the improvements thereon, and the hereditaments and appurtenances thereunto appertaining.

AND WE HEREBY COVENANT with the said RAY D. THARP and wife, FRANCINE THARP,

and with their heirs and assigns, that we are lawfully seized and possessed of said real estate; that we have a good and valid right to sell and convey the same; that said real estate is free from all encumbrances

and that we will forever warrant and defend the title thereto against the lawful claims of all persons whomsoever.

The consideration for this sale and conveyance is as follows: One Dollar and other good and valuable consideration, the receipt of which is acknowledged.

WITNESS our hands on this 3rd day of August, 1973.

Arthur T. Moore

Barbara C. Moore

STATE OF TENNESSEE
COUNTY OF HAMBLEN

Before me, a Notary Public in and for the state and county aforesaid, personally appeared ARTHUR T. MOORE and wife, BARBARA C. MOORE,

the within named bargainors, with whom I am personally acquainted and who acknowledged that they executed the within instrument for the purposes therein contained.

WITNESS my hand and official seal at office in said county, this 3rd day of August, 1973.

My commission expires:

7-15-77

W. R. Powell
Notary Public

I hereby swear or affirm that the actual consideration or true value of this transfer, whichever is greater, is \$ 2500.00.

Sworn to and subscribed before me, on this 6th day of August 1973.
My commission expires 7-15-77

Ray D. Tharp
W. R. Powell
Notary Public or Register of Deeds

**HAMBLEN COUNTY BOARD OF ZONING APPEALS
ADMINISTRATIVE INTERPRETATION AND/OR VARIANCE REQUEST**

Meeting Location: Main Courthouse-3rd Floor-Small Courtroom
Date of Review: Sept. 5, 2023 @ 4:30 p.m.

Date: 7-14-23

Applicant: Craig Seal

Mailing Address: 7308 Lakeshore Rd. Rutledge 37861

Telephone: (Home) _____

(Other) 423-312-5956

PROPERTY IDENTIFICATION

Property Address 3017 Lee Ridge Rd. M'town 37814

District 02

Tax Map 022M

Group A

Parcel 002.00

Subdivision Paradise Ridge

lot # 2

Zone A-1 Required Setbacks: Front 30 Sides/Rear 10/10

REGULATIONS REFERENCE

ZONING: x

ARTICLE: front setback requirements

SUB. REGS _____

ARTICLE: _____

ADDITIONAL INFORMATION FOR REVIEW

Requesting a 14ft front setback variance
due to the space needed for the primary
and secondary septic, and the size and
shape of the house.

On File

Applicant Signature

Received By: <u>DM</u>	Amount Paid: <u>\$50.00</u>
Date of Public Notice on Website/ Bulletin Board:	
Date sign was placed on the property:	
Date letters were sent to adjoining property owners:	
Action of the board:	

Tina Whitaker

From: Craig Seal <lcsael24@aol.com>
Sent: Saturday, July 29, 2023 9:31 PM
To: Tina Whitaker
Subject: Variance

CAUTION: This email message originated from outside of Hamblen County Government. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Tina, this is Craig and Brittany Seal. We are sending the information regarding our request for a variance. The variance we are asking for is for property 3017 Lee Ridge RD Morristown TN 37861 (Paradise Ridge lot 2). We are requesting to move our future house forward 14 ft. This is 16 ft behind the property line, and also 28 ft behind the curb. The reason we are asking for this is due to the space needed for our primary and secondary septic. The septic is for a 3 bedroom house. Due to the size and shape of our house and considering how small the lots are, we feel a variance is needed. We look forward to meeting with you in September.

We will also be sending a separate email with a link to our property.

Thanks!

Craig and Brittany Seal

Sent from my iPhone

HAMBLLEN COUNTY BOARD OF ZONING APPEALS
ADMINISTRATIVE INTERPRETATION AND/OR VARIANCE REQUEST

Meeting Location: Main Courthouse-3rd Floor-Large Courtroom Small Courtroom
Date of Review: Sept 5, 2023 @ 4:30 p.m.

Date: Aug. 7, 23

Applicant: Boy Scouts of America (Thomas Bazar)

Mailing Address: 129 Boone Ridge Drive Johnson City 37615

Telephone: (Home) _____ (Other) 907-669-

PROPERTY IDENTIFICATION

Property Address 142 Scout Camp Road Whitesburg 37891
District 03 Tax Map 003 Group - Parcel 001.000
Subdivision Stone Mtn. Dev. lot # 1-5
Zone A. Required Setbacks: Front _____ Sides/Rear _____

REGULATIONS REFERENCE

ZONING: ✓ ARTICLE: Adm. Interp.
SUB. REGS _____ ARTICLE: _____

ADDITIONAL INFORMATION FOR REVIEW

Requesting approval for a federal firearms
license for their shooting sport program.

DEED RESTRICTIONS

I understand that any approval granted by the Hamblen County Planning Commission does not release the referenced property from the requirements of private deed and/or subdivision restrictions.

on file
Applicant Signature

Received By: <u>DM</u>	Amount Paid: <u>\$ 50.00</u>
Date of Public Notice on Website/ Bulletin Board:	
Date sign was placed on the property:	
Date letters were sent to adjoining property owners:	
Action of the board:	

Thomas Bazor

From: Greg Leitch
Sent: Monday, August 7, 2023 11:30 AM
To: Thomas Bazor
Subject: Zoning Notes

I would recommend the following...

"Shooting sports programs are a vital part of the summer camp education experience. Attendance at Camp Davy Crockett has grown to a level where having a Federal Firearms License will help the camp secure necessary items in a timely manner. Scouting volunteers will have access to the services to support their involvement with local Scouting events at camp."

Greg Leitch | Scout Executive / CEO

BOY SCOUTS OF AMERICA
Sequoyah Council

129 Boone Ridge Drive
Johnson City, TN 37615
P 423-952-6961
GregW.Leitch@scouting.org



The City of Morristown

Community Development & Planning



TO: Hamblen County Board of Zoning Appeals
Mrs. Tina Whitaker, Planning Director

FROM: Lori Matthews

DATE: September 5th, 2023

REQUEST: Administrative Interpretation

The Boy Scouts of America is seeking a special exception to operate a shooting range and provide ammunition sales at 142 Scout Camp Road in Whitesburg. The site is zoned A-1 (Agriculture and Forestry) which allows for an array of agricultural uses and what would be considered as neighborhood business type uses such as grocery stores, drug stores and veterinary clinics.

The subject site is 800 acres in size. As the Boy Scouts have a campground **on-site**, which would be **the principle** use, a shooting range would be considered an accessory or incidental use to the campground, as **would be** a swimming pool, **fishing**, nature trails, etc. This being said, Staff would **see ammunition** sales being also an accessory or incidental use to the campground. Many campgrounds have small on-site markets which **sell anything** from food to fishing tackle; ammunition sales would amount to the same thing.

Therefore, Staff would recommend the sale of ammunitions from the Boy Scouts of America be approved by the Board of Zoning Appeals.



HAMBLLEN COUNTY BOARD OF ZONING APPEALS
ADMINISTRATIVE INTERPRETATION AND/OR VARIANCE REQUEST

Meeting Location: Main Courthouse-3rd Floor-Large Courtroom Small Courtroom
Date of Review: Sept. 5, 2023 @ 4:30 p.m.

Date: 7/7/23

Applicant: Nichole Raimondi / Frank Raimondi

Mailing Address: 2134 Fernwood Church Rd Morristown, TN

Telephone: (Home) 423-307-0877 (Other) _____

PROPERTY IDENTIFICATION

Property Address 2134 Fernwood Church Rd Morristown, TN
District 05 Tax Map 056 Group _____ Parcel 075.00
Subdivision N/A lot # N/A
Zone A-1 Required Setbacks: Front _____ Sides/Rear _____

REGULATIONS REFERENCE

ZONING: ✓ ARTICLE: Adm. Interp / Special Exception
SUB. REGS. _____ ARTICLE: _____

ADDITIONAL INFORMATION FOR REVIEW

Business Plan Attached
Previous Permit Attached

DEED RESTRICTIONS

I understand that any approval granted by the Hamblen County Planning Commission does not release the referenced property from the requirements of private deed and/or subdivision restrictions.

Nichole Raimondi
Applicant Signature

Received By: <u>Dm</u> <u>7-28-23</u>	Amount Paid: <u>50.00</u>
Date of Public Notice on Website/ Bulletin Board:	
Date sign was placed on the property:	
Date letters were sent to adjoining property owners:	
Action of the board:	

Business has been open 2 months
and office has not rec'd any complaints.

The City of Morristown

Community Development & Planning



TO: Hamblen County Board of Zoning Appeals
Mrs. Tina Whitaker, Planning Director

FROM: Lori Matthews

DATE: September 5th, 2023

REQUEST: Administrative Interpretation

Ms. Nichole Raimondi is requesting approval of a dog boarding facility to be located at 2134 Fernwood Church Road which is zoned A-1 (Agriculture and Farming). The 7-acre parcel is located just north of the East Tennessee Progress Center (industrial park) but is outside the Urban Growth Boundary area.

Currently, the majority of the site is wooded with a single-family residential house and two-accessory structures located close to Fernwood Church Road. Ms. Raimondi intends to utilize the accessory structures for both full-time and part-time boarding and training of dogs.

Animal boarding, while not a use listed, is generally considered to be an accessory use to those principal land uses which are allowed under the County's A-1 district, such as vet clinics or agricultural uses, therefore, Staff would recommend this special exception be granted.





(1 of 3)

Parcel ID: 032056 07500

Property Owner: RAIMONDI FRANK

Subdivision:

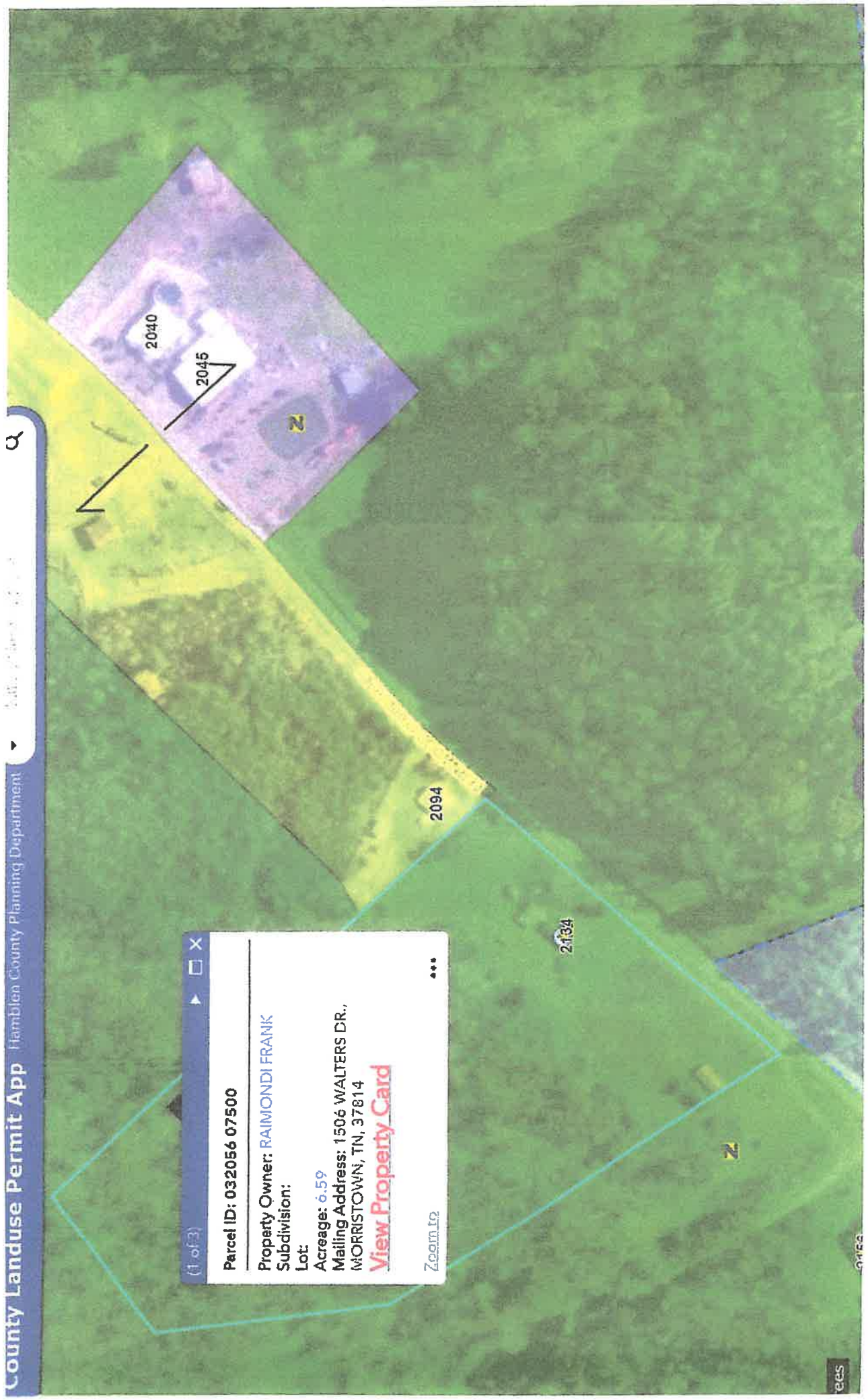
Lot:

Acreage: 6.59

Mailing Address: 1506 WALTERS DR.,
MORRISTOWN, TN, 37814

[View Property Card](#)

Zoom to



Minutes
Board of Zoning Appeals Mr
August 3, 2020

BOARD OF ZONING Appeals
Minutes
August 3, 2020

Members Present

John Hofer, Chairman
Charles Anderson, Vice-Chairman
Kyle Hale, Secretary
Bill Hicks
Edgar Gray

Staff

Josh Cole, City Planner
Lori Matthews, City Planner
Tina Whitaker, Department Manager

See Planning Commission minutes for sign in sheet

Approval of the minutes

The minutes of the July 20, 2020 meeting were approved upon a motion by Kyle Hale and seconded by Edgar Gray. All voted in favor. Motion carried.

Variance of Road Frontage

a.) Shane Voelker-Cordell Hull Drive Morristown, TN. 37814 (02-024-089.03)

Shane Voelker represented the request. Charles Anderson made a motion to grant the variance of road frontage for parcel 089.03 that is landlocked and is served by a deeded easement created prior to 1990. Kyle Hale seconded. All were in favor. Motion carried.

Customary Home Occupation

a.) Martin Arteaga-243 Sequoyah Drive (05-0500-C-013.00 R-1 Zone)

No action taken-Board advised Mr. Arteaga that someone had to reside in the home before an approval could be granted. Josh Cole, City Planner, advised Mr. Arteaga that a city business license could be issued for 522 Walters Drive (his current residence while the home on Sequoyah Drive is remodeled) and then closed once the home is completed and the a Customary Home Occupation and County Business license could be issued. Staff requested a refund be issued to Mr. Arteaga due to no action taken by the board.

Administrative Interpretation

a.) Kim Dunn-Smoky Mountain K9 Sports-987 Central Church Road (02-032-118.00 R-1 Zone)

Kim Dunn & Dan Cliff represented the request to expand the existing business, established in 2018, to include a new 40x80 building to conduct obedience training, a doggy day-care, boarding and canine competitions events. Lori Matthew, City Planner, recommended a special exception be granted with the following stipulations: a site plan to be submitted showing location and size of building-with no further expansion, the new structure to be constructed as far as possible from any residential home, 6' to 8' evergreen trees planted as a noise and visual buffer, limitation of 20 dogs to be boarded at one time, traffic control for all events, notification to the planning office of upcoming events-date and times, building permits and inspections for all existing and future structures. Also note that if all requirements are not met or complaints are received an additional review will be required and the board can void the approval. Kyle Hale made a motion to approve the request with the stipulations listed on the Special Exception and all required building permits and inspections issued. Edgar Gray seconded. All were in favor. Motion carried.

Other Business

Staff requested a refund be issued for Mr. Arteaga due to no action taken by the board.

No. 733

Kennel Permit
Public ☒ Private ☐

Knoxville Animal Control Board

Shadow's Corner
Establishment

Melissa Nicole Hammond
Owner and/or Operator

247 W. Young High Rk
Address

Knoxville
City

Tennessee
State

37920
Zip

is hereby granted permission to establish, maintain and operate a

Dog Daycare
type

Knoxville, Tennessee under and in accordance with Regulations Governing Kennels in Knoxville.

issued 04/15/21 at Knoxville, Tennessee
Date

N. Powell
Inspector

Kath Vogue
Animal Control Administrator

This permit is issued subject to conditions in application and is valid until suspended or revoked by the Animal Control Board. This permit is non transferrable and must be kept posted in a conspicuous place.

Brisby's

EST.



2023

Bed & Biscuits

Dog Boarding and Treat Company

Business Plan

Brisby's Bed & Biscuits

2134 FERNWOOD
CHURCH RD
MORRISTOWN, TN

Doggie Daycare,
Boarding & Treats

NICHOLE RAIMONDI
423.307.0877

Contents



Summary	03
About The Owner	04
Goals	05
Services Offering	08
Marketing Plan	09
SWOT Analysis	10
Client Reviews	11
Notes and Thoughts	12

Summary

Hi! I'm Nichole Raimondi and I would like to present to you Brisby's Bed & Biscuits.

How it started:

While in college at UT for Animal Science/Pre-Vet, I ran my very own in home boarding and daycare facility in the city of Knoxville.

I was the first individual located within the city to be given a license and permit to do so. I called it Shadow's Corner. It was very successful however I wanted to move back home to Morristown so I had to shut it down. Permit attached. Shadow was a Retired K9 from Hamblen County Sheriff's Department that was given to me to care for during his final years. It was truly an honor.

Fast forward to today, I am now back in Morristown and live on 7.5 acres in the county. I am also a Realtor and I specifically chose this property to turn it into doggy paradise. There are at home businesses all down my road from fresh eggs, mechanics to a greenhouse, so I am hopeful to be able to bring my services and expertise to the area.

Here's a little bit about me and my experience.

Let's begin...

About The Owner

I was born and raised in Morristown, Tennessee and came out of the womb as an avid animal lover. I attended West High School and followed my high school degree with a Bachelor's in Animal Science from The University of Tennessee. During my 6 years of living in Knoxville I worked at Bluegrass Animal Hospital as well as Dogwood Animal Hospital as a Veterinary Technician. After deciding I did not want to pursue Vet School, I moved back to Morristown and continued my Real Estate career. After a few months of being back I got offered a job by Kayla Yeary at Sublime K9 Training & Boarding to become a trainer. She is also a K9 Handler for Jefferson County.

I have 10 personal dogs myself that I do sports with such as Protection K9, Agility, Stunts, Tricks and plenty others. I also train the shelter dogs for Morristown Humane Society in my free time to help them get adopted.

With Sublime K9 I currently do board and trains as well as boarding for the company. Since I have begun, I have had several clients from Shadow's Corner reach out asking for boarding. I have always boarded dogs for friends and family and now that I have my set up complete I would like to open my services to the public. As I said, I am a realtor, the biggest complaint I get about Morristown is there is NOWHERE good for dogs to board and get daycare where they are not in a cage all day. I can change that and slowly have. So here I am today wanting to do Brisby's Bed & Biscuits.



Nichole Raimondi

Realtor, K9 Trainer & Business Owner



Goals

The goal of Brisby's BnB is to offer a service that Morristown does not have: At home boarding and daycare for dogs. We have had several individuals absolutely head over heels when their dog stays with me due to this reason. Nobody wants their dog stuck in a kennel most of the day and only being let out twice a day. That is no fun!

Goal 1:	At Home Feel
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Goal 2:	Safety & Happiness of dogs
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Goal 3:	Client Satisfaction
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Goal Breakdown

Here at Brisby's BnB dogs are kept in a climate controlled building. The building also has a TV, Ceiling Fans and Air Purifier. Dogs are let out in 30 minute rotation play groups throughout the day. We have 4 holding pens while dogs wait for their turn to play in the dog yard as well as a puppy pen. If it is very hot out dog's are rotated in 15 minute play groups.

Dogs receive breakfast, lunch and dinner. Lunch is from 12-1pm and during this time this is also quiet time. The biggest compliment we get is how quiet our kennel is. This is because the dogs are able to play and get their energy out that when it is time to go in and relax, they relax!

The dog yard is equipped with a pool area and 2 potty yards. the potty yards help keep the main area clean, although poop is scooped 3 times a day. The dog yard has electric wire on the bottom to prevent digging. It also has a double entrance to prevent dogs escaping when bringing dogs in and out.

Since I have been in this area of work since I was 15, I have it down to a science. My clients love it.

◆ Things To Think About

I have been doing this for years.

I had my kennel permit as well as daycare and boarding license in Knoxville.

I have an Animal Science Degree focused in Pre-Vet.

I am a Dog Trainer.

I have a great public reputation.





Mission

Our Mission is to offer Morristown and surrounding areas a fun, safe and home like environment for their dogs while they are away!

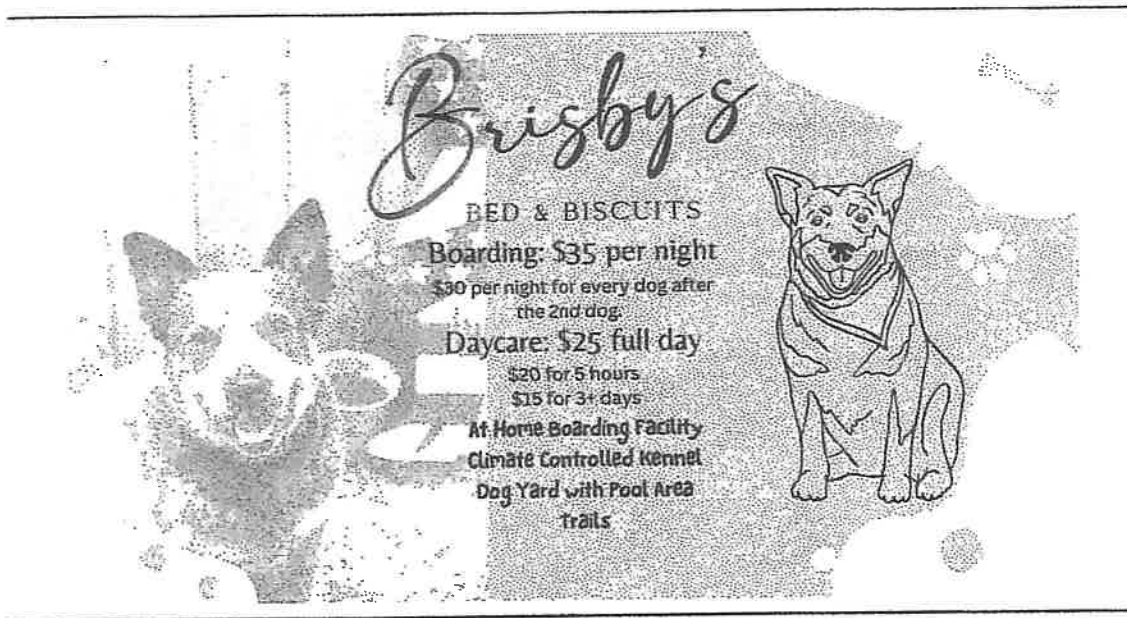
You can always trust they are safe with us and our reviews tell that!



Vision

Our vision is to hopefully build a larger and nicer building. The newer building will have a training room, grooming room, as well as in and out kennels and a play yard!

Help me make my dreams come true!



Service Offering

Here at Brisby's BnB, we offer Boarding, Daycare and we also make some tasty and healthy homemade treats! When I started training and boarding for Sublime, my Knoxville clients started reaching out and begged me to do this. Here we are! My furthest client is from West Virginia! People love what we do here. you will too. We have had nothing but success!

Dogs are required to show proof of Rabies, Distemper, Lepto and Kennel Cough Vaccines.

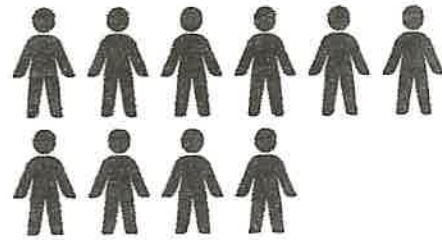
Boarding	Long term and short term boarding
----------	-----------------------------------

Daycare	Bring your dog to play for the day
---------	------------------------------------

Homemade Treats	What dog doesn't love treats?
-----------------	-------------------------------

Marketing Plan

So far our main marketing scheme is Facebook however we barely have to market due to word of mouth and my career as a dog trainer and realtor. People call ME! This tells me this is a very wanted and needed business for our area and that we are great at what we do! This will help Morristown grow even more!



My next marketing scheme would be a billboard as I have done one for real estate and it did very well!



SWOT Analysis

Strengths

- My experience in animal care
 - Our dog friendly and savvy staff
 - Reputation and Reviews
-

Weaknesses

- We need a bigger building but we must get this passed before being given a permit to do so.
-

Opportunities

- Growth of Morristown
 - We have nothing like this around the area
-

Threats

- All Dogs in Jefferson City
 - Although a lot of their clients have been calling me



Client Reviews

We are a 5 star BnB

I was really nervous about boarding our pups for our vacation, as usually family watches them for us when needed. Brisbys was incredible with our babies! From scheduling to pick up! We were given updates throughout the week and communication was easy and welcomed. They had a blast! We were able to enjoy our vaca without worrying about them. They got plenty of play time and socialization while we were gone! We never doubted their safety. We will continue to use Brisbys! 10/10 for sure!

-Dani B

My dogs have the best time with Nicole at Brisby's BnB! I have been using her for dog boarding for multiple years and my dog is never happier! I 10/10 recommend letting your dog go for a stay! I'll be boarding with her again and leaving my dogs for a month long term stay, and I wouldn't trust anyone else!

-Katlyn L

My dog stayed overnight for five nights, and she absolutely loved it. She's been home for two days and she seems actually kind of sad that she misses being there! I will be definitely looking into daycare for her there a few times a week. They sent me pictures and videos. They are friendly, accommodating staff, and it's more of a homey feeling like leaving your dog with a family member than a big dog kennel! She got spoiled there and got a homemade treats! Cant say enough good things about here! also a plus every time we have boarded her she's came home smelling pretty bad and she did not smell at all!

-Nicoletti R.

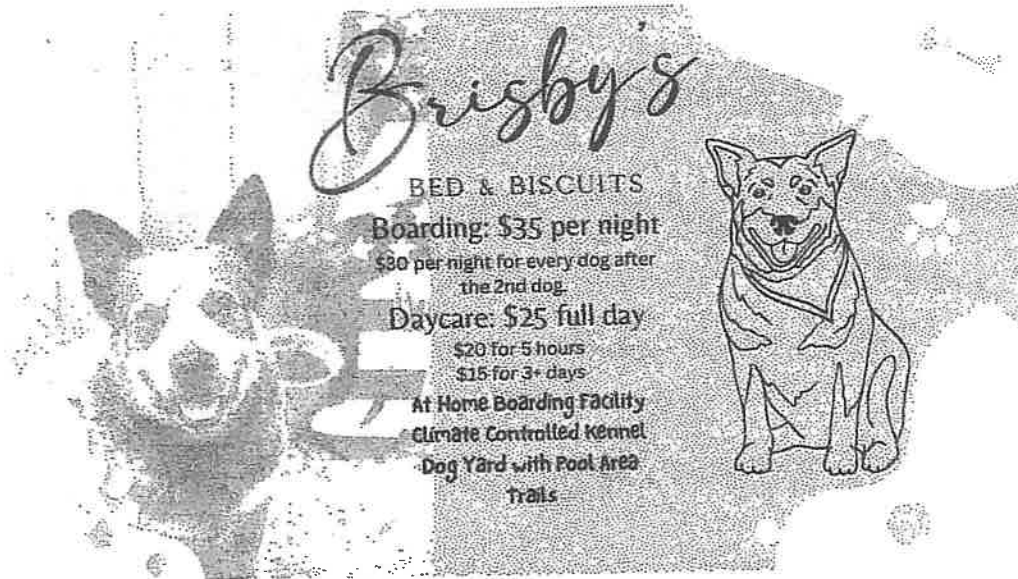
Notes and Thoughts



Altogether Brisby's BnB is and will be an asset to Morristown. Not only do we have a great reputation with as small as we are now, but we can grow and bring even a better reputation. This is my absolute dream. I was able to do it in Knoxville and was very successful and I would love to bring this to my hometown here in Morristown. This is a business that nobody thinks about doing which is why we lack in this aspect in Morristown. We are good at what we do and I am a go getter and avid animal lover. I hope you find my small business as an asset and allow me to make it big.

Thank you for your time.

-Nichole R.



Brisby's

BED & BISCUITS

Boarding: \$35 per night
\$30 per night for every dog after the 2nd dog.

Daycare: \$25 full day
\$20 for 5 hours
\$15 for 3+ days

At Home Boarding Facility
Climate Controlled Kennel
Dog Yard with Pool Area
Trails

Brisby's Bed & Biscuits

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**In loving memory of K9
Shadow of Morristown
Sheriff's Department.**

**Thank you for your
service buddy!**
