



BAYVIEW BARK 

Smart for you, fun for your dog

CLIENT BRIEF

Jeanne Salmon

Brand and Media Strategies

September 24, 2022



CLIENT BRIEF OVERVIEW

- Who is Bay View Bark?
- What does Bay View Bark do?
- Client Demographics
- What makes Bay View Bark special?
- Unique to Bay View Bark
- Brand Attributes
- Competitors





WHO IS BAY VIEW BARK?

Bay View Bark is a locally owned and operated dog day care in the Bay View neighborhood of Milwaukee, WI. They take pride in their high quality of care for dogs who come to them for day care, overnight stays, training, and grooming. The attentive staff and strict safety standards place Bay View Bark at the head of the pack when it comes to outstanding pet care.

Their mission is, "Providing compassionate care and a safe environment to every dog in our care. Engaging the dogs with friendly handling staff and a cohesive training team for the best doggy day care and boarding experience in the industry." Since their founding in 2011, Bay View Bark has continuously worked to improve their services, facilities, and experiences for their clients.

Bay View Bark believes that continued daily training allows dogs to thrive, and be better behaved both at day care and at home. Each dog receives 10 minutes of one-on-one training with a certified handler everyday, along with plenty of supervised group play with other dogs at the facility. They like dogs to leave at the end of the day happy and tired.

Founded by Julia Kaminecki, a longtime kennel technician and dog walker, Bay View Bark serves the dense Bay View and Downtown Milwaukee areas and the many four-legged friends who live there. Kaminecki has surrounded herself with a talented group of women to run the business, and maintain quality programming for the dogs who visit each day.

The staff of Bay View Bark come from a variety of different backgrounds, but they all share one thing in common: a deep love of dogs and knowing the value of animal companionship. They realize that many people view their dogs as family members, and seek the best care for their "fur babies" when they must be away. The staff treat the dogs as their own.

During a typical day, roughly 80-90 dogs will visit the facility, and there is currently a waitlist for new dog families. Bay View Bark worked hard to keep the business afloat and open during the pandemic, and has made the safety of their staff and patrons their topmost priority. Having only one location has allowed Bay View Bark to specially tailor their services to their client's needs.



WHAT DOES BAY VIEW BARK DO?

Smart Doggy Day Care

Structured daily care for dogs that includes group play, one-on-one training, and designated downtime. Dogs are always supervised, and are placed with other similarly sized and temperament dogs for play groups each day. This allows the dogs who like to be rougher to be together, and the more shy ones to have a more laid back playgroup of their own. Smart Day Care costs \$41.50 per day for the first dog, and \$40.00 for a second dog.

Stay & Play Overnight Care

Overnight or longterm boarding is available with 24/7 staff monitoring so pets can safely stay while their families are away. Guest dogs are provided with a private room, raised orthopedic bed and bedding, food and water dishes, toys, and temperature controlled rooms. They receive all the benefits of Smart Doggy Day Care, with additional attention given for late night and early morning potty breaks. Stay & Play Overnight Care costs \$66.00 per night, and \$60.00 for a second dog.

Dog Training

Positive reinforcement and rewards based training methods are at the heart of Bay View Bark's program philosophy. The Smarty Pants Puppy Class is a basic introductory course that socializes and works on basic skills like house training, manners, and leash control. The Smart Dog Level 1 classes work on obedience, relationship building, and ignoring distractions. The Smart Dog Level 2 is a master obedience course. Classes cost \$185.00/dog.

Dog Grooming

Dogs are treated to a day at the spa with Bay View Bark's experienced groomers. Services available include Full Grooms, Bath and Brushes, nail clipping and filing, ear cleaning, teeth brushing, and gland expression. Safety is very important at Bay View Bark, and dogs are welcomed into their quiet and secure grooming space. Each dog who visits the groomer also receives a complimentary blueberry facial. Prices range from \$10.00-\$120.00 depending on the service and dog size/coat type.



CLIENT DEMOGRAPHICS

Gender

While client information is confidential, a grand majority of the reviews left for Bay View Bark have been written by women. As a female owned and operated business, it is certainly a draw.

Age

Generally speaking, younger college aged people can't afford to take their pets to doggy day care, and this service is geared towards working aged professionals who need carer for their dogs during the day or while traveling for longer periods.

Race

Bay View is roughly 79% White, 14% Hispanic, 3% African American, and 4% other, so statistically speaking the clients of Bay View Bark are likely predominately white.

Income Level

Doggy day care is not inexpensive, and is very much a luxury service. Although not all dogs attend daycare everyday, there are discounts available when purchasing multiple days of care in advance.

Geographic Area

Bay View Bark serves the Bay View neighborhood, the 3rd and 5th Wards, Downtown Milwaukee, the South Side, St Francis, South Milwaukee, and Cudahy. It is conveniently located just off of I-43 between Lapham and Beecher, making it accessible from other areas as well.

Type of Dogs

Puppies, adult, and older dogs are welcome at Bay View Bark, though dogs with serious behavioral issues are not able to be accommodated.



WHAT MAKES BAY VIEW BARK SPECIAL?

Being a small company with only one location, Bay View Bark is able to be flexible to meet the needs of their clients. The people who bring their dogs to Bay View Bark love the place, and have lovely things to say about it.

TESTIMONIALS

"We love BVB! Our Goldendoodle has been going for over a year now and we have had nothing but amazing experiences with them. Jack loves the staff, goes crazy (excited) when we pull up and has been doing so well with his training at home thanks to the daily training he gets at daycare. We highly recommend them for daycare, overnights (24 hour staff!!) and grooming!"

-Trinni Torres

"Both my dog (Louie) and I love Bay View Bark! Louie is always so excited when we pull up for morning drop off. The staff is reliable, friendly and really go above and beyond when caring for the dogs."

-Nicole Picchietti

"Bay View Bark is the absolute best. My dog has been going there for daycare for years and it's a huge part of why he is the well-socialized, happy boy that he is. The entire staff is friendly, knowledgeable, and helpful. We love the report cards and the fact that they know who our dog's best buddies are."

-Adele Loria

"My dog LOVES going here for boarding and he is always relaxed and happy when I pick him up. The staff is so friendly and knowledgeable. They do an excellent job of managing special medication and food needs, and also managing dogs with behavioral issues. I wouldn't take him anywhere else!!"

-Mallory Willkom

"Hotdog loves Bay View Bark! You can tell that the staff really love the Dogs. My dog gets so excited to go to day care. It's a really happy environment for the dogs."

-Paul Stoehr



UNIQUE TO BAY VIEW BARK

Behavioral Assessments

Every dog who comes to Bay View Bark must first complete a behavioral assessment to determine the dog's ability to be able to integrate into the pack. The assessment includes body handling to make sure the dog can be touched and can tolerate being leashed; group interaction with a handpicked playgroup to see how the dog interacts with others; and a crate test to observe the dog and make sure they are okay with it.

Health Requirements

Bay View Bark takes vaccinations, parasite tests, and preventative medicines very seriously. All dogs must be healthy and free of all contagious conditions and parasites. Dogs must be fully recovered from injuries, surgeries, and procedures before returning to or attending Smart Doggy Day Care or Stay and Play Overnight Care. Puppies under 5 months of age have modified requirements. These stringent measures are in place to ensure that disease does not spread between the pups of Bay View Bark.

Safety and Wellbeing

Just like people, dogs need their personal space while in transition during drop off and pick up, and a set of rules and etiquettes have been set up to help the process go smoothly. Dogs must arrive wearing a quick release collar, a harness if they use one, and a non-retractable leash. Metal collars, chains, and leashes are not permitted. Passing through the lobby is a great opportunity to practice the training the dogs learn each day.

Very Happy Dogs

When dogs leave Bay View Bark each day, they go home healthy, tired, but happy. With a mix of constructive playtime, one-on-one training sessions, and scheduled quiet time in their crates, dogs receive ample enrichment each day at day care. When dogs stay over night, they will of course miss their humans, but the staff at Bay View Bark are right there all night long to comfort them if needed. With a beautiful and comfortable facility, dogs at Bay View Bark will find their home away from home.



BRAND ATTRIBUTES

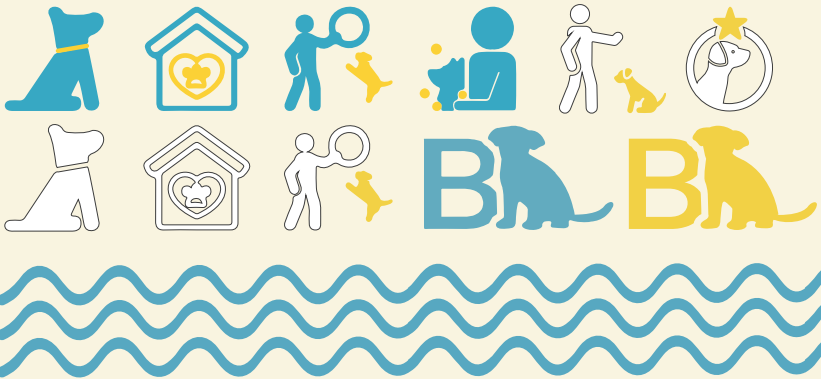
Logo



Color Palette



Icons



Imagery



Typography

Inter Semi Bold- Logos and Headers
Poppins- Headers and Body Copy
Baloo Thambi 2- Slogan



COMPETITORS



Central Bark
Southeastern Wisconsin and Northern Illinois

Central Bark is a chain of doggy day care and grooming centers around Southeastern Wisconsin and Northern Illinois. It is a franchise, and therefore a larger corporation, but is slightly lower priced for their daily rates.



Dog City Hotel and Spa
Saint Frances, WI

Dog City Hotel and Spas is a luxury center for doggy day care, grooming, and overnight stays. Being outside the city a bit, their prices are very competitive and are close to the airport. They want to pamper your dog.



Dogtopia
East Side Milwaukee, WI

Located in the heart of the East Side and close to the hospital, Dogtopia offers a full range of services for doggy day care, overnight stays, and grooming at competitive prices. Their discounts for purchasing multi-day passes seem to be the best deal of them all.



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MOODBOARDS

Jeanne Salmon

Brand and Media Strategies

September 28, 2022

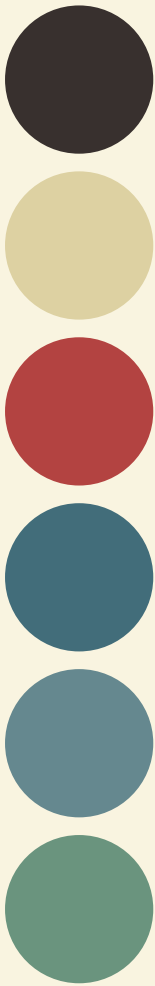


Brand Direction No. 01

Old School Dog School

Bay View Bark offers daily training and special training classes, but has not really capitalized on their Training School. The type of client that would be attracted to this theme are people who consider themselves “dog parents,” because they would see their dogs as going to school everyday to learn, rather than just going to daycare that also does some training each day.

The target demographics for this theme are working adults with and without kids, aged 30-50 with disposable income but busy schedules. They have a desire to provide both enrichment and care for their dogs during the day, which is why they send their dogs to school rather than just doggy daycare. With a focus on training, the facility will resemble a welcoming retro themed after school program, where dogs can learn and play and go home tired and happy. This clientele doesn’t mind paying a little more for the experience.



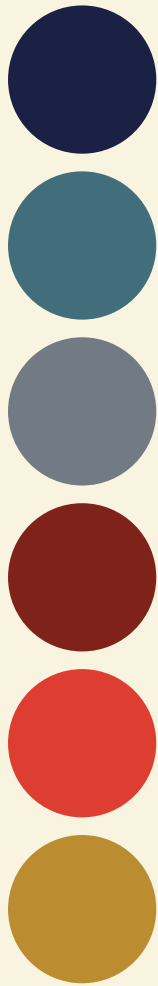


Brand Direction No. 02

The Rockabilly Diner

With the look and feel of an old diner in mind, this theme positions Bay View Bark to be a community center for humans and dogs to gather, rather than just a place to drop your pet for the day or week. The type of client that this would appeal to is the typical Bay View scenester, hip and cool with an appreciation for the styles of the past. A Rockabilly theme would give Bay View Bark a fun, rockin' personality.

The target demographic for this illuminated theme is working professionals, leaning blue collar and service industry, ages 30-65, with disposable income and a desire to be involved in their communities. Tattoos, cool haircuts, and denim are all welcome here. This theme goes in the opposite direction of the cutesy corporate design that many competitors currently use; since it is a single location it is meant to be one of a kind, a place where people want to gather, not immediately leave after they pick up their dogs.



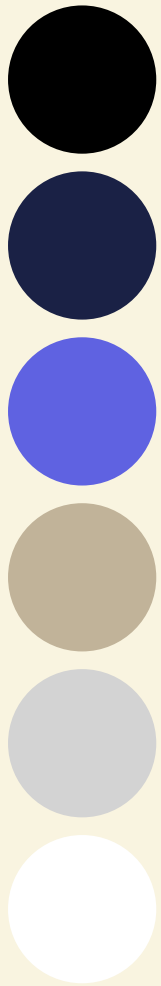


Brand Direction No. 03

The Spa Retreat

Appealing to those who love to treat themselves to a day at the spa, the design style draws in clients who expect a clean but modern high end experience. We all know a day at the spa is not inexpensive, and this will take the great work Bay View Bark does to the next level by giving the brand some legitimacy with new clients as an upscale daycare retreat for dogs.

The target demographic for this theme is women aged 35-50 from high income households who have dogs like Goldendoodle that require frequent grooming. This theme appeals to dog owners who would prefer to have their dog’s grooming needs taken care of while they are at daycare rather than having to book a separate appointment. This type of client wants to pamper their pet, and is willing to spend the money to do so. The Luxury Spa theme will launch Bay View Bark as a top tier groomer.





Brand Direction No. 04

The Hostel

Looking at Bay View Bark, one could argue it is much like a hostel with communal areas, private or shared accommodations, and plenty of fun to be had. Hostels come in a range of qualities, and this would be a higher end one, the kind with lots of amenities. The clientele who would be drawn to this type of branding are people who want to drop their dogs off each day for a little adventure and to make new friends. This isn't just a dog daycare, it's a community where dogs can live their best lives with their dog buddies instead of being stuck at home alone.

The target demographic for this theme is working parents and adults, aged 40-55, higher income earners who likely enjoy traveling. Dogs can "tour" through the groomers while they are at daycare, making life a lot easier for those with human kids and busy schedules. This type of client is looking for an experience rather than just a place to leave their dog.





Brand Direction No. 05

The Boutique Hotel

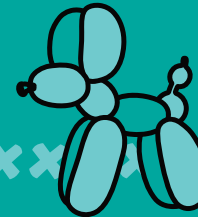
The wonderful thing about boutique hotels is that they are one of a kind, each one has it's own personality. This theme appeals to a client base who is willing to pay more to have a unique experience and to be surrounded by elegance. Pulling from luxurious boutique hotel design of the past and present will give clients the sense that they are part of a special club where dogs are pampered and treated with care.

The target demographic for this theme is affluent adults, age 30-60, who love to spoil their dogs and have high standards of quality. They also expect a lot of personal attention for both themselves and their dogs, and a Doggy Concierge at Bay View Bark will available to assist 24/7. The Spa will also attract people wanting to have the convenience of having their dog groomed while at daycare, saving time, and will help draw in clients from the suburbs as well. This one of a kind space will be gorgeous.





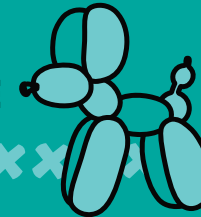
STYLE GUIDE



Jeanne Salmon

Brand and Media Strategies

October 8, 2022



STYLE GUIDE OVERVIEW

+ Theme:

With a new look and style, Bay View Bark is rebranding as a 24-hour private “diner” for dogs. It will appeal to local working and retired clientele ages 35-70 with disposable income. It will be remodeled so the lobby has the feel of a modern but cool lunch counter or dive bar, with a small gift shop stocked with toys, accessories, seasonal wear, and anything that might have been forgotten for overnight stays. It will also have a doggy “cafe” with high end dog foods and special locally sourced treats. It will be a community meeting place for dogs and their humans! Let’s take a closer look at:

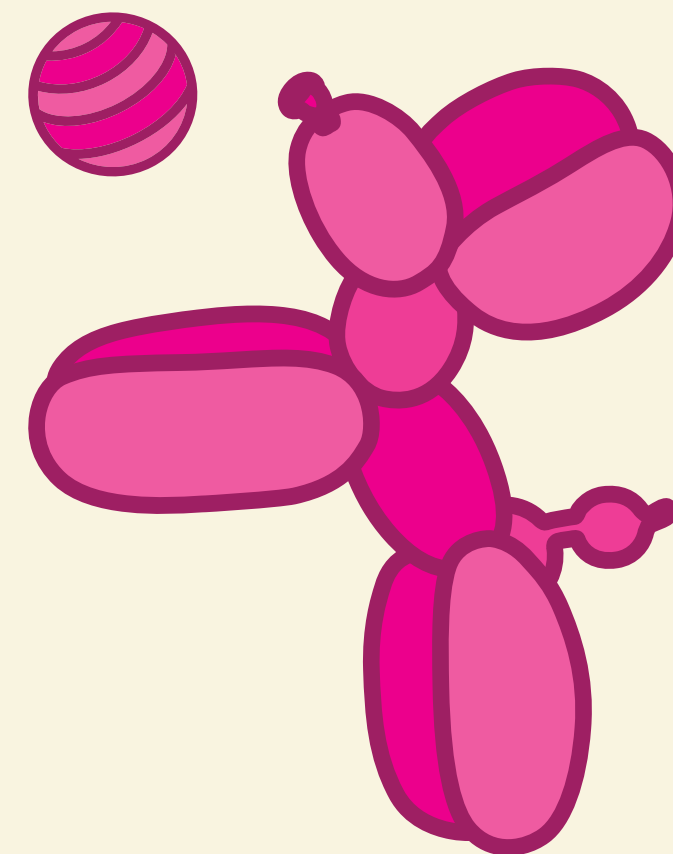
+ Logos - Colors - Text

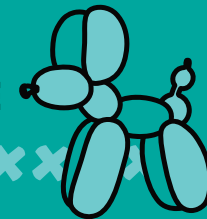
+ Iconography

+ Facility Interiors

+ Employee Uniforms

+ Photography Styles



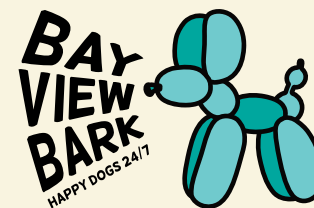


LOGOS - COLORS - TEXT

+ Logos



Full Color- Pink



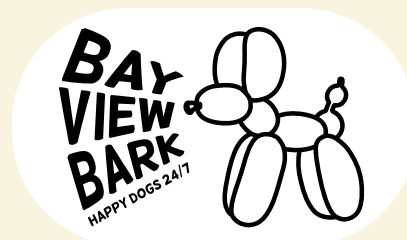
Full Color- Blue



Monocolor- Burgundy



Monocolor- Teal

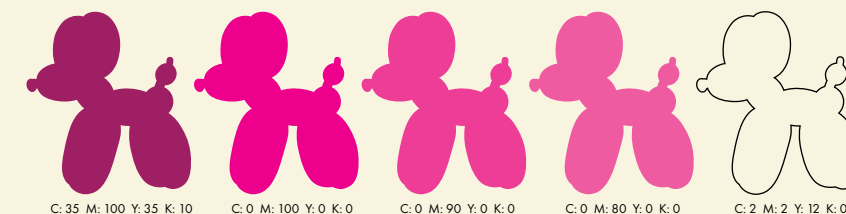


Black & White



White & Black

+ Color Palette



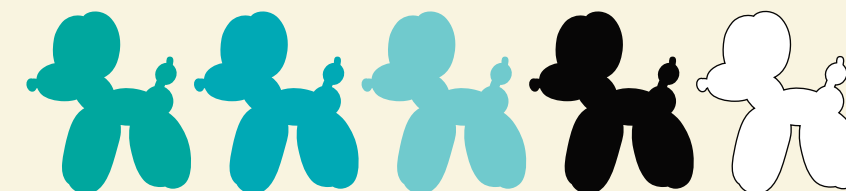
C: 35 M: 100 Y: 35 K: 10

C: 0 M: 100 Y: 0 K: 0

C: 0 M: 90 Y: 0 K: 0

C: 0 M: 80 Y: 0 K: 0

C: 2 M: 2 Y: 12 K: 0



C: 80 M: 10 Y: 45 K: 0

C: 80 M: 10 Y: 30 K: 0

C: 53 M: 0 Y: 22 K: 0

C: 20 M: 20 Y: 20 K: 99

C: 0 M: 0 Y: 0 K: 0

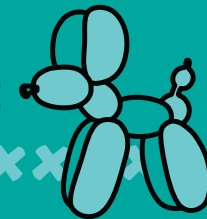
+ Text

LOGO, HEADERS - HELSINKI

Subheaders - Futura PT Bold

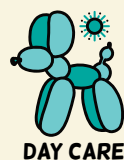
Body Copy - Futura PT Book

Decorative Text - Magnolia Script



ICONOGRAPHY

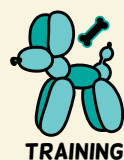
+ Department Icons



Doggy Day Care – Sun



Overnight Care – Moon



Training School – Bone

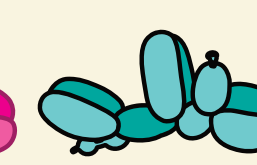
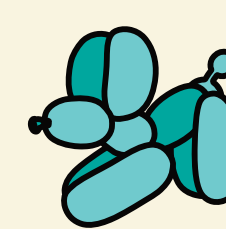
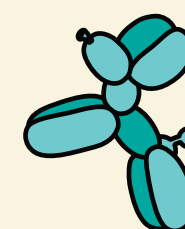
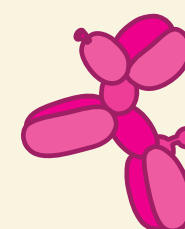


Doggy Spa – Bubbles

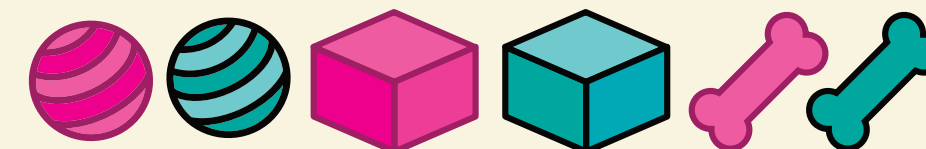


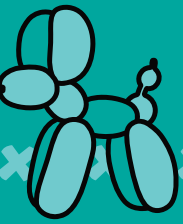
Concierge/Front Desk – Key

+ Additional Balloon Dog Poses



+ Embellishments





FACILITY INTERIORS

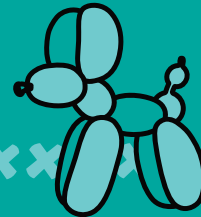
+ Theme:

The new remodel of the interior of Bay View Bark will transform the lobby and kennel into a magical space. Drawing inspiration from small bars and cafes, this eclectic style will marry old with new and create a one of a kind environment. Since square footage is limited, the use of space will be very intentional to pack in the welcome counter, gift shop and "cafe," and queuing area for those waiting to drop off or pick up their dogs. The space will be designed so that the decorations and merchandise are not within reach of the pups.

The centerpiece of the lobby will be a neon sign of the new logo, the balloon dog. The kennels will get a make over as well, adding graphics of the different balloon dog poses on the walls. Kennel room numbers will have a balloon dog and the number in the Helsinki typeface. The bare white walls of the indoor play spaces will have murals showing different scenes of the balloon dogs playing together with quotes about happy dogs in the Magnolia script.

This unique space will draw in people who find joy in beautiful, curated spaces with lots of personality, and are willing to pay a little extra. It will be positioned to become an institution.





EMPLOYEE UNIFORMS

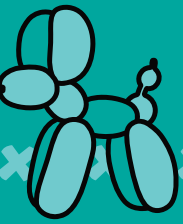
+ Comfy and Cool:

Working with dogs is hard work, and being comfortable and able to move easily is the most important thing to keep them happy and safe 24/7. Staff will wear the standard teal uniform shirt, customized for the department the employee works in. Grey or black jeans will be part of the required uniform, which employees will need to provide. Closed toed tennis shoes are mandatory year round; Converse Chuck Taylors are preferred, but with long hours on their feet, comfort is the most important thing. Radios and name tags must be worn at all times.

During colder winter months, branded zip up hoodies will be available for staff to purchase at wholesale prices. Long sleeve shirts with "Bay View Bark" written on the sleeves will also be printed to be worn under t-shirts if staff desire.

Special apparel will be printed for retail sale in the gift shop for members of Bay View Bark to purchase. They will feature the new logo and fun phrases on the back, but will not be the same color as the staff shirts so as not to cause confusion if anyone happens to be wearing their merch in the facility. It's a great way to have other people advertise for and represent Bay View Bark in public.





PHOTOGRAPHY STYLES

+ New Style:

Since social media posts of current doggy guests are used as a way to let pet parents know their four-legged friends are doing well, many of the photos on Bay View Bark's social media are snapped quickly from above. The new photography style puts a heavy emphasis on getting down to the dogs' level when taking pictures. This creates more dynamic photos and subconsciously shows that the staff are right there playing with the dogs rather than just supervising.

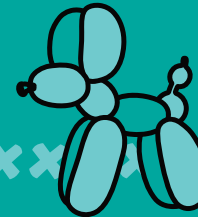
Dogs can be tricky subjects to photograph since they sometimes have trouble staying still, and a policy will be put in place that photos that are blurry or don't actually show anything happening in the photo will not make the cut for social media posts. A paradigm shift from quantity to quality in photography will continue to give Bay View Bark legitimacy as a high end doggy day care and boarding facility.

Improving the quality of Bay View Bark's social media posts will draw in high end clients who want their dog to be part of the fun. A photo booth area will be constructed with good lighting and cute props so everyone feels like their dog is a star. Dogs are inherently cute and capturing that well will do wonders for Bay View Bark.





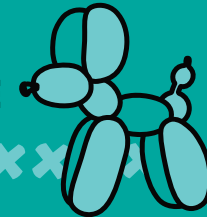
STYLE GUIDE



Jeanne Salmon

Brand and Media Strategies

October 16, 2022



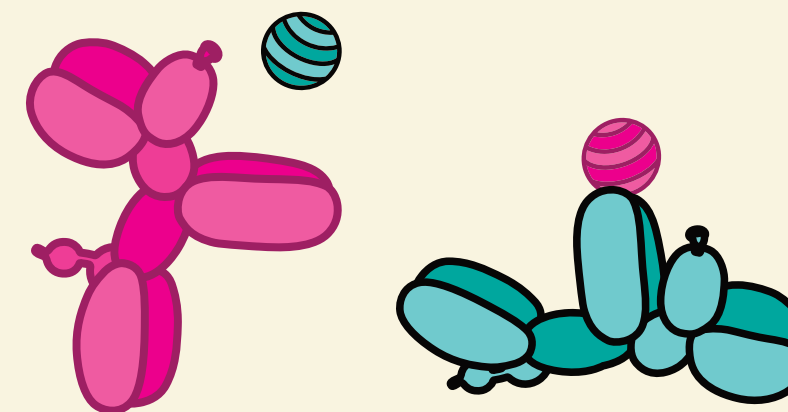
STYLE GUIDE OVERVIEW

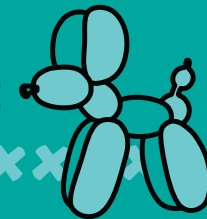
+ Overview:

- + Logos - Colors - Text
- + Iconography
- + Facility Exterior
- + Lobby Interior
- + Kennel Interior
- + Employee Uniforms
- + Merchandise
- + Photography Styles

+ Rebrand:

With a new look and style, Bay View Bark is rebranding as a 24-hour private “diner” for dogs. It will appeal to local working and retired clientele ages 35-70 with disposable income. It will be remodeled so the lobby has the feel of a modern but cool lunch counter or dive bar, with a small gift shop stocked with toys, accessories, seasonal wear, and anything that might have been forgotten for overnight stays. It will also have a doggy “cafe” with high end dog foods and special locally sourced treats. It will be a community meeting place for dogs and their humans! Let’s take a closer look at the rebrand.



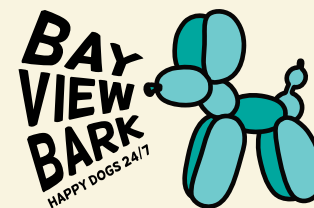


LOGOS - COLORS - TEXT

+ Logos



Full Color- Pink



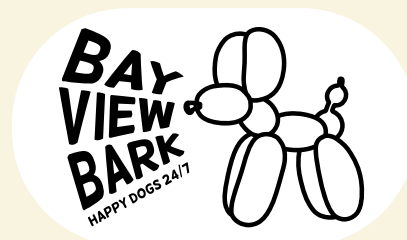
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Monocolor- Burgundy



Monocolor- Teal

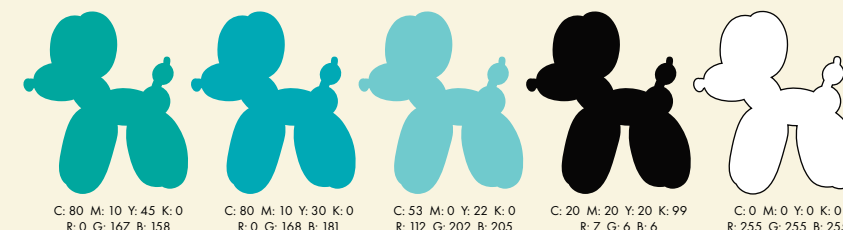
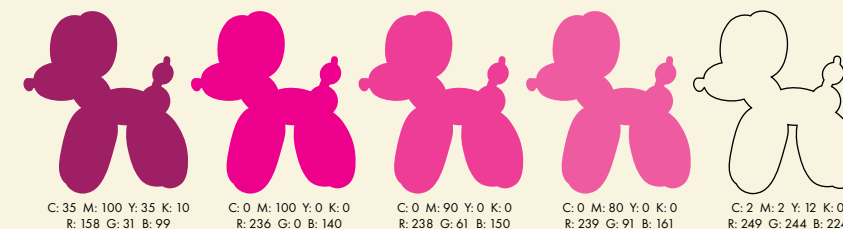


Black & White



White & Black

+ Color Palette



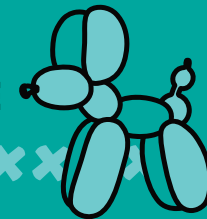
+ Text

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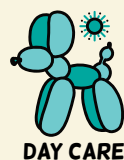
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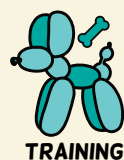
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Doggy Day Care – Sun



Overnight Care – Moon



Training School – Bone

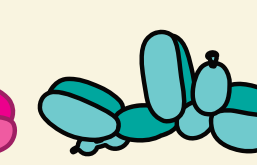
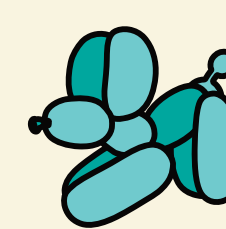
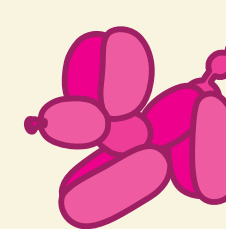
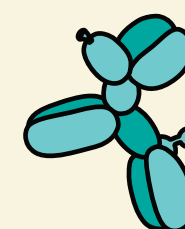
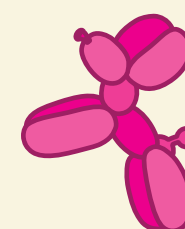


Doggy Spa – Bubbles

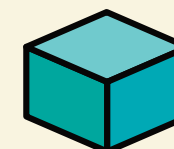
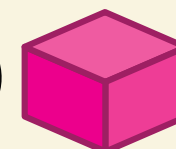


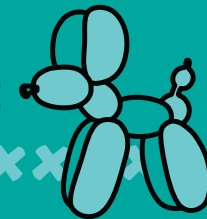
Concierge/Front Desk – Key

+ Additional Balloon Dog Poses



+ Embellishments





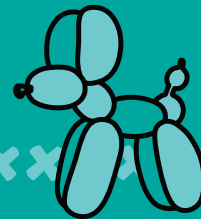
FACILITY EXTERIOR

+ Make Over:

While the exterior of the building has remained unchanged structurally, it has gotten a makeover and the addition of new signage. A custom backlit sign with the new logo has been hung above the entrance, and the name has been painted on the brick on either side

of the new sign. Decals of balloon dogs grace the first floor tri-panel windows, and the privacy screen on the play yard fence has had the logo added, which repeats around the length of the banner. This gives Bay View Bark additional visibility from the street.





LOBBY INTERIOR

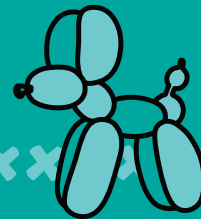
+ Cozy and Unique:

The new remodel of the interior of Bay View Bark will transform the lobby and kennel into a magical space. Drawing inspiration from small bars and cafes, this eclectic style will marry old with new and create a one of a kind environment. Since square footage is limited, the use of space will be very intentional to pack in the welcome counter, gift shop and "cafe," and queuing area for those waiting to drop off or pick up their dogs. The space will be designed so that the decorations and merchandise are not within reach of the pups.

The centerpiece of the lobby will be a neon sign of the new logo, the balloon dog. The kennels will get a make over as well, adding graphics of the different balloon dog poses on the walls. Kennel room numbers will have a balloon dog and the number in the Helsinki typeface. The bare white walls of the indoor play spaces will have murals showing different scenes of the balloon dogs playing together with quotes about happy dogs in the Magnolia script.

This unique space will draw in people who find joy in beautiful, curated spaces with lots of personality, and are willing to pay a little extra. It will be positioned to become an institution.





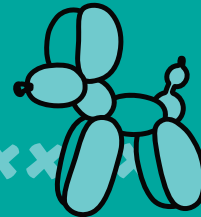
KENNEL INTERIOR

+ Moving Up:

The kennel facilities at Bay View Bark will undergo a major transformation, creating a high end but still welcoming feel. It is designed to be colorful and bright, while still able to be cleaned easily. The indoor play space will be made to look like an outdoor

space, and each room will be upgraded and redecorated with tile walls and vinyl wood flooring. The spa has received new bathing stations and a clean white interior. Every dog who stays here will feel like they are a member of the coolest club!





EMPLOYEE UNIFORMS

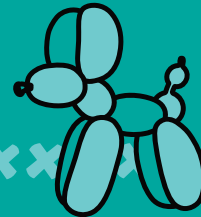
+ Comfy and Cool:

Working with dogs is hard work, and being comfortable and able to move easily is the most important thing to keep them happy and safe 24/7. Staff will wear the standard teal uniform shirt, customized for the department the employee works in. Grey or black jeans will be part of the required uniform, which employees will need to provide. Closed toed tennis shoes are mandatory year round; Converse Chuck Taylors are preferred, but with long hours on their feet, comfort is the most important thing. Radios and name tags must be worn at all times.

During colder winter months, branded zip up hoodies will be available for staff to purchase at wholesale prices. Long sleeve shirts with "Bay View Bark" written on the sleeves will also be printed to be worn under t-shirts if staff desire.

Special apparel will be printed for retail sale in the gift shop for members of Bay View Bark to purchase. They will feature the new logo and fun phrases on the back, but will not be the same color as the staff shirts so as not to cause confusion if anyone happens to be wearing their merch in the facility. It's a great way to have other people advertise for and represent Bay View Bark in public.





MERCHANDISE

+ Fresh New Threads:

With a new gift shop in the lobby, Bay View Bark will begin selling branded merchandise. The shop strives to have a small rotation of merch to keep people interested and purchasing more when something new arrives. A variety of different clothing items will be made in men's and women's sizes and cuts.

The merchandise is designed specifically so that it does not get confused with the staff uniform to keep order in the event a guest is wearing their Bay View Bark clothing in the facility. A mixture of the pink and teal logos will be used throughout the items, mixing and matching to give different options.

The initial offering of merchandise for human clientele includes t-shirts, hoodies, tank tops, hats, stickers, mugs, and for the time being, face masks. Additional merch for humans will include socks, passport holders, water bottles, and others. Additional merch for canine clientele will include branded bandannas, jackets for small to medium dogs, frisbees, and fleece blankets, printed leashes, among others. Seasonal items such as pet themed holiday decor and costumes will fill out a rotating section of the gift shop.





PHOTOGRAPHY STYLES

+ New Look:

Since social media posts of current doggy guests are used as a way to let pet parents know their four-legged friends are doing well, many of the photos on Bay View Bark's social media are snapped quickly from above. The new photography style puts a heavy emphasis on getting down to the dogs' level when taking pictures. This creates more dynamic photos and subconsciously shows that the staff are right there playing with the dogs rather than just supervising.

Dogs can be tricky subjects to photograph since they sometimes have trouble staying still, and a policy will be put in place that photos that are blurry or don't actually show anything happening in the photo will not make the cut for social media posts. A paradigm shift from quantity to quality in photography will continue to give Bay View Bark legitimacy as a high end doggy day care and boarding facility.

Improving the quality of Bay View Bark's social media posts will draw in high end clients who want their dog to be part of the fun. A photo booth area will be constructed with good lighting and cute props so everyone feels like their dog is a star. Dogs are inherently cute and capturing that well will do wonders for Bay View Bark.

