



**City of Dallas**

# **Southern Dallas Investment Fund Project DFW Dawg, LLC**

**Economic Development Committee  
November 7, 2022**

Joyce Williams, Director  
Small Business Center  
City of Dallas

# Presentation Overview



- Purpose of Briefing
- Project Background
- DFW Dawg Life, LLC Project
- Staff Recommendation
- Next Steps



# Background/History



- The expansion will accommodate the growing customer base of pet owners in their primary market of the Central Dallas District.
- The total Project Cost is **\$132,000.00** and includes the installation of HVAC system, including energy efficient upgrades, playground fencing & decking and concrete flooring.
- The City would contribute a **\$100,000.00** loan under the South Dallas Fair Park Opportunity Fund .
- Approved by South Dallas Fair Park Opportunity Fund board September 2022.



# Purpose



- DFW Dawg Life, LLC. is a minority owned doggie daycare business, providing a full-service pet grooming, training, boarding, daycare services, and express veterinarian services.
- Review loan funding provided by the South Dallas Fair Park Opportunity Fund in the amount of **\$100,00.00** to support the expansion of DFW Dawg Life, LLC.



# DFW Dawg, LLC Term Sheet



<b>Loan amount:</b>	<b>\$100,000.00</b>
<b>Loan Term:</b>	<b>7-years (84 months), fully amortizing term</b>
<b>Interest Rate:</b>	<b>2.0% fixed</b>
<b>Monthly P&amp;I:</b>	<b>\$1,276.74</b>
<b>Total return of investment:</b>	<b>\$107,248.59</b>
<b>Collateral:</b>	<b>Blanket lien on all business assets of DFW Dawg Life, LLC</b>
<b>Jobs to be created:</b>	<b>7 full-time jobs</b>



# South Dallas Fair Park Opportunity Fund



<b>Beginning Fund Balance</b>	<b>\$5,757,472.00</b>
<b>Projects</b>	<b>Funding Amount</b>
Loan disbursement approved (MLK Wellness Project) approved by Council Resolution#22-0993 on June22, 2022	\$350,000.00
Current proposed loan disbursement (Shekinah Legacy Holdings, LLC) PENDING	\$125,000.00
<b>Balance</b>	<b>\$5,632,472.00</b>



# South Dallas Fair Park Opportunity Fund



Funding Source	Funding Amount
DFW Dawg, LLC (Owner)	\$32,000
South Dallas Fair Park Opportunity Fund (repayable loan @ 2% interest)	\$100,000
Project Total Cost	\$132,000





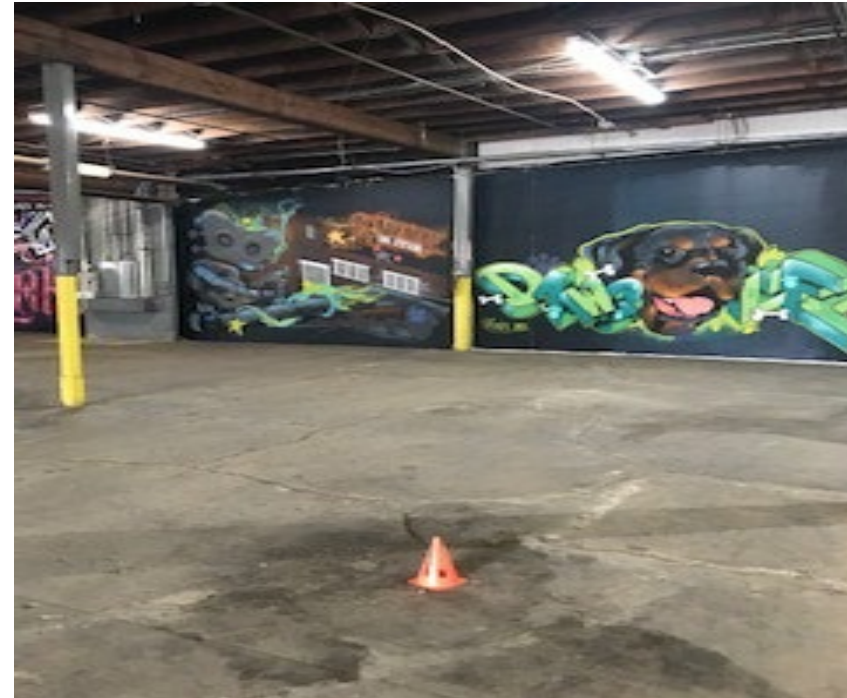
# DFW Dawg Life, LLC Project Design



Location: 2721 Logan St.



Front



Interior





# DFW Dawg Life, LLC Project Design (cont.)



Location: 2721 Logan St.  
New Design



Kennel Area

# Staff Recommendation



Authorize a loan agreement in an amount not to exceed **\$100,000.00** payable from the South Dallas/Fair Park Opportunity Fund, with DFW Dawg Life, LLC for hard construction costs related to the capital improvements of the warehouse building located at **2721 Logan St. Dallas, Texas.**



# Next Steps



- **City Council approval on November 9, 2022**





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