

March 9, 2020

Town of Dewey Beach, Delaware
105 Rodney Avenue
Dewey Beach DE 19971

Attn: Scott Koenig, P.E.
Town Manager

Dear Mr. Koenig,

This letter is in regards to the meeting we had on February 14, 2020, concerning Jungle Jim's Total Pet Care, Delaware Beaches LLC. I am requesting to sell dog licenses for the town of Dewey Beach, Delaware. We discussed the numbers in detail during our conversation and they are as follows: Out of 1139 dogs that have done business with me in one shape or form; only 72 dogs have had any form of a Dewey Beach dog license, Lifetime, weekly or weekend.

By my calculations that is 6.32%, of dogs just doing business with me in any form or another. Obviously, a very low percentage. If you include the thousands of other dogs that do not do business with me you are looking at 3-4%. It is not the Town of Dewey Beaches fault; there is just no one to enforce the town code that says, dogs in Dewey Beach must have a license. This is not going to change in the foreseeable future. If I sell the dog licenses to all of my clients; then we will have some type of enforcement at least, concerning dogs doing business with me.

If you do business with me, your dog will have a valid dog license. This will create a much needed revenue flow into the Town of Dewey, and once again a type of enforcement code.

If we average out a weekend, weekly or lifetime licenses at \$20 apiece, that is an additional \$24,000.00 of revenue for the Town of Dewey Beach. At a 50/50 split, per our conversation, that is \$12,000.00 revenue for the Town of Dewey. That does not include our future growth that will increase that number as well.

As we discussed, my state of the art checkout system we will be able to add an icon strickly for dog licenses. At the end of the month or quarterly, we simply press onto the icon and ask for a total and will furnish us a printout of the total revenue. I will furnish the printout to the Town of Dewey, along with a check for half of that amount. This is a great way to create an extra revenue stream for the town.

As stated by TJ Redefer, our Mayor, in the Friday March 6, 2020 Cape Gazette, he was quoted as saying "we must find ways to create revenue, so we can provide services we need and want and continue to grow." With that being said, I have just given you that.

I would like to request to be put on docket, for a vote in March 2020. I personally, as a resident and a business owner are part of this community and I am trying to do my part to help.

Sincerely,

Jim Caperelli
President /Owner, Jungle Jim's Total Pet Care,
Delaware Beaches LLC.

