

Client Spotlight

Justin and Wendy McKinney spent a lot of time traveling for their children's activities. Trying to find a facility to leave their dogs was challenging. They found that several communities in the area were in need of additional options for boarding dogs. This fact initiated the idea of starting their own business, **The Dog House**.

The McKinneys contacted the Southwest Region SBDC about conducting a feasibility study and for assistance with starting a business. The SBDC partnered with students employed by the Southwest Marketing Advisory Center at Southwest Minnesota State University to conduct several focus groups to determine what the community was looking for when boarding their dogs. "We gained a ton of feedback from the focus groups that allowed us to tailor our business to the needs of Marshall," said Justin.



The Dog House owners, Justin and Wendy McKinney

The business opened in 2017, offering a secure facility monitored 24 hours a day. Services include a premier boarding kennel and doggie daycare services, and have recently started to offer grooming and training. Their mission is to improve dogs' quality of life, and provide pets with a home away from home.

The business has proven to be exactly what the community sought, with many dates being at full occupancy. "The services of the SBDC were exactly what we were looking for when contemplating the feasibility of our business. When people inquire how we got started, we always direct them to the SBDC," Wendy said.



29
 New businesses created



711
 Jobs created and saved



\$11.4M
 Capital accessed for business investment



311
 Entrepreneurs and businesses served



\$1.7M
 Business revenue increased



3,892
 Total hours of consulting services

Southwest Region

Small Business Development Center

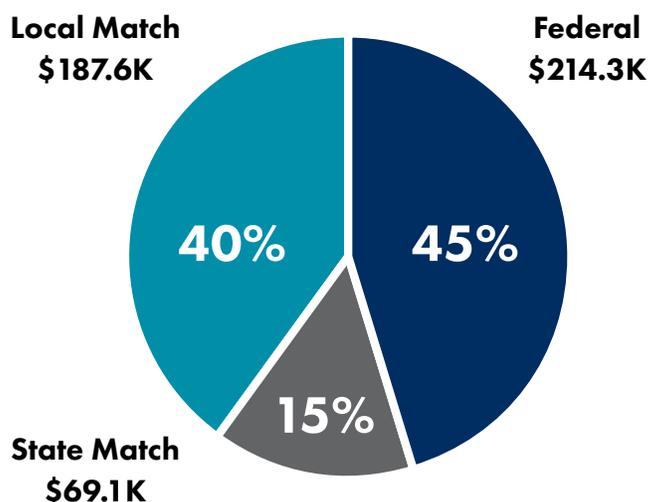
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Partners in Success

Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small businesses and the well-being of their communities, regions, and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers.

Other local funding partners include many community leaders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses start, grow, and succeed.

2018 Funding



Funding Partners

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