

Westport doggie daycare/groomer readies for expansion



Image: Camp Bow Wow Kansas City Westport

Camp Bow Wow in Kansas City's Westport neighborhood offers dog daycare, grooming and boarding services.

CAMP BOW WOW KANSAS CITY WESTPORT

By [Leslie Collins](#) – Specials editor, Kansas City Business Journal

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Westport's Camp Bow Wow had started turning dogs away due to space constraints.

Now, it's expanding next door at 20 Westport Road in Kansas City, which unleashes growth opportunities in both grooming services and doggie daycare.



Image: Camp Bow Wow Kansas City Westport

Camp Bow Wow in Kansas City's Westport neighborhood is expanding. Pictured is a rendering of the new space, which includes a larger grooming area.

The expansion project will add about 3,600 square feet indoors and another 3,600 square feet outdoors, which brings the total square footage to about 10,200 indoors and 5,100 outdoors. Local franchisee Patrick Frickleton said he's aiming to open the expansion space next year in early summer.

With more space, Camp Bow Wow can provide a more “premium experience” for dogs and offer a larger enrichment area, where staff interact with dogs one-on-one with activities such as reading bedtime stories, snuggling and playing games.



Camp Bow Wow in Kansas City's Westport neighborhood is expanding. Pictured is a rendering of an indoor play area.

Once the space opens, Camp Bow Wow's doggie daycare will be able to accommodate about 40% more dogs, and the grooming side will see a roughly 200% uptick, he said. Frickleton plans to hire more groomers, as well as about four to six more employees. Camp Bow Wow also offers boarding and will retain the same square footage for that service.

In addition to finding the right employees, the Westport location's growth has been driven by word of mouth, he said.

“The majority of people that come to us tell us they know somebody who brings their dog to us,” Frickleton said.

Frickleton, who started as a Camp Bow Wow customer, became a franchisee six years ago with the opening of his Westport location. He previously held a sales and marketing role at a tech startup but knew he eventually wanted to do something on his own.

Earlier this month, Frickleton also closed a deal to buy an existing Camp Bow Wow location in Odessa, Texas, that spans 10,700 square feet.



Image: Camp Bow Wow-Kansas City-Westport.

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