



Tuesday, April 23, 2024

City of Boone Awards Grant to Dog Daycare, Groomer Destined for Downtown

The Boone City Council's Economic Development Committee has approved a \$5,000 economic development grant for "Mrs. Slobberworth's," which will open a downtown location in coming weeks to provide dog grooming, doggie daycare, and dog supplies.

"I am thrilled with the support from the City of Boone. This is important funding that will allow me to expand the services I can offer the Boone area beyond boarding and training," owner Julianna Starling said. "We will offer daycare for dogs, grooming, and supplies for your dog. We are excited to make this move so we can be a part of the Main Street Iowa community process."

Mrs. Slobberworth's has been located at 640 S. Story St. but will move to 708 Story St. with funding support from the Revitalize Boone Downtown Business Grant program. The economic development program's goal is to encourage new businesses to move into the downtown business district or help existing district businesses enhance product offerings. Another aspect of the funding program is that building ownership is not required.

Councilman Terry Moorman, who chairs the Economic Development Committee, said the city government is "pleased to support this new downtown business that has plans to enhance their services in our community."

"The Revitalize Boone Downtown Business Grant is unique funding. It requires a detailed business plan to be considered for funding," Moorman said. "I was impressed with Mrs. Slobberworth's business plan. Julianna has done a nice job thinking through several important decisions to implement her plans. Congratulations to her on this new business venture!"

According to the Mrs. Slobberworth's website, Starling is a member of The Association of Professional Dog Trainers. She adheres to the Least Intrusive, Minimally Aversive principles, focusing on positive training and relationship building. She loves working with families and kids. She has completed multiple courses in Fundamentals of Dog Training, Dog Body Language and Group Management.

Starling lives in Boone with her husband, children, two cats and one dog. She currently serves as a volunteer member on the city's Family Resource Committee and is a volunteer member of the Ames Kennel Club. A member of Boone County Chamber, Ames Chamber of Commerce and Shops on Story, Starling has emphasized her dedication to "helping her community and local businesses grow."

Businesses interested in pursuing Revitalize Boone Downtown Business Grant program funding should contact Brenda Dyer, Economic Development Director for the City of Boone for more information. Brenda can be reached at brenda@ameschamber.com or by phone at 641.420.3556.