



Best Dog Daycare & Training Business 2024 - Calgary

Based in southeast Calgary, Dogs Tail Inc. is an award-winning provider of daycare, training, grooming, and boarding services for dogs, with a focus on delivering the highest quality care, products, and resources. Understanding that dogs are not just pets to their owners but rather members of their family, the business is dedicated to ensuring that every furry friend receives the love and attention they deserve.

Conveniently located just off Barlow Trail and 52 Street, the Dogs Tail facility is the perfect destination for any dog to enjoy a safe and fun daycare adventure. Open seven days a week, it features an oasis of over 8,000 square feet with large playrooms for all kinds of dogs. Cleaned twice a day, each room is filled with toys, tunnels, and plenty of water, ensuring that the pups have everything they need. Outside, the Dogs Tail yard is the second biggest in the Calgary area, consisting of 1,740 square feet split into three yards that can be accessed from each playroom. This outdoor space is equipped with high-quality artificial turf that mimics real grass, creating a natural and comfortable surface for dogs to enjoy.

No matter their needs, every pet is guaranteed to receive the best standard of care at Dogs Tail. With the passionate belief that all dogs deserve to experience joy, comfort, and care when their owner is busy, the business caters to all kinds of pups, from lower energy seniors to boisterous teenagers. The business aims to create a safe haven for all, providing them with a secure and loving environment in which they can thrive, be happy, and truly live their best lives.

Dogs Tail's offerings are perfect for owners who need daycare services due to their busy schedule but are hesitant or anxious about leaving their dog with a stranger. The business understands that dog owners put a huge amount of trust in those who take care of their pets. For this reason, it has a live video feed that owners can check throughout the day if they are worried or curious about how their dog is getting on. This way, they can rest assured that their dog is enjoying their time at the facility, providing them with peace of mind to go about their day without worry.

Considering its unwavering dedication to fulfilling the needs of owners and their pets, it is truly no surprise that Dogs Tail operates based on the core values of trust, transparency, and care. Firstly, the business aims to establish trust with its clients by providing them with reliable services and maintaining open communication with them. Secondly, Dogs Tail maintains transparency in its processes, policies, and care services, always striving to be honest with its clients. Finally, its staff genuinely care about the wellbeing of the dogs in their care, going the extra mile to ensure that each pup is safe, comfortable, and loved.

Operating in a competitive market, Dogs Tail sets itself apart from others through its live camera feed, exceptionally large facility, specialised artificial turf, and playrooms for likeminded playmates. Beyond these factors, the business also ensures that its staff are trained and certified in canine first aid, which emphasises its commitment to safety. Furthermore, all pups receive the attention of a full-time dog trainer, who offers tailored training and behaviour

enrichment activities. Additionally, responding to the needs of those with busy working schedules, Dogs Tail now provides extended weekday hours, which many other daycare facilities do not.

Above all, Dogs Tail is unique for its commitment to addressing the dog behaviour crisis that has emerged in recent years. Since the pandemic, reports have shown a dramatic increase in the number of dogs with problematic behaviours. This has unfortunately led to many behaviour-related euthanasia cases. To address this significant problem, Dogs Tail works with reactive dogs, focusing on structure, mental stimulation, and slow exposure.

Unlike traditional daycare providers that offer their services based on a pass or fail meet and greet session, Dogs Tail operates on a spectrum. The business provides opportunities for dogs that struggle in social situations, helping them to work on their anxieties and aggression. In this, the goal is for them to eventually be able to join open play with the other pups.

To determine each dog's needs, Dogs Tail evaluates them based on various factors, including interactions with people, response to handling, greeting new dogs, body language, and play energy. In many cases, reactivity stems from a lack of confidence. For this reason, Dogs Tail's trainers focus on helping dogs to build socialising and problem-solving skills by exposing them to new experiences and mentally stimulating tasks. With this approach, the root cause of reactivity is addressed, creating a happier and more confident dog.

Over the years, Dogs Tail's work has led to the successful integration of many previously reactive dogs into the daycare rooms, even those who were told that they would never be able to play with other dogs. The business has also saved several pups from behaviour-based euthanasia, as well as having rehomed many dogs to provide them with the second chance they deserve.

Dogs Tail understands that reactive dogs are often banned from grooming services at other facilities. Sometimes, it is recommended that they receive vet sedation in order to be groomed. Specialising in grooming dogs with grooming anxiety, Dogs Tail creates customised slow exposure programmes, keeping them relaxed throughout the process. By providing them with positive experiences, the business transforms aggressive dogs into pups that are excited to visit the groomer. Ultimately, this reduces the number of dogs who need anxiety medication during grooming sessions.

Moreover, Dogs Tail offers a unique boarding experience that is perfect for dogs who experience separation anxiety. The service takes place at a trainer's residence, providing pups with a break from the stimulating daycare environment so that they can enjoy



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a comfortable place to rest. During overnight stays, the groups of dogs are smaller, meaning each pup will receive one-on-one care, time cosying up on a couch, and other 'just like home' options. A balance between fun and relaxation is important in a dog's life, improving their mood and overall wellbeing as well as reducing their homesickness.

Overall, it is clear that Dogs Tail is passionate about its work, aiming to not only provide owners with outstanding daycare services but also play a role in enhancing the lives of dogs in need. For its continued excellence in everything it does, the company has been awarded the title of Best Dog Daycare & Training Business, Calgary, in the Canadian Business Awards 2024.

In the future, Dogs Tail aims to establish a full-scale shelter for dogs that have been given up and require rehabilitation. This will enable it to accommodate dogs on a long-term basis, providing them with the care and training they need. Ultimately, once they are ready, they will be rehomed with a suitable and loving owner.



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