

# DOG PARK DILEMMAS

What happens in the park. Stays in the park.  
Unless you step in it...



# SHOW CROSS



Meets



## LOGLINE

In the vibrant Southern California dog park of “Doggywood”, a recently separated TV writer and his dog navigate the hilarious, strange and heartfelt complexities of life, love, and friendship, all while dealing with the antics of their furry companions and the quirky personalities of fellow dog owners.

## SYNOPSIS

Welcome to Doggywood, a vibrant southern California dog park that serves as a melting pot for a diverse group of individuals and their dogs who, under normal circumstances, might never cross paths. It's here where Brett, a heart broken TV writer and his loveable boy Brody find solace amongst the park regulars. Johnny G, a NY loud mouth, who has no filter. Joe a former NFL running back turned weed dispensary owner, and Hanz the marble mouthed Italian craftsman with a heart of gold. Keeping the sanity is Lilly, a compassionate therapist, whose insight helps the group navigate through all their issues. Their love for dogs brings them all together in ways they never imagined.

Every day brings a new dilemma into Doggywood. You never know who will walk in, what will be said, or what might transpire. Each episode captures the laughter, heartache, and joy that unfolds in this unique social hub.

“Dog Park Dilemmas” celebrates the power of community and the transformative bonds formed through shared experiences. This series invites viewers to join the pack and explore the chaos and camaraderie of life at Doggywood, reminding us all that sometimes, the best friendships are found in the most unlikely places. What happens here, stays here, unless you step in it.

# DOG PARK DILEMMAS

# SETTING

## La Crescenta, CA – Doggywood (Dog Park)

75% of the series takes place at this modern, state of the art dog park called “Doggywood.” It was created in 2019 by 80-year-old Ashlyn Stevenson a philanthropist who had a love for movies and dogs. Doggywood is a sprawling ¾ of an acre facility with woods, greens and mulch areas for dogs to play. There’s even a beach. Ashlyn wanted it to be a doggy paradise for people and dogs of all kinds to come together and enjoy. Most parks like this are typically member inclusive. Ashlyn stipulated it should be open to all. A year later she added Puppywood for smaller breeds and younger dogs. In 2024, Ashlyn disappeared. Nobody is sure where she went or what happened to her.



## MAIN CHARACTERS

### Brett



35 years old  
Out of work TV Writer  
Recently separated  
Easy going mostly  
Loves Boston Sports  
Looking for a fresh start

Brett tends to live inside his own head as most writers do. He's charming but guarded. He looks at the glass half empty. Maybe for good reason. His career is stagnant, and his wife Valerie left him for another man which broke his heart. The joy he gets from life comes from his dog Brody. They are the best of buds. The Doggywood community becomes his support group. He derives inspiration from them to write again. Though him and Johnny couldn't be more different, they develop a unique friendship.

### Brody



3 Years old  
Puggle  
Mr. Personality  
A bit Mischievous  
He's Squirrel Crazy

Brody is loved by all at Doggywood. He is known as the Mayor because of his infectious personality for people and dogs alike. He's a big dog in a little dog's body. Although he's a sweetheart, his over aggressive play can get him into trouble. He loves Brett and does everything in his power to make him happy. Brett rescued him from the pound when he was only ten months old. His best friends are Luna and Zara.

## MAIN CHARACTERS

### Lilly



29 years old  
Therapist  
Looking for a man  
Loves to analyze everything  
Always has an opinion  
Always has a story to tell  
Loves Hallmark Movies

Lilly is the sounding board for the regulars at Doggywood. She has no problem voicing her opinions even when they aren't warranted. You'd think being a therapist would make her more grounded, but her own life is a mess. She lives with her parents and can't find a man. She crushes on Brett but knows it won't happen. Though Johnny and Joe irritate her, she finds them to be interesting case studies. Lilly wants to be part of the boys club at Doggywood even though she puts it down.

### CeCe



3 Years old  
Poodle  
Bossy  
Can be a bit wild  
Likes to nip

CeCe is what you would call the dog park bully. She doesn't quite understand when to stop when it comes to playing. She irritates lots of the dogs in the park as well as their owners. She has issues. It's only fitting that Lilly being a therapist has a dog that needs therapy.

## MAIN CHARACTERS

### Johnny G



50 something  
Works different jobs  
Divorced  
Loves everything NY  
No filter  
Complains a lot  
Always has a story to tell  
Nicknames everyone

Johnny is as NY as you can get. He lives in CA, but does nothing but complain about it. He's the type of guy you want to be friends with not enemies. He has something to say about everything and everyone. He has a short fuse so don't piss him off! Johnny has various medical issues going on which tend to sway his moods. Despite all this he's loveable. He's always willing to help a buddy out. Johnny works, but no one is sure what he does. He always seems to have money. Some suspect he could be in witness protection.

### Luna



4 Years old  
Ridgeback Mix  
Protective  
Loves Brody

Luna is a sweet girl. She is Johnny's pride and joy. At times Luna can get very protective of Brody. Sometimes to protective which can lead to altercations with other dogs. The bond she shares with Brody and Zara is amazing.

## MAIN CHARACTERS

### Joe



37 years old  
Ex NFL Running Back  
Nicknamed The Dozer  
Owns a Weed Shop  
Married (but)  
Always scheming  
Fun to be around  
Never watches his dog

Joe played for the LA Rams and had a decent career. His glory days are behind him, but that doesn't stop him from talking about them. Everything relates back to sports, which drives Lilly crazy. Joe now runs a weed shop in LA. He likes to test out samples on the regulars at the park which doesn't always end well. He's outgoing, charismatic, and fun but can drop the ball every now and then. Some question weather Joe had a few too many concussions during his playing days.

### Humper

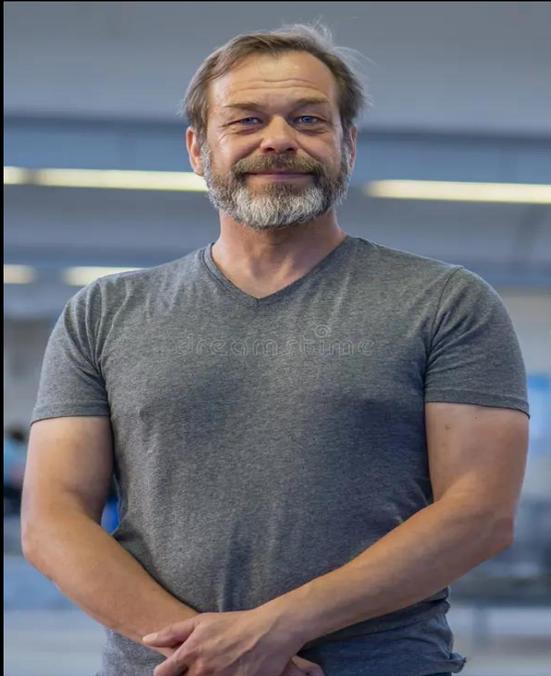


5 Years old  
German Shepherd  
Undisciplined  
His name says it all

Humper is a good-natured dog that loves to roam when not being watched. He's sneaky and a tad deceptive like his owner Joe. He constantly humps any dog he can get his paws on. This can lead to conflicts with many other dog owners.

## MAIN CHARACTERS

### Hanz



48 years old  
A Craftsman  
Married to Patty  
Sounds like the Terminator  
Tends to mix things up a lot  
Heart of gold  
A calming voice in chaos

Hanz is a robust craftsman from Austria, known for both his physicality and his comedic language barrier. His thick accent and occasional misinterpretations lead to humorous misunderstandings, often providing comic relief at Doggywood. Hanz is married to Patty, but their relationship often takes a back seat to his devotion to their dog, Zara. At times Patty feels overshadowed by their dog. The funny thing is you never see Hanz and Patty together at the park. This leads the regulars to question whether Hanz might be a shape shifter.

### Zara

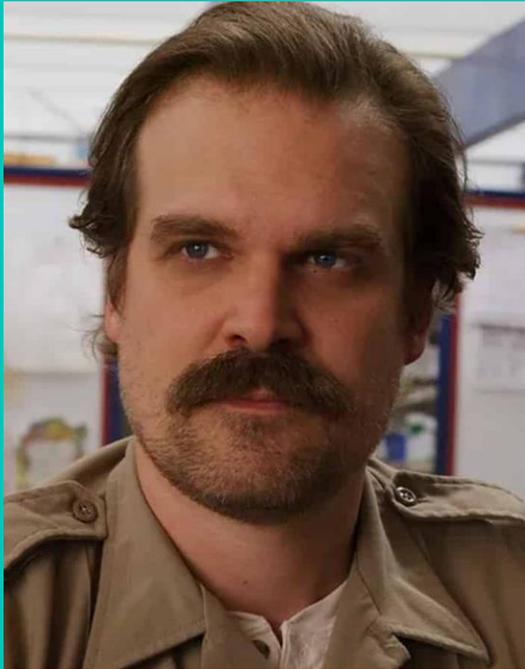


3 Years old  
Husky Mix  
Spoiled  
Always groomed  
Loves Sticks

Zara is a Daddy's girl. Hanz spends a lot of time with her. Perhaps too much time. He takes her to the park every chance he gets. Zara always looks like she just got groomed.

## MAIN CHARACTERS

### Adam



40 years old  
Manager of Doggywood  
Single  
Sketchy behavior  
Loves Baywatch TV Series  
Doesn't own a dog  
Holds a grudge

Adam comes off as this hard ass manager of Doggywood. While his rigid demeanor makes him unlikable, there's a depth to Adam; he may be clinging to a sense of control in his own chaotic life, revealing glimpses of vulnerability beneath his tough exterior. Adam secretly doesn't like dogs and doesn't own one himself. This juxtaposed with his role as a park manager creates a unique dynamic that enhances the humor and complexity of the Doggywood community. Adam often does things that can be seen as shady.

### Denisha



33 Years old  
Assistant at Doggywood  
Single  
Full of Sass  
Takes crap from no one!

Denisha is Adam's right-hand woman. She takes the brunt of his BS, but gives it right back to him. She's smart, boisterous and sharp tongued. Adam likes to use Denisha as his eyes and ears to what's going on inside Doggywood which complicates things because she is friends with a lot of the regulars. Denisha finds herself often having to clean up Adam's messes. Joe has a big crush on her, but she keeps her distance because he's a married man.

## SUB CHARACTERS

### Patty (Hanz's Wife)



47 years old  
Caterer  
Enjoys cooking  
A real people pleaser  
Needs more from Hanz  
Slightly jealous of Zara  
Can talk your ear off

Hanz works a lot. Her kids are all grown and living on their own. She's a bit lonely and needy of attention.

### Valerie (Brett's wife)



35 years old  
Actress  
Unhappy with career  
Cheated on Brett  
Headed for divorce  
Misses Brody not Brett

Valerie is not seen much other than photos and phone calls. Yet she plays a vital role in Brett's life.

### Raoul & Isaac (The Boys)



Late 20's  
Married  
Youtubers  
Bubbly personalities  
Always dress their dogs up  
Love Brett because he's in the Hollywood biz

"The boys" as Johnny calls them are flashy and entertaining. They can be a little much at times.

### Garret (Old Timer) & Maggie



71 Years old  
Retired Auto Worker  
Widower  
Maggie is 17 years old  
Spends lots of time at Doggywod  
Accepts lots of free samples from Joe

Garret has been at the park since it opened. He's easy going, soft spoken and a voice of reason.

## SUB CHARACTERS

### Alice (Crazy Karen)



Early 30's  
Constantly complains  
She knows best  
Her dog can do no wrong  
Annoying to everyone  
Drives Johnny crazy  
Snitches to Adam

Alice is a dog park nightmare. She finds fault with everything. Then wonders why nobody likes her.

### Brenda (Dog Lady)



Late 30's  
Dog Watcher  
Blabber mouth  
Johnny calls her group of friends the Coven  
She dishes dirt on everyone  
Doesn't pick up poop

Brenda like clockwork shows up at the park with no less than 7 dogs every day and lets them run wild.

### Hector



Late 20's  
Grounds Keeper  
Mexican possibly Illegal ?  
Really friendly  
Adam constantly rides him

Hector often messes things up, but always with a smile which drives Adam crazy. Maybe he does it on purpose?

### Carl (The Creeper)



Late 20's  
Wannabe Comedian  
Tells bad jokes  
Awkward  
Always wears a hoodie  
Owns a cute dog  
Joe's best customer

Carl was named the Creeper for his odd way of sneaking up behind and just talking.

## “Dog Park Dilemmas” Series Format

**Style:** Dramedy - Single Cam

### **Show Elements:**

Each episode starts with a cold open.

The cold opens all connect to tell their own unique story on how Doggywood came to be.

They also are a bit of a mystery to hook the viewer from week to week.

Each episode will have its own main dilemma that the characters and their dogs will be dealing with.

The dilemma will appear on the screen after the cold open. The dilemma works as a theme of sorts for that specific episode.

**Season One:** 6 Episodes – 30 minutes each

Episode One – “Welcome to Doggywood” (Pilot)

Episode Two – “Stepped in \$%@!”

Episode Three – “Gone Girl!”

Episode Four – “Crossing the Rainbow Bridge”

Episode Five – “Tricks or Treats?”

Episode Six – “Say Goodbye to Doggywood”

## Episode One – “Welcome to Doggywood” (Pilot)

A dog runs through a wooded area. It stops, sniffs around and starts digging. We hear the owner calling. The dog comes out of the hole with a skeletal hand in it's mouth and we hear the owner scream. Flash to three months prior.

**Dilemma: Does size matter?**

We meet Brett and his little Puggle, Brody. They enter the elaborate dog park of “Doggywood,” instead of “Puppywood,” which is designed for smaller dogs. This sets off the park regulars: Johnny, Hanz, Joe, and Lilly. We get a sense of each of them as they banter about the new blood entering the park. Johnny is not a fan because he sees Brett wearing a Boston Red Sox cap, and he's a diehard New Yorker. Despite his size, Brody quickly befriends their dogs with his tenacious play, and Johnny is amazed by the little guy's personality. Denisha, the assistant manager of Doggywood, asks Brett and Brody to meet with the park manager, Adam Asher. Adam is not an easy guy to deal with. He explains that Brody needs to be in Puppywood, not Doggywood, because of his size. Brett tries to argue that Brody needs to be with bigger dogs, but Adam won't hear it.

The next day, Brett and Brody show up in Puppywood to the dismay of all the regulars, who call bullshit on Adam. It doesn't take long for Brody to make his presence felt in “Puppywood.” The regulars watch in awe as Brody takes down one dog after another. The owners are horrified as they race to save their beloved pets. Brett and Brody stand alone in Puppywood, while the owners gather outside the gate, screaming at the two of them. Adam shows up and bans them from both parks. Upon hearing this, Lilly perks up and tells Adam that she is Brody's lawyer and that he doesn't have the right to kick Brody out of Doggywood. She explains that there is no size requirement according to the park bylaws. All the regulars start yelling at Adam and chanting for Brody to be let back in. Meanwhile, all the Puppywood dog owners are screaming for Brody to just get out of their park. Adam throws up his hands and says, “Fine, but if he has one more incident, he's out.” Brett and Brody are heckled as they leave Puppywood and then cheered as they enter Doggywood. They appear to have found their new dog park.

## Episode Two - "Stepped in \$%@!"

A Golden Lab is running about. Ashlyn Stevenson, in her mid-thirties, is lying on her back in a wooded area next to a gentleman. They are holding hands, looking up at the sky through the trees. "I love it here. It's so peaceful." The man rolls on top of her. "How about I buy it for you?" Ashlyn laughs but realizes he's serious. "Really? It will be yours. Do whatever you want with it." They share a passionate kiss. Flash to...

**Dilemma: Is it better to say what you think or think before you say it?**

It's a very hot summer day at Doggywood. Brody and Luna are running about. Joe feeds Humper water from a bottle. Brett and Johnny are talking sports, arguing over the Celtics and Knicks. The gate opens, and in walks Brenda with eight dogs barking and yapping. Johnny shakes his head. "Great, it's Dog Lady." She lets them off their leashes, and they run rampant. Patty follows behind and releases Zara from her leash. She walks over and introduces herself to Brett as Hanz's wife. Brett smiles and explains that he didn't know Hanz was married. Johnny laughs, but Patty isn't pleased and tries to play it off, even though it visibly bothers her. They talk about Hanz having to work. Patty is a talker, something Johnny knows all too well. He motions behind Patty's back with his hand in a yapping motion, then excuses himself to go find Luna, leaving Brett alone to deal with her.

Johnny is limping a little as he sees Joe and Lilly talking. As he gets closer, he steps in something. "What the—?" He looks down to see he's stepped in dog poop. Johnny loses it. He screams, "Brenda!" Lilly and Joe are laughing. He limps over, pissed that they are laughing at him, unleashing a tirade.

Meanwhile, Brenda is sitting on a bench with four other women gathered around, telling a story about a friend of theirs who caught her husband cheating with another woman. She seems to be having a great time. All the while, her dogs are pooping and walking around. Patty is still rambling to Brett about Hanz. He just smiles and nods. Joe and Lilly come over, giving Brett a moment to breathe. They talk about Johnny and the mess. Patty laughs, producing a high-pitched snort that catches everyone off guard. Brenda finishes her story with a smile on her face. "So now guess what? They're getting a divorce. All thanks to me." Johnny comes from behind, screaming her name. He starts yelling at her for her dogs pooping all over and never picking it up. She denies it's one of her dogs, and they bicker back and forth. Johnny walks off, muttering, "Go back to your coven, you witch." All the women are offended.

## Episode Two - "Stepped in \$%@" (continued)

Patty continues to talk about making dinner for Hanz and how much he loved it. Brett sees Johnny walk out of Doggywood toward the office. Adam is in the office watching *Baywatch*. Johnny storms in, complaining about Brenda and her dogs. They go back and forth about it. Adam tells him he'll look into it. Johnny realizes nothing will happen and storms out. Adam follows, stops, and sniffs the air. He looks at Denisha. "Is it me, or does it smell like shit in here?" Denisha just smiles. "You're just noticing now?"

Brenda hooks all her dogs up to their leashes. Johnny is with Brett, Lilly, and Joe. She gives Johnny a dirty look and heads to the parking lot. Johnny just smiles. "Have a nice day, Brenda." Brett is amazed by Johnny's restraint. As Brenda reaches her SUV, she discovers several dog turds on the hood. Horrified, she exclaims, "Johnny G, you mother..."

## Episode Three – “Gone Girl!”

June 3, 2019. We are at Doggywood. Ashlyn Stevenson, in her late 70s, stands in front of the Doggywood gate, which is adorned with a large ribbon. She talks about the park being a special place for all dogs and their owners to come and share their love for one another. She cuts the ribbon. “Enjoy Doggywood!” The gates open, and the crowd shuffles in with their dogs. We flash to today.

**Dilemma:** All is fair in love and war till someone loses a dog.

Hector puts up a missing poster on a light pole outside Doggywood. It’s a picture of Ashlyn Stevenson. Brett walks up with Brody and reads it. Hector tells him that this is her park; she made it. “Very nice lady. No more, I guess?” Brett walks into the park. Luna and Zara are chasing each other, and Brody jumps in the mix.

Brett and the regulars discuss Ashlyn. They all seem to have a story to tell about meeting her. Everyone has kind words, except for Johnny, who talks about her being snooty. Lilly and Johnny get into it. In the distance, Lilly’s dog CeCe is wandering off. Out of nowhere, a guy in a hoodie named Carl comes up behind Brett and starts telling a bad joke. He laughs when he finishes, but no one else does—except for Hanz. Brett feels a little freaked out. Johnny whispers in his ear, “That’s Creeper Carl.” Carl awkwardly talks to Brett and then walks off. The group explains that the guy is supposedly a comedian who always tells the worst jokes. Joe doesn’t care because Carl is one of his best customers. Lilly looks around and realizes CeCe is nowhere to be found. She panics and runs off. Joe jokes that she needs to keep a better eye on her dog. Everyone looks at him, dismayed. Meanwhile, Adam is in his office, surrounded by various missing posters. He and Denisha argue about where to post them all. Hector comes in, and Adam just gives him all the posters. Denisha tells Adam he’s lazy. Lilly returns to the group, still frantic. CeCe is gone, and she thinks she might have gotten out of the park. They all start looking together to find her. Hanz talks with Garret, who is sitting on his usual bench. Garret says he saw her walk by earlier.

The regulars do everything they can to find CeCe, even scouring the parking lot. Adam puts out an alert over the PA system. Lilly is a wreck. Zara and Luna are sniffing around, trying to find her. Brett and Brody walk around the back of the snack shop. It’s closed, but the door in the back is open. They go inside and find CeCe lying on the ground, happily eating a tray of treats. They bring her back to the group, and Lilly is overwhelmed with joy. She thanks Brett, who tells her that he owes her one. Joe quips that it will teach her to keep a better eye on her dog. Johnny then asks Joe where Humper is. Joe turns, looks around, and yells, “Humper!” before taking off running.

## Episode Four – Crossing The Rainbow Bridge

Ashlyn Stevenson is sitting in a hospital gown on a lab table, looking up at some scans. The doctor is talking with her, informing her that the cancer has spread and that he's sorry the news isn't better. He places a hand on her shoulder before walking away. A tear trickles down her face as she continues to stare at the scans.

**Dilemma:** Is it better to have loved and lost than never to have loved at all?

Brett is getting Brody ready for the park when there's a knock at the door. He opens it to find a man holding a manila envelope. "Brett Bergeron?" The man asks. Brett nods and takes the envelope. "You've been served." At the park, Garret stands over his dog Maggie, who is heavily panting and suddenly falls on her side. Garret cries out. Lilly and Joe rush over to help. Adam sees the commotion and goes inside, followed by Brett and Brody, who just arrived. The regulars gather around as Garret kneels next to Maggie. Johnny fills Brett in, explaining how Garret lost his wife just a year ago. All the dogs have stopped playing and are now watching intently. Lilly puts her hand on Garret's shoulder. "We need to get her to the vet." Joe moves in and scoops Maggie into his arms. Hanz runs to get his SUV. Garret appears distraught, mumbling to himself that she was fine. Adam yells to everyone that it's okay, she's going to be fine. "Go back to enjoying the park." But it's too late; the whole park is on alert.

Joe gets Maggie into the SUV, and Garret climbs in the back with her, along with Lilly. They drive off. Brett and Johnny arrive together at the vet, where the group is sitting in the waiting area. Lilly is next to Garret, comforting him. Garret shares the story of how he and his wife got Maggie as a pup and named her on the ride home when they heard the song "Maggie" by Rod Stewart.

The doctor comes out, and his face says it all. He explains to Garret that Maggie suffered a heart attack and that there was nothing he could do. Garret, shaking, insists he wants to see her. The group follows him into the room. Maggie is lying on the table, and they stand back as Garret hugs her and sobs. Tears well up in everyone's eyes—Lilly and Hanz cry, while Johnny wipes a tear and walks away, murmuring, "It's not fair, man."

They gather in the waiting room together. Lilly tells them she will get Garret home. Joe hands some gummy samples to Lilly. "Give him these; he's going to need them to sleep." The guys all walk out together, standing in front of the vet. Hanz suddenly loses it. "Poor Garret. I don't know what I'd do without my Zara." Johnny leans into Brett and whispers, "Not sure he'd be this busted up if it were Patty."

## Episode Four – Crossing The Rainbow Bridge (continued)

On a table, we see divorce papers with Brett and Valerie's names on them. Brett sits in a chair, drinking a beer, staring at the couch where Brody is curled up, sleeping. A toilet flushes, and Johnny walks in, looking around. "You get an interior decorator for this place, or did you do it yourself?" Brett laughs. He brings up the idea of doing something at Doggywood in remembrance of Maggie for Garret. Johnny likes the idea but isn't sure Adam will be on board. Brett smiles, "We just won't tell him."

Johnny nods, then notices the divorce papers. Brett shakes his head. "What a day it's been." Johnny looks at Brett. "Yeah, what a day."

It's early morning, and we see people dressed in black walking into Doggywood. Lilly is talking with Denisha out front. "Thanks for helping us out with this." Denisha explains that it was the perfect idea. Inside, Garret is sitting alone on his bench. Flowers lay where Maggie once did. The regulars and others walk in, dropping a flower onto the pile. There's a video screen next to Garret. Everyone settles in, including the dogs.

Adam confronts Denisha. "What the hell is this?" She snaps back, "It's a memorial for Maggie." Adam goes into a tizzy, but Denisha quickly squashes it by saying she gave the okay.

Garret thanks everyone and explains what Maggie meant to him and how she filled his life with love and joy, especially after his wife passed. He reflects on the days they shared at Doggywood, and tears well up in all the regulars' eyes. Brett plays a video that appears on the screen. The song "Maggie May" by Rod Stewart starts to play as photos of Maggie, from being a pup to her later years, fill the screen. We slowly pull out high above Doggywood as the music continues to play, and the screen goes black.

"Dedicated to everyone who has ever loved an animal."

## Episode Five – Tricks or Treats?

Ashlyn and Adam are in his office, having a heated debate. Adam argues that they need to make Doggywood a paid subscription park, insisting they're missing out on a lot of money. "I'm just trying to make you see how much money you could be making!" he says. Ashlyn retorts that she hired him to manage the park, not to make the rules. "If you don't like it, I can find someone else who does. Over my dead body will Doggywood ever be about money. Are we clear on that?" Adam nods, and Ashlyn storms out of his office. He takes a big bite from a Snickers bar.

**Dilemma:** How much information that we share is too much information?

Brody and Brett walk up to the front gate, where Hector is putting up a sign that reads "Doggywood 4th Annual Halloween Costume Event." Brett looks at Brody. "You're already too scary." Brody looks up with his toothy grin. Once inside, Brett walks into a conversation among the regulars about the Halloween competition. Lilly mentions how competitive everyone is and reflects on past costumes. Johnny declares that he hates Halloween. Joe is shocked. Johnny recounts a story from when he was fifteen, explaining how he and a buddy were chopping wood, and his friend accidentally hit him in the head with an axe, leaving him in a coma for five days. Hanz is horrified. "You took an axe to the head?" Johnny shows the scar in his hairline, explaining how it increased his tolerance for pain. He adds that he never dresses his dog up, but "The Boys" always have the best costumes for their dogs, and they match them as well. Johnny leaves, and Hanz turns to the others. "He took an axe to the head." Brett chimes in, "That does explain a lot."

In the office, Denisha is putting up decorations when Adam enters and looks around. She smirks, "I see you've got your Halloween costume on already. Going as Angry White Man again this year?" Adam laughs and informs her that she needs to make sure Hector puts the spiders up around the front gate and not inside the park, where the dogs can tear them apart like last year. Joe gives a treat to his dog. "Trick or treat, buddy?" Humper gobbles it down. Joe opens a tin, pulls out a marijuana gummy treat, and offers it to Brett. "New stuff, man. Just got it in the store." Brett refuses. Hanz, looking out of sorts, is affected by Johnny's story. "Can you imagine?" Brett asks. "We should all show up with those fake axe-in-the-head masks on Halloween." Joe laughs out loud. Hanz is horrified but thinks it could be really funny. Lilly initially doesn't want to participate, but then decides to do it just because it's Johnny.

## Episode Five – Tricks or Treats? (continued)

Hector is placing large spiders on the shrubs inside the park when Zara grabs one and runs off with it. Denisha comes in, retrieves the spiders, and explains to Hector what Adam wants. Zara, CeCe, and Brody are in a tug-of-war with one of the spiders until it pulls apart into three pieces. Hector smiles, “I see what you are saying.” The Boys walk in, matching in shorts and polo shirts, and pass by Lilly, Joe, and Brett. Raoul grins at them. “Time for us to win our fourth competition, bitches.” Lilly is annoyed. “We’ll see about that.” Fired up, she argues with the regulars about needing to do something. Brody struts over with part of the spider in his mouth and spits it out. Joe taps Brett on the back. “Get those axe costumes.”

That night, Hanz is in bed, having a nightmare of Johnny being struck in the head by the axe over and over again. He screams and wakes up in a cold sweat. Zara licks his face.

It’s the day of the Halloween costume contest. Various costumed dogs, such as bees, hot dogs, and bats, fill the park. Adam and Denisha are checking them out as they enter. In the back of the park, Brett is wearing the axe-in-the-head costume with fake blood, handing out the other headpieces to Joe and Lilly. Hanz refuses his. “I can’t do it. I had nightmares all night about Johnny and the axe.” Brody trots over, dressed as Chucky from *Child’s Play*, while Zara sports butterfly wings. CeCe is decked out as a silver dragon, with a long spiky tail dragging behind her. Brett is impressed. “Wow, you really do want to win this thing, don’t you?” Lilly smiles, “You know it.” They all put the axes on their heads when Johnny walks in, wearing an axe-in-the-head costume. He’s furious. “You’re kidding me, right? You all stole my costume!” Confusion spreads among the group.

The Boys enter with their Pomeranians, and the chatter comes to a halt. Lilly’s jaw drops at the sight of Raoul and Isaac dressed as the Addams Family—Raul as Morticia, Isaac as Wednesday, and their dogs as Thing and Cousin It. Lilly exclaims, “What the…” Adam announces the winners, and we see Raoul and Isaac pick up their dogs in victory. The regulars stand off to the side, axes in their heads. Brett looks at all of them. “I guess we got axed.” Hanz perks up. “So, Johnny, that was a made-up story?” Johnny shakes his head. “Why would I make up a story about taking an axe to the head?” Hanz looks at Joe. “I’m going to need a couple of those gummies tonight.” The dogs run about, their costumes half off or torn, as they play with each other in the park.

## Episode Six – “Say Goodbye to Doggywood?”

A dog digs excitedly, emerging from a hole with a skeletal hand in its mouth. The owner screams in horror as the dog prances around with the hand like it's a toy. In a panic, the owner races through the wooded area into the main section of Doggywood, shouting, “Dead body!” People catch sight of the dog, scream, and scatter.

**Dilemma:** Should we let sleeping dogs lie?

Brett and Brody pull into the parking lot, where cop cars and an ambulance are stationed. A crowd has gathered outside the gates, and yellow caution tape flutters everywhere. Adam is talking to a police officer, looking flustered as he notices the dog park community staring at him. He asks when the park can reopen, but the officer informs him that it's a crime scene, and the park won't open until investigations are complete. A news crew arrives and starts recording, while Johnny and the regulars watch, their dogs on leashes.

Brett approaches, “Did someone die?” Johnny laughs, “As a matter of fact, yeah.” They speculate about potential culprits from the park, joking about various quirky characters. Brett raises the possibility that the skeleton could belong to Ashlyn Stevenson, the creator of Doggywood, who went missing two months ago. Joe pulls out his edibles. “I think we could all use this,” he says, and everyone, including Brett, takes one for the first time.

Inside the office, Denisha and Hector watch through the window. Denisha is visibly shaken. Adam enters, equally freaked out, rambling about how disastrous this is for the park's reputation. They discuss the discovery of the skeleton. Hector refers to the area where it was found as “The Heart.” Adam is puzzled. Hector explains that it's where Mrs. Stevenson used to meditate, and he always maintained the surrounding area in the shape of a heart. Adam is perplexed by this revelation, while Denisha complains about moving from Compton to avoid finding dead bodies—this isn't what she signed up for.

As police zip the skeleton in a body bag and cart it away, they begin canvassing the area for clues. A Snickers bar wrapper is picked up and placed into an evidence bag. The regulars gather above Doggywood under the sign, all feeling the effects of Joe's edibles. A helicopter circles overhead, and they marvel at the surreal experience of watching a real-life CSI episode unfold in their beloved park. Hanz, especially high, laughs as he watches the dogs play on the hillside. “You okay, Hanz?” Johnny asks. Hanz gets up to join the dogs, tumbling down the hill and eliciting laughter from everyone. Lilly wonders if they should help him, but Johnny reassures her, “We'll all end up down there eventually.”

## Episode Six – “Say Goodbye to Doggywood?” (continued)

Brett's phone vibrates in his pocket. He pulls it out and sees a text from Valerie: “I'm in the area, will be stopping by to talk.” Excited, he announces, “It's Valerie! I gotta go, guys. Let's go, Bro!” The regulars cheer him on, but once Brett and Brody are out of earshot, Johnny voices what they're all thinking: “The poor guy is screwed!” They all agree in unison, including Hanz from the bottom of the hill.

At home, Brett rushes around his apartment, tidying up like a madman while Brody watches, his head moving back and forth like it's a tennis match. The buzzer rings, prompting Brett to stop, take a breath, and answer the door. It's Valerie, looking as stunning as the pictures they've seen. “Are you going to ask me in?” she teases. Brett laughs nervously as she steps inside. Brody bounds over to her, jumping into her arms. “I missed you so much, Brody!” They exchange small talk before the conversation turns to the divorce papers. Brett tries to speak, but Valerie interrupts, informing him that she's moving to New York with the man she cheated on him with. She insists they need to finalize the divorce. It's a gut punch, but then she drops another bombshell: she wants to share custody of Brody throughout the year. They argue, with Brett expressing his heartbreak and frustration. “You can't do this,” he pleads. Outside Doggywood, it's windy and dark. The yellow police tape still blocks the entrance, and a missing person poster for Ashlyn Stevenson flutters on a light post. A hand reaches out and touches it, revealing a hooded figure. The light exposes their face—it's Ashlyn Stevenson.

**To be continued.**

## FUTURE STORYLINES FOR DOG PARK DILEMMAS

**1. Mystery of the Skeleton:** The tests come back on the skeleton—it's not Ashlyn Stevenson; it's a man's skeleton. This mystery unfolds as the regulars try to uncover the identity of the skeleton and who buried it, while the bigger question looms: where is Ashlyn Stevenson?

**2. Accusations in the Park:** Alice, the park "Karen," accuses Brody of biting her dog. While nobody saw it happen, Alice is adamant it was Brody. With his history, this could lead to Brody's expulsion from Doggywood. However, when another dog owner's dog gets bitten and the teeth imprint clears Brody, the tension shifts.

**3. Adam's Transformation:** After a near-death accident, Adam wakes up to his behavior and decides to turn over a new leaf, aiming to be a nice guy. This freaks Denisha out, and the regulars struggle to accept this new version of Adam, ultimately pushing his buttons until he reverts to his old self.

**4. The Shape-Shifter Conspiracy:** Brett, Johnny, and Joe become convinced that Hanz and his wife, Patty, might be the same person—a theory that leads them to sneak around their house to uncover the truth.

**5. Puppy Surprise:** The regulars unite to get Garrett a puppy to help fill the void left by his beloved Maggie, leading to heartwarming and humorous moments.

**6. Brody the Star:** A video of Brody roughhousing with another dog goes viral, catching the attention of a TV producer who wants to make him a reality star, causing confusion and excitement among the regulars.

## FUTURE STORYLINES FOR DOG PARK DILEMMAS (Continued)

- 7. Valerie's Dilemma:** Valerie gets a role on a soap opera and decides against moving to New York with her boyfriend, breaking up with him instead. She asks Brett if she can stay with him, despite the warnings from the regulars.
- 8. Party Intrigue:** Raoul and Isaac invite Brett to one of their parties, leading him to accept out of obligation. Unbeknownst to him, Johnny and Joe's wild descriptions fuel his imagination about what might happen.
- 9. Dating Drama:** Lilly meets a guy on a Must Love Dogs dating site and brings him to the park. The regulars are skeptical and grill him, leading to a breakup that ends with an unexpected twist when he gets arrested for a massive catfishing scheme.
- 10. The Abandoned Dog Mystery:** A dog is abandoned at Doggywood. Adam checks the surveillance cameras and sees the culprit, but struggles to identify them due to a missing license plate.
- 11. Squirrel Mayhem:** A family of squirrels invades Doggywood, sending Brody and his pals into a frenzy. Adam puts Hector in charge of getting rid of the "vermin," but things don't go as planned.
- 12. Award Pressure:** Doggywood is up for the award of Best Dog Park in California. Adam is excited but becomes increasingly panicked as everything that can go wrong does go wrong on the big day.
- 13. Job Offer Dilemma:** A competing dog park tries to lure Denisha away with a tempting job offer. When Adam finds out, he panics, not wanting her to leave for a rival park.

# Marketing and Advertising Appeal of “Dog Park Dilemmas”

## Overview:

**Dog Park Dilemmas** is not just a heartwarming dramedy about friendship and community; it’s a goldmine for advertisers looking to tap into the booming pet industry. With a focus on dogs, the series offers a unique opportunity for brands to connect with a passionate audience of pet lovers, making it an ideal platform for product placement and integrated marketing.

## Commercial Appeal:

The pet industry has experienced remarkable growth, with recent estimates suggesting it reached over **\$136 billion** in 2022, with projections to exceed **\$200 billion** by 2027. This surge is largely driven by the increasing number of pet owners who view their pets as family members. The dog segment alone accounts for a significant portion of this market, with pet food sales estimated at **\$50 billion**, dog treats contributing over **\$8 billion**, and the pet toy market valued at approximately **\$5 billion** in 2022. **Dog Park Dilemmas** taps directly into this lucrative market by showcasing relatable, everyday moments that resonate with dog owners, making it an ideal venue for advertisers.

## Product Integration Opportunities:

The series provides ample opportunities for internal branding and product placements. For example, imagine an episode where a character brings a new, colorful dog toy to the park. This toy quickly becomes the center of attention, as various dogs enthusiastically compete to play with it. The playful chaos that ensues not only highlights the toy's fun and engaging features but also showcases its brand in a natural, organic way. As the dogs tug, chase, and interact with the toy, viewers get a firsthand look at its appeal, creating a memorable association between the product and joyful moments shared among pets.

Additionally, from featuring high-quality dog food and treats during park gatherings to showcasing stylish dog apparel and accessories, brands can seamlessly integrate their products into the storyline. The increasing trend of pet-focused subscription boxes can also be highlighted through character interactions, further expanding advertising potential.

## Social Media Marketing Potential:

**Dog Park Dilemmas** can extend its reach through robust social media marketing strategies. The show can create engaging content that resonates with viewers, such as behind-the-scenes clips, character spotlights, and interactive polls about favorite pet products. Each episode can encourage viewers to share their own dog park experiences using a dedicated hashtag, fostering community engagement. Brands can leverage this engagement by hosting giveaways of featured products, encouraging fans to participate and share their own stories. This user-generated content can create a buzz around the series and its products, driving both viewer loyalty and brand awareness. Collaborations with popular pet influencers can further amplify the series' visibility and attract a larger audience.

## Why I created Dog Park Dilemmas ?

Two years ago, my life changed when the entertainment industry went belly up because of the Hollywood strikes. I had been making my living as a writer/producer in reality and documentary TV. With nobody hiring, I found myself with a lot more time on my hands. So, I started taking my dog every morning to a new dog park close to where I lived. It was here that the genesis for “Dog Park Dilemmas” was born. I quickly realized that this park was like a giant melting pot of varied and interesting personalities. The people I met came from all walks of life, all nationalities, different religions, and beliefs.

As I became a park regular and started to connect with the others, I learned more and more about each of them. We’d share stories about our kids, our lives, and, of course, our dogs. I looked forward to my daily visits, catching up with my newfound friends and watching our dogs play together. I learned the park was more than just a place to take your dog to have fun; it was a community, a place to bond, share some laughs, and vent. The dog park is also a constant source of dilemmas—you never know one day to the next who might show up, what might be said, or what might happen.

To me “Dog Park Dilemmas” is a heartfelt and humorous exploration of life through the lens of dog ownership. The characters and situations I’ve created for this series all stem from my own personal experiences at the dog park. Real people, real dogs, real life. That’s what this series is all about. I believe there are many people out there who will connect with and enjoy what “Dog Park Dilemmas” has to offer.

