




Board of County Commissioners



Animal Resource Center
Update

November 25, 2008



2008 Wrap-Up Looking Ahead to 2009!

- Dog License Promotion
- Home for the Holidays w/ lams



Field Services

Through October 31st, 2008

- Handled 10073 Calls for Service (11805)
- Rescued 3981 Animals (3903)
- Logged 120,485 Miles (126,282)
- Issued 851 Citations (1010)



Shelter Services 2008 YTD

- Sheltered 8000 Animals (8763)
- Completed 2384 Adoptions, Return to Owners & Rescue Transfers (2620)
- www.mcoho.org/animalshelter



License Program

- 72,347 Tags Sold for 2008 (YTD)
- 73,062 Tags Sold For 2007
- 2009 - - - - ? ? ? ? ? 73000+



NO INCREASE FOR 2009!

\$16



Montgomery County Auditor Karl Keith

Press Conferences

- Kick Off Held November 21st 1130am
- #1 Dog License January 9th 1000am

Mailings

- Reminder Cards – Two mailings



#1 Dog License Montgomery County Auditor Karl Keith



2008



2007

www.mcoho.org/dogs



Rewards Magazine Promo Ad




MONTGOMERY
C O U N T Y
ANIMAL RESOURCE CENTER

6790 Webster St.
Dayton
937-898-4457
Mon-Fri 10am-6pm
Sat 10am-4pm
animalshelter@mcohio.org



**your dog can be a
superstar!**

**HOME FOR THE HOLIDAYS
PHOTO CONTEST**

Look for your 2009 dog license application in the November issue of REWARDS MAGAZINE & enter your dog photo for a chance to be featured in our **MOTOPHOTO** sponsored "2009 Dog License Campaign"

CALL THE NEAREST **MOTOPHOTO** location & schedule your pet's session for your **FREE** 5x7 professional portrait for submission to the

 **PHOTO CONTEST**

| | | | |
|-------------------------------|-----------------------------------|-------------------------|-----------------------------------------|
| Washington Square 433-6313 | Bellbrook/Centerville 848-4848 | Dayton Mall 439-5157 | Kettering (near the Greene) 294-7466 |
|-------------------------------|-----------------------------------|-------------------------|-----------------------------------------|

All other photo entries, please submit by email to Animalshelter@mcohio.org. Entry deadline is October 31, 2008

\$15 OFF **microchip special**
present this coupon and receive
\$15 off one pet's microchip
(\$10 off for additional pets from the same household same visit)
Montgomery County Animal Resource Center
937-898-4457
Limit one coupon per household. All pets must be chipped at the same visit. Valid 10/15/08 - 11/30/08.

Rewards Magazine

Current Ad with Photo Contest Winner!

Protect Your Pet With A Montgomery County Dog Tag!



MONTGOMERY COUNTY

ANIMAL RESOURCE CENTER

6790 Webster St. - Dayton
937-898-4457
Mon-Fri 10am-6pm - Sat 11am-4pm
www.mchic.org/animalshelter

Shesmas, Winner Of The Home 4 The Holidays Photo Contest



Thanks to Everyone Who Sent Photos For the Contest In Support Of Your Animal Resource Center!

Ohio Requires That ALL Dogs 3Months And Older Must Be Licensed
FACT: Just One Stray's Cost Can Cost You Up To \$150,000
Mail This Now, Price Doubles After Jan. 31st 2009



- Only \$16 -
The Perfect Holiday Gift!



Saturday, Dec. 13

Check Animal Resource Center's Website For Times & Location.
www.mchic.org/animalshelter

Annual 2009 Application For Dog Registration & Donations Year 2009

Name of Owner(s): _____ E-mail: _____
Address: _____ City: _____ Zip: _____
Phone: _____ Alternate Phone: _____

To the Auditor of Montgomery County, Ohio:
I, the undersigned, Owner, Keeper or Harborage, Herby tender the legal fees of \$16 per license and apply for the registration, for all dogs on or before three months of age or older, described below.
Place an "X" in the appropriate column. The undersigned certifies that the facts stated below are true.

| ADDRESS | SEX | | | | COLORS | | | | | HAIR | | | FEES | |
|---------|------|--------|-------|-----|--------|-------|------|-----|----|-------|-----|-------|------|---------|
| | MALE | FEMALE | MIXED | UNK | BLACK | WHITE | SPOT | TAN | TR | BROWN | GRY | OTHER | | |
| | | | | | | | | | | | | | | \$16.00 |
| | | | | | | | | | | | | | | \$16.00 |
| | | | | | | | | | | | | | | \$16.00 |
| | | | | | | | | | | | | | | \$16.00 |

Signature of Applicant: _____ (Must be 18 years of age or older)

Mail this form with your check and a self-addressed stamped envelope to: Earl Keith, Montgomery County Auditor
451 W. Third St., Dayton 45422-1031
225-4314 County Auditor Office

Donations are tax deductible!

Share in the Caring & Receive a Special Montgomery County Dog Tag!

- Heart-Shaped Tag: Donations of \$30 or more (plus \$16 license fee) \$ _____
 - Home-Shaped Tag: Donations of \$5 or more (plus \$16 license fee) \$ _____
 - Ordinary Tag: \$16 license fee per dog \$ _____
 - I Don't own a dog, but I'd like to help - Donation only \$ _____
- Total enclosed \$ _____



All license fees should be paid directly to the Auditor of Montgomery County for the license, care and licensing of our dogs and cats. Donations are tax deductible up to 30% of net income. For more information on dog tags, please contact the Animal Resource Center at 6790 Webster St., Dayton, OH 45422-1031. Thank you for your 2009 gift that has supported a new community through dog programs.



MONTGOMERY COUNTY

ANIMAL RESOURCE CENTER

License Promotion Campaign

WHIOTV TV / Web Site Campaign

- 100,000 “impressions” / month rotation on the Pet, Community, Family pages
- Text link in the Headlines of the News Page
- Display ad fixed on the Pets Page w/link to the Auditor’s Office
- 200 :15 spots for 2 months on 7 Weather Now



Bone & Heart Donation



Dog License Announcement



License Promotion Campaign

Dayton Daily News Ad pages

- Two ¼ page, color ads featuring the Dog License poster
 - Sunday, November 30th
 - Sunday, January 11th



Poster Advertising

“So easy, a dog could do it.”

**SO EASY,
A DOG COULD DO IT.**




**NOW YOU'VE GOT MORE OPTIONS THAN EVER!
BY MAIL, IN PERSON, OR ONLINE AT WWW.MCOHIO.ORG**

The benefits of licensing your pet:


- ✓ Peace of mind: 24 hour identification and we know you care about your KO family member
- ✓ A ticket home: Your \$16 license provides them a ride home and you avoid \$150 tickets
- ✓ Safe shelter: Good food, a warm bed and emergency care

License your dog today!
Licensing dates: December 1 through January 31
Montgomery County Animal Resource Center
6790 Webster Street • Dayton, Ohio 45424
937-898-4457 ext. 8
www.mcohio.org



English hours: Monday-Friday 10:00-4:00 Saturday 10:00-4:00, Sunday & Holiday closed

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License Promotion Campaign

Radio Spots Chisano Marketing Group

- Weekend spots
 - December
 - January
- Two week push at the end of January
 - January 18 - January 31

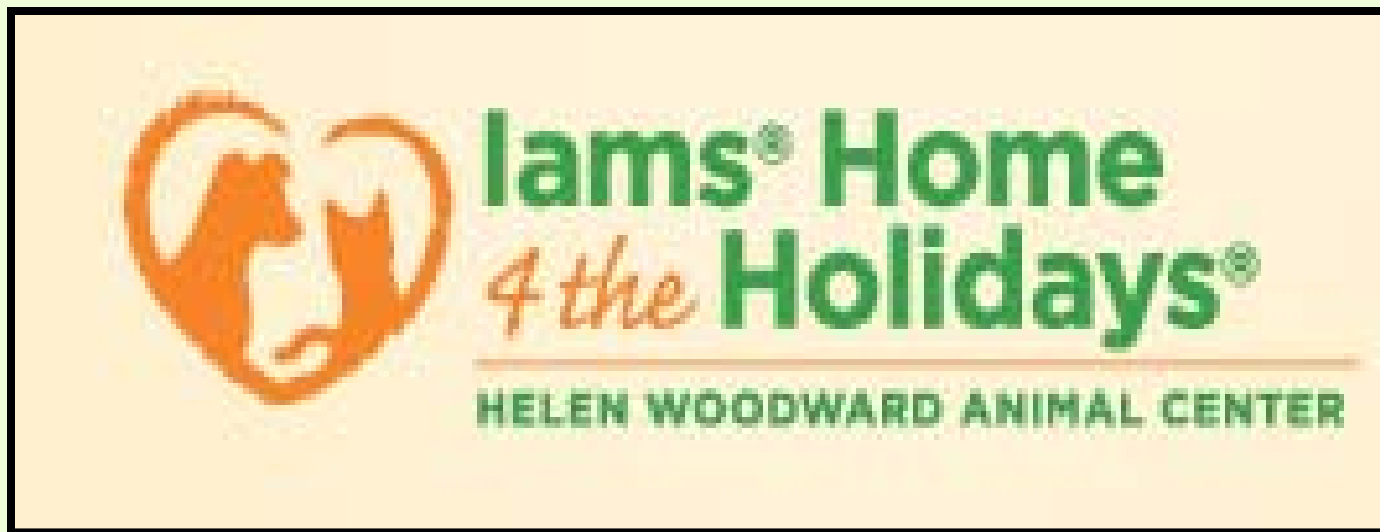


Don't Forget Your Cat!

- Voluntary Cat Registration Program
- Started in 2008
- Provides Protection to Cats
- Lifetime Registration with Microchip



Peace on Earth, Good Homes to Pets!



10th Anniversary Year!



Home for the Holidays

- Press Conference
 - December 5th 1000am
 - Downstairs lobby
 - IAMS, ARC, Humane Society, SICSA
- Goal is 1,000,000 Adoptions



Dayton Mall Adopt-a-thon

- December 13th at the Dayton Mall
- IAMS, ARC, SICSA & the Humane Society of Greater Dayton

10:00am – 6:00pm

No snow has been requested...



Thank You !

Happy Holidays
from the Staff and Animals
at the
Animal Resource Center!

