

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 31<sup>st</sup>, 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](http://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 21<sup>st</sup> 1130am
- #1 Dog License January 9<sup>th</sup> 1000am

## Mailings

- Reminder Cards – Two mailings



# #1 Dog License

## Montgomery County Auditor

### Karl Keith



2008



2007

[www.mcoho.org/dogs](http://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@mcoho.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
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All other photo entries, please submit by email to [Animalshelter@mcoho.org](mailto:Animalshelter@mcoho.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](http://www.mchic.org/animalshelter)

Shesma, 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](http://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 handling of our dogs and cats. Donations are tax deductible if they are made to the Montgomery County Auditor's Office. All donations should be made directly to the Auditor's Office. Thank you for your 2009 gift that has supported our care community through this program.



# 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](http://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](http://www.mcohio.org)



Animal Care Monday-Friday 10:00-4:00 Saturday 10:00-4:00, Adoption & Welfare Center




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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

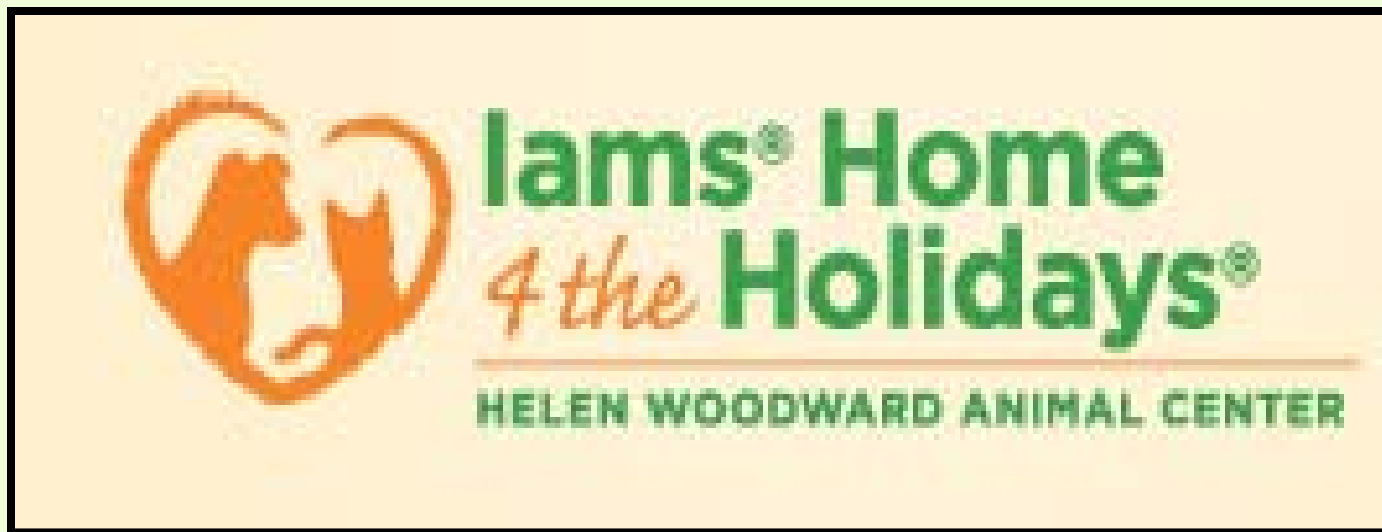


# Don't Forget Your Cat!

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



# Peace on Earth, Good Homes to Pets!



10<sup>th</sup> Anniversary Year!



# Home for the Holidays

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



# Dayton Mall Adopt-a-thon

- December 13<sup>th</sup> 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!

