




Board of County Commissioners



Animal Resource Center
License Amnesty Promotion
August 4, 2009



Animal Resource Center

Through July 31st, 2009

- Handled 8343 Calls for Service
- Rescued 5223 Animals
- Logged 85,964 Miles
- Issued 823 Citations
- Adopted 1201 animals



Animal Resource Center

License Campaign for 2009

- Television & Radio Ads
- Rewards Magazine Ad & Contest
- County Auditor #1 Dog License
- Extended Sales Period
- Canvassing
- Newspaper Advertising



License Program

- 71,101 Tags Sold in 2009 (YTD)
- 72,548 Tags Sold in 2008
- 73,062 Tags Sold in 2007



Amnesty Week

August 8

through

August 24



Penalty Free Licenses!

\$16



Amnesty License Outlets

- County Auditor Karl Keith's Office
- Online www.mcohio.org/dogs
- Animal Resource Center
- Humane Society of Greater Dayton
- Kettering Animal Control
- SICSA



License Amnesty Announcements

- Press Conference
Friday August 7th at 9:00am
- FaceBook, Twitter & YouTube
- Montgomery County Website
- County Auditor Website
- Animal Resource Center Website



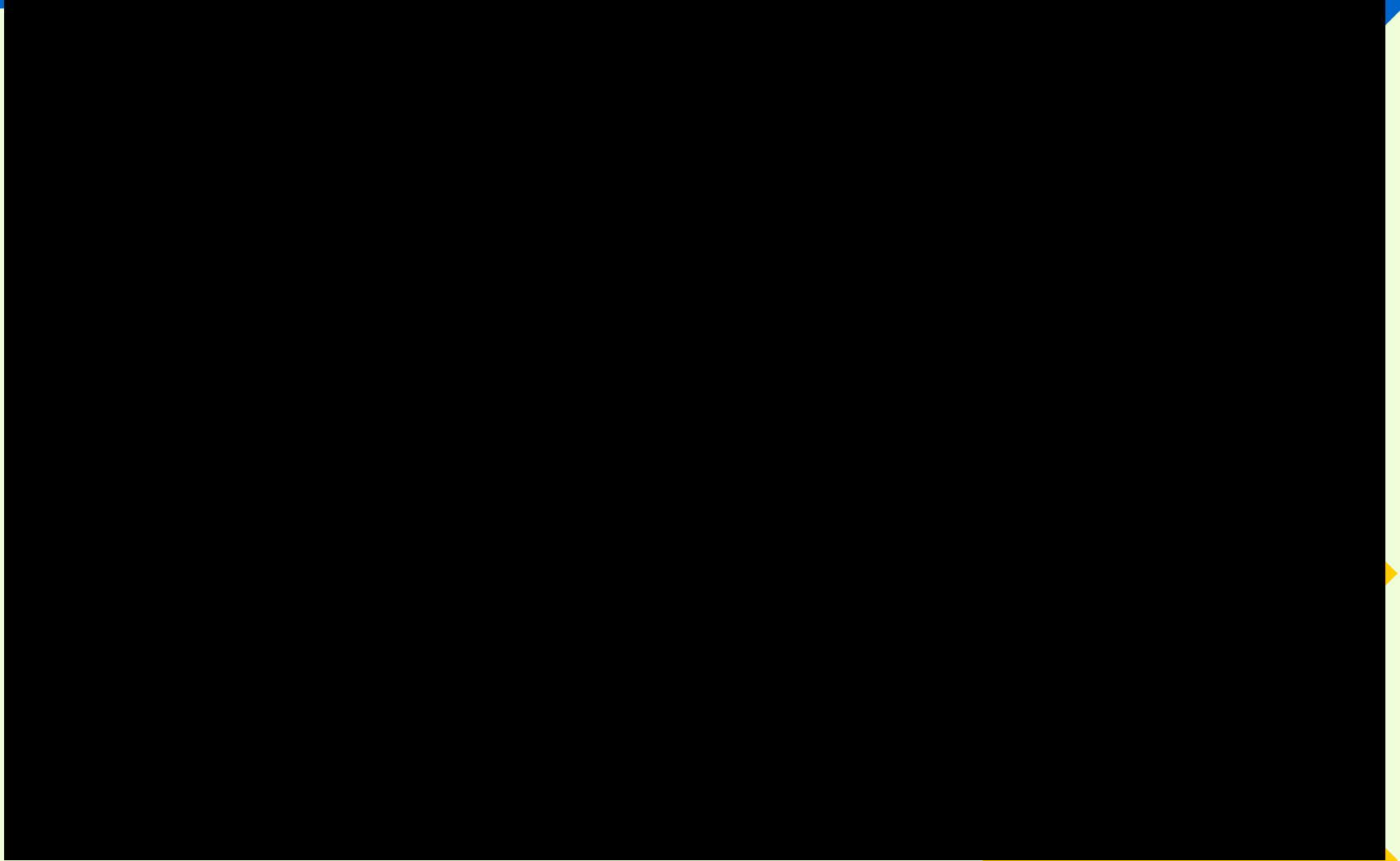
Amnesty Promotion Campaign

WHIOTV TV / Web Site Campaign

- Two week rotation with 30,000 impressions on the Pet, Community, Family pages
- 24 :15 spots on CH 7
- 100 :15 spots on 7 Weather Now



Amnesty Commercial



Amnesty Promotion Campaign

Dayton Daily News Ad page

- 1/8 page Color Ad
- Sunday August 9th



Dayton Daily News Advertising



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

**Montgomery County
Dog License Amnesty**

Saturday, August 8th, 8 a.m. through Monday, August 24th, 5 p.m.

No penalty! Amnesty Dog Licenses are only \$16 during that time!

Buy your Montgomery County Amnesty Dog License at the following locations:

Online from Montgomery County Auditor Karl Keith at www.mcOhio.org or in person at the Auditor's Office: 451 W. Third Street, Dayton

Montgomery County Animal Resource Center - 6790 Webster Street, Dayton

SICSA - 2600 Wilmington Pike, Kettering

Humane Society of Greater Dayton - 1661 Nicholas Road, Dayton

City of Kettering Animal Control - 3600 Shroyer Road, Kettering



**MONTGOMERY
COUNTY**

ANIMAL RESOURCE CENTER

Amnesty Promotion Campaign

Radio Spots Chisano Marketing Group

- Daily radio spots on Mix 107
- August 7 – August 24



Thank You !

The Staff and Animals
at the
Animal Resource Center!

