



# TOWN OF APPLE VALLEY

## TOWN COUNCIL STAFF REPORT

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**To:** Honorable Mayor and Town Council      **Date:** November 18, 2014  
**From:** Gina Schwin-Whiteside, Animal Services      **Item No:** 12  
**Subject:** AVAS ADOPT-A-PET EXTRAVAGANZA

**T.M. Approval:** \_\_\_\_\_      **Budgeted Item:**  Yes  No  N/A

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### RECOMMENDED ACTION:

Authorize staff to temporarily reduce pet adoption fees by 40% from November 19 through December 23, 2014 for the **AVAS Adopt-a-Pet Extravaganza** program and work with local businesses to sponsor additional incentives and free pet products that will be included with each adoption/rescue.

### BACKGROUND:

The Town of Apple Valley Animal Services Department (AVAS) has implemented numerous programs such as the FURBALL, Paws-n-Claws Pet Fair, and Cruisin' Fur Critters, aimed at increasing pet adoptions from the Municipal Animal Shelter.

As part of the proposed AVAS Adopt-a-Pet Extravaganza program, staff is proposing to reduce adoption fees for cats and dogs from November 19 until December 23, 2014, to promote placement of adoptable animals into permanent loving homes before the Holiday closure on December 24th. The total reduction in adoption fees is based on negotiated prices for veterinarian services, corporate sponsorship of the AVAS Adopt-a-Pet Extravaganza and available donor funding through the Apple Valley Community Resource Foundation. This program is anticipated to have minimal impact upon Animal Shelter operations and the approved operating budget or budgeted revenues.

### ANALYSIS:

Funds raised throughout the year by the Department during events such as the FURBALL, Paws-n-Claws Pet Fair, and Cruisin' Fur Critters will be used to help offset the increased expenditures for spaying/neutering adopted animals. Use of funds from these other programs to offset costs and revenue reductions from this Adopt-a-Pet Extravaganza program will help ensure that this program has minimal impact upon Animal Shelter operations and the approved operating expenses or budgeted revenues.

The total reduction in adoption fees is based on negotiated prices for veterinarian services, corporate sponsorship of the AVAS Adopt-a-Pet Extravaganza and available donor funding through the Apple Valley Community Resource Foundation. Based on these negotiated price reductions in spaying and/or neutering services and donation of pet products, the proposed temporary discount in adoption fees for cats from \$40 to \$25 (\$15 decrease) and dogs from \$85 to \$50 (\$35 decrease), will amount to a reduction of 40% of the existing fees. Additional fees for licensing dogs will apply based on residency.

#### **FISCAL REVIEW:**

The programmatic impact upon Animal Shelter revenues is undeterminable until conclusion of the Adopt-a-Pet Extravaganza. Based upon a level of participation in this program equating to adoption of 100 cats and 100 dogs, the revenue reduction would equal \$5,000. It is anticipated that these revenue losses will be fully offset by funds raised throughout the year for medical, spay/neuter, and adoption assistance during events such as the FURBALL, Paws-n-Claws Pet Fair, and Cruisin' Fur Critters. Funds from these other programs offset the increased expenditures for spaying and/or neutering sheltered animals during adoption events.

#### **SUMMARY:**

Authorization to temporarily reduce pet adoption fees by 40% from November 19 through December 23, 2014 for the **AVAS Adopt-a-Pet Extravaganza** will increase pet adoptions during the holiday season. This program will result in some revenue losses due to reduced pet adoption fees. However, these losses should have minimal impact upon the shelter operations and will be offset by use of funds generated from fundraising activities. Staff is recommending adoption of the requested action to temporarily reduce adoption fees for cats and dogs from November 19 until December 23, 2014, to promote placement of adoptable animals into permanent loving homes before the Holiday closure on December 24th.