



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** June 28, 2016

From: Gina Schwin-Whiteside **Item No:** 7
Director of Animal Services
Animal Services Department

Subject: CLEAR THE SHELTER MONTH - JULY 2016

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

RECOMMENDED ACTION:

That the Town Council authorize the Director of Animal Services to approve discounts in adoption fees, microchips, return-to-owner fees, and spay/neuter vouchers when donations have been secured to offset the discounts without impacting the operating budget of the Department.

SUMMARY:

Providing shelter animals permanent loving homes is a priority for the Department. In order to have measurable results regarding pets being adopted from the shelter, staff recommends a program that is offered the entire month of July. Historically, there is a greater level of participation and positive results when an adoption incentive program lasts more than just one day. In support of the nationwide Clear the Shelters adoption event that will be held July 23, 2016, staff is proposing a Clear the Shelter Month that will offer discounted adoption fees, free microchips, spay/neuter vouchers and additional incentives that will reunite pets with their owners. This program will support the efforts of the Department to continue lowering euthanasia rates. Most important, it will provide opportunities for pets needing placement during a month when our animal shelter population increases.

BACKGROUND:

This year's nationwide Clear the Shelters adoption event will be held July 23rd. Nearly 20,000 pets found their forever homes in 2015, when some 400 animal shelters across the country partnered with NBC Owned Television Stations and the Telemundo Station Group. In 2015, AVAS participated in the one-day event that resulted in the adoption of 35 adoptions and 430 visitors. This represented the largest number of visitors on any Saturday since opening the Municipal Animal Shelter in 2010.

CONCLUSION:

Staff recommends adoption of the recommended Clear the Shelter Month - July 2016.

FISCAL IMPACT:

Funds for the Clear the Shelter Month will be made available from the Apple Valley Community Resource Foundation Animal Services' fundraising activities, including but not limited to Cruisin' Fur Critters, Furball and other donations. All discounts in fees will be fully covered by fundraising dollars. This will ensure that there is no impact to the operating budget of the Animal Services Department.