



Dear Business Owner,

It is estimated that pet owners across the country spend in excess of four billion dollars on their beloved pets each year. Minneapolis Animal Care & Control would like to invite you to join with us in reaching out to the pet owners of more than 240,000 pets in the City of Minneapolis. In January 2012, we will roll out a new marketing campaign targeted at every dog and cat owner in our great city.

How Does the Program Work?

In Minneapolis, all cats and dogs are required to be licensed. As an incentive to license, pet owners will receive a **free "I Love My Pet" Rewards Card**:



The card can be used by pet owners to receive discounts at participating businesses on products and/or services – pet food, grooming services, oil changes, groceries, and more. Our goal is to encourage all types of businesses – pet-oriented businesses as well as non-pet businesses – to partner with us.

What Do Participating Businesses Do?

By participating, your business will offer a discount when a pet owner presents the card. Below are the details of the program:

1. Businesses complete a simple application form outlining your contact information and your desired discount;
2. Businesses set the discount (i.e., \$5 off; 10 percent off; buy \$25 and receive a certain item free);

3. MACC will create a hyperlink from an icon of your business logo on our website to your website: (<http://www.minneapolismn.gov/animal-control/>);
4. You display signage in your businesses advertising that you accept the “*Love My Pet*” Rewards Card;
5. If businesses sign up for the program by December 31, 2011, MACC will include your businesses name on the literature that pet owners receive in their January 2012 renewal mailing, as well as on our online description of the program;
6. If a business enrolls in the program after December 31, 2011, your business contact information and logo will be added to our online description of the program.

We believe this program will be a win-win for everyone involved:

- **Pet Owners** receive discounts on items they purchase anyway
- **Businesses** receive increased customers and develop loyalty with these customers
- **Pets are Licensed** – In Minneapolis, licensed pets are three times more likely to be returned to their owners when they stray. And, if the pet comes into the Animal Shelter, 99 percent of licensed pets are returned home or find a new adoptive home

Why the New Program?

Our entire goal for this program is to educate pet owners on the life-saving reasons to license their pets, support MACC operations ensuring safe and healthy communities for people and their pets, and to create a financial incentive to encourage our residents to be responsible pet owners. Currently, the City of Minneapolis licenses a mere 14 percent of the dogs and cats in our city. We spent more than \$300,000 on unwanted domestic animals last year and we believe that through licensing, we can significantly reduce this amount and be better stewards of our dollars on behalf of our residents.

We would love to partner with you on this bold initiative. Please see the attached pages for more information on the program

Thanks for your consideration!

Jeanette Wiedemeier Bower
Program Development Coordinator
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The mission of Minneapolis Animal Care & Control is to work with residents to create safe and healthy communities for people and animals.

Each year, we handle more than 16,000 field service calls. These calls range from minor barking complaints to public safety threats such as a dog attack and criminal activity involving animals. This year, we expect to care for 4,000 animals at the Animal Shelter. MACC has three veterinarians on staff and eleven animal care and control officers that tend to the animals in our care and handle all field service calls for the City of Minneapolis.

Serving the Community Day-to-Day

- Finding **adoptive homes** for stray and abandoned animals
- Working with animal rescue groups – to re-home the dogs and cats
- Investigating and charging **animal welfare and cruelty** cases
- Investigating all **animal bites** – conducting rabies quarantines and enforcement focused on ensuring public safety
- Hosting **Spay/Neuter clinics with MN SNAP** four times monthly
- Overseeing compliance of 300+ dangerous dogs – ensuring compliance with ordinance and statute requirements
- Providing a **Domestic Violence Intervention Kenneling Program** – offering no-cost kenneling for residents trying to leave violent relationships
- Providing public education and community awareness
- **Licensing all dogs and cats** in the City of Minneapolis – when a pet comes into the Animal Shelter wearing a pet license, 99 percent of those animals find their way back home or are readopted to a new home

In Times of Great Need

Immediately after the May 22nd tornado that hit North Minneapolis, MACC provided no-cost kenneling for residents who had nowhere to bring their pets. Over a two-month period, MACC provided over 500 days of kenneling at no cost for our north-side neighbors which totaled more than \$10,000 in emergency aid for kenneling fees and medical costs. Fundraising can help offset these unbudgeted, but critical services.

Thank you for considering partnering with MACC to better serve the animals in our care. We truly appreciate all you can do to help the pets of Minneapolis!



“I Love My Pet” Rewards Card Application

Name of Business _____

Contact Person _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Fax _____

Email _____

Website _____

Please list the specific discount that you would like to offer:

Signature of Eligible Staff Person _____

Print Name _____

Please note that partnership in the “I Love My Pet” Rewards Program will not result in any favored treatment for the business in any pending or future governmental decisions, including procurement. Acceptance of a business into the “I Love My Pet” Rewards Program by the City will not state or imply the endorsement by the City of any products, services or entities. MACC reserves the right to accept or deny participation in the “I Love My Pet” Rewards Program.

For more information:

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