



# City of San Antonio

## Agenda Memorandum

**File Number:** 13-1089

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**Agenda Item Number:** 22.

**Agenda Date:** 11/21/2013

**In Control:** City Council A Session

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**DEPARTMENT:** Animal Care Services

**DEPARTMENT HEAD:** Kathy Davis

**COUNCIL DISTRICTS IMPACTED:** City Wide

**SUBJECT:**

Happy Tails Program with SeaWorld

**SUMMARY:**

An Ordinance authorizing the continuation of the Happy Tails Program with SeaWorld through December 2014 with the option to renew for 3 additional one year terms.

**BACKGROUND INFORMATION:**

ACS will continue to build on its success through the implementation of innovative solutions. ACS will focus its efforts and resources in FY 2014 on (1) enhancing field enforcement; (2) increasing community spay/neuter services; (3) maximizing kennel capacity, and (4) maintaining its successful Live Release program.

Over the course of the last few months, ACS has actively searched for grants and community programs that coincide with the mission of ACS. ACS has been awarded two grants; the Pets for Life Grant for \$50,000 and the Feral Cats Spay/Neuter Grant for \$10,000. The following provides background for the grants and the strategy for their usage:

In February, 2011, Animal Care Services entered into a partnership with SeaWorld to join their “Happy Tails Program.” SeaWorld’s Happy Tails Program was a new adoption program offered by SeaWorld worldwide that provided two free single day admission tickets to SeaWorld to an individual who adopted a dog or cat from a participating animal shelter.

Animal Care Services continues to look for innovative partnerships and programs to enhance the live release

opportunities and to encourage the adoption of those pets brought into ACS's care. By continuing to be a participating shelter with SeaWorld through their Happy Tails Program, Animal Care Services can continue to maintain its "live release" rate by creating incentives for pet owners to adopt by ACS rather than through other means such as puppy mills. Therefore, ACS is requesting authority to enter into a one year agreement with SeaWorld to continue the program through December 2014. ACS is also requesting authority to renew the agreement for an additional 3 one-year terms if mutually agreeable to both parties.

**ISSUE:**

An Ordinance authorizing the continuation of the Happy Tails Program with SeaWorld through December 2014 with the option to renew for 3 additional one year terms.

**ALTERNATIVES:**

If this ordinance is not approved Animal Care Services will continue to move forward with our current adoption process and look for other innovative ways to increase adoptions in efforts to increase our live release rate.

**FISCAL IMPACT:**

The value of the contribution will be recorded as in-kind revenue and the equivalent amount as in-kind expense.

**RECOMMENDATION:**

Staff recommends approval if the agreement with SeaWorld San Antonio though December 2014 with the option to renew for an additional three one-year terms