

ITEM #:	<u>36</u>
DATE:	<u>04-22-25</u>
DEPT:	<u>POLICE</u>

## **COUNCIL ACTION FORM**

**SUBJECT:** **ANIMAL SHELTER FUNDING**

**BACKGROUND:**

With the recent purchase of property at 2715 Dayton Ave., the process to renovate and expand the facility to serve as the new Ames Animal Shelter is drawing near. The existing animal shelter, located at 325 Billy Sunday Road, has a variety of challenges with limited space, insulation and ventilation concerns, and occupant comfort issues. By allocating funds to purchase the new property, the City Council committed to a new facility better suited to meet the needs of the animals served and City staff providing animal sheltering services.

Renovation and construction of a new shelter is estimated to cost up to \$7.5 million. The City Council has allocated \$3 million, and private donors have contributed an additional \$3 million. The Shelter is seeking to close the funding gap through donations and is launching a capital fundraising campaign. Animal Shelter volunteers have stepped up to coordinate the effort with former Parks and Recreation Director Nancy Carroll providing guidance and leadership. The volunteer fundraising team has met with the City's Communication and Outreach Division to understand tools and costs of launching a marketing campaign sustained through September. **The primary goal of the marketing campaign is to raise at least \$1.5 million in donations to build a new Ames Animal Shelter.**

**The Ames Animal Shelter fundraising volunteers are requesting up to \$10,000 to cover anticipated marketing expenses around the capital fundraising campaign. The expenses identified include:**

- **\$4,000 to \$5,000 in printing and postage costs for a direct mail appeal to previous and current donors, volunteers, and adopters, as well as an extended audience of Ames pet owners.**
- **Up to \$5,000 to cover purchasing targeted mailings lists, tabling materials, printed materials, promotional items, displays, visuals, tabling registration fees, targeted advertising, and miscellaneous items.**

The volunteer fundraising team feels strongly that a successful campaign allows all Ames Animal Shelter supporters to be aware of the fundraising effort and be given the opportunity to contribute financially - whatever the amount. Additionally, the campaign serves as an opportunity to educate residents about a new facility, as well as services provided by the Animal Shelter and Control staff.

**ALTERNATIVES:**

1. Approve the request to allocate up to \$10,000 in marketing and education funds for the Ames Animal Shelter capital fundraising campaign from the City Council Contingency Account. Currently, the Contingency Account balance equals \$124,000.
2. Do not approve the request for funding.

3. Refer back to staff for a different amount.

**CITY MANAGER'S RECOMMENDED ACTION:**

**It is worth noting that private donations have already matched the City's \$3 million allocation to this project. The current fundraising efforts are a tremendous boost to building a new Animal Shelter. Eliminating the fundraising gap will require an investment in marketing and educational materials. The requested \$10,000 for a fundraising campaign is modest and reasonable and would show Council support for the volunteers leading the charge.** Therefore, it is the City Manager' s recommendation that the City Council approve Alternative No. 1, which is to approve the request for \$10,000 in marketing and education funds for the Ames Animal Shelter capital fundraising campaign.