



**BOARD OF SUPERVISORS AGENDA ITEM REPORT
CONTRACTS / AWARDS / GRANTS**

Award Contract Grant

Requested Board Meeting Date: November 7, 2017

* = *Mandatory, information must be provided*

or Procurement Director Award

***Contractor/Vendor Name/Grantor (DBA):**

Petco Foundation

***Project Title/Description:**

Black Fur-day Weekend Adoption Party

***Purpose:**

The purpose of this grant is to host a large community adoption event starting on Nov. 24, 2017 (Black Friday) and lasting through Nov. 27, 2017 (Cyber Monday). With Petco Foundation's support, we aim to adopt or foster out 300 PACC pets over the 4-day event.

***Procurement Method:**

Grant award - procurement exempt per BOS Policy D29.4.V

***Program Goals/Predicted Outcomes:**

The goal of this program is to save the lives of pets at PACC and make the December move to the new campus go as smoothly as possible.

***Public Benefit:**

The residents of Pima County have made it clear that the welfare of animals in the county is a priority for them. By getting more pets into adoptive homes, PACC will be able to provide better care to the pets at its shelter and save more lives overall.

***Metrics Available to Measure Performance:**

of pets adopted over the weekend

***Retroactive:**

No

Contract / Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____

Effective Date: _____ Termination Date: _____ Prior Contract Number (Synergen/CMS): _____

Expense Amount: \$* _____ Revenue Amount: \$ _____

*Funding Source(s) required: Petco Foundation

Funding from General Fund? Yes No If Yes \$ _____ % _____

Contract is fully or partially funded with Federal Funds? Yes No

*Is the Contract to a vendor or subrecipient? _____

Were insurance or indemnity clauses modified? Yes No

If Yes, attach Risk's approval

Vendor is using a Social Security Number? Yes No

If Yes, attach the required form per Administrative Procedure 22-73.

Amendment / Revised Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____

Amendment No.: _____ AMS Version No.: _____

Effective Date: _____ New Termination Date: _____

Prior Contract No. (Synergen/CMS): _____

Expense or Revenue Increase Decrease Amount This Amendment: \$ _____

Is there revenue included? Yes No If Yes \$ _____

*Funding Source(s) required: _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Grant/Amendment Information (for grants acceptance and awards) Award Amendment

Document Type: GTAW Department Code: PAC Grant Number (i.e., 15-123): 18-31

Effective Date: 11/07/2017 Termination Date: 01/06/2018 Amendment Number: N/A

Match Amount: \$ _____ Revenue Amount: \$ 15,000.00

*All Funding Source(s) required: Petco Foundation

*Match funding from General Fund? Yes No If Yes \$ _____ % _____

*Match funding from other sources? Yes No If Yes \$ _____ % _____


*Funding Source: _____

*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)? N/A

Contact: Karen Hollish / Sharon Grant

Department: PACC Telephone: 724-5984 / 724-7842

Department Director Signature/Date:  10/17/17

Deputy County Administrator Signature/Date:  10/20/17

County Administrator Signature/Date: _____
(Required for Board Agenda/Addendum Items)

Sharon Grant

Subject: FW: Pima Animal Care Center - Petco Foundation Grant Approval

- >
- > **-----Original Message-----**
- > **From:** Foundation Administrator [mailto:administrator@grantinterface.com]
- > **Sent:** Tuesday, October 10, 2017 7:19 AM
- > **To:** Karen Hollish <Karen.Hollish@pima.gov>
- > **Cc:** susan.cosby@petco.com; lisa.lane@petco.com; courtney.cunningham@petco.com; tori.piskulick@petco.com
- > **Subject:** Pima Animal Care Center - Petco Foundation Grant Approval
- >
- > Petco Foundation partner,
- >
- > **Congratulations!**
- >
- > The Petco Foundation is thrilled to support the lifesaving work you do by granting your organization the amount of \$15,000. These funds are designated for the purpose(s) outlined in your Community Adoption Event grant request.
- >
- > **Funds will be distributed to you 2-4 weeks following receipt of this email notification. By endorsing and depositing the grant check, you represent and warrant that your organization will meet the obligations specified in the grant request.**
- >
- > Your event contacts (also copied here) will be Courtney Cunningham and Tori Piskulick. Courtney is your Foundation contact. She can assist you with shepherding any approvals for Petco Foundation recognition materials through our system. She will also be arranging for Petco Foundation banners and adversails to be on site for the events. And as the Foundation does not have enough manpower to staff our tables/booths at the event ourselves, Tori is your contact with Petco who will help coordinate the "Petco experience" on the days of the events. Although in the past you may have worked directly with the stores or other contacts, Tori is your Petco contact this year. Please share these contacts with anyone in your organization who will be managing the events and we look forward to your success this year!
- >
- > To support your organization as you publicize the grant we have included a link to our Partner Press Kit which includes our logo in various formats you can use to spread the word to your supporters and community about the lifesaving work you'll do with these funds. The Petco Foundation logo is the appropriate one to use as we are the sponsor of the event. Please ensure that the Petco Foundation name or logo, not the Petco logo, is used when recognizing this sponsorship.
- >
- > Visit the Partners page on the Petco Foundation website to access the press kit at <https://www.petcofoundation.org/newsroom/media-kits/#partnerpresskit>
- >
- > Thank you for all that you do for the animals in your community. We look forward to hearing about the wonderful things you were able to accomplish with this grant.
- >
- > Sincerely,
- > The Petco Foundation Team
- >
- > Questions about your grant? Please contact foundationpartners@petco.com.
- >
- > The Petco Foundation desires that all funds and efforts be prioritized for lifesaving, and seeks to reduce our environmental footprint. Therefore, we respectfully request that no items are mailed to the Petco Foundation and that any thank you letters be sent by email only to foundationpartners@petco.com. We welcome and appreciate recognition on social media (@petcofoundation), on your website, or in other print and digital communications. We ask that this

recognition thank the Petco Foundation, Petco and/or our Petco store partners collectively rather than individual employees of Petco or the Petco Foundation.

>

> The Petco Foundation is a 501(c)(3) nonprofit, tax exempt corporation. Tax I.D. 33-0845930

Black Fur-Day Weekend Adoption Party (sponsored by Petco Foundation)

2017 Community Adoption Event

Pima Animal Care Center

Mr. José Ocaño
4000 N. Silverbell Rd.
Tucson, AZ 85745

karen.hollish@pima.gov
O: (520) 724-5900
M: (520) 247-2171
F: (520) 724-5954

Ms. Karen Hollish

4000 N. Silverbell Rd.
Tucson, AZ 85745

karen.hollish@pima.gov
O: (520) 724-5984
M: (520) 247-3649

Application Form

Community Adoption Event Application

The Petco Foundation is pleased to offer opportunities for the support of large-scale community adoption events. To be considered a large-scale community event:

- On hand animals should exceed 300
- Expected adoptions should exceed a minimum of 250
- There should be multiple participating organizations coming together within a community to save lives.

The amount awarded is dependent on the total number of animals expected on-hand, anticipated total adoptions, and historical event success (if this/these are not first-time event events).

Project Name*

Please identify this application by typing: Community Adoption Event in the field below.

Black Fur-Day Weekend Adoption Party (sponsored by Petco Foundation)

Amount Requested*

Total amount requested (for up to three events)

\$15,000.00

Petco VIN

Please provide 4-6 digit Petco VIN (Vendor Identification Number) if known. If you do not know, please leave blank.

116687

Event Number One and General Details

EVENT INFORMATION

Number of Events*

You may apply for up to three events at a time. Please indicate the number of events you are applying for with this application. Then complete the subsequent questions for the FIRST event (in date order). For SECOND or THIRD events, complete the sections towards the end of this application. *Only complete the SECOND and THIRD event sections if you are applying for more than one event.*

1 event

Date of Event*

Please provide date of the first event. Indicate the first day (day one) if event is longer than one day.

11/24/2017

Length of Event

Indicate the number of days over which this event will be held.

4 days

Need to know by date*

Provide date a funding decision is needed. Please provide at least four weeks for a decision.

11/09/2017

Event History*

Is this a new event or a repeat of an event that you have had at a similar location with similar partners?

This is a repeat of a previously held, similar event

Total Number of Animals Expected On-Hand*

Please indicate the total number of animals (all types) you are planning to have available for adoption during this event. *Estimates are OK.*

600

Total Dogs Available*

Of the total number of animals available, how many dogs will be up for adoption?

400

Total Cats Available*

Of the total number of animals available, how many cats will be up for adoption?

200

Total Number of Anticipated Adoptions*

Indicate your total adoption goal (all animal types) for the event.

300

Previous Event Total Number of Adoptions

If this is a repeat of a similar event, how many total adoptions occurred at the previous event? (Enter one number for the total)

232

Event Location*

Please describe the event location. Include whether it will be held at one main location, at multiple locations throughout a community, or at a main location with smaller satellite locations. If the event takes place at more than one location, indicate the approximate number of animals available at each site. *If this is a repeat event, note whether this is a new or previously used location.*

This event -- which will start on Black Friday, Nov. 24, and last through Cyber Monday, Nov. 27 -- will primarily be focused at Pima Animal Care Center's main shelter, which is located at 4000 N. Silverbell Road in Tucson, Arizona.

Additionally, we will try to recruit volunteer help so we can have an in-store Petco presence at #2146, as adoption staffing is very limited.

Currently, we have a PetSmart Charities-funded offsite adoption coordinator, whose job duties are limited by this funding to transporting cats and dogs to PetSmart stores. We will have some adoptable cats at those stores over this weekend, but our event and marketing focus will be at the shelter, and at our Petco store partner, if we are able to have a presence there.

Participating Organizations*

Indicate the total number of organizations participating in the event, the name of each organization, and the expected number of dogs, cats or other animals they will be contributing to the total if known (estimates are OK).

As we will be working to clear our shelter in advance of our move to our new facility, we will be the sole adoption organization participating in this event.

Sponsor Levels & Benefits (if applicable)*

If your event has sponsor levels or benefits established, please provide a full listing of ALL sponsor levels and benefits for the event. You may include an attachment.

If you have any existing sponsorship levels that are already taken, or if a previous sponsor has a right of first refusal, please note those details that as well.

With a generous investment of \$15,000, Petco Foundation will be the sole sponsor of this event, and will receive prominent recognition in our press release, on our flyer, and in any placed advertisements.

Advertising and Promotion*

How will you be advertising and promoting the event? Include advertising budget estimates if applicable.

We will issue a press release and aggressively hustle for earned media coverage. Additionally, we will recruit volunteers to hang event flyers at community centers, and promote the event on their neighborhood message boards. We will promote the event on our Facebook page, which has 16,000+ followers, as well as our Instagram account.

We work to invest the bulk of your granted dollars (~\$13,000) into paid marketing strategies that have worked for us in the past, including:

- Commercial radio with live broadcasts on English-language stations (~\$7,000)
- Commercial radio with live broadcasts on Spanish-language stations, and in Spanish-language periodicals (~\$2,500)
- Underwriting on Arizona Public Media (~\$500)
- Facebook advertisements (~\$3,000)

Additionally, we may consult with a marketing firm to help us make the best possible placements, as this is such a tremendous grant!

Other Sponsors*

Please list your additional sponsors or donors (individual donor names are not required and can simply be identified as "individual donor") and indicate if they are a title or presenting sponsor. Also, provide the names of any pet-related sponsors you have approached, even if they have not committed to supporting the event (including Petco Marketing/Petco Stores).

n/a

On-site promotional opportunities*

If the Petco Foundation chooses to sponsor your event(s) at the level requested, please select the opportunities that may be available to us:

- Booth or table within the event
- Table at checkout to meet all adopters
- Ability to provide materials to all attendees
- Ability to provide materials to all adopters

Future opportunities*

If the Petco Foundation chooses to support your event as a "top" or "lead" sponsor, do you provide a right-of-first-refusal for future events?

Willing to discuss

Other Information

Please provide other important information that may be relevant or important to our consideration of your request. An attachment may be added below.

When Black Friday weekend arrives, we will be preparing to move into Phase 1 of our new shelter -- and we will want to reduce our census as much as we possibly can in order for the move to go smoothly. This event will prove immensely helpful to that effort. Thanks to your support, we will be able to offer reduced-fee adoptions and adoption incentives.

During the last two years, we hosted a Black Friday-through-Cyber Monday adoption event in collaboration with Best Friends Animal Society and Zappos, which provided marketing assistance and grant funding for each adopted pet. They are unable to offer the partnership this year, and so we are incredibly thankful you came forward to assist us so we can host this successful event.

Additional attachment:

ORGANIZATION INFORMATION

Primary Organization Type*

Select the choice that best describes your organization's primary mission and work:

Animal Control agency or nonprofit organization responsible for animal control sheltering

Business Purpose

If you selected "for-profit" or "other" please describe your organization's primary work.

Petco Relationship*

Do you currently partner with your local Petco store?

Yes

Describe your relationship with Petco

Please describe the relationship (if any).

We distribute Welcome to the Family vouchers to all adopters who come to our shelter (approx. ~8,000 per year). We are occasionally able to bring pets to our local Petco store, #2146, and we hope to realize increased staffing capacity in the coming year so that we can participate more frequently with our PetSmart store partners.

ORGANIZATION FINANCIAL DATA

Annual Revenue*

For your last fiscal year

\$9,427,497.96

Total Expenses*

For your last fiscal year

\$9,427,497.96

Required financial data

If your most recent Form 990 is not published on GuideStar, please upload your most recent Form 990, excluding schedules. If you do not file a Form 990, please attach audited financial statements, if available, or otherwise unaudited financials statements. If you are a municipal or governmental entity, please upload your department or divisional budget. *If your document is too large, please include a link to the document below.*

Planning and Budget PACC B055 FY1617.xlsx

Link

You may include a link to information such as your IRS 990 or financial statements here.

ATTACHMENTS

NOTE: Every application **MUST** include a **W-9 form completed, signed and dated within the last year.**

Additionally, if you have never received funds from the Petco Foundation, please also include a copy of your IRS tax-exempt determination letter, section 501(c)(3). If you do not have a 501(c)(3) tax determination letter, the only other way to qualify would be to be a governmental entity and submit the completed Government or Municipal Agency form. The name on the W-9 form must match the name on the 501c3 letter or governmental agency form.

W-9 form*

Please print page one, complete and sign the IRS W-9 form found at IRS W-9 Form. You may scan and upload this document after signing or if you need to create an attachment, click on the link "Fax to File" under "Tools" at the top and follow the directions. This will allow you to create a pdf (electronic document) that you may upload to your application.

W9 - Pima Animal Care - 6.17.17.pdf

IRS tax-exempt determination letter

Please attach a copy of your IRS tax-exempt determination letter. If you need to create an attachment from a hard copy, please use the "Fax to File" feature under "Tools" at the top and follow the instructions. You will be able to create an attachment that you may upload to your application. (State exemption forms do NOT qualify.)

Governmental or Municipal Agency

Please print, complete and sign the Governmental Agencies or Organizations Registration if you are a government or municipal agency and not in possession of a 501(c)(3) tax determination letter. You may scan and upload this document after signing or if you need to create an attachment, click on the link "Fax to File" under "Tools" at the top and follow the directions. This will allow you to create a pdf (electronic document) that you may upload to your application. Please check the appropriate boxes that explains your situation.

Gvt Agencies or Orgs Registration - Pima Animal Care Center - signed.pdf

By submitting this application you consent to receiving emails from the Petco Foundation. You may opt out at any time by using the unsubscribe option on each email.

Address change?*

Has your organization address changed recently? If so, please indicate "Yes" and complete the "Address/Contact Correction" form that is available at the bottom of our Grant Application page. You may access the form from the menu at the top by selecting "Apply". The online form and attachments are required to update your address and assure that checks are mailed to the correct address.

No

Event Number Two Details

Event Number Two (if applicable)

If your application is for more than one event, please complete the following sections for the second event occurring in the series. *If your application is for only one event the following questions can be skipped entirely.*

Date of Event Number Two (if applicable)

Please provide date of the second event. Indicate the first day (day one) if event is longer than one day.

Length of Event Number Two

Event Number Two History

Is this a new event or a repeat of an event that you have had at a similar location with similar partners?

Total Number of Animals Expected On-Hand for Event Number Two

Please indicate the total number of animals (all types) you are planning to have available for adoption during this event. *An estimate is OK.*

Number of Dogs Available at Event Number Two

Of the total number of animals available, how many dogs will be up for adoption at event number two?

Number of Cats Available at Event Number Two

Of the total number of animals available, how many cats will be up for adoption at event number two?

Total Number of Adoptions at Event Number Two

Indicate your total adoption goal (all animal types) for event number two.

Event Number Two Location

Please describe the event location. Include whether it will be held at one main location, at multiple locations throughout a community, or at a main location with smaller satellite locations. If the event takes place at more than one location, indicate the approximate number of animals available at each site. *If this is a repeat event, note whether this is a new or previously used location.*

If this information is the same as event number one listed above please write SAME LOCATION AS EVENT ONE. No other information is required.

Event Number Two Participating Organizations

Indicate the total number of organizations participating in the event, the name of each organization, and the expected number of dogs, cats or other animals they will be contributing to the total if known (estimates are OK).

If this information is the same as event number one listed above please write SAME PARTICIPANTS AS EVENT ONE. No other information is required.

Sponsor Benefits & Levels Event Number Two

If the second event has sponsor levels or benefits established, please provide a full listing of ALL sponsor levels and benefits for the event. You may include an attachment.

If you have any existing sponsorship levels that are already taken, or if a previous sponsor has a right of first refusal, please note those details that as well.

If this information is the same as event number one listed above please write SAME SPONSOR BENEFITS AND LEVELS AS EVENT ONE. No other information is required and any documents do not need to be added twice.

Advertising & Promotion Event Number Two

How will you be advertising and promoting the event? Include advertising budget estimates if applicable.

If this information is the same as event number one listed above please write SAME ADVERTISING AND PROMOTION AS EVENT ONE. No other information is required.

Other Sponsors Event Number Two

Please list your additional sponsors or donors (individual donor names are not required and can simply be identified as "individual donor") and indicate if they are a title or presenting sponsor. Also, provide the names of any pet-related sponsors you have approached, even if they have not committed to supporting the event (including Petco Marketing/Petco Stores).

If this information is the same as event number one listed above please write SAME SPONSOR INFORMATION AS EVENT ONE. No other information is required.

Event Number Three Details

Event Number Three (If Applicable)

If your application is for more than one event, please complete the following sections for the third event occurring in the series. *If your application is for only one or two events the following questions can be skipped entirely.*

Date of Event Number Three (if applicable)

Length of Event Number Three

Event Number Three History

Is this a new event or a repeat of an event that you have had at a similar location with similar partners?

Total Number of Animals Expected On-Hand for Event Number Three

Please indicate the total number of animals (all types) you are planning to have available for adoption during this event. *An estimate is OK.*

Number of Dogs Available at Event Number Three

Of the total number of animals available, how many dogs will be up for adoption at event number three?

Number of Cats Available at Event Number Three

Of the total number of animals available, how many cats will be up for adoption at event number three?

Total Number of Adoptions at Event Number Three

Indicate your total adoption goal (all animal types) for event number three.

Event Number Three Location

Please describe the event location including the street address(es). Include whether it will be held at one main location, at multiple locations throughout a community, or at a main location with smaller satellite locations. If the event takes place at more than one location, indicate the approximate number of animals available at each site. *If this is a repeat event, note whether this is a new or previously used location.*

*If this information is the same as event number one or two listed above please write **SAME LOCATION AS EVENT (INDICATE EVENT ONE OR TWO)**. No other information is required.*

Event Number Three Participating Organizations

Indicate the total number of organizations participating in the event, the name of each organization, and the expected number of dogs, cats or other animals they will be contributing to the total if known (estimates are OK).

*If this information is the same as event number one or two listed above please write **SAME PARTICIPANTS AS EVENT (INDICATE ONE OR TWO)**. No other information is required.*

Sponsor Benefits & Levels Event Number Three

If the second event has sponsor levels or benefits established, please provide a full listing of ALL sponsor levels and benefits for the event.

If you have any existing sponsorship levels that are already taken, or if a previous sponsor has right of first refusal, please note those details that as well.

*If this information is the same as event number one or two listed above please write **SAME SPONSOR BENEFITS AND LEVELS AS EVENT (INDICATE ONE OR TWO)**. No other information is required. This section does not allow for document upload.*

Advertising & Promotion Event Number Three

How will you be advertising and promoting the event? Include advertising budget estimates if applicable.

*If this information is the same as event number one or two listed above please write **SAME ADVERTISING AND PROMOTION AS EVENT (INDICATE EVENT ONE OR TWO)**. No other information is required.*

Other Sponsors Event Number Three

Please list your additional sponsors or donors (individual donor names are not required and can simply be identified as "individual donor") and indicate if they are a title or presenting sponsor. Also, provide the names of

any pet-related sponsors you have approached, even if they have not committed to supporting the event (including Petco Marketing/Petco Stores).

*If this information is the same as event number one or two listed above please write **SAME SPONSOR INFORMATION AS EVENT (INDICATE EVENT ONE OR TWO)**. No other information is required.*

IMPORTANT: Once you select "Submit Application" you will NOT be able to modify your submission. If you want to review your application, click "Save Application" to review and make any final changes before submitting. You will be able to view or print the application from your account later, if desired.

File Attachment Summary

Applicant File Uploads

- **Planning and Budget PACC B055 FY1617.xlsx**
- **W9 - Pima Animal Care - 6.17.17.pdf**
- **Gvt Agencies or Orgs Registration - Pima Animal Care Center - signed.pdf**




Home Office: 654 Richland Hills Drive, San Antonio, TX 78245
Satellite Office: 7262 N. Rosemead Blvd., San Gabriel, CA 91775
Phone: 828-287-0952 / Fax: 858-332-4949 or 858-909-2618

Governmental Agencies or Organizations Registration

- > Name of Agency or Organization **: Pima Animal Care Center
- > Address of Agency or Organization **: 4000 N. Silverbell Road
Tucson, AZ 85746
- > Mailing Address (if different from above): _____
- Fax: (520) 724-5854
- > Phone: (520) 724-5800
- > E-Mail Address: contactoacc@pima.gov
- > Agency of the City of (if applicable): _____
- > Agency of the County of (if applicable): Pima County, Arizona
- > Date of Organization / Incorporation / Formation **: 1884 (Pima County)
- > Federal Tax ID# (EIN) **: 86-6000543
- > State Identification Number(s) & Issuing Agencies (if applicable): _____
- > Brief statement of charitable or public purpose(s) for which the organization was formed:
We provide animal care and control services for Pima County,
Arizona.

- > Signature (Officer, Director, Trustee or Manager)
I hereby certify:
 - 1) that the above referenced organization is either an agency or political subdivision of the above referenced state, or an agency of a political subdivision of the above referenced state; and
 - 2) that the contributions received from The Petco Foundation will be used exclusively for charitable or public purposes as outlined in Section 170 of the Internal Revenue Code of 1986 as amended.



Signature
Kristen Auerbach
Printed Name

October 9, 2017

Date
Director

Title

* Please also attach completed W-9
* Please note that the address on the W-9 Form must match one of the addresses on this form.
** These areas of information are required