



Legislation Text

File #: 2019-148, Version: 1

TITLE

MADDIE'S FUND GRANT RECEIPT AND BUDGET AMENDMENT

SPONSOR

Jorge Ortega

BACKGROUND

Guilford County Animal Services has been awarded a grant of \$5,000 from Maddie's Fund to enable us to hire a part-time social media/public information consultant for 6 months (at an average of 15 hours per month). This part-time position will help Animal Services enter the 21st century in terms of engaging with the public on various real-time social media platforms-- Facebook, Twitter, Instagram, Tumblr, and live chat on our website. Our goal is to improve our social media presence; an underlying objective is to use this project to demonstrate convincingly to our community the positive impact of Animal Services. We believe it is time for Animal Services to establish a positive, professional, and effective presence on a variety of social media platforms to engage the public in helpful ways, and this grant request is our first step on this road.

BUDGET IMPACT

Budget Ordinance Amendment

General Fund

\$5,000 Increase in Other Revenues

\$5,000 Increase in Appropriation to Animal Services

NO ADDITIONAL COUNTY DOLLARS REQUIRED

REQUESTED ACTION

Approve receipt of the Maddie's Fund grant award in the amount of \$5,000 to be used for the Guilford County Pet Responsibility Program; and approve an increase in Other Revenues of \$5,000 and increase the FY 2018-19 Animal Services budget by the same amount.