



Animal Services Center

OF THE MESILLA VALLEY

2018 ANNUAL REPORT



The Mission of the Animal Service Center of the Mesilla Valley is to provide safe shelter for all lost, mistreated and abandoned animals of the Mesilla Valley and surrounding communities. The Center utilizes all avenues available to it in placing each animal into a safe, loving and permanent home whenever possible. We strive to meet the highest standards of humane animal care and husbandry, and to promote responsible pet ownership through public education and outreach.

Background

The municipal animal shelter facility located at 3551 Bataan Memorial West, in Las Cruces, NM is the only open admission animal shelter operating in the Doña Ana County area. The facility was built in 1985 and had been operated by a third party contractor, the Doña Ana County Humane Society (DACHS). The City of Las Cruces (City) and Doña Ana County (County) have been the primary financial supporters of this facility.

On January 29, 2008, the City and County entered into a Memorandum of Agreement to temporarily operate the animal shelter after DACHS notified the City and County that it would no longer operate the animal shelter. The City and County determined that it was imperative that they enter into a Joint Powers Agreement (JPA) to create an independent public agency to provide animal sheltering related services. The JPA was entered into by both Parties on August 4, 2008. This public agency is named the "Animal Service Center of the Mesilla Valley" (ASCMV).

The Board charged with governing this agency consists of local officials from both the City and County.

This will be the tenth comprehensive annual report released by the ASCMV, highlighting the progress made by the agency towards achieving the community's euthanasia reduction goals during the past year.



Letter From the Executive Director

The ASCMV is all about lives. But to understand the lives, we have to start with numbers. Numbers like these: 973 city owner surrenders. 3,156 city stray animals. 1,004 county animal surrenders and 3,328 county stray animals. 19.3% euthanasia rate and 77.5% live release rate. So many numbers! But that is how our team goes about the day. We look at numbers from years back and we look at numbers from the previous day. Numbers for the days, months and years. Numbers, numbers, numbers!

What we never forget, not even for an instant, is that those numbers represent lives. Each increment is a life saved or a life lost. Each numeric value is an animal that is returned to their owner or taken from their owner. Each

number, no matter the ultimate outcome, has value.

We have a lot to reflect upon from 2018 regarding value. We learned the value of being fully staffed and the multiple advantages that full staffing brings. We hired a medical director who immediately diagnosed a giardia issue that had been festering at the center for years. We quickly learned the value of doing things correct the first time, regardless of how challenging it seemed. We informed the public, shut down our adoption programs and had to treat every single dog in our custody. In addition, we also had to bathe and scrub every single dog. What an undertaking! But we did it! We haven't had a single case of giardia since.

When our distemper issue occurred, we knew from our giardia experience that hard work was the best work. We called in help from across the country. They came from Utah, Colorado and Texas. They helped us set up new cleaning and animal intake protocols. We housed healthy animals at the fairgrounds until they were all adopted. This was all very hard work.

We have seen the value of hard work in our daily services as well. Our overall animal population is healthier now than in years past. Because of our hard work, we have forged new partnerships with new rescues in Arizona, California and Colorado. In 2018, we sent more animals to rescues than ever before! Organizations are coming to us, actively wanting to take our animals.

I want to thank the voters of Las Cruces for approving the GOBOND. You voted in favor of a \$9.8 million Animal Services Center to be built! The new center will take approximately three to four years to be completed. I am thankful to the administrative team at the City of Las Cruces for keeping us in mind when time came to list potential projects.

Our remodeling project at the current building was started in 2018, as well. The new lobby, new adoptable cat rooms and administration areas will serve the current center for many years to come.

It was a big year for my family, as well. We were able to move to Las Cruces and all be together (first time in nine months). We also completed our family by adopting two of our foster children. We even adopted a dog from the ASCMV: A Chihuahua/Lhasa Apso mix named Snowball.

As you read through our year-end report, please remember – as do we – that the numbers therein represent actual animals, not just random digits splashed across a screen. Feel sorrow for the high ones that you would like to see lowered and feel joy for the low ones that used to be high. I hope that emotion will cause you to take some type of action that will better the health of your family pet or lead you to volunteer at the ASCMV or become a foster and help our animals to find homes. Regardless of what that emotion leads you to do, let's all resolve as a community to continue to do better for the animals.

Thank you.

Clint Thacker

Executive Director, ASCMV

Statistical Report

This report focuses on the following categories:

1. Intake Statistics

- **Methods of Intake**
- **Intake Method Comparison**
- **Monthly Intake**
- **Species Intake**

2. Outcome Statistics – Adoptions, Euthanasias, Reclaims by Owners, Rescue Transfers, etc.

- **Overall Outcomes**
- **Adoptions**
- **Rescue Transfers**
- **Live Release Rate**
- **Euthanasias**

3. Public Services and Community Outreach

- **Public Attendance**
- **Pet Sterilization Surgeries**
- **Community Outreach**

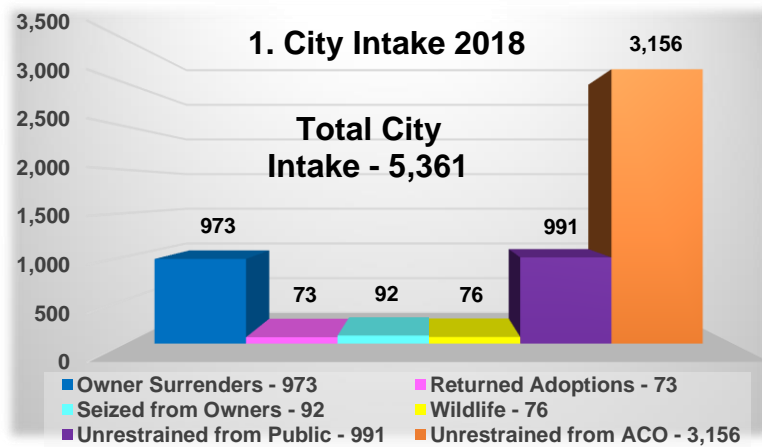
4. Volunteer Program

5. Financial Overview

1. Intake Statistics

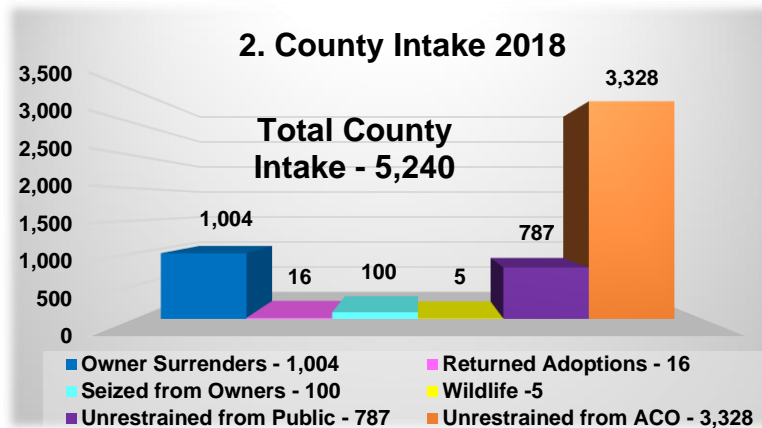
• Methods of Intake

Table 1: Intake from the City of Las Cruces



Animals brought in from the **City** accounted for nearly **6%** more than those brought in from the **County** for the year of **2018**.

Table 2: Intake from Doña Ana County
Including Animals from the City of Sunland Park, Village of Hatch, Town of Mesilla, City of Anthony, and the NMSU Campus)



3. Jurisdictional Breakdown - 2018

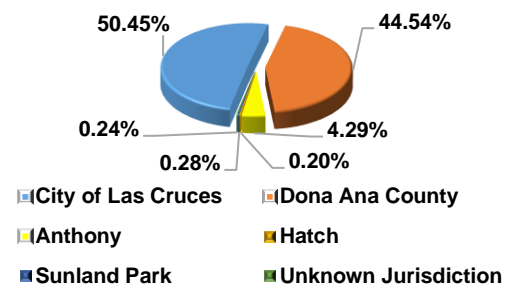
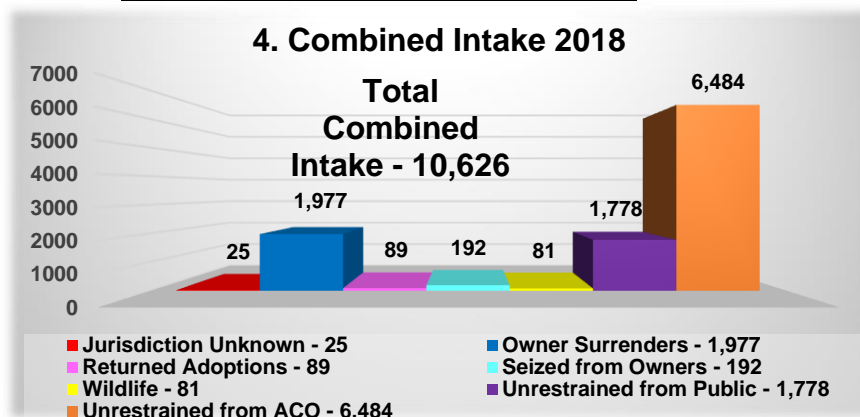


Table 3: Total Intake from the City of Las Cruces, Doña Ana County, and Unknown Jurisdiction



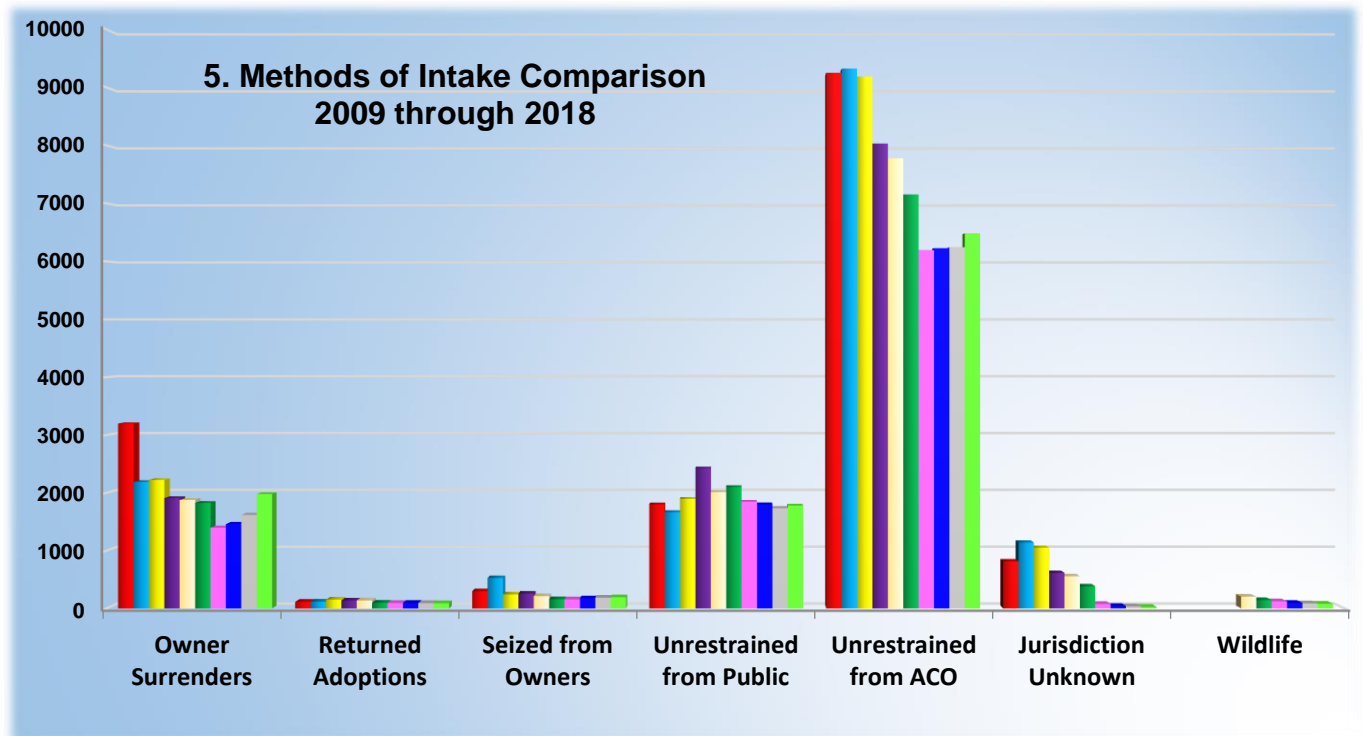
25 animals were received by the **ASCMV** for the year of **2018** which could not be attributed to either the **City** or the **County**.

These animals were left at the ASCMV facility **after-hours** with no notification as to the animal's origin. The majority were litters of kittens and puppies.

• Intake Method Comparison

2018 saw a much greater increase in **Owner Surrenders**. **Unrestrained from Public** also increased, both from the public and from ACO's. This resulted in an **increase** in the total number of **intakes**, from **9,994 in 2017** to **10,626 in 2018**.

Table 5: Methods of Intake Comparison



	Owner Surrenders	Returned Adoptions	Seized from Owners	Unrestrained from Public	Unrestrained from ACO	Jurisdiction Unknown	Wildlife	Total
2009	3199	113	297	1799	9253	813		15,474
2010	2190	116	525	1665	9325	1140		14,961
2011	2222	151	240	1895	9189	1049		14,746
2012	1908	134	255	2425	8033	612		13,367
2013	1877	137	212	2013	7777	555	203	12,774
2014	1825	96	157	2102	7155	380	143	11,858
2015	1396	92	156	1845	6197	76	122	9,884
2016	1461	95	173	1801	6228	40	95	9,893
2017	1618	90	185	1736	6245	34	86	9,994
2018	1977	89	192	1778	6484	25	81	10,626



• Monthly Intake

A seasonal pattern is seen in the **monthly intake** numbers over the course of the year, with the exception of **January**. The **highest** intake numbers are typically during the **summer** and **fall** months and the **lowest** during the **winter** months.

6. Monthly Intake - 2018

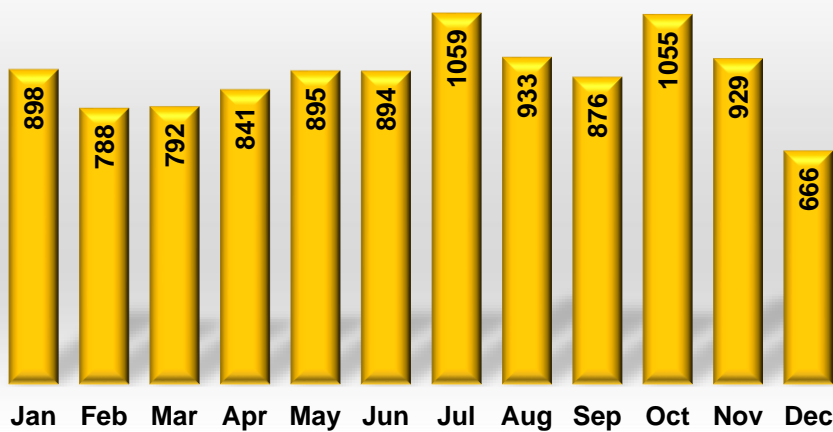


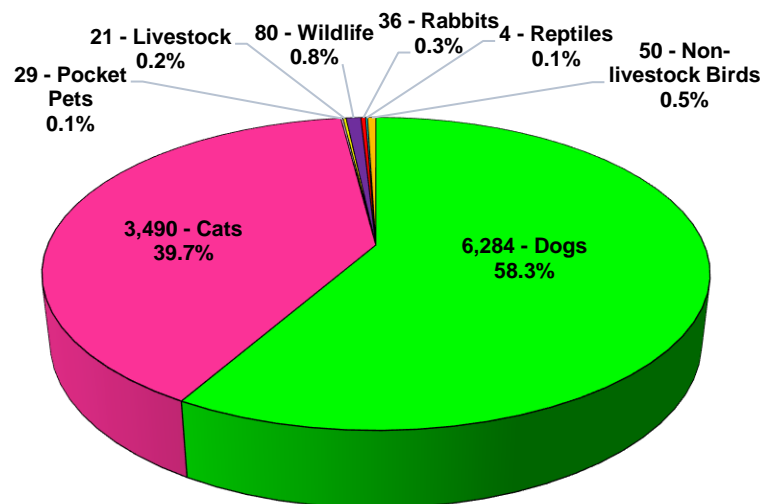
Table 6: Monthly Intake

With an annual intake of **10,626** animals, an average of nearly **30** animals was received by the ASCMV **each day**. This number unfortunately increased from the previous 3 years.

• Species Intake

Dogs and **cats** are still the main source of intake for the **ASCMV**. The **overall** intake **ratios** remained nearly the same for other species from **2017** to **2018**.

There was a slight **decrease** in the **number** of **Dogs** received by the ASCMV. However, there was an **increase** in the **number** of **Cats** received by the ASCMV.

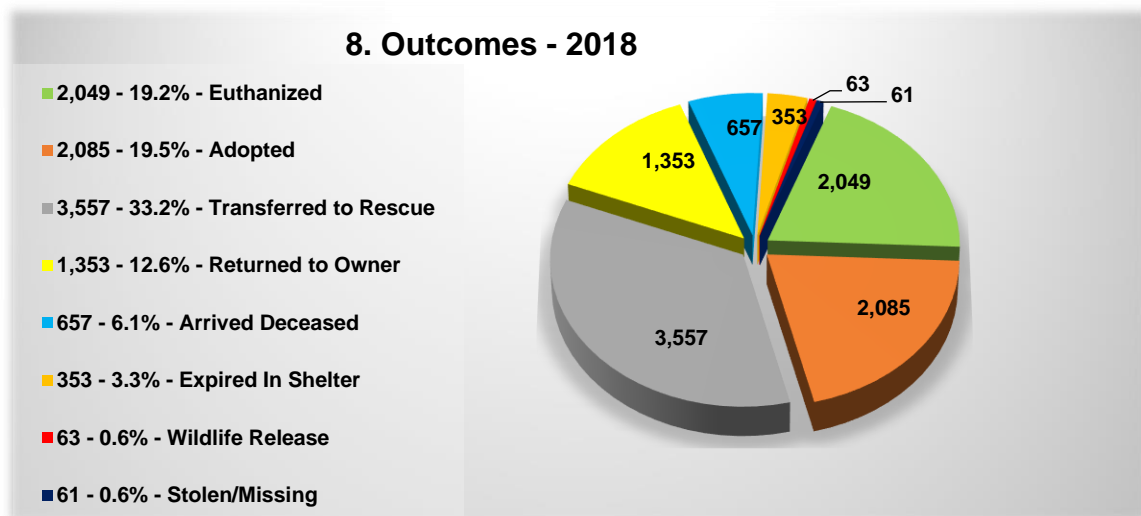


7. Species Intake - 2018

2. Outcome Statistics – Adoptions, Euthanasias, Reclaims by Owners, Rescue Transfers, etc.

There are 4 basic potential **Dispositions** for each animal received by an animal shelter. The most preferable being: **Reclaimed** by the Original Owner (which would arguably include releasing wildlife to their original habitat). Second and third being: **Adopted** or **Transferred** to a reputable Rescue Organization. The last and least preferable: **Death** (which would include Arriving Deceased, Expiring in the Shelter, and Euthanasia).

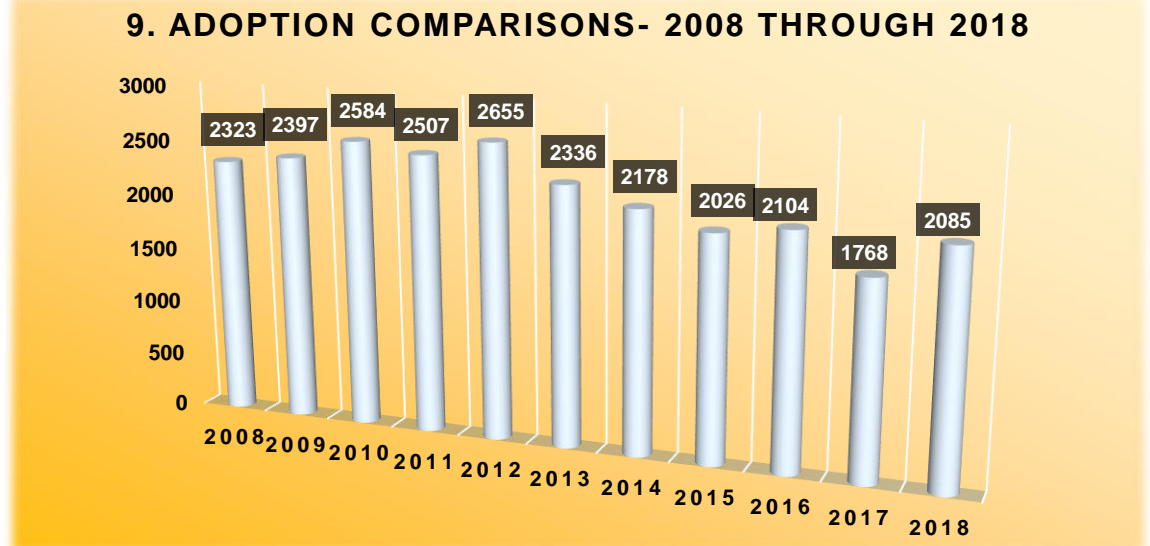
• Overall Outcomes



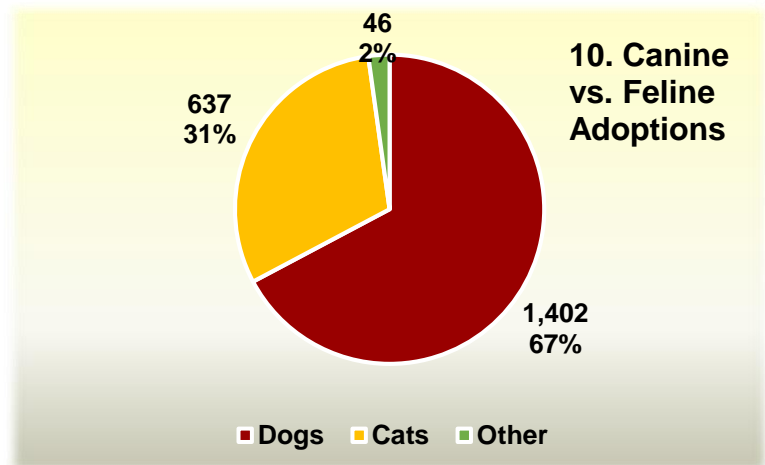
The number of **Euthanasias** decreased in 2018 by 145 animals. The total number of **Adoptions** increased by over 300. **Rescue Transfers** increased also increased in 2018. All of these contribute to **lowering** the **Euthanasia Rate** and **increasing** the **Live Release Rate**.

• Adoptions

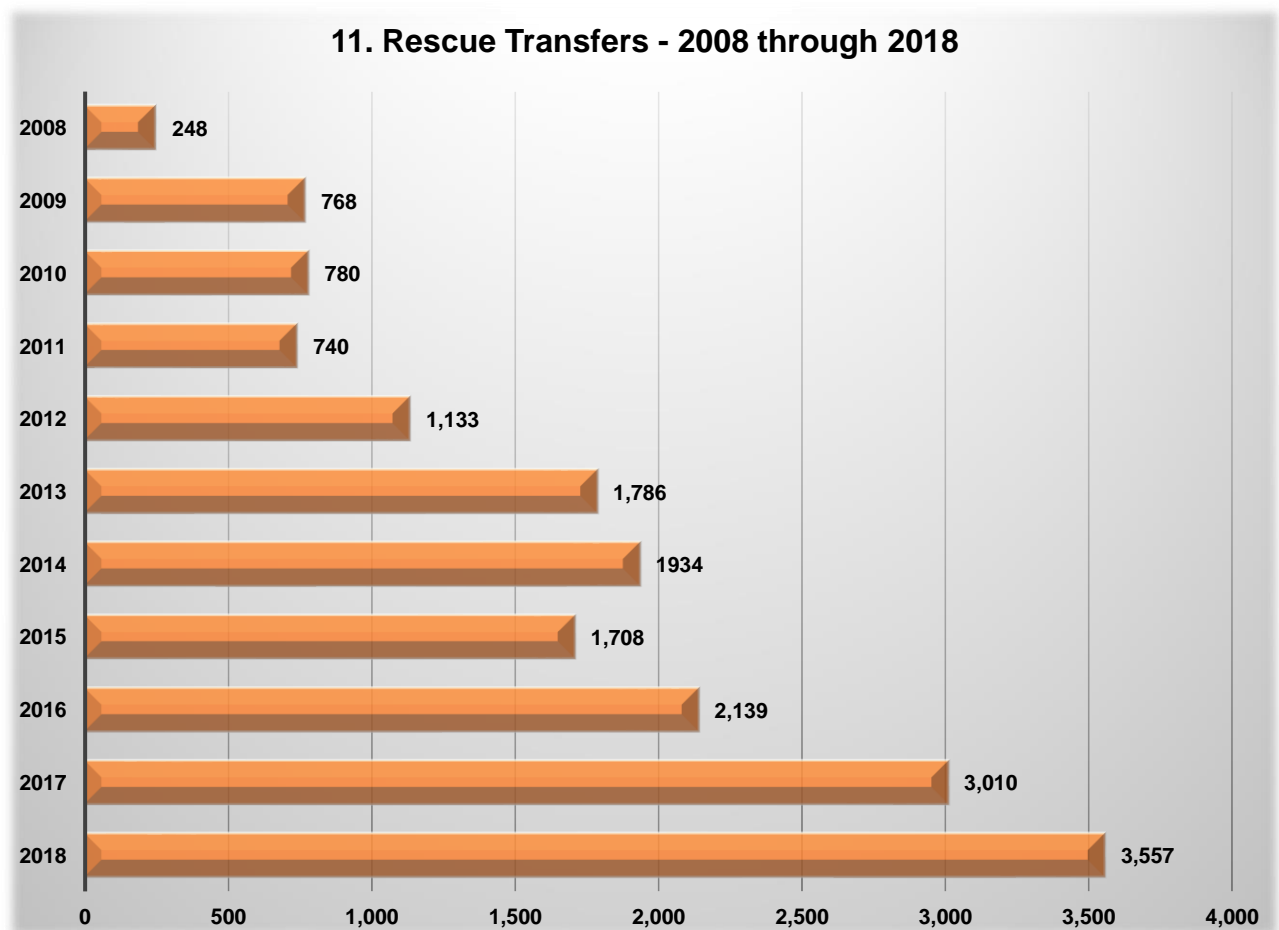
From 2017 to 2018, the number of animals **Adopted** from the ASCMV increased by over 300.



There continues to be more than twice as many **Dog Adoptions** than **Cat Adoptions**. Fortunately, the adoption number for both **dogs** and **cats** increased in **2018**.



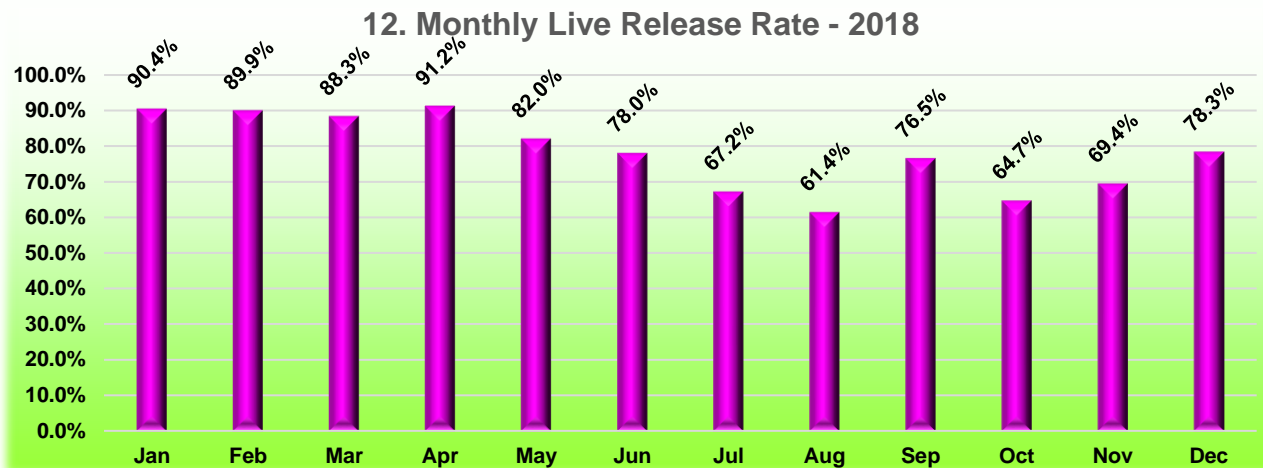
- **Rescue Transfers**



The ASCMV continues to work with rescue groups and transfer partners throughout the country. And with the help of these partners and many volunteers, the number of animals leaving the shelter through the **ASCMV Rescue Program** continues to grow.

• Live Release Rate

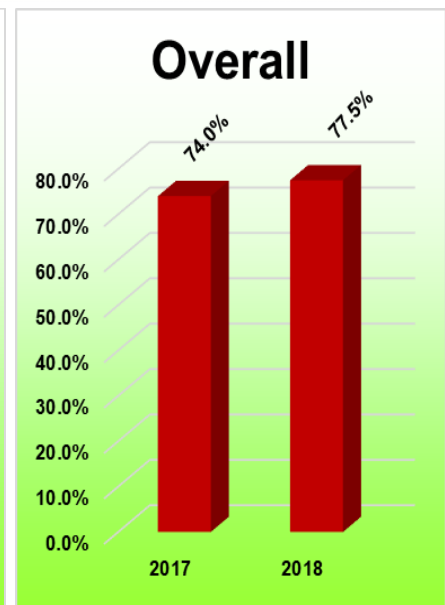
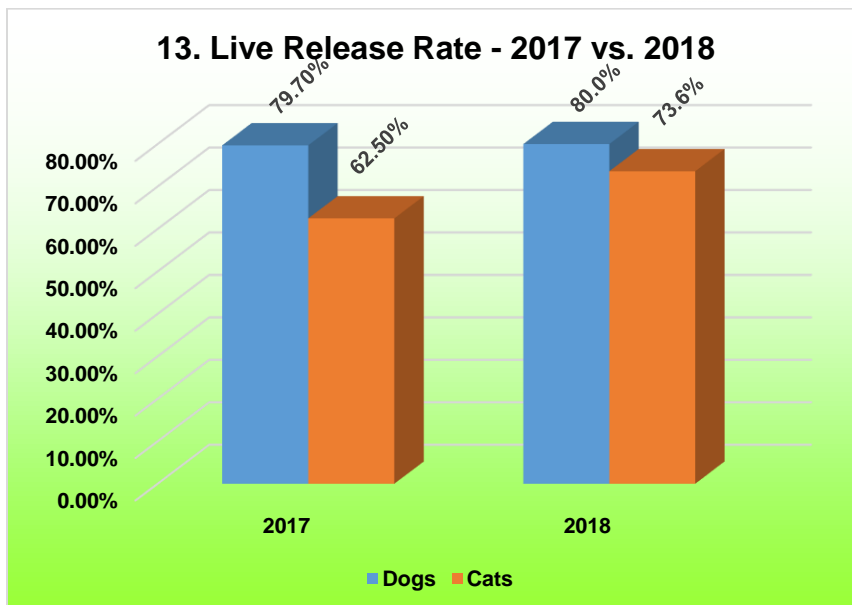
In February of **2014**, the ASCMV began reporting the **Live Release Rate (LRR)** along with the euthanasia numbers in order to give the community a more **positive** outlook on the lives of the animals coming in and out of the shelter. The **Live Release Rate** at the ASCMV continues to fluctuate throughout the year, and correlates to the monthly intake.



- The Live Release Rate **increased** for both **dogs** and **cats** in 2018. Working on a strong **TNR** program for the **Community Cats** will help to increase the LRR for **cats** even more. The overall Live Release Rate **increased** from **74.0%** in 2017 to **77.5%** in 2018.

LIVE RELEASE RATE =

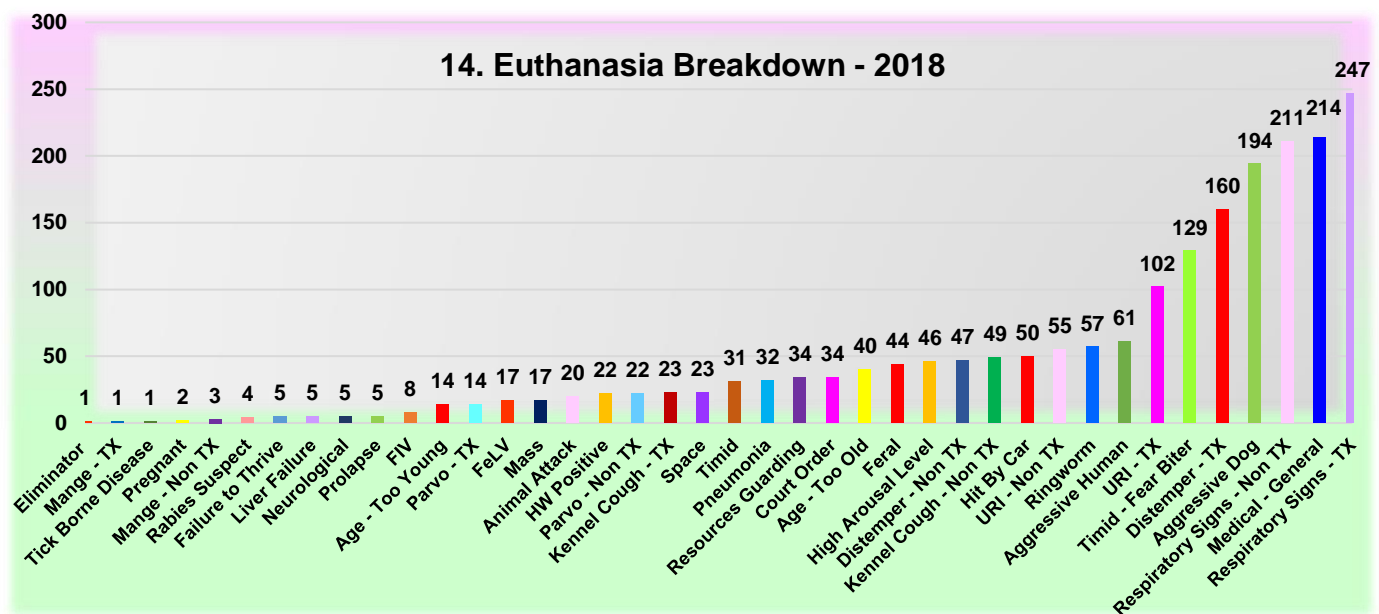
$$\begin{aligned}
 & \text{Adoptions (2085) + RTQs (1353) +} \\
 & \text{Transfers (3557) + Wildlife Releases (63)} \\
 & + \\
 & \text{Total Outcomes (10699) - Missing (61) -} \\
 & \text{Died (353) - DOA (657) - OR Euth. (521)} \\
 & = \\
 & \mathbf{77.5\%}
 \end{aligned}$$



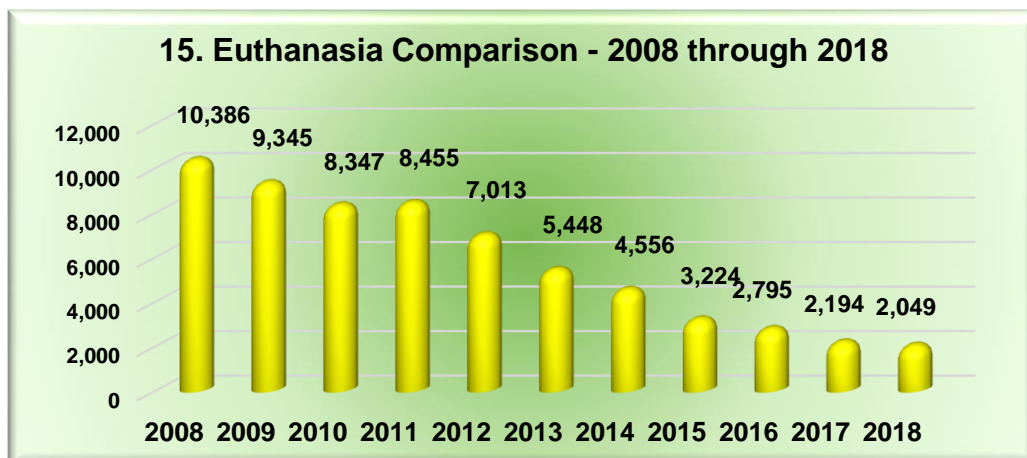


- **Euthanasias**

The **particular reason** for each decision to **Euthanize** an animal at the **ASCMV** is always determined and documented. Depending on the severity of an illness, injury, or temperament issue, the **ASCMV** will isolate and treat such animals, as long as there is space and staff available for such care and treatment. As the animal **intake decreases**, the availability of such **care increases**, and more attention could be given to treating some of the euthanasia reasons below.



Medical reasons for **euthanasia** increased in 2018, as the ASCMV was working to control a distemper issue in our community. Animals that were **Euthanized** due to an apparent **Feral** temperament greatly decreased, the majority being **feral cats**. The ASCMV continues to **support** the implementation of an aggressive **Community Cat Program (TNR)**.



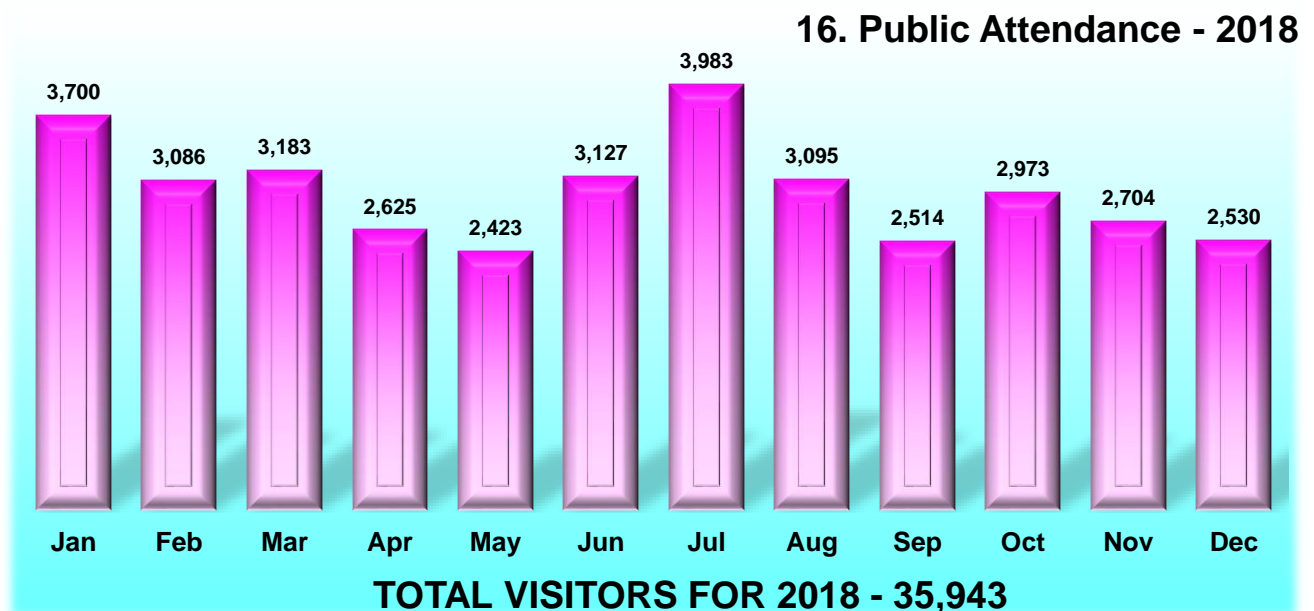
The number of animals Euthanized decreased from 2,194 in 2017 to 2,049 in 2018.

3. Public Services and Community Outreach

• Public Attendance

The ASCMV averaged nearly **100** visitors through the facility each day in **2018**. The total number dropped significantly, from **41,581 in 2017** to **35,943 in 2018**; a decrease of over **5000** visitors. This was attributed mainly due to the **renovation construction** that began at the beginning of **August**.

These numbers do **not** include the attendance of members of the public at **off-site adoption events** and other events not held at the ASCMV facility.



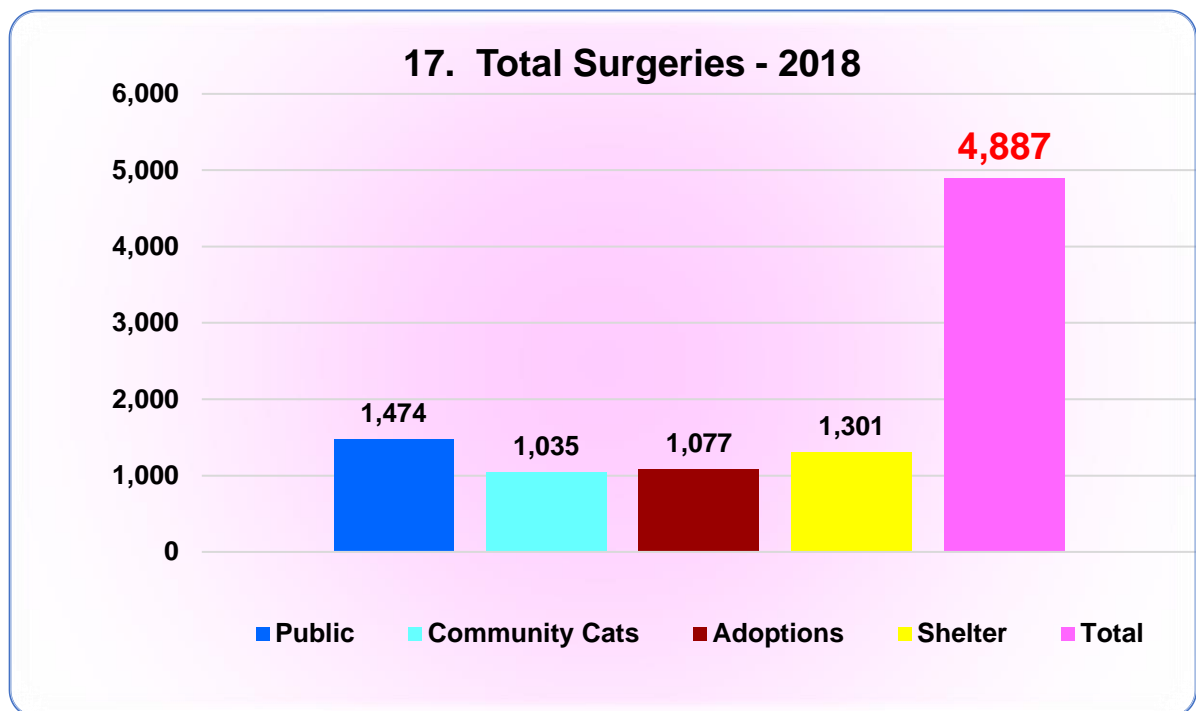
• Affordable Pet Sterilization Surgeries

The **ASCMV's** Medical Team performed a total of **4,887** surgeries in **2018**. This was an **increase** of **500** from 2017. **66** were non-sterilization surgeries, which included several **eye enucleations**, **prolapses**, **dental extractions** and several others necessary for the animal's welfare.

1,474 were **Affordable Sterilization Surgeries** for the general public and private rescue organizations. The ASCMV shifted its **focus** from public sterilizations to sterilizing the animals that entered **into the shelter**. This was in an effort to **lower** the number of **unsterilized** animals leaving the shelter, therefore lowering the number of unsterilized animals in our **community**.



2 of the **Public Surgeries** were performed in association with the local **Spay and Neuter Action Program (SNAP)**. 42 were performed in association with **Action Program for Animals (APA)**. 17 were performed in association with **HSSNM**. 81 were performed in association with **Broken Promises**. 8 were performed in association with **Uncaged Paws**. 7 were performed in association with **Forever Homes**. 41 were in association with **Cherished K-9's**. And 1,035 were performed in association with the **Community Cat Rescue Program**.



The ASCMV continued to offer **vaccinations** to members of the public for those animals which underwent sterilization at the ASCMV's Medical Facilities. The majority of the animals that came in for public surgeries were **not** previously vaccinated.

The ASCMV also continued to offer **Affordable Pet Identification Microchips** and **Pet Licensing** to all members of the public. The majority of the microchips issued were implanted on animals that came in for spaying or neutering. Over 5,000 **Pet Licenses** were issued at the ASCMV in **2018**, the majority of which were pet owners from the **city**.



- **Community Outreach**

Pet-of-the-Week:

In order to promote **Pet Adoptions**, the ASCMV continues to send out ***Pet-of-the-Week*** information to all local media (newspapers, radio, and television), and posts a bio of the ***Pet-of-the-Week*** online at **ASCMV.org** and on the ASCMV **Facebook** page. In addition, the ***Pet-of-the-Week*** is introduced at **Las Cruces City Council** meetings each Monday, and bimonthly at the **Doña Ana County Commission** meetings. The City and County Information Officers receive the ***Pet-of-the-Week*** bios and distribute the information through their respective channels as well. The ***Pet-of-the-Week*** format was updated to give a more **personal** touch to each animal that is highlighted.

**Radio:**

Local radio stations **KVLC 101Gold**, **KMVR Magic 105**, and **KXPZ 99.5 FM Zia Country** continue to host regularly scheduled spots for the ASCMV to come in and discuss the ***Pet-of-the-Week*** and other happenings at the ASCMV. Several **public service announcements** have also been playing in order to promote **pet responsibility**.

Publications:

The **Bulletin** continues to publish a weekly promotion for the ***Pet of the Week***. We have also been fortunate to have the **Bulletin** publish wish lists on our behalf.

Dog Cruces Magazine and **American Classifieds** have been key publications in helping to educate the community about **pet ownership**, and in promoting the animals here at the ASCMV.

All the publications have assisted in providing remarkable coverage of ASCMV events whenever needed.

Television:

ABC, **FOX**, **NBC**, and **CLC TV** news crews responded to and covered ASCMV press releases for special events or special needs animals.

Social Media:

The ASCMV continued to maintain a **Facebook** page, which promotes many events at the shelter including ***Pet-of-the-Week***, **Off-Site Adoption Events**, **Special Adoption Events**, **Rescue Transfers**, **Special Needs Animals**, and **News Articles** related to **Pet Ownership Responsibilities**. A special section called **Daily Stats** was added in order to give our community a better understanding of what happens at the shelter on a **daily** basis.

Volunteers also posted information about **lost and found** pets to help reunite animals with their owners, which has been a great avenue for helping **reunite pets** with their lost owners. The local publication **Dog Cruces** continues to work with Animal Control, and posts **found animals** on the ASCMV and Dog Cruces **Facebook** pages.



Special Adoption Events and Programs:

The ASCMV hosted and participated in numerous events such as the **12 Dogs of the Month** event, highlighting 12 long-term dogs each month; **Adopt a Furry Valentine** event (all adoptions for \$14); **St. Patrick's Day** adoption event (all adoptions for \$17); **Cinco De Meow-O** adoption event (all cat adoptions for \$5.00); **Freedom to Choose** adoption event (choose your own adoption fee); **Tax-Free Weekend** adoption event (free adoptions all weekend); **Back to School** event (all adoptions \$20); **October Pitbull Awareness Month** (adoptions of all Pitbull dogs for free, any dogs with us more than 6 months free, all adult dogs for \$50); **Pit's For Peace** event; **Black Friday** adoption event (all black animals free and everything else half-off); **Holiday Food and Toy Drives** (every donation counts towards adoption fees); and **Home for the Holidays** adoption event, where all adoptions were sponsored by DACHS.

The ASCMV participated in **off-site microchipping** events in coordination with other agencies.

The ASCMV participated in the **DACHS Senior Program**, which completed nearly **100** free or low-cost adoptions to seniors with adoptable dogs and cats.

The ASCMV also partnered with several businesses to hold both regular and special off-site adoption events. The locations included **Barnett's Harley Davidson, Corner Bakery, Cracker Barrel, Lorenzo's Italian Restaurant, Natural Grocers, PetSmart, Picacho Peak Brewery, Pitre KIA of Las Cruces, Pitre Chrysler Jeep, Sportsmans Warehouse, Sprouts Farmers Market, Tractor Supply, and Walmart Supercenter.**

The ASCMV continued to host 3 permanent **offsite** cat adoption centers at **Petco, Pet's Barn** and the **County Government Center.**

Education:

The ASCMV participated in the **ACES Program**, sponsored through Dona Ana County, and the **City Impact Project** and **National Night Out** events, sponsored through the City of Las Cruces in order to reach out to educate the community in pet ownership responsibility.

The ASCMV participated in the **Job Shadow** program, and accepted **6 students** through the **Excel** programs offered through the public schools.

The ASCMV continued a powerful **advertising campaign** with **Wilson-Binkley Advertising and Marketing**, reaching out to the community through **billboards, radio, direct mail, classifieds** and **social media** promoting pet responsibility.



4. Volunteer Program



2018 proved to be a fruitful year for ASCMV volunteer programs. We began the year with 180 active volunteers, **and ended 2018 with 262 active volunteers**. On average during 2018, ASCMV had approximately **550 completed volunteer hours each month**.

Much like 2017, in 2018 ASCMV volunteers participated in activities such as: **Dog Walking, Animal Socialization, Transporting, Veterinary Assistance, Dog Bathing and Grooming, Animal Care Assistance, Animal Photography, Laundry Assistance, Office Assistance, Off-site Adoption Assistance**, and help with special projects such as **facility beautification** days. We also had a select few volunteers play a hand in more specialized projects, such as uploading information to ASCMV databases. There were also special occasions where we had pertinent needs that volunteers proudly stepped up to the plate for, such as the displacement of dogs at the **NM State fairgrounds**, manning a booth on behalf of ASCMV at the **Southern New Mexico State Fair and Rodeo**, last minute **rescue transports**, late night **flight loading** and unloading, as well as other situations.

Currently volunteers range in age from middle school students to retired professionals. The bulk of current ASCMV volunteers range from **25 – 50 years of age**. Additionally, students from the following school groups played an active role in completed volunteer hours throughout the year: **New Mexico State University, Las Cruces High School, Las Cruces Catholic School, Centennial High School, Mayfield High School, and Ocate High School**. Throughout 2018, the ASCMV Volunteer Program also **accommodated EXCEL students** from the local high schools who were aiming to better their knowledge of animal science, in order to form a career path in that field. Throughout 2018, ASCMV accommodated **6 EXCEL students** from the community.

Off-site adoption events such as Petco and Farmer's Market happen every weekend, and several others occur throughout the year. ASCMV continued to push into **new off-site adoption locations** in the community, where the volunteers were a tremendous support in making those happen. Along with establishing new community partners for off-site adoption events, the Volunteer Coordinator established community partners that provided lunch for volunteers at select off-site adoption events, as well as food and beverage at other events like the ASCMV **Volunteer Spring Mixer** held at the Staybridge Suites and special facility projects. Community entities that supported ASCMV volunteer programs specifically for volunteer meals include: **Chick-fil-A, Jason's Deli, Domino's Pizza, Papa John's Pizza, Peter Piper Pizza, Pizza Hut, Sonic, Alamo Drafthouse, Dunkin Donuts, Krispy Kreme Doughnuts, and CVS.**

Another indispensable part of the Volunteer Program is the **ASCMV's Foster Program**. Under the Foster Program many volunteers are able to remove an animal from the shelter environment and temporarily place him or her in their own home, while the animal recovers from an injury or illness, or often just until the animal can find his or her new forever home. Many of these Foster Parents are able to not only provide these animals with the additional time and care they need and deserve, but are also often able to promote these animals and actively seek their new **forever home**. This not only helps those animals placed in Foster Homes, but allows ASCMV staff to focus on and care for other animals as well.

The ASCMV has also continued to promote the **Surrender to Foster program**. Instead of surrendering their animals and leaving them at the shelter, the owners agree to foster the animals, and the ASCMV provides the assistance needed to help get them adopted to other families.

As always, ASCMV volunteers played a **vital role** in ASCMV operations throughout 2018. Although 2018 proved to be a successful year for the volunteer program, as an organization, ASCMV conquered a few struggles and growing pains as well. The **successes** and outcomes that we saw come to pass at the Animal Service Center of the Mesilla Valley, would not have been feasible without the invaluable **support** and **dedication** of **our volunteers**. Our volunteers perseverance is encouraging to those at the ASCMV as they continue to help **raise awareness** for **pet owner responsibility** in our community. As we look ahead into 2019, we see a bright future for the ASCMV Volunteer Program, and organization overall.



5. Financial Overview

Since the ASCMV is a JPA, most of the operating funds are from the city and the county. The ASCMV is fiscally responsible in their handling of all monies received. All expenses are carefully evaluated, and there are many: Personnel, utilities, food for the animals, vaccinations, medicines, etc. The budget for the ASCMV runs on a fiscal year, from July to June. The chart below shows the ASCMV budget for the FY17-18.

Animal Service Center of the Mesilla Valley Management's Discussion and Analysis For the Year Ended June 30, 2018

Budgetary Information—The board of directors approves the annual budget and, when necessary, revisions to the existing budget. ASCMV makes every effort to ensure operational expenditures do not exceed funds available. Budgetary information is presented in the basic financial statements.

Table 3 summarizes the variance between the budgeted and actual expenditures for the year ended June 30, 2018.

Table 3
Budgetary Comparison-Aggregate of All Funds
For the Year Ended June 30,

	Budget					Percent
	Original	Final	Actual	Variance	Variance	
Revenues						
Charges for services	\$ 355,240	\$ 355,240	\$ 266,598	\$ (88,642)		-25%
Operating grants	-	197,471	14,775	(182,696)		-93%
Operating contributions						
Dona Ana County	901,787	901,787	901,787	-		0%
City of Las Cruces	901,787	901,787	901,787	-		0%
Investment income (loss)	16,535	16,535	(1,574)	(18,109)		-110%
Other revenues	47,906	51,606	94,057	42,451		82%
Total revenues	2,223,255	2,424,426	2,177,430	(246,996)		-10%
Expenditures						
Animal services	2,371,155	2,585,407	2,489,929	95,478		4%
Capital projects	1,100,000	1,325,031	33,051	1,291,980		98%
Total expenditures	3,471,155	3,910,438	2,522,980	1,387,458		35%
Revenues (under) over expenditures	\$ (1,247,900)	\$ (1,486,012)	\$ (345,550)	\$ 1,140,462		-77%

