

CITY OF JERSEY CITY

JERRAMIAH T. HEALY
MAYOR



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March 28, 2013

Dear Business Owner,

It is estimated that pet owners across the country spend in excess of \$4 billion on their beloved pets each year. The City of Jersey City is also a strong supporter of local businesses, and would like to invite you to join with us in reaching out to the pet owners of more than 25,000 dogs in our city. In May 2013, we will roll out a new marketing campaign targeted at every dog owner in Jersey City to ensure they are licensed and hope you can join us in this effort.

How Does the Program Work?

In Jersey City, all dogs are required to be licensed. As an incentive to license their dogs, pet owners will receive a **free “Jersey City Responsible Pet Owner ” Rewards Card**: The card can be used by pet owners to receive discounts at participating businesses on products and/or services – pet food, grooming services, boarding, doggie day care, wellness and more. Our goal is to encourage all types of Jersey City businesses– pet-oriented businesses as well as non-pet businesses – to partner with us.

What Do Participating Businesses Do?

By participating, your business will offer a discount when a pet owner presents the card. Below are the details of the program:

1. Businesses complete a simple application form outlining your contact information and your desired discount.
2. Businesses set the discount (i.e., \$5 off; 10, 15, 20 percent off; buy \$25 and receive a certain item free); We would like a one year commitment from you so please, chose something you will be able to offer for one year.
3. The City of Jersey City will create a hyperlink from an icon of your business logo on our website to your website.
4. You display signage that we will provide in your businesses advertising that you accept the “*Jersey City Responsible Pet Owner*” Rewards Card.

5. If businesses sign up for the program by April 8th, 2013, The City of Jersey City will include the name of the participating business on all literature that pet owners receive in their April 2013 renewal mailing, as well as on our online description of the program
6. If a business enrolls in the program after April 8th, 2013, your business contact information and logo will be added to the City's online description of the program.

We believe this program will be a win-win for everyone involved:

- **Pet Owners** receive discounts on items they purchase anyway
- **Businesses** receive increased customers and develop loyalty with these customers
- **Dogs are Licensed** – In Jersey City, licensed pets are three times more likely to be returned to their owners when they stray. And, if the pet comes into the Animal Shelter, 99 percent of licensed pets are returned home or find a new adoptive home.

Why the New Program?

The primary purpose of this program is to educate pet owners about the valuable and often life saving reasons to license their pets. As an arm of the Jersey City Health Department, the Animal Control Bureau aims to not only ensure the health and well-being of the pets in the city, but also to provide healthy communities for our residents. Currently, the City of Jersey City licenses approximately 19 percent of the dogs in our city. Our goal is to bring that number as close to 100 percent as possible.

We would love to partner with you on this important initiative. Please see the attached form for more information on the program. Thank you for your consideration!

Sincerely,


Jerramiah T. Healy
Mayor



Name of Business _____

Contact Person _____ Title _____

Address _____

City State Zip _____

Phone/Cell _____

Fax _____

Email _____

Website _____

Please list the specific discount that you would like to offer:

Signature of Owner/Manager _____

Print Name _____

Please note that partnership in the “Jersey City Responsible Pet Owners” Rewards Program will not result in any favored treatment for the business in any pending or future governmental decisions, including procurement. Acceptance of a business into the “Jersey City Responsible Pet Owners” Rewards Program by the City will not state or imply the endorsement by the City of any products, services or entities. The City of Jersey City reserves the right to accept or deny participation in the “Jersey City Responsible Pet Owners” Rewards Program.

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