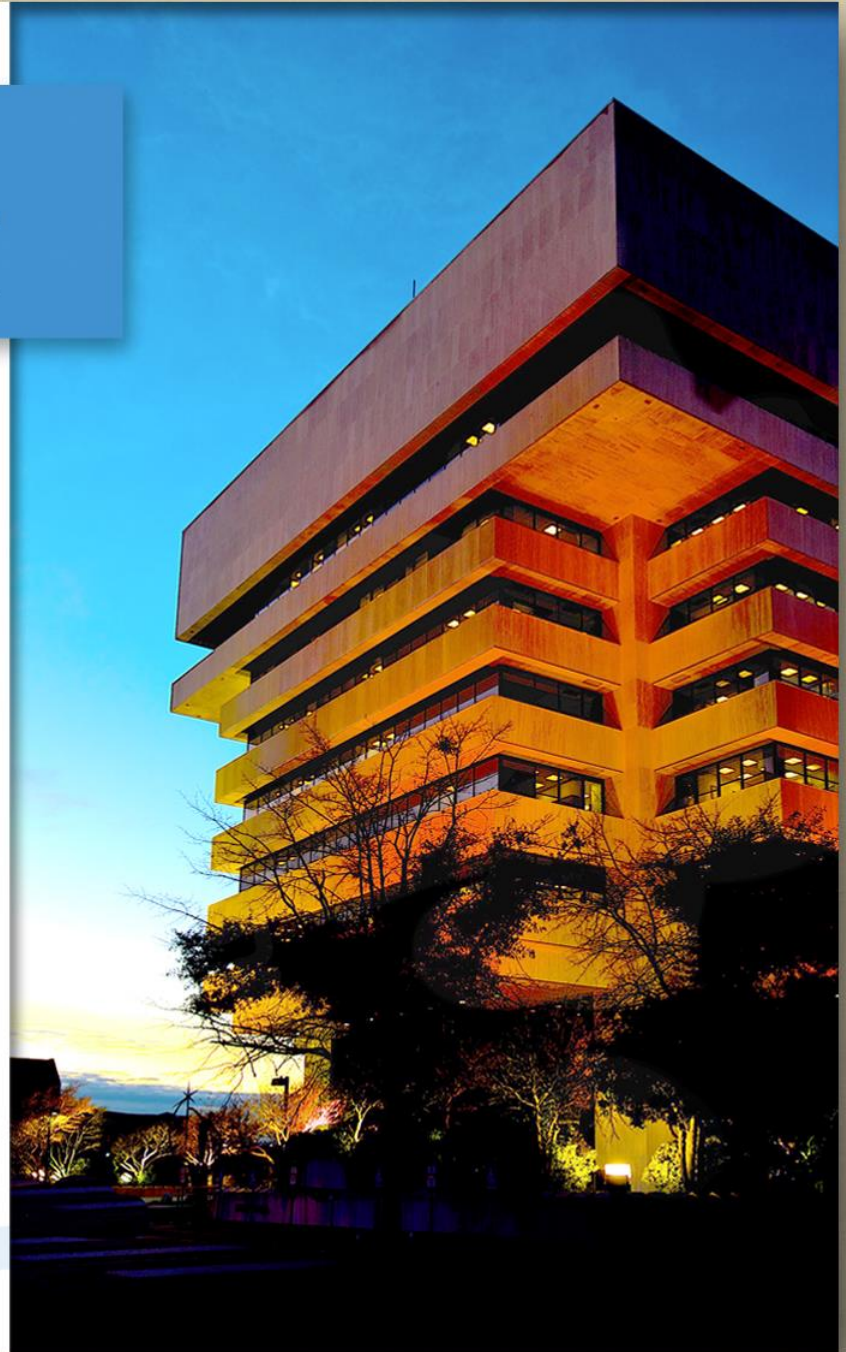


HAMPTON VA

Briefing and Update on the Mission of Animal Control

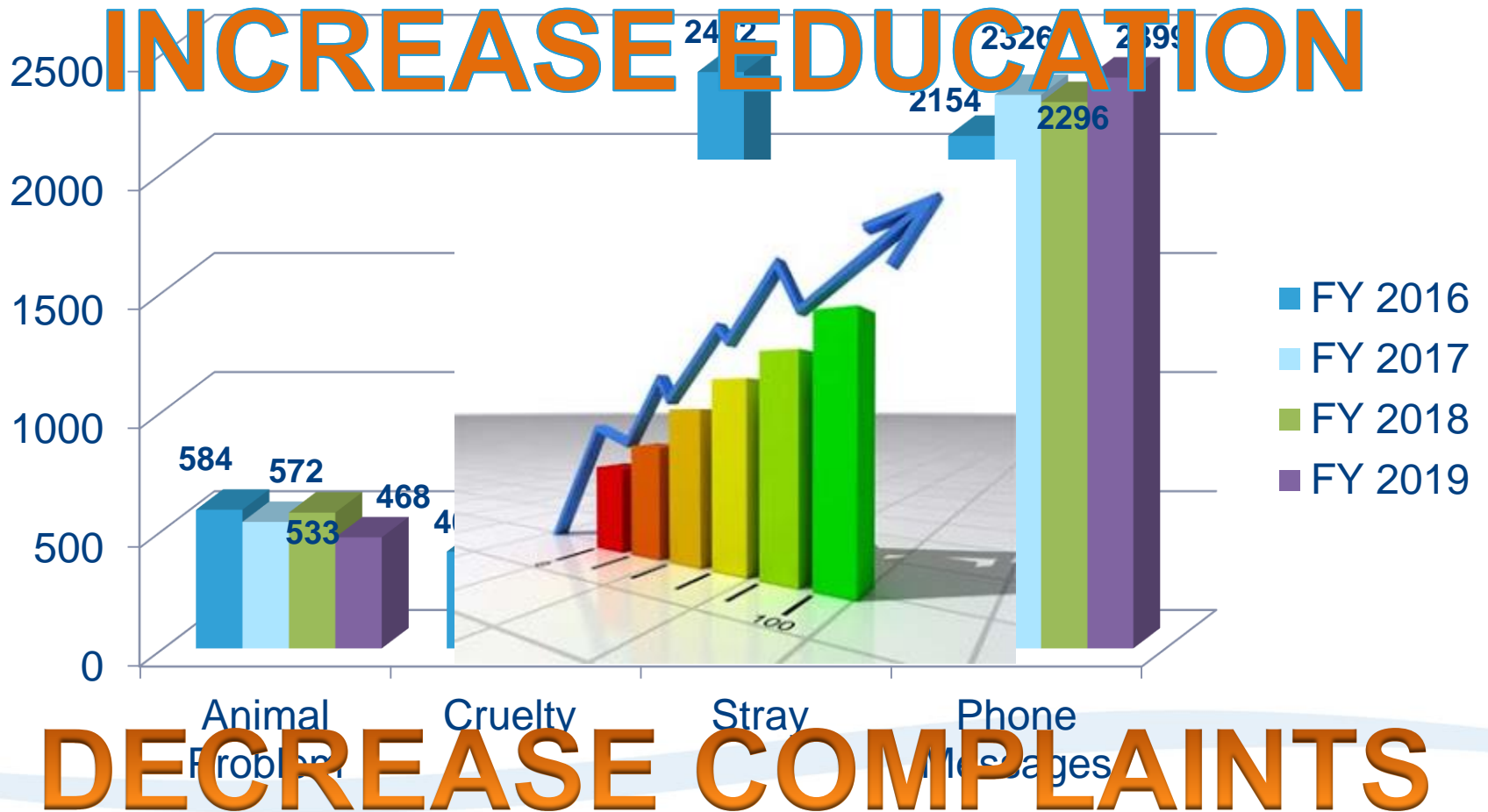
**City Council Meeting
February 26, 2020**



AGENDA

- Statistics
 - Why are we rebranding?
 - Who we are?
 - New Mission Statement
 - Goals and Objectives
 - One last look...
 - New Logo
 - Where are we going?
- 

Statistics



Why are we rebranding?

- Perception



Who are we?



Goals and Objectives



New Mission Statement

- “The Hampton Animal Response Team’s mission is to be **Professional** in our jobs as we work to **Educate** citizens through **Training** and first-class delivery of animal calls for **Service.**”

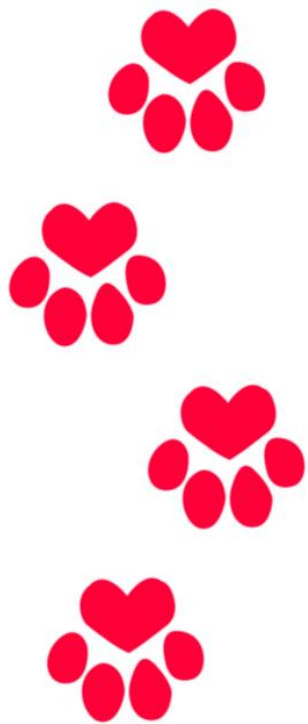
P. E. T. S.

One last look...

Hampton
ANIMAL
CONTROL

The logo for Hampton Animal Control is displayed in three lines. The top line is the word "Hampton" in a blue, sans-serif font. The middle line is the word "ANIMAL" in a grey, all-caps, sans-serif font, with a white cat whisker graphic integrated into the letter "I". The bottom line is the word "CONTROL" in a dark blue, all-caps, sans-serif font, with two dark blue paw print graphics integrated into the letters "O" and "O".

New Logo



HART
HAMPTON ANIMAL RESPONSE TEAM



Where are we going?



Where are we going



A day in the life of HART

- <https://youtu.be/dfGeRLQY-Lc>



Questions

