

# MCACC Licensing

# Today

Currently – 350,000 animals are licensed in Maricopa county

- This number represents approximately half of the animal population in Maricopa County
- Today, license revenues are approximately \$9 million

# Focused campaign

- Communicate to the marketplace:
  - Licensing is the law
  - Benefits of licensing:
    - No charge for the first day, if your dog is picked up and boarded at MCACC.
    - MCACC officer will be able to return your dog to your home address on file.
    - Your license fees allow the county to save lives of homeless animals (via sheltering, adoption, medical care, other MCACC programs)

# Opportunity

Concentrated marketing/educational campaign would:

- Increase license revenues, which would “self fund” additional spending/staffing for MCACC programs.
- Increase community awareness of MCACC programs and services.

# Goal

Increase licensed animals by 20%

- In year 1, a 20% increase in licensed animals (70,000 animals) would increase the total number to 420,000 licensed animals in Maricopa county.
- MCACC would realize a \$2 million dollar increase in licensing revenues in the first year
- Renewals would impact future revenues in the coming years.

# What is needed?

- Investment of \$1 million into a focused marketing campaign including:
  - Broadcast Advertising
  - Print Advertising
  - Social Media
  - Public Relations
- Returning \$2 million in revenues in the first year.