



# A Report to Our Citizens

## For Fiscal Year 2015

**ANNE M. GANNON**  
CONSTITUTIONAL TAX COLLECTOR  
Serving Palm Beach County

*Serving you.*

### Mission

As a constitutional office, the Tax Collector is responsible for the collection and distribution of taxes and fees for the benefit of our community.

### Vision

As a world class organization, we enthusiastically work together to create and deliver the highest standards of service excellence.

### Values

- Integrity
- Professionalism
- Fiscal Responsibility
- Communication
- Teamwork
- Learning
- Creativity
- Diversity
- Fun

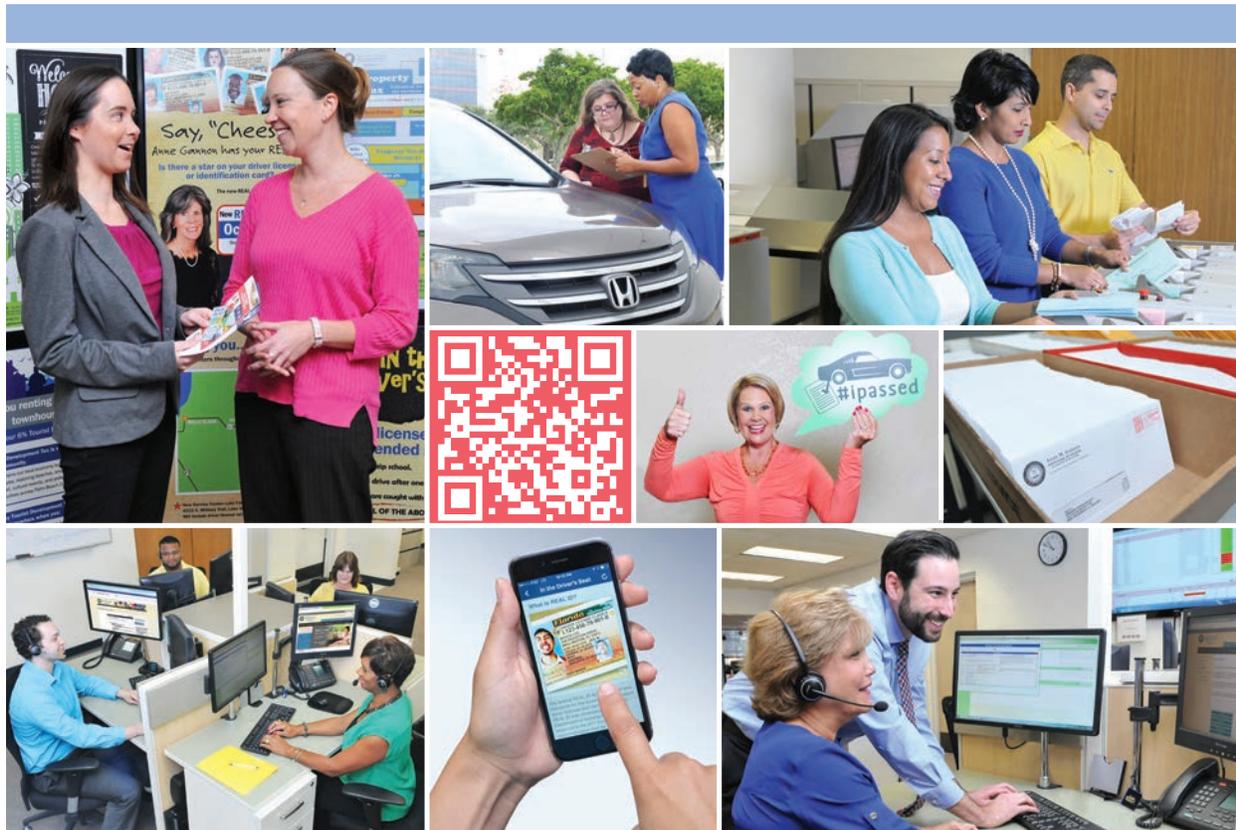
### Connect with us

561-355-2264

ClientAdvocate@  
taxcollectorpbc.com

Twitter @TAXPBC

Instagram @TAXPBC



## Serving you.

### A Letter from Constitutional Tax Collector Anne M. Gannon

It is a great honor to serve you as Constitutional Tax Collector. My goal is to provide excellent and responsive service to everyone who does business with our agency.

The construction of our new Central Palm Beach Service Center was a major undertaking this year. We are excited and proud to bring county residents and businesses a new facility that offers all of our services and consolidates three small operations into one location. This new facility features 40 cashiering stations, spacious customer waiting and reception areas to serve you better.

Our agency is committed to providing you with accurate and timely information, payment transaction options and multiple communication choices. You can connect with us online, in person, by mail, email, phone, in the community or through social media.

In the 2015 fiscal year, we assisted 936,716 people in our service centers, helped 419,718 clients who contacted the customer call center and our Client Advocate responded to 15,858 email requests.

I am pleased to share our achievements and future plans in this annual report. I hope you find it informative and useful. If you'd like us to include additional information, have a question or comment, I'd like to hear from you. You can call (561) 355-4271 or email ClientAdvocate@taxcollectorpbc.com.

I want to express my gratitude once again to the citizens of Palm Beach County. It is an honor and privilege to serve you.

*Anne*

# Our Numbers

How much did we collect and distribute?  
What are the associated costs?

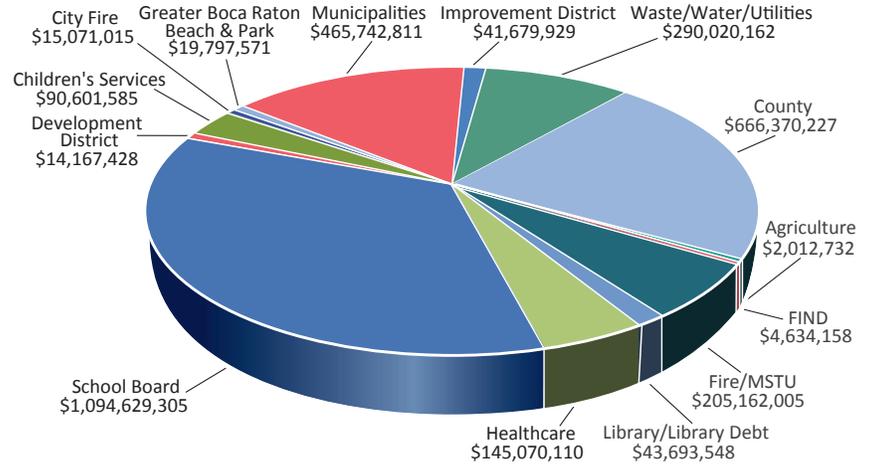
In 2015, our office collected and distributed more than **\$3.14 billion** in property taxes to Palm Beach County's 95 taxing authorities.

The Tax Collector's Office is not funded by tax dollars. Operating funds come from commissions and fees on service transactions. The Florida Department of Revenue approves our budget. Our cost-effective operations result in unexpended revenues. We pass those savings on to the local taxing authorities who use the money to provide critical public services.

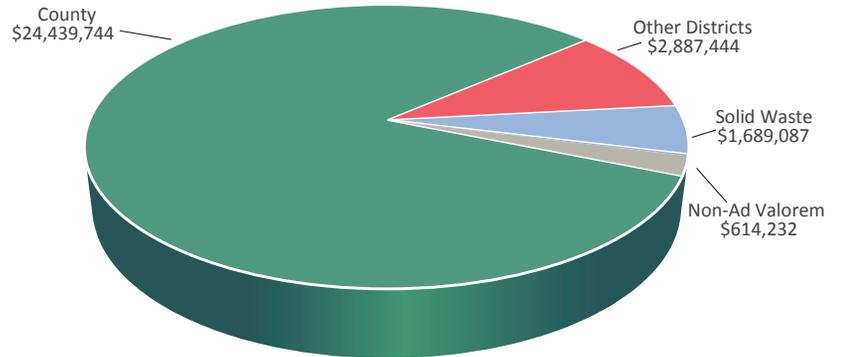
## 2015 Top Tax Payers

	Total Net Taxes
10. Hub Properties Trust (Arvida Park, Boca Raton)	\$3,051,610
9. Panthers BRHC LTD (Boca Resort Hotel & Club)	\$3,494,237
8. Okeelanta Corporation	\$3,621,127
7. Breakers Palm Beach Inc.	\$4,737,357
6. Garden Venture LLC (PGA Mall)	\$4,920,364
5. Comcast of Florida	\$4,954,703
4. US Sugar Corp.	\$5,183,276
3. Bellsouth Telecommunications, Inc.	\$5,858,674
2. Town Center at Boca Raton Trust	\$7,506,035
1. Florida Power & Light Co.	\$77,409,495

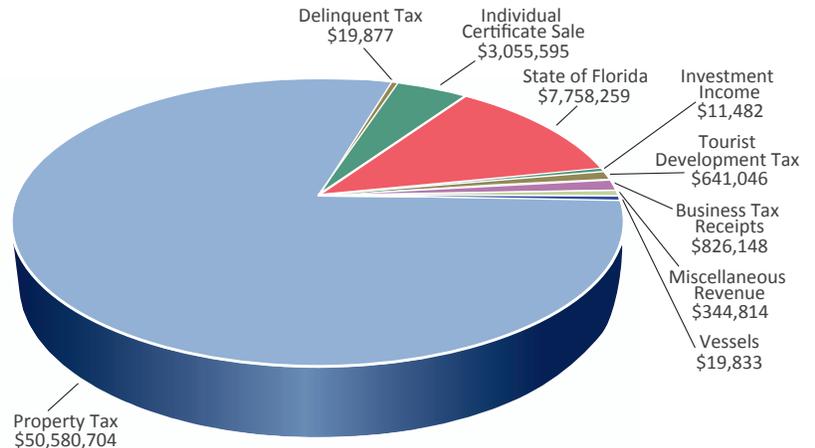
## 2015 Disbursements Total Disbursements: \$3,098,652,586



## 2015 Use & Distribution of Fees



## 2015 Commissions Received Total Commissions: \$63,257,758



# 2015 in Review

## New Service Center



2015 marked a new era for our agency with the construction of our new Central Palm Beach Service Center. This new “full service” location replaces the closed Florida DMV office and our Lake Worth and Lantana service centers. Central Palm Beach customers can now access all services at one location.

This new office is located at 4215 South Military Trail, just south of Lake Worth Road. It features 40 cashiering stations, a large customer reception area, more wait area seating capacity, a driving course and it is the new home of our call center.

From nature-inspired fountains to native landscaping, this new service center mirrors our beautiful Palm Beach County environment. We invite you to stop by or take a “tour” on our website.

## Social Media

One of our agency’s goals is to provide timely and relevant information as you need it. That’s why we are active on three social media channels. This year, we launched our Instagram account to share photos and videos, offer public service announcements and share access to our “In the Driver’s Seat” app for driver study tools and safety tips. That first license is a milestone that Instagrammers want to share with their followers.



Our Instagram posts capture beautiful and unusual driving destinations within Palm Beach County and the good works of the local charities that receive our employee “Dress Down” contributions. We feature infographics to highlight customer service experiences in our agency.

Join us on Instagram (@TAXPBC), Twitter (@TAXPBC) and LinkedIn (Constitutional Tax Collector).

## 2015 Property Tax Season

688,535 bills mailed in November

\$3.14 billion in revenue

\$77,409,495 largest tax bill



## In The Driver's Seat

Our agency conducted research that exposed high failure rates with first time drivers taking Florida DMV's computer-based exam. That high failure rate increased retesting, tied up equipment and contributed to longer wait times in service centers. To combat the high failure rate, we developed the “In the Driver’s Seat” app. This app provides easy access to study materials, a practice test and allows users to schedule an appointment for the driving exam or road test.

Our app was downloaded 6,672 times, won awards and, most importantly, increased the first time pass rate by almost 25 percent. Download the app today. Visit [www.pbctax.mobapp.at](http://www.pbctax.mobapp.at) or search “In the Driver’s Seat” in the App Store or Google Play.

# Accomplishments

## Financial Excellence Award

Our agency received the Florida Tax Collectors Association's (FTCA) Excellence in Financial Operations Award. This is one of the highest achievements the FTCA can award a local Tax Collector.

To be considered for the award, an agency is required to demonstrate proficiency in four areas of expertise: Innovation & Automation, a Perfect Annual Audit Report, Customer Focus and Budgeting. A five person judging panel made up of government financial executives from throughout Florida reviewed our agency's processes in the four competency areas.



## Agency Recognition

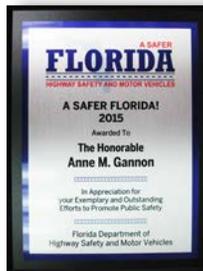
### "In the Driver's Seat" Awards

- PRSA Sunshine District 2015 Radiance Award
- 2015 PRSA Palm Award of Excellence for Social Media
- Gold Coast PR Council, Bernays Award – Photo Frames
- Florida Department of Highway Safety and Motor Vehicles "A Safer Florida! 2015"



## Tax Planner & Services Guide Awards

- APEX Publication Excellence Award
- 2015 PRSA Palm Award of Quality



## Journey to Good Health

Our agency takes the health of our employees seriously. We know that our best strategy for holding down health care costs is for employees to reduce their risk for chronic disease. Our Journey to Good Health program educates and coaches employees about nutrition and lifestyle choices that impact heart health, hypertension, diabetes, cardiovascular disease and body mass. It also includes a "FitBit Challenge" to promote exercise.



We are very pleased that 85 percent of our employees participated in our 2015 program. We are proud that 67 percent of employees in the high risk cardiovascular disease group reduced their risk and had a 14 percent average drop in cholesterol. Equally impressive were the employees with a high body mass index who had an average weight loss of 11lbs. Employees in the "FitBit Challenge" logged an impressive 229,299,612 steps.

SERVING YOU

- ▶ **936,716** \_\_\_\_\_ people were served at our service centers.
- ▶ **188,419** \_\_\_\_\_ REAL ID driver licenses and ID cards were issued.
- ▶ **44,648** \_\_\_\_\_ driver license exams were administered in our service centers.
- ▶ **34** \_\_\_\_\_ minutes was the average wait time in our service centers.
- ▶ **419,718** \_\_\_\_\_ people were helped by our call center personnel.
- ▶ **15,858** \_\_\_\_\_ email help requests were answered by our Client Advocate.
- ▶ **1.2 million** \_\_\_\_\_ visitors to our website.
- ▶ **688,535** \_\_\_\_\_ property tax bills were mailed in 2015 representing **\$3.14** billion in revenue.
- ▶ **42.74 million** \_\_\_\_\_ Tourist Development Taxes collected and 920 new applications were processed.



## Focus on Compliance

Our agency continued efforts to aggressively pursue collection of unpaid Tourist Development Taxes (TDT). Online travel companies routinely facilitate short term rentals of private homes, rooms and condos without collecting Tourist Development Tax. Our agency initiated lawsuits against online travel companies to require their compliance with TDT statutes.

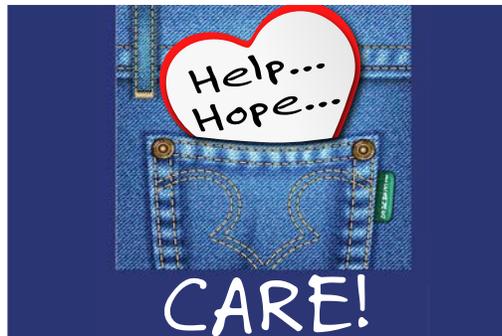
We also reached out to county homeowner associations and property owners who advertised on online travel sites with TDT compliance and payment information. 84 percent of the homeowners we contacted complied with TDT requirements. In addition, TDT information was enclosed with property tax bills to increase awareness of the county's TDT requirements.

## Focus on Community



**Forgotten Soldiers Outreach**  
[www.forgottensoldiers.org](http://www.forgottensoldiers.org)

**THE LORD'S PLACE**  
*Breaking the Cycle of Homelessness*



## Helping Our Neighbors

Giving back to the community is near and dear to the hearts of Constitutional Tax Collector employees. In 2015 our employees raised over \$17,000 to support local charities. Employees contribute money in exchange for dressing down on casual Fridays. They also raise donations through bake sales, drawings and holiday Angel Tree drives. The three local charities our agency supported this year were the Lord's Place, Forgotten Soldiers Outreach and the Sickle Cell Foundation of Palm Beach County & Treasure Coast.

## Why Constitutional?

The Florida Constitution established the Tax Collector's Office as an independent agency. This separation is to free the office from influence by local or state agencies that have the power to levy taxes. The Constitutional Tax Collector is elected for a four-year term. Tax Collector Gannon was elected in 2006 and re-elected in 2008 and 2012. She is the first woman to hold this office in Palm Beach County.

Palm Beach County's five constitutional officers are elected countywide and are directly accountable to all 1.4 million county residents. The other officers are the Clerk & Comptroller, Property Appraiser, Sheriff and Supervisor of Elections.

## In the Community

Events, Meetings, Fairs/Expos	<b>253</b>
Public Education Distributions	<b>97,056</b>
People Reached	<b>50,301</b>
Service Center Informational Distributions	<b>35,306</b>
New Tax Talk Subscribers	<b>4,243</b>

**easy** **CONVENIENT**  
**safe** **SECURE**  
**epay**  
**FAST** **WHENEVER...**  
**WHEREVER**



## Future Plans



As we look to the future, our plans need to connect not only to the next year but to our future vision for the agency. We conduct an analysis of current and past performance. We investigate initiatives that can raise our level of service and then set organizational priorities with accountability objectives.

There are three property tax initiatives we expect to launch in the near future. A major initiative is our plan to offer property tax e-bills for a more seamless online payment experience. The Florida Legislature authorized this change to send e-bills. We've also scheduled technical enhancements of our web-based tax management system. Improvements to our ePay shopping cart are to be completed in time for the 2016 Property Tax collections.

Internally, we will institute new employee performance evaluation software. The new digital system will streamline and modernize our current employee performance management processes. This is important for us to more effectively manage our human capital ... easily our most important organizational asset.

## REAL ID Compliance

Congress passed the REAL ID Act after the 9/11 terrorist attacks to reduce fraud and ensure the safety and security of the public. This is a concern that is as relevant today as when the 9/11 Commission recommended the action.

REAL ID is the Department of Homeland Security's (DHS) rules and standards to improve the integrity and security of state-issued driver licenses and ID cards. Florida began implementation of REAL ID-compliant driver licenses in 2010, the same year the Florida Legislature transferred driver license issuance to Tax Collectors. Florida is fully compliant with DHS REAL ID standards.



DHS has issued information on the final phase of REAL ID implementation:

Beginning October 1, 2020, every air traveler will need a REAL ID-compliant license, or another acceptable form of identification, for domestic air travel. This is the deadline important for Florida drivers. Other TSA accepted identification include a Passport or Passport Card, Global Entry card, U.S. military ID, airline or airport-issued ID and federally recognized tribal-issued photo ID.

Our agency will continue to offer REAL ID educational information, materials and tools to help drivers prepare for REAL ID driver licenses and state-issued ID cards.

## Hearing from you is important to us.

Connect with us online, in person, by mail, by phone, in the community and through social media.

Phone: 561-355-2264

Email: [ClientAdvocate@taxcollectorpbc.com](mailto:ClientAdvocate@taxcollectorpbc.com)

Mail: Tax Collector, Palm Beach County

P.O. Box 3715, West Palm Beach, FL 33402-3715

@TAXPBC @TAXPBC

## Get tax news and top stories. Sign up for Tax Talk.

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