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APR 14 2016

Office of Town Manager
TOWN OF LAKE PARK



ANNE M. GANNON
CONSTITUTIONAL TAX COLLECTOR
Serving Palm Beach County

Governmental Center • 301 N. Olive Avenue, 3rd Floor • West Palm Beach, FL 33401
Mailing Address • Post Office Box 3715 • West Palm Beach, FL 33402-3715
www.pbctax.com • Tel (561) 355-2264 • Fax (561) 355-4123

Serving you.

April 11, 2016

Belle Glade
Service Center
2976 State Road 15
Belle Glade
33430

John D'Agostino
Town Manager
Town of Lake Park
535 Park Avenue
Lake Park, FL 33403

Central Palm Beach
Service Center
4215 South Military Trail
Lake Worth
33463

Dear Town Manager D'Agostino :

Our 2015 Fiscal Year Annual *Report To Our Citizens*, is hot off the presses and now available to the public in print and online at pbctax.com. Enclosed is a complimentary Report. I hope you find it useful and informative.

Delray Beach/South County
Service Center
501 South Congress Avenue
Delray Beach
33445

The Annual Report is produced so county residents and stakeholders can review our agency's activities and operations. We publish and distribute the Report to promote transparency with the public we serve. The 2015 Report details tax collections, distributions, agency achievements and future plans.

Palm Beach Gardens
Driver License Office
3185 PGA Boulevard
Palm Beach Gardens
33410

Did you know we recently celebrated the opening of our new Central Palm Beach Service Center with a Ribbon Cutting and Open House? The service center is the culmination of 5 years of planning, design and construction to serve the needs of central Palm Beach County residents and businesses. If you'd like to see this new operation, please contact our Communications Department at 561-355-4510.

Palm Beach Gardens/NE County
Service Center
3188 PGA Boulevard
Palm Beach Gardens
33410

I also invite you to follow us on Twitter and Instagram @TAXPBC. We post important tax deadlines and our latest service information. We also share pictures of first-time drivers to celebrate this important milestone and driving destinations in Palm Beach County.

Royal Palm Beach
Service Center
200 Civic Center Way
Royal Palm Beach
33411

If you'd like additional 2015 Annual Reports, email ClientAdvocate@taxcollectorpbc.com. Please provide the number of copies needed and a delivery address. As always, please call me at (561) 355-2805 if I can be of assistance.

West Palm Beach/Downtown
Service Center
301 North Olive Avenue
West Palm Beach
33401

Sincerely,

Anne M. Gannon
Constitutional Tax Collector



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

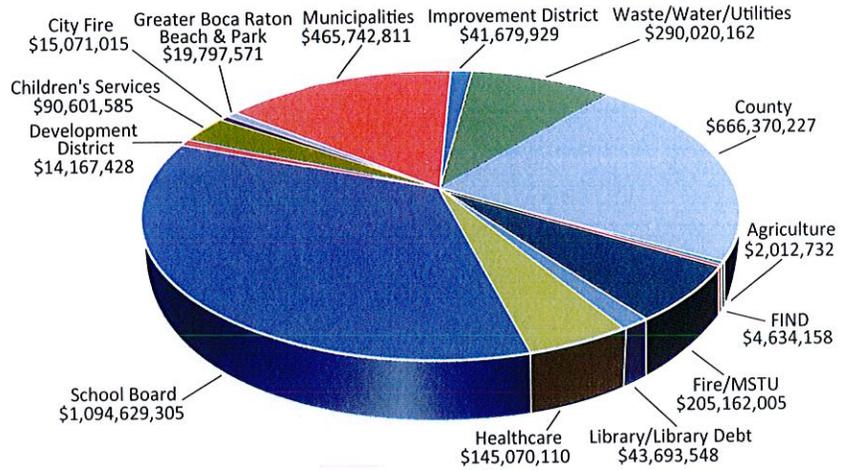
Our Numbers

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

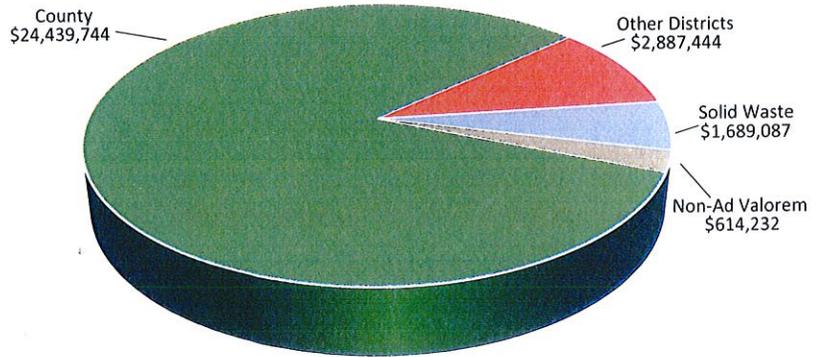
In 2015, our office collected and distributed more than **\$3.14 billion** in property taxes to Palm Beach County's 95 taxing authorities.

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.

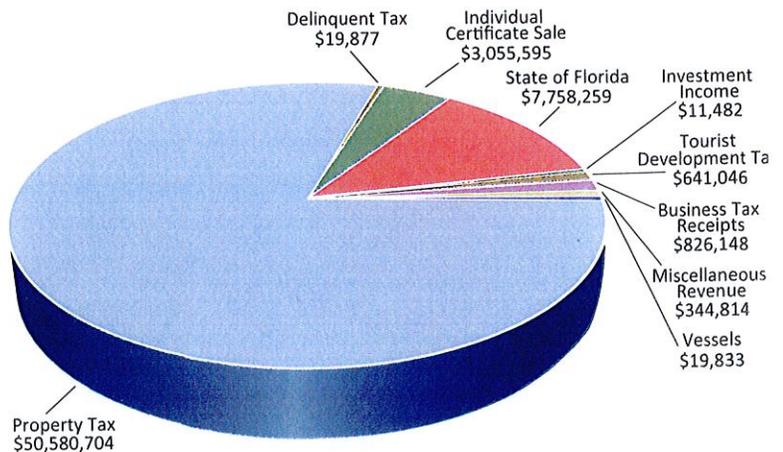
2015 Disbursements
Total Disbursements: \$3,098,652,586



2015 Use & Distribution of Fees



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



2015 Top Tax Payers

Rank	Entity	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 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.

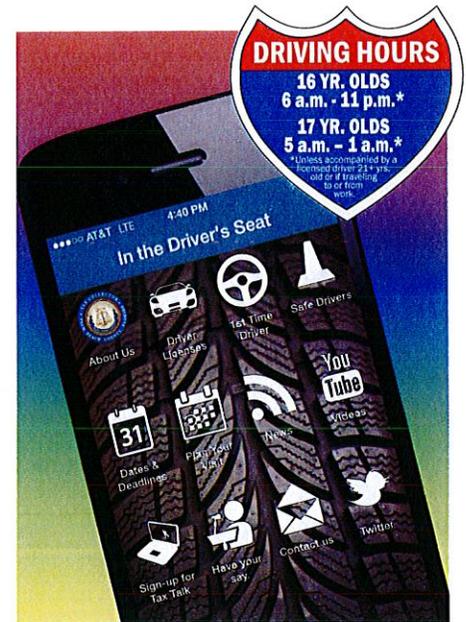
Join us on Instagram (@TAXPBC), Twitter (@TAXPBC) and LinkedIn (Constitutional Tax Collector).

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 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

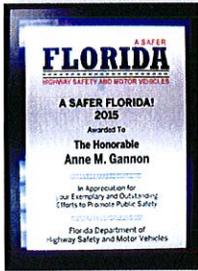
"In the Driver's Seat" Awards

- 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.

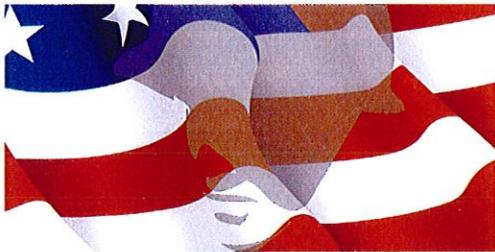


Focus on Compliance

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.

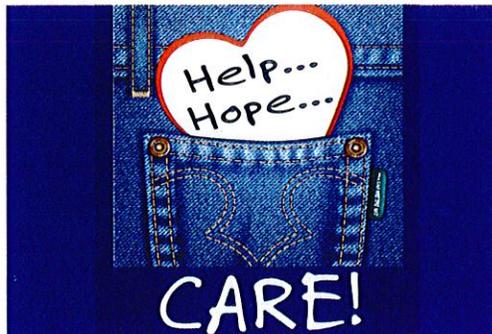
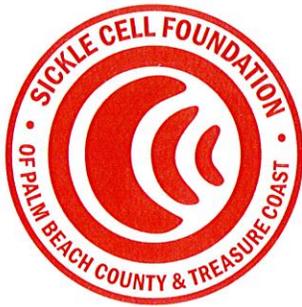
We also reached out to county homeowner associations and property owners who advertised on online travel sites with TDT compliance and payment information. 84 percent of the homeowners we contacted complied with TDT requirements. In addition, TDT information was enclosed with property tax bills to increase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

Focus on Community



Forgotten Soldiers Outreach
www.forgottensoldiers.org

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	253
Public Education Distributions	97,056
People Reached	50,301
Service Center Informational Distributions	35,306
New Tax Talk Subscribers	4,243

easy 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
- Mail: Tax Collector, Palm Beach County
P.O. Box 3715, West Palm Beach, FL 33402-3715



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

Visit www.pbctax.com/TaxTalk to sign up.



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