



Fiscal Year 2010-2011

Budget Presentation



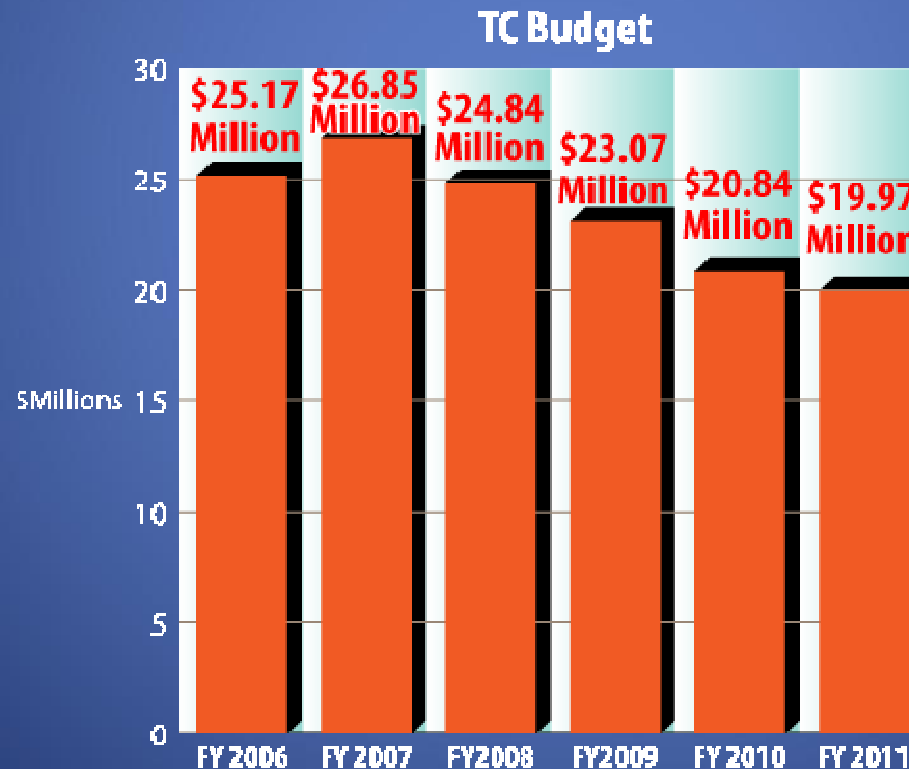
Introduction



- Change
- Adaptability
- Proactive Approach
 - Cheaper
 - Faster
 - Better

Budget Reductions

- Reduced budget 25% over past 4 years, nearly \$7 million
- Reduced budget before property values fell



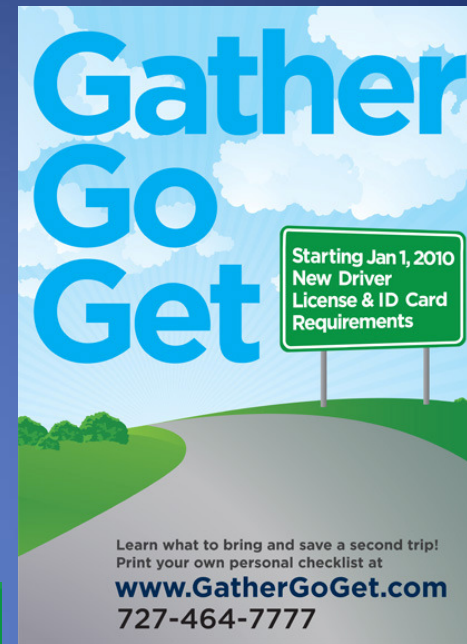
Unique Challenges

- Implemented NEW driver license requirements (REAL ID) January 1, 2010



New Florida Driver License & ID Card Requirements
Are you ready for Jan 1, 2010?

- Challenge for the public, close to 40% required second visit in January, now down to 20%



Public Outreach & Education

- Newsletters & Magazines
City of Clearwater, Pinellas PEN, Safety Harbor & other municipalities
- TV public service announcements
- Community newspapers
- Utility bills – Pinellas County & City of Clearwater
- Calls to Pinellas residents – Sheriff's reverse 911 system
- Speaking engagements

**Are you here
for a driver license or ID card?**
Under new Florida law, you must have documents that prove:

- **Identification**
(You need one of these)

• Social Security Number
(You need one of these)

• Residential Address
(You need two of these)

Not sure if you have the right documents?
Visit **www.gathergoget.com**
for a full list of acceptable documents.



Starting Jan 1, 2010: New Driver License & ID Card Requirements

Learn what to bring and save a second trip!
www.GatherGoGet.com
(850) 617-3995

 **Gather your documents.
Go to a driver license office.
Get your new card.** 

 **Diane Nelson, Inc.**
Pinellas County Tax Collector
www.AmericaFirst.com
World-Class Service, Anytime, Any Place

More Driver License Information

- Statewide transfer of driver license services to Tax Collectors by 2015
- Driver license “recovery costs”
 - Developed a methodology for the state on time spent processing driver license transactions
- 70,000 – 90,000 more walk-in customers annually



Strategic Organizational Changes

- Reorganizing staff and departments
 - Flattening the top of the organization through attrition and position eliminations
 - Redefining responsibilities
 - Matching staff with needs
- Continue to do more work with less staff
 - 250 employees in 2001 – before driver licenses
 - 261 currently – now issuing driver licenses to more than 300,000 walk-in customers annually

Business & Branch Support Services



- Dismantling traditional “IT” Department
- Reduced staff
- No longer limited to support - more active in customer service
- Staff embedded within business units

Closing 501 Office

(Downtown St. Petersburg)



- August 2010
- Re-allocating staff to areas of greater need
- Better use of resources
- Notifying the public

Processing Operations Center

Formerly e-Service Center



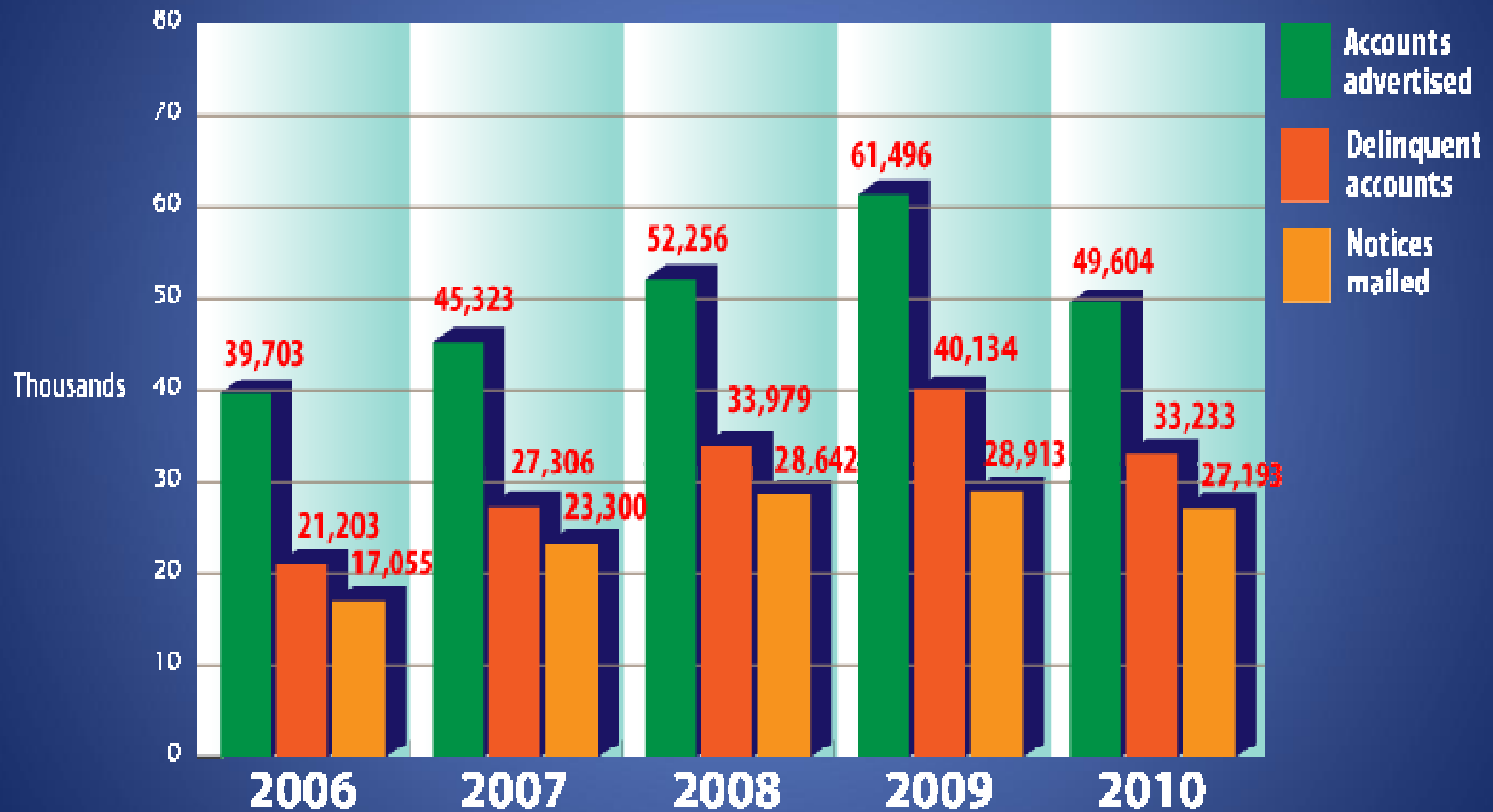
- Refocusing its scope
- Utilizing high-speed equipment
- Exploring billing and collections for other departments

Tourist Development

- Leveraging technology to improve revenue collections
- *TouristExpress*
Online self-service portal for paying TD taxes
- Faster, more timely payments
- 2,500 TD accounts
Goal for *TouristExpress* enrollment: 75%
- Saves costs – mailing tax returns, envelopes and postage
- Reduced TD tax administrative fee



Delinquent Real Estate Accounts

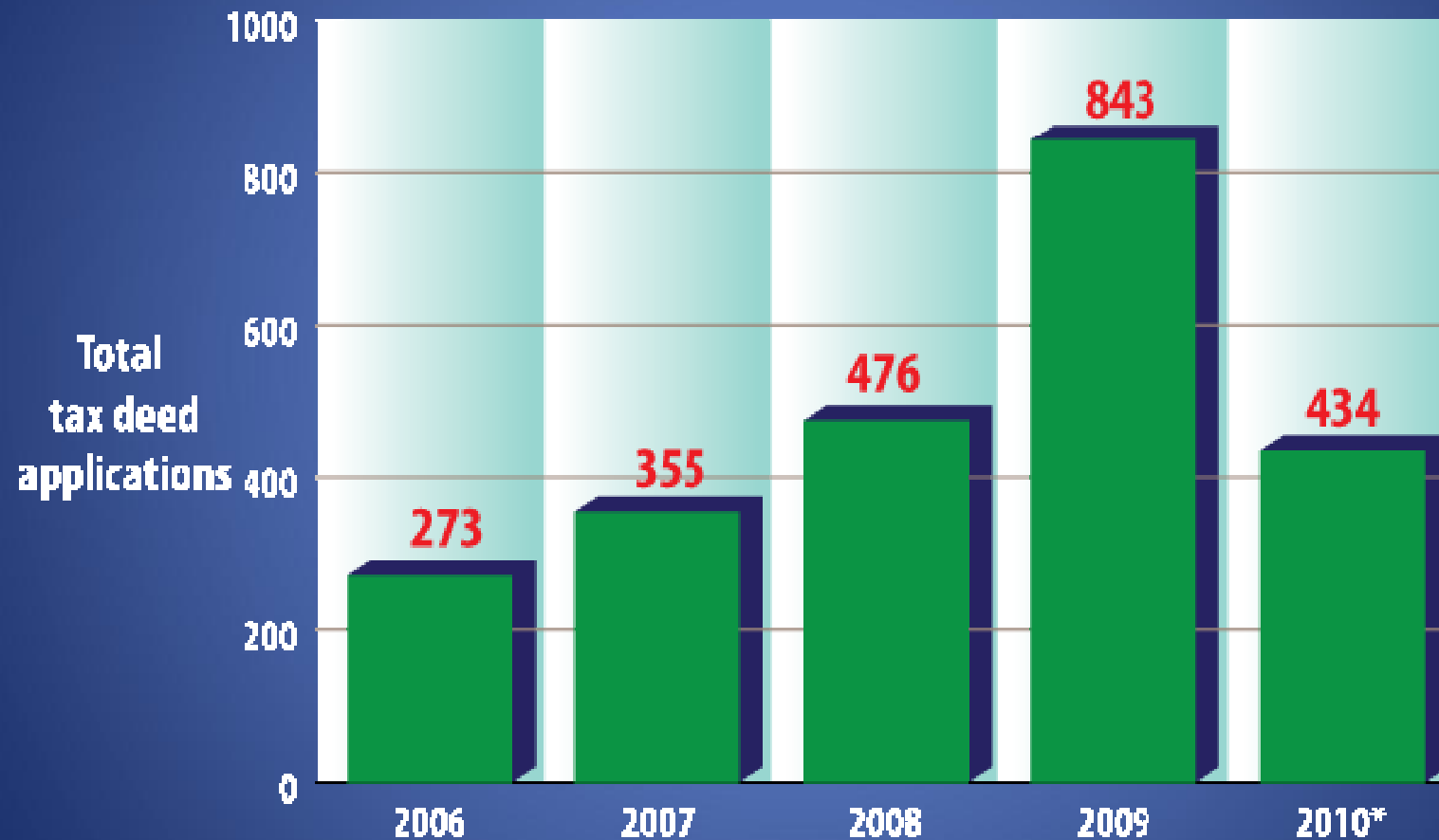


Pinellas County Bankruptcies

Calendar year 1/1 to 12/31	Number of bankruptcy cases	Total dollars
2005	315	\$2,027,632.94
2006	142	659,012.24
2007	320	3,466,114.41
2008	1,102	4,812,680.29
2009	2,972	10,083,725.48
2010*	1,573	3,334,490.28
Grand total	6,424	\$24,383,655.64

***1/1/2010 – 5/21/10**

Applications for Tax Deeds



*2010 figures through 5/31/2010

Tax Certificate Sale

	June, 2006	June, 2007	May, 2008	June, 2009	June, 2010
Number issued	12,574	17,807	21,599	23,265	20,214
Value of certificates issued	\$35,562,762	\$62,223,358	\$76,373,807	\$87,686,042	\$62,406,974
Number sold	12,288	16,859	19,456	20,213	19,005
Number issued to county	286	923	2,143	3,052	1,209
Number of parcels advertised and paid prior to sale	4,481	5,493	7,051	5,660	6,919
Average interest rate	0.30%	0.30%	6.71%	8.99%	2.96%
Registered primary bidders	205	442	338	145	205
Registered sub accounts	2,432	4,675	8,332	5,791	65,509
Number of bids	23,364,674	51,774,809	42,354,440	3,520,678	Approx 340 Million
Successful bidders	33	26	37	88	8,107

Tax Certificate Comparison

County name	Sale date	Certificates available	Certificates sold	2010 certificates % sold	Total face amt. available for sale	Total face amount sold	2010 face amount % sold	2010 average weighted int. rate
Hillsborough	5/29/10	28,461	27,135	95.34%	\$85,528,752	\$81,913,276	95.77%	5.32%
Orange	5/31/10	25,691	25,299	98.47%	\$92,215,317	\$92,067,870	99.84%	4.31%
Pasco	6/1/10	14,920	12,970	86.93%	\$24,364,620	\$23,265,294	95.49%	7.21%
Pinellas	6/1/10	19,022	19,005	99.91%	\$60,092,200	\$60,084,462	99.99%	2.96%
Polk	6/1/10	30,593	23,400	76.49%	\$35,187,091	\$34,205,443	97.21%	9.34%
Sarasota	6/1/10	14,137	13,416	94.90%	\$38,610,466	\$38,237,403	99.03%	8.07%
Seminole	6/1/10	7,579	7,452	98.32%	\$19,739,846	\$19,713,668	99.87%	5.55%

Thank You

Diane Nelson, CFC
Pinellas County Tax Collector

