



Walton County Tax Collector A Report to Our Citizens Fiscal Year 2012

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Mission

Deliver the highest quality of service with people who CARE.



Vision

A passionate, talented, and caring TEAM united in the relentless pursuit of excellence in our people, services, and community.

From The Desk of the Tax Collector



Once again, thank you for the opportunity to continue in service as your tax collector. My team of employees and I are focused on delivering consistent, top-notch service to our customers and constantly looking for opportunities to improve the processes to benefit our customers.

By law, this office operates on the income derived from fees and commissions we earn for each of the services rendered. These fees and commissions are determined by the Florida Legislature in accordance with the Florida Statutes. As tax collector of Walton County, I will continue the sound business practices implemented during my tenure. These practices have allowed this office to fully fund essential operations and end the year with unexpended income, which is proportionately returned to the taxing authorities as excess revenues.

We welcome your feedback and suggestion to improve our services and encourage you to contact us at (850) 892-8121 or through our "Contact Us Page" on our Web site at www.waltontaxcollector.com.

It is with great pleasure that I serve the citizens of Walton County.

Rhonda Skipper, Walton County Tax Collector

2012 Employees of the Quarter



Robin Braddam
January - March



Nathan Thomas
April—June



James Hallford
July - September



Sammy Fannin
October - December

About the Tax Collector's Office

What do we do?

- Collects property taxes for every local government agency and taxing authority that has the power to levy taxes.
- Serves as the State of Florida's agent for The Department of Highway Safety and Motor Vehicles, The Department of Environmental Protection, The Florida Fish & Wildlife Conservation Commission and The Department of Revenue.

How are we set up?

The Office of the Tax Collector is an independent and separate government entity. The Tax Collector can and does operate independently of the Walton County Board of County Commissioners and the other Constitutional Offices. The Tax Collector's budget is approved by the Florida Department of Revenue.

How do we operate?

The Tax Collector's Office employs 32 full-time employees, including the Tax Collector. Our main office is located in the Walton County Courthouse in DeFuniak Springs. An office is also located in the Courthouse Annex in Santa Rosa Beach to more conveniently serve residents in the south end of the county.

How do we make it easier for customers to access our services?

In addition to transacting business with us in person through our two conveniently located customer service centers, customers are encouraged to make their payments by mail or by e-commerce through the Web site at www.waltontaxcollector.com.



Waltontaxcollector.com

A vast amount of information related to the services the Tax Collector's Office provides are available online.

Additionally, many forms are available for download and transactions can be completed online.

We strive to provide our customers with as much information as possible online to allow customers the convenience of accessing the information at their discretion.

Online Transactions

Last year 8,764 online transactions were completed.

How We Have Advanced In 2012

CARE and personal, friendly service are often lacking these days. At the Walton County Tax Collector's Office we strive to not only do what is necessary to complete a customer's transaction, but to transcend the necessary and deliver the service with CARE, compassion and a genuine goal to exceed expectations.

Customer Focused

An important focus for the Tax Collector's Office in 2012 was adding driver license and identity card services in both offices while maintaining a high level of customer service and minimal impact to our wait times.

The new service offering required some detailed training for staff as well as office renovations and equipment installation. It was a well coordinated effort that lasted most of the year.

Additionally, a new logo was adopted by our team and unveiled in February 2012. The goal of the new logo was to capture the sense of caring and community that WCTC strives to deliver to customers.



Another important update made was to the Mission, Vision and Core Values of the organization. These were updated with input from the entire staff of the Tax Collector's Office.

Our Mission:

Deliver the highest quality of service with people who CARE.

Our Vision:

A passionate, talented and caring TEAM united in the relentless pursuit of excellence in our people, services, and community.

Our Core Values

- 1.) Hire, retain, and celebrate talent.
- 2.) Maintain humility despite success.
- 3.) Be truthful in all our conversations.
- 4.) Embrace challenges and change
- 5.) Relentlessly pursue improvement in ourselves and our work
- 6.) Demonstrate care for each customer and their family
- 7.) Comprise a dynamic team of family who do work and life . . . Together.
- 8.) See opportunities to serve others.

**Gather
Go
Get**



Driver license services began in the DeFuniak Springs Office on March 19 of this year, a few months ahead of schedule due to the State needing to close the local office. To keep citizens from having to drive to neighboring counties for these services, the Tax Collector's Office agreed to begin the services earlier than planned in the DeFuniak Springs Office.

To assist with the additional transactions brought on by the driver license and identity card services, three new staff members were hired.

Renovations were made to the lobby and work stations in both of our offices to provide for a more comfortable wait for customers during their transaction processing.

Driver license services began in our Santa Rosa Beach Office on September 24.

How We Have Advanced In 2012

Accuracy & Accountability

As an organization that focuses on accountability, WCTC implemented a Balanced Scorecard for measuring performance results. This is a best practice model utilized by government agencies and private businesses around the world. Additionally, the organization is participating in the Florida Sterling Council Explorer program which will include an outside review by professional examiners of the organizational performance. The feedback from examiners will allow the organization to make even greater improvements in the upcoming year.

Once again our office is pleased to announce a finding-free audit.

Additionally, our Finance Department was recognized again by the Florida Tax Collector's Association.



Finance Director Jim Morrison, Finance Officer Nathan Thomas, and Tax Collector Rhonda Skipper pose with the FTCA Award.

The Financial Legacy

Award recognizes offices who have achieved innovation, customer focus, a well-managed budget and clean audit in the finance operations of the office and who previously were recognized with the Excellence in Finance Operations Award. Approximately 12 of the 67 tax collectors in Florida received this honor.

Relentless Pursuit of Improvement in Ourselves and Our Work

In the pursuit of improvement, WCTC took a hard look at their organizational design to determine if the established structure and delineation of duties offered any opportunities for improvement and greater efficiency. The internal review led to an organizational realignment and staff alignment to create higher functioning and performing teams.

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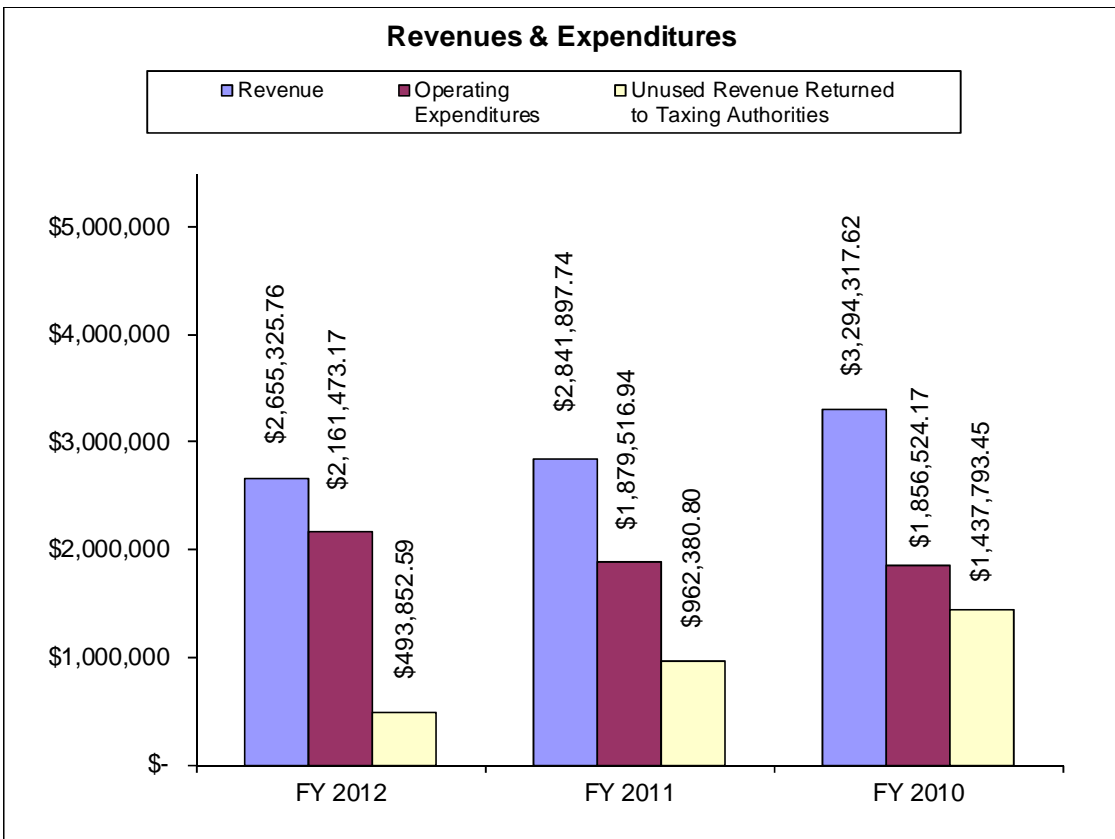
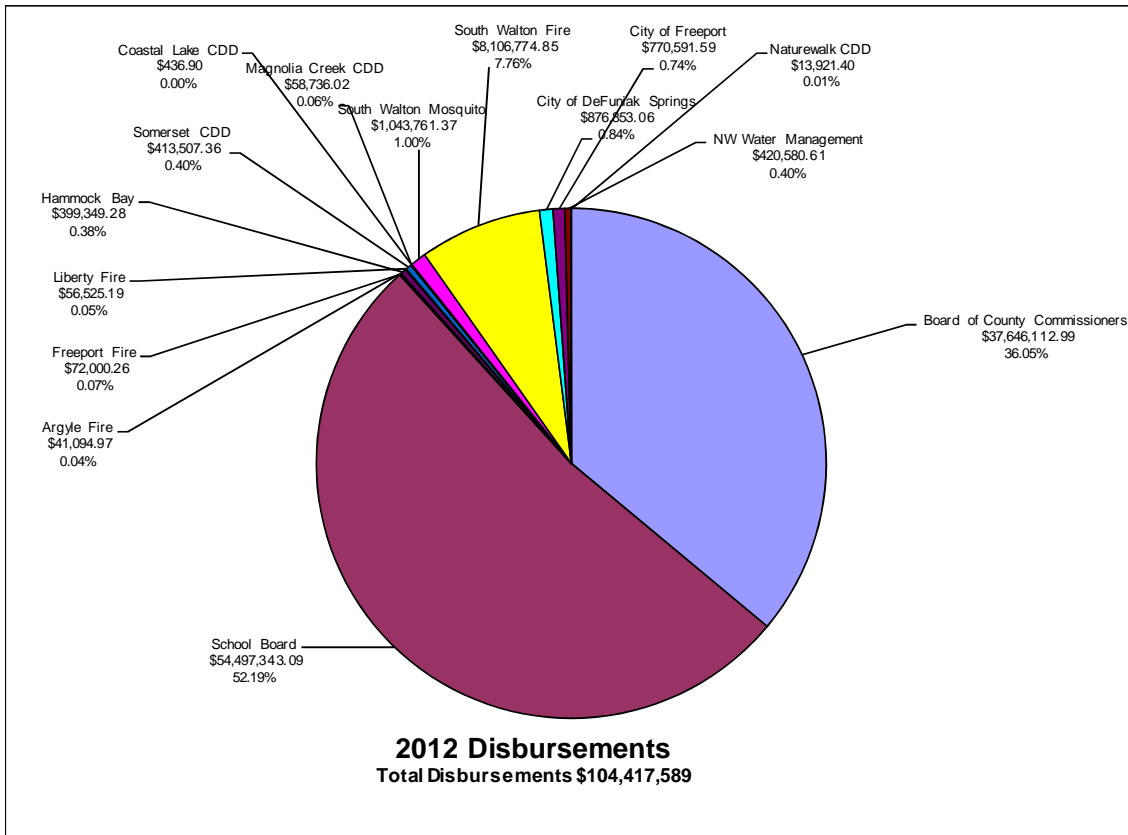
Connect from our homepage at <http://www.waltontaxcollector.com>.



2012 Highlights

- Driver license services began in both the North and South Walton Offices.
- Property Tax E-Billing Option began being offered for 2012 reminder notices and future tax notifications.
- WCTC entered into a new banking services agreement achieving significant cost avoidance in fee charges.
- Lobby kiosks were installed to allow customers to register upon entering each office, eliminating the need for a staff member to assist customers and therefore allowing more staff to process customer transactions. The kiosk enrollment also allows customers to be directed to a clerk with an experience level to service their specific transaction as many of the services provided are complex and take time for new hires to learn the process.
- Participated in the Florida Sterling Council Explorer program to improve organizational performance.
- Added three new employees to address the increased workload associated with driver license services.
- Initiated and hosted the first ever Certified Public Manager course offering in Northwest Florida.

Collections & Distributions



Outlook for 2013

This upcoming year our office will continue our focus on improved communication, service delivery and efficiency. A new, updated website will provide for more customer interaction and include an online appointment scheduler allowing customers with more detailed transactions— title work and driver license— to schedule an appointment, and minimize their wait time.

The Walton County Tax Collector's Office will serve as host for the second locally offered Certified Public Manager's Course offered through the Florida Center for Public Management at Florida State University. This is a two-year, nationally recognized training and development certification course for public sector managers. Approximately six local and state agencies will send representatives to attend this training course. The primary goals of the courses are to professionalize public management and improve organizational efficiency and effectiveness.

Community Participation and Employee Recognition



Collection Services Clerk, Toma Rushing, was honored by the Walton County Prevention Coalition with the Rising Star and Executive Producer Awards for her hard work on prevention activities.



Employees participated in Kaps for Kids to raise money for the Ronald McDonald House.



Customer Relations Supervisor, Vivian Clark, was a member of the 2012 Leadership Walton Graduating Class.



Tax Collector Rhonda Skipper was recognized by the Walton Republican Women's Federated organization as their 2012 Women's Award for Excellence honoree.