

**Property Tax Help
Campaign - Event
Management Services**

February 20, 2025

Veronica Garcia, Director





Property Tax Help Campaign

- Information about property tax protests & help filing homestead exemptions
- Sessions in all Council districts and virtual sessions
- Spanish & ASL interpretation services at all events

FY 2024 Campaign Recap

667 Households Served

- 875 attendees
- 409 Notice of Protests
- 93 Exemptions
- 98% of survey respondents felt “happy” or “very happy” with the session



13%
felt
knowledgeable
or very
knowledgeable
before the
session



90%
felt
knowledgeable
or very
knowledgeable
after the session

Scope of Work- Event Management

- Event management for 12 in person presentations about filing property tax exemptions and protesting property tax assessment including:
 - Layout development
 - Set up
 - Event flow
 - Breakdown
- Material preparations and survey entry
- Selection & booking of FY2026 locations



Staff Recommendation

Staff recommends City Council approval of an ordinance authorizing a professional services agreement with Sara Walker Private Events for the Property Tax Help Campaign up to \$50,000 in FY 2025 and an optional one year renewal for up to an additional \$50,000 in FY 2026.



Thank you!

Veronica Garcia, Director

