



# **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.

S·W·e

EVENT PLANNING | DESIGN | EXPERIENCE



**Thank you!**

Veronica Garcia, Director

