

Vision and Mission

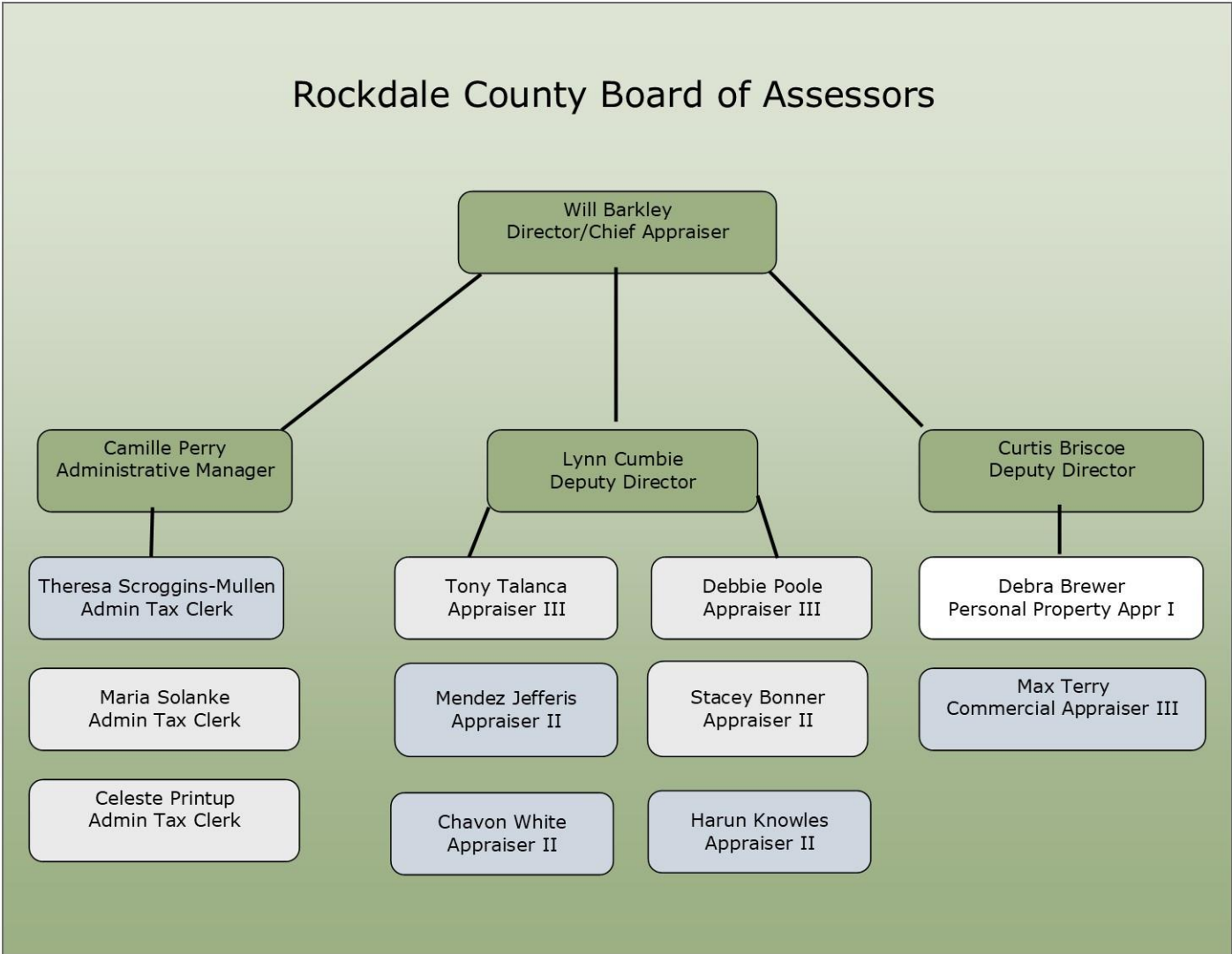
BOA Mission Statement

“To assure that all properties in Rockdale County are valued **equitably and **uniformly** according to state laws and guidelines while serving our customers with excellence.”**

Role and Responsibility

- Primary role is to determine the taxable value of all real and personal property within the county that is subject to taxation
- The BOA has a responsibility to locate all taxable property in the county and identify the ownership.
- Submit a list of all taxable and exempt properties on the tax digest to the Tax Commissioner & DOR
- Apply all legal exemptions

Department Structure



Opportunities and Challenges

Successes

Completion of 2020 Digest

- Notice of Assessments were mailed on time(while working remotely due to CoVID-19)
- Valued income producing properties with the Co-Star valuation tool
- Able to process all Homestead applications via e-mail
- Processed over 2400 deeds and adjusted values according to the sales price
- Physically reviewed all appeals before digest submission
- Extended Office hours to be open on two Saturdays to accommodate public needs

Personal Property Audits

- In 2020 audits discovered \$2.9 millions of un-reported value(cost \$13,900)

Opportunities and Challenges

Opportunities

- To develop new ways to educate the public on the assessment process
- To be more efficient in utilizing technology in the valuation process
- Collaborate with HOA 's to have constant communication prior to NOA's being mailed
- Improve overall perception of the assessment process

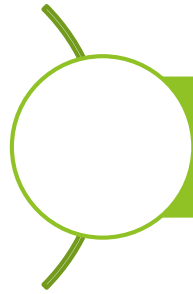
Opportunities and Challenges

Challenges

- CoVid-19
- Valuing all properties at Fair Market Value and being able to defend the valuation
- Maintaining and continuing the education of the appraisal staff due to education restrictions

Commissioners' Priorities - Envision Rockdale

2021 Envision Rockdale Strategic Plan



Education & Workforce Development

Grow the education of the appraisal team from an average classification of 2.16 to 3.5 on a 4.0 scale.

Economic Development Task Force

Project Goals

- Review current economic development trends, practice, and opportunities
- Analyze quantitative and qualitative data to inform the project
- Create a shared economic development vision for Rockdale County and Conyers
- Develop an economic development strategy and implementation plan

Economic Development Task Force



Project Status

Deliverable	Status/Notes
Conyers and Rockdale County Economic Development Data Packet	Completed. Sharing with steering committee during meeting 2
Economic Development Practice and Trend Analysis Review Report	Draft report delivered to planning team on August 10
Peer Communities/Promising Practice Research Report	Draft report delivered to planning team on August 10
Target Industry Report	Under development (scheduled for delivery in mid-September)
Economic Development Vision and Strategic Plan Report	This will be developed after the final steering committee meeting (September 24). This will be professionally designed and printed and delivered by the end of October.

Budget Summary

	Actual FY 2019	Proposed FY 2021
Total Personal Services & Benefits	\$672,173	\$730,726
Total Operating Expenses	\$100,108	\$141,004
Total Expenses	\$772,281	\$871,730