

HOW TO EDUCATE AND ENGAGE RESIDENTS ON THE PROPERTY TAX ISSUE



GET STARTED: Know the Core Messages

You don't need to be a tax policy expert, but you do need to be confident in the "why" behind Florida's current system and the threats it faces.



Florida has one of the most efficient tax systems in the nation.



Local property taxes deliver strong value ("bang for the buck"); funding essential, cost-efficient services communities rely on: police, fire, infrastructure, and parks.



Eliminating property taxes won't eliminate taxes, it will likely just shift the burden elsewhere, probably onto other taxes and fees.



The current system protects full-time Florida homeowners—but we can't be sure about whatever new system replaces it.



Floridians aren't asking for radical tax shifts, they're asking for help with skyrocketing insurance costs.

Use This 3-Step Framework

LOCAL CONVERSATIONS

Use regular opportunities (like town halls, coffee chats, civic club presentations, or neighborhood meetings) to help residents understand what's at stake.



Start with what matters to them:

In Florida, most tax dollars are raised and spent locally. Those dollars fund reliable, cost-efficient services that support our quality of life.

What would it mean to lose local control over services like public safety, traffic management, emergency response, or local parks and trails?

Use relatable local stories:

Which local services are funded through property taxes in your city? How has your community used property tax revenue to build value and trust?

Focus on "ends," not "means." For example, instead of talking about new fire stations, mention faster emergency response times.

Make it local and visual:

Use city-specific data (provided by the League or your finance department) to show what's funded by property taxes and what could be lost.

Access the Educational Toolkit:
www.FLCities.com/FloridaFormulaToolkit



ACTIVATE YOUR NETWORK



The most effective way to build support is by involving trusted voices in your community.



Ask local business owners, neighborhood groups, and civic organizations to get involved.



Identify respected figures who can lend their voice. Especially business leaders, retired officials, or public safety advocates.



Encourage them to share the message in op-eds, social media posts, or at public events.

EXPLORE MORE EDUCATIONAL RESOURCES



COMMUNICATE WITH CONFIDENCE

You are your community's trusted voice. Here are some tips for effective communication:



Be clear and grounded in facts.

Offer context, such as comparing property tax revenue to public safety spending, to disabuse listeners of misconceptions.



Keep it local.

People care about what this means for their kids, schools, roads, and services.



Avoid unnecessary political language.

Focus on outcomes, not ideology.



Be responsive.

If you don't have an answer, let them know you'll follow up... then do!



Let's make sure our communities understand what's at stake, and why **local voices matter.**

EDUCATE. ENGAGE.

2025