

GETTING STARTED

This practical guide highlights the key resources to review first, then shows how to bring the conversation to your community using local stories, city-specific data, and trusted voices.



Review the Legal FAQs
to understand what your city can and cannot communicate under F.S. 106.113.



Use the Key Points
to communicate the amendment's real-world impacts on public safety, critical services, and all Florida taxpayers.



Follow the Checklist
for a turn-key guide to engaging your business and civic allies, media, and residents.

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

Most residents are coming to this conversation hoping for lower taxes. Start there. Acknowledge it. Then walk them through what the amendment actually would do.

The honest question to ask a resident is this:

If the property tax goes away, someone still has to pay for police, fire, and EMS. Are you comfortable with deep cuts to those services, or with shifting the entire burden onto the businesses, renters, and other community members who never got the break in the first place? Because those are the real options on the table. There is no version of this where the bills just disappear.



Use Relatable Local Stories

What does property tax revenue actually pay for in your city? Put a number to it. Show residents what share of the local budget funds the fire station down the street, the road that gets cleared after a storm, the paramedics who show up at 2 a.m.

People remember stories, not statistics. Use your local story.

Make It Local and Visual

Use city-specific data provided by your finance department to show what property taxes fund in your community and what is at stake if this amendment passes.

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, **public safety advocates**, and retired officials.
- ▶ Encourage sharing the **message** in op-eds, social media posts, or at public events.

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.

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 it.

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