

**North Carolina Association of County Commissioners
2007-08 Ralph W. Ketner Employee Productivity Awards Application**

County: Brunswick **Employee:** Renee Adams **Email:** radams@brunscoco.net

County Department: Tax Administration **Employee Title:** Business Personal Property Supervisor

County Phone: 910-253-2799 **County Mailing Address:** PO Box 269, Bolivia, NC 28422

Is this project being submitted on behalf of two or more employees? **NO** **YES**

If yes, please provide below a listing of all project employees in Number 6. Employee & title as listed above should be for lead team member.

Fair Labors Standards Act Designation: In order for your project to be eligible, you MUST indicate one of the following. If you do not know, please contact your personnel director.

EXEMPT: **NON-EXEMPT:** **BOTH (if applicable to a team):**

1.	Productivity Improvement Title:	“Up Close & Personal” – Business and Personal Property Tax Improvements
2.	Implementation Date (must be between January 1, 2007 and December 31, 2007):	2 nd , 3 rd , & 4 th qtr 2007
3.	Please describe the productivity improvement. (Please limit response to these 2 pages.)	
<p>\$63 Million was added to the County tax base, providing \$192,000 in revenue with expenses of less than \$30,000. This calculation is based on the County’s current tax rate of \$0.305 per \$100 of value. Due to a lack of information and / or low enforcement efforts, many businesses, both new and existing, were not listing their business personal property for taxation. Traditional methods of researching telephone directories, Chambers of Commerce memberships, newspaper announcements, State registration files, etc. were still missing a significant number of businesses. The project team developed a customer friendly information brochure, combined it with a letter of greeting and a property tax listing form, and assembled these items into a welcome package. We acquired modest funding through the budget process to engage a temporary employee for the team as a “Field Lister”. Following a brief training period, the Field Lister was assigned a vehicle and a laptop containing the existing business listing data base, and she began systematically driving the roads of the county, stopping at each business not already in the data base. She greeted the owner / manager, explained the package, answered questions, added them to the data base and marked the record for follow-up. The team back at the office provided the follow-up after 30 days, if the listing form had not been received.</p>		
<p>Not only was the productivity, identified by tax base size, significantly increased, the project enhanced customer relations and gave us an “up close and personal” contact with the customer. The costs were minimal and that expense number includes payroll, vehicle and gasoline.</p>		

4. Please describe why this project was initiated or what problem it addressed:

Unlisted tax base shifts the tax burden to others, causing the tax rate to be higher than necessary, or, denies revenue to fund the important services of County Government. Part of our Departmental Mission is to be “Fair and Equitable” and that compels that everyone pay their fair share. The traditional methods of locating and getting businesses to list were falling short. We also wanted to increase our image and the idea of “**Up Close and Personal**” was conceived – drive to the customer, take the time to help them understand the law, and how they could comply without adding additional penalty. The project was so successful that we plan to create a full-time job combining field listing with on-site auditing. Productivity will be further enhanced by reducing driving time and cost of transportation because two functions can be performed on one visit to an area.

5. Please quantify the improvement’s results in terms of cost savings, cost avoidance and/or a higher level of services provided.

(Please indicate what resources were used to achieve your results and what was done with the time savings, if any accrued).

The impact on tax base is an increase of \$63 Million which adds \$192,000* in revenue to our County’s General Fund. Additionally, while not quantifiable, we know from taxpayer comments that we have enhanced our “image” and have provided a higher level of customer service. The real value however is in the service benefits derived from the County’s use of the \$162,000 (192,000 revenue – 30,000 expense) for which the other taxpayers are not having to pay. “**Up Close and Personal**” is a win/win for County and City Government and its Citizens.

*The portion of this added tax base that is within city jurisdictions also provides a revenue benefit to that municipal entity; the amount of revenue varies by the amount of base within each city and their respective tax rate; therefore this benefit is not included in our numbers.

6. Please provide any other descriptive information you would like to be considered by the review committee.

Employees assisting with project:	NAME	TITLE	DEPARTMENT
	Tom Davis	Assistant Tax Administrator	Tax Administration
	Renee Adams	Business Personal Supervisor	Tax Administration
	Beverly Mercer	Tax Specialist	Tax Administration
	Ladoska Jones	Field Lister	Tax Administration
	Tom Bagby	Tax Administrator	Tax Administration

County Manager’s Name:	Marty Lawing	Supervisor’s Name:	Tom Bagby
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Return by **June 2, 2008** via email to ncacc@ncacc.org.