



FLC University eLearning  
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## Today's Agenda

1. Everything You Need to Know About Amendment One
2. What You Can Do About Amendment One
3. Your Turn: Talking about Amendment One
4. The Time for You to Act is Now!



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CONSTITUTIONAL AMENDMENT

ARTICLE VII, SECTION 6

ARTICLE XII, SECTION 37

INCREASED HOMESTEAD PROPERTY TAX EXEMPTION.—Proposing an amendment to the State Constitution to increase the homestead exemption by exempting the assessed valuation of homestead property greater than \$100,000 and up to \$125,000 for all levies other than school district levies. The amendment shall take effect January 1, 2019.

## Everything You Need to Know About Amendment One



## What is Amendment One?

An initiative of the Florida Legislature, **not** the voters

For homesteaded properties with an assessed value of over \$100,000, provides an additional tax exemption for up to \$25,000 in taxable value

- Excluding school taxes



## Why Amendment One Was Proposed



- The Legislature has direct-ballot access
- It is easy for the Legislature to make changes to revenue that is not its own
- Property taxes are a popular election target



## Who Benefits from Amendment One?

Only **homestead** property owners whose homes are assessed at **more than \$100,000**

- Homestead property owners whose homes are assessed at more than \$125,000 benefit proportionately less the more valuable their property



## What's Wrong with Amendment One?

### It's Unfair

Creates more inequities within an already inequitable tax structure



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## What's Wrong with Amendment One?

### It's a Tax Shift, not a tax cut

Most Floridians will end up bearing a **greater share** of the cost of funding local government



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## What's Wrong with Amendment One?

### It Preempts Local Decisions

State legislators are seeking to impose one-size-fits-all changes to the tax code on our cities and our citizens, limiting our choices about how best to fund the services our citizens want



## Why Should You Talk about Amendment One?

Because it will reduce your revenue

- Estimated to reduce property tax revenues statewide by about \$645 million ***the first year***



## Why Should You Talk about Amendment One?

Because most of your citizens don't understand it's impact



Because most of your citizens haven't made up their minds about Amendment One



## Why Should You Talk about Amendment One?

Because what they care about most is their community . . . which is your community



Because you are the one person they are most likely to listen to



## Why Should You Talk about Amendment One?

Because, properly informed, they are likely to vote **NO**



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## What You Can Do About Amendment One



## What Your City Can Do



- Adopt a resolution in opposition of Amendment One
- Have this item on your agenda at every meeting between now and November
- Post resolution and its impact upon the city on its webpage and social media page(s)



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## What Your City Cannot Do

Cannot spend tax dollars to tell voters how to vote

- No political ads saying “Vote No on One”

Before your city publishes *anything*, review the language with your city attorney to ensure that the city is *informing*, not *advocating*

Refer to the Amendment One Toolkit for more



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## What You Can Do Personally (as an elected official)

You can take a position

You can advocate



## What You Can Do Personally



- Talk about Amendment One's impact at every council/commission meeting during your comment period
- Be a speaker at civic, social events and meetings
- Guest write columns and op-ed pieces for newspapers and provide a radio with speaker(s) on the subject



## Key Talking Points

- Amendment One **picks winners/losers**
- Amendment One doesn't fix Florida's broken property tax – **it makes it worse**
- Amendment One means millions of Floridians will bear **a larger share of the cost** of local government



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## How to Talk about Property Taxes Generally

In Florida, the property tax you pay depends more upon when you bought your house than its value – owners of identical houses on the same street can pay very different taxes!

Homestead exemptions are complicated to apply and already exempt a large number of homes from paying any property taxes.



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## Your Turn: Talking about Amendment One



“I remember the last time we had a property tax exemption on the ballot. Our city leaders all said it would force them to cut services. They tried to scare us, saying there wouldn’t be enough police officers or firefighters or EMTs to respond to our 911 calls. Did that happen? No.”

“This is how you politicians always talk. We want our taxes to be lower, and you keep raising them. The only way we can get you to listen is to pass this amendment to cut the property tax.”



“Look, we want protection from rising property taxes. Our property values go up, and you get more property tax. But our income doesn’t go up, so we don’t have more money to pay the tax. With this exemption, all of us get a break.”

“We all know the property tax system in Florida is a mess. My neighbor down the street has the same house I do, and he/she pays half of what I pay in property taxes. This amendment helps to fix this messed up system.”



The Time for You To Act is



## Timing is Everything

Absentee ballots will start going out between October 1 and October 10<sup>th</sup>

People need to hear a message at least **3** times (maybe as many as **10** times) for it to sink in



## What Will You Do?

1. Place Amendment One as an **item for discussion** on **every council agenda** between now and November 6th
2. Then, **talk about it** when it comes up on each agenda
3. Submit **op-ed pieces/guest columns/letters to editor** in every local publication
4. Engage Amendment One in your **social media activity**
5. Ask to **speak to every group** you can



## Strategic Timeline

### September

- Get Amendment One on the October Council agenda(s)
- Ask to speak to groups
- Find out about publication deadlines for local media
- Get familiar with the Amendment One tool kit



## Strategic Timeline

### October

- Engage social media
- Talk about Amendment One at every council meeting
- Write and submit op-ed/guest columns/letters
- Speak to groups



## Resources

### FLC's Amendment One Toolkit

- Go to **FLCities.com**
- Hover over the **Advocacy** header
- Click on the last option: **Amendment One: Homestead Exemption**



*Great things are done  
by a series of small things  
brought together*

Vincent Van Gogh

## Questions???



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## For More Learning Opportunities . . .

Training and Events Calendar:

<http://flcities.com/university/calendar-of-events>

On Demand Learning Library:

<http://flcities.com/university/webinars/on-demand>



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## Join the Conversation #InspiringLeaders

Blog – [DrScottPaine.com](http://DrScottPaine.com)

Twitter - [@DrScottPaine](https://twitter.com/DrScottPaine)



# Thank you!

**Lynn Tipton**

**Holly McPhail**  
FLC University

and

**You!**

