

**PUBLIC SERVICE ANNOUNCEMENT  
FOR IMMEDIATE RELEASE**

**September 5, 2006**

**CONTACT:**

Duane Zussy, Special Projects administrator  
Leon County Tax Collector's Office  
3425 Thomasville Road, Suite 19  
Tallahassee, FL 32309  
850-488-2139 (Voice)  
850-488-7828 (Fax)  
[zussyd@leoncountyfl.gov](mailto:zussyd@leoncountyfl.gov)  
[www.leontaxcollector.net](http://www.leontaxcollector.net)

**The Leon County Tax Collector Cuts Costs While Improving Mailing Services for Registration Renewals, Tax Bills, Delinquency Reminders, and Business Registration Certificates**

Starting the week of September 18, 2006, the reminder notices that are sent to local resident motorists prior to the expiration of their annual vehicle, vessel, and/or Mobile Home registrations will be produced through a unique public/private partnership that offers more complete information in a more understandable format. **More importantly, by joining 17 other Florida tax collectors and the Florida Division of Motor Vehicles in this program, Leon County Tax Collector Mrs. Maloy will be able to lower the cost of providing such notices by more than \$32,900 per year.**

Along with their reminder notices, recipients will also receive a remittance coupon with a return mail envelope for the convenience of those who choose to renew by mail. And, since the Leon County Tax Collector no longer charges the fifty cent "mail fee" authorized by the State DMV for processing mailed transactions, it is now even more cost effective to "Just Mail It In".

**The most noticeable change in these notices, however, will be the inclusion of advertIZEMENTS that promote appropriate national firms such as Ford Motor Company.** The revenue derived from the sale of such advertising inserts is what makes it possible for the State and the participating Tax Collectors to achieve such significant cost savings.

Mrs. Maloy said "I realize that some of our customers will object to receiving advertising inserts with their registration renewal notices but I found it impossible to justify paying almost \$33,000 a year more to provide this service with the advertisements."

She went on to note that "it is becoming commonplace to receive advertisements inserted into the monthly statements we get at home – such as our credit card bills or other business mailings – so, hopefully, most of our customers will find them and acceptable addition to their registration renewal notices."

Then, having found a more cost-effective way to mail Registration Renewals, Mrs. Maloy decided to re-bid the mass mailing services her Office uses to produce and mail the Fall Tax Bills, the Spring Delinquent Tax Notices, and Summer Business Registration Certificate (Occupational License) Renewals.

"After I realized how much we could save on our Motor Vehicle mailing services, we looked at the other mass mailings we must pay for each year and were delighted to learn that additional savings were possible. Through an open, competitive bid process, we have now selected a new vendor who is doing this work for about \$18,600 less than we paid for such work last year."

Thus, the combined savings from the new contracts for the Motor Vehicle renewals and the various Tax mailings will exceed \$55, 000 in the coming year.

On that point, Mrs. Maloy said, “I was very pleased to find a way to do some of the routine things this Office is responsible for that produces the desired results for the people we serve while saving the taxpayers well over \$50,000 a year. That really brought a smile to my face – one I’d like to share with everyone in Leon County.”

**"Making Taxing Situations Easier"**