



LETTER FROM THE TAX COLLECTOR



**TAX
COLLECTOR
ADAM ROSS**



97%

CUSTOMER SATISFACTION

98%

TRANSACTION ACCURACY

532k

CITIZENS SERVED IN OFFICES

Dear Pinellas County Residents,

Thank you for the opportunity to serve you throughout the past year. As your Tax Collector, my highest priority is the responsible stewardship of taxpayer funds and the efficient administration of the services entrusted to our office.

This year, we continued to strengthen financial accountability, streamline operations, and expand cost-effective service options. Through improved processes, increased use of online services, and careful resource management, we ensured that public dollars were used wisely while maintaining reliable, accessible service for all residents.

The accomplishments outlined in this report reflect our commitment to transparency, fiscal discipline, and continuous improvement. I am proud of the dedicated staff who work each day to safeguard public resources and uphold your trust.

Thank you for your continued confidence and support.

Adam Ross

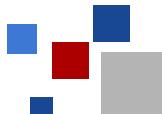
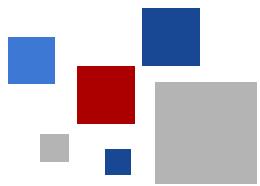


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TOTAL TAXES COLLECTED

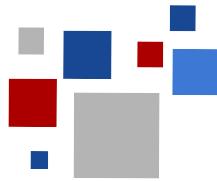
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ABOUT OUR ORGANIZATION



The Pinellas County Tax Collector's Office is committed to delivering efficient, accurate, and customer-focused public service to every resident of Pinellas County. From collecting property taxes to issuing driver licenses, our organization plays a central role in providing essential services that support our community.

As an independently elected official and the county's chief revenue officer, the Pinellas County Tax Collector is responsible for collecting and distributing a variety of local taxes, including taxes on real estate, tangible personal property, and tourist development. Each year, our office collects more than \$1 billion in tax revenue. These funds are distributed to the Pinellas County Board of County Commissioners, the Pinellas County School Board, local municipalities, fire districts, and other taxing authorities, ensuring vital services and infrastructure are supported throughout our county. Our annual budget is approved by the Florida Department of Revenue, reinforcing our commitment to transparency and fiscal stewardship.

In addition to our revenue-collection responsibilities, our office serves as an agent for several state agencies. On behalf of the Florida Department of Highway Safety and Motor Vehicles (FLHSMV), we issue driver licenses, identification cards, and titles and registrations for automobiles, trucks, mobile homes, and vessels. We also act as an agent for the Florida Fish and Wildlife Conservation Commission (FWC) by issuing hunting and fishing licenses, and for the Florida Department of Agriculture and Consumer Services by issuing concealed weapon licenses.

Across all services, our focus remains on accountability, operational excellence, and providing accessible and reliable service to the residents and businesses of Pinellas County.

OFFICE LOCATIONS

 **NORTH COUNTY**
29399 US HWY 19 N, ST 100
CLEARWATER, FL 33761

 **GULF TO BAY**
1663 GULF TO BAY BLVD
CLEARWATER, FL 33755

 **MID COUNTY**
13025 STARKEY RD
LARGO, FL 33773

 **SOUTH COUNTY**
22500 34TH ST N
ST. PETERSBURG, FL 33713

AWARD WINNING

The Pinellas County Tax Collector's Office is proud to be recognized as a leader in public service excellence. Our commitment to innovation, efficiency, and responsible stewardship of taxpayer funds has earned us some of the highest honors in Florida.

Our organization received the 2013 Governor's Sterling Award, the 2016 Governor's Sterling Sustained Excellence Award, and the 2020 Governor's Sterling Award—Florida's top distinctions for organizational performance and continuous improvement. These awards reflect our ongoing dedication to delivering efficient, effective, and cost-conscious services for the residents of Pinellas County.

We are also honored to have earned 14 consecutive Legacy Awards for Financial Operations from the Florida Tax Collectors Association (FTCA). This prestigious recognition highlights more than a decade of excellence in financial management and accountability. Award criteria include the use of advanced technology, exceptional customer service, sound budgeting practices, and a flawless annual audit. Based on these rigorous standards, a panel of five Florida government financial executives selected the Pinellas County Tax Collector's finance team for the Legacy Award again this year.

These achievements underscore our unwavering commitment to operational excellence and the responsible management of public resources. We remain focused on continuous improvement and on serving our community with integrity, transparency, and professionalism.





OUR MISSION, VISION, & VALUES

VISION

*First-Class
Customer Service*

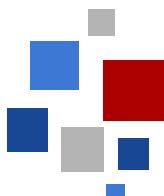
VALUES

Community. Service.
Respect. Stewardship.

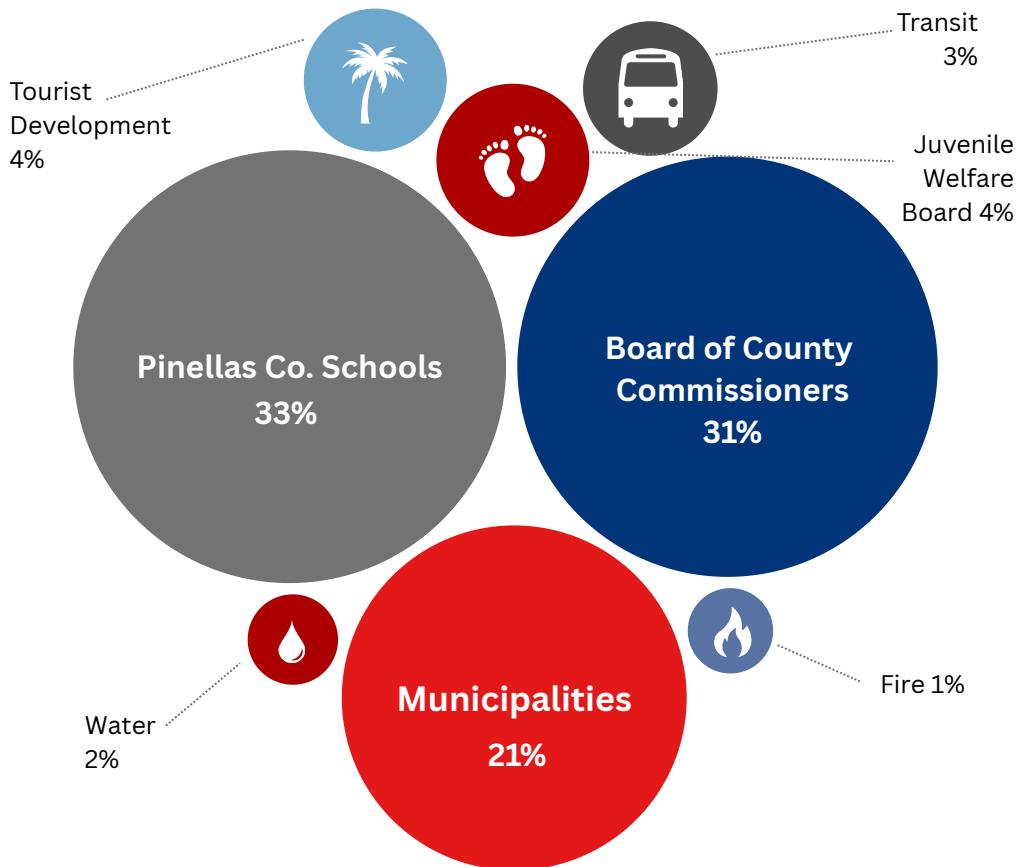
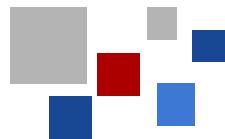
MISSION

We continually pursue exceptional organizational standards by:

- Empowering our workforce to excel.
- Valuing our customers through respectful, accurate, and professional service.
- Providing exceptional stewardship of public funds.
- Reviewing business processes with a focus on efficiency and cost effectiveness.



FISCAL RESPONSIBILITY



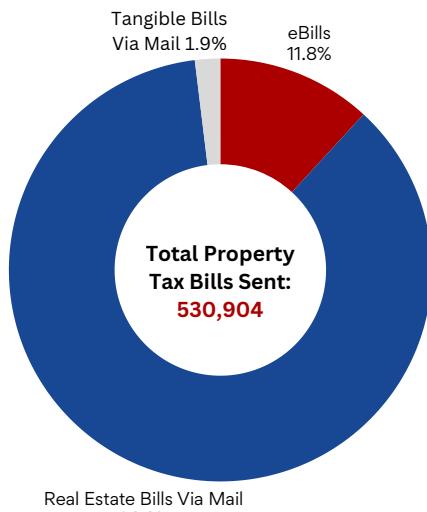
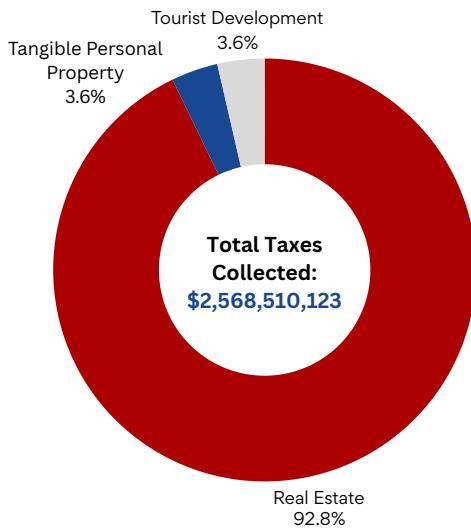
* The remaining 1% is distributed to the Department of Agriculture, Tax Collector's Office, and Clerk of the Court

** Percentages have been rounded.

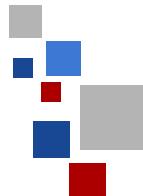
For Fiscal Year 2025, our organization collected \$2,568,510,123 in property taxes. As Tax Collector, my fiscal responsibilities include ensuring the accurate and timely collection, investment, and distribution of public funds, while adhering to a rigorous, transparent budgeting process that operates within statutory guidelines. Once collected, property tax revenue, along with any unused fees from our organization, is distributed to our taxing authorities to fund critical public services, such as fire departments, public health, education, water management, roads, bridges, and more. This year, over \$2.5 billion was returned to the County for essential services.



TAX COLLECTION



Florida's property tax system is a locally administered ad valorem tax (based on value) that ranks below the national average effective tax rate. Taxes are assessed by county property appraisers and collected by county tax collectors, with the revenue funding local services such as schools, law enforcement, and infrastructure. Several factors determine where tax dollars are spent, such as constitutional and state mandates, programs essential to reducing future costs, the rising cost of insurance, the County's Strategic Plan and strategic focus areas, input from citizens during the budget process, and more.



TOP SERVICES AND ISSUANCES



TOP 3 SERVICES



611K

MOTOR VEHICLE



480K

PROPERTY TAX



215K

DRIVER LICENSE

Motor Vehicle Services

Registrations • Titles • Vessel Services • Dealer Services • Parking Permits

Our highest-volume service area, supported by convenient online options and streamlined in-office service.

Property Tax Services

Real Estate • Tangible Personal Property • Tourist Development

Efficient, accurate processing that ensures timely distribution of revenue to schools, county government, cities, fire districts, and other local taxing authorities.

Driver License Services

Driver Licenses • REAL ID • ID Cards • Road Tests • CDL • Motorcycle Endorsements

As an agent for FLHSMV, we provide secure and compliant driver license and ID services for residents across the county.

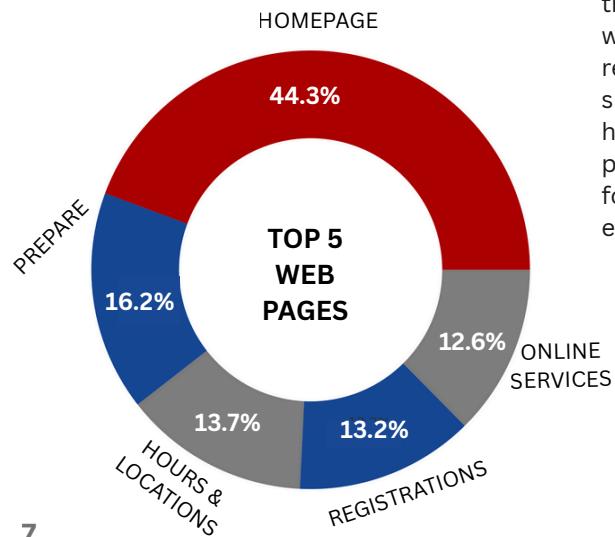
ONLINE SERVICES

The Pinellas County Tax Collector's Office continued to expand and enhance its digital service offerings in 2025, providing customers with faster, more convenient ways to complete essential transactions. From motor vehicle renewals to tax payments and scheduling appointments, our online platform delivered reliable, user-friendly access around the clock. This year, residents completed over 299,000 online transactions, reflecting our community's strong adoption of digital services and our ongoing commitment to efficiency, accessibility, and innovation.



299K
online transactions

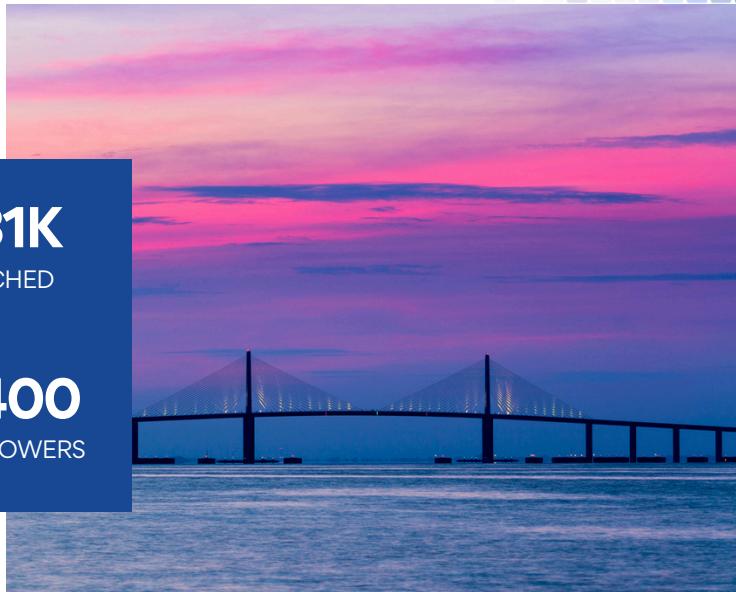
75%
registration renewals completed online



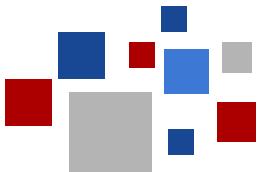
In 2025, the Pinellas County Tax Collector's Office saw strong digital engagement, with 3.4 million visitors accessing our website, pinellastaxcollector.gov, for information and services. Customers continued to embrace the convenience of online options, with 75% of all vehicle registration renewals completed online. This shift toward digital self-service highlights our commitment to providing efficient, customer-focused solutions that meet the evolving needs of our community.

3.4 M
website visitors

SOCIAL MEDIA IMPACT



The Pinellas County Tax Collector maintains an active and growing presence across Facebook, X, Instagram, and LinkedIn. Together, these platforms allow us to keep our community informed, engaged, and supported. Over the past year, our social media content reached more than 530,000 people, helping residents stay up to date on important services, office updates, reminders, and resources. We are committed to using our channels to provide timely information, enhance customer service, and connect with citizens in meaningful and accessible ways.



SATISFIED CUSTOMERS

97%

Customer Satisfaction

98%

Transaction Accuracy

Customer Satisfaction

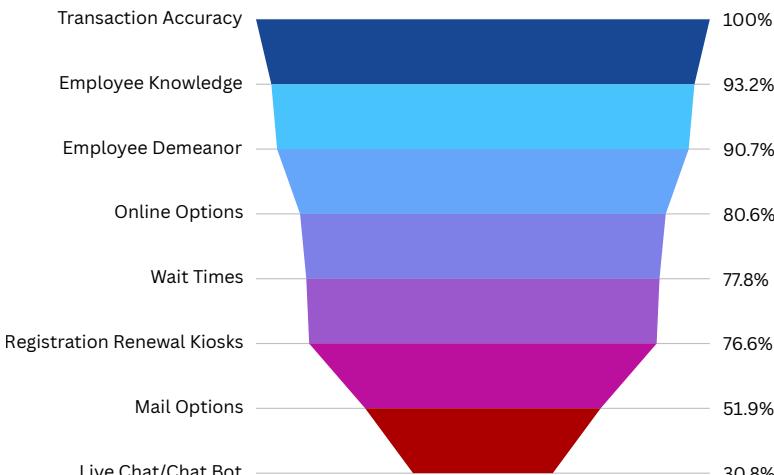
We prioritize friendly, efficient service and continuously seek feedback to improve the customer experience.

Transaction Accuracy

From property taxes to driver licenses, every transaction is handled with precision and care.



WHAT OUR CUSTOMERS CARE ABOUT



ENGAGED EMPLOYEES



💼 Highly Engaged Team

Our employees are proud to work here – recent surveys show our team is “very engaged.”

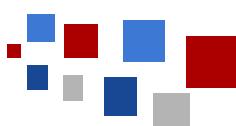
👉 Recommend Working Here

93% of employees would recommend the Tax Collector's Office as a great place to work.

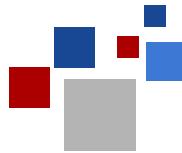
⭐ Supportive Work Culture

- Focus on professional growth and development
- Celebrating successes across the organization
- Leadership is encouraged at every level
- Serving employees with the same care and dedication as we serve our citizens

Result: A motivated, skilled, and engaged workforce delivering exceptional public service to Pinellas County.



GIVING BACK



The Pinellas County Tax Collector's Office is proud to give back to the community we serve in a variety of meaningful ways. In 2025, we raised \$69,000 for Pinellas County Schools through the Kids Tag Art program, contributed over \$3,500 to Angels Against Abuse, and donated more than \$7,000 to organizations including the Florida Heart Research Foundation, Indian Rocks Beach Trash Tribe, Best Buddies Florida, Florida State Parks, and Family Support Services.



OVER \$10,000 RAISED

for state and local nonprofits

Beyond charitable giving, our office actively supports the arts with two new mural projects that celebrate creativity and community spirit. Demonstrating our personal commitment to animal welfare, Tax Collector, Adam Ross also adopted Dobby the dog from Suncoast Animal League. Through these initiatives, we strive to strengthen our community, encourage civic engagement, and foster a culture of care and connection both inside and outside our offices.



\$69,000 RAISED

for Pinellas County Schools



LOOKING FORWARD

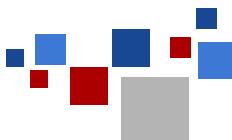
NEW TAX MANAGEMENT AND CASHIERING SYSTEM TO SAVE COUNTY THOUSANDS

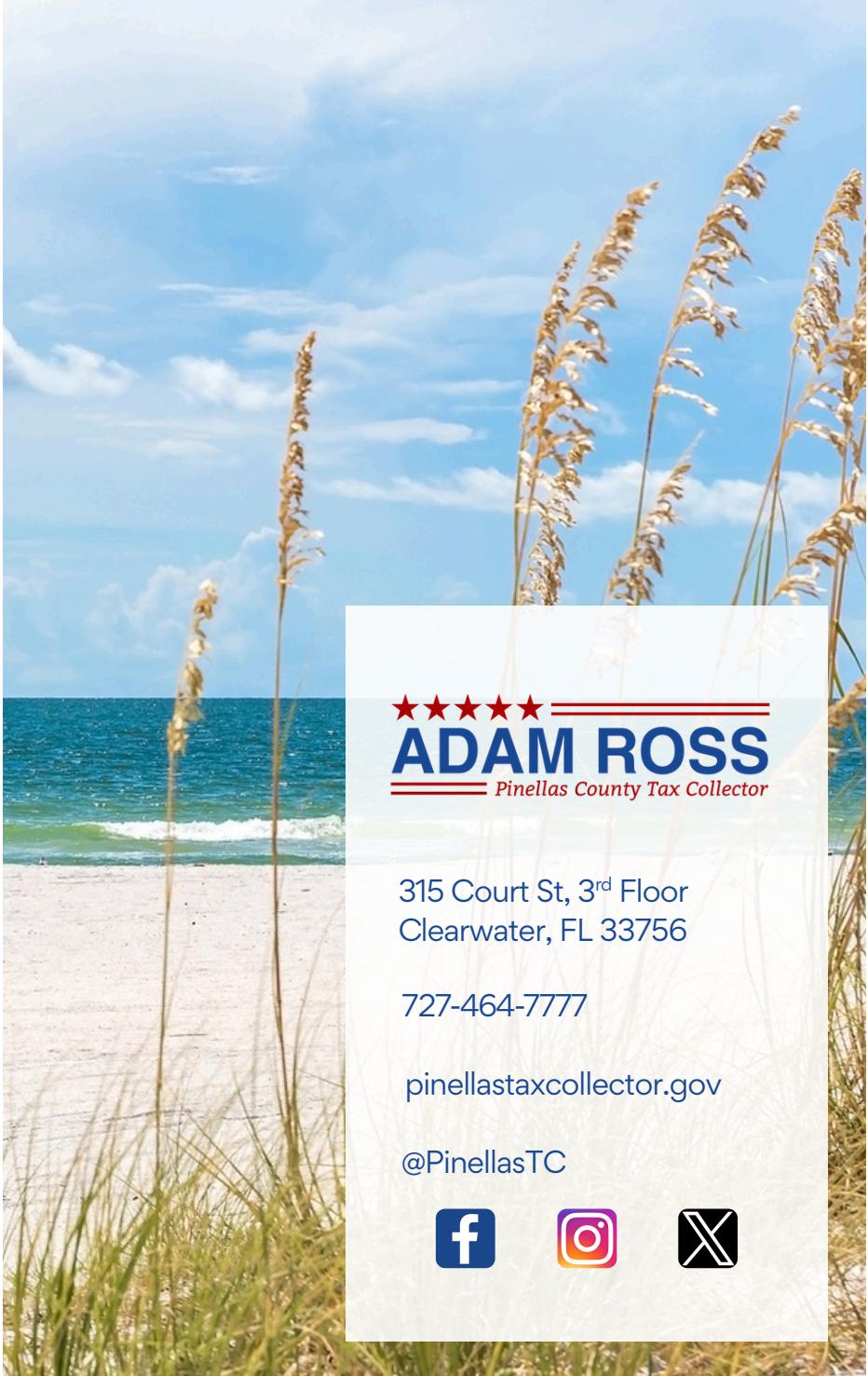
The Pinellas County Tax Collector's Office is committed to continuous improvement and innovation in service to our residents. In the coming year, we are excited to implement a new tax management and cashiering system, scheduled to go live on October 1, 2026, coinciding with the start of the new fiscal year. This advanced system is projected to save taxpayers approximately \$1 million annually through reduced overhead costs and lower transaction fees, while streamlining operations and enhancing service efficiency.

COMING SOON! NORTH COUNTY SERVICE CENTER

In addition, we are planning a new full-service center in North Clearwater within the next few years. This facility will provide convenient access to a wide range of services for residents in the northern part of the county, ensuring that our offices continue to meet the growing needs of the community.

Together, these initiatives reflect our commitment to innovation, fiscal responsibility, and accessible, high-quality service for all Pinellas County residents.





★★★★★

ADAM ROSS

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