



Tax Commissioner 2026 Business Plan Presentation

Denise Mitchell
Gwinnett County
Tax Commissioner



DENISE R. MITCHELL, MPA
GWINNETT COUNTY TAX COMMISSIONER

Service Delivery Mission

Vision Distinction in government and exemplary service.

Mission We instill trust in government through innovation, transparency, and unparalleled tax and tag services.

Thorough: We work carefully to apply all our knowledge and expertise.

Resourceful: We find innovative ways to overcome obstacles.

Unique: We are a one-of-a-kind office.

Service: We are here to serve our community.

Teamwork: We work together to earn your **TRUST!**

★★★★★

The representative who guided me through the line was courteous and warm. When I got to the counter, the agent who provided my service was efficient, kind, and handled my affairs extremely professionally. I was very pleased with my entire experience here! Kudos!

★★★★★

Staff is very efficient and professional. Process is smooth, I wish other departments/agencies could learn from them. 10/10 for all staff!

★★★★★

I was frustrated with my tag renewal process. I didn't know who with, but the agent was very cool, calm, and friendly. Most importantly, she explained things well, helping me work through everything I needed to untangle my car's insurance issue. She was patient as I called my provider and gave me accurate information right on the spot to finally resolve my issue.

★★★★★

The associates patiently explained everything and answered all my questions. They knew exactly what they were doing and did an excellent job.

★★★★★

Our experience today was nothing short of extraordinary. The team took the time to patiently listen and guide us through every step, especially when we were feeling totally overwhelmed. They explained everything clearly, helped us move counties, updated the tag and ID, and even made sure the price was lowered!



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Office Overview

- 143.75 County employees
- 9 Contract employees
- 1 Administrative and Property Tax Office
- 5 Tag Offices
- 1 Dealer, Mail and Fleet Office
- 1 Customer Call Center
- 16 Tag Renewal Kiosks

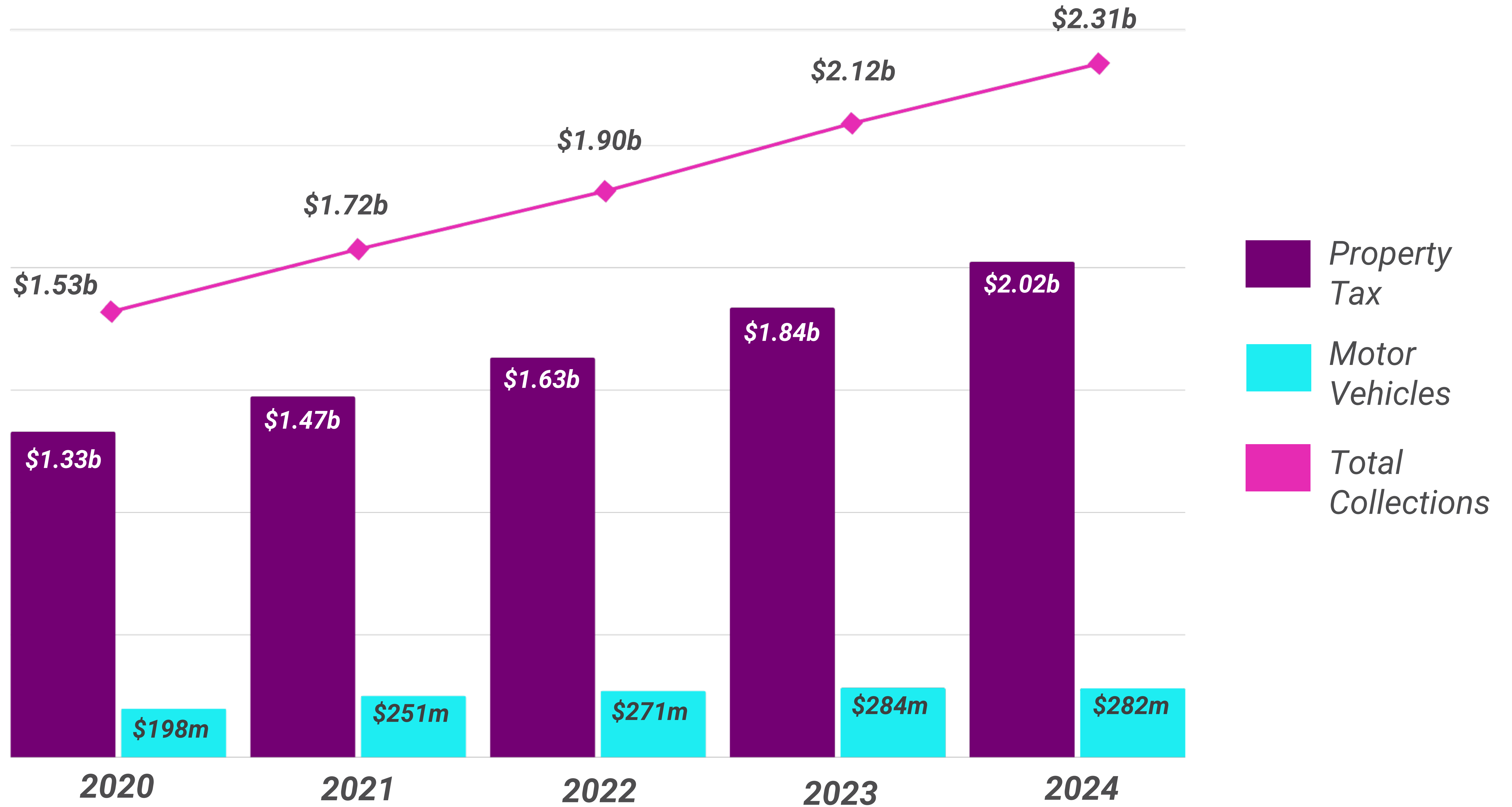


2025 Accomplishments

1. Expanded kiosk services by adding driver's license renewals
2. Achieved 100% compliance on annual audits with no findings
3. Tripled community outreach
4. Increased number of tag-renewal kiosks from 12 to 16
5. Implemented mandated legislative and system changes
6. Increased Homestead applications by 70% through targeted initiative



5-Year Collection Totals



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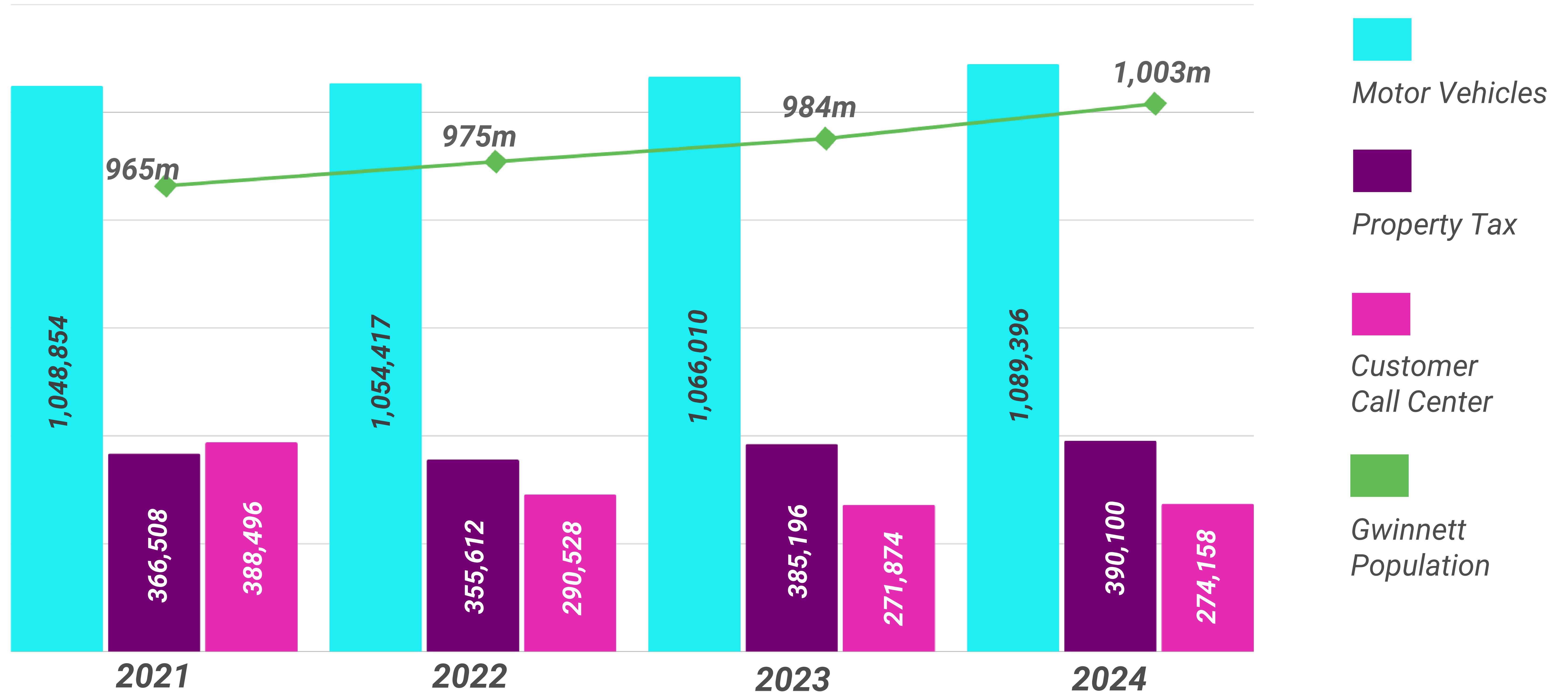
5-Year Property Tax Collection Rate

Tax Year	Collection Rate
2024	98.61%
2023	99.36%
2022	99.66%
2021	99.77%
2020	99.84%

As of June 30, 2025

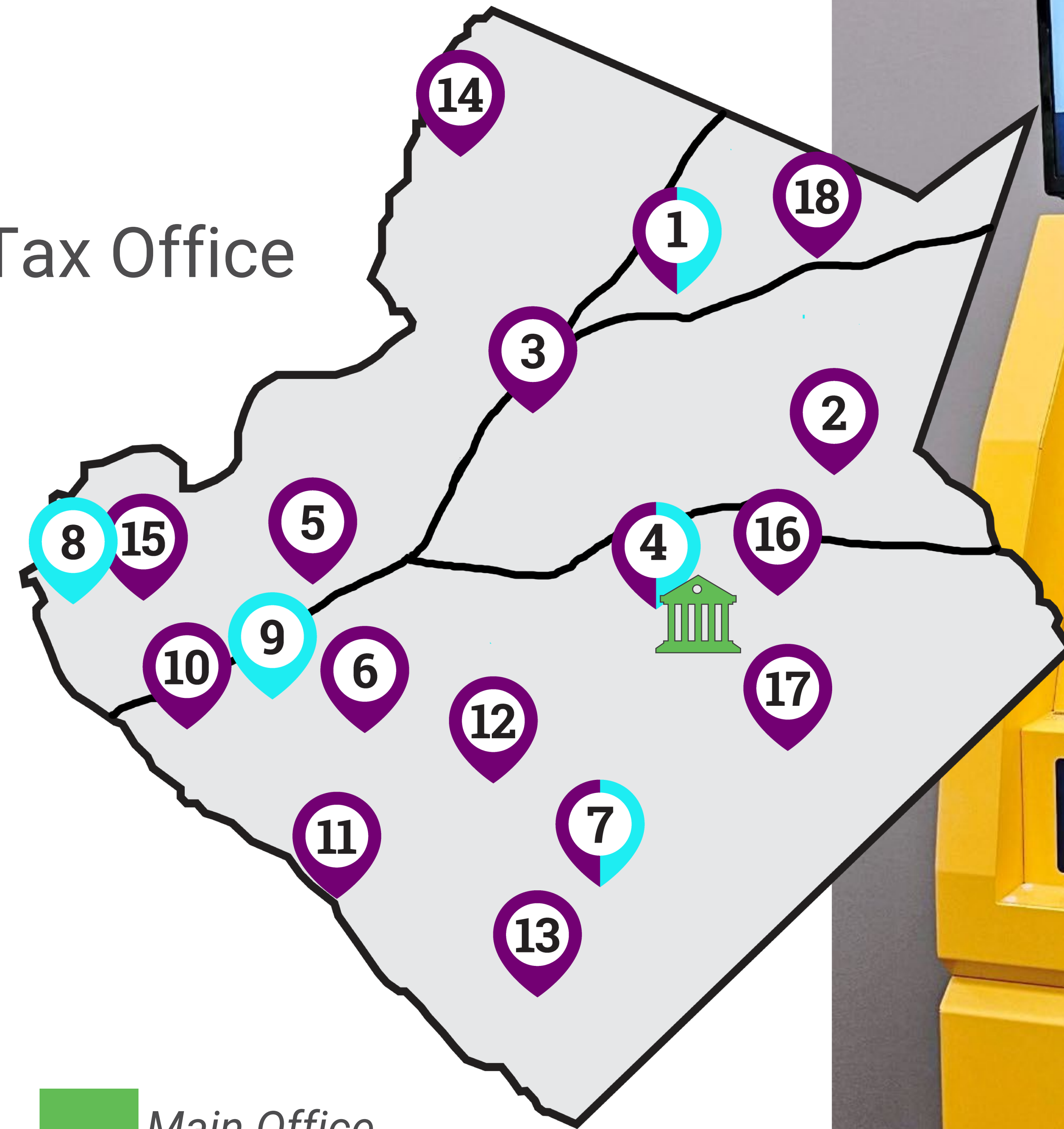



Total Services Delivered 2021-2024



Office & Kiosk Locations

- 5 Tag Offices
- 1 Administrative and Property Tax Office
- 1 Dealer, Mail and Fleet Office
- 16 Tag Renewal Kiosks
 - 3 24-hour kiosks
 - 9 Kroger kiosks
 - 4 Publix kiosks



 Tag Office  Kiosk  Tag Office with Kiosk  Main Office



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Challenges

- Executing legislative changes with demand for immediate implementation
- Current property tax system
- Continuously training staff
- Contractual restraints for current vendors
- Limited staff to facilitate growing population



Strategic Goals & Efficiencies

- Navigate property tax changes
- Expand and enhance kiosks
- Lobby management improvements
- Improved chat feature
- ‘Go Green’ initiatives
- Fraud prevention education

New Operational Request

Staffing

- Add one Program Analyst I
 - Oversee testing, data accuracy, billing and collections
- Convert two part-time Business Services Associate positions to full-time
 - Balance, reconcile, and prepare tax collections for disbursement
 - Assist customers with financial inquiries

Requested Budget – \$215,544

New Operational Request Support

- Recent property tax legislation
- Required legislative implementation requirements
- Property tax system upgrade
- High-quality services to a growing population
- Offset: \$53,041
 - Net operating request: \$162,503