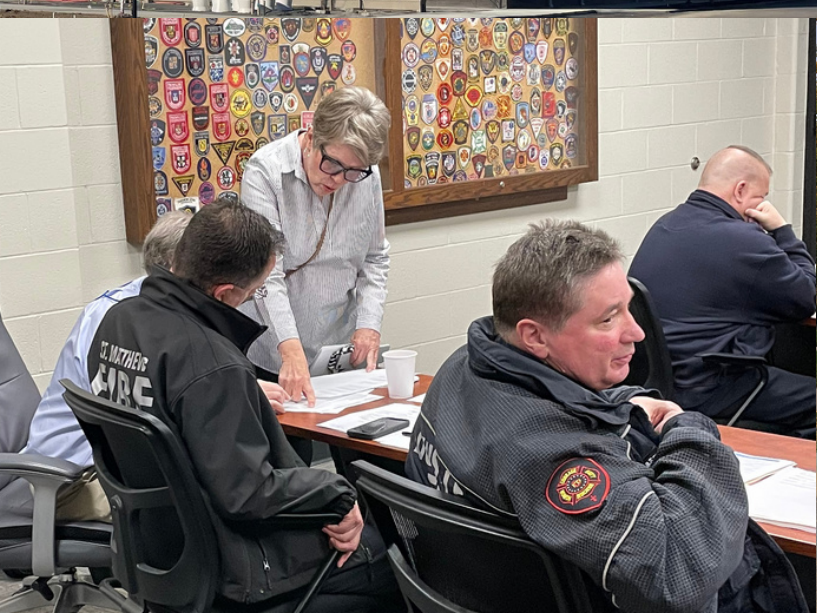




**JEFFERSON
COUNTY
PVA
2021
ANNUAL
REPORT**





Message from Jefferson County PVA Colleen Younger

Hello friends,

It's been a challenging couple of years for us in getting through the Covid 19 pandemic. However, real estate and motor vehicle sales have remained strong in a fast and erratic market. The seller's market has driven home prices up in Jefferson County. And, the recent spike in used motor vehicles has left us all wondering if the impact from the pandemic will ever wane. As always, the Jefferson County PVA is committed to providing best-in-class customer service and fair and equitable assessments, whether in real property or motor vehicles. We take our statutory responsibility seriously and strive to get values accurate. It's no small feat when you are the largest jurisdiction and source of revenue for the Commonwealth of Kentucky.

In 2021 we tackled a very large reassessment in Jefferson County in MLS Areas 2, 3, 5, & 7. We accomplished our goal of "best in class customer service," by hosting 11 community meetings on Zoom. These meetings are part of a broader PVA strategy to engage the community in our "You have a right to appeal campaign."

Interacting with the citizens of Jefferson County and educating them about our assessment process is extremely important to all of us here at the PVA. This annual report will give you a look at our work in 2021 and provide a snapshot for what's coming up in 2022.

In 2022 The Jefferson County PVA will reassess MLS Areas 6, 8 & 9. These include Home Rule Cities: Lyndon, Middletown, Anchorage, Graymoor Devondale, Langdon Place, Prospect, and the unincorporated areas of Fern Creek and Highview. Look for our team to return to the public libraries to assist property owners with their online conference appeals. We have also rolled out a new tool for motor vehicle owners to appeal their motor vehicle online. Any time you have an erratic market, whether in motor vehicles or real property, there should be some type of circuit breaker solution to dealing with the erratic market and how it stands to hurt taxpayers. We have worked hard to bring you those solutions! Let us know how we can help you!

It is my honor to serve as your Jefferson County Property Valuation Administrator.

Best,

Colleen



Story Map

Explore all of Jefferson County's neighborhoods and home-rule cities with the PVA Story Map. The online interactive photo atlas is unlike anything else available when it comes to providing an understanding of what shapes the communities that make up our great city.



Our objective: to use PVA data and the talents of our communications and mapping departments to showcase each and every neighborhood and home rule city across Jefferson County in a new, powerful way. We launched the first phase of the project at the end of April. Since then, our team has been photographing, researching, and creating expanded content that will ultimately cover the entire county.



Other property valuation offices around the country have contacted us for insight about creating Story Maps for their jurisdictions. We plan to lead a presentation at the 2022 IAAO Conference in Boston to share our knowledge and insight.



Considering moving to a new neighborhood? Love our city and want to learn about it? Experience the PVA Story Map for yourself at Jeffersonpva.ky.gov/storymap, and check back as we add additional neighborhoods.



2021 PVA Reassessment Timeline



January

The Jefferson County PVA is responsible for applying a fair and equitable assessment to residential and commercial properties

February
Zoom meeting with Metro Council members about the assessment



March

10 public meetings were held via Zoom for residents in reassessed areas

April 26
119,197 Assessment notices were mailed



May
3,208 Online Conferences conducted with PVA Staff

July
923 taxpayer hearings with the Local Board of Assessment Appeals



November
Jefferson County Sheriff mails tax bills for 2021

What did the market in the reassessment areas do?

Jefferson County Residential Sales Report 2021 (Sales Recorded 2018 - 2020)

Market Area 2

Total # of Sales: 3,099

Sales Price

- \$28K - 170K
- \$170K - 375K
- \$375K - 750K
- \$750K - 1.738M

Total \$ of Sales: 823,637,839

Market Area 3

Total # of Sales: 2,145

Sales Price

- \$81.75K - 200K
- \$200K - 350K
- \$350 - 625K
- \$625K - 3M

Total \$ of Sales: 804,109,033

Market Area 5

Total # of Sales: 3,128

Sales Price

- \$19.5K - 100K
- \$100K - 225K
- \$225K - 350K
- \$350K - 614K

Total \$ of Sales: 514,557,741

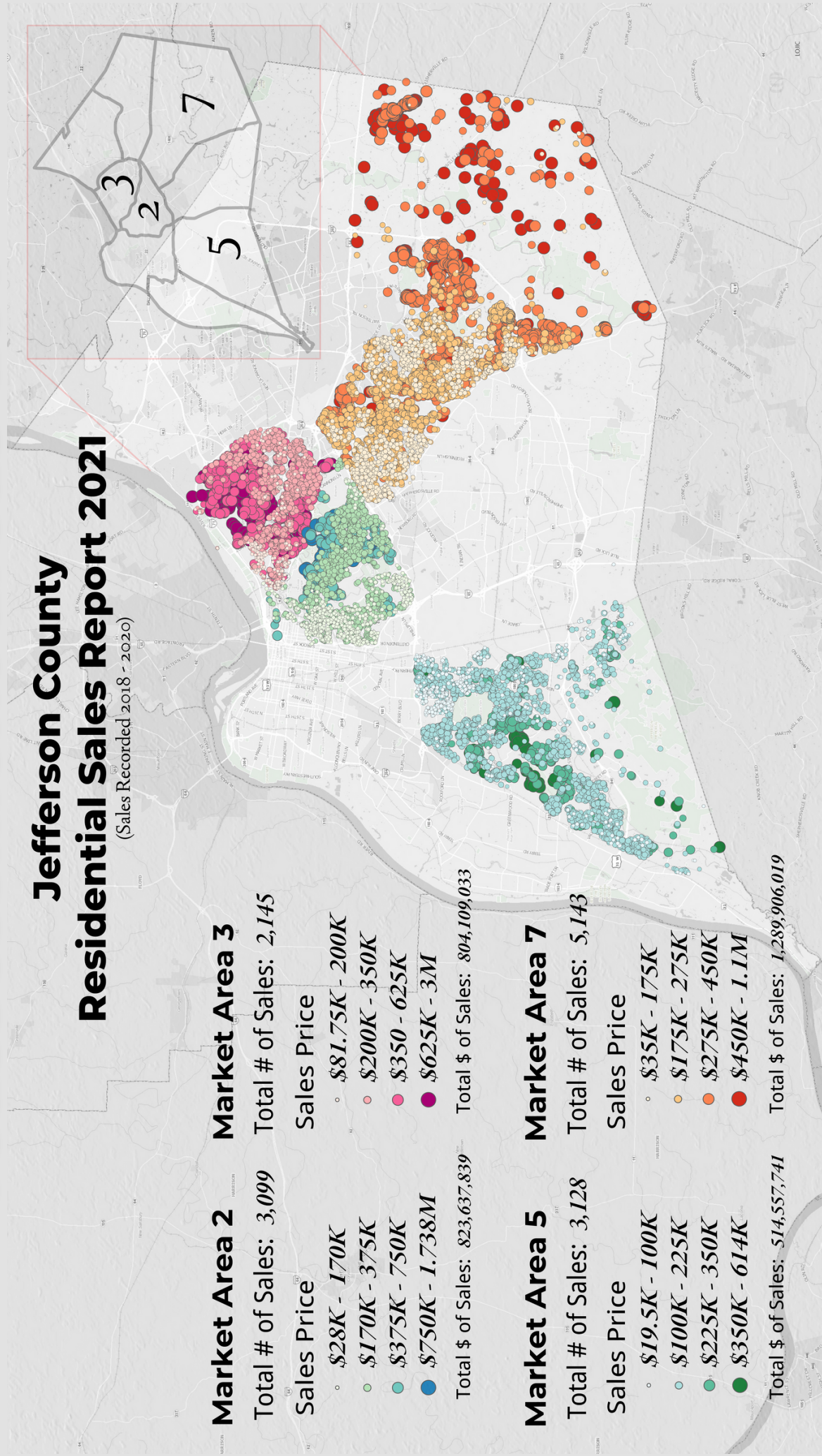
Market Area 7

Total # of Sales: 5,143

Sales Price

- \$35K - 175K
- \$175K - 275K
- \$275K - 450K
- \$450K - 1.1M

Total \$ of Sales: 1,289,906,019



Community Outreach

The Jefferson County PVA values community opinions and seeks to better serve the public each year.

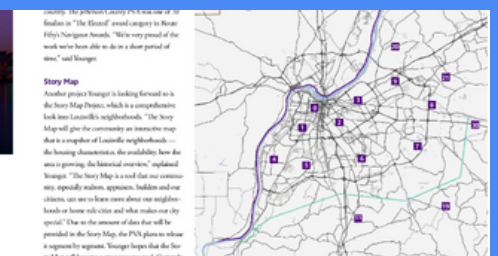
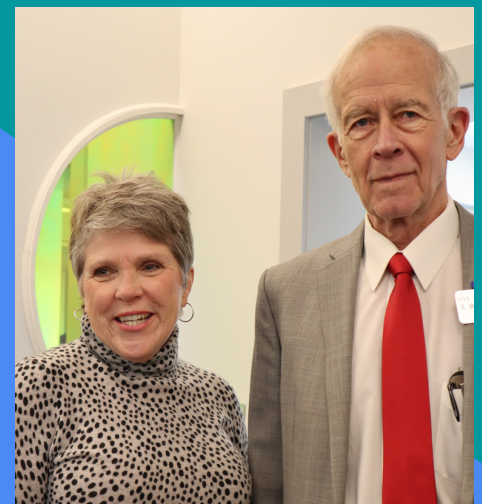
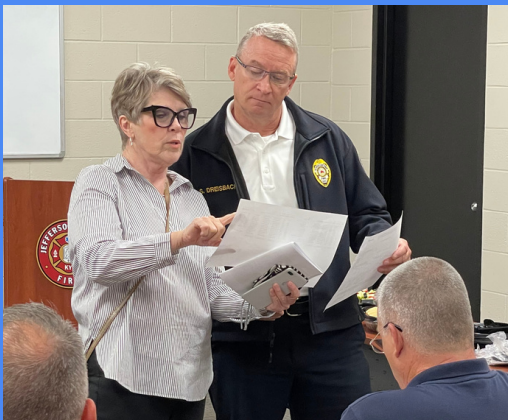
The Building Industry Association of Louisville interviewed PVA Colleen Younger for their magazine about our annual report and demystifying the work of our office. She was also a speaker on the Land Development Committee about proposed legislation in Kentucky that could impact developers.

We continue to host and attend meetings with Louisville real estate offices, where we answer questions about property reassessment, exemptions and other topics on the radar.

The PVA staff also attends an annual meeting with the local fire chiefs to discuss property assessment.

This year we sent a survey to participants who completed an Online Conference for their 2021 property assessment. We received 344 responses and will use the data and feedback we collected to improve our outreach efforts in the future.

The PVA is committed to community engagement and transparency. This year our staff hosted booths at the Gaslight and Middletown Festivals.



You Have a Right to Appeal

Public Outreach Campaign

This year we increased our community outreach. We knew that with a large reassessment, community engagement would be key to educating the public about our You Have a Right to Appeal program.

As part of a broader strategy to de-mystify the PVA and offer best in class customer service we implemented an integrated media campaign that included radio, print, TV and digital advertising. PVA Colleen Younger also appeared as a guest on local television and radio programs to prepare the community for the reassessment.

We hosted eleven community meetings on Zoom and answered taxpayer's questions about the reassessment and their options for appealing. We translated advertisements for community meetings and reassessment into seven languages. We also partnered with the Office for Globalization to disseminate information to the international community.

The meetings were very successful, appreciated, and well attended.



Colleen Younger
Condado de Jefferson
Oficina de Valuación de Propiedades

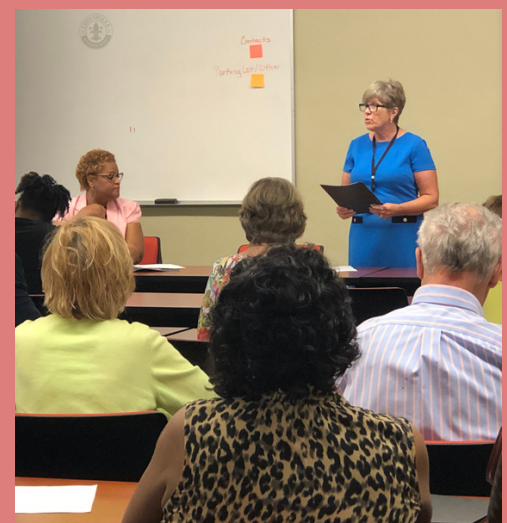
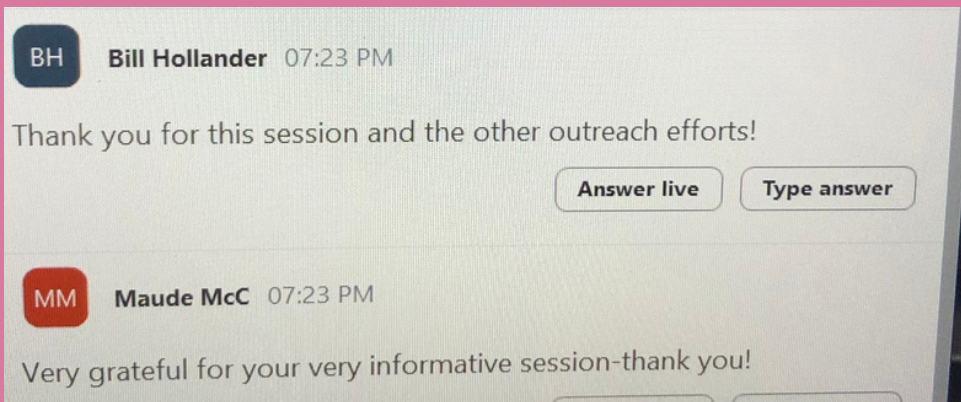
Valuación de propiedades 2021: ¿Qué impacto tiene para usted?

La Oficina de Valuación del Condado de Jefferson (PVA, por sus siglas en inglés) es responsable de realizar evaluaciones justas y equitativas a las propiedades residenciales y comerciales a partir del 1 de enero de cada año. También, tiene la responsabilidad legal de evaluar su propiedad y usted, como dueño de la propiedad, tiene el derecho de apelar. Los avisos se enviarán por correo el 23 de abril de 2021.

La PVA le invita a participar a una de nuestras reuniones virtuales "Usted tiene derecho a apelar" en marzo y abril para discutir la Reevaluación de la Propiedad 2021 y el proceso de apelación para las propiedades en su área. El proceso de apelación estará abierto desde el 23 de abril al mediodía hasta el 17 de mayo a las 4:00 pm.

Las casas y las propiedades comerciales en las siguientes zonas y sus alrededores serán reevaluados en 2021:

Smoketown, Nulu, Butchertown, Shelby Park, The Highlands, Audubon Park, Crescent Hill, St. Matthews, Iroquois Park, Southside, Beechmont, Auburndale, Fairdale, Valley Station, Parkwood



Awards & Recognition

The Jefferson County PVA won several awards at the Kentucky Association of Government Communicators (KAGC) KAGC. The KAGC annually recognizes professional excellence in communications, materials and campaigns by public agencies. This was the first year the Jefferson County PVA entered the competition and they were honored with the following awards:



Excellence

Annual Report Category- 2020 Jefferson County PVA Annual Report

Merit

Special Event Category- 2020 State of the Real Estate Press Conference

Audio Short Program Category- 2020 You Have A Right to Appeal PSA

Magazine/Publication category- 2020 Media Packet

Honorable Mention

Photo series category- Jefferson County PVA Story Map photos

Video Short Program Category- 2020 You Have A Right to Appeal PSA

Publication Design category- 2020 Jefferson County PVA Annual Report

Publication Design category- Brochure

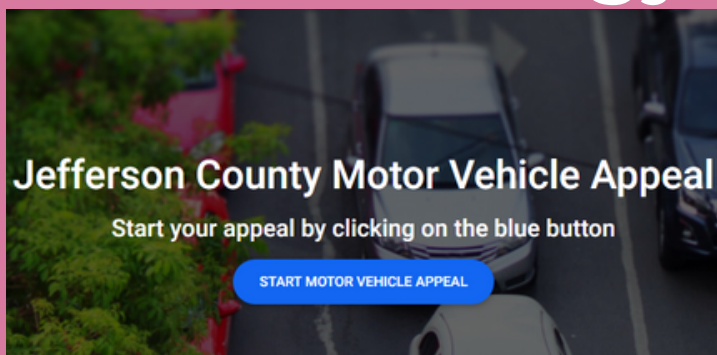
Education

Our staff resumed their education and training opportunities in 2021. Supervisors completed the LEAD and SEAD program with Louisville Metro Government and other staff completed classes to achieve their CKA and SKA, provided by the Department of Revenue.



The PVA also sent delegates to the International Association of Assessing Officers (IAAO) Annual Conference, in Chicago to learn about: Appraising Property, Collecting and Maintaining Property Data, Developing and Managing Cadastral Data, Leading and Managing the Assessment Office, Managing Complaints and Appeals, Managing Public Relations and Communications, Oversight and Compliance Review, Working within the Legal Framework, Exhibitor Solutions, and Future Trends. The IAAO sets the industry standards on property assessments

New Technology



We are now offering a new tool for motor vehicle owners to appeal such their assessments online. Owners will be required to provide their name, license plate number, VIN, etc. and will have the ability to upload any relevant documents. Visit our website to begin the appeal process. You can also call the Motor Vehicle Department at 574-6450 for more information



The Jefferson County PVA utilizes Pictometry aerial imagery from EagleView to inspect new construction, updates, improvements, and demolitions.

New in 2021: We are now using ChangeFinder™, the high-tech change detection solution from EagleView, to show assessors changes in properties. ChangeFinder™ reduces field visits and enables desktop review. This state of the art technology enables our office to ensure fair and equitable assessments.

Financial Report

Fiscal Year 2020-2021

Assessment Breakdown

Residential Taxable Value	\$47,657,232,244
Commercial Taxable Value	\$23,945,978,353
Agricultural Taxable Value	\$170,732,150
Total Assessment	\$71,609,675,688

Number of Parcels

Residential	270,555
Commercial	23,444
Agricultural	1,214
Total Parcel Count	295,113

New Construction

Residential	\$402,207,170
Commercial	\$679,209,830

Renovation/Alterations

Residential	\$13,052,500
Commercial	\$33,500,750

Tangible Property

Total Assessed	\$3,014,608,046
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Motor Vehicles

Total Assessed	\$5,708,987,299
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Homestead Exemptions

65 Years and Older	\$2,458,129,710
Disability	\$162,999,270
Total Homestead Exemptions	\$2,621,128,980



Colleen Younger
Jefferson County
Property Valuation Administrator

815 W. Market St., Suite 400
Louisville, KY 40202



Monday-Friday 8 a.m.-4 p.m.
Call us at (502)574-6380

**Jefferson
County
PVA
Staff—**

**We are
here to
serve
you!**

