

2023



JEFFERSON COUNTY PVA ANNUAL REPORT

OUR MISSION: TO PROVIDE FAIR AND EQUITABLE ASSESSMENTS WITH BEST-IN-CLASS CUSTOMER SERVICE.

A WORD FROM COLLEEN

Greetings and Happy New Year from your Jefferson County PVA.

The 2024 Annual Report is an important effort to build transparency and achieve one of our core values of offering best-in-class customer service. We are committed to ensuring fair and equitable property valuation for all. The Jefferson County PVA maintains the highest standards in valuation to ensure the accuracy of assessments while building trust and transparency in the community.

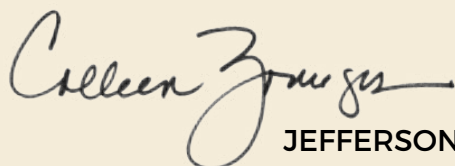
In 2023, we reassessed MLS Areas 1 and 4, which encompassed the West side of Louisville all the way out the Dixie Highway corridor, south to the county line. The 2023 reassessment contributed 85 billion dollars to the Commonwealth of Kentucky's tax roll, making it the largest source of revenue for the state.

In 2024, we will reassess MLS Areas 2, 3 & 7. Further information on public meetings concerning the assessment and appeals process will be available in late February. Be assured that our office will be open, accessible and ready to facilitate a smooth reassessment season, offering best-in-class customer service and providing public communication on how to appeal your property value.

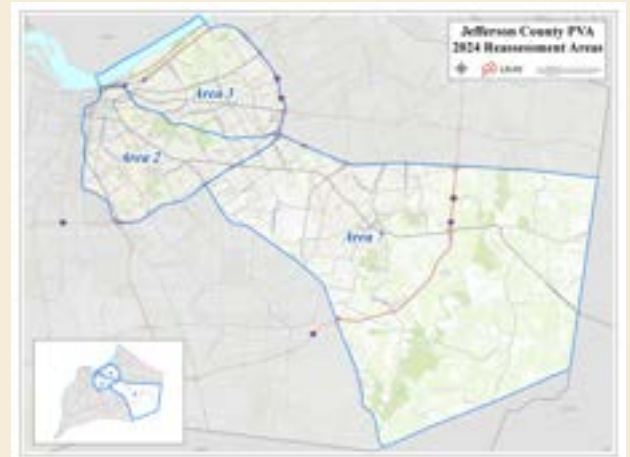
Our office is committed to continuous improvement through education and training. We stay current with the International Association of Assessing Officer's (IAAO) industry standards and best practices in valuation. We appreciate your feedback and encourage you to engage with us, as we believe this enables us to better understand and serve your needs.

Thank you for the opportunity to serve as your Property Valuation Administrator and I continue my professional pledge to you that I will work hard to continue growing your trust and confidence in this office.

Best,



JEFFERSON COUNTY PVA



2024 Reassessment areas

HOMESTEAD EXEMPTION



Homestead Exemption Increased:

The 2023 Homestead Exemption amount was \$46,350, an increase of \$5850 from the previous year. We processed 3590 Homestead and 242 Disability Exemption applications in 2023 for Jefferson County residents.

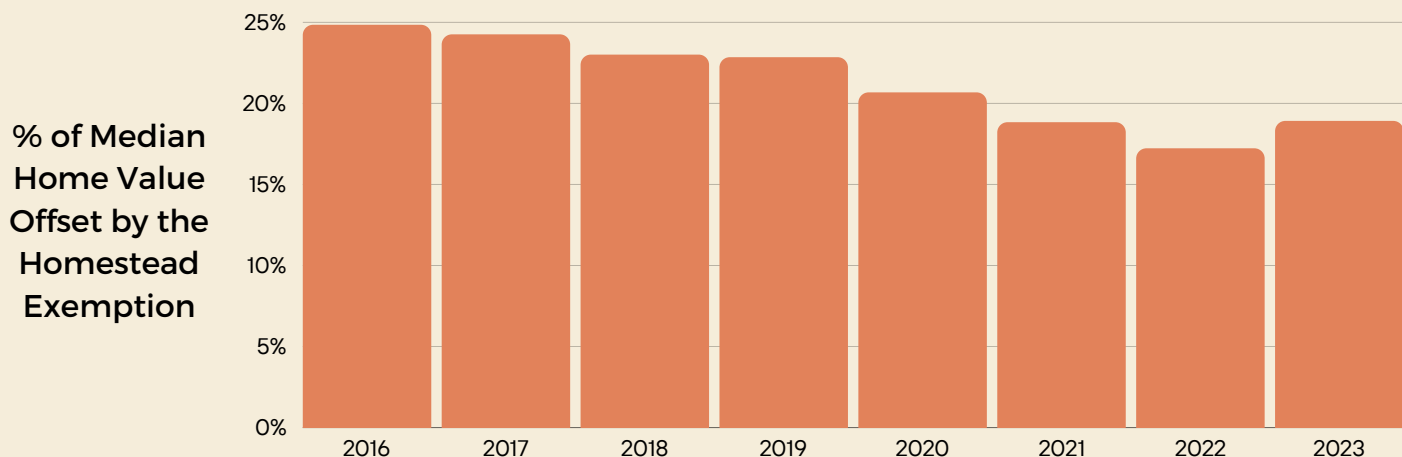
Featured: PVA Colleen Younger speaking to the Interim Budget Review Committee in Frankfort

**2023-2024
Homestead
& Disability
Exemption:**

\$46,350

Circuit Breaker Solutions:

In our community meetings and outreach efforts we hear from worried homeowners how rapidly-increasing values are impacting their property tax bills and their family budgets. Jefferson County PVA, Colleen Younger, met with the Legislative Research Commission's Budget Review Subcommittee in November to share circuit breaker solutions our staff has researched to help owners during erratic housing markets like the one we have seen in recent years. The chart below illustrates how the impact of the Homestead Exemption has diminished relative to the rise in median home values. The circuit breaker solutions we presented could help reverse this trend.



OUTREACH



2023 Public meeting at the Portland Library

At its core, **community outreach** embodies a proactive approach to engagement, striving to bridge gaps, uplift the underserved, and amplify voices that might otherwise go unheard. That's why the Jefferson County PVA actively engages with residents to enhance understanding, provide support, and ensure equitable property valuation.

Education lies at the heart of our outreach endeavors. Our **You Have a Right to Appeal** campaign continues to be a valued tool in our efforts to inform the community about the assessment process and how to appeal if they disagree with their assessments. We held five **community meetings** and sent out **postcards** to property owners in the reassessment area to invite them to learn more. We ran an extensive media campaign on **radio and television**, advertising our public meetings, and we placed ads in local **newspapers**. Meeting invitations were translated into **six languages** and shared with the Office for Global Affairs.

We continued to have **staff at public libraries** during the Open Inspection Period to assist property owners in filing their appeal while fostering human connections, nurturing empathy, and instilling a sense of responsibility towards one another. We also increased the appeal window by ten days.

In recent years, technology has played a pivotal role in amplifying the reach and impact of community outreach. Social media platforms and digital communication have made it easier to connect with a broader audience, mobilize support, and spark conversations that transcend geographical boundaries. However, amidst the digital advancements, the essence of **personal connection and grassroots engagement remains irreplaceable.**



<h1>5</h1> <h2>Community Meetings</h2>	
<h1>150+</h1> <h3>Attendees at the meetings</h3>	<h1>2</h1> <h3>MLS Areas Reassessed</h3>

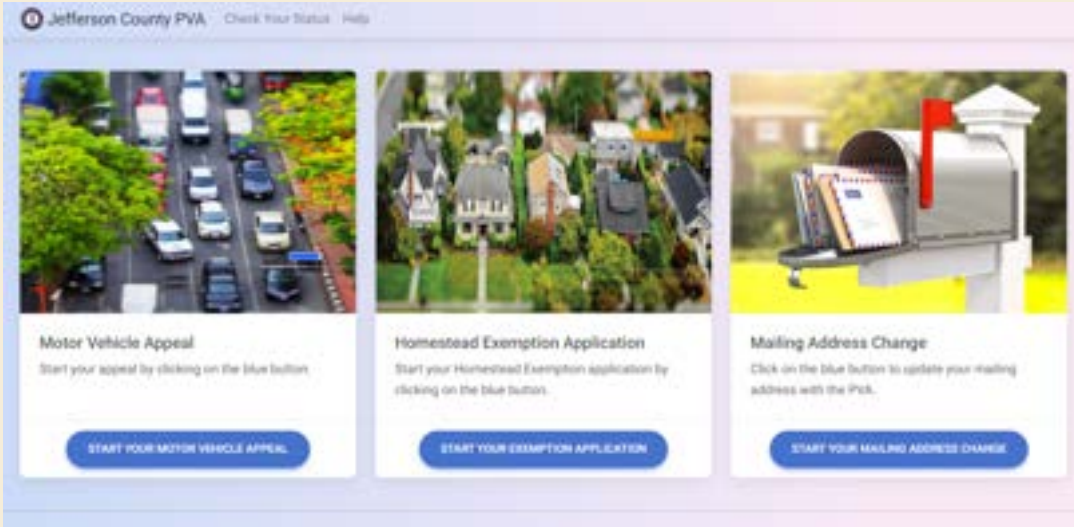


The PVA hosted five community meetings in the reassessment area. Hundreds attended in person and virtually. We also conducted two special evening appeal assistance events and staffed booths at community festivals around the county. We partnered with Metro Council members and other elected officials, agencies and community organizations to drive meeting attendance.

TECHNOLOGY

Online Portals:

Our most popular forms are now available online.



This year the Jefferson County PVA Online Portals went live, making it easier than ever for our customers to do business with us. Now Homestead Exemptions, Mailing Address Changes and Motor Vehicle Appeals can be done virtually.

Storymap

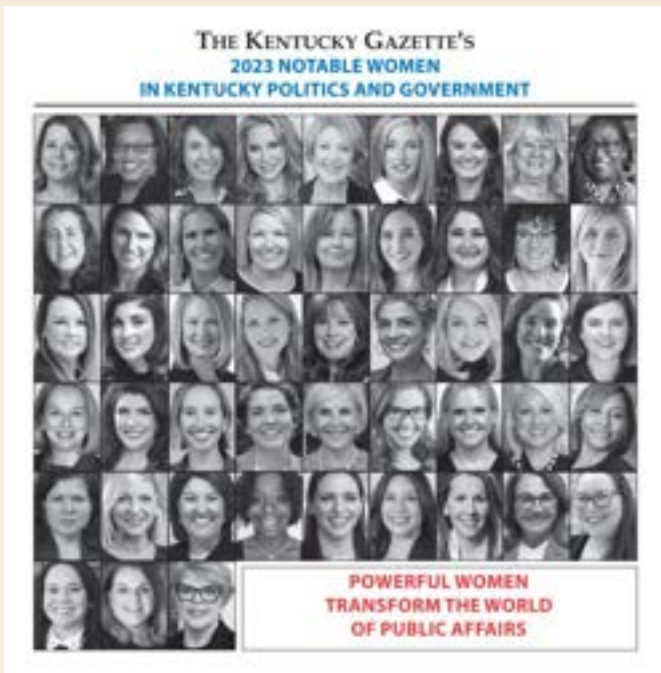
The Jefferson County PVA Storymap is an ongoing project utilizing our GIS and Communications teams' expertise and talent to showcase each of the county's neighborhoods and home rule cities in a unique online interactive map coupled with key PVA data and photos.



In 2023, we added dozens of neighborhoods to the Storymap, and updated many areas to highlight recent changes and new developments. Content for many additional parts of the county is already in the works and will be launched in the coming months.



AWARDS



We are proud of the recognition and awards we received in 2023. These are a testament to the hard work, effort, and abilities of our team.

Congratulations to the Jefferson County PVA, Colleen Younger on being named one of the Kentucky Gazette's **2023 Notable Women in Kentucky Politics and Government**. The Kentucky Gazette is a nonpartisan, independent journal that covers state government, politics and public affairs. The award-winning publication is the only one of its kind in the state, and it enjoys distribution and a wide readership in political, business and education communities throughout the commonwealth.



The Jefferson County PVA was voted a **2023 Top Workplace**, marking the second year in a row we've earned this honor. Top Workplaces are determined on quantitative employee feedback and the statements and demographic information that we collect within Workplace Surveys.



The **Kentucky Association of Government Communicators (KAGC)** annually recognizes professional excellence in communications, materials and campaigns by public agencies. The Jefferson County PVA were honored with the following **five awards**: Annual Report or Research Publication Category- 2022 Jefferson County PVA Annual Report, Printed Internal Communications Category- Customer Service Training Packet, Electronic Presentation Category- You Have A Right to Appeal Campaign Presentation, Multi-Media Promotional Campaign Category- You Have a Right to Appeal, Specialty Innovations Category- Motor Vehicle Appeal Tool and Press Conference

EMPLOYEE EDUCATION



7 20+Years	10 11 to 20 years	10 5 to 10 years	27 Less than 5 years
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Employee longevity and education is important to a high-functioning organization. Investing in **staff education** at the Jefferson County PVA offers profound benefits for both the organization and the community it serves. Ongoing education goes beyond personal development by improving the **accuracy, efficiency, and equity of property valuation**, which in turn impacts local taxation and community welfare. We encourage staff to develop skills and earn professional designations by providing training offered by the Kentucky Department of Revenue and the International Association of Assessing Officers. We also encourage staff to work towards earning their **Certified Kentucky Assessor (CKA)**, **Senior Kentucky Assessor (SKA)**, and **IAAO Designations** to enhance their professional growth.

Accurate Valuation:

Property valuation is a complex task that requires a deep understanding of various factors, such as market trends, property specifics, and legal considerations. Continuous education equips PVA staff with updated knowledge and skills essential for navigating evolving real estate landscapes. This results in more accurate assessments, ensuring fair taxation for property owners and maintaining the fiscal health of the community. Remember, we don't make the market, we interpret the market.

Fairness and Equity:

Educated staff are better prepared to handle the nuances of property valuation, ensuring fairness and equity in the assessment process. Training in assessing different types of properties, understanding neighborhood dynamics, and considering socioeconomic factors contributes to more equitable evaluations. This fosters trust and transparency within the community.

17
CKAS

12
SKAS

1
IAAO
Designation

2
Licensed
Realtors

Education plays a crucial role in supporting the Jefferson County PVA's mission of providing impartial, accurate, and responsive property valuation services to the community. By offering continuous education opportunities, the PVA can benefit the organization, its employees, and the community alike. The advantages of education include increased job satisfaction, elevated employee retention rates, and a motivated workforce focused on delivering outstanding service to the community.

In essence, **educating the PVA staff is a strategic investment** in the organization's ability to **provide the community with exceptional property valuation services.**

It's worth noting that education efforts connect deeply with improved staff morale, and we're proud to have been recognized as a Top Workplace for two consecutive years!

CONGRATULATIONS

2023 Assessor Designee Recipients



**CATHRINE
GEORGE**
SENIOR
KENTUCKY
ASSESSOR



**BEN
FINN**
SENIOR
KENTUCKY
ASSESSOR



**EVAN
WESTPHAL**
CERTIFIED
KENTUCKY
ASSESSOR



**ROBERT
GIVIDEN**
CERTIFIED
KENTUCKY
ASSESSOR

WHAT DID THE MARKET DO?

2023 Reassessment Areas: Residential Sales Report

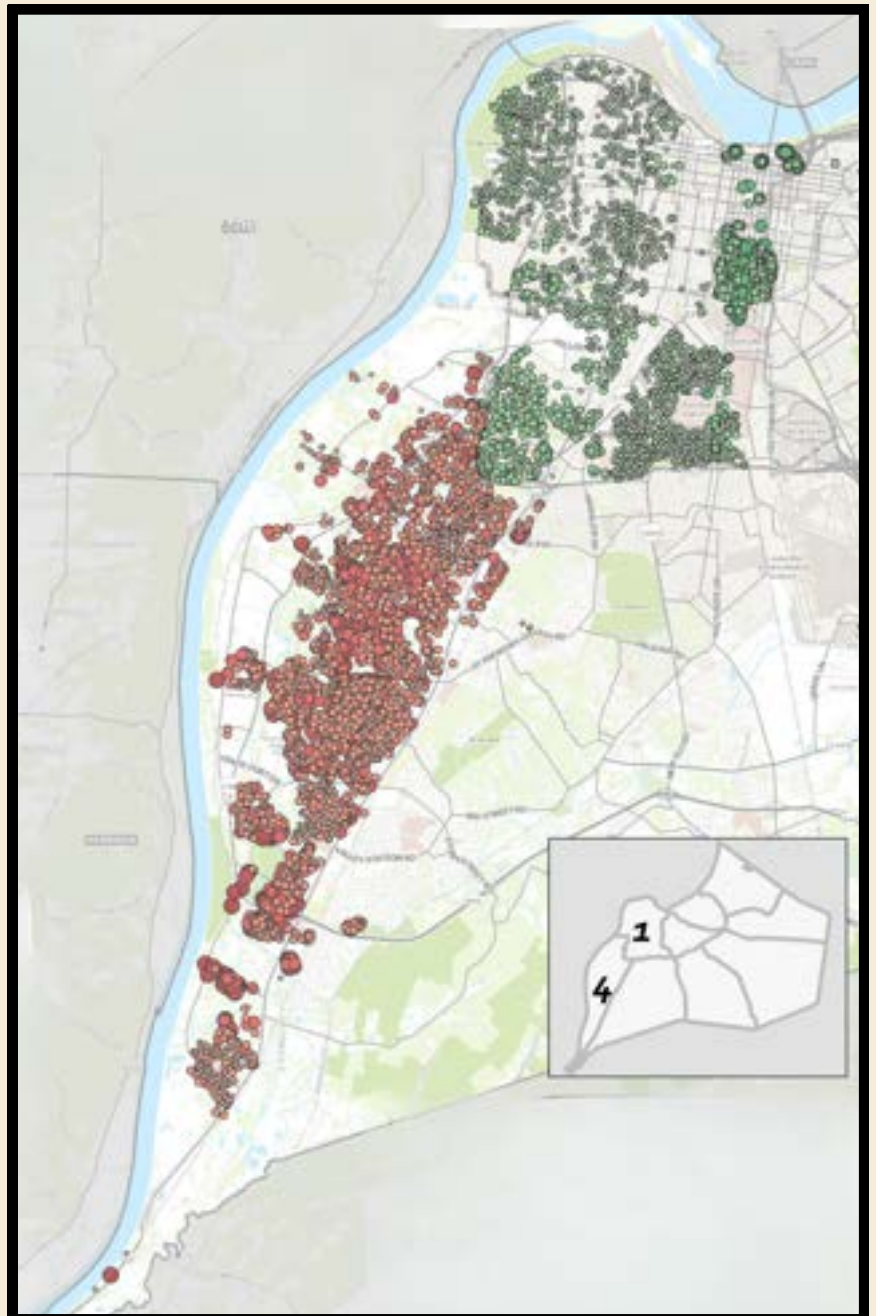
Sales Recorded 2020-2022

AREA 1

- \$ 3K-\$100K
- \$100K-\$225K
- \$225K-\$480K
- \$480K-\$1.075M

AREA 4

- \$17K-\$124K
- \$124K-\$168K
- \$168K-\$230K
- \$230K-\$407K



FINANCIAL REPORT

Fiscal year 2022-2023

IN MEMORIAM

Ken Morrow 1948-2024

Assessments Breakdown

- Residential Taxable Value
\$54,974,840,139
- Commercial Taxable Value
\$28,541,075,793
- Agricultural Taxable Value
\$180,869,056
- Total Assessment
\$83,696,784,988

Number of Parcels

- Residential
270,467
- Commercial
23,441
- Agricultural
1,150
- Total Parcel Count
295,058

New Construction

- Residential
\$470,170,082
- Commercial
\$817,218,869

Renovations/Alterations

- Residential
\$33,301,627
- Commercial
\$69,795,806

Tangible Property

- Total Assessed
\$3,132,210,893

Homestead Exemptions

- 65 Years and Older
\$2,899,535,567
- Disability
\$179,809,700
- Total Homestead Exemptions
\$3,079,345,267

Motor Vehicles

- Total Assessed
\$ 7,599,283,174



Ken Morrow was part of the PVA family for over 20 years. He was an essential asset to our team. His tremendous knowledge of real estate was unmatched. Ken's experience as a realtor enhanced the extensive, ongoing training he led as The Jefferson County PVA's Director of Verification and Validation (V&V).

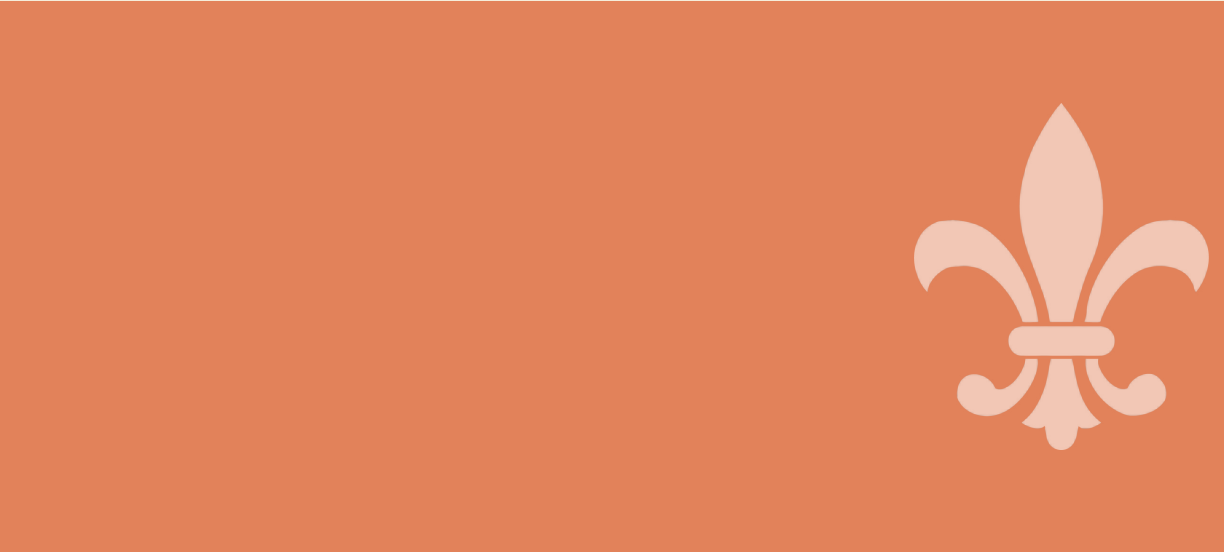
It was rare to see Ken without a smile on his face. As he went about his work for the day, he always took time to teach or answer questions from employees. When new team members were hired, he made an extraordinary effort to welcome them and impart critical skills for them to excel in their new roles.

Our hearts are broken that we lost Ken. We miss seeing him every day, hearing his golf anecdotes, his support for all UK sports and his love of his family. Ken's efforts and the impact he leaves behind will continue to positively impact our office for decades to come. Rest in peace.



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



The Jefferson County PVA staff are here to serve you!