

Agenda Item:

2.c

Meeting Date:

January 6, 2026

MEMORANDUM

To: Jennifer K. Bramley City Manager

Through:

From: Sue Burness

Date: 2026-01-06

Subject: Local Property Tax Campaign

Presenter(s): Sue Burness, Nicole Delfino

Staff Recommendation: Information

Strategic Themes: Communications and Technology; Good Governance

Boards & Committees: NA

Budget Impact: NA

Past Action: NA

Next Action: NA

Attachments: [Dunedin Property Tax Campaign.pptx](#)
[Property Tax Campaign series.docx](#)

Background: The Florida Legislature is currently considering multiple proposals to eliminate or substantially reduce property taxes on homesteaded properties. These proposals, if approved by voters in November 2026, would fundamentally alter how local governments fund essential services, including public safety, infrastructure, parks, and emergency services.

As of December 2025:

- * Four proposals (HJR 201, 205, 209, 211) have advanced through the House State Affairs Committee along party lines
- * Senate is still reviewing proposals; Senate President Ben Albritton has expressed concerns about impacts to core services
- * Governor Ron DeSantis supports property tax elimination but disagrees with House's multi-proposal approach, preferring a single comprehensive proposal
- * Governor proposed \$1,000 property tax rebates as immediate relief while longer-term solutions are developed.

We began creating resources and information for residents on property tax education this November starting with a FAQ page on our website and publishing a Understanding Your Property taxes blog post in the DunediNEWS and on our social media platforms. <https://www.dunedin.gov/Your-Government/Departments/Finance/Property-Taxes>

We will continue a multimedia education campaign in January to inform residents on:

- * How property taxes are calculated and used in Dunedin
- * Where your tax dollar goes
- * What City property taxes fund
- * Potential impacts of proposed changes

We are also planning to host three public Tax Information Forums in late March through April as we will have a better idea of what proposed plan may be on the ballot in the fall. See timeline below:
Legislative Session:

Session begins: January 13, 2026

Session ends: March 13, 2026

Approval Process:

- * Proposals must pass Florida House committees
- * Must pass full House and Senate
- * Governor's approval (for statutory changes)
- * If constitutional amendments, must be approved by 60% of Florida voters in November 2026
- * Most provisions would take effect January 1, 2027

Campaign strategy, methods, messages attached.
PPT attached