

Kent County Appraisal District

STRATEGIC PLAN



2026-2029

What is a Strategic Plan?

As a document, a strategic plan identifies who we are as an Appraisal District and what we plan to be. It defines our goals and objectives and charts a course for the future. Strategic planning is continuous. There is no clear beginning and no clear end. Plans are developed on a regular basis but it is the process of planning that is important. It involves employees as well as customers and provides a common understanding of where the Appraisal District is going and how everyone involved can work to that common purpose.

Our Mission

The Kent County Appraisal District will serve the people of Kent County by assessing values fairly and consistently. Our mission is to determine fair and uniform appraisal values to ensure accurately entitled funding for school districts.

Goals

- Improve voluntary compliance with tax laws
- Efficiently manage the appraisal district's fiscal affairs
- Develop and maintain a skilled work force, committed to quality performance
- Maximize customer satisfaction by improving services while minimizing administrative burdens on those we serve.

Quality Work

The Kent County Appraisal District's trained, professional staff aims to get every aspect of a customer's affairs right the first time.

Accessible Staff and Facilities

The appraisal district staff may be contacted by email, telephone, or letter.

Physical location

155 S. Main Street
Jayton, TX 79528

Mail Correspondence:

PO Box 68
Jayton, TX 79528

Telephone:

(806) 237-3066
(806) 237-3067 fax

Email:

kentco@caprock-spur.com

Privacy & Confidentiality

The Kent County Appraisal District will follow the letter of the law when it comes to taxpayer privacy and confidentiality.

Overview, Scope and Functions

The Texas Legislature created Appraisal Districts in 1979 to avoid additional school finance litigation, correct inequity, and poor performance in tax offices, and restrict political influence.

Objectives

- Provide single appraisal and a single appraisal review board for all taxing units in Kent County
- Appraisers must register with the state and complete a mandatory training and examination process
- Property must be appraised at market value and all property must be reappraised at least once every 3 years

How it Works

- The appraisal district is independent of the taxing units, but is overseen by a board that is appointed by the taxing units and not directly elected
- The appraisal district is funded by the taxing units and does not have to depend on revenues generated from its appraisals
- The state comptroller checks the work of the appraisal districts with a ratio study every year
- Individual taxpayers who are dissatisfied with appraisals have a user-friendly protest process and much easier appeal to the district court

Appraisal Objectives

- Discover, list, appraise property
- Administer exemptions and special appraisals
- Update property records
- Deliver Notices
- Property owner protests before May 31 (or 30 days after notice is mailed if later)
- Taxing unit challenges
- Approval of appraisal records by July 20
- Certification of appraisal roll by July 25

Size of Budget

The Kent County Appraisal District operates on a budget averaging \$350,000 per year that covers:

- Salaries/benefits
- ARB expenses
- Taxes (state & federal)
- Professional Services (Contract Appraisal Firm, software and website, Legal services, and accountant)
- Insurance/Bonds
- Equipment
- Repairs/Maintenance
- Capital Outlays

- Utilities
- Supplies
- Functional requirements

Technological Developments

The Kent County Appraisal District has integrated technology into all aspects of its operations. This integration – past, present and future – has been, and will continue to be, in direct support of the goals of the appraisal district.

The Future

Although the process continues to evolve, significant change and improvement occurs with each year. The planning process continues to expand and improve with a renewed emphasis on the importance of management involvement in and responsibility for ensuring the integrity of reported data and the use of planning and performance measures as tools in obtaining results.

Cindy Watson
Cindy Watson, Chief Appraiser

8/24/2026
Date