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Hall County Tax Office Launches 'Skip the Line' Campaign

Program educates public on multiple ways to save a trip when paying tax bills

GAINESVILLE, Ga. (August 30, 2021) – With a customer-service mindset focused on convenience, the Hall County Tax Commissioner's office today unveiled a marketing campaign urging local taxpayers to "save a trip" and "skip the line" for most transactions such as tag renewals and other tax payments.

"In this ongoing COVID environment, many businesses have adopted contactless procedures for safety reasons. We've taken the same approach but for reasons that are more about providing easier and greater access," said Hall County Tax Commissioner Darla Eden.

This fall, taxpayers will begin seeing messaging through social media, signage, mailings, and other advertising to "Save a Trip and Skip the Line" as part of a public education campaign throughout the region. The tax office worked with local advertising agency Morton Vardeman & Carlson to develop the campaign.

"The ad campaign is new, but we've been working for a long time on creating multiple ways for taxpayers to access our office without coming in the door," Eden said. "Today, about the only reason for visiting our office is to title a vehicle because that requires verification in person with a signed original document."

For all other tax business, local citizens have multiple options to renew vehicle tags, update their address, make tax payments, or reprint registrations.

You can renew your tag and receive the decal instantly at one of two self-service kiosks at the New Holland Market Kroger on Jesse Jewell Parkway in Gainesville or the Clearwater Crossing Kroger on Spout Springs Road in Flowery Branch. Georgia has over 50 other tag kiosks throughout the state that only require a driver's license, tag number or renewal notice.

Other "Skip the Line" options are:

- Pay online at online@hallcountytax.org;
- Put your check in the mail or in an onsite drop box;
- Call or text the tax office for more personal service.

"We still enjoy helping our tax customers in person," Eden said, "but I hope they will appreciate our ongoing efforts to be ever more efficient and reducing the stress of paying taxes. With everyone so much busier these days, who wouldn't want to skip the line?"

For questions, contact the tax office at 770.531.6950 or tagoffice@hallcounty.org. More information is also available at www.hallcountytax.org.