

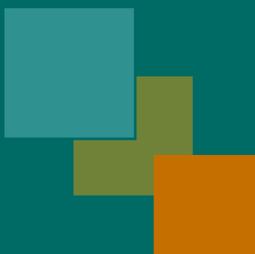


Municipal
Assessment
Agency Inc.



Municipal Assessment Agency Inc.

2024 – 2025 Annual Report



Inside Front Cover

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Chairperson's Message



On behalf of the Municipal Assessment Agency (the Agency), I am pleased to present our Annual Performance Report for the fiscal year April 1, 2024, to March 31, 2025.

As a Category Two entity under the **Transparency and Accountability Act**, the Board of Directors remains fully accountable for the results outlined in this document. Our continued commitment to openness, transparency, and the fundamental principles of an effective property tax system is reflected throughout this document.

The Municipal Assessment Agency operates as a not-for-profit organization, with all returns reinvested to support and enhance our operations. As the designated provider of property assessment services to 237 municipalities under the **Assessment Act, 2006**, we take pride in our role supporting local governments and delivering a valuable service to the people of Newfoundland and Labrador.

Over the past year, the Agency has remained focused on organizational effectiveness, advancing new technology initiatives, and client relations. We continue to strengthen our communication and engagement with municipalities and the public to ensure transparency and responsiveness.

We look forward to building on this progress in the years ahead, working collaboratively to ensure that our property assessment system continues to serve the needs of all stakeholders with fairness and integrity.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Moore".

Mayor Elizabeth A. Moore, Chairperson

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Entity Overview

Vision

The vision of the Municipal Assessment Agency is an organization applying the highest standards of fairness and equity in all operations and processes, thereby meeting the valuation needs and professional expectations of those we serve.

Mandate

The Municipal Assessment Agency is required to provide municipalities with real property values (or assessments) in accordance with the terms and conditions of the province's **Assessment Act, 2006**.

The Municipal Assessment Agency, through the conditions of its incorporation, does the following:

- Provides assessment activities as per the **Assessment Act, 2006**;
- Provides and sells:
 - ✓ Data and other related assessment information.
 - ✓ Property inspections.
 - ✓ Valuation services to all levels of the Crown, including municipalities as outlined in the **Assessment Act, 2006**.
 - ✓ Consultation services.

The Municipal Assessment Agency is a not-for-profit entity whose returns are to be used solely to support or enhance the activities of the Agency on behalf of those it serves.

The Agency's website www.maa.ca provides further overview of the services provided.

Lines of Business

The Agency's lines of business are a reflection of the requirements outlined in the **Assessment Act, 2006**.

Property Assessments

On behalf of municipalities, we provide residents and commercial property owners with real property values annually. This is achieved by collecting market information and other property data to calculate a market value for each property.

Supporting Client Municipalities

Working closely with municipalities, the Agency ensures residents are informed about their property assessments and the processes used to determine these property values.



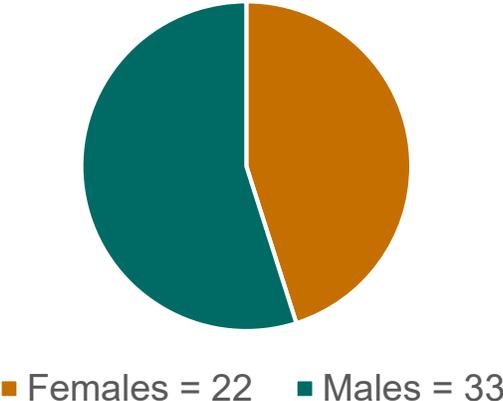
Consultation Services

The Agency provides consultation services relating to property assessment practices.

Number of Employees

Division	# of Employees
Valuation Services	33
Corporate Services	19
Executive Team Members	3

Gender Ratio



Board of Directors

The Agency is a Crown-owned corporation governed by a 10-member Board of Directors. The Board includes six representatives elected by client municipalities; a representative of Municipalities Newfoundland and Labrador; a representative of the Professional Municipal Administrators; and two appointed taxpayer representatives.

Locations

Western and Labrador Region

Corner Brook

24 Brook Street
Corner Brook, NL
A2H 7J5

Central Region

Gander

165 Roe Avenue
P.O. Box 570
Gander, NL
A1V 2E1

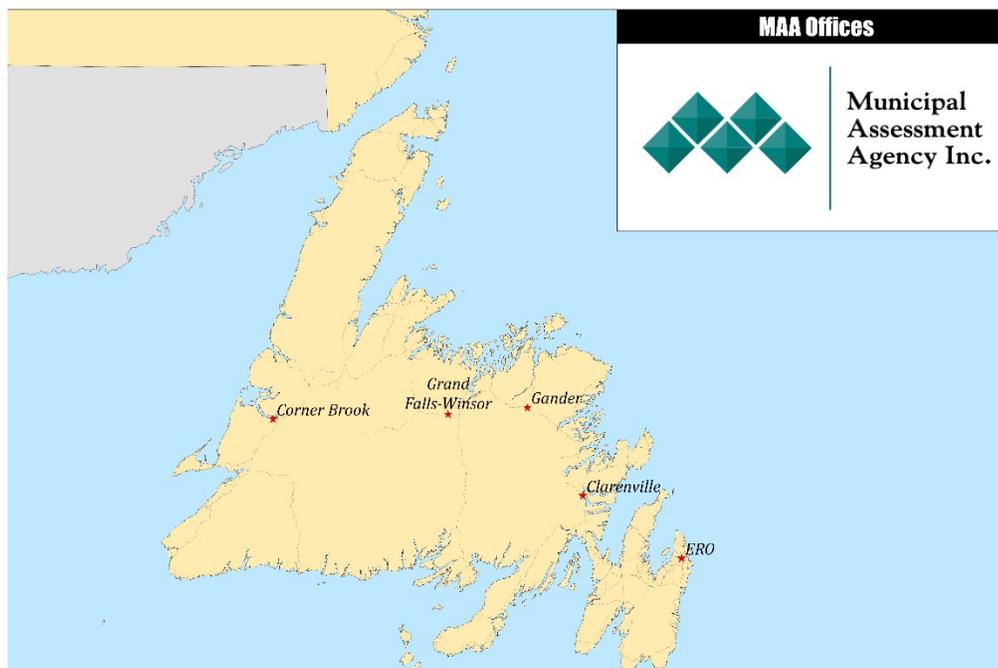
Eastern Region / Headquarters

St. John's

75 O'Leary Avenue
St. John's, NL
A1B 2C9

Satellite Offices

- Clarenville
- Grand Falls-Windsor

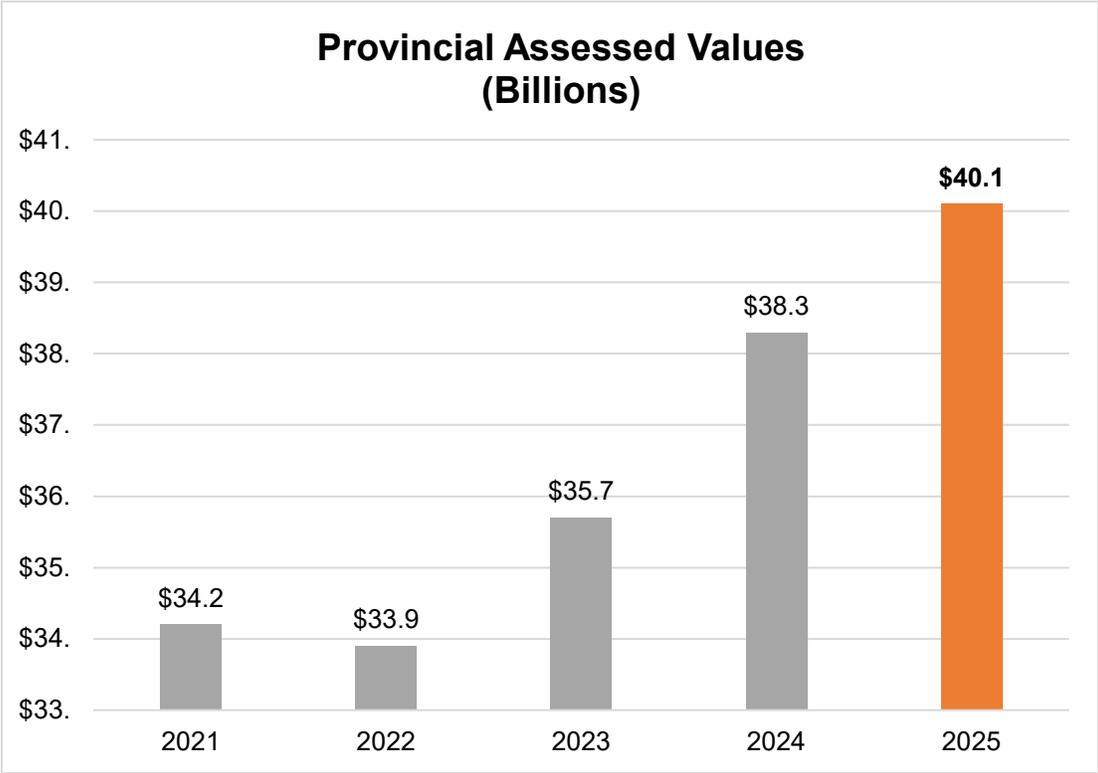


Revenues and Expenditures

The Agency’s gross expenditure for 2025-26 was \$5,742,309 with a revenue of \$5,647,754. Please refer to financial information (p.16) for a summary of expenditures and related revenue. The Agency’s main source of revenue is derived from service fees to municipalities for assessment services. If a shortfall occurs in a fiscal year, unrestricted funds are available. If funds were unavailable, an increase of service fees would result. There are no changes to service fees for this reporting period.

Assessed Values for Newfoundland and Labrador

Assessed values in the province increased during this reporting period. Preliminary market data is indicating an increase in provincial assessed values for 2026.

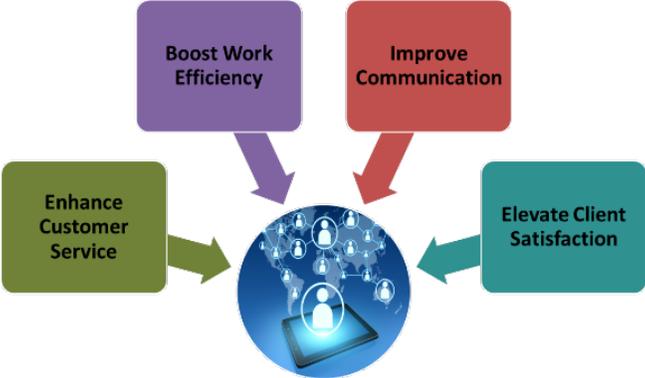


Highlights and Partnerships

Highlights

Communication Strategies

During 2024-25, the Agency introduced an online portal designed to improve communication between the Agency and client municipalities. Municipalities access the portal through our website (www.maa.ca) to submit property changes, access reports, invoices, information bulletins, and general information. The portal's capability will grow over time, contributing to improved communication overall.



Improved Data Access through Aerial Imagery

The Agency has developed and implemented new innovative ways to collect property data. The use of Geographic Information Systems (GIS) has greatly improved the quality of property data and improved the valuation process.

As of March 31, 2025, 94,281 properties have been reviewed through aerial imagery since this initiative was first piloted in 2020. The Agency has access to approximately 1400 square kilometers of imagery within Newfoundland and Labrador. The Agency will continue to use aerial imagery and GIS technology to improve services to municipalities.

2024 Annual Assessment at a Glance



203,849

Parcel count in NL

\$38.3 Billion

Total Assessed Value

Residential Assessments



\$30.8 Billion

188,533 parcels

Commercial Assessments



\$7.5 Billion

15,316 parcels



24,729

Property Changes
Reported



1,160

Assessment
Appeals



26,164

Property
Inspections(Field/Desktop)

2024 property assessments reflect a market value of January 1, 2023, based on sales and financial data, along with the physical state of properties as of December 1, 2023, including new construction, renovations, and demolitions.

Partnerships

Collaborative Initiative Fund

The Agency partnered with multiple municipalities using its ongoing Collaborative Initiative Fund to support municipal projects (i.e. GIS, aerial imagery, etc.), enhancing the property assessment service. This grant provides funding up to a maximum of \$2 per assessed parcel of land to municipalities per project.

Municipalities Newfoundland and Labrador (MNL)

We partner with MNL to enhance overall engagement in the municipal sector. This partnership provides the Agency increased opportunities to collaborate and communicate with municipalities during each year. The Agency is working with MNL to develop training for municipal representatives.

Professional Municipal Administrators (PMA)

We partner with PMA to strengthen engagement directly with municipal personnel. This collaboration provides the Agency with opportunities to communicate important information to municipal members of this association, as required.

Report on Performance

A three-year business plan for the Municipal Assessment Agency commenced in 2023. The business plan identifies three issues of focus for 2023-26. The issues include:

- Increased collaboration with its stakeholders will contribute to improved services to current and future client municipalities of the Agency.
- The Municipal Assessment Agency will improve awareness and transparency of the assessment processes to municipalities.
- Improved property data practices will ensure assessments are accurate.

Issue 1

Increased collaboration with its stakeholders will contribute to improved services to current and future client municipalities of the Agency.

The Agency is committed to servicing its clients professionally and efficiently. Collaboration with its stakeholders will ensure legislation requirements are met and resources are available to support municipalities.

Goal

By March 31, 2026, the Agency will have participated in municipal governance and service delivery initiatives with our key stakeholders.

2024-25 Objective:

By March 31, 2025, the Municipal Assessment Agency will have participated in available planning opportunities with the Department of Municipal Affairs and Community Engagement to increase service-sharing opportunities within the province.

Indicators

Increased Engagement and Collaboration with Government Departments

The Agency continues to participate and offer input during Regional and Joint Council meetings throughout Newfoundland and Labrador. The Agency participates in discussions of municipal service improvement during these engagements. For 2024-25, the Agency attended two joint council meetings and five regional meetings.

In 2024-25, the Agency engaged in discussions with the Department of Municipal Affairs and Community Engagement on topics affecting municipalities, the Agency, and proposed legislation changes. The Agency was invited on several occasions to discuss the planning and implementation of new initiatives and legislation changes. Both the Agency and the Department of Municipal Affairs and Community Engagement agreed to collaborate on future legislation and program changes affecting the Agency's mandate.

Increased Awareness of MAA Services

In 2024-25, the Agency met with municipalities affected by the most recent legislation changes with the requirement to implement a property tax system. The Agency met with twelve municipalities in this reporting period to share information on the MAA services and the required steps to prepare for the legislation requirement.

In 2024-25, the Agency increased awareness of the services by attending and presenting information at four municipal government-related conferences. Throughout the year, the Agency met with a single or group of municipalities on fifteen occasions to share information on assessment practices and the services provided by the Agency.



2024-25 Objective:

By March 31, 2025, the Municipal Assessment Agency will have participated in available planning opportunities with the Department of Municipal Affairs and Community Engagement to increase service-sharing opportunities within the province.

Indicators

- Opportunities to collaborate with the Department of Municipal Affairs and Community Engagement have increased.
- The Agency participated in discussions to increase service-sharing opportunities within the province.
- The Agency's strategies for increased awareness of assessment services is beneficial to municipalities and other stakeholders.

Issue 2

The Municipal Assessment Agency will improve awareness and transparency of the assessment processes to municipalities.

Municipalities rely on the Agency for accurate data to assist with the collection of property tax. The Agency's mandate guides this process and municipalities benefit from understanding the process and the assessment results. The Agency's continuous improvement strategy focuses on awareness and transparency of assessment processes.

Goal

By March 31, 2026, the Municipal Assessment Agency's processes and information are clearer and have increased accessibility to all that we serve.

2024-25 Objective:

By March 31, 2025, the Municipal Assessment Agency will develop and implement new technology initiatives to improve access to assessment information and services. The Agency will establish and implement communication standards to suit its target audience.

Indicators

Improved Awareness of Industry Best Practices and Technology Available

The Agency developed and implemented new initiatives following a review of others in the assessment services industry, as well as technology available. The Agency participates nationally with organizations and institutions in the field of property assessment. In 2024-25, the Agency participated in this activity on 10 different occasions. Specifically, the Agency meets and collaborates with most provincial jurisdictions across Canada at least quarterly. The Agency created and implemented a client portal hosted on the Agency's website. This portal provides municipalities with access to important information and a standardized aid to submit updated property information within their municipality.

Completed a Review of Accessibility Needs of our Clients by Completing Surveys and Participating in Forums to Collect Information

Information for the review was collected through various forums, including surveys specifically asking municipalities their accessibility needs and how the Agency can improve the access and quality of information. In 2024-25, a second client survey was completed to collect further feedback on information accessibility and other service delivery components. During the MNL and PMA conferences, the Agency presented information and engaged municipal representatives in group discussions on the Agency's new initiatives. This feedback assisted the Agency in the development of the client portal.

Issue 3

Improved property data practices will ensure assessments are accurate.

Traditional methods of collecting data is no longer cost-effective. As a result, new technology will give the Agency an opportunity to improve efficiencies and the accuracy of the data required to meet the Agency's mandate.

Goal

By March 31, 2026, the Municipal Assessment Agency will have improved how data is collected while overcoming geographic and resource obstacles. Aerial data and the use of technology will improve data quality overall. Geographic areas where fieldwork is difficult to access will have improved.

2024-25 Objective:

By March 31, 2025, geographical data is available and being utilized to support the Agency operational requirements and overall mandate.

Indicators

Improving Geographic Information Systems will Provide Increased Access to Property Data

An Increase in geographical data will increase the reliability of the property data. Geographic data, including aerial imagery is not available for all municipalities. With increased resources and partnerships, the Agency will increase their access to property data and improve geographic data available. In 2024-25, the Agency utilized funds from the Agency's restricted fund to capture eleven additional municipalities. This imagery was then used to review property data from a desktop reducing the number of field visits to municipalities. In this reporting period, 12,164 field inspections through traditional methods were completed and 14,002 property inspections completed through the desktop. This new method increased the number of properties inspected within the year by fifty-four percent.

The Processes used to Determine Property Value Improved through Incorporating Improved Technology

The Agency is able to view statistical data through geographical information systems. Improvements in processes and technology will provide necessary data in different forms. Utilizing new tools, technology, and sources of data to determine results will improve processes. In 2024-25, assessors accessed aerial data for the purpose of valuation more than 210,000 times. This high level of usage demonstrates the value of obtaining the aerial data contributing to improved practices and increased reliability of the data.

Increased Access to Different Forms of Data Results in Increased Accuracy of Assessments

Implementing new initiatives like obtaining aerial imagery to collect, store, and view property data enhances the quality and accuracy of assessments. Agency policies and procedures have improved by providing alternative methods to view not only individual property data by groups of properties to ensure uniformity in the valuation process.

Opportunities and Challenges

The Municipal Assessment Agency continues to focus on building relationships with stakeholders and ensuring the information available to municipalities and the public is clear and accessible.

The implementation of GIS technology and the use of aerial imagery continues to benefit the Agency by improving data accuracy. Increasing the access to aerial imagery will result in increased improvement in processes and information available to the public.

Recruitment and retention of skilled workers in the field of property valuation continues to be a challenge for the Agency. This affects MAA's ability to deliver effective services to municipalities and the public. To address this challenge, the Agency is focusing on strategies such as improving employee recognition, training and career enhancement programs, and recruitment attraction strategies.

Financial Information

Please see our financial report on the next page.