

**OFFICE OF THE ATTORNEY GENERAL  
CRIME STOPPERS TRUST FUND**

<b>Check the Appropriate Box</b>		<b>Modification Number:</b> #2(Aug.)
10% Emergency Transfer Notice	<input type="checkbox"/>	<b>Budget Modification</b> <input checked="" type="checkbox"/>
<b>BUDGET MODIFICATION</b>		
<b>Agency Name:</b>	Crime Stoppers of Tampa Bay, Inc.	<b>Grant Number:</b>
<b>Grant Funding Period:</b>	7/1/2015 Through 6/30/2016	031-14

Budget Modification Notice/Request	Current Approved Budget	%	Amount of Change (+ or -)	Proposed Budget	%
<b>Rewards &amp; Public Education</b>	\$434,619.96	81.17%	\$0.00	\$434,619.96	81.17%
<b>Operating Expenses</b>	\$30,879.16	5.77%	\$0.00	\$30,879.16	5.77%
<b>Salary Expenses</b>	\$69,972.50	13.07%	\$0.00	\$69,972.50	13.07%
<b>TOTAL:</b>	\$535,471.62	100.00%	\$0.00	\$535,471.62	100.00%

\*If any percentages are highlighted in red, your Budget Modification will not be processed.

**Indicate the Budget Line Item number monies will be taken from and list which Budget line item number monies will be transferred to. (Additional Pages may be added)**

From Line Item #	Amount		To Line Item #	Amount
8	\$7,500.00		15	\$7,500.00
Total:	\$7,500.00		Total:	\$7,500.00

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CRIME STOPPERS TRUST FUND

**Complete the box below if requesting a Budget Modification. You must provide justification.**

The Crime Stoppers of Tampa Bay Board of Directors voted to transfer \$7500 from Line item #8 Bus Benches to Line item# 15 Television. This decision was based on Metropolitan Advertising losing its sole source vendor status for bus benches in Pasco County. Waverly Media has obtained the majority contract for bus benches in Pasco County at a cost of \$100-\$200 per bench per month. Due to the lack of tipster response regarding bus benches in Pasco County coupled with the huge potential increase in cost as well as Metropolitan Advertising's willingness to donate up to 20 benches per month in the Dade City area to Crime Stoppers, the board felt that the funding allocated for bus benches in Pasco County would be better spent in the category of television. The additional \$7,500 in line item #15 will be spent as follows:

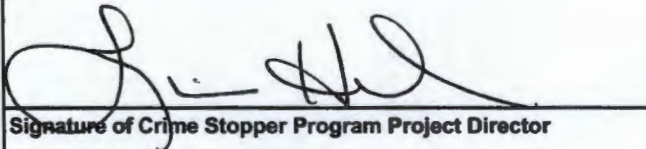
WFTS: 50,000 monthly mobile banner ads @\$500 per month X 6 months= \$3,000

WFTS: 70,000 monthly online Banner Ads @ \$500 per month X 6 months= \$3,000

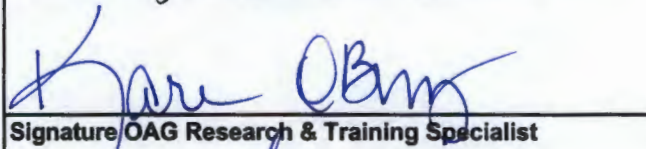
WTSP: 120,000 monthly online banner ad impressions on WTSP.com at \$500 per month for an additional three months= \$1,500

**Indicate in the box below what impact this modification will have on your program.**

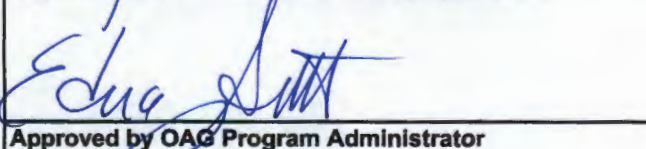
This transfer of funds will allow Crime Stoppers to expand its digital campaign with WTSP and WFTS. As a result, it is expected that the increase in the digital campaigns will drive more tipsters to the organization's website and social media outlets, therefore resulting in a greater number of tips to the program regarding unsolved crimes and wanted fugitives.

  
Signature of Crime Stopper Program Project Director

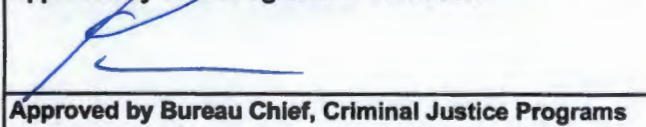
8/25/15  
Signature Date

  
Signature OAG Research & Training Specialist

8/25/15  
Signature Date

  
Approved by OAG Program Administrator

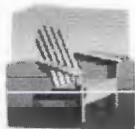
8/25/15  
Signature Date

  
Approved by Bureau Chief, Criminal Justice Programs

8/25/15  
Signature Date

MAIL TO: Office of the Attorney General, Crime Stoppers, The Capitol, PL-01, Tallahassee, FL 32399-1050





**Budget Modification #2 (Aug) - Denied, Please make corrections and resubmit**

Karen O'Bryan to: lhaber

08/25/2015 09:32 AM

Cc: Edna Smith, Shayla Crumity, Adrian Dillon, Melissa Ray

Bcc: Rick Nuss

Dear Ms. Haber:

Your organization's Budget Modification #2(Aug) has been denied for the following reason(s)

- The justification category does not indicate how many ad(s) are being purchased nor the cost of the additional ad(s) in the digital campaign with WTSP - please note, your program is requesting to amend Attachment B of its grant agreement and the justification portion of a budget modification must include the same detail as Attachment B

Please make any corrections noted and resubmit your request. Thank you in advance for your assistance.

Karen L. O'Bryan, Research and Training Specialist  
Crime Stoppers Trust Fund  
Office of the Attorney General  
Division of Victim Services  
and Criminal Justice Programs  
PL-01, The Capitol  
Tallahassee, Florida 32399-1050  
Telephone: (850) 414-3362  
Fax: (850) 413-0633  
fcpti.com

----- Forwarded by Karen O'Bryan/OAG on 08/25/2015 09:11 AM -----

**Document Information**



**Date:** 08/24/2015 04:34:01 PM

**To:** CrimeStoppers <cstfsupport@myfloridalegal.com>

**From:** Lisa Haber

lhaber@crimestopperstb.com

**Subject:** CSTB\_Aug 2015\_Budget\_Modification

Sender : Lisa Haber

Link :

<https://agsft.myfloridalegal.com/bds/Login.do?id=A045110190&p1=o2j27jasbfgccbc kbldgckki20>

Sent To : CrimeStoppers

**OFFICE OF THE ATTORNEY GENERAL  
CRIME STOPPERS TRUST FUND**

**Check the Appropriate Box** **Modification Number:** #2(Aug.)

10% Emergency Transfer Notice  **Budget Modification**

**BUDGET MODIFICATION**

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<b>Grant Funding Period:</b>	7/1/2015 Through 6/30/2016	031-14

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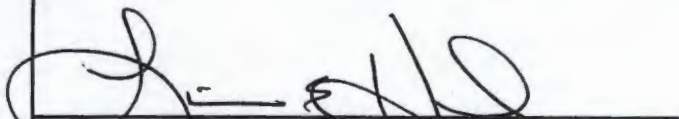
The Crime Stoppers of Tampa Bay Board of Directors voted to transfer \$7500 from Line item #8 Bus Benches to Line item# 15 Television. This decision was based on Metropolitan Advertising losing its sole source vendor status for bus benches in Pasco County. Waverly media has obtained the majority contract for bus benches in Pasco County at a cost of \$100-\$200 per bench per month. Due to the lack of tipster response regarding bus benches in Pasco County coupled with the huge potential increase in cost as well as Metropolitan Advertising's willingness to donate up to 20 benches per month in the Dade City area to Crime Stoppers, the board felt that the funding allocated for bus benches in Pasco County would be better spent in the category of television.

2A-9.005 (2)

For what, how many?  
how much  
for \$7500<sup>00</sup>

Indicate in the box below what impact this modification will have on your program.

This transfer of funds will allow Crime Stoppers to expand its digital campaign with WTSP and WFTS. As a result, it is expected that the increase in the digital campaigns will drive more tipsters to the organization's website and social media outlets, therefore resulting in a greater number of tips to the program regarding unsolved crimes and wanted fugitives.

  
Signature of Crime Stopper Program Project Director

8/24/15  
Signature Date

Signature OAG Research & Training Specialist

Signature Date

Approved by OAG Program Administrator

Signature Date

Approved by Bureau Chief, Criminal Justice Programs

Signature Date

MAIL TO: Office of the Attorney General, Crime Stoppers, The Capitol, PL-01, Tallahassee, FL 32399-1050



**Section 8. The Budget** - The Budget section is divided into three budget categories (Rewards and Public Education, Operating Expenses and Salaries) and include a Budget Narrative for each category and a Budget Summary at the end. Provide information on all proposed grant expenditures in the appropriate budget categories. Items must meet these three (3) directives; "reasonable," "allowable," and "necessary."

**Section 8. Part A. Rewards and Public Education** - Includes, but is not limited to, the following approved items. Blank lines will be provided for any additional requests, but will be subject to evaluation and approval. This category must "Total" a minimum of 50% of your award amount.

**REWARDS & PUBLIC EDUCATION**

Item #	Item	\$ Amount	@	%	Quantity/Number of Months	Total
1.	Rewards - (D2 & D3)	\$7,250.00	@	16%	12	\$87,000.00
2.	Tip Lines - (D1)	\$450.00	@	1%	12	\$5,400.00
3.	Answering Service (Alternative Answers, CSI, Other) - (D1)	\$850.00	@	2%	12	\$10,200.00
4.	Telecommute Fees - (D1)		@	0%		
5.	Tip Software - (D1)	\$2,400.00	@	0%	1	\$2,400.00
6.	Cell Phone (Tip Coordinator) - (D1)	\$88.00	@	0%	12	\$1,056.00
7.	Crime Prevention Training - (D6)		@	0%		

**PROGRAM AWARENESS/MEDIA**

Item #	Item	\$ Amount	@	%	Quantity/Number of Months	Total
8.	Bus Benches - (D4 & D6)	\$1,895.83	@	4%	12	\$22,749.96
9.	Yellow Pages Ads (Quotes not required if purchased with local phone utility carrier - (D4)		@	0%		
10.	Billboards/Rolling Billboards - (D4 & D6)	\$4,000.00	@	9%	12	\$48,000.00
11.	Bus Wraps Only (Sole Source Determination Required) - (D4)	\$4,500.00	@	10%	12	\$54,000.00
12.	Cab Signs - (D4)		@	0%		
13.	Newspaper - (D4 & D6)		@	0%		
14.	Radio - (D4 & D6)	\$1,840.75	@	4%	12	\$22,089.00
15.	Television (Program Associated) - (D4 & D6)	\$7,000.00	@	16%	12	\$84,000.00
16.	Movie Theater - (D4)	\$1,000.00	@	2%	12	\$12,000.00
17.	Website Development/Maintenance - (D4 & D6)	\$440.00	@	0%	1	\$440.00