

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

Check the Appropriate Box		Modification Number: #9(Mar.)	
10% Emergency Transfer Notice	<input type="checkbox"/>	Budget Modification	<input checked="" type="checkbox"/>
BUDGET MODIFICATION			
Agency Name:	Crime Stoppers of Marion County, Inc.		Grant Number:
Grant Funding Period:	7/1/2015 Through 6/30/2016		020-15

Budget Modification Notice/Request	Current Approved Budget	%	Amount of Change (+ or -)	Proposed Budget	%
Rewards & Public Education	\$111,890.56	90.40% ✓	\$0.00	\$111,890.56	90.40% ✓
Operating Expenses	\$11,880.80	9.60% ✓	\$0.00	\$11,880.80	9.60% ✓
Salary Expenses	\$0.00	0.00% ✓	\$0.00	\$0.00	0.00% ✓
TOTAL:	\$123,771.36	100.00% ✓	\$0.00	\$123,771.36	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
11	\$7,000.00 ✓		33	\$7,000.00 ✓
13	\$600.00 ✓		3	\$600.00 ✓
6	\$1,440.00 ✗		15	\$1,440.00 ✗
13	\$1,000.00 ✗		15	\$1,000.00 ✗
73	\$400.00 ✗		46	\$400.00 ✗
Total:	\$10,440.00		Total:	\$10,440.00

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

The program is requesting to move \$600 from Newspaper Adv (Line 13) to Answering Service (Line Item 3). The program must provide a 24/7 line for tipsters to call in anonymous tips. The program has experienced higher call volumes and needs to provide funds to cover projected costs in this area. The program is requesting to move \$1,440 from Cell Phone Tip Coor (Line 6) and \$1,000 from Newspaper adv (line 13) to Television Advertising Line 15 to cover projected costs for the duration of the grant year in order to maintain an advertising outlet that reaches app 123,000 households. The program is requesting to move \$400 from Travel (line 73) to Cellular Phone (Line 46). The program has experienced an increase in the cellular phone expense and funds are needed to over the expense of the program cell phone to receive general information calls from the public. The program is requesting to move \$7,000 from bus wrap (line 11) to Most Wanted Adv (line 33). The program is looking to produce an outstanding warrants tabloid in partnership with the Marion County Sheriff's Office. The tabloid would consist of a 48 page insert with Crime Stoppers securing advertising on the back page of the tabloid and the Crime Stoppers logo presented on the front cover. The tabloid would provide 34,500 copies inserted into the Ocala Star Banner newspaper (The only local newspaper covering the entire Marion County area). 45,000 copies on GoCala (a weekend publication covering weekend activities in the Marion County area. 2,000 copies provided for pick up. 200,000 impressions on MugShots (an internet site advertising recently arrested individuals). Ocala.com (the internet con't

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

By moving funds to the Answering Service line item, the program will be able to continue to provide a 24/7 tip answering line per grant requirements. By moving funds to the Television Advertising line item, the program will be able to continue providing information regarding the program to a large market of approximately app 123,000 households. By moving funds to the Cellular Phone line item, the program will continue to have the ability to answer calls from the public regarding questions about the program.

con't

Wally Bakes - Crime Stoppers of Marion County 4 March 14, 2016
Signature of Crime Stopper Program Project Director Signature Date

Kan O'Brien 3/15/16
Signature OAG Research & Training Specialist Signature Date

Eduy Smith 3-15-16
Approved by OAG Program Administrator Signature Date

[Signature] 3/15/16
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

Justification con't

edition of the Ocala Star Banner will have a 300 x 100 ad placement on the home page for 30 days. The total projected cost is \$15,211.57 of which Crime Stoppers of Marion County would be able to participate and reap the benefits of the advertising with a contribution of \$7,000.

Impact con't

By moving \$7,000 to the Wanted Advertising line item, the program will be able to secure advertising in an outstanding warrant tabloid that will provide coverage in 61,500 printed, circulated copies, (48 pages – stitched and trimmed tab on 55" paper) 200,000 web impressions and Ocala.com home page visibility for 30 days. Historically, the wanted types of publications have generated increase tips that have aided law enforcement in successfully apprehending wanted individuals. There are over 6,000 outstanding warrants in Marion County at this time.