

First Coast Crime Stoppers, Inc. - Operation Community Shield

FY 2025-2026 City Grant Proposal Term Sheet

Grant Recipient: First Coast Crime Stoppers, Inc. (“FCCS” or “Recipient”)

Program Name: Operation Community Shield (the “Program”)

City Funding Request: \$50,000.00

Contract/Grant Term: October 1, 2026 – September 30, 2027

Any substantial change to this FY 2025-2026 City Grant Proposal Term Sheet (the “Term Sheet”) or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

PROGRAM OVERVIEW:

First Coast Crime Stoppers (FCCS) proposes to implement “**Operation Community Shield**”, a countywide program designed to expand public awareness of anonymous crime reporting, strengthen community engagement, improve information sharing between residents and law enforcement, and enhance public safety throughout Duval County. The initiative represents a modern, evidence-based approach to crime prevention that leverages digital technology, community partnerships, and targets public outreach to increase citizen participation and generate actionable intelligence supporting criminal investigations.

Through coordinated digital campaigns utilizing Facebook, Instagram, YouTube, and TikTok, as well as a variety of print advertising media, FCCS will deliver geographically targeted public safety messaging to at-risk neighborhoods and underserved communities throughout Duval County. FCCS’s overall goals and objectives are to increase awareness of anonymous crime reporting, strengthen community engagement, improve information sharing between residents and law enforcement, and expand participation in public safety efforts throughout Duval County.

This funding request is intended to cover programmatic expenses in FY 2026-2027.

PROGRAM SCOPE OF WORK AND DELIVERABLES:

The Program “**Operation Community Shield**” will offer and provide digital media advertising using multiple platforms such as YouTube, Facebook, TikTok, and Instagram. PVC yard signs will be distributed to Jacksonville Sheriff’s Office (JSO) Crime Scene technicians, JSO substations, Duval County Florida Highway Patrol (FHP) traffic incidents, along with Jacksonville, Atlantic, and Neptune Beach police stations. Reflective metal signs will replace older outdated signs throughout Duval County, providing up to date contact information and a higher cash reward amount. Billboards/Transit Shelters will be used in high crime zip code(s) to advertise. A pop-up tent/booth will be purchased and used at community grass roots events to engage the public, answer questions, provide Program information, and hand out promotional items.

PROGRAM COSTS/PAYMENT TERMS:

The cost to operate the Program totals \$50,000. There are no other additional funding sources to be used for this specific Program.

The City funds will be expensed in accordance with the approved budget and shall be used for the sole benefit of

Duval County residents. FCCS will be paid on a reimbursement basis upon the City's receipt and approval of required documentation including but not limited to paid invoices, cleared checks and/or bank statements.

Program Costs:

- Printing and Advertising - \$45,500
- Other Equipment (Branded Tent/Booth to use at Community Outreach Events) - \$4,500
 - Tent/Booth purchased with City funds shall only be used at events held in Duval County.

PROGRAM IMPACT & REPORTING:

The goals of FCCS's **Operation Community Shield** are to increase public awareness of anonymous reporting opportunities, expand community engagement, strengthen trust between residents and law enforcement, increase the volume and quality of investigative leads, and improve public safety outcomes throughout Duval County. These goals will be attained through coordinated digital public safety campaigns utilizing Facebook, Instagram, YouTube, and TikTok, as well as a variety of print advertising media. Through geo-targeting, audience segmentation, behavioral analytics, and artificial intelligence-assisted campaign optimization, FCCS will focus outreach efforts on vulnerable populations, underserved neighborhoods, and areas experiencing elevated public safety concerns.

Program performance will be measured using both operational and public safety indicators. Operational measures will include total impressions generated, audience reach, video views, website traffic, geographic distribution of engagement, social media interactions, and anonymous reporting platform activity. Public safety outcomes will include the number of anonymous tips received, arrests associated with Crime Stoppers information, cases cleared, and property and/or narcotics recoveries when available. The data will enable FCCS to continuously evaluate performance and make evidence-based adjustments to maximize impact.

The effectiveness of digital outreach has already been demonstrated through a pilot initiative conducted from November 2023 through April 2024. An investment of approximately \$8,000 generated 795,000 impressions and 480,000 content views. During the same period, FCCS experienced a 13% increase in tips, rising from 1,270 to 1,520; a 66% increase in arrests, increasing from 71 to 118; a 166% increase in criminal cases cleared, increasing from 125 to 333; and a 27% increase in tips submitted through mobile web platforms, increasing from 682 to 865. These results provide compelling evidence that increased public awareness and digital engagement directly support improved investigative outcomes.

During FY 2026-2027, FCCS anticipates directly serving approximately 486,000 Duval County residents through targeted digital outreach, anonymous reporting education, public safety awareness campaigns, and community engagement efforts. Through earned media, content sharing, and strategic partnerships, indirect reach is projected to exceed 1.5 million individuals. Based upon extrapolation of pilot program results, the proposed investment is expected to generate approximately 1.5 million digital impressions and 900,000 content views while producing significant increases in anonymous tips, investigative leads, arrests, and criminal case clearances.

The projected impact on residents extends beyond quantitative measures. By increasing awareness of anonymous reporting mechanisms, reducing barriers to participation, and strengthening community trust, the initiative will provide vulnerable populations with greater access to public safety resources and opportunities for civic engagement. Increased information sharing and community participation are expected to improve offender accountability, reduce victimization, support law enforcement investigations, and enhance neighborhood stability and quality of life. Ultimately, the initiative will enable the City of Jacksonville to maximize existing public safety resources while creating safer communities and strengthening partnerships between residents and law enforcement.

FCCS has demonstrated sustained effectiveness throughout its twenty-three-year history. Since 2002, the organization has received 67,083 tips, facilitated 4,797 arrests, cleared 9,790 criminal cases, approved 3,778 rewards, and contributed to the seizure of more than \$21.4 million in stolen property and illegal narcotics. FCCS information has contributed to 139 murder arrests.

There is no information on the Program's achievements in the immediately preceding year as this is a new program.

ADDITIONAL GRANT REQUIREMENTS AND CONDITIONS:

Recipient's expenditure of City funds for the Program and the provision of services shall be subject to Chapter 118, Parts 1 – 5 of the *Jacksonville Ordinance Code*, and the terms and conditions of any contract entered into between the City and Recipient. Recipient shall use the City funds for the Program in accordance with the City Council approved Term Sheet and Program budget. The City's Grant Administrator may amend this Term Sheet or the approved Program budget consistent with the Program's needs, provided that any substantial change to this Term Sheet or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

FY2027 City Grant Application
Proposed Funding Period: FY 2025-2026

FY 2026 City Grant - Complete Program Budget Detail

Agency: First Coast Crime Stoppers, Inc.

Program Name: Operation Community Shield

Agency Fiscal Year End: June 30, 2027

BUDGET					
Categories and Line Items	Current Year Prg Budget FY 2025-2026	Total Est. Cost of Program FY 2026-2027	Funding Partners		
			City of Jacksonville (City Grant)	Federal/ State & Other Funding	All Other Program Revenues
I. Employee Compensation					
Personnel - 01201 (list Job Title or Positions no names)					
1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
7	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
9	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Employee Compensation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fringe Benefits					
Payroll Taxes - FICA & Med Tax - 02101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Health Insurance - 02304	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Retirement - 02201	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dental - 02301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Life Insurance - 02303	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Workers Compensation - 02401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Unemployment Taxes - 02501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
**Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Taxes and Benefits	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Employee Compensation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
II. Operating Expenses					
Occupancy Expenses					
Rent - Occupancy -04408	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Telephone - 04181	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Utilities - 04301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance and Repairs - 04603	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance Property & General Liability - 04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
**Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office Expenses					
Office and Other Supplies - 05101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Postage - 04101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Printing and Advertising - 04801	\$0.00	\$45,500.00	\$45,500.00	\$0.00	\$0.00
Publications - 05216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training - 05401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Directors & Officers - Insurance - 04501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Professional Fees & Services (not audit) - 03410	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Background Screening - 04938	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office Equipment under \$5,000 - 06403	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
**Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel Expenses					
Local Mileage - 04021	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Parking & Tools - 04028	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment Expenses					
Rental & Leases - Equipment - 04402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Insurance -04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
**Other- Branded Tent/Booth to use at Community Outreach Events	\$0.00	\$4,500.00	\$4,500.00	\$0.00	\$0.00
Direct Client Expenses - 08301					
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
**Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$0.00	\$50,000.00	\$50,000.00	\$0.00	\$0.00
III. Operating Capital Outlay (OVER \$5,000)					
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Computers & Software - 06427	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
**Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Capital Outlay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Direct Expenses Total	\$0.00	\$50,000.00	\$50,000.00	\$0.00	\$0.00
Percent of Budget	-	100.0%	100.0%	0.0%	0.0%

All expenditure types, with the exception of "Other - (Please Describe)" are defined in COJ Budget Form - Standard Category Definitions

**All "Other - (Please Describe)" expenditures must be explained in detail and may be subject to placement in pre-defined expenditure types