

**Angela Spears Communication, LLC
Mental Health Awareness Campaign
FY 2021-2022 City Contract Term Sheet**

Recipient: Angela Spears Communication, LLC (“Company”)

Project Name: Mental Health Awareness Campaign (the “Campaign” or “Project”)

City Funding Request: \$100,000.00

Contract Term: October 1, 2021– September 30, 2022

Any substantial change to this FY 2021-2022 City Contract Term Sheet (the “Term Sheet”) or the attached Project budget will require City Council approval.

CAMPAIGN OVERVIEW:

The goal of the Mental Health Awareness Campaign (“Violent Crime, Trauma and Mental Health: Impact on the Community”) for Safety and Crime Reduction is to educate the community on the following:

- 1) bring awareness about the effects of violence and anxiety
- 2) end the stigma against seeking mental health care
- 3) connect people with resources and services
- 4) break the cycle of generational trauma

The Safety and Crime Reduction Commission (the “Commission”) is a citizen-led group that works to reduce crime and increase safety in Jacksonville. The campaign will target key neighborhoods and schools. Work will be coordinated with the City’s Safety and Crime Reduction Administrator.

The Campaign will engage the following people and groups to help share the message:

- Faith-based community
- Business leaders
- Community Activists/Leaders
- Mental Health Experts
- School Counselors
- Safety and Crime Reduction Commissioners

The funding request is for FY 2021 – 2022 and will cover expenses for professional services and “hard” costs for Campaign deliverables.

SCOPE OF WORK AND DELIVERABLES:

The deliverables will allow the Commission to leverage existing and new resources; expand and/or implement current programs:

- 10 – 12 television commercials that focus on the Campaign
- 5 – 10 radio advertisements in key demographic areas that will focus on the Campaign
- 8 – 10 newspaper and online ads that will focus on the Campaign
- Printing of flyers and handbills as needed to focus on Campaign and target audience
- 5 – 8 mobile (cell phone) advertisements that will focus on the Campaign
- 5 – 6 billboards in key target areas
- Connect with key groups to host roundtable discussions about the Campaign. Provide light snacks for discussion
- Grassroots social media campaign for ambassadors, projects, and giveaways to engage the community and key target areas
- Company will do design work, strategic planning, help make community connections as well as organize and coordinate events for the year-long project.

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PROJECT COSTS/PAYMENT TERMS:

Angela Spears Communication will do creative work, strategic planning, help make community connections as well as organize and coordinate events for the year-long project. The Company will lead the effort to develop and share the Mental Health Awareness Campaign.

The City will make an advance payment of \$25,000 (i.e., 25%) for advertising, printing, and other “hard” costs and deliverables for the Campaign. Subsequent payments for hard costs may be made no more frequently than monthly, in advance, upon the City’s receipt and acceptance of appropriate invoices and documentation reflecting the anticipated expenditures to be covered by said advance. The City will pay Company quarterly in arrears, in equal installments of \$12,500, for professional services rendered for the Campaign upon the City’s receipt and acceptance of appropriate supporting documentation and invoices for the professional services. Payments for professional services for the Campaign shall not exceed \$50,000.

Angela Spears Communication - professional services, billed quarterly	\$50,000
Advertising – Television, Radio, Newspaper, Online, Mobile and Billboard	41,500
Printing – Flyers and Other Materials	2,000
Refreshments – Mental Health Roundtable Discussions and Other Events	1,500
Grassroots Campaign – Residents Going Door-to-Door, Giveaways and Extra Projects	<u>5,000</u>
TOTAL	\$100,000

CAMPAIGN IMPACT & REPORTING:

Measure of Impact:

- Number of people reached six months prior to campaign (advertisements and community engagements) and six months after the campaign.
- Survey asking 5 questions prior to events and campaign and 60 days after to get a gauge on how the impact. Examples of yes or no statements that may be asked are as follows:
 1. I have seen or heard about the Mental Health Awareness Campaign in my community.
 2. Seeing my peers and classmates participate in the Mental Health Awareness Campaign inspires me.
 3. I feel encouraged to seek counseling when I witness a violent crime.
 4. I believe my community supports my well-being.
 5. I have access to resources that will help me cope with anxiety.

ADDITIONAL REQUIREMENTS AND CONDITIONS:

Company’s expenditure of City funds for the Campaign and the provision of services shall be subject to the terms and conditions of any contract entered into between the City and Recipient, which would include audit rights for the City and specifically the Council Auditor’s Office. Recipient shall use the City funds for the Campaign in accordance with the City Council approved Term Sheet and Project budget. The City’s Crime and Safety Reduction Administrator may amend this Term Sheet or the approved Project budget consistent with the Campaign’s needs, provided that any substantial change to this Term Sheet or the approved Project budget, including but not limited to reallocating money from operational/hard costs and expenses line items to professional services, will require City Council approval.

FY 2021/22 Project Budget Detail

Lead Agency: Angela Spears Communication, LLC.

Project Name: Mental Health Awareness Campaign

Agency Fiscal Year: January 1 - December 31

Categories and Line Items	BUDGET							
	Prior Year Project Funding FY 2019-2020	Current Year Project Budget FY 2020-2021	Total Est. Cost of Project FY 2021-2022	Agency Provided Funding	All Other Project Revenues	Funding Partners		
						City of Jacksonville Contract	Federal / State & Other Funding	Private Foundation Funding
I. Employee Compensation								
Personnel - 01201 (list Job Title or Positions)								
1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Employee Compensation	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00	\$0.00
Health Insurance - 02304	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Retirement - 02201	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dental - 02301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Life Insurance - 02303	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Workers Compensation - 02401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Unemployment Taxes - 02501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Benefits - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Taxes and Benefits	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Employee Compensation	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00	\$0.00
Telephone - 04181	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Utilities - 04301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance and Repairs - 04603	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00	\$0.00
Postage - 04101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Printing and Advertising - 04801	\$0.00	\$0.00	\$43,500.00	\$0.00	\$0.00	\$43,500.00	\$0.00	\$0.00
Publications - 05216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training - 05401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Directors & Officers - Insurance - 04501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Professional Fees & Services (not audit) - 03410	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00
Background Screening - 04938	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Equipment under \$1,000 - 06403	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Advertising	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00	\$0.00
Parking & Tools - 04028	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00	\$0.00
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Insurance -04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Direct Client Expenses - 08301								
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Food	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other - Promotional Items and distribution	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$0.00	\$0.00	\$100,000.00	\$0.00	\$0.00	\$100,000.00	\$0.00	\$0.00
III. Operating Capital Outlay (OVER \$1,000)								
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Computers & Software - 06427	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Capital Outlay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Direct Expenses Total	\$0.00	\$0.00	\$100,000.00	\$0.00	\$0.00	\$100,000.00	\$0.00	\$0.00
Percent of Budget	-	-	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%

Last Modified: 02/11/2020

All PSG items listed must be included in the narrative section of the budget.