

LRB-FISCAL REVIEW SECTION ANALYSIS

PUBLIC SAFETY COMMITTEE

ITEM 10, FILE # 030466

JULY 24, 2003

MARK A. RAMION

File # 030466 is a resolution amending Common Council File 020931 relative to application, acceptance and funding of the Wisconsin Wins Grant.

Background

1. This resolution amends Common Council File 020931 relative to application acceptance and funding of the Wisconsin Wins grant project from the Wisconsin Department of Health and Family Services.
2. This grant amendment increases funding by \$18,000; the original grant was for \$67,500.

Discussion

1. The purpose of this project is to reduce the rate at which tobacco retailers sell tobacco products to underage youth.
2. This grant will fund a "Recognition and Reminder" campaign focused toward retailers and clerks who sell tobacco products. The goal is to assist and reward retailers who refrain from selling tobacco products to minors.
3. This grant will continue to encompass the period of October 1, 2002 through September 30, 2003.

Fiscal Impact

1. The total of this grant amendment is \$18,000, entirely from the grantor.
2. \$16,200 is budgeted for the contract with *Strive Media Youth* to assure that retailers are in compliance with Wisconsin statutes governing the sale of tobacco to minors by providing for additional compliance checks per Wisconsin Wins protocol.
3. \$1,800 will be used for the purchase of computer equipment.

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LRB-Fiscal Review Section
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