

LRB – FISCAL REVIEW SECTION ANALYSIS

PUBLIC SAFETY COMMITTEE

ITEM 1, FILE 030310

JULY 24, 2003

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File #030310 is a substitute resolution relating to the expenditure of funding from the Handgun Violence Media Campaign special purpose account in the 2003 City Budget for a public education program relating to firearm violence.

BACKGROUND AND DISCUSSION

1. This substitute resolution authorizes an agreement for the expenditure of \$41,169.06 from a special purpose account in the 2003 Budget to fund the public education component of Operation Ceasefire. Operation Ceasefire is a joint law enforcement initiative aimed at reducing handgun violence. The funding is paid to the Ceasefire Education Fund held by the Safe & Sound program.
2. The special purpose account for Handgun Violence Media Campaign was established in the 2000 Budget. The funding for that year and the following the years of 2001, 2002 and 2003 was \$50,000. The purpose of the special purpose account is to reduce gun violence through a media campaign to educate the public about the consequences and penalties of gun violence. The campaigns include television and radio ads, bus signs, billboards and posters.
3. The Safe and Sound initiative is a community-based collaborative crime prevention strategy with the purpose of reducing violent felonies and revitalizing neighborhoods in high crime areas. Operation Ceasefire is a gun violence prevention initiative. It includes a gun crime investigative task force and a gun prosecution unit. The crime prevention agencies include the district attorney's office, state court and U.S. attorney's office for federal prosecution resulting in longer sentences of incarceration for all gun criminals.
4. This substitute resolution includes a provision requiring Operation Ceasefire to submit a written report documenting how the \$50,000 in funding was expended in 2002. For 2002, the total of expenditures \$43,663 included: \$43,000 for Theater X, \$163 for Media-TV Productions and \$500 for Accounting Fees, leaving a balance of \$6,337.
5. For the 2003 Budget allocation of \$41,169.06, the agency has proposed the following budget: \$8,588 for billboard/transit campaign, \$12,169.06 for Milwaukee Summer Arts Initiative, \$20,000 for Television Advertising and \$412 for Accounting Fees.
6. The agency has unexpended funds leftover from the 2001 budget of \$2,493.94 and from the 2002 budget of \$6,337 for a total of \$8,830.94, which will be carried over for 2003. This carryover of \$8,830.94 from 2001 and 2002 with the 2003 amount of \$41,169.06 is the \$50,000 total allocation. The agency is required to submit a written report documenting how the funding of \$50,000 was expended in 2003 by January 31, 2004.

FISCAL IMPACT

1. There is no fiscal impact. The funding of \$41,169.06 for the Handgun Violence Media Campaign special purpose account was approved in the 2003 Budget.

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LRB – Fiscal Review Section
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