



ANNUAL REPORT 2022

Holly Hill Police Department

<https://www.hollyhillfl.org/police>

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@HollyHillPolice

1065 Ridgewood Avenue Holly Hill, FL 32117

386-248-9475

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MESSAGE FROM THE CHIEF

My name is Jeffrey Miller and I serve as the Chief of Police for the City of Holly Hill Police Department. I was appointed to the position on December 14, 2021.

I am pleased to share the Holly Hill Police Department's inaugural Annual Report. This comprehensive report provides an overview of our agency's accomplishments, goals and objectives in service to our community.

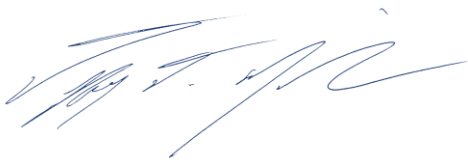
I am proud of the City of Holly Hill, and the officers and staff who serve with honor, dedication and professionalism.

As you review this annual report, please note the excerpts written in blue, which address integrity, ethics, and values, are displayed prominently through the hallways of the police department as a constant reminder of our sacred oath of office.

Thank you for the opportunity to serve this wonderful community.

My door is always open, and I appreciate your continued support and partnership as we work cooperatively to keep Holly Hill a safe and vibrant place to live, work, play and learn.

Sincerely,



MISSION STATEMENT

Introduction

The Mission Statement of the Holly Hill Police Department was created by the outstanding women and men of the Holly Hill Police Department.

The mission and core values of the Holly Hill Police Department are an integral part of our organizational structure. These tenets of our organization serve as a guide for our members and set expectations for the community we serve. Our core values define our role as partners, leaders, and role models in the community. We recognize that these are personal and professional traits that we value. We understand and expect that our efforts will be measured against these ideals and high professional standards. Our mission and core values are based upon the finest traditions of the police service, and have been developed and embraced by the members of the Holly Hill Police Department.

Mission Statement

The mission of the Holly Hill Police Department is to work with our community, to set the example, and to build relationships in order to reduce crime, enforce all laws and ordinances with absolute fairness in order to preserve the peace, all while safekeeping the Constitutional rights and basic human dignity for all who live, work, and visit the City of Holly Hill, Florida.

Goals

Serving and protecting the community is at the core of what we do, but we also provide a variety of traditional and non-traditional services. We will accomplish our mission by being leaders in the community and working cooperatively with the public to make Holly Hill a great place to live. In order to carry out this important mission, the Department has established the following goals:

- Work closely with the community and involve them in the Department's growth to include leadership, training, oversight and accountability.
- Through an aggressive training program, members of the Department will be encouraged to understand community needs and values in order to provide better serve.



- Maintain ongoing, open and transparent communication with the citizens of the community and strive to address their concerns in order to reduce neighborhood crime and improve quality of life for all residents, business interests, and visitors.

Core Values

Our core values serve as the moral, ethical and professional guidepost for all we do in service to the City of Holly Hill, Florida.

- Community
- Dedication
- Courage

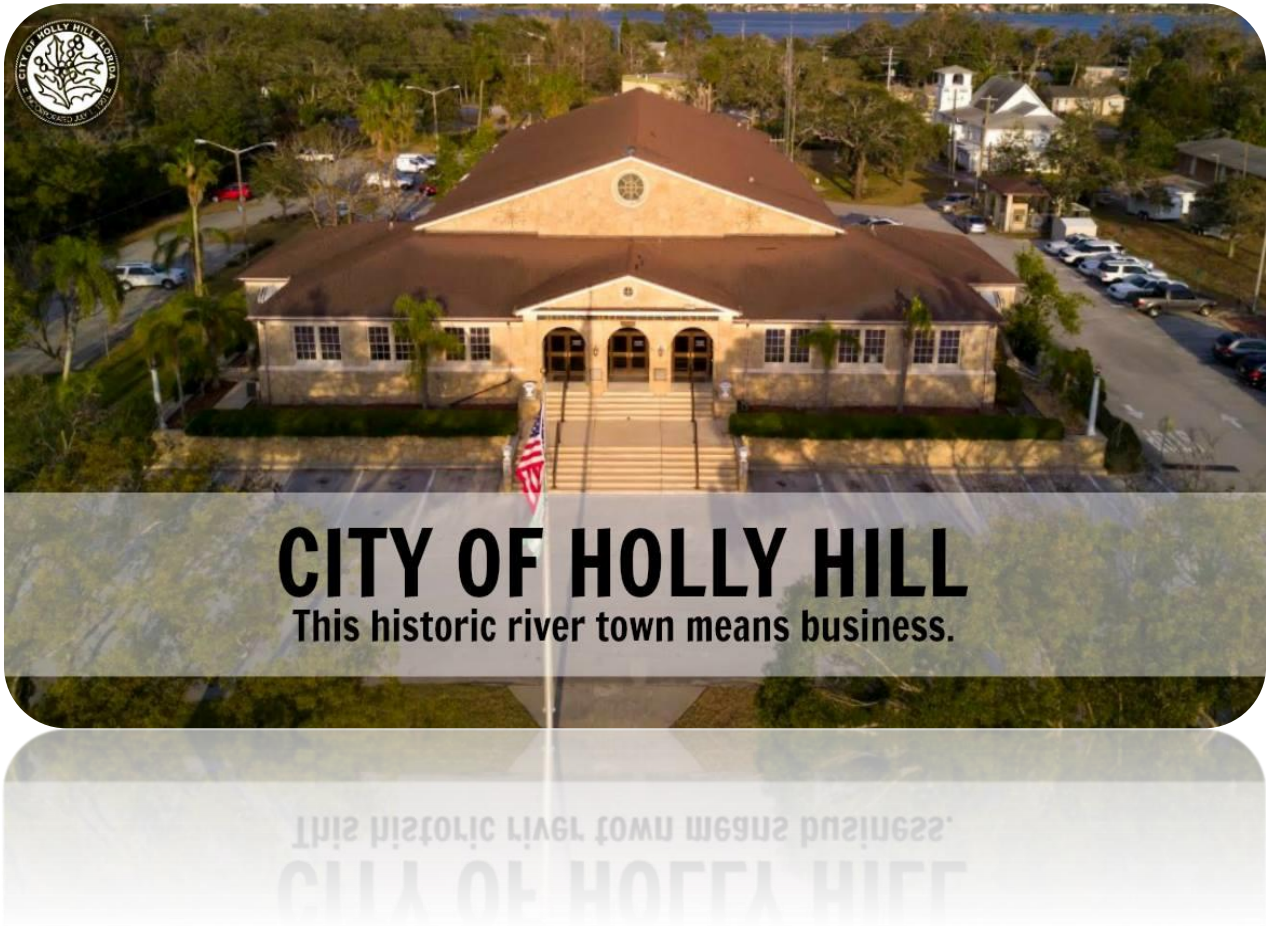


As a law enforcement officer, my fundamental duty is to serve the community; to safeguard lives and property; to protect the innocent against deception; the weak against oppression or intimidation; and the peaceful against violence or disorder; and to respect the constitutional rights of all to liberty, equality and justice.

- *Police Officer Code of Ethics Excerpt*



CITY OF HOLLY HILL



The City of Holly Hill is a coastal community of approximately 13,000 residents located in East Central Florida along the scenic Halifax River nestled between the cities of Daytona Beach and Ormond Beach.

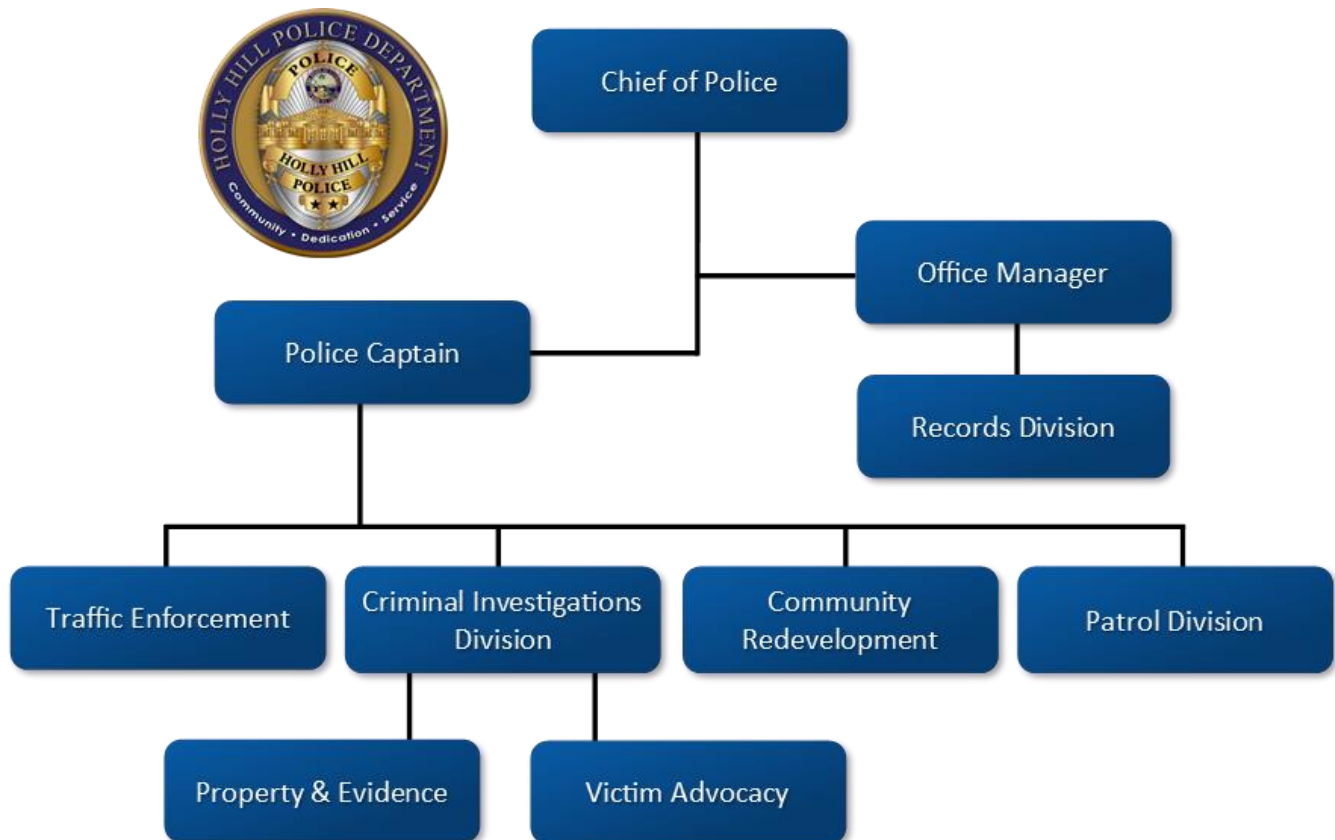
Holly Hill is known for its successful commercial environment which embraces enterprises including grassroots commerce, manufacturing, and international corporations. The City's vision for the community is to *"provide a safe, vibrant, affordable and diverse community in which all generations can enjoy a secure quality of life."*

Holly Hill is home to world-class recreational amenities, to include the state-of-the-art *Pictona at Holly Hill*. This state-of-the-art facility is a 49-court pickleball complex that hosts recreational and tournament play. It's also perfectly fitted with a stadium to host championship matches and performing arts events with seating for up to 1,500 guests.



THE POLICE DEPARTMENT

Organizational Chart



The police are the public, and the public are the police.
- Sir Robert Peel



Budget Summary

In 2022, with the City Commission's approval, two additional police officers were added to line staffing, bringing the total compliment to 26 sworn positions and five (5) support services personnel. The total budget for the police department in 2022 was \$3,222,970.

Police Annual Budget	2020-2021	2021-2022
Personnel and Equipment	\$2,806,975	\$3,222,970

Grants

The Holly Police Department was awarded three grants in 2022 to include funding for a victim advocate which was awarded by the Florida Attorney General's Office, along with overtime funding for high-visibility traffic enforcement to address aggressive driving and speeding from the Florida Department of Transportation (FDOT). Funding was also obtained from The Edward Byrne Memorial Justice Assistance Grant to purchase two radar/speed data management systems.

Grant	2020-2021	2021-2022
Florida Attorney General (VOCA – Victim Advocate)	\$52,663	\$59,561
Florida Department of Transportation (FDOT)	\$49,854	\$40,000
Florida Department of Law Enforcement (JAG D)	\$4,400	\$2,800
TOTAL	\$106,917	\$102,361



Personnel Demographics and Recruitment Efforts

The Holly Hill Police Department strives to maintain a diverse workforce in an era when law enforcement across the nation is experiencing recruitment and retention challenges. Recruiters regularly meet with police academy representatives at Daytona State College and other institutions to identify and recruit quality applicants. (Charts below depict filled positions as of December 31, 2022. 26 FTE positions allocated for 2022.

2022 Sworn Position Race and Gender			
	Male	Female	Total
Hispanic or Latino	1	2	3
White	13	2	15
Black or African American	2	0	2
Native Hawaiian or Other Pacific Islander	0	0	0
Asian	1	0	1
American Indian or Alaskan Native	0	0	0
Two or More Races, Not Hispanic or Latino	1	0	1

Race and Hispanic Origin Population Estimates 2021 U.S. Census & Police Department Comparison			
	Census Percentage	Police Department Percentage	Variation
Hispanic or Latino	8.4%	13.6%	+5.2%
White	69.9%	68.2%	-1.7
Black or African American	19.6%	9%	-10.6
Native Hawaiian or Other Pacific Islander	0%	0%	0%
Asian	2.3%	4.6%	+2.3
American Indian or Alaskan Native	0.2%	0%	-.2
Two or More Races, Not Hispanic or Latino	6.5%	4.6%	-1.9



Patrol Division



Our Patrol Division provides around-the-clock preventive and directed patrols of residential and commercial areas of the city and responds to over 11,000 calls for service annually.

Each of our officers are certified by the Florida Criminal Justice Standards and Training Commission, and are required to complete an extensive selection process and background investigation which includes a polygraph examination, physical agility test and psychological suitability screening before obtaining employment with our agency.

Once hired, officers must successfully complete a 12-month probationary period which includes a comprehensive Field Training and Evaluation Program (FTEP) designed to test the new officer's suitability and adaptation to the rigors of police work.

Criminal Investigations Division

The Criminal Investigations Division is comprised of four full-time investigators, each well trained and equipped in modern investigative and forensic techniques. In addition to general and follow-up investigations of reported criminal activity, investigators also conduct in-depth, long-term investigations designed to protect our community from organized criminal activity such as narcotics trafficking, fraud and computer crimes.

Investigators routinely rely on the assistance of the community to provide information vital to solving crimes. One highly successful way Holly Hill citizens communicate with the Holly Hill Police Department is the Crime Stoppers Hotline at 1-888-277-TIPS. This dedicated line is answered 24 hours a day, and welcomes anonymous information regarding narcotics or suspicious activity anywhere in the Halifax area.



Community Redevelopment Division

Holly Hill police officers assigned to the Community Redevelopment Area (CRA) are highly-motivated individuals who seek innovative, non-traditional approaches to addressing targeted problems within the CRA. Each day these problem solvers work hand-in-hand with our business community to improve the safety and appearance of the commercial corridor.

As part of our community outreach, officers assigned to the CRA host monthly events that build solid relationships within the community. These events include Coffee with a Cop, Neighborhood Watch, and “SADY,” a free self-defense and situational awareness class for women.



Holly Hill officers spend time interacting with students and staff in our Volusia County Pre-K and Early Learning Schools. We have also found that children and families alike enjoy our Slurpee with



a Cop and Movie with a Cop events which have grown tremendously over the past year. These programs help bridge the gap between law enforcement and the youth of our community.

In addition, CRA officers attend ribbon cuttings for new businesses as a means of introducing themselves and welcoming

enterprises into our community. In furtherance of our community-oriented philosophy, these officers also partner with the business community to provide an annual school supply drive for students and participate in collecting toys for children within Holly Hill.

The greatest homage we can pay to the truth is to use it.

- Ralph Waldo Emerson



Property and Evidence

Items taken from crime scenes during a call for service or criminal investigation are stored in the Property and Evidence Section of the Holly Hill Police Department. One element for a successful prosecution depends on how physical evidence is handled and preserved. If evidence is not properly packaged and documented at the time a police officer collects it at a crime scene, or the “chain of custody” is compromised, criminals may go free, putting the community and its citizens at risk.

When a case is closed and the property is no longer needed, every attempt is made to return items to the rightful owner. If the owner cannot be found, the property is disposed of according to law or through safe destruction methods.

Items of drug evidence are routinely incinerated at a special processing facility in Central Florida, while weapons and firearms that are deemed unsafe or considered contraband under federal or state law are shredded using special metal working equipment.

In 2022, the police department’s evidence custodian processed 3,181 items.

Records Division

The Holly Hill Police Department’s Records Division employs two full-time police service clerks who perform data input and records management services through our computer-aided system. Our records clerks also perform other important duties that are crucial to the police department’s mission.

- Conduct record checks and disseminate law enforcement records, forward reports and affidavits to the State Attorney’s Office and other jurisdictions, process traffic citations, crash reports, and maintain confidential reports and juvenile records.
- Prepare copies of records and reports for officers and divisions, and monitor internal alarm systems and control building access.
- Compile and publish data for annual reports and special projects.



Victim Advocate Program

The Holly Hill Police Department's victim advocate coordinator serves as a liaison between victims and the intricacies of the criminal justice system; assesses services that may be appropriate and available to assist victims of crime; provides information on critical incident and crisis counseling services; distributes information and referrals to community resources; helps

with victim compensation applications; and provides all-important follow-up and support services as the case progresses. The advocate also acts as a strong voice for victims while providing the necessary services to help the recovery process. A key mission of the Holly Hill Police Department is to ensure that those who live, work, and visit our community feel safe and protected while making certain the rights and human dignity of all people are protected.

Victim Advocate Annual Service Statistics	
Total Crime Victims Served	96
Victim Crime Compensation Assistance	103
Information & Referrals Following Victimization	569
Assistance with Criminal & Civil Justice Systems	210

VOCA Victimization Type

of Victimizations (Self-Reported)

**Individuals may report multiple victimizations*



■ Adults Sexually Abused/ Assaulted as Children (1)	■ Burglary (1)
■ Elder Abuse or Neglect (1)	■ Human Trafficking (sex) (1)
■ Kidnapping (1)	■ Criminal Mischief (1)
■ Other Vehicular Victimization (2)	■ Adult Sexual Assault (3)
■ ID Theft/ Fraud/ Financial Crime (3)	■ Child Sexual Abuse/ Assault (4)
■ Robbery (5)	■ Child Physical Abuse or Neglect (6)
■ Survivors of Homicide Victims (6)	■ Unattended Death Investigation (8)
■ Stalking/ Harassment (11)	■ Violation of Court Protective Order (11)
■ Adult Physical Assault (53)	■ Domestic/ Family Violence (72)



2022 STATISTICS

Crime Trends

The Uniform Crime Report (UCR) was based on a collaborative effort in the 1920s by the International Association of Chiefs of Police and the Social Science Research Council. This data is then translated and compiled into a comprehensive report and submitted to the Florida Department of Law Enforcement (FDLE) semi-annually. In addition, the FBI uses the data to produce an annual assessment of criminal activity nationwide.

In 2022, the City of Holly Hill obtained a historical twenty-year low in Part I Crimes totaling 234. This represents an approximate 23% decrease from the previous year.

Part I Crimes include the total number of Homicides, Rapes, Aggravated Assaults, Robberies, Burglaries, Larcenies, and Grand Thefts.

2021-2022 Part I Crime Comparison				
Crime	2021	2022	# Change	% Change
Homicide	4	0	-4	-400%
Rape	2	1	1	-100%
Robbery	2	2	0	0%
Aggravated Assault	67	37	-30	-45%
Burglary	32	27	-5	-16%
Larceny	168	141	-27	-16%
Auto Theft	28	26	-2	-7%
Total	303	234	-69	-23%

**Some numbers may vary as crimes are reclassified upon final investigation. Percentage is rounded to the highest whole number.*



5 Year Average Part I Crimes Trend

Homicide, Rape, Robbery, Aggravated Assault, Burglary, Larceny, Motor Vehicle Theft



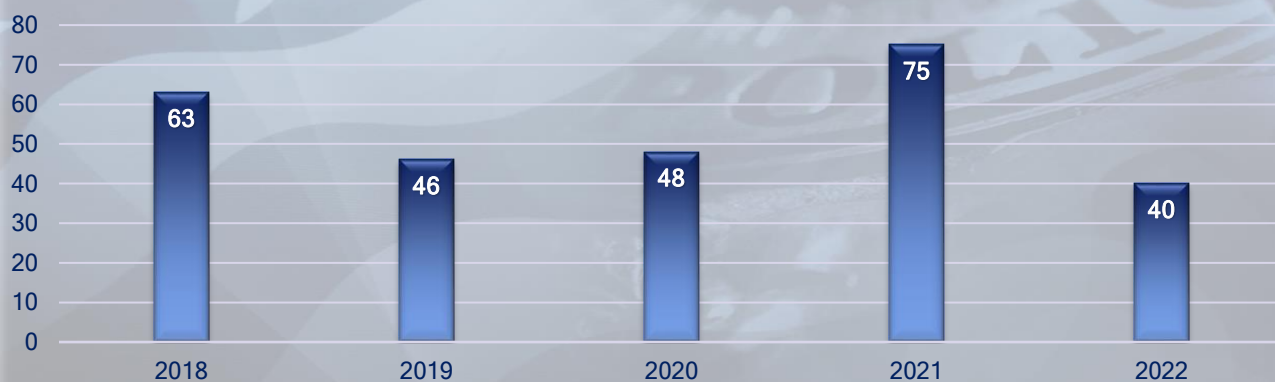
5 Year Average Property Part I Crimes Trend

Burglary, Larceny, Motor Vehicle Theft



5 Year Average Violent Crime Part I Crime Trend

Homicide, Rape, Robbery Aggravated Assault



**Some numbers may vary as crimes are reclassified upon final investigation. Percentage is rounded to the highest whole number.*



Reports and Calls for Service

In 2022, the Holly Hill Police Department responded to *11,400 calls for service - approximately an 8.9% reduction from the previous year. In addition, officers completed 2,329 incident reports, as compared to 2,453 in 2021.



**Calls for service exclude: Civil Service, Deposits, Extra Patrols, House Watch, Investigation, Laser, Radar, Special Detail, Sex Offender Check, School Zone, Traffic Control, Traffic Stop, Traffic Stop/Investigation, and Zone Accountability Patrol.*



Traffic Enforcement



With the addition of the two new police officer positions, the Holly Hill Police Department has created a dedicated traffic enforcement team. With the help of the patrol division, officers of the Holly Hill Police Department completed 5,858 *traffic stops, issued *2,170 written citations and *4,111

written warnings. Furthermore, in 2022, officers completed 355 crash reports. This was an approximate 5% reduction compared to the 3-year average (2019-2021).

	2021	2022
Traffic Stops	5,669	5,858
Written Citations	1,466	2,170
Written Warnings	4,778	4,111

**Numbers do not include data from special details, crashes, or officers assigned in the school zone.*

Source: HHPD Records, and Signal Four Analytics

The truth of the matter is that you always know the right thing to do. The hard part is doing it.

- General Norman Schwarzkopf



Community Engagement

We are proud of our community-oriented initiatives such as our highly-successful Neighborhood Watch group, Movie with a Cop, the Five-O Club, Coffee with a Cop, and S.A.D.Y. (Women's Self Defense Program). These community-based programs help bridge the gap between our officers and the citizens we serve – all while introducing the remarkable men and women of the Holly Hill Police Department.



Listening to the concerns and suggestions of our citizens and business community is paramount to finding long-term solutions, and our agency's social media presence on a variety of platforms is just one way we partner with those we serve.

3.9K Followers



2.1K Followers



Remember your oath.

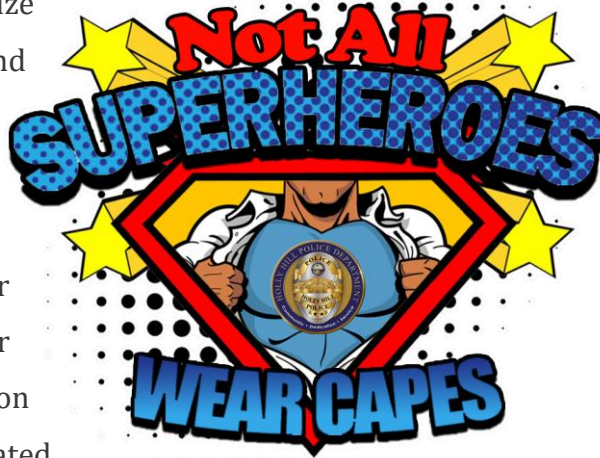
- Chief Jeffrey Miller



PROFESSIONAL RECOGNITION

The Holly Hill Police Department is excited to recognize the extraordinary work of our police officers and civilian staff.

Those “Superheroes” who provide outstanding service to the community may be nominated for special recognition by their fellow officers, citizens, or through a departmentwide or divisional commendation during a specific incident. In 2022, these dedicated officers and staff members were commended for their outstanding service and dedication.



Hero of the Quarter

Lisa O’Neal (Office Manager)
1st Quarter

Officer Kelsey Palm
3rd Quarter

Investigator Mike Ballentine
2nd Quarter

Officer Kirstin McCorkle
4th Quarter

Hero of the Year

Investigator Mike Ballentine

Commendations

Officer Saheed Ali
Investigator Mike Ballentine
Officer Kelsey Palm

Officer Mike Rosabella
Officer Jared Shaheen
Sergeant Jason Weiss

Special Award

Investigator Andrew Wilmot
American Legion Post 120 Officer of the Year 2022
Crime Stoppers Nominee 2022

Promotions

Captain Chris Yates (Captain)



ACKNOWLEDGEMENTS



City Manager

Joseph Forte

2022 City Council

Christopher Via, Mayor

John Penny, District 1

Penny Currie, District 2

John Danio, District 3

Roy Johnson, District 4

A special thank you to the outstanding men and women of the Holly Hill Police Department.

