

Major Donor and Independent Expenditure Committee Campaign Statement

(Government Code sections 84200-84216.5)

Type or print in ink.

MAJOR DONOR AND INDEPENDENT EXPENDITURE COMMITTEE STATEMENT

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CALIFORNIA FORM 461	
Page <u>1</u> of <u>4</u>	For Official Use Only

Statement covers period from <u>01/01/2010</u> through <u>09/30/2010</u>	Date of election if applicable: (Month, Day, Year) <u>03/08/2011</u>
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SEE INSTRUCTIONS ON REVERSE

1. Name and Address of Filer

NAME OF FILER
(Include name(s) of all affiliated entities whose contributions are included in this statement.)
Sunset Strip, Inc.

RESIDENTIAL OR MAILING ADDRESS (NO. AND STREET)
8788 Shoreham Dr.

CITY STATE ZIP CODE
West Hollywood, CA 90069

RESPONSIBLE OFFICER (If filer is other than an individual) Mike McNeilly	AREA CODE/DAYTIME PHONE 310-458-1405
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2. Nature and Interests of Filer (Complete each applicable section.)

A FILER WHO IS AN INDIVIDUAL MUST LIST THE NAME, ADDRESS, AND BUSINESS INTERESTS OF EMPLOYER OR, IF SELF-EMPLOYED, THE NAME, ADDRESS, AND NATURE OF THE BUSINESS

NAME OF EMPLOYER/BUSINESS	BUSINESS INTERESTS
ADDRESS OF EMPLOYER/BUSINESS	

A FILER THAT IS A BUSINESS ENTITY MUST DESCRIBE THE BUSINESS ACTIVITY IN WHICH IT IS ENGAGED
Marketing and Advertising

A FILER THAT IS AN ASSOCIATION MUST PROVIDE A SPECIFIC DESCRIPTION OF ITS INTERESTS

A FILER THAT IS NOT AN INDIVIDUAL, BUSINESS ENTITY, OR ASSOCIATION MUST DESCRIBE THE COMMON ECONOMIC INTEREST OF THE GROUP OR ENTITY

3. Summary

(Amounts may be rounded to whole dollars.)

1. Expenditures and contributions (including loans) of \$100 or more made this period. (Part 5.).....	\$ <u>79,632.10</u>
2. Unitemized expenditures and contributions (including loans) under \$100 made this period.....	\$ <u>0.00</u>
3. Total expenditures and contributions made this period. (Add Lines 1 + 2.).....	SUBTOTAL \$ <u>79,632.10</u>
4. Total expenditures and contributions made from prior statement. (Enter amount from Line 5 of last statement filed. If this is the first statement for the calendar year, enter zero.).....	\$ <u>0.00</u>
5. Total expenditures and contributions (including loans) made since January 1 of the current calendar year. (Add Lines 3 + 4.).....	TOTAL \$ <u>79,632.10</u>

4. Verification

I have used all reasonable diligence in preparing this statement. I have reviewed the statement and to the best of my knowledge the information contained herein is true and complete. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on 9/30/10 By 
DATE SIGNATURE OF INDIVIDUAL DONOR OR RESPONSIBLE OFFICER IF OTHER THAN AN INDIVIDUAL

Amendment (Explain): _____

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MAJOR DONOR COMMITTEE STATEMENT

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Sunset Strip, Inc.

5. Contributions (Including Loans, Forgiveness of Loans, and Loan Guarantees) and Expenditures Made

(If more space is needed, use additional copies of this page for continuation sheets.)

DATE	NAME, STREET ADDRESS, CITY, STATE AND ZIP CODE OF PAYEE (IF COMMITTEE, ALSO ENTER I.D. NUMBER)	TYPE OF PAYMENT	DESCRIPTION OF PAYMENT (IF OTHER THAN MONETARY CONTRIBUTION OR LOAN)	CANDIDATE AND OFFICE, MEASURE AND JURISDICTION, OR COMMITTEE	AMOUNT THIS PERIOD	CUMULATIVE AMOUNT RELATED TO THIS CANDIDATE, MEASURE, OR COMMITTEE
07/16/2010	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PRO	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	2,500.00	79,632.10
07/23/2010	Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	WEB	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	750.00	79,632.10
07/23/2010	Resources Unlimited 169 Interlochen Drive Peachtree City, GA 30269	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	Advertising	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	2,586.00	79,632.10
08/09/2010	Arno Political Consulting 5670 El Camino Real, Ste. A Carlsbad, CA 92008	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PET	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	15,000.00	79,632.10
SUBTOTAL \$					20,836.00	

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08/09/2010	Park La Brea News 6720 Melrose Ave. Los Angeles, CA 90038	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Notice and proof of publication	Subpayment made through: Bell McAndrews & Hiltachk <input type="checkbox"/> Support <input type="checkbox"/> Oppose	504.00 MEMO	504.00
08/20/2010	PR Newswire 865 S. Figueroa St., Ste. 2500 Los Angeles, CA 90017	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PRT	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	2,135.00	79,632.10
08/23/2010	Arno Political Consulting 5670 El Camino Real, Ste. A Carlsbad, CA 92008	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PET	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	7,835.00	79,632.10
08/27/2010	Arno Political Consulting 5670 El Camino Real, Ste. A Carlsbad, CA 92008	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PET	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	6,640.00	79,632.10
SUBTOTAL \$					16,610.00	

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09/03/2010	Arno Political Consulting 5670 El Camino Real, Ste. A Carlsbad, CA 92008	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PET	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	4,540.00	79,632.10
09/30/2010	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PRO	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	27,646.10	79,632.10
09/30/2010	Gary Mobley 620 Newport Center Dr., Ste. 280 Newport Beach, CA 92660	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PRO	Billboard Tax Initiative City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	10,000.00	79,632.10
		<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure				
SUBTOTAL \$					42,186.10	