

**Major Donor and  
Independent Expenditure Committee  
Campaign Statement**  
(Government Code sections 84200-84216.5)

Type or print in ink.

RECEIVED  
MAJOR DONOR AND INDEPENDENT EXPENDITURE  
CITY OF WEST HOLLYWOOD COMMITTEE STATEMENT

Date Stamp  
**11 FEB - 11**

**CALIFORNIA 461  
FORM**

OFFICE OF THE CITY CLERK Page 3 of 3

For Official Use Only

SEE INSTRUCTIONS ON REVERSE

<b>Statement covers period</b>	<b>Date of election if applicable: (Month, Day, Year)</b>
from <u>10/01/2010</u>	<u>03/08/2011</u>
through <u>12/31/2010</u>	

**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)  
7119 W. Sunset Blvd., Suite 555

**CITY** Los Angeles, **STATE** CA **ZIP CODE** 90046

**RESPONSIBLE OFFICER**  
(If filer is other than an individual)  
Mike McNeilly

**AREA CODE/DAYTIME PHONE**  
310-458-1405

**3. Summary**

(Amounts may be rounded to whole dollars.)

1. Expenditures and contributions (including loans) of \$100 or more made this period. (Part 5.) ..... \$ 37,995.00

2. Unitemized expenditures and contributions (including loans) under \$100 made this period. .... \$ 0.00

3. Total expenditures and contributions made this period. (Add Lines 1 + 2.) ..... **SUBTOTAL** \$ 37,995.00

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.) ..... \$ 79,632.10

5. Total expenditures and contributions (including loans) made since January 1 of the current calendar year. (Add Lines 3 + 4.) ..... **TOTAL** \$ 117,627.10

**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

**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 1-27-11 By [Signature]  
DATE SIGNATURE OF INDIVIDUAL DONOR OR RESPONSIBLE OFFICER IF OTHER THAN AN INDIVIDUAL

Amendment (Explain): \_\_\_\_\_

# Major Donor and Independent Expenditure Committee Campaign Statement

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INDEPENDENT EXPENDITURE COMMITTEE AND  
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		<b>CALIFORNIA FORM 461</b>
from	10/01/2010	
through	12/31/2010	Page <u>2</u> of <u>3</u>

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NAME OF FILER

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
10/01/2010	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 - Measure A  City of West Hollywood  <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	10,000.00	117,627.10
10/01/2010	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	OFC	Billboard Tax Initiative - Measure A  City of West Hollywood  <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	495.00	117,627.10
11/19/2010	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 - Measure A  City of West Hollywood  <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	10,000.00	117,627.10
11/19/2010	Case Knowlson & Jordan LLP  2029 Century Park East Suite 2500  Los Angeles, CA 90067	<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 - Measure A  City of West Hollywood  <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	5,000.00	117,627.10
<b>SUBTOTAL \$</b>					25,495.00	

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12/31/2010	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 - Measure A  City of West Hollywood  <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	12,500.00	117,627.10
		<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure		<input type="checkbox"/> Support <input type="checkbox"/> Oppose		
		<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure		<input type="checkbox"/> Support <input type="checkbox"/> Oppose		
		<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure		<input type="checkbox"/> Support <input type="checkbox"/> Oppose		

**SUBTOTAL \$** 12,500.00