

**Late Independent Expenditure Report**

Type or print in ink.  
Amounts may be rounded to whole dollars.

**RECEIVED**  
CITY OF WEST HOLLYWOOD  
CITY LATE INDEPENDENT EXPENDITURE REPORT

Date Stamp  
**11 FEB 2011**

**CALIFORNIA FORM 496**  
For Official Use Only

OFFICE OF THE CITY CLERK

**NAME OF FILER**  
Sunset Strip, Inc.

**AREA CODE/PHONE NUMBER** \_\_\_\_\_ **I.D. NUMBER (if applicable)** \_\_\_\_\_

**STREET ADDRESS**  
7119 W. Sunset Blvd., Suite 555

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP CODE** \_\_\_\_\_  
West Hollywood, CA 90046

**Date of This Filing** 02/23/2011

**Report No.** 2

**Amendment**  
to Report No. \_\_\_\_\_  
(explain below)

**No. of Pages** 1

**1. List Only One Candidate or Ballot Measure**

**NAME OF CANDIDATE SUPPORTED OR OPPOSED**

**OFFICE SOUGHT OR HELD/DISTRICT NO.** \_\_\_\_\_

**SUPPORT** \_\_\_\_\_ **OPPOSE** \_\_\_\_\_

**NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED**  
Billboard Tax Initiative - Measure A

<b>BALLOT NO./LETTER</b>	<b>JURISDICTION</b>	<b>SUPPORT</b>	<b>OPPOSE</b>
	City of West Hollywood	X	

**2. Independent Expenditures Made** Attach additional information on appropriately labeled continuation sheets.

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
02/25/2011	Mailing	2,452.91
02/24/2011	Mailing	1,766.98
02/24/2011	Mailing, POS	8,333.41
02/24/2011	WEB	4,636.94

**Reason for Amendment:** \_\_\_\_\_

FPPC Form 496 (November/07)  
FPPC Toll-Free Helpline: 866/ASK-FPPC  
866/275-3772

FEB-23-2011 (WED) 16:49 ADMINISTRATION (FAX) 310 260 2666 P. 002/002