

Supplemental Independent Expenditure Report

(Government Code Section 84203.5)

SEE INSTRUCTIONS ON REVERSE

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

SUPPLEMENTAL INDEPENDENT EXPENDITURE

Amendment (Explain Below)

Report covers period
from 01/23/2011
through 02/19/2011
Date of election if applicable:
(Month, Day, Year)
03/08/2011

Date Stamp
RECEIVED
CITY OF WEST HOLLYWOOD
11 FEB 25 AM 9:18
OFFICE OF THE CITY CLERK

CALIFORNIA FORM 465
Page 1 of 7
For Official Use Only

1. Committee/Filer Information

I.D. NUMBER (If recipient committee)

Treasurer (If recipient committee)

COMMITTEE/FILER'S NAME

Sunset Strip, Inc.

NAME OF TREASURER

STREET ADDRESS (NO P.O. BOX)

7119 W. Sunset Blvd., Suite 555

MAILING ADDRESS

CITY STATE ZIP CODE AREA CODE/PHONE

West Hollywood CA, 90046

CITY STATE ZIP CODE AREA CODE/PHONE

OPTIONAL: FAX / E-MAIL ADDRESS

OPTIONAL: FAX / E-MAIL ADDRESS

2. Name of Candidate or Measure Supported or Opposed

CHECK ONE

NAME OF CANDIDATE

OFFICE SOUGHT OR HELD AND DISTRICT, IF APPLICABLE

SUPPORT OPPOSE

NAME OF BALLOT MEASURE

Billboard Tax Initiative - Measure A

BALLOT NO./LETTER

A

JURISDICTION

City of West Hollywood

SUPPORT OPPOSE

X

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

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)
02/15/2011	Burnside & Associates, Inc. 1311 S. Tremaine Ave. Los Angeles, CA 90046	CNS, OFC	5,520.00	137,421.69
01/28/2011	Call Center Services Inc. 300 N. Sepulveda Blvd., Suite 555 El Segundo, CA 90245	PHO	2,643.90	137,421.69
02/04/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	1,863.56	137,421.69

FPPC Form 465

FPPC Toll-Free Helpline: 866/ASK-FPPC (866/275-3772)

Supplemental Independent Expenditure Report

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

SUPPLEMENTAL INDEPENDENT EXPENDITURE

SEE INSTRUCTIONS ON REVERSE

For use by an officeholder, candidate, or committee making independent expenditures totaling \$500 or more in a calendar year to support or oppose a single candidate or a single measure. This form must be filed at the same times and places as the campaign statements filed by the candidate supported or opposed or by a committee primarily formed to support or oppose the measure. A separate form must be filed for each candidate or measure being supported or opposed. This form is filed in addition to any other required campaign statements.

Report covers period	Date Stamp	CALIFORNIA FORM 465
from <u>01/23/2011</u>		
through <u>02/19/2011</u>		
Date of election if applicable: (Month, Day, Year)		Page <u>2</u> of <u>7</u>
<u>03/08/2011</u>		For Official Use Only

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

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)
02/17/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	2,030.38	137,421.69
02/17/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	1,966.72	137,421.69
02/16/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	1,766.98	137,421.69
02/03/2011	Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046	WEB	1,124.94	137,421.69
02/17/2011	Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046	WEB	2,524.25	137,421.69
02/18/2011	Nancy Jo Haselbacher 3836 Mentone Ave., #2 Culver City, CA 90232	Mailing	650.00	137,421.69

Supplemental Independent Expenditure Report

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

SUPPLEMENTAL INDEPENDENT EXPENDITURE

SEE INSTRUCTIONS ON REVERSE

For use by an officeholder, candidate, or committee making independent expenditures totaling \$500 or more in a calendar year to support or oppose a single candidate or a single measure. This form must be filed at the same times and places as the campaign statements filed by the candidate supported or opposed or by a committee primarily formed to support or oppose the measure. A separate form must be filed for each candidate or measure being supported or opposed. This form is filed in addition to any other required campaign statements.

Report covers period	Date Stamp	CALIFORNIA FORM 465
from <u>01/23/2011</u>		
through <u>02/19/2011</u>		
Date of election if applicable: (Month, Day, Year)		Page <u>3</u> of <u>7</u>
<u>03/08/2011</u>		For Official Use Only

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

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)
02/16/2011	Nancy Jo Haselbacher 3836 Mentone Ave., #2 Culver City, CA 90232	Mailing	650.00	137,421.69
02/11/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	Mailing	850.56	137,421.69
02/11/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	Mailing	850.56	137,421.69
02/10/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	Mailing	631.06	137,421.69
02/09/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	Mailing	631.06	137,421.69
02/04/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	1,724.77	137,421.69

Supplemental Independent Expenditure Report

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

Report covers period	Date Stamp	CALIFORNIA FORM 465
from <u>01/23/2011</u>		
through <u>02/19/2011</u>		
Date of election if applicable: (Month, Day, Year)		Page <u>4</u> of <u>7</u>
<u>03/08/2011</u>		For Official Use Only

SEE INSTRUCTIONS ON REVERSE

For use by an officeholder, candidate, or committee making independent expenditures totaling \$500 or more in a calendar year to support or oppose a single candidate or a single measure. This form must be filed at the same times and places as the campaign statements filed by the candidate supported or opposed or by a committee primarily formed to support or oppose the measure. A separate form must be filed for each candidate or measure being supported or opposed. This form is filed in addition to any other required campaign statements.

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

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)
02/09/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	1,559.25	137,421.69
02/15/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	7,201.62	137,421.69
02/18/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	3,600.20	137,421.69
02/11/2011	Barbara Grover, Inc. 1823 Lucile Ave. Los Angeles, CA 90026	CNS	7,500.00	137,421.69
02/02/2011	Patricia Duchene 3448 Amarillo Ave. Simi Valley, CA 93063	Mailing, POS	6,986.66	137,421.69
02/02/2011	Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019	Voter contact	6,750.00	137,421.69

Supplemental Independent Expenditure Report

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

SUPPLEMENTAL INDEPENDENT EXPENDITURE

SEE INSTRUCTIONS ON REVERSE

For use by an officeholder, candidate, or committee making independent expenditures totaling \$500 or more in a calendar year to support or oppose a single candidate or a single measure. This form must be filed at the same times and places as the campaign statements filed by the candidate supported or opposed or by a committee primarily formed to support or oppose the measure. A separate form must be filed for each candidate or measure being supported or opposed. This form is filed in addition to any other required campaign statements.

Report covers period from <u>01/23/2011</u> through <u>02/19/2011</u>	Date Stamp	CALIFORNIA FORM 465 Page <u>5</u> of <u>7</u> For Official Use Only
Date of election if applicable: (Month, Day, Year) <u>03/08/2011</u>		

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

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)
02/01/2011	PR Newswire 865 S. Figueroa St., Ste. 2500 Los Angeles, CA 90017	PRT	3,685.00	137,421.69
02/18/2011	Frontiers Media 5657 Wilshire Boulevard, # 470 Los Angeles, CA 90036	PRT	3,000.00	137,421.69
02/02/2011	Goodwin Simon Strategic Research 3461 Cattaraugus Ave. Culver City, CA 90232	POL	6,300.00	137,421.69
02/14/2011	Patricia Duchene 3448 Amarillo Ave. Simi Valley, CA 93063	Mailing, POS	4,149.66	137,421.69
02/02/2011	U.S. Postal Service 1425 N. Cherokee Ave. Los Angeles, CA 90028	POS & permt	485.00	137,421.69
02/11/2011	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	PRO	10,000.00	137,421.69

Supplemental Independent Expenditure Report

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

Report covers period	Date Stamp	CALIFORNIA FORM 465
from <u>01/23/2011</u>		
through <u>02/19/2011</u>		
Date of election if applicable: (Month, Day, Year)		Page <u>6</u> of <u>7</u>
<u>03/08/2011</u>		For Official Use Only

SEE INSTRUCTIONS ON REVERSE

For use by an officeholder, candidate, or committee making independent expenditures totaling \$500 or more in a calendar year to support or oppose a single candidate or a single measure. This form must be filed at the same times and places as the campaign statements filed by the candidate supported or opposed or by a committee primarily formed to support or oppose the measure. A separate form must be filed for each candidate or measure being supported or opposed. This form is filed in addition to any other required campaign statements.

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

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)
01/28/2011	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	PRO	10,000.00	137,421.69
02/14/2011	Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019	Voter contact	4,875.00	137,421.69
02/04/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	Mailing	850.56	137,421.69

Supplemental Independent Expenditure Report

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

SUPPLEMENTAL INDEPENDENT EXPENDITURE

Report covers period		CALIFORNIA FORM 465
from	01/23/2011	
through	02/19/2011	Page <u>7</u> of <u>7</u>
		I.D. NUMBER (if recipient com.)

SEE INSTRUCTIONS ON REVERSE

NAME OF FILER
Sunset Strip, Inc.

4. Summary

1. Total independent expenditures of \$100 or more made this period. (Part 3.)	\$	102,371.69
2. Total independent expenditures under \$100 made this period. (Not itemized.)	\$	0.00
3. Total independent expenditures made this period (Add Lines 1 + 2.)	TOTAL	\$ 102,371.69

5. Filing Officers *Enter the name and address of each filing officer with whom the filer's most recent campaign statements (Form 450, 460 or 461) have been filed.*

1) NAME OF FILING OFFICER
West Hollywood City Clerk

ADDRESS (NO. AND STREET)
8300 Santa Monica Blvd

CITY STATE ZIP CODE
West Hollywood, CA 90069

2) NAME OF FILING OFFICER

ADDRESS (NO. AND STREET)

CITY STATE ZIP CODE

3) NAME OF FILING OFFICER

ADDRESS (NO. AND STREET)

CITY STATE ZIP CODE

4) NAME OF FILING OFFICER

ADDRESS (NO. AND STREET)

CITY STATE ZIP CODE

6. Verification


I have used all reasonable diligence in preparing and reviewing this 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 2-22-11
DATE

Executed on _____
DATE

Executed on _____
DATE

Executed on _____
DATE

By 
SIGNATURE OF FILER, TREASURER OR ASSISTANT TREASURER

By _____
SIGNATURE OF CONTROLLING OFFICEHOLDER, CANDIDATE, STATE MEASURE PROPONENT, OR RESPONSIBLE OFFICER OF SPONSOR

By _____
SIGNATURE OF CONTROLLING OFFICEHOLDER, CANDIDATE, STATE MEASURE PROPONENT

By _____
SIGNATURE OF CONTROLLING OFFICEHOLDER, CANDIDATE, STATE MEASURE PROPONENT