

Late Independent Expenditure Report

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

RECEIVED
DATE INDEPENDENT EXPENDITURE REPORT

NAME OF FILER Sunset Strip, Inc.		Date of This Filing 03/02/2011	RECEIVED 11 MAR -2 OFFICE OF THE CITY CLERK CALIFORNIA FORM 496 For Official Use Only
AREA CODE/PHONE NUMBER	I.D. NUMBER (if applicable)	Report No. 5	
STREET ADDRESS 7119 W. Sunset Blvd., Suite 595		<input type="checkbox"/> Amendment to Report No. (explain below)	
CITY West Hollywood, CA	STATE CA	ZIP CODE 90046	
		No. of Pages 2	

1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED			NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED Billboard Tax Initiative - Measure A			
OFFICE SOUGHT OR HELD/DISTRICT NO.	SUPPORT	OPPOSE	BALLOT NO./LETTER A	JURISDICTION City of West Hollywood	SUPPORT X	OPPOSE

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
03/01/2011	Consulting services	7,500.00
03/01/2011	Voter contact	7,201.75
03/01/2011	Ads	750.00
03/01/2011	Ads	1,170.00

Reason for Amendment: _____

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

MAR-02-2011 (WED) 16:10 ADMINISTRATION

(FRAX) 310 260 2666

P. 002/003

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AREA CODE/PHONE NUMBER	I.D. NUMBER (if applicable)	Report No. 5		
STREET ADDRESS 7119 W. Sunset Blvd., Suite 555		<input type="checkbox"/> Amendment to Report No. _____ (explain below)		
CITY West Hollywood, CA	STATE	ZIP CODE 90046	No. of Pages 2	

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
03/02/2011	Ads	750.00

Reason for Amendment: _____

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MAR-02-2011 (WED) 16:10 ADMINISTRATION (FRX) 310 260 2666 P. 003/003