

# 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.

RECEIVED  
CITY OF WEST HOLLYWOOD

SUPPLEMENTAL INDEPENDENT EXPENDITURE

**Amendment** (Explain Below)

\_\_\_\_\_

\_\_\_\_\_

Report covers period  
from 02/20/2011  
through 06/30/2011  
Date of election if applicable:  
(Month, Day, Year)  
03/08/2011

11 JUL 27 PM 1:51  
OFFICE OF THE CITY CLERK

**CALIFORNIA FORM 465**

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For Official Use Only

## 1. Committee/Filer Information

COMMITTEE/FILER'S NAME  
Sunset Strip, Inc.

STREET ADDRESS (NO P.O. BOX)  
7119 W. Sunset Blvd., Suite 555

CITY STATE ZIP CODE AREA CODE/PHONE  
West Hollywood CA, 90046

OPTIONAL: FAX/E-MAIL ADDRESS

I.D. NUMBER (If recipient committee)

## Treasurer (If recipient committee)

NAME OF TREASURER

MAILING ADDRESS

CITY STATE ZIP CODE AREA CODE/PHONE

OPTIONAL: FAX/E-MAIL ADDRESS

## 2. Name of Candidate or Measure Supported or Opposed

NAME OF CANDIDATE	OFFICE SOUGHT OR HELD AND DISTRICT, IF APPLICABLE	CHECK ONE		
		SUPPORT	OPPOSE	
NAME OF BALLOT MEASURE Billboard Tax Initiative - Measure A	BALLOT NO./LETTER A	JURISDICTION City of West Hollywood	SUPPORT X	OPPOSE

## 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)
03/01/2011	Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019	Voter contact	630.75	269,954.12
03/04/2011	Burnside & Associates, Inc. 1311 S. Tremaine Ave. Los Angeles, CA 90046	CNS	5,000.00	269,954.12
03/04/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	960.31	269,954.12

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SUPPLEMENTAL INDEPENDENT EXPENDITURE

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<b>Date of election if applicable:</b> (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)
03/03/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	1,646.25	269,954.12
03/03/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	1,659.73	269,954.12
03/03/2011	Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046	WEB	1,124.94	269,954.12
03/04/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	366.43	269,954.12
03/04/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	1,038.51	269,954.12
03/04/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	322.67	269,954.12

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DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)
03/02/2011	WeHo News 1050 N. Laurel Ave., #4 West Hollywood, CA 90046	Ads	750.00	269,954.12
03/04/2011	PR Newswire 865 S. Figueroa St., Ste. 2500 Los Angeles, CA 90017	OFC	1,050.00	269,954.12
04/01/2011	Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019	Voter contact	11,926.27	269,954.12
02/20/2011	Goodwin Simon Strategic Research 3461 Cattaraugus Ave. Culver City, CA 90232	Overestimate 01/07/11 payment	-6,300.00	269,954.12
03/04/2011	Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046	WEB	1,124.94	269,954.12
03/24/2011	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	Legal and Accounting Services	24,020.00	269,954.12

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04/01/2011	Patricia Duchene 3448 Amarillo Ave. Simi Valley, CA 93063	Mailing design	5,812.64	269,954.12
04/07/2011	Print Top 8539 Sunset Blvd. W. Hollywood, CA 90069	Printing	2,414.50	269,954.12
04/22/2011	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	PRO	10,000.00	269,954.12
05/06/2011	Change Perceptions, Inc. 5657 Wilshire Blvd. Los Angeles, CA 90036	Magazine Advertising	4,800.00	269,954.12
05/25/2011	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	PRO	5,000.00	269,954.12
06/28/2011	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	PRO	5,000.00	269,954.12

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03/04/2011	Irina Fedoroff-Petkova 1320 Summit Drive Beverly Hills, CA 90210	OFC	40.00	269,954.12
06/30/2011	Bell McAndrews & Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401	PRO	14,202.50	269,954.12
02/21/2011	Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019	Voter contact	1,900.00	269,954.12
02/25/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	2,452.91	269,954.12
02/24/2011	Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802	Mailing	1,766.98	269,954.12
02/24/2011	Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018	Mailing, POS	8,333.41	269,954.12

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02/24/2011	Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046	WEB	4,636.94	269,954.12
02/24/2011	Neo Art Direction 1551 N. Stanley Ave. Los Angeles, CA 90046	Mailing cost	1,400.00	269,954.12
02/23/2011	Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019	Voter contact	5,894.00	269,954.12
03/01/2011	Barbara Grover, Inc. 1823 Lucile Ave. Los Angeles, CA 90026	Consulting services	7,500.00	269,954.12
03/01/2011	Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019	Voter contact	5,307.75	269,954.12
03/01/2011	WeHo News 1050 N. Laurel Ave., #4 West Hollywood, CA 90046	Ads	750.00	269,954.12

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from	02/20/2011	
through	06/30/2011	Page <u>7</u> of <u>7</u>
NAME OF FILER Sunset Strip, Inc.		I.D. NUMBER (if recipient com.)

SEE INSTRUCTIONS ON REVERSE

## 4. Summary

1. Total independent expenditures of \$100 or more made this period. (Part 3.)	\$	132,532.43
2. Total independent expenditures under \$100 made this period. (Not itemized.)	\$	0.00
3. Total independent expenditures made this period (Add Lines 1 + 2.)	<b>TOTAL \$</b>	132,532.43

## 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

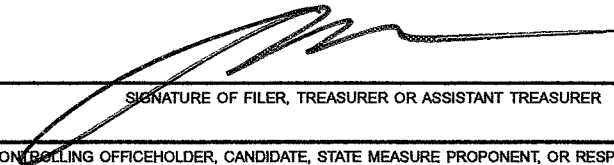
I have used all reasonable diligence in preparing and reviewing this statement and to the best of my knowledge the information contained herein is true and complete. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on 7-27-11  
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