

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

Type or print in ink.

MAJOR DONOR AND INDEPENDENT EXPENDITURE COMMITTEE STATEMENT

| | |
|---|---|
| Date Stamp 11 JUL 27 PM 5:51 OFFICE OF THE CITY CLERK | CALIFORNIA FORM 461 Page 1 of 10 For Official Use Only |
|---|---|

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

SEE INSTRUCTIONS ON REVERSE

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 STATE ZIP CODE
West Hollywood, CA 90046

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

AREA CODE/DAYTIME PHONE
310-458-1405

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

3. Summary

(Amounts may be rounded to whole dollars.)

1. Expenditures and contributions (including loans) of \$100 or more made this period. (Part 5.) \$ 132,492.43

2. Unitemized expenditures and contributions (including loans) under \$100 made this period. \$ 40.00

3. Total expenditures and contributions made this period. (Add Lines 1 + 2.) **SUBTOTAL \$ 132,532.43**

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.) \$ 137,421.69

5. Total expenditures and contributions (including loans) made since January 1 of the current calendar year. (Add Lines 3 + 4.) **TOTAL \$ 269,954.12**

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 07/26/2011 By  SIGNATURE OF INDIVIDUAL DONOR OR RESPONSIBLE OFFICER IF OTHER THAN AN INDIVIDUAL

Amendment (Explain): _____

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SEE INSTRUCTIONS ON REVERSE

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 |
|--------------------|--|--|---|--|-----------------------|---|
| 02/20/2011 | Goodwin Simon Strategic Research 3461 Cattaraugus Ave. Culver City, CA 90232 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Overestimate 01/07/11 payment | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | -6,300.00 | 269,954.12 |
| 02/21/2011 | Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Voter contact | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,900.00 | 269,954.12 |
| 02/23/2011 | Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Voter contact | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 5,894.00 | 269,954.12 |
| 02/24/2011 | Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | WEB | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 4,636.94 | 269,954.12 |
| SUBTOTAL \$ | | | | | 6,130.94 | |

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|--------------------|--|--|---|--|-----------------------|---|
| 02/24/2011 | Neo Art Direction 1551 N. Stanley Ave. Los Angeles, CA 90046 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing cost | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,400.00 | 269,954.12 |
| 02/24/2011 | Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,766.98 | 269,954.12 |
| 02/24/2011 | Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing, POS | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 8,333.41 | 269,954.12 |
| 02/25/2011 | Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 2,452.91 | 269,954.12 |
| SUBTOTAL \$ | | | | | 13,953.30 | |

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|--------------------|--|--|---|--|-----------------------|---|
| 03/01/2011 | Barbara Grover, Inc. 1823 Lucile Ave. Los Angeles, CA 90026 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Consulting services | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 7,500.00 | 269,954.12 |
| 03/01/2011 | Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Voter contact | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 630.75 | 269,954.12 |
| 03/01/2011 | Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Voter contact | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 5,307.75 | 269,954.12 |
| 03/01/2011 | WeHo News 1050 N. Laurel Ave., #4 West Hollywood, CA 90046 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Ads | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 750.00 | 269,954.12 |
| SUBTOTAL \$ | | | | | 14,188.50 | |

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|--------------------|--|--|---|--|-----------------------|---|
| 03/02/2011 | WeHo News 1050 N. Laurel Ave., #4 West Hollywood, CA 90046 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Ads | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 750.00 | 269,954.12 |
| 03/03/2011 | Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | WEB | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,124.94 | 269,954.12 |
| 03/03/2011 | Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,646.25 | 269,954.12 |
| 03/03/2011 | Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing, POS | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,659.73 | 269,954.12 |
| SUBTOTAL \$ | | | | | 5,180.92 | |

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|--------------------|--|--|---|--|-----------------------|---|
| 03/03/2011 | U.S. Postal Service 7001 S. Central Ave. #321 Los Angeles, CA 90052 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure | | Subpayment made through: Service Mailers, Inc. <input type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,214.73 MEMO | 6,132.01 |
| 03/04/2011 | Burnside & Associates, Inc. 1311 S. Tremaine Ave. Los Angeles, CA 90046 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | CNS | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 5,000.00 | 269,954.12 |
| 03/04/2011 | Domani Design Group 1321 W. Laurel Ave., Ste. 11 West Hollywood, CA 90046 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | WEB | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,124.94 | 269,954.12 |
| 03/04/2011 | 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 : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,050.00 | 269,954.12 |
| SUBTOTAL \$ | | | | | 7,174.94 | |

FPPC Form 461

FPPC Toll-Free Helpline: 866/ASK-FPPC

866/275-3772

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|--------------------|--|--|---|--|-----------------------|---|
| 03/04/2011 | Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 960.31 | 269,954.12 |
| 03/04/2011 | Seaside Printing Company, Inc. 1220 East Fourth Street Long Beach, CA 90802 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 322.67 | 269,954.12 |
| 03/04/2011 | Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing, POS | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 366.43 | 269,954.12 |
| 03/04/2011 | Service Mailers, Inc. 3101 Exposition Place Los Angeles, CA 90018 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing, POS | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 1,038.51 | 269,954.12 |
| SUBTOTAL \$ | | | | | 2,687.92 | |

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|--------------------|--|--|---|--|-----------------------|---|
| 03/24/2011 | 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 : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 24,020.00 | 269,954.12 |
| 04/01/2011 | Direct Connection Campaign Services 1311 S. Tremaine Ave. Los Angeles, CA 90019 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Voter contact | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 11,926.27 | 269,954.12 |
| 04/01/2011 | Patricia Duchene 3448 Amarillo Ave. Simi Valley, CA 93063 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Mailing design | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 5,812.64 | 269,954.12 |
| 04/07/2011 | Print Top 8539 Sunset Blvd. W. Hollywood, CA 90069 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Printing | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 2,414.50 | 269,954.12 |
| SUBTOTAL \$ | | | | | 44,173.41 | |

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| 04/22/2011 | 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 : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 10,000.00 | 269,954.12 |
| 05/06/2011 | Change Perceptions, Inc. 5657 Wilshire Blvd. Los Angeles, CA 90036 | <input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure | Magazine Advertising | Billboard Tax Initiative - Measure A : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 4,800.00 | 269,954.12 |
| 05/25/2011 | 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 : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 5,000.00 | 269,954.12 |
| 06/28/2011 | 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 : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 5,000.00 | 269,954.12 |
| SUBTOTAL \$ | | | | | 24,800.00 | |

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|--------------------|--|--|---|--|-----------------------|---|
| 06/30/2011 | 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 : A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose | 14,202.50 | 269,954.12 |
| | | <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 \$ | | | | | 14,202.50 | |