

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

RECEIVED
Date Stamp
CITY OF WEST HOLLYWOOD
11 FEB 25 AM 9:48
OFFICE OF THE CITY CLERK

CALIFORNIA FORM 461
Page 1 of 14
For Official Use Only

Statement covers period from 01/01/2011 through 02/19/2011	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

Amendment (Explain): _____

3. Summary

(Amounts may be rounded to whole dollars.)

- Expenditures and contributions (including loans) of \$100 or more made this period. (Part 5.) \$ 137,421.69
- Unitemized expenditures and contributions (including loans) under \$100 made this period. \$ 0.00
- Total expenditures and contributions made this period. (Add Lines 1 + 2.) **SUBTOTAL \$ 137,421.69**
- 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.) \$ 0.00
- Total expenditures and contributions (including loans) made since January 1 of the current calendar year. (Add Lines 3 + 4.) **TOTAL \$ 137,421.69**

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 2-22-11

DATE

By 

SIGNATURE OF INDIVIDUAL DONOR OR RESPONSIBLE OFFICER IF OTHER THAN AN INDIVIDUAL

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>2</u> of <u>14</u>

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
01/07/2011	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	CNS	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	15,000.00	137,421.69
01/07/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	5,000.00	137,421.69
01/07/2011	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	POL	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	15,050.00	137,421.69
01/28/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	10,000.00	137,421.69
SUBTOTAL \$					45,050.00	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>3</u> of <u>14</u>

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
01/28/2011	Call Center Services Inc. 300 N. Sepulveda Blvd., Suite 555 El Segundo, CA 90245	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	PHO	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	2,643.90	137,421.69
02/01/2011	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	PRT	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	3,685.00	137,421.69
02/02/2011	Rohnda Ammouri 4522 1/2 Saint Elmo Drive Los Angeles, CA 90019	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 2,000.00	3,000.00
02/02/2011	Ellorin Davis 14411 Kittridge St., #201 Van Nuys, CA 91405	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 500.00	500.00
SUBTOTAL \$					6,328.90	

Major Donor and Independent Expenditure Committee Campaign Statement

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>4</u> of <u>14</u>

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
02/02/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	6,750.00	137,421.69
02/02/2011	Jennifer Flores 426 S. New Hampshire Ave., #401 Los Angeles, CA 90020	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 1,250.00	2,000.00
02/02/2011	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	POL	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	6,300.00	137,421.69
02/02/2011	Fahad Karamat 16654 Soledad Canyon, #401 Santa Clarita, CA 91307	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 1,125.00	1,750.00
SUBTOTAL \$					13,050.00	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>5</u> of <u>14</u>

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
02/02/2011	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, POS	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	6,986.66	137,421.69
02/02/2011	Kenneth Pollack 3980 Albright Ave. Los Angeles, CA 90066	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 1,250.00	2,000.00
02/02/2011	U.S. Postal Service 15701 Sherman Way Van Nuys, CA 91406	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	POS	Subpayment made through: Patricia Duchene <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 2,957.34	3,558.59
02/02/2011	U.S. Postal Service 1425 N. Cherokee Ave. Los Angeles, CA 90028	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input checked="" type="checkbox"/> Independent Expenditure	POS & permit	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	485.00	137,421.69
SUBTOTAL \$					7,471.66	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>6</u> of <u>14</u>

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
02/03/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	1,124.94	137,421.69
02/04/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	<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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	850.56	137,421.69
02/04/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	1,863.56	137,421.69
02/04/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	1,724.77	137,421.69
SUBTOTAL \$					5,563.83	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>7</u> of <u>14</u>

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
02/04/2011	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	POS	Subpayment made through: Service Mailers, Inc. <input type="checkbox"/> Support <input type="checkbox"/> Oppose	1,221.85 MEMO	4,917.28
02/09/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	<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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	631.06	137,421.69
02/09/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	1,559.25	137,421.69
02/09/2011	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	POS	Subpayment made through: Service Mailers, Inc. <input type="checkbox"/> Support <input type="checkbox"/> Oppose	1,221.85 MEMO	4,917.28
SUBTOTAL \$					2,190.31	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>8</u> of <u>14</u>

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
02/10/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	<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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	631.06	137,421.69
02/11/2011	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	CNS	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	7,500.00	137,421.69
02/11/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	10,000.00	137,421.69
02/11/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	<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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	850.56	137,421.69
SUBTOTAL \$					18,981.62	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>9</u> of <u>14</u>

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
02/11/2011	Pfeiffer Design 1156 Menlo Drive Altadena, CA 91001	<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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	850.56	137,421.69
02/14/2011	Leonardo Aiballo 8031 Sepulveda Blvd. Panorama City, CA 91402	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 500.00	500.00
02/14/2011	Rohnda Ammouri 4522 1/2 Saint Elmo Drive Los Angeles, CA 90019	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 1,000.00	3,000.00
02/14/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	4,875.00	137,421.69
SUBTOTAL \$					5,725.56	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>10</u> of <u>14</u>

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
02/14/2011	Amro Elsayed 1540 W. Ball Rd. 11-K Anaheim, CA 92802	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	500.00 MEMO	500.00
02/14/2011	Jennifer Flores 426 S. New Hampshire Ave., #401 Los Angeles, CA 90020	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	750.00 MEMO	2,000.00
02/14/2011	Fahad Karamat 16654 Soledad Canyon, #401 Santa Clarita, CA 91307	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	625.00 MEMO	1,750.00
02/14/2011	Carlos Ortega 1137 Wilcox Place, #8 Hollywood, CA 90038	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	625.00 MEMO	625.00
SUBTOTAL \$					0.00	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>11</u> of <u>14</u>

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
02/14/2011	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, POS	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	4,149.66	137,421.69
02/14/2011	Kenneth Pollack 3980 Albright Ave. Los Angeles, CA 90066	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	Voter contact	Subpayment made through: Direct Connection Campaign Services <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 750.00	2,000.00
02/14/2011	U.S. Postal Service 15701 Sherman Way Van Nuys, CA 91406	<input type="checkbox"/> Monetary Contribution <input type="checkbox"/> Loan <input type="checkbox"/> Non-Monetary Contribution <input type="checkbox"/> Independent Expenditure	POS	Subpayment made through: Patricia Duchene <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 601.25	3,558.59
02/15/2011	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, OFC	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	5,520.00	137,421.69
SUBTOTAL \$					9,669.66	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>12</u> of <u>14</u>

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
02/15/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	7,201.62	137,421.69
02/15/2011	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	POS	Subpayment made through: Service Mailers, Inc. <input type="checkbox"/> Support <input type="checkbox"/> Oppose	MEMO 1,649.46	4,917.28
02/16/2011	Nancy Jo Haselbacher 3836 Mentone Ave., #2 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	Mailing	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	650.00	137,421.69
02/16/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	1,766.98	137,421.69
SUBTOTAL \$					9,618.60	

**Major Donor and
Independent Expenditure Committee
Campaign Statement**

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

Statement covers period from 01/01/2011 through 02/19/2011	CALIFORNIA FORM 461
	Page 13 of 14

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
02/17/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	2,524.25	137,421.69
02/17/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	2,030.38	137,421.69
02/17/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	1,966.72	137,421.69
02/18/2011	Frontiers Media 5657 Wilshire Boulevard, # 470 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	PRT	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	3,000.00	137,421.69
SUBTOTAL \$					9,521.35	

Major Donor and Independent Expenditure Committee Campaign Statement

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

INDEPENDENT EXPENDITURE COMMITTEE AND
MAJOR DONOR COMMITTEE STATEMENT

Statement covers period		CALIFORNIA FORM 461
from	01/01/2011	
through	02/19/2011	Page <u>14</u> of <u>14</u>

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
02/18/2011	Nancy Jo Haselbacher 3836 Mentone Ave., #2 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	Mailing	Billboard Tax Initiative - Measure A City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	650.00	137,421.69
02/18/2011	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 City of West Hollywood <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	3,600.20	137,421.69
02/18/2011	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	POS	Subpayment made through: Service Mailers, Inc. <input type="checkbox"/> Support <input type="checkbox"/> Oppose	824.12 MEMO	4,917.28
		<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 \$					4,250.20	