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

<table>
<thead>
<tr>
<th>Statement covers period</th>
<th>Date of election if applicable:</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 01/01/2010 through 09/30/2010</td>
<td>03/08/2011</td>
</tr>
</tbody>
</table>

**1. Name and Address of Filer**

NAME OF FILER
Sunset Strip, Inc.

RESIDENTIAL OR MAILING ADDRESS  
8788 Shoreham Dr.

CITY West Hollywood  
STATE CA  
ZIP CODE 90069

RESPONSIBLE OFFICER  
(Make checks payable to: Sunset Strip, Inc.)

AREA CODE/DAYTIME PHONE  
310-459-1405

**2. Nature and Interests of Filer**

☐ 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

<table>
<thead>
<tr>
<th>NAME OF EMPLOYER/BUSINESS</th>
<th>BUSINESS INTERESTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

☐ 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.)

1. Expenditures and contributions (including loans) of $100 or more made this period. (Part 5). $ 79,632.10

2. Unitemized expenditures and contributions (including loans) under $100 made this period. $ 0.00

3. Total expenditures and contributions made this period. (Add Lines 1 + 2.). SUBTOTAL $ 79,632.10

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.). $ 0.00

5. Total expenditures and contributions (including loans) made since January 1 of the current calendar year. (Add Lines 3 + 4.). TOTAL $ 79,632.10

**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 09/30/10  
By [Signature]  
SIGNATURE OF INDIVIDUAL DONOR OR RESPONSIBLE OFFICER IF OTHER THAN AN INDIVIDUAL

---

FPPC Form 461  
FPPC Toll-Free Helpline: 866/ASK-FPPC  
866/275-3772
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.)

<table>
<thead>
<tr>
<th>DATE</th>
<th>NAME, STREET ADDRESS, CITY, STATE AND ZIP CODE OF PAYEE (IF COMMITTEE, ALSO ENTER I.D. NUMBER)</th>
<th>TYPE OF PAYMENT</th>
<th>DESCRIPTION OF PAYMENT (IF OTHER THAN MONETARY CONTRIBUTION OR LOAN)</th>
<th>CANDIDATE AND OFFICE, MEASURE AND JURISDICTION, OR COMMITTEE</th>
<th>AMOUNT THIS PERIOD</th>
<th>CUMULATIVE AMOUNT RELATED TO THIS CANDIDATE, MEASURE, OR COMMITTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/16/2010</td>
<td>Bell McAndrews &amp; Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401</td>
<td>☑ Independent Expenditure</td>
<td>PRO Billboard Tax Initiative</td>
<td>City of West Hollywood</td>
<td>2,500.00</td>
<td>79,632.10</td>
</tr>
<tr>
<td>07/23/2010</td>
<td>Resources Unlimited 169 Interlochen Drive Peachtree City, GA 30269</td>
<td>☑ Independent Expenditure</td>
<td>Advertising Billboard Tax Initiative</td>
<td>City of West Hollywood</td>
<td>2,586.00</td>
<td>79,632.10</td>
</tr>
<tr>
<td>08/09/2010</td>
<td>Arno Political Consulting 5670 El Camino Real, Ste. A Carlsbad, CA 92008</td>
<td>☑ Independent Expenditure</td>
<td>FBT Billboard Tax Initiative</td>
<td>City of West Hollywood</td>
<td>15,000.00</td>
<td>79,632.10</td>
</tr>
</tbody>
</table>

**SUBTOTAL $** 20,836.00
### 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.)

<table>
<thead>
<tr>
<th>DATE</th>
<th>NAME, STREET ADDRESS, CITY, STATE AND ZIP CODE OF PAYEE</th>
<th>TYPE OF PAYMENT</th>
<th>DESCRIPTION OF PAYMENT (IF OTHER THAN MONETARY CONTRIBUTION OR LOAN)</th>
<th>CANDIDATE AND OFFICE, MEASURE AND JURISDICTION, OR COMMITTEE</th>
<th>AMOUNT THIS PERIOD</th>
<th>CUMULATIVE AMOUNT RELATED TO THIS CANDIDATE, MEASURE, OR COMMITTEE</th>
</tr>
</thead>
</table>
| 08/09/2010 | Park La Brea News  
6720 Melrose Ave.  
Los Angeles, CA 90038 | Monetary Contribution | Notice and proof of publication | Subpayment made through: Bell McAndrews & Hiltachk | $504.00 | $504.00 |
| 08/20/2010 | PR Newswire  
865 S. Figueroa St., Ste. 2500  
Los Angeles, CA 90017 | Monetary Contribution | PRT | Billboard Tax Initiative | $2,135.00 | $79,632.10 |
| 08/23/2010 | Arno Political Consulting  
5670 El Camino Real, Ste. A  
Carlsbad, CA 92008 | Monetary Contribution | PBT | Billboard Tax Initiative | $7,835.00 | $79,632.10 |
| 08/27/2010 | Arno Political Consulting  
5670 El Camino Real, Ste. A  
Carlsbad, CA 92008 | Monetary Contribution | PBT | Billboard Tax Initiative | $6,640.00 | $79,632.10 |

**SUBTOTAL $16,610.00**
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.)

<table>
<thead>
<tr>
<th>DATE</th>
<th>NAME, STREET ADDRESS, CITY, STATE AND ZIP CODE OF PAYEE</th>
<th>TYPE OF PAYMENT</th>
<th>DESCRIPTION OF PAYMENT</th>
<th>CANDIDATE AND OFFICE, MEASURE AND JURISDICTION, OR COMMITTEE</th>
<th>AMOUNT THIS PERIOD</th>
<th>CUMULATIVE AMOUNT RELATED TO THIS CANDIDATE, MEASURE, OR COMMITTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/03/2010</td>
<td>Arno Political Consulting 5670 El Camino Real, Ste. A  Carlsbad, CA 92008</td>
<td>□ Monetary Contribution □ Loan □ Non-Monetary Contribution □ Independent Expenditure</td>
<td>PBT</td>
<td>Billboard Tax Initiative City of West Hollywood</td>
<td>4,540.00</td>
<td>79,632.10</td>
</tr>
<tr>
<td>09/30/2010</td>
<td>Neil McAndrews &amp; Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401</td>
<td>□ Monetary Contribution □ Loan □ Non-Monetary Contribution □ Independent Expenditure</td>
<td>PRO</td>
<td>Billboard Tax Initiative City of West Hollywood</td>
<td>27,666.10</td>
<td>79,632.10</td>
</tr>
<tr>
<td>09/30/2010</td>
<td>Gary Mobley 620 Newport Center Dr., Ste. 280 Newport Beach, CA 92660</td>
<td>□ Monetary Contribution □ Loan □ Non-Monetary Contribution □ Independent Expenditure</td>
<td>PRO</td>
<td>Billboard Tax Initiative City of West Hollywood</td>
<td>10,000.00</td>
<td>79,632.10</td>
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</tbody>
</table>

SUBTOTAL $ 42,186.10