# 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.

## Amendment (Explain Below)

<table>
<thead>
<tr>
<th>Report covers period</th>
<th>Date of election if applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 10/01/2010</td>
<td>(Month, Day, Year) 03/09/2011</td>
</tr>
<tr>
<td>through 12/31/2010</td>
<td></td>
</tr>
</tbody>
</table>

**SUPERINTENDENT INDEPENDENT EXPENDITURE**

**CALIFORNIA FORM 465**

**Page 1 of 3**

---

## 1. Committee/Filer Information

**I.D. NUMBER (If recipient committee)**

<table>
<thead>
<tr>
<th>COMMITTEE/FILER'S NAME</th>
<th>STREET ADDRESS (NO P.O. BOX)</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP CODE</th>
<th>AREA CODE/PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunset Strip, Inc.</td>
<td>7119 W. Sunset Blvd., Suite 555</td>
<td>Los Angeles</td>
<td>CA</td>
<td>90046</td>
<td></td>
</tr>
</tbody>
</table>

**OPTIONAL: FAX/E-MAIL ADDRESS**

---

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

**NAME OF CANDIDATE**

<table>
<thead>
<tr>
<th>NAME OF BALLOT MEASURE</th>
<th>OFFICE SOUGHT OR HELD AND DISTRICT, IF APPLICABLE</th>
<th>SUPPORT</th>
<th>OPPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>billboard tax initiative</td>
<td>City of West Hollywood</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BALLOT NO./LETTER**

<table>
<thead>
<tr>
<th>JURISDICTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of West Hollywood</td>
</tr>
</tbody>
</table>

**CHECK ONE**

---

## 3. Independent Expenditures Made

Attach additional information on appropriately labeled continuation sheets.

<table>
<thead>
<tr>
<th>DATE</th>
<th>NAME AND ADDRESS OF PAYEE</th>
<th>DESCRIPTION OF EXPENDITURE</th>
<th>AMOUNT</th>
<th>CUMULATIVE TO DATE CALENDAR YEAR (JAN. 1 - DEC. 31)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/01/2010</td>
<td>PR Newswire 865 S. Figueroa St., Ste. 2500 Los Angeles, CA 90027</td>
<td>OFC</td>
<td>495.00</td>
<td>117,627.10</td>
</tr>
<tr>
<td>10/01/2010</td>
<td>Bell McAndrews &amp; Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401</td>
<td>PRO</td>
<td>10,000.00</td>
<td>117,627.10</td>
</tr>
<tr>
<td>11/19/2010</td>
<td>Bell McAndrews &amp; Hiltachk 1321 7th Street, Suite 205 Santa Monica, CA 90401</td>
<td>PRO</td>
<td>10,000.00</td>
<td>117,627.10</td>
</tr>
</tbody>
</table>

---

**FPCC Form 465**

**FPCC Toll-Free Helpline: 888/ASK-FPCC (888/275-3772)**
Supplemental Independent Expenditure Report

SEE INSTRUCTIONS ON REVERSE

NAME OF FILER
Sunset Strip, Inc.

4. Summary

1. Total independent expenditures of $100 or more made this period. (Part 3.) $ 37,995.00
2. Total independent expenditures under $100 made this period. (Not itemized.) $ 0.00
3. Total independent expenditures made this period (Add Lines 1 + 2.) TOTAL $ 37,995.00

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 8300 Santa Monica Blvd
(NO. AND STREET)
CITY West Hollywood, CA 90069
STATE ZIP CODE

3) NAME OF FILING OFFICER
ADDRESS
(NO. AND STREET)
CITY
STATE ZIP CODE

2) 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 1/27/11
DATE

By
SIGNATURE OF FILER, TREASURER OR ASSISTANT TREASURER

Executed on
DATE

Executed on
DATE

Executed on
DATE

By
SIGNATURE OF CONTROLLING OFFICER, CANDIDATE, STATE MEASURE PROponent; OR RESPONSIBLE OFFICER OF SPONSOR

By
SIGNATURE OF CONTROLLING OFFICER, CANDIDATE, STATE MEASURE PROponent

By
SIGNATURE OF CONTROLLING OFFICER, CANDIDATE, STATE MEASURE PROponent

FPPC Form 465
FPPC Toll-Free Helpline: 866/ASK-FPPC (866/275-3772)
## IV Independent Expenditures Made

<table>
<thead>
<tr>
<th>Date</th>
<th>Payee</th>
<th>Description of Expenditure</th>
<th>Amount</th>
<th>Cumulative to Date Calendar Year (Jan. 1 - Dec. 31)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/2010</td>
<td>Bell McAndrews &amp; Hiltachk</td>
<td>PRO</td>
<td>12,500.00</td>
<td>117,627.10</td>
</tr>
<tr>
<td></td>
<td>1321 7th Street, Suite 205</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Santa Monica, CA 90401</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/19/2010</td>
<td>Case Knowlson &amp; Jordan LLP</td>
<td>PRO</td>
<td>5,000.00</td>
<td>117,627.10</td>
</tr>
<tr>
<td></td>
<td>2029 Century Park East Suite 2500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Los Angeles, CA 90067</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>