Late Independent Expenditure Report

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

NAME OF FILER
Sunset Strip, Inc.

AREA CODE/PHONE NUMBER

I.D. NUMBER (applicable)

STREET ADDRESS
7111 W. Sunset Blvd., Suite 555

CITY
West Hollywood, CA

STATE
ZIP CODE

Date of
This Filing 03/01/2011

Report No. 5

Amendment
Report No. ________

No. of Pages 2

1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED

OFFICE SOUGHT OR HELD/DISTRICT NO.

SUPPORT

OPPOSE

NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED

Billboard Tax Initiative - Measure A

BALLOT NO./LETTER

JURISDICTION

SUPPORT

OPPOSE

City of West Hollywood  X

2. Independent Expenditures Made Attach additional information on appropriately labeled continuation sheets.

<table>
<thead>
<tr>
<th>DATE</th>
<th>DESCRIPTION OF EXPENDITURE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/01/2011</td>
<td>Consulting services</td>
<td>7,500.00</td>
</tr>
<tr>
<td>03/01/2011</td>
<td>Voter contact</td>
<td>7,201.75</td>
</tr>
<tr>
<td>03/01/2011</td>
<td>Ads</td>
<td>750.00</td>
</tr>
<tr>
<td>03/01/2011</td>
<td>Ads</td>
<td>1,170.00</td>
</tr>
</tbody>
</table>

FPPC Form 496 (November 2007)
FPPC Toll-Free Helpline: 800/ASK-FPPC
866/275-3772

Reason for Amendment: __________________________
### Late Independent Expenditure Report

**NAME OF FILER**: Sunset Strip, Inc.

**STREET ADDRESS**: 7119 W. Sunset Blvd., Suite 555

**CITY**: West Hollywood, CA 90066

**DATE OF THIS FILING**: 03/02/2011

**REPORT NO.**: 5

**AMENDMENT TO REPORT NO.**: (explain below)

**NO. OF PAGES**: 2

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1. **List Only One Candidate or Ballot Measure**

   **NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED**
   - Billboard Tax Initiative - Measure A

   **BALLOT NO. & LETTER**
   - A

   **JURISDICTION**
   - City of West Hollywood

   **SUPPORT**
   - X

   **OPPOSE**
   - 

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2. **Independent Expenditures Made**

   **DATE** | **DESCRIPTION OF EXPENDITURE** | **AMOUNT**
   --- | --- | ---
   03/02/2011 | Ads | 750.00

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**REASON FOR AMENDMENT**:

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**FPPC Form 496 (November 07)**

**FPPC TOLL-FREE HELPLINE**: 866/ASK-FPPC

**866/275-3772**