

City of Santa Fe

CAMPAIGN FINANCE STATEMENT SUMMARY CUMULATIVE TOTALS TO DATE CONTRIBUTIONS, EXPENDITURES, LOANS AND IN-KIND CONTRIBUTIONS

Name of Political Committee Better Way for Santa Fe & Pre-K

Mailing Address P.O. Box 31731 Ballot Proposition Sugar-Sweetened Beverage Tax
Santa Fe, NM 87594

Email Address _____ Phone No. 505-819-3276

REPORTING PERIOD 5/1/2017 TO 5/15/2017

CUMULATIVE TOTAL OF
IN-KIND CONTRIBUTIONS TO DATE (OTHER THAN MONEY) \$279,517.84

CUMULATIVE TOTALS TO DATE:	
CONTRIBUTIONS	<u>\$1,904,596.88</u>
LOAN(S)	<u>\$0.00</u>
INTEREST EARNED	<u>\$0.00</u>
GRAND TOTAL TO DATE	<u>\$1,904,596.88</u>

CUMULATIVE TOTALS TO DATE:	
EXPENDITURES	<u>\$1,904,596.88</u>
CASH ON HAND	<u>\$0.00</u>
GRAND TOTAL TO DATE	<u>\$1,904,596.88</u>

City of Santa Fe

CAMPAIGN FINANCE STATEMENT SUMMARY CONTRIBUTIONS, EXPENDITURES, LOANS AND IN-KIND CONTRIBUTIONS

Name of Political Committee Better Way for Santa Fe & Pre-K

Ballot Proposition Sugar-Sweetened Beverage Tax

REPORTING PERIOD 5/1/2017 TO 5/15/2017

THIS REPORTING PERIOD

Total Individual Contributions	<u>\$0.00</u>
Total Business Contributions	<u>\$559,596.88</u>
Total In-Kind Contributions (Other than Money)	<u>\$16,650.10</u>
Total Loans	<u>\$0.00</u>
Total Interest Earned	<u>\$0.00</u>
Total Expenditures	<u>\$688,235.20</u>

City of Santa Fe

CAMPAIGN FINANCE STATEMENT / LOANS

Name of Political Committee Better Way for Santa Fe & Pre-K

Ballot Proposition Sugar-Sweetened Beverage Tax

Reporting Period 5/1/2017 TO 5/15/2017

Total of Loans this Reporting Period: \$0.00

Cumulative Total of Loans to Date: \$0.00

Cumulative Total of Loan(s) Remaining Unpaid to Date: \$0.00

Total of Interest Earned this Reporting Period: \$0.00

Cumulative Total of Interest Earned to Date: \$0.00

Lender (Name and Address)	Amount of Loan	Date of Loan	Interest Rate

Total \$0.00 Total

If any of the above loans have been forgiven or paid by a third person, please indicate below:

Report separately below investments made with campaign funds and interest, dividends and/o income earned (Include Date and Amount):

Date	Amount	Description

Total \$0.00

City of Santa Fe

CAMPAIGN FINANCE STATEMENT / EXPENDITURES

Name of Political Committee Better Way for Santa Fe & Pre-K

Ballot Propostion Sugar-Sweetened Beverage Tax

Reporting Period 5/1/2017 TO 5/15/2017

Total of Expenditures this Reporting Period: \$688,235.20

Cumulative Total of Expenditures to Date (Including this Report): \$1,904,596.88

Date Expended	Name of Individual or Business and Mailing Address Purpose of Expenditure	Method of Payment	Amount
05/01/17	Blue Sky Media	Check	\$17,018.59
	1054 31st Street, NW, #430, Washington, D.C. 20007		
	Mail Program and Photography		
05/01/17	Rodriguez Strategies	Check	\$16,153.49
	12121 Wilshire Blvd., Suite 1260, Los Angeles, CA 90025		
	Canvassing		
05/01/17	Rodriguez Strategies	Check	\$18,834.46
	12121 Wilshire Blvd., Suite 1260, Los Angeles, CA 90025		
	Canvassing		
05/05/17	Blue Sky Media	Check	\$2,542.42
	1054 31st Street, NW, #430, Washington, D.C. 20007		
	Graphic Design		
05/09/17	Waterfront Strategies	Check	\$3,112.06
	3050 K Street, NW, Suite 100. Washington, D.C. 20007		
	Media		
05/09/17	Waterfront Strategies	Check	\$35,496.58
	3050 K Street, NW, Suite 100. Washington, D.C. 20007		
	Media		
05/12/17	Rodriguez Strategies	Check	\$1,294.47
	12121 Wilshire Blvd., Suite 1260, Los Angeles, CA 90025		
	Business Outreach		
05/12/17	Blue Front Strategies LLC	Check	\$20,638.06
	805 15th Street, NW, Suite 300, Washington, D.C. 20005		
	Digital Spend and Spanish Language Website		
05/12/17	Blue Front Strategies LLC	Check	\$17,552.26
	805 15th Street, NW, Suite 300, Washington, D.C. 20005		
	Consulting and Digital Spend		
05/12/17	Blue Sky Media	Check	\$49,863.54
	1054 31st Street, NW, #430, Washington, D.C. 20007		
	Print Ads		

(ATTACH ADDITIONAL PAGES AS REQUIRED)

Page Total **\$182,505.93**
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City of Santa Fe

CAMPAIGN FINANCE STATEMENT / EXPENDITURES

(Continued)

Date Expended	Name of Individual or Business and Mailing Address Purpose of Expenditure	Method of Payment	Amount
05/12/17	David Binder Research	Check	\$33,000.00
	44 Page Street, Suite 404, San Francisco, CA 94102		
	Telephone Survey		
05/12/17	David Binder Research	Check	\$13,900.00
	44 Page Street, Suite 404, San Francisco, CA 94102		
	Telephone Survey		
05/12/17	Dewey Square Group	Check	\$226,960.00
	607 14th Street NW, Suite 500, Washington, D.C. 20005		
	Cavassing		
05/12/17	Dewey Square Group	Check	\$48,964.00
	607 14th Street NW, Suite 500, Washington, D.C. 20005		
	Consulting and Field Operations		
05/12/17	Fuqua Law and Policy	Check	\$1,218.52
	P.O. Box 32015, Santa Fe, NM 87594		
	Consulting		
05/12/17	Waterfront Strategies	Check	\$25,000.00
	3050 K Street, NW, Suite 100, Washington, D.C. 20007		
	Media		
05/12/17	Wells Fargo Bank	EFT	\$15.00
	420 Montgomery, San Francisco, CA 94104		
	Bank Fee		
05/15/17	Dewey Square Group	Check	\$146,641.75
	607 14th Street NW, Suite 500, Washington, D.C. 20005		
	Consulting and Field Operations		
05/15/17	Wells Fargo Bank	EFT	\$15.00
	420 Montgomery, San Francisco, CA 94104		
	Bank Fee		
05/15/17	Research and Polling, Inc.	Check	\$10,000.00
	5140 San Francisco Road, NE, Albuquerque, NM 87109		
	Research and Polling		
05/15/17	Wells Fargo Bank	EFT	\$15.00
	420 Montgomery, San Francisco, CA 94104		
	Bank Fee		

(ATTACH ADDITIONAL PAGES AS REQUIRED)

Page Total **\$505,729.27**
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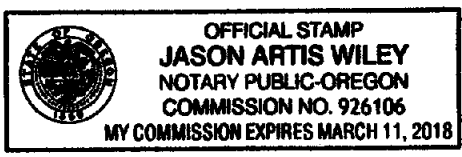
City of Santa Fe

CAMPAIGN FINANCE STATEMENT CERTIFICATION

This Campaign Statement has been prepared with all reasonable diligence and is true and complete in accordance with §9-2 SFCC 1987.

Officer's Signature [Signature] Date 5-15-17
Treasurer's/Deputy Treasurer's Signature [Signature] Date 5-15-17
Treasurer's/Deputy Treasurer's Address P.O. Box 31731
Santa Fe, NM 87594

Subscribed to and sworn before me this 15th day of May, 2017.



[Signature]
Notary Public

My Commission Expires:
03-11-2018

Received in the Office of the City Clerk at 4:00 (AM/PM) on the 16th day of May, 2017.

(SEAL)

[Signature]
for Yolanda Y. Vigil, CMC, City Clerk

- * A candidate or political committee that receives contributions from another entity that does not have to disclose its contributors to the City Clerk, shall indicate as such on the campaign finance statement submitted to the City Clerk pursuant to existing reporting requirements. (§9-2.12(B) (Form CC103A & CC103B)
- The term "contribution" does not include a volunteer's personal services provided without compensation or the travel or personal expenses of such a campaign worker. (§9-2.3(1)(2) SFCC 1987)
- The City Clerk is authorized to reject any incomplete campaign finance statements. (§9-2.10(E) SFCC 1987)
- The City Clerk shall assess a fine of one hundred dollars (\$100) for unexcused late filing of campaign finance statements. (§9-2.10(G) SFCC 1987)