

# 496 Independent Expenditure Report

Amounts may be rounded to whole dollars.

NAME OF FILER Citizens For Laguna's Future		Date of This Filing 10/19/22	Date Stamp	<b>CALIFORNIA FORM 496</b> <small>For Official Use Only</small>
AREA CODE/PHONE NUMBER [REDACTED]	I.D. NUMBER (if applicable) 1450234	Report No. 1	RECEIVED	
STREET ADDRESS [REDACTED]		<input type="checkbox"/> Amendment to Report No. _____ (explain below)	OCT 20 2022	
CITY Laguna Beach	STATE CA	ZIP CODE 92651	City Clerk's Office City of Laguna Beach, CA	
		No. of Pages 1 of 4		

## 1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED				NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED Measure Q			
OFFICE SOUGHT OR HELD	DISTRICT NO.	SUPPORT	OPPOSE	BALLOT NO./LETTER Q	JURISDICTION City of Laguna Beach	SUPPORT	OPPOSE
							X

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
10/19/22	website development & updates	\$2,790.34
10/19/22	social media management	\$,1000.00
10/19/22	targeted digital ads	\$7,500.00
10/19/22	production of videos	\$5,400.00

Reason for Amendment \_\_\_\_\_

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DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
10/19/22	local newspaper ad placements	\$5,923.00
10/19/22	local newspaper ad design	\$5,000.00
10/19/22	photo shoot for ads and videos	\$3,708.92
10/19/22	mailers	\$30,594.43

Reason for Amendment \_\_\_\_\_



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<b>OFFICE SOUGHT OR HELD</b> _____	<b>DISTRICT NO.</b> _____	<input type="checkbox"/> SUPPORT	<input type="checkbox"/> OPPOSE	<b>BALLOT NO./LETTER</b> Q	<b>JURISDICTION</b> City of Laguna Beach	<input type="checkbox"/> SUPPORT	<input checked="" type="checkbox"/> OPPOSE

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
10/19/22	targeted mailers	\$1,006.50
10/19/22	slate cards	\$1,236.08
10/19/22	lawn signs	\$6,024.00
10/19/22	banners	\$3,668.28

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
10/19/22	flyers	\$2,152.85
10/19/22	baseline polling	\$26,789.00

Reason for Amendment \_\_\_\_\_

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