

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 2/1/2017 TO 3/22/2017

CUMULATIVE TOTAL OF
IN-KIND CONTRIBUTIONS TO DATE (OTHER THAN MONEY) \$217,348.72

CUMULATIVE TOTALS TO DATE:	
CONTRIBUTIONS	<u>\$100,000.00</u>
LOAN(S)	<u>\$0.00</u>
INTEREST EARNED	<u>\$0.00</u>
GRAND TOTAL TO DATE	<u>\$100,000.00</u>

CUMULATIVE TOTALS TO DATE:	
EXPENDITURES	<u>\$95,564.89</u>
CASH ON HAND	<u>\$4,435.11</u>
GRAND TOTAL TO DATE	<u>\$100,000.00</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 2/1/2017 TO 3/22/2017

THIS REPORTING PERIOD

Total Individual Contributions	<u>\$0.00</u>
Total Business Contributions	<u>\$100,000.00</u>
Total In-Kind Contributions (Other than Money)	<u>\$217,348.72</u>
Total Loans	<u>\$0.00</u>
Total Interest Earned	<u>\$0.00</u>
Total Expenditures	<u>\$95,564.89</u>

City of Santa Fe

CAMPAIGN FINANCE STATEMENT / CONTRIBUTIONS BY INDIVIDUALS (See Definition of Individual Contributor at §9-2.3(J)(1) SFCC 1987)

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

Ballot Proposition Sugar-Sweetened Beverage Tax

Reporting Period 2/1/2017 TO 3/22/2017

Total of Contributions this Reporting Period: \$0.00

Cumulative Total of Contributions to Date (Including this Report): \$0.00

Date Received	Name, Home Address, Occupation and Name of Employer	Cash/Check Credit Card Other	Amount	Contributor Cumulative Total

(ATTACH ADDITIONAL PAGES AS NEEDED)

Page Total \$0.00

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City of Santa Fe

CAMPAIGN FINANCE STATEMENT / CONTRIBUTIONS BY BUSINESSES

(See Definition of Business Contributor at §9-2.3(J)(2) SFCC 1987)

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

Ballot Proposition Sugar-Sweetened Beverage Tax

Reporting Period 2/1/2017 TO 3/22/2017

Total of Contributions this Reporting Period: \$100,000.00

Cumulative Total of Contributions to Date (Including this Report): \$100,000.00

Date Received	Name of Business, Type of Business and Physical Address	Cash/Check Credit Card Other	Amount	Contributor Cumulative Total	*Contributor Disclosure Not Required
03/09/17	American Beverage Association, Trade Association 1275 Pennsylvania Avenue NW, Suite 1100 Washington, D.C. 20004	Wire	\$100,000.00	\$100,000.00	

(ATTACH ADDITIONAL PAGES AS NEEDED)

Page Total \$100,000.00

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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 2/1/2017 TO 3/22/2017

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 / IN-KIND CONTRIBUTIONS

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

Ballot Proposition Sugar-Sweetened Beverage Tax

Reporting Period 2/1/2017 TO 3/22/2017

Total of In-Kind Contributions this Reporting Period: \$217,348.72

Cumulative Total of In-Kind Contributions to Date (Including this Report): \$217,348.72

List any goods, materials, services, facilities or anything of value (other than money) which has been contributed and the monetary value. For in-kind contributions from individuals, list the name, home address, occupation and name of employer. For in-kind contributions from Businesses, list the name, type of business and physical address.

Date Received	Contributor Information	Contribution Description	Value	Contributor Total
02/10/17	Coca-Cola Bottling of Santa Fe Inc., Soft Drink Distribution Company	Signs	\$2,560.00	\$2,560.00
	660 W. San Mateo Road			
	Santa Fe, NM 87505			
02/10/17	Coca-Cola Bottling of Santa Fe Inc., Soft Drink Distribution Company	Flyers	\$220.00	\$220.00
	660 W. San Mateo Road			
	Santa Fe, NM 87505			
02/17/17	American Beverage Association, Trade Association	Consulting	\$5,415.63	\$5,415.63
	1275 Pennsylvania Avenue NW., Suite 1100			
	Washington, D.C. 20004			
02/28/17	American Beverage Association, Trade Association	Print, Radio and Media	\$96,451.55	\$96,451.55
	1275 Pennsylvania Avenue NW., Suite 1100			
	Washington, D.C. 20004			
02/28/17	Coca-Cola Bottling of Santa Fe Inc., Soft Drink Distribution Company	Legal Fees	\$3,025.00	\$3,025.00
	660 W. San Mateo Road			
	Santa Fe, NM 87505			
02/28/17	American Beverage Association, Trade Association	Legal Fees	\$4,070.00	\$4,070.00
	1275 Pennsylvania Avenue NW., Suite 1100			
	Washington, D.C. 20004			
03/01/17	American Beverage Association, Trade Association	Direct Mail Piece	\$42,880.00	\$42,880.00
	1275 Pennsylvania Avenue NW., Suite 1100			
	Washington, D.C. 20004			
03/03/17	American Beverage Association, Trade Association	Consulting	\$4,500.00	\$4,500.00
	1275 Pennsylvania Avenue NW., Suite 1100			
	Washington, D.C. 20004			
03/21/17	Coca-Cola Bottling of Santa Fe Inc., Soft Drink Distribution Company	Employee Time and Meals	\$38,410.92	\$38,410.92
	660 W. San Mateo Road			
	Santa Fe, NM 87505			
03/22/17	American Beverage Association, Trade Association	Employee Time and Meals	\$1,318.62	\$1,318.62
	1275 Pennsylvania Avenue NW., Suite 1100			
	Washington, D.C. 20004			

(ATTACH ADDITIONAL PAGES AS NEEDED)

Page Total \$198,851.72

City of Santa Fe

CAMPAIGN FINANCE STATEMENT / IN-KIND CONTRIBUTIONS (Continued)

Date Received	Contributor Information	Contribution Description	Value	Contributor Total
03/22/17	Coca-Cola North America, a wholly-owned business unit of The Coca-Cola Company, Beverage Company	Employee Time, Meals and Transportation	\$16,497.00	\$16,497.00
	One Coca-Cola Plaza			
	Atlanta, GA 30313			
03/22/17	Sante Fe Chamber of Commerce, Trade Association	Employee Time and Travel Expenses	\$2,000.00	\$2,000.00
	1644 St Michaels Drive			
	Santa Fe, NM 87505			
Page Total			\$18,497.00	

(ATTACH ADDITIONAL PAGES AS NEEDED)

City of Santa Fe

CAMPAIGN FINANCE STATEMENT / EXPENDITURES

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

Ballot Proposition Sugar-Sweetened Beverage Tax

Reporting Period 2/1/2017 TO 3/22/2017

Total of Expenditures this Reporting Period: \$95,564.89

Cumulative Total of Expenditures to Date (Including this Report): \$0.00

Date Expended	Name of Individual or Business and Mailing Address Purpose of Expenditure	Method of Payment	Amount
03/09/17	Wells Fargo Bank 420 Montgomery, San Francisco, CA 94104 Bank fee	EFT	\$15.00
03/20/17	Waterfront Strategies 3050 K Street, Suite 100, Washington, D.C. 20007 Media/ Production	Check	\$21,025.95
03/21/17	Dewey Square Group 607 14th Street NW, Suite 500, Washington, D.C. 20005 Phone Bank, Consulting, Transportation and Lodging	Check	\$37,554.66
03/22/17	Blue Sky Media 1054 31st Street, NW #430, Washington, D.C. 20007 Print Ads	Check	\$2,972.36
03/22/17	Rodriguez Strategies 12121 Wilshire Blvd, Suite 1260, Los Angeles, CA 90025 Canvassing	Check	\$20,687.73
03/22/17	Rodriguez Strategies 12121 Wilshire Blvd, Suite 1260, Los Angeles, CA 90025 Canvassing	Check	\$7,979.19
03/22/17	New Partners Teleservices P.O. Box 5021, ST Cloud, MN 56302 Phone Banks	Check	\$4,560.00
03/22/17	New Partners Teleservices P.O. Box 5021, ST Cloud, MN 56302 Phone Banks	Check	\$770.00

(ATTACH ADDITIONAL PAGES AS REQUIRED)

Page Total \$95,564.89

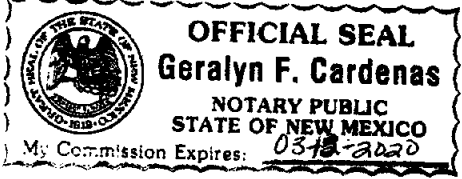
City of Santa Fe

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 3-23-17
Treasurer's/Deputy Treasurer's Signature [Signature] Date 3-23-17
Treasurer's/Deputy Treasurer's Address P.O. Box 31731
Santa Fe, NM 87594

Subscribed to and sworn before me this 23rd day of March, 2017.



[Signature]
Notary Public

My Commission Expires:
February 13, 2020

Received in the Office of the City Clerk at 2:31 (AM/PM) on the 23rd day of March, 2017.

(SEAL) [Signature]
Yolanda Y. Vigil, GMC, 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(l)(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)