

496 Independent Expenditure Report

Amounts may be rounded to whole dollars.

RECEIVED

NAME OF FILER Humboldt Redwood Company LLC and its Affiliate Mendocino		Date of This Filing 5/2/16	CALIFORNIA FORM 496 For Original Use Only MAY 02 2016 SUSAN M. KANUCHAK MENDOCINO COUNTY CLERK By <i>[Signature]</i> Deputy
AREA CODE/PHONE NUMBER [REDACTED]	I.D. NUMBER (if applicable) 1371844	Report No. 001	
STATE CA		ZIP CODE 95478	<input type="checkbox"/> Amendment to Report No. _____ (explain below) No. of Pages 1 of 3

1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED				NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED			
OFFICE SOUGHT OR HELD				Measure V			
DISTRICT NO.	SUPPORT	OPPOSE	BALLOT NO./LETTER	JURISDICTION	SUPPORT	OPPOSE	
			V	Mendocino County		X	

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
5/2/16 - 6/7/16	Townsend Calkin Tapio, [REDACTED] (Campaign Consulting Fee)	\$60,000 (estimate)
5/2/16 - 6/7/16	[REDACTED] (Graphic Design) - \$12,300 (Print, Postage, Mail) - \$78,510	\$108,690 (estimate)
	[REDACTED] (Mail list) - \$3,180 [REDACTED] Golden Productions, 1717 L Street, Sacramento, CA (Production management) - \$2,700 [REDACTED] (Concepts, strategy and writing) 12,000	
5/2/16 - 6/7/16	Risdall Marketing Group, LLC [REDACTED] (Campaign Consulting Fee)	\$15,000 (estimate)

Reason for Amendment: _____

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		No. of Pages 2 of 3		

1. List Only One Candidate or Ballot Measure

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				Measure V			
OFFICE SOUGHT OR HELD	DISTRICT NO.	SUPPORT	OPPOSE	BALLOT NO./LETTER	JURISDICTION	SUPPORT	OPPOSE
				V	Mendocino County		X

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
5/2/16 - 6/7/16	Facebook (Social Media)	\$500.00 (estimate)
5/2/16 - 6/7/16	Mendocino Redwood Company ██████████ (Stationary and printing)	\$448.00 (estimate)
5/2/16 - 6/7/16	US Postal Service (Postage)	\$552.00 (estimate)
5/2/16 - 6/7/16	Twitter (Social Media)	\$500.00 (estimate)

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		<input type="checkbox"/> Amendment to Report No. _____ <small>(explain below)</small>		
		No. of Pages <u>3 of 3</u>		
		STATE ZIP CODE		
		CA 95478		

1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED				NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED			
				Measure V			
OFFICE SOUGHT OR HELD	DISTRICT NO.	SUPPORT	OPPOSE	BALLOT NO./LETTER	JURISDICTION	SUPPORT	OPPOSE
				V	Mendocino County		X

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

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
	All expenditures made by Mendocino Redwood Company, LLC (Cumulative Total to Date : \$196,911.77)	

Reason for Amendment: _____

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