

Staffing	
<i>Consultants/Campaign Staff</i>	\$ 80,000
Staffing Total	\$ 80,000
Communications	
<i>Pandora/Facebook Ads</i>	\$ 4,000
<i>TV Production</i>	\$ 20,000
<i>Chinese TV</i>	\$ 15,000
<i>Direct Mail (incl commission)</i>	\$ 150,000
<i>Slate Cards</i>	\$ 22,000
<i>Chinese Radio</i>	\$ 5,000
<i>Spanish Radio</i>	\$ 1,500
<i>Print Ads (Ethnic Media)</i>	\$ 4,230
<i>Paid Ballot Arguments</i>	\$ 6,036
Other TV ads (paid for by Mayor's supporters)	\$300,000
Communications Total	\$ 527,766
Field/Community Engagement	
Doorhangers	\$ 6,500
Field Events	\$ 1,000
Commuity Stipend/GOTV	\$ 3,000
Campaign Paraphernalia (Signs, Stickers, etc)	\$ 5,500
Sign Program	\$ 3,500
Field/Community Engagement Total	\$ 19,500
Fundraising	
<i>Fundraising Event Costs</i>	\$ 5,000
<i>Merchant Bank Fees</i>	\$ 500
<i>Treasurer's Fees</i>	\$ 9,584
Fundraising Total	\$ 15,084
Overhead	
<i>Digital/Website</i>	\$ 1,000
<i>Photography</i>	\$ 1,650
<i>Other Expenses</i>	\$ 5,000
Overhead Expenses	\$ 7,650
TOTAL	\$ 650,000