

CANDIDATE'S ELECTION DAY EXPENDITURES REPORT

(to be filed by a candidate or his principal campaign committee)

This report is required to be filed by all candidates who are required to file campaign finance disclosure reports, **even if no election day expenditures were made**. The report is due not later than 10 days after the primary election, and, again, not later than 10 days after the general election if the candidate participates in the general election. This form is used to report payments by the candidate or his political committee (1) for advertising that is broadcast or published on election day (2) for the services of election day workers, and (3) to organizations for election day activities in support of the candidate. NOTE: This report is required **in addition** to all other required reports. Therefore, the expenditures reported on this report must be reported in subsequent "Candidate's Reports" for this election.

1. Qualifying Name and Address of Candidate

LATOYA CANTRELL
3623 Louisiana Ave. Parkway
New Orleans, LA 70125

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

Mayor, New Orleans
Orleans Parish
Parishwide

OFFICE USE ONLY

Report Number: 99925

Date Filed: 11/23/2021

Report Includes Schedules:

Schedule A
Schedule C



3. Name and address of principal campaign committee
(Applicable only if candidate has a principal campaign committee)

4. Date of Election 11/13/2021

Primary ☒ General ☐ (Check one)

5. Total Expenditures by Category

a. Television Advertising (Schedule A)	<u>\$3,410.00</u>
b. Radio Advertising (Schedule A)	<u>\$1,642.00</u>
c. Newspaper Advertising (Schedule A)	<u>\$3,985.28</u>
d. Services of Election Day Workers (Schedule B)	<u>\$0.00</u>
e. Payments to Organizations for Election Day Activities/Services (Schedule C)	<u>\$36,032.65</u>
f. Automated Calls (Schedule D)	<u>\$0.00</u>

For any category in which no election day expenditures were made, write -0- next to the category in Item 5. Any schedules not required to be completed may be omitted from this report.

6. a. Name of Person Preparing Report JAMES S BURLAND

b. Daytime Telephone 225-767-7163

7. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that are required to be disclosed have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted.

This 23rd day of November, 2021.

LaToya Cantrell

Signature of Candidate/Chairperson (To be signed by Chairperson only if report by principal campaign committee)

Signature of Treasurer

504-444-1159

Daytime Telephone Number

Daytime Telephone Number

SCHEDULE A: ADVERTISING

The following information must be provided for each person to whom an expenditure was made for the purchase of television, radio or newspaper advertising broadcast or published on election day. The total amount of such expenditures made to each recipient should be entered under Column 2. The type of advertising purchased should be checked in Column 3.

1. Name and Address of Recipient	2. Amount Paid	3. Type of Advertising
ANGLE MASTAGNIA MATHEWS POLITICAL STRATEGIES LLC 507 N Sylvania Fort Worth, TX 76111	\$814.72	<div><input type="checkbox"/> Television</div> <div><input type="checkbox"/> Radio</div> <div><input checked="" type="checkbox"/> Newspaper</div>
BRNO THROWBACK 96.3 929 Howard Ave New Orleans, LA 70113	\$40.00	<div><input type="checkbox"/> Television</div> <div><input checked="" type="checkbox"/> Radio</div> <div><input type="checkbox"/> Newspaper</div>
COX MEDIA 2121 Airline Dr Metairie, LA 70001	\$620.00	<div><input checked="" type="checkbox"/> Television</div> <div><input type="checkbox"/> Radio</div> <div><input type="checkbox"/> Newspaper</div>
FACEBOOK 1 Hacker Way Meno Park, CA 94025	\$2,286.06	<div><input type="checkbox"/> Television</div> <div><input type="checkbox"/> Radio</div> <div><input checked="" type="checkbox"/> Newspaper</div>
KMEZ 102.9 201 St. Charles Ave New Orleans, LA 70170	\$440.00	<div><input type="checkbox"/> Television</div> <div><input checked="" type="checkbox"/> Radio</div> <div><input type="checkbox"/> Newspaper</div>
TIMES PICAYUNE/NOLA.COM 840 St. Charles Ave New Orleans, LA 70130	\$663.00	<div><input type="checkbox"/> Television</div> <div><input type="checkbox"/> Radio</div> <div><input checked="" type="checkbox"/> Newspaper</div>
TIMES PICAYUNE/NOLA.COM 840 St. Charles Ave New Orleans, LA 70130	\$221.50	<div><input type="checkbox"/> Television</div> <div><input type="checkbox"/> Radio</div> <div><input checked="" type="checkbox"/> Newspaper</div>
WBOK AM 1639 Gentilly New Orleans, LA 70119	\$312.00	<div><input type="checkbox"/> Television</div> <div><input checked="" type="checkbox"/> Radio</div> <div><input type="checkbox"/> Newspaper</div>
WDSU TV 6 845 Howard Ave New Orleans, LA 70113	\$550.00	<div><input checked="" type="checkbox"/> Television</div> <div><input type="checkbox"/> Radio</div> <div><input type="checkbox"/> Newspaper</div>

Form 104, Rev. 6/01, Page Rev. 3/98

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1. Name and Address of Recipient	2. Amount Paid	3. Type of Advertising
WGNO-TV 26 1 Galleria Blvd Metairie, LA 70001	\$1,295.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WQUE Q93 929 Howard Ave New Orleans, LA 70111	\$440.00	<input type="checkbox"/> Television <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WVUE-TV FOX8 1025 S Jeff Davis Pkwy New Orleans, LA 70125	\$685.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WWL-TV 4 1024 N Rampart St New Orleans, LA 70116	\$260.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WYLD FM 929 Howard New Orleans, LA 70113	\$10.00	<input type="checkbox"/> Television <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WYLD FM 929 Howard New Orleans, LA 70113	\$400.00	<input type="checkbox"/> Television <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Newspaper

Form 104, Rev. 6/01, Page Rev. 3/98

SCHEDULE C: PAYMENTS TO ORGANIZATIONS

The following information must be provided for each organization to which the candidate has made payments for any service(s) performed on election day.

1. Name and Address of Organization	2. Amount Paid	3. Purpose
ZONY MASH 3949 Thailia St New Orleans, LA 70125	\$6,300.00	election night venue & bar
ALY MEDIA RELATIONS LLC 11416 Tanner S Davis Dr New Orleans, LA 70128	\$3,000.00	Election Day media consulting
ARTIST IN ACTION 3928 Louisiana Ave Pkwy New Orleans, LA 70125	\$4,550.00	election night brass band and DJ
BLOZOM 3039 Mem Park Dr New Orleans, LA 70114	\$485.00	election night ferns and florals
BURTON TRANSIT 1615 Poydras St New Orleans, LA 70112	\$2,948.74	Election Day transportation services
CLARK TRANSPORTATION 5248 Clementine Ln Marrero, LA 70072	\$350.00	Election Day transportation services, tip to driver
CRE8TIN9 647 I-10 Service Rd Slidell, LA 70461	\$1,120.00	videography services
DORIGNAC'S FOOD CENTER 710 Vets Mem Blvd Metairie, LA 70005	\$174.11	election night champagne/food center
JQ PRODUCTIONS 2714 Canal St New Orleans, LA 70119	\$3,907.09	election night stage, deck, sound, podium

Form 104, Rev. 6/01, Page Rev. 3/98

SCHEDULE C: PAYMENTS TO ORGANIZATIONS

The following information must be provided for each organization to which the candidate has made payments for any service(s) performed on election day.

1. Name and Address of Organization	2. Amount Paid	3. Purpose
KAREN'S KITCHEN 712 Pelican Ave New Orleans, LA 70114	\$1,200.00	election party catering
LORETTA'S AUTHENTIC PRALINES 2101 N Rampart St New Orleans, LA 70116	\$375.00	election night catering
SHO HOGG PRODUCTIONS 629 Village Ln S Mandeville, LA 70471	\$500.00	election night LED lighting
SILVER LINING PRODUCTIONS 1801 Manhatten Blvd Harvey, LA 70058	\$525.00	election night design materials
SOUTHERN FOODS 22 LaBarre Pl Jefferson, LA 70121	\$2,000.00	Election Day catering
THE FRONT WOMAN LLC 321 Webster St New Orleans, LA 70118	\$3,650.30	Election Day field operations
THE VISION 22 1616 Manhatten Blvd Harvey, LA 70058	\$2,147.41	election night decor, furniture and accessories
TOP NOTCH CREOLE CREATIONS 375 Cambridge Dr LaPlace, LA 70068	\$800.00	election night catering
YAPA ALUMNI, INC. POB 26931 New Orleans, LA 70186	\$2,000.00	GOTV services

Form 104, Rev. 6/01, Page Rev. 3/98