

NOTICE OF INDEPENDENT EXPENDITURES TOTALING IN AGGREGATE MORE THAN \$250

RECEIVED
City Clerk's Office

3/24/21

Must be filed with the City Clerk no later than three (3) business days after obligating funds for expenditure. (City Code §7-139)

Name of Person Making

Independent Expenditure(s): BlueFlower Action IE Committee

Address: PO Box 2480 Ft Collins CO 80522

Phone: 303-733-2956

Email Address: ashleyndenver@yahoo.com

Web Site Address: n/a

Name of Candidate(s) or Ballot Question(s) that the Independent

Expenditure(s) are intended to support or oppose: Jeni Arndt

Detailed Description of the Expenditure(s) (must be sufficient to allow determination of compliance with Code)	Vendor Name and Address	Amount of Expenditure	Date Funds Obligated
Digital Ads Google Website Domain & Hosting	Whitson Strategies 1274 Adams St Denver, CO 80206	3,200	3/22/2021
Digital Ads Facebook	Whitson Strategies 1274 Adams St Denver, CO 80206	3,500	3/22/2021
Display Ads DSPolitical	Whitson Strategies 1274 Adams St Denver, CO 80206	8,000	3/22/2021
Video Ads DSPolitical	Whitson Strategies 1274 Adams St Denver, CO 80206	6,300	3/22/2021
Connected TV Ads DSPolitical	Whitson Strategies 1274 Adams St Denver, CO 80206	8,000	3/22/2021

Copies of receipts, invoices, or other documentation related to each expenditure must be attached.

I hereby certify that this is my first report required after making aggregated expenditures of \$250.

Ashley Stevens
Signature

Ashley Stevens
Printed Name

3/24/2021
Date



March 19, 2021

Invoice No. 1054

INVOICE

Client: BlueFlower Action Independent Expenditure Committee
Project: Fort Collins Mayoral Race Ad Buys

Sarah Whitson • 864.430.1414

DESCRIPTION OF WORK

SUB TOTAL

Facebook Ad Buy	\$3,500
Google Search Ad Buy	\$3,000
DSPolitical Display Network Ad Buy	\$8,000
DSPolitical Online Video Network Ad Buy	\$6,300
DSPolitical Connected TV Network Ad Buy	\$8,000
Website Hosting/Domain Name via Squarespace	\$200
INVOICE TOTAL	\$29,000

PAYMENT TERMS

To be made payable to Whitson Strategies. Accept check or direct deposit.

ADDRESS

1274 Adams Street • Denver, CO • 80206