

CAMPAIGN TREASURER'S REPORT SUMMARY

(1) Ashton Hayward
 Name
 (2) 1708 Osceola Blvd
 Address (number and street)
Pensacola, FL 32503
 City, State, Zip Code

OFFICE USE ONLY
ONLINE SUBMISSION
 [1080204]

Submitted on:
 10/24/2014 23:23:15 (eastern)

Check here if address has changed (3) ID Number: 455

(4) Check appropriate box(es):

Candidate Office Sought: City of Pensacola Mayor

Political Committee (PC) Check here if PC or ECO has disbanded

Electioneering Communications Org. (ECO) Check here if PTY has disbanded

Party Executive Committee (PTY) Check here if no other IE or EC reports will be filed

Independent Expenditure (IE) (also covers an individual making electioneering communications)

(5) Report Identifiers

Cover Period: From 10 / 11 / 2014 To 10 / 17 / 2014 Report Type: G6

Original Amendment Special Election Report

(6) Contributions This Report

Cash & Checks \$, 3 , 190 . 00

Loans \$, , 0 . 00

Total Monetary \$, 3 , 190 . 00

In-Kind \$, , 0 . 00

(7) Expenditures This Report

Monetary Expenditures \$, 51 , 525 . 25

Transfers to Office Account \$, , 0 . 00

Total Monetary \$, 51 , 525 . 25

(8) Other Distributions
 \$, , 0 . 00

(9) TOTAL Monetary Contributions To Date
 \$, 147 , 916 . 00

(10) TOTAL Monetary Expenditures To Date
 \$, 107 , 529 . 58

(11) Certification

It is a first degree misdemeanor for any person to falsify a public record (ss. 839.13, F.S.)

I certify that I have examined this report and it is true, correct, and complete:

(Type name) _____
 Individual (only for IE or electioneering comm.) Treasurer Deputy Treasurer

X _____
 Signature

(Type name) _____
 Candidate Chairperson (only for PC and PTY)

X _____
 Signature

CAMPAIGN TREASURER'S REPORT – ITEMIZED CONTRIBUTIONS

(1) Name Ashton Hayward (2) I.D. Number 455
 10/11/2014 through 10/17/2014
 (3) Cover Period / / through / / (4) Page 1 of 2

(5) Date	(7) Full Name (Last, Suffix, First, Middle) Street Address & City, State, Zip Code	(8) Contributor Type Occupation		(9) Contribution Type	(10) In-kind Description	(11) Amendment	(12) Amount
(6) Sequence Number		Type	Occupation				
10/13/2014 / /	Overby, George 15 E. Intendencia Street Pensacola, FL 32502	I	property rentals	CH			\$500.00
1							
10/15/2014 / /	Penzone, David C 1053 Harbourview Circle Pensacola, FL 32507	I	business consultant	CH			\$500.00
2							
10/14/2014 / /	Bonifay, Leroy 3720 Maule rd. Pensacola, FL 32503	I		CH			\$20.00
3							
10/15/2014 / /	Allen, W.H. 4300 West Francisco Pensacola, FL 32504	I	real estate	CH			\$250.00
4							
10/14/2014 / /	Bonifay, Leroy 3720 Maule rd. Pensacola, FL 32503	I		CH			\$20.00
5							
10/15/2014 / /	Rosenbaum, Eugene PO Box 2100 Pensacola, FL 32513	I		CH			\$100.00
6							
10/16/2014 / /	Resultz Consulting LLC, 10910 Sheldon Rd. Tampa, FL 33626	B	consulting	CH			\$1,000.00
7							
10/13/2014 / /	Rushing, O. Frank 1234 Airport Rd. Suite 121 Destin, FL 32541	I	real estate	CH			\$200.00
8							

CAMPAIGN TREASURER'S REPORT – ITEMIZED CONTRIBUTIONS

(1) Name Ashton Hayward (2) I.D. Number 455

10/11/2014 through 10/17/2014

(3) Cover Period / / through / / (4) Page 2 of 2

(5) Date	(7) Full Name (Last, Suffix, First, Middle) Street Address & City, State, Zip Code	(8) Contributor Type Occupation		(9) Contribution Type	(10) In-kind Description	(11) Amendment	(12) Amount
10/11/2014 / /	Garth Or, Kay 703 Port Royal Way Pensacola, FL 32502	I	community volunteer	CH			\$500.00
9							
10/11/2014 / /	Bennett, Betty L 711 N. 78th Ave. Pensacola, FL 32506	I		CH			\$100.00
10							
/ /							
/ /							
/ /							
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/ /							
/ /							
/ /							
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CAMPAIGN TREASURER'S REPORT – ITEMIZED EXPENDITURES

(1) Name Ashton Hayward

(2) I.D. Number 455

(3) Cover Period 10/11/2014 through 10/17/2014

(4) Page 1 of 1

(5) Date	(7) Full Name (Last, Suffix, First, Middle) Street Address & City, State, Zip Code	(8) Purpose (add office sought if contribution to a candidate)	(9) Expenditure Type	(10) Amendment	(11) Amount
10/13/2014 // 1	Piryx, Inc., 144 2nd Street 1st Floor San Francisco, CA 94105	transaction fees	MO		\$28.75
10/15/2014 // 2	Data Targeting Research, LLC, 6211 NW 132nd Street Gainesville, FL 32653	survey analysis	MO		\$2,500.00
10/15/2014 // 3	Data Targeting Research, LLC, 6211 NW 132nd Street Gainesville, FL 32653	strategic consulting	MO		\$6,900.00
10/15/2014 // 4	Data Targeting Research, LLC, 6211 NW 132nd Street Gainesville, FL 32653	design/manageme nt mail pieces	MO		\$7,096.50
10/15/2014 // 5	Multi Media Services, Inc., 915 King Street 2nd Floor Alexandria, VA 22314	television ads	MO		\$25,000.00
10/17/2014 // 6	Mul, 915 King Street 2nd Floor Alexandria, VA 22314	radio ads	MO		\$10,000.00
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