

## CAMPAIGN TREASURER'S REPORT SUMMARY

(1) Darcy (D.C.) Reeves  
 Name

(2) Reeves; 909 North Spring St  
 Address (number and street)

Pensacola, FL 32501  
 City, State, Zip Code

**OFFICE USE ONLY**  
**ONLINE SUBMISSION**  
 [1270771]

Submitted on:  
 7/22/2022 22:58:11 (eastern)

Check here if address has changed (3) ID Number: 700

(4) Check appropriate box(es):

Candidate Office Sought: City of Pensacola Mayor

Political Committee (PC)

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

Party Executive Committee (PTY)  Check here if PTY has disbanded

Independent Expenditure (IE) (also covers an individual making electioneering communications)  Check here if no other IE or EC reports will be filed

### (5) Report Identifiers

Cover Period: From 7 / 2 / 2022 To 7 / 15 / 2022 Report Type: P3

Original  Amendment  Special Election Report

**(6) Contributions This Report**

Cash & Checks \$        ,        , 250 . 00

Loans \$        ,        , 0 . 00

Total Monetary \$        ,        , 250 . 00

In-Kind \$        ,        , 0 . 00

**(7) Expenditures This Report**

Monetary Expenditures \$        , 49 , 578 . 63

Transfers to Office Account \$        ,        , 0 . 00

Total Monetary \$        , 49 , 578 . 63

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

**(9) TOTAL Monetary Contributions To Date**  
 \$        , 280 , 124 . 00

**(10) TOTAL Monetary Expenditures To Date**  
 \$        , 245 , 237 . 48

### (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 Darcy (D.C.) Reeves (2) I.D. Number 700  
 (3) Cover Period 7/2/2022 through 7/15/2022 (4) Page 1 of 1

(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
7/14/2022 / /	Bryant , Patrick 3863 Baywind Dr Gulf Breeze, FL 32563	I	investment planning	CH			\$250.00
1							
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**CAMPAIGN TREASURER'S REPORT – ITEMIZED EXPENDITURES**

(1) Name Darcy (D.C.) Reeves

(2) I.D. Number 700

(3) Cover Period 7/2/2022 through 7/15/2022

(4) Page 1 of 2

(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
(6) Sequence Number					
7/7/2022 //	Hancock Whitney , 101 W Garden St Pensacola, FL 32502	bank fees	MO		\$30.00
1					
7/13/2022 //	Four Seasons Catering , 212 Palafox Pl Pensacola, FL 32502	campaign strategic meeting food	MO		\$223.71
2					
7/13/2022 //	Publix , 1100 Cervantes St Pensacola, FL 32501	campaign strategic meeting food	MO		\$16.68
3					
7/13/2022 //	Peerly , 2232 Dell Range Blvd Ste 287 Cheyenne, WY 82009	voter communication	MO		\$1,957.87
4					
7/14/2022 //	Campaign Verify , 1215 31st Street NW Washington, DC 20007	voter communication	MO		\$95.00
5					
7/7/2022 //	Buzz Maketing , 4410 La Jolla Pensacola, FL 32504	digital advertising	MO		\$3,500.00
6					
7/7/2022 //	Direct Response Campaigns 6352 Glasgow Dr Tallahassee, FL 32312	digital advertising	MO		\$5,965.00
7					
7/13/2022 //	Direct Response Campaigns 6352 Glasgow Dr Tallahassee, FL 32312	digital advertising	MO		\$13,000.00
8					

**CAMPAIGN TREASURER'S REPORT – ITEMIZED EXPENDITURES**

(1) Name Darcy (D.C.) Reeves

(2) I.D. Number 700

(3) Cover Period 7/2/2022 through 7/15/2022

(4) Page 2 of 2

(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
(6) Sequence Number					
7/7/2022 //	Direct Mail Systems , 1551 102nd Ave N Ste A St Petersburg, FL 33716	print advertising	MO		\$18,250.37
9					
7/7/2022 //	Red Iron , "6231 North "W" Street, Suite 10" Pensacola, FL 32505	public relations	MO		\$5,040.00
10					
7/14/2022 //	Bands on the Bayou , PO Box 6164 Pensacola, FL 32503	sponsorship	MO		\$1,500.00
11					
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