

AFFIDAVIT OF CANDIDATE

CITY OF MIAMI, FLORIDA

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2021 SEP -3 AM 11:54  
OFFICE OF CITY CLERK  
CITY OF MIAMI

STATE OF FLORIDA )  
COUNTY OF MIAMI-DADE )  
CITY OF MIAMI )

~~Max Martínez~~ *MM Maxwell Manuel Martínez*

(hereinafter "affiant"), being first duly sworn, deposes and says:

1. My name is Maxwell Manuel Martínez.

2. For those candidates seeking the office of Mayor, please check the appropriate subsection (a) below. Those candidates seeking the office of Commissioner please check and fill in the blank in subsection (b) below:

(a) I am offering myself as a candidate for the office of Mayor of the City of Miami, Florida. If elected, I fully understand that I must maintain an actual and real residence within the City of Miami for the duration of my term of office.

(b) I am offering myself as a candidate for the office of Commissioner in District Number \_\_\_\_\_ of the City of Miami, Florida. If elected, I fully understand that I must maintain an actual and real residence within the district for the duration of my term of office.

3. I have resided in the City of Miami for a minimum of one year before qualifying if applying for Mayor, and one year in the district if applying for the Commission, and I am a registered voter and a duly qualified elector of the City of Miami, Florida, presently registered to vote in Precinct No. 541.

I presently reside at the following address (must include zip code):

520 Brickell Key Drive, Apt. 1113, Miami, FL 33131

which is my legal address, and I have resided continually at said address from the 30 day of November 2019 to the present.

4. Immediately prior to residing at the above-stated address, I have resided at the hereinbelow listed addresses for the cited periods of time (list hereinbelow all addresses at which you have resided for the past five years, as well as the length of time at each address):

Prior Addresses

808 Brickell Key Dr. Apt. 1206 *MM Miami FL 33131* For the Period 9/2018-11/2019

*MM* 7950 NE Bayshore Ct. W508 *MIAMI, FL 33138* 2/2017-8/2018

*72* Calle Inmaculada Concepción, MADRID, ESP 1505A 2/2016-1/2017 *MM*

5. In addition to the residence that I have listed as my present address, I also reside at the following listed addresses on a temporary basis as a secondary domicile or domiciles:

N/A

6. Affiant's spouse resides at the following address (must include city, state and zip code):

N/A

7. Affiant's minor children reside at the following address (must include city, state and zip code):

N/A

8. At the present time, affiant (is) <sup>MM</sup> (is not) registered to vote in any city, county or state other than as stipulated in subparagraph 3 above.

9. Name and business address of affiant's employer:

Everything DB (Darius Butler)

8223 Adrina Shores Way, Boy. Beach, FL 33437

10. Affiant's occupation: Producer

Affiant's business telephone number(s): 305-972-5300

11. Affiant has been employed in the above-cited capacity for the following period of time:

2 years

(Note: In the event the occupation of affiant has been for a period of less than one year, or the employment period with the same employer has been for a period of less than one year, affiant shall give the name(s) and address(es) of his/her employer(s) and occupation(s) for the period of one year prior to the date of this affidavit).

<sup>MM</sup> N/A

12. Affiant represents that he/she (is) <sup>MM</sup> (is not) currently holding another elective or appointive office – whether city, county or municipal – the term of which or any part thereof runs concurrently with that of the office he/she seeks, and that he/she has resigned from any office from which he/she is required to resign pursuant to F.S. 99.012 and/or the City of Miami Charter.

13. Affiant represents that, as of this date, he/she (is) <sup>MM</sup> (is not) seeking to qualify for public office which is currently held by an officer who has authority to appoint, employ, promote, or otherwise supervise him/her and who has qualified as a candidate for reelection to that office.

**Note: If affiant is an employee of the City of Miami, affiant shall take a leave of absence, without pay from his/her employment during the period in which affiant has become a candidate for elective public office. This subsection does not apply to the Commissioners and Mayor, City Manager, City Attorney, City Clerk, and Independent Auditor General. Such leave of absence shall be effective upon whichever occurs first:**

- (a) Such employee receives contributions or makes expenditures, or gives her or his consent for any other person to receive contributions or make expenditures, with a view to bringing about his or her nomination or election to public office; or
- (b) At the time such employee appoints a campaign treasurer and designates a primary depository; or
- (c) At the time such employee files qualification papers and subscribes to a candidate's oath as required by law.

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14. Affiant's campaign headquarters address and telephone number:

520 Brickell Key Drive, Apt. 1113 305-972-5300

Affiant's campaign treasurer's name:

Maxwell Martinez

Affiant's campaign treasurer's address:

520 Brickell Key Drive, Apt. 1113, MIAMI, FL 33131

Telephone numbers: (work) 3059725300

(home) N/A

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15. Affiant represents that, if elected, he/she shall serve in the elective office to which he/she seeks election.

16. Following is the exact way in which affiant would like to have his/her name printed on the official ballot: Max Martínez

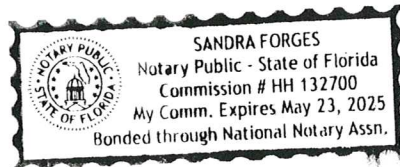
SIGNED THIS 3rd DAY OF September, 2021.

[Signature]  
AFFIANT

BEFORE ME, the undersigned authority, appeared Maxwell Manuel Martinez, who, after first being duly sworn, deposes and states that he executed the foregoing to the best of his knowledge and belief.

[Signature]  
CITY CLERK  
CITY OF MIAMI, FLORIDA

(SEAL)



Did take an oath

Produced identification

Type of identification produced: FL Driver License



# AFFIDAVIT OF NICKNAME

STATE OF Florida

COUNTY OF Miami-Dade

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CITY OF MIAMI

BEFORE ME, the undersigned, personally appeared:

Maxwell Manuel Martínez

(write legal name of candidate)

who being first duly sworn or placed under affirmation says:

1. My legal name is: Maxwell Manuel Martínez

I am over the age of eighteen (18) and the contents of this affidavit are true and correct.

2. I am a candidate for the office of: Mayor of the City of Miami

3. My nickname is: Max Martínez

I am generally known by this nickname or have used it as part of my legal name. I have not created the nickname to mislead voters. I plan to designate this nickname on my candidate oath as the same name I wish to have printed on the ballot when I submit the candidate oath form during the qualifying period for the above office.

4. Attached are documents that show that my nickname is one by which I am generally known or one that I have used as a part of my legal name. [List the title of any documents or affidavits from other persons reflecting that the candidate is generally known by the nickname or that it has been used as part of the candidate's legal name.]

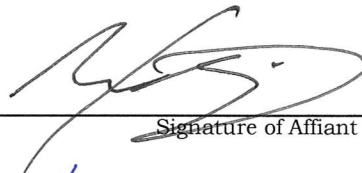
A. Max Martinez- MLS Articles

B. Max Martinez-Startups

C. Max Martinez-Cornell Football

Maxwell Martínez

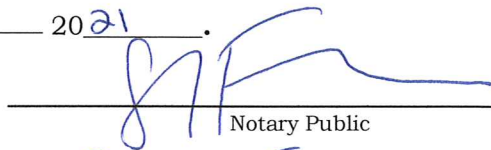
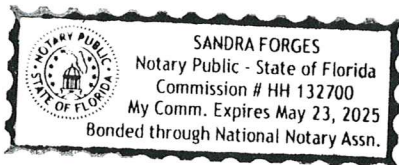
Printed /Typed Name of Affiant



Signature of Affiant

Sworn to (or affirmed) and subscribed before me by means of  physical presencen or  online

notarization on this 3<sup>rd</sup> day of September 2021.



Notary Public

Sandra Forges

Printed Name

May 23, 2025

My Commission Expires

Personally known

or Produced Identification

Type of Identification Produced: FL Driver License



### Soccer

Copa America MLS US Open Cup Concachampions Liga Mexicana Más Fútbol

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MLS | DAVID BECKHAM

# Max Martínez, el chico que busca un "Legado" para Miami

El joven de 26 años tiene una propuesta lista de identidad para el equipo de David Beckham, logo, colores, uniforme y el nombre. Trabaja desde hace 4 años en ello.



Beto González @BetoGlezL

Miami Actualizado a: 9 de febrero de 2018 20:07 EST



BETO GONZALEZ /

Max Martínez es un chico de 26 años que nació en la ciudad de Miami pero de padres españoles, su sangre madridista lo llevó a volverse un fan del inglés David Beckham desde que comenzó a jugar al fútbol y aún más cuando la súper estrella del Manchester United llegaba al Real Madrid.

Max tuvo la iniciativa hace cuatro años de crear un proyecto de identidad para el equipo que David Beckham buscaba llevar a la MLS con sede en Miami, desde entonces al igual que el astro inglés busca un sueño, ser parte de la historia y dejar un legado en el equipo de fútbol que comenzará a vivir en la Ciudad del Sol en 2020.



 Ampliar

Beto Gonzalez

Su interés no es obtener un gran cheque por sus ideas, ni siquiera es una prioridad para él pensar en el dinero. Su sueño se verá cumplido al saber que aunque sea una pequeña parte de su proyecto le sirvió a su máximo ídolo en el fútbol, David Beckham, incluso dice, "Si me siento a tomar un café con David para platicarle mi proyecto, estoy pagado. Yo no quiero dinero, yo nací en Miami y quiero que los niños de mi ciudad amen al fútbol por encima de los deportes americanos".

Miami Legacy, es el nombre que le dio a su idea, dirigida al equipo de David Beckham, Marcelo Claire y los hermanos Mas. Según nos platicó Max Martínez, ya sostuvo acercamientos con Claire unos dos años atrás en un aeropuerto y con los hermanos Mas, no ha platicado, pero hizo llegar un documento donde "entrega" su proyecto buscando una cita para poder exponerlo.

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Ampliar

Beto Gonzalez

"Es algo muy importante para mí, vengo preparando mi proyecto desde hace cuatro años y yo he leído que los dueños están trabajando, pero no hemos visto nada en las dos últimas semanas desde que se presentó al equipo. Yo envié un paquete a los hermanos Mas y no me han contestado", comentó.

Su gran admiración por David Beckham lo ha llevado a coleccionar unas 40 camisetas del astro inglés. "Beckham es mucho más que un futbolista, Miami lo necesita como a Wade y Marino, gente que deja un Legado, es una persona perfecta", finalizó.



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Ampliar

Beto Gonzalez

La carpeta que entregó Max Martínez a los hermanos Mas y que no sabe si llegó a manos de David Beckham, incluye diseño del logo, de los uniformes, los colores del equipo, jugadores que le gustaría ver en Miami e incluso estadísticas muy puntuales sobre lo importante que se volvió el anuncio en la ciudad para los miles o millones de aficionados al fútbol que viven en esta parte de los Estados Unidos.

**Vecinos de Overtown dan el OK al estadio de Beckham**

**Los posibles nombres para el equipo de Beckham**

Etiquetado en: Miami David Beckham Florida Estados Unidos Norteamérica América Inter Miami CF MLS

Más

Contenido patrocinado

recomendado por

**INVESTING ACCOUNTS**

	==	\$ ...	****	==
	==	\$ \$ ...	***	==
	==	\$ ...	***	==

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# Soccer

MLS LaLiga Premier League Champions League Concacaf Champions More Soccer

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## MIAMI LEGACY

### Miami native Max Martinez may have just come up with a name for David Beckham's new team

AS caught up with Max Martinez, creator of the Miami Legacy concept that may help David Beckham's MLS project get off the ground.

Dani Hidalgo Arthur Guisasola

Miami Published at: 19 April 2016 15:20 EDT





**AS caught up with Max Martinez, creator of the Miami Legacy concept. This Miami native has always idolized David Beckham and now thinks he's found a way to lend him and the city he grew up in a hand. Behind Miami Legacy is a well thought out project and several months of work to brand the future MLS club.**

**Who are you and where are you from?**

My name is Max Martinez and I'm currently the Managing Director of Venture Capital at General American Capital Partners. I was born and raised in Miami, played college American football at Cornell as a running back, moved to SF and learned the intricacies of startup world, and now I am between Brooklyn and Miami working on several projects.

**Why did you decide to create this concept and what was your goal with it?**



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I grew up with a Madridista as a father and my first favorite player was David Beckham. I was going into 7th grade and I idolized him (my screen name on AIM was MiamiBeckham23!), not just for the athlete that he was, but the person. Family man, UNICEF ambassador, fashion icon, etc., Beckham has done it all. The goal of the Miami Legacy was to create a team that embodied Becks for who he is and to help change people's perception that Miami is just a party city or vacation spot. I want to change that. Water and heat are a major part of why people love Miami, but every sports team has to do with the weather or a sea animal. This logo represents the rising of soccer in Miami and the name has such a strong meaning to the city of Miami.





**AS**

### Why Miami Legacy?

No matter where Beckham steps foot, he leaves a Legacy and is loved wherever he goes. This is his team and his legacy. Miami is a city full of people proud of their heritage and they come from all different places and speak many different languages. Legacy is a synonym for heritage. Most of these people come from soccer countries that speak different languages (not just Spanish) and legacy translated in Spanish and Portuguese is 'legado' and legacy in both English and Creole. Just like the Hispanics called the Galaxy "Los Galaxy", everyone who becomes a Legacy fan can call them the Legacy or "Los Legacy."

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as



### Why not Miami United?

This is David Beckham's Legacy. Those types of names are just boring. Beckham and Miami are unique, both when it comes to their legacy and their global reach. The name Legacy stands out unlike any other MLS team name and has a royalty about it like Beckham, a people's person who is creating the people's team.

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I chose the pentagon for two reasons. The main reason I chose the pentagon is because the pentagon is the shape that unites the original soccer ball. There are 12 pentagons and 20 hexagons. In a way, this reminded me of Miami. Miami is a hub that connects South America, Central America, the Caribbean, Europe, and the USA all together, just like the pentagons on the soccer ball. Also, there is no other MLS team with a pentagon as their logo, unless you count the Columbus Crew who use an upside down stretched out version, so it would be the first of its kind.

### Why the colors?

As mentioned before, the people of Miami and their heritage are what makes the city so unique. There are people who came from Cuba who built legitimate corporations, Ivy League graduates coming from the descendants of Venezuelan parents, people who never leave because they couldn't imagine life being anything else, and lots of others, but it's all of those cultures that make Miami special. With that being said, different gradients of the primary colors (RYB) are found in all of the flags of the world. By taking a different gradient of each, I decided to go with these 4 (including the white), to make them the People's Club colors. The Legacy will not only be the MLS team everyone follows, but it will be the world's team and unite Miami.

### Who designed the jerseys? Why Adidas?

Photoshop is a hobby of mine and I had this idea on Halloween night as I was getting ready to go out. Instead, I stayed home, wearing my costume, and started experimenting with mockups based on what I thought was cool. After 3 months of work, I chose my favorites and picked the ones I thought fans would enjoy the most. I didn't choose Adidas, the MLS has a contract with them, so it's a rule. It also helps that Beckham has a lifetime contract with Adidas.

### What was the jersey design process like?

The design process was tough because I had to hear a lot of hard things I didn't want to hear, but I was new to the design world, so I took every bit of criticism and tried to improve with every single rendition of the logo and jersey. It took 3 months of insanely hard work and learning new things on the go during my free time.

Miami is flamboyant, and on the rise. It's a city, that with the help of Beckham, will continue its flare with class. These are jerseys people that no one has ever seen before, extremely unique. Just like Beckham's styles on the pitch, they can change every season.





My dream is to one day have the opportunity to work with Becks, meet him for some coffee, or just kick the ball around and talk about how we can make my hometown's team something special. He's someone I have always looked up to and I figured this was my shot at getting to be a part of his legacy and absorbing his knowledge. If so, these past six months of work will have been all worth it.

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miamilegacy

Away: Miami is something you have never seen before and I want this jersey to represent that. It also allows for Adidas to represent their three stripes in more way the one. This jersey is the golden sand of the logo upside down with the water coming down the jersey, leading to the heat on the feet. [#CreateALegacy](#)

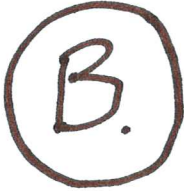
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SPORTS + GAMING

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# Sports, Startups, Sneakers, Strategy: Max Martinez Envisions/Chases It All



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It is not every day that you see a sportsman excel in business as much as they did as an athlete. Even so, some defy the odds and shine even more as entrepreneurs.

Max Martinez, a former Cornell running back, is a classic example of an athlete that has managed to do just that. He has overachieved in the business industry by using his athlete mentality and applying it in entrepreneurship. As the first Ivy Leaguer in his family, Martinez achieves anything into which he puts his mind. From playing college football, founding startups, working for Instagram, managing a VC firm to running his agency, he really wants it all.

Martinez is a dreamer and an achiever. In this piece we'll get to look at his success journey, achievements, and where he sees himself in the future.

### A Brief Look into His Background

Martinez is a Miami born and raised athlete turned entrepreneur. The founder and creative director of his own agency, Maxfuture Strategies, since 2016, he focuses on solving unique problems that companies face, including strategy, advertising, content production, and software in the digital, business, and creative industries. Fluent in both English and Spanish, he is a dual citizen of Spain and the United States.

At 18, he left Miami and went to play football for the Ivy League Cornell University in Ithaca, New York, where he went on to play for four years. During his time there, he utilized every opportunity that came his way. While dedicating most of his time to football and his Government major, Martinez managed to start two companies, MaxyClean and Cornellious. MaxyClean was a pickup and delivery laundry service business, which he sold for \$20,000 after



Tony Delgado

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one month, and Cornelliuous was a non-profit humor site that raised over \$4,000 for three different charities and accumulated over 500,000 YouTube views.

After graduating with a bachelors in Government, the time for Martinez to take on new challenges in the real world.

### Taking the Athlete into the Business Industry

In 2013, after graduating from Cornell University, Martinez moved to San Francisco and co-founded Phroogal. Though not easily, he managed to run a record-breaking crowdfunding campaign through Indiegogo. With a set target of crowdfunding \$75,000 in a month, Phroogal raised \$78,000, becoming the first ever FinLit startup successfully crowdfunded. Investors voted them as winners of 2014's Most Promising FinTech' startup at the Bank Innovation's Demovation Challenge in Seattle. Martinez then went on to work for Instagram after moving on from Phroogle.

At Instagram, he was part of a six-person team responsible for streamlining the verification process of NBA, NFL, and Premier League players. He did this for three months and moved back to New York where he became the Managing Director of a venture capital firm, General American Capital Partners. Martinez built strategies for their portfolio companies and found new investment opportunities for the company. As a long-term result, they were able to purchase FC Bordeaux of France's Ligue 1.

Being an athlete, Martinez thrives off of challenges and competition. After achieving his goals with General American Capital Partners, he needed a new challenge. In November 2016, he moved to Madrid and founded Maxfuture Strategies.

### Martinez's Successes and Dreams

Martinez's success story goes back to his teenage days. When he was 16, he broke Michael Vick's all-time Nike Combine record as a junior at Belen Jesuit high school. He has continued to conquer new challenges to this day because of his love for strategies and sports. In 2016, he created the Miami Legacy MLS team concept, including the name, color scheme, logo and uniforms, for David Beckham's MLS franchise which was endorsed by [AS.com](#) and the Miami New Times. Later on that year, Adidas chose him as a global finalist for the Real Madrid 2016-2017 alternate jersey design, which led him to successfully networking with former Nike designer, now Adidas Creative Director, Marc Dolce.

It was then when Martinez realized he wanted to take his talents to the sports apparel world. From creating strategies for Puma basketball and StockX to designing uniforms for the Long Island Nets of the NBA G-League, he has dedicated 2019 to getting his foot in the door at Nike. After finishing courses in Sneaker Ergonomics at FIT in New York City, the latest concept he's working on, his Jordan Z1ON line for NBA rookie sensation Zion Williamson, is a project he truly believes will show that he understands the sports apparel industry from every different perspective.

A competitive athlete who has also had tryouts with the LA Galaxy of the MLS and Delaware Blue Coats of the NBA G-League, Max Martinez is a true conqueror and go-getter. He has proven he is more than just an athlete. Martinez believes his elite work ethic and versatility are what make him the best.

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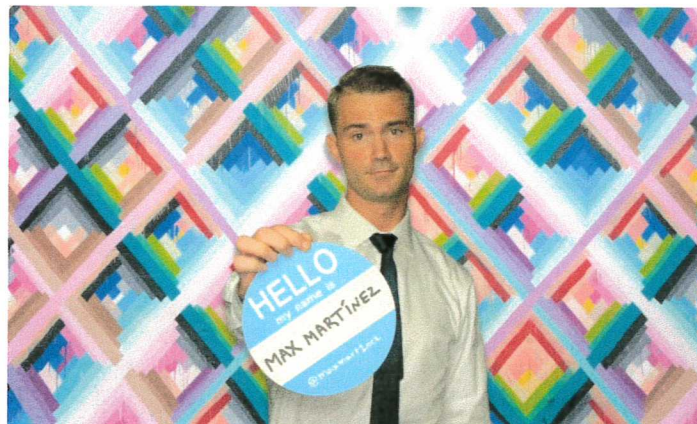
NOVEMBER 27, 2019

# Meet Max Martinez of Maxfuture in Brickell



LOCAL STORIES

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Today we'd like to introduce you to Max Martinez.

**Max, before we jump into specific questions about the business, why don't you give us some details about you and your story.**

My name is Max Martínez and I was born and raised in Coral Gables, FL on the same street as the University of Miami. The son of immigrant parents who met in Madrid, my sister Jenna Martínez is my best friend. She has always inspired me to be the best I can be. Sports and competition have always been a major part of my life and helped me develop the work ethic to become who I am today.

After transferring from Ransom freshman year, I went to Belen Jesuit for my last 3 years of high school. The reason I transferred was to play football for Coach Richard Stuart and it paid off. I beat Michael Vick's all-time record and won the Nike Sparq Combine (Link), which got me recruited by dozens of schools and allowed me to graduate from Cornell University ("ever heard of it?") (Office reference).

At Cornell, I was a running back on the football team for four years, special teams captain, and recognized with awards for work in the weight room and community service off-the-field. However, when I noticed my body was breaking down, I had to find a new thrill and competition in life. In my junior year, I started my first company, MaxyClean, a pickup and delivery laundry service that I was able to sell after only one month in business. My first business success, I had found my new thrill.

Immediately, after graduating from Cornell with a B.A. in Government, I moved to San Francisco, where I founded Phroogal, a financial literacy startup. With a set target of crowdfunding \$75,000 in a month, Phroogal raised \$78,000, and I became the first ever founder to successfully crowdfund a FinLit Startup. A few months later, investors voted Phroogal

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HEART TO HEART WITH WHITLEY: EPISODE 4

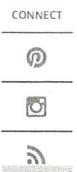


INTROVERTED ENTREPRENEUR SUCCESS STORIES: EPISODE 3



COMMUNITY MEMBER SPOTLIGHTS

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MIAMI'S MOST INSPIRING STORIES

COMMUNITY MEMBER SPOTLIGHTS

COMMUNITY MEMBER SPOTLIGHTS

Unfortunately, like most startups, things went down-hill from there and I ended up leaving to go work at Instagram, where I was an integrity specialist on a team that was assembled to build the algorithm of the verified check for celebrities and eliminate impostors (little blue check).

In 2015, I left Instagram to work in New York City for my mentor, Joseph DaGrosa, of Miami-based General American Capital Partners as the Managing Director of Venture Capital and Business Development. From turning around their portfolio companies to creating investment strategies, I learned so much but realized my idea of fun had to involve a lot more than investments. My passions needed to be involved.

In 2016, I launched the Miami Legacy concept for David Beckham's Miami MLS franchise and was recognized by AS.com as a finalist. From designing the jerseys to creating my ads, I had to pick up new skills along the way. I had to think of things differently by taking what I've learned about consumer demographics everywhere else I had been. Things like, "why the name Legacy?" No matter where Beckham steps foot, he leaves a legacy and is loved, this is his team and legacy. Legacy is a synonym for heritage. Miami is a city full of people proud of their heritage and they come from all different places and speak many different languages. Most of these people come from soccer countries that speak different languages (not just Spanish) and legacy translated in Spanish and Portuguese is 'legado' and legacy in both English and Creole.

Unfortunately, I never got the chance to meet with Becks, but I made a name for myself in the sports design world, got a meeting with Marc Dolce, the Creative Director of Adidas, who told me to keep on pursuing my dreams. I was named an Adidas world finalist for Real Madrid's 2016/17 3rd jersey and that's when I had the idea to launch my agency, Maxfuture Strategies LLC (@maxmart1nez).

My biggest passions in life are sports, business, and sports apparel and all of those things led me to where I am today. From being a division 1 college football player to founding startups and designing, I wanted to be able to combine all of those things to work with different clients and companies regularly, using my unique skillsets and ability to pick things up quickly to help them achieve their goals. Over the past 3 years, I have successfully built a pretty unique agency.

**Has it been a smooth road?**

When I was 14, I decided to transfer schools for my future, and although it worked out, it was a painful process. As mentioned before, I set records and got recruited by many schools, but I forgot to mention that I lost many of those offers after breaking my back during the summer and missing my entire senior season. My hard work ultimately paid off, but how many people do you know that have broken their backs to achieve their dreams?

As for startups, it was very hard to get over the failure of Phroogal. Lonely in San Francisco, the crowdfunding milestone, Most Promising FinTech startup award, and all of the hard work I put into it felt like it meant nothing because the company failed. Looking back on it, I am still learning from the mistakes I made so that I never make them again.

In terms of starting Maxfuture, the hardest part at first was getting clients. I launched the agency in Madrid and my first three clients were an adult

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COMMUNITY MEMBER SPOTLIGHTS

client base and then moved to New York to expand on it. With more success in NYC, I came back to Miami for good in March of 2019 because I realized that this was the city where people knew me, loved me and recognized my talent and drive.

**Please tell us about your business.**

I am the founder and creative director of Maxfuture Strategies (@maxmart1nez). I am a problem solver that specializes in creating and executing strategies in the digital, business, and creative industries. My biggest strength is my ability to adapt to any situation. I thrive off of competition and I do what it takes to help my team win.

Honestly, it's very hard for me to tell you exactly what exactly I do because it always changes. I specialize in the most unique circumstances and finding a way to get the job done well. The things that set me apart from others and that I am most proud of are my versatility and work ethic. Both attributes allow me to pick up new skills quickly and, with my drive, I can execute the client's visions.

One of the questions I get the most is what exactly do you do? Well, it depends on the months and the client. Over the past four months, I published the paperback edition of 22: The War of the Gods for author Manuel Martínez, prepared the production of former NFL cornerback Darius Butler's podcast, pitched my concept for Zion Williamson's brand and signature shoe to Nike/Jordan, helped develop Miami-based Yodha Matcha's business plan, shot videos with Miami artist DYFL, assisted with the cover design and launch of Seventh Flag, a historical fiction novel by Sid Balman Jr., and I am currently working with 21-0, Latino Welterweight Champion and hometown hero, Harold Calderon, on a project that we believe we can change the boxing promotion industry forever.

So yeah, there's never a dull day and I always have to learn something new. My versatility sets me apart and the work ethic from being an athlete makes me special.

**Let's touch on your thoughts about our city – what do you like the most and least?**

Best: The subcultures. From the art community to sports to restaurants, there is always something going on. I love that people are experimenting with new mediums of creativity and I feel like that is one of the defining characteristics of Miami.

Least: The thing I like the least about Miami is the use of material wealth as a criterion to judge others. A city with one of the worst wealth disparities in America, residents of Miami can respect each other more. Respect reflects on all aspects of any society and reputation.

Rant: 'Miami time' shouldn't be a thing because time is money and you ruin other people's plans when you are late. Your Uber driver is sharing their car with you, so show them the same respect you would if it were your car. You're only paying \$6 and they aren't your chauffeur. Jobs and money don't define who you are, it's the way you treat people.

For the culture to keep diversifying and growing, the respect needs to develop as well or we won't progress.

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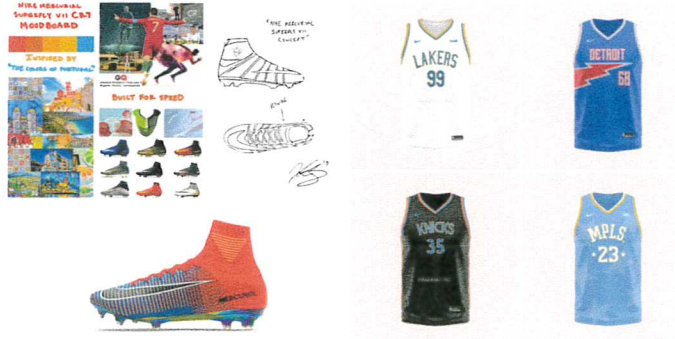
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COMMUNITY MEMBER SPOTLIGHTS

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MIAMI LEGACY  
Miami native Max Martinez may have just come up with a name for David Beckham's new team

AS caught up with Max Martinez, creator of the Miami Legacy concept that may help David Beckham's MLS project get off the ground.



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# Phroogal Becomes First Successfully Crowd-Sourced Financial Literacy Startup

Phroogal, a San Francisco startup aiming to harness the collective knowledge of the crowd to share financial information and promote social collaboration, announced this week that it has raised \$78,501 of its \$75,000 goal on Indiegogo, making it the first financial literacy startup funded by the crowd.

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NEWS PROVIDED BY

**Phroogal** →

Oct 24, 2013, 04:34 ET

SAN FRANCISCO, Oct. 24, 2013 /PRNewswire/ -- Phroogal, a San Francisco startup aiming to harness the collective knowledge of the crowd to share financial information and promote social collaboration, announced this week that it has raised \$78,501 of its \$75,000 goal on Indiegogo, making it the first financial literacy startup funded by the crowd.

After one month of crowdfunding on Indiegogo, CEO Jason Vitug announced that Phroogal had exceeded its campaign goal of \$75,000 and is now working on the creation and release of its beta version, which is due at the end of 2013.

Phroogal is crowd sourced financial information enabling social collaboration to share knowledge, discover new tools and get access to money-savvy peers and financial experts. Think of a search engine, your favorite questions & answers website and your most trusted ratings & review app melded together into one cohesive idea around money. It's Google, Quora and Yelp on personal finance. Many solutions have been created to address financial illiteracy, but most leave out a key way people learn about money, through social interaction. Phroogal connects with your social networks to harness the collective knowledge of your peers. In simpler terms "Money is a taboo subject so we rely on informal conversations and the Internet to find answers



to our financial questions," Vitug said. "The abundance of information and the ineffective way it's currently structured leaves many to guess what's trustworthy and relevant and that's why we are building Phroogal."

People have questions and we need answers. The inability to find relevant answers to our financial situation prevents us from taking immediate action. Hours are wasted sifting through search engine results because queries lead to an abundance of irrelevant links, paid advertisements, and carefully written information that lack real substance and actionable steps. The Phroogal platform will allow you to find trusted and relevant answers to your financial questions from people you know and still keep some anonymity. It will be the portal that connects you to financial resources, tools and mobile apps.

Phroogal will index, aggregate and enable peer-review of information from thousands of financial websites. It will create the largest financial Q&A knowledge base, provide a user-rated directory listing of money resources and connect you to your network of money-savvy peers and financial experts.

The team behind Phroogal is a unique one. Before Phroogal, CEO Jason Vitug previously served as vice president of membership development at the former Tyco Federal Credit Union (now named Reach FCU with \$100 million in assets) in Menlo Park, Calif., and as a member experience officer at the \$2.2 billion Affinity Credit Union in Basking Ridge, New Jersey. It was a risky hire that Vitug made that allowed the Indiegogo campaign to flourish and build steam.

Vitug made the bold move of hiring 22 year-old Cornell University graduate and football player, Max Martinez, fresh out of college. The two met over a mutual friend's tweets, and that is when the networking began. Vitug states, "I was impressed. I waited for Max to graduate and moved to San Francisco before approaching him about Phroogal. My patience worked."

Martinez was hired as Phroogal's co-founder and COO due to his expertise in fundraising, social media, sales and marketing to further Phroogal's pre-launch goals. He had successfully launched 2 of his own smaller startups, was the lead fundraiser for the Cornell senior class, ran two charities, played on the varsity football team all four years, and did all of that while being a government major at such a prestigious school, so Vitug assumed that he was ready for this opportunity.

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"Over the past month, Jason had been telling me that he really does believe in me and that he knew if there were anyone who could pull this off it's me," said Martinez. "There was no chance that I was going to let him down."

Faced in a deep hole with 5 days left and \$54,000 to raise, Martinez took his expertise in fundraising to another level. "Things weren't going well at first, but this is something I truly believe in. Jason's idea is something that is going to help a lot of people, and he was counting on me, so there was absolutely no way that I was going to let him down."

Not only did Martinez not let him down, but he was able to raise \$50,000 in a matter of 5 days. "I left letters at every house in San Francisco, sent thousands of emails, and made so many phone calls that my arm is still numb from holding the phone up, but it was worth it and we are off to the races. At the end of the day, I helped my team win the game."

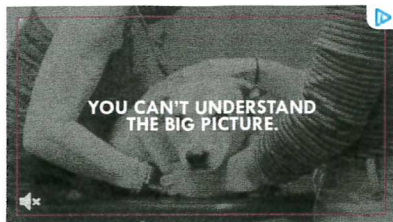
This unique duo, 31 years-old and 22 years-old, full of energy and passion, aims to help improve, if not solve, the financial literacy crisis through social circles and the internet. Phroogal is currently building its beta version which is expected to be released by the end of 2013, but for now their blog [www.phroogal.com](http://www.phroogal.com) is up and running.

Photos:

<http://www.prlog.org/12230460>

SOURCE Phroogal

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## Cornell University graduate teams up with tech startup Phroogal

It was a partnership made possible by a tweet. Max Martinez, 22, recent Cornell University graduate and football running back joins Jason Vitug, founder and CEO of the technology startup Phroogal.

In 2012 Phroogal founder, Jason Vitug, was backpacking around the world while Cornell University student, Max Martinez was working hard on and off the football field. The two exchanged tweets sporadically throughout the year but it wasn't until Vitug returned from his yearlong excursion that they both realized a common passion for helping people and entrepreneurship.

After returning from his goal of visiting 20 countries, Jason set out to help people realize their dream lifestyle. In 2013, Vitug laid the groundwork for a technology startup, called Phroogal, to focus on tackling the issue of financial literacy. Vitug states, "We learn our money habits through social circles and through search engines. That's the basis of how Phroogal will address financial capability."

He adds, "Bootstrapping a company with very little knowledge of programming have proven to be quite difficult but not impossible." Since launching his startup with a simple landing page, Phroogal has attracted over 3,000 eager beta testers. What was his secret formula? Social media. Jason states, "In the past 4 months, I've pretty much lived in front of my computer or on Skype with my programmers. It's a 24 hour operation trying to create a tool that I feel will make a difference in people's lives. As the demands of building the product escalates, my time is better used on product development and partnerships."

Welcome Max Martinez. Max joins Phroogal as co-founder using his expertise in social media, fundraising, sales and marketing to further Phroogal's pre-launch goals. Martinez is a recent Cornell University graduate and ex-football running back. Before the age of 22, he built two successful startups, MaxyClean and Cornellious.com. MaxyClean was an instant hit at Cornell and was purchased a month later. Cornellious.com, a college humor website, gained a 20% following among Cornell students with the Cornellious YouTube channel reaching over 600,000 views.

Vitug has known Martinez socially for a couple years. It was during Martinez's last semester at Cornell that Vitug learned about Max's entrepreneurial ambitions. Vitug states, "I was impressed. I waited for Max to graduate and moved to [San Francisco](http://en.wikipedia.org/wiki/San_Francisco) before approaching him about Phroogal. My patience worked." This is an example of how social media helped like-minded entrepreneurs to collaborate. It's that premise of social collaboration that Vitug and Martinez hopes will increase people's financial capability.

Martinez shares Vitug's passion in helping people and pushing the limits of social collaboration in financial literacy. "Our goal is to connect people to resources and tools. We want to make it easier to find the right money answers." states Martinez. Vitug adds, "People have money questions and the majority of us learn about money through friends, family and coworkers or we seek the answers online. But, what we find is a confusing amount of information and advertisements. We are solving that problem with Phroogal."

Social is the key to connecting with the right resources. Take it from Vitug and Martinez, their partnership started on Twitter because of a retweet from a mutual friend. Don't underestimate the power of social media networking!

Source: Phroogal

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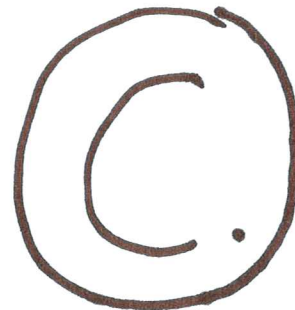
Social Media Outposts  
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# TEN QUESTIONS WITH MAX MARTINEZ

## FOOTBALL



For this week's edition of 10 Questions, columnist Reena Gilani '12 sat down with senior football player Max Martinez. They discussed his brief stint as a YouTube sensation, as well as Selfie Saturdays and his star-crushed obsession with LeBron James.

**1. Let's talk about football first. You were captain of both the track and field and football teams in high school, how did you end up going with football coming into college?**

When I started playing football in ninth grade, I fell in love with it and knew that was what I wanted to do. You either love football or you don't.

**I hear you went to an all guys high school that you were infatuated with and you did the Nike SPARQ challenge? Why don't we talk about the YouTube video for that.**

The YouTube video had over 50,000 views. It's just crazy because that was already like four and a half years ago. I really don't think about it anymore or anything, but when some people see me they think about the video; they're either like "Max Martinez Belen Jesuit, no I did not I wasn't ready" or they say "wow, that guy is actually the biggest tool ever". They just recite quotes — I guess I had a ton of quotables? I was just really nervous, I worked so hard for that moment and my dream came true. I guess you can just say I was not ready for that moment. Pun completely intended.

**So what exactly was it, you set a record?**  
I set a record for the overall score of all time. I beat Reggie Bush, but I didn't get Kim Kardashian. I was so upset about that. I beat all these guys, and I had the all-time record at [a Sparq rating of] 116. I also had a 4.09 shuttle and a vertical jump of 36 inches. I literally was all over the Internet in a day, everything changed so fast. Even all of that didn't get me Kim Kardashian. But it was the dream that I wanted, I worked my butt off for it; I

woke up every morning at 4:30 and I worked out, went to class, went to football and worked with Jim and Irik at Fast Twitch Performance Training at night. For that moment to actually come true and win...you're telling me I did that? That's why in the video I was so anxious the whole time. It's unbelievable. This unknown kid just went out and beasted everyone, I worked my butt off. I know Kim saw it at one point though.

**So you're kind of a mini celebrity.**  
As Coach Hanna would say, "If you will."

**2. What about your football career here?**

Lots of injuries. I tore my pec freshman year, had a minor stress fracture in my tibia last season for nine months and I rehabbed it this summer. Both of my shoulders have popped out. I've just had bad luck with injuries, but everyday my teammates know that while I'm not the player I wanted to use to be — Max Martinez Belen Jesuit — I'm still the same guy when it comes to wanting something, and that I will fight for it until it kills me. The thing that I want is a championship with my teammates. It's something I have always dreamed of. I have to be like LeBron and get that first ring, except my retirement will be at the end of this season. I absolutely love my team; I would die for my team. My career here has been full of injuries and position switches, but that hasn't held me back from leading and playing. To be honest, I've always considered myself a special teams player and special teams are my thing and position. I like to lead those. You don't have to be the best player to be a great teammate, unless you are Jeff Mathews '14, because you are both. Jeff Mathews for Heisman '12.

**3. Moving away from the sport, you have actively made yourself known**

**through social media forums. I hear you enjoy Twitter, Tumblr, Instagram and Facebook, all that.**

Not Tumblr. Tumblr is something I merely dabble with.

**What about the other three? What's your favorite?**  
Instagram. You can express yourself and your day through pictures. I think it's sweet that you can edit the pictures and filters. Should you change the contrast? Increase the saturation? Sometimes it's difficult for me because I'm color-blind, really though, so it's hard for me to match things, but I love art, it blows my mind.

**Selfie Saturdays included?**  
Selfie Saturday is a special day, it's a movement. Everyone is going to be doing Selfie Saturday one day, I promise you.

**How did that get started?**  
One Saturday, I was bored. The natural thing for an iPhone owner to do when they're bored is to take "selfies". It was a Saturday and it was a "selfie", that's how you get Selfie Saturday. Take a picture of yourself, wherever you're at. When I started it, I was in sick places. One of them I was right in front of the clock tower, the next week I was at the Washington Monument visiting Sidney Balman '13. Lately, I've been doing more photoshops to make myself believe that I should be hanging out with Olivia Munn.

**I hear if someone's one of your best friends they'll get special, individual selfies.**

Did Caroline tell you that? Yeah, it's something me and my sister started doing. We just started sending each other pictures then I started doing it with Sidney and sending him all these random pictures of stuff going on in my day. That's why I love pictures. People know I love Mobile Uploads on Facebook. The reason being is that there is nothing fake about a picture. It is what it is. It's what

you did today; it's what you're doing. You're not pretending to be anyone you're not, you're just putting up pictures of your day. People are full of crap if they claim they don't like to see themselves in pictures; everyone does, especially Demarr Moulton '13. Guy literally asks me to take pictures of him everyday

**4. So what is your obsession with LeBron James?**

LeBron James has been my favorite player since fifth grade. In fifth grade, I went to Sea Camp with my class and that weekend was going to be my birthday. At Sea Camp, my friend and I collided and I broke a bone in my upper eye, and when I got home that weekend from that trip — they made me leave early — my birthday present was there. It was an autographed ball on my bed, with a picture of LeBron signing it. It was when he was a junior in high school, that's how long I've been a fan! Then you tell me like 12 years later he's on my favorite team that I grew up ball-boying for! That's a legitimate, cool obsession; people need to understand that. That's a boyhood idol coming to my team, so everyone needs to chill. I also had a broken face so it was definitely good to know that something was going right for me.

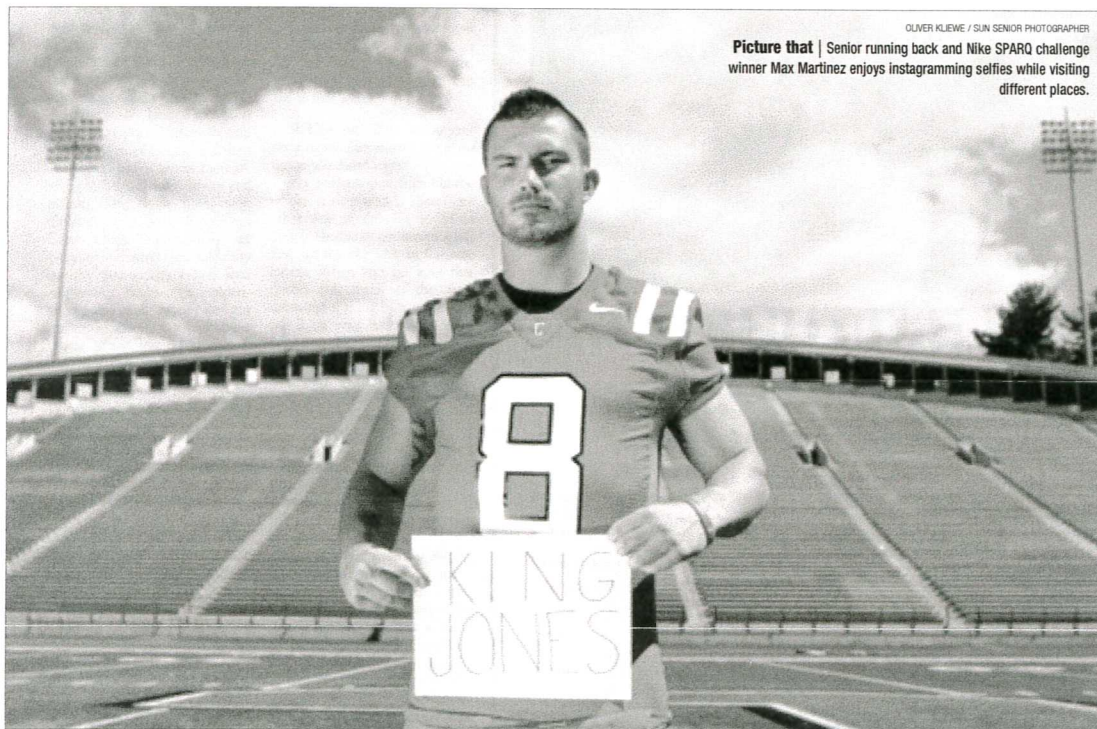
**What about Brian Cushing?**

Actually, that's another deep moment. So before the Nike Combine, I sent Brian Cushing a message on Facebook, wishing him luck and letting him know what I was going to do, that I was going to go out there and ball as hard as I could and try to make it. And he answered me back, saying "you just go out and you do you, just always know that you're out there working the hardest".

**And Russell Westbrook? I heard he was your favorite NBA player.**

See MARTINEZ page 14

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OLIVER KLIEWE / SUN SENIOR PHOTOGRAPHER

**Picture that | Senior running back and Nike SPARQ challenge winner Max Martinez enjoys instagramming selfies while visiting different places.**

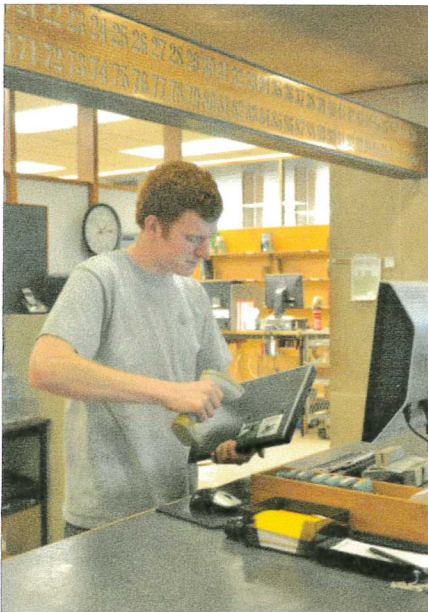


# The Cornell Daily Sun

Vol. 129, No. 9

THURSDAY, AUGUST 30, 2012 ■ ITHACA, NEW YORK

16 Pages — Free



VICTORIA GAO / SUN FILE PHOTO

## After Cuts to Fin. Aid, Longer Hours Loom For Student Workers

By MARGARET YODER  
Sun Staff Writer

Students with work-study financial aid packages will be expected to contribute 25 percent more in annual wages, raising the annual contribution per student from \$2,000 to \$2,500 in accordance with reductions to Cornell's financial aid program set to begin in Fall 2013.

For students who are required to work to contribute wages to their financial aid packages, the administration had maintained an expected contribution of \$2,000 for nearly 20 years, despite a rising minimum wage, according to Thomas Keane, director of financial aid for scholarships and policy analysis. An increase in wages over the last two decades has lowered the number of hours students needed to work to earn \$2,000, Keane said.

At the current minimum wage, \$7.25 per hour, a student needs to work about 275 hours during the academic year — an average of about 9.2 hours a week — in order to earn a total \$2,000 for the year. The increased work expectation will raise the number of hours students need to work to 11.4 hours per week. At the same minimum wage, this increase translates into an additional 2.2 hours of work per week, according to Keane.

"We felt that two hours a week wasn't a huge increase," he said.

But Garrett Jancich '15, who has a work-study component in his

See WORK STUDY page 5

**Hard at work** | Many Cornell students work part-time on campus to meet the minimum expected contribution to their financial aid packages.

**News**

**Earthy Intro**

The Orientation Steering Committee says it made this year's Orientation the most sustainable yet.

| Page 3

**Dining**

**Food for Frosh**

The Sun recommends the best restaurants off-campus for new students to try. Rulloff's Monster Burger makes the list.

| Page 8

**Arts**

**Rap Royalty**

Clio Chang '14 reviews Childish Gambino's new self-released mixtape.

| Page 9

**Sports**

**Max-imum Control**

Reena Gilani '13 talks to Max Martinez '12 about football, tattoos and social media.

| Page 15

**Weather**

**Partly Cloudy**

HIGH: 81 LOW: 55

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## Deborah Estrin Named First CornellNYC Tech Prof

By EMMA COURT  
Sun Senior Writer

Deborah Estrin's resume reads like the perfect addition to a multibillion dollar project that many hope will

transform New York City into a hub of technological innovation and entrepreneurship. Estrin, the first professor hired to teach at CornellNYC Tech, will

See ESTRIN page 4

## Prof 'Inspired' by Cornell's Vision

By EMMA COURT  
Sun Senior Writer

Over the summer, Deborah Estrin, a computer science professor at UCLA, was named the first professor of Cornell's NYC tech campus. The Sun interviewed Estrin about her role in developing the tech campus' curriculum, how CornellNYC will influence technological innovation and the experience of being a woman in a notoriously male-dominated field.

THE SUN: How did you first get involved in

the CornellNYC tech campus project?

DEBORAH ESTRIN: I was contacted by the Cornell computer science department I want to say in early May or something like that, in the beginning of their search for senior faculty.

SUN: What drew you to the project?  
D.E.: I, of course, had heard about the competition, and things like that. It felt like such an excellent match with my research. I heard about all the activity going on and it sounded like a pretty inspired and

important vision.

SUN: What role are you playing in developing the curriculum for the tech school?

D.E.: Faculty members together develop the curriculum. We as a group determine what will initially be a small profile of courses. Initially, we're focusing on the Master of Engineering program in computer science, which we're starting up in January. Over time the other master's programs will start up. There'll be a separate Master of Engineering in each of the four disciplines represented on the campus.

See INTERVIEW page 4



PROF. ESTRIN

**To the beat**



SEYOUN KIM / SUN STAFF PHOTOGRAPHER

Students try out for the Yamatai Drum Team, a contemporary Japanese drumming group, on Tuesday afternoon.

## Campus Acceptance of LGBT Students Debated After C.U. Earns High Ranking

By SYLVIA RUSNAK  
Sun Staff Writer

In a list released by The Huffington Post Aug. 21, Cornell nabbed a spot on Campus Pride's list of the 25 most "LGBT-Friendly Colleges and Universities in the United States" — a selection some student leaders in the lesbian, gay, bisexual and transgender community called a mark of the success of University policies, while others cautioned that Cornell has a long way to go to earn the distinction.

Campus Pride — a national non-profit organization that seeks to make U.S. colleges safer for LGBT students — compiled the list using a five-star rating system to

rank universities in several categories related to the quality of LGBT student life.

Cornell was given an overall five-star rating and was awarded five stars in five of the seven categories: LGBT support and institutional commitment; academic life; student life; LGBT campus safety; and LGBT counseling and health.

The University did not score as high in "LGBT policy inclusion" and "housing and residential life," scoring four and half stars in each. Several leaders of LGBT student groups attributed this drop-off in part to Cornell's lack of gender neutral and transgender housing.

See LGBT page 5



## 2012 Football Roster

Martinez, Max



### 8 MAX MARTINEZ

POSITION: Running Back

HEIGHT: 5-10

WEIGHT: 202

CLASS: Senior

HOMETOWN: Coral Gables, Fla.

HIGHSCHOOL: Belen Jesuit HS

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#### At Cornell

Martinez earned his first varsity letter in 2011 as a member of the special teams, seeing action in a total of five contests. He has moved from offense to defense and back again, and his speed, strength and athleticism could allow him to move into the tailback rotation in 2012. He has played wide receiver and corner during his career, and has also excelled on special teams on coverage and as a kickoff returner. He was a standout performer on the junior varsity as a freshman corner.

#### At Belen Jesuit

Martinez was a three-year letter winner at Belen Jesuit HS as a running back/wide receiver, earning All-Dade County football honors. As a senior, Martinez rushed for 500 yards and a pair of touchdowns, averaging 10.0 yards per carry, while hauling in 10 passes for 150 yards and two more scores. He was invited to participate in the North vs. South Senior All-Star game. Martinez served as team captain of the football and track and field squads, and earned the top rating of any athlete at the 2008 NIKE SPARQ training camp in Miami.

#### Personal

Maxwell Manuel Martinez is the son of Lynn Vigar and Manuel Martinez and has a younger sister. Martinez is enrolled in the College of Arts and Sciences.



Please print or type your name, mailing address, agency name, and position below:

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LAST NAME -- FIRST NAME -- MIDDLE NAME :

Martínez Maxwell Manuel

2021 SEP -3 AM 11:56

MAILING ADDRESS :

520 Brickell Key Dr.

OFFICE OF THE CITY CLERK  
CITY OF MIAMI

Apt. 1113

CITY : ZIP : COUNTY :

Miami FL Miami-Dade

NAME OF AGENCY :

City of Miami

NAME OF OFFICE OR POSITION HELD OR SOUGHT :

Mayor

CHECK ONLY IF  CANDIDATE OR  NEW EMPLOYEE OR APPOINTEE

**\*\*\*\* THIS SECTION MUST BE COMPLETED \*\*\*\***

**DISCLOSURE PERIOD:**

THIS STATEMENT REFLECTS YOUR FINANCIAL INTERESTS FOR CALENDAR YEAR ENDING DECEMBER 31, 2020.

**MANNER OF CALCULATING REPORTABLE INTERESTS:**

FILERS HAVE THE OPTION OF USING REPORTING THRESHOLDS THAT ARE ABSOLUTE DOLLAR VALUES, WHICH REQUIRES FEWER CALCULATIONS, OR USING COMPARATIVE THRESHOLDS, WHICH ARE USUALLY BASED ON PERCENTAGE VALUES (see instructions for further details). CHECK THE ONE YOU ARE USING (**must check one**):

COMPARATIVE (PERCENTAGE) THRESHOLDS OR  DOLLAR VALUE THRESHOLDS

**PART A -- PRIMARY SOURCES OF INCOME** [Major sources of income to the reporting person - See instructions]  
(If you have nothing to report, write "none" or "n/a")

NAME OF SOURCE OF INCOME	SOURCE'S ADDRESS	DESCRIPTION OF THE SOURCE'S PRINCIPAL BUSINESS ACTIVITY
Everything DB/Darius Butler	8223 Adrina Shores, Boy. Beach, FL 33473	Production of NFL shows

**PART B -- SECONDARY SOURCES OF INCOME** [Major customers, clients, and other sources of income to businesses owned by the reporting person - See instructions]  
(If you have nothing to report, write "none" or "n/a")

NAME OF BUSINESS ENTITY	NAME OF MAJOR SOURCES OF BUSINESS' INCOME	ADDRESS OF SOURCE	PRINCIPAL BUSINESS ACTIVITY OF SOURCE
None			

**PART C -- REAL PROPERTY** [Land, buildings owned by the reporting person - See instructions]  
(If you have nothing to report, write "none" or "n/a")

None

You are not limited to the space on the lines on this form. Attach additional sheets, if necessary.

FILING INSTRUCTIONS for when and where to file this form are located at the bottom of page 2.

INSTRUCTIONS on who must file this form and how to fill it out begin on page 3.

**PART D — INTANGIBLE PERSONAL PROPERTY** [Stocks, bonds, certificates of deposit, etc. - See instructions]  
(If you have nothing to report, write "none" or "n/a")

TYPE OF INTANGIBLE	BUSINESS ENTITY TO WHICH THE PROPERTY RELATES
None	

**PART E — LIABILITIES** [Major debts - See instructions]  
(If you have nothing to report, write "none" or "n/a")

NAME OF CREDITOR	ADDRESS OF CREDITOR
None	

**PART F — INTERESTS IN SPECIFIED BUSINESSES** [Ownership or positions in certain types of businesses - See instructions]  
(If you have nothing to report, write "none" or "n/a")

NAME OF BUSINESS ENTITY	BUSINESS ENTITY # 1	BUSINESS ENTITY # 2
ADDRESS OF BUSINESS ENTITY	N/A	N/A
PRINCIPAL BUSINESS ACTIVITY		
POSITION HELD WITH ENTITY		
I OWN MORE THAN A 5% INTEREST IN THE BUSINESS		
NATURE OF MY OWNERSHIP INTEREST		

**PART G — TRAINING** For elected municipal officers, appointed school superintendents, and commissioners of a community redevelopment agency created under Part III, Chapter 163 required to complete annual ethics training pursuant to section 112.3142, F.S.

I CERTIFY THAT I HAVE COMPLETED THE REQUIRED TRAINING.

IF ANY OF PARTS A THROUGH G ARE CONTINUED ON A SEPARATE SHEET, PLEASE CHECK HERE

**SIGNATURE OF FILER:**

Signature:



Date Signed:

9/3/2021

**CPA or ATTORNEY SIGNATURE ONLY**

If a certified public accountant licensed under Chapter 473, or attorney in good standing with the Florida Bar prepared this form for you, he or she must complete the following statement:

I, \_\_\_\_\_, prepared the CE Form 1 in accordance with Section 112.3145, Florida Statutes, and the instructions to the form. Upon my reasonable knowledge and belief, the disclosure herein is true and correct.

CPA/Attorney Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**FILING INSTRUCTIONS:**

If you were mailed the form by the Commission on Ethics or a County Supervisor of Elections for your annual disclosure filing, return the form to that location. To determine what category your position falls under, see page 3 of instructions.

**Local officers/employees** file with the Supervisor of Elections of the county in which they permanently reside. (If you do not permanently reside in Florida, file with the Supervisor of the county where your agency has its headquarters.) Form 1 filers who file with the Supervisor of Elections may file by mail or email. Contact your Supervisor of Elections for the mailing address or email address to use. Do not email your form to the Commission on Ethics, it will be returned.

**State officers or specified state employees** who file with the Commission on Ethics may file by mail or email. To file by mail, send the completed form to P.O. Drawer 15709, Tallahassee, FL 32317-5709; physical address: 325 John Knox Rd, Bldg E, Ste 200, Tallahassee, FL 32303. To file with the Commission by email, scan your completed form and any attachments as a pdf (do not use any other format), send it to CEForm1@leg.state.fl.us and retain a copy for your records. Do not file by both mail and email. Choose only one filing method. Form 6s will not be accepted via email.

**Candidates** file this form together with their filing papers.

**MULTIPLE FILING UNNECESSARY:** A candidate who files a Form 1 with a qualifying officer is not required to file with the Commission or Supervisor of Elections.

**WHEN TO FILE: Initially,** each local officer/employee, state officer, and specified state employee must file **within 30 days** of the date of his or her appointment or of the beginning of employment. Appointees who must be confirmed by the Senate must file prior to confirmation, even if that is less than 30 days from the date of their appointment.

**Candidates** must file at the same time they file their qualifying papers.

**Thereafter,** file by July 1 following each calendar year in which they hold their positions.

**Finally,** file a final disclosure form (Form 1F) within 60 days of leaving office or employment. Filing a CE Form 1F (Final Statement of Financial Interests) does not relieve the filer of filing a CE Form 1 if the filer was in his or her position on December 31, 2020.



**CANDIDATE OATH –  
NONPARTISAN OFFICE**

(Do not use this form if a Judicial or School Board Candidate)

Check box **only** if you are seeking to qualify as a write-in candidate:

Write-in candidate

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OFFICE OF THE CLERK  
CITY OF MIAMI

OFFICE USE ONLY

**Candidate Oath**

(Section 99.021(1)(a), Florida Statutes)

I, Max Martínez

(Print name above as you wish it to appear on the ballot. If your last name consists of two or more names but has no hyphen, check box . (See page 2 - Compound Last Names). No change can be made after the end of qualifying. Although a write-in candidate's name is not printed on the ballot, the name must be printed above for oath purposes.)

am a candidate for the nonpartisan office of Mayor of the City of Miami, \_\_\_\_\_,  
(Office) (District #)


\_\_\_\_\_, \_\_\_\_\_; I am a qualified elector of Miami-Dade  County, Florida;  
(Circuit #) (Group or Seat #)

I am qualified under the Constitution and the Laws of Florida to hold the office to which I desire to be nominated or elected; I have qualified for no other public office in the state, the term of which office or any part thereof runs concurrent with the office I seek; and I have resigned from any office from which I am required to resign pursuant to Section 99.012, Florida Statutes; and I will support the Constitution of the United States and the Constitution of the State of Florida.

Candidate's Florida Voter Registration Number (located on your voter information card): 128631886

Phonetic spelling for audio ballot: Print name phonetically on the line below as you wish it to be pronounced on the audio ballot as may be used by persons with disabilities (see instructions on page 2 of this form): [Not applicable to write-in candidates.]

mAx mAHR-tl-nez

**X**  (305) 972-5300 max1@mm44mia.com  
Signature of Candidate Telephone Number Email Address  
520 Brickell Key Dr. #1113 Miami FL 33131  
Address City State ZIP Code


STATE OF FLORIDA

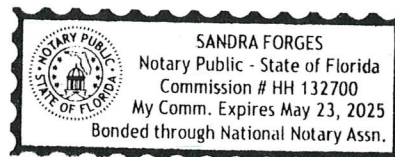
COUNTY OF Miami-Dade

Sworn to (or affirmed) and subscribed before me by means of physical presence this 3<sup>rd</sup> day of September, 2021.

Personally Known: \_\_\_\_\_ or Produced Identification:

Type of Identification Produced: FL Driver License

  
Signature of Notary Public  
Print, Type, or Stamp Commissioned Name of Notary Public below:





LOYALTY OATH

STATE OF FLORIDA  
COUNTY OF MIAMI-DADE

I, Maxwell M Martínez  
First Name Middle Initial Last Name

a citizen of the State of Florida and of the United States of America, ... and a candidate for public office ... do hereby solemnly swear or affirm that I will support the Constitution of the United States and of the State of Florida.

[Signature]  
Signature of Candidate

CITY OF MIAMI OATH OF CANDIDATE  
OFFICE OF Mayor

Before me, an officer authorized to administer oaths, personally appeared

Maxwell Manuel Martínez

(PLEASE PRINT NAME)

who, being sworn, says he/she is a candidate for the office of Mayor for the City of Miami, Florida; that he/she is a qualified elector of the City of Miami, Florida; that he/she is qualified under the Constitution, the Laws of Florida, and City of Miami Charter to hold the office to which he/she desires to be elected; that he/she has taken the oath required by Section 99.021, Florida Statutes; that he/she has qualified for no other public office in the State, the term of which office or any part thereof runs concurrent with that of the office he/she seeks; and that he/she has resigned or taken a leave of absence from any office from which he/she is required to resign or take a leave of absence, pursuant to Section 99.012, Florida Statutes.

[Signature]  
Signature of Candidate

520 Brickell Key Dr. #1113 Miami FL 33131  
Address City State ZIP Code

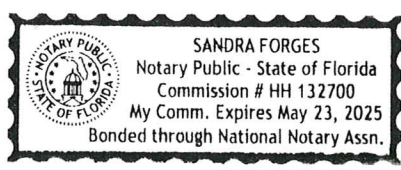
The Loyalty Oath and Oath of Candidate are sworn to (or affirmed) and subscribed before me this 3<sup>rd</sup> day of September, 2021.

[Signature]  
Signature of Officer Administering Oath or Notary Public

Sandra Forges  
Name of Notary Typed, Printed or Stamped

Personally Known: \_\_\_\_\_ OR Produced Identification:

Type of Identification Produced: FL Driver License



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**ACKNOWLEDGMENT BY CANDIDATES COVERED BY  
THE MANDATORY PROVISION  
OF THE  
ETHICAL CAMPAIGN PRACTICES ORDINANCE**

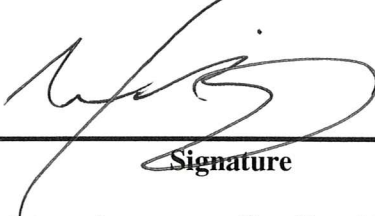
The Mandatory Fair Campaign Practices of the Ethical Campaign Practices Ordinance automatically extend to candidates and their respective campaign staffs for the Miami-Dade County Commission or Mayor; candidates and their respective campaign staffs for Miami-Dade Community Councils, candidates and their respective campaign staffs for any municipal elective office within Miami-Dade County; candidates and their respective campaign staffs for the Property Appraiser of Miami-Dade County; and any candidate and his or her campaign staff for elective office with a constituency in whole or in part in Miami-Dade County.

As provided in the Miami-Dade County Code at [Sec. 2-11.1.1 \(C\)](#), I shall not—

- (a) With actual malice make or cause to be made any untrue oral statement about another candidate or a member of his or her family or staff which exposes said person to hatred, contempt, or ridicule or causes said person to be shunned, avoided, or injured in his or her business or occupation;
- (b) With actual malice publish or cause to be published by writing, printing, picture, effigy, sign, or otherwise than by mere speech any untrue statement about another candidate or a member of his or her family or staff which exposes said person to hatred, contempt, or ridicule or causes said person to be shunned or avoided, or injured in his or her business or occupation;
- (c) Willfully injure, deface, or damage or cause to be injured, defaced, or damaged by any means any campaign poster, sign, leaflet, handbill, literature, or other campaign material of another candidate;
- (d) Knowingly obtain, or cause to be obtained, the campaign property of another candidate with the intent to, temporarily or permanently, deprive the candidate of a right to the property or a benefit thereof; or
- (e) Knowingly file with the Ethics Commission a groundless or frivolous complaint against another candidate.

I, Maxwell Manuel Martínez, a candidate for the office of  
please print your name  
Mayor in the City of Miami,  
elective office sought county, municipality, or other jurisdiction

acknowledge that the Mandatory Fair Campaign Practices as provided in the Miami-Dade County Code at [Sec. 2-11.1.1 \(C\)\(1\)](#) applies to me throughout this campaign period, regardless of when I sign this acknowledgment. I recognize as compulsory the jurisdiction of the Ethics Commission. The Ethics Commission has the authority to decide whether I have violated the Mandatory Fair Campaign Practices of the Ethical Campaign Practices Ordinance and, if a violation is found, the Ethics Commission has the authority to impose the appropriate penalty, if any.

x   
\_\_\_\_\_  
Signature

9/3/21  
\_\_\_\_\_  
Date

*Candidates for county office file with the Miami-Dade County Elections Department. Candidates for municipal office file with their respective municipal clerks. For further information, please contact the Miami-Dade County Office of Governmental Affairs at 305 499-8410.*

**Miami Dade County Elections Dept.**  
2700 NW 87<sup>th</sup> Ave. *or* P.O. Box 521550  
Miami, FL 33172 Miami, FL 33152-1550

MAX MARTINEZ FOR CITY OF MIAMI  
520 BRICKELL KEY DR APT A1113  
MIAMI, FL 33131-2613

102  
63-4/630 FL  
24153

9/3/21

Date

Pay To The Order Of The City of Miami \$ 1,070.00 /100

ONE-THOUSAND-AND-SEVENTY Dollars



**BANK OF AMERICA**

ACH R/T 063100277

For Candidate Qualifying

MP

Harland Clarke



City of Miami  
**OFFICIAL RECEIPT**

No. 505768

\$ 1070.00 Sales Tax \$ — Total \$ 1070.00

Date: 9 | 3 | 2021

One thousand and seventy /100 Dollars

Received from: Maxwell Manuel Martinez

Address: 520 Brickell Key Drive, Apt. 1113 Miami, FL 33131

For: Qualifying - Mayor Reference No: check # 102

This Receipt not VALID unless dated, filled in and signed by authorized employee of department or division designated hereon and until the City has collected the proceeds of any checks tendered as payment herein.

By: Sandra Forges

Department: City Clerk

Division: Election

C FN/TM 402 Rev. 03/03

Distribution: White - Customer; Canary - Finance; Pink - Issuing Department

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CITY OF MIAMI





Voter Information Card  
Miami-Dade County, FL

Tarjeta de Información del Elector  
Condado de Miami-Dade, FL

Maxwell Manuel Martinez  
520 Brickell Key Dr APT 1113  
Miami FL 33131

Kat Enfòmasyon Votè  
Konte Miami-Dade, FL

ISSUED  
EMITIDA  
ENPRIME  
09/17/20

Bring photo identification  
when voting.

Para votar, presente una  
identificación con fotografía.

Tanpri pote yon pyès idantifikasyon  
ki gen foto w sou li lè w'ap vin vote.

Registration No.  
Num. de Inscripción  
Nim. Enskripsyon

128631886

Voting Location | Centro de Votación | Lokal Biwo Vòt  
First Presbyterian Church  
609 Brickell Ave

Precinct No.  
Núm. del Recinto  
Nim. Biwo Vòt  
541

Date of Birth  
Fecha de Nacimiento  
Dat Nesans  
[REDACTED]

Registration Date  
Fecha de Inscripción  
Dat Enskripsyon  
9/10/2020

Party Affiliation | Afiliación Partidista | Pati Politik  
FLORIDA DEMOCRATIC PARTY

Christina White

Supervisor of Elections | Supervisora de Elecciones | Sipèvizè Eleksyon

You are eligible to vote for the representatives from the districts listed below.  
Ud. puede votar por los representantes de los distritos enumerados abajo.  
W elijib pou w vote pou reprezantan ki nan distrik ki ekri anba la yo.

Congress  
Congreso  
Kongrè  
27

State Senate  
Senado Estatal  
Sena Eta  
37

State House  
Cámara Estatal  
Lachannm Eta  
112

County Commission  
Comisión del Condado  
Komisyon Konte  
5

School Board  
Junta Escolar  
Asanble Edikasyon  
3

Community Council  
Consejo Comunitario  
Konsèy Kominotè  
N/A

Municipality | Municipio | Minisipalite  
MIAMI DIST 2  
[REDACTED]

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CITY OF MIAMI

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