



Follow The Money NYC: Independent Expenditure Disclosure & Communication Archive



History of NYC's IE Disclosure

2010 NYC Charter Revision & Referendum

Implementation

- 2012 – First City Council Special Election
- 2013 – First Citywide Election Cycle

2017 Relaunched as Follow the Money | NYC



Communications Covered



COMMUNICATION TYPE

Communication Type

- All
 - Billboard
 - Internet Radio Ad
 - Internet Text/Banner Ad
 - Internet Video Ad
 - Leaflet/Flyer
 - Mass Mailing
 - Other
 - Phone Calls
 - Poster
 - Print Ad
 - Radio Ad <= 30 seconds
 - Radio Ad > 30 seconds
 - Robo Call
 - TV/Cable Ad
 - Website



NYC's IE Disclosure Requirement

Covers all spenders >\$1,000

Expenditures for covered spenders >\$100

“Design, production, or distribution”



Voting and Coronavirus (COVID-19)

Protect your health, and the health of our democracy. Our page has the latest updates on elections.

[Learn More](#)

- [Follow the Money | NYC](#)
- [Campaign Finance Summary](#)
- [Independent Expenditures Portal](#)
- [Campaign Finance Reports](#) +
- [Analysis](#) +
- [Post-Election/Enforcement](#) +

© Photo by Klaus Balzano



Voter Services

Be an engaged, informed voter! Register to vote, see who's



Candidate Services

Interested in running for office? Learn how to get your campaign



Search by Target or Spender

🔍 Follow the Money | NYC

Examine campaign contributions and independent spending for:

2017

Candidates

Independent Spenders

Contributions

Expenditures

Target

Enter candidate or proposal name

and | or

By

Enter independent spender name

Search



- Follow the Money
- Matching Funds Program
- Candidate Services
- Independent Expenditures
- Law & Rules
- NYC Votes

Follow the Money | NYC | Independent Spenders Contributions | Independent Spenders Expenditures

Search Independent Spenders: Expenditures

Target

and | or

By

Search

Election Cycle: 2017: Citywide Elections [Clear all](#)

Sort by:

PDF

Excel

Help file

List

Visual

Total Records: 195 | Search Total: \$1,507,612.98

ELECTION CYCLE

Go

OFFICE

Office

- Mayor
- Public Advocate
- Comptroller



12/6/2017 Fwd: robo call

From: James McClelland <jmcclelland6@gmail.com>
 To: Maureen Daly <daly@ast.com>
 Subject: Fwd: robo call
 Date: Mon, Dec 4, 2017 10:57 am

below

----- Forwarded message: -----
 From: James McClelland <jmcclelland6@gmail.com>
 Date: Mon, Oct 30, 2017 at 8:13 AM
 Subject: Re: robo call
 To: "Gregory J. Kirsoff" <GregoryK35@aol.com>

Happy Halloween my fellow Republicans!

Life Time Democrat Angry Bob Holden is trying to disguise himself as a Republican to trick you into voting for him for City Council.

Don't be fooled by democrat Robert Holden.

There would be nothing scarier than Angry Bob Holden in the New York City Council!

On November 7th don't be fooled by his mask and vote against Democrat

Feedback

Search Independent Spenders:

Target

Election Cycle: 2017: Citywide Elections

ELECTION CYCLE

- OFFICE
- Mayor
 - Public Advocate
 - Comptroller
 - Borough President (all boroughs)
 - City Council (all districts)
 - Undeclared

Communication details ✕

Justin Brannan Palmcards (Leaflet/Flyer)



Independent Spender	Communication	Type	Distribution Date	Total Cost	Candidate, Position, Allocation			
Hotel Workers for Stronger Communities	Justin Brannan Palmcards	Leaflet/Flyer	11/7/2017	\$7,582.92	<table border="1"> <tr> <td>Brannan, Justin (City Council)</td> <td>Support</td> <td>\$7,582</td> </tr> </table>	Brannan, Justin (City Council)	Support	\$7,582
Brannan, Justin (City Council)	Support	\$7,582						

Share | [Open Permalink](#) | [View More Details](#)

Brannan, Justin (City Council)	Quaglione, John (City Council)	Holden, Robert F (City Council)
--------------------------------	--------------------------------	---------------------------------

[News & Media](#) | [Public Access](#) | [IEDS](#) | | | | |

Total Records: 195 | Search Total: \$1,507,612.98

trying to disguise himself as a for City Council.
 Bob Holden in the New York
 ask and vote against Democrat



Communication details



Holland online video ad (Internet Video Ad)



Independent Spender	Communication	Type	Distribution Date	Total Cost	Candidate, Position, Allocation		
NYC CLC Political Action Campaign Fund	Holland online video ad	Internet Video Ad	9/1/2017	\$5,025.00	Holland, Marvin W (City Council) <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td>Support</td> <td>\$5,025</td> </tr> </table>	Support	\$5,025
Support	\$5,025						

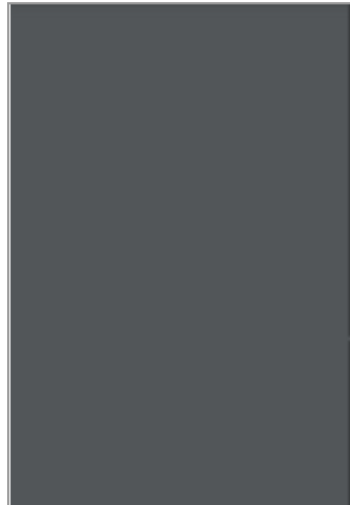
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[View More Details](#)



Disclosing Multiple Digital Communications

Communication details:

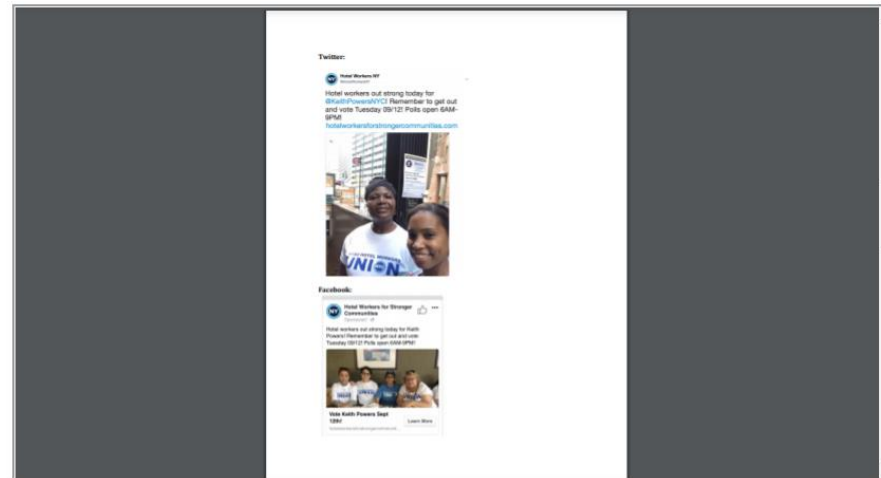
Keith Powers Digital Ads (Internet Text/Banner Ad)



Independent Spender	Communication	Type
Hotel Workers for Stronger Communities	Keith Powers Digital Ads	Internet Text/Banner

Communication details

Keith Powers Digital Ads GOTV (Internet Text/Banner Ad)



Independent Spender	Communication	Type	Distribution Date	Total Cost	Candidate, Position, Allocation			
Hotel Workers for Stronger Communities	Keith Powers Digital Ads GOTV	Internet Text/Banner Ad	9/12/2017	\$3,500.00	<table border="1"> <tr> <td>Powers, Keith (City Council)</td> <td>Support</td> <td>\$3,500</td> </tr> </table>	Powers, Keith (City Council)	Support	\$3,500
Powers, Keith (City Council)	Support	\$3,500						

Share | Open Permalink | View More Details

Goals of 2017 Revision

Emphasize Presentation of Communications

Reflect New Contribution Disclosure

- Contributor Leadership
- Major Funders
(Reportable by Contributors >\$50,000)



Information Grid Presentation

Show entries [PDF](#) [Excel](#) [Help file](#) [List](#) [Visual](#) Total Records: 12 | Search Total: \$64,380

Independent Spender	Communication	Type	Distribution Date	Total Cost	Candidate/Proposal, Support/Oppose, Allocation
Empire State 32BJ SEIU PAC	GOTV Facebook Video	Internet Video Ad	9/9/2017	\$2,436.58 (Details)	de Blasio, Bill (Mayor) Support \$974
					James, Letitia (Public Advocate) Support \$487
					Salamanca, Jr., Rafael (City Council) Support \$487
					Stringer, Scott M (Comptroller) Support \$487
NYC CLC Political Action Campaign Fund	Moya online video ad	Internet Video Ad	9/5/2017	\$930.00 (Details)	Moya, Francisco P (City Council) Support \$930
NYC CLC Political Action Campaign Fund	Holland online video ad	Internet Video Ad	9/1/2017	\$5,025.00 (Details)	Holland, Marvin W (City Council) Support \$5,025
Patrolmen's Benevolent Association Independent Exp	Internet Video Ad - Moya	Internet Video Ad	8/30/2017	\$6,355.70 (Details)	Moya, Francisco P (City Council) Support \$6,355

Sort by: Amount, ascending

PDF Excel Help file

List Visual Total Records: 195 Search Total: \$

ELECTION CYCLE

2017 Go

OFFICE

Office

- Mayor
- Public Advocate
- Comptroller
- Borough President (all boroughs)
- City Council (all districts)
- Undeclared

Independent Spender Type

Choose from the following... Go

COMMUNICATION TYPE

Communication Type

- All
- Billboard
- Internet Radio Ad
- Internet Text/Banner Ad
- Internet Video Ad
- Leaflet/Flyer

VOTE
HELEN ROSENTHAL
FOR NEW YORK CITY COUNCIL
Affordable Housing + Tenant Rights
NYCLASS Animal Protection
Rosenthal, Helen K (City Council)
9/11/2017
Leaflet/Flyer **Support \$108.88**

NYC Deserves Better -
www.nycdeservesbetter.com

We deserve a Mayor who's capable Follow our efforts

NYC Deserves Better -
www.nycdeservesbetter.com

We deserve an honest Mayor Follow our efforts here!

NYC Deserves Better -
www.nycdeservesbetter.com

We deserve an honest Mayor Follow our efforts

Tusk, Bradley
de Blasio, Bill (Mayor)
6/28/2016
Internet Text/Banner Ad **Oppose \$170.06**

Google AdWords Campaign #1

Felix Ortiz
Fighting For Us
True Majority New York
Ortiz, Felix W (City Council)
9/9/2017
Internet Text/Banner Ad **Support \$225.00**

Felix Ortiz is Fighting For Us

Felix Ortiz knows us! For more than two decades, Felix has proven he listened, heard us and took action. He improved health care, kept our neighborhoods safe and affordable and protected the programs and services we need.

Carlos Mendezca put politics first. He blocked necessary services for Brooklyn seniors. Carlos blocked necessary services for Brooklyn seniors. He stopped the construction of a residence in Red Hook that would have

True Majority New York
Ortiz, Felix W (City Council)
9/9/2017
Website **Support \$275.00**

PROGRESS NOW NYC
ELECTION DAY SEPTEMBER 12
A STRONG HARLEM VOICE FOR CITY COUNCIL
MARVIN HOLLAND
FOR CITY COUNCIL

PROGRESS NOW NYC
ELECTION DAY SEPTEMBER 12
A STRONG HARLEM VOICE FOR CITY COUNCIL
MARVIN HOLLAND
FOR CITY COUNCIL

MARVIN HOLLAND
FOR CITY COUNCIL
DAILY NEWS
ENDORSED

FRANCISCO MOYA
FOR CITY COUNCIL
ENDORSED

Contributors to Independent Spenders

Neu, Wendy K	New York, NY 10011	NYCLASS Animal Protection Independent Spender (2017)
Nislick, Stephen	New York, NY 10023	NYCLASS Animal Protection Independent Spender (2017)
Bailey, Morris	New York, NY 10038	Progress Now New York Independent Spender (2017)
Neighborhood Preservation Political Action Fund	Woodhaven, NY 11421	Progress Now New York Independent Spender (2017)
Neu, Wendy K	New York, NY 10011	NYCLASS Animal Protection Independent Spender (2017)
Nislick, Stephen	New York, NY 10023	NYCLASS Animal Protection Independent Spender (2017)
RSA - PAC	New York, NY 10038	Progress Now New York Independent Spender (2017)



Neighborhood Preservation Political Action Fund \$115,000

Woodhaven, NY 11421

Other

To

Progress Now New York

Independent Spender (2017)

Excel 


Contributions (3)

Search Total: \$115,000

date	type	amount
8/25/2017	Monetary Contributions	\$50,000
10/20/2017	Monetary Contributions	\$25,000
11/1/2017	Monetary Contributions	\$40,000

Showing 1 to 3 of 3 entries

Contributor Leadership (1)

Name	Title	Employer	Employer Address
 Rodriguez, Maribel	Treasurer		

Showing 1 to 1 of 1 entries

Major Funders (2)

Name	Address	Occupation	Employer	City	Date
 Cammeby's Management Co., LLC				New York, NY 10006	05/24/2017
Amount	\$25,000				
 Ella Realty Services LLC				Great Neck, NY 11021	04/06/2017



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Search Independent Spenders: Expenditures

Target and | or By

Election Cycle: 2017: Citywide Elections

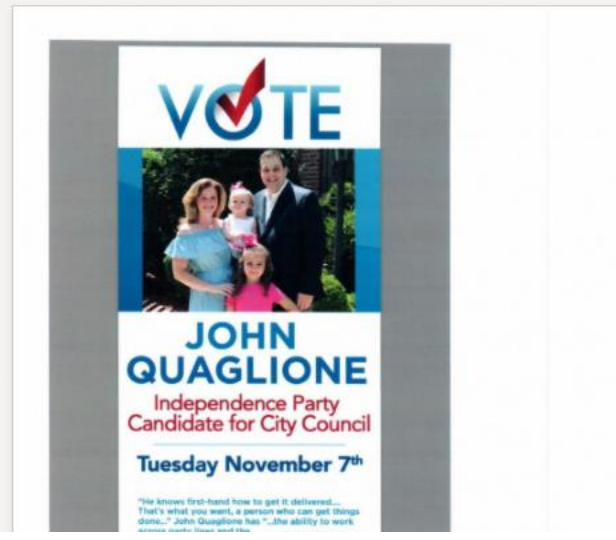
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Feedback



NEW YORK CITY CAMPAIGN FINANCE BOARD

Contact the CFB

Matt Sollars

Director of Public Relations

msollars@nyccfb.info

646-265-6368