



G.O. Bond Referendum Expenditures

<u>Marketing Firm – Mad 4 Marketing (Resolution #18-30)</u>	\$59,315
<u>Marketing Firm – Mad 4 Marketing (Additional Flyer, door hangers, posters)</u>	\$3,969
<u>Miami Herald Local Section (\$3,500 per ad) Bond Ballot Question</u>	\$7,000
<ul style="list-style-type: none"> • Publication Date - Sunday, April 29 • Publication Date - Sunday, May 13, 	
<u>Miami Herald Neighbor's Section (\$1,045 per ½ page color ad)</u>	\$5,030
<ul style="list-style-type: none"> • Publication Date – Sunday, April 22 • Publication Date – Thursday, May 3 • Publication Date – Sunday, May 6 • Publication Date – Thursday, May 17 • Publication Date – Sunday, May 27 	
<u>Miami Herald (Sample Ballot & Canvassing Board Schedule)</u>	\$1,850
<ul style="list-style-type: none"> • Publication Date – Sunday, May 10 • Publication Date – Thursday, May 24 	
<u>Cutler Bay Community Newspaper (\$1,400 per edition) Center Page Advertisement</u>	No Charge
<ul style="list-style-type: none"> • Publication Date - Tuesday, April 10, 2018 • Publication Date - Tuesday, May 8, 2018 	
<u>Electrical Variable Message Boards</u>	\$2,720
Four (4) Message Boards (14 Day Rental)	
<u>Town Attorney Fees – Weiss Serota Helfman</u>	\$28,009
<u>Town Financial Advisor Fees – Hilltop Securities</u>	\$19,680
<u>Subtotal</u>	\$127,573
<u>18 Acres Property Survey – Calvin Giordano, & Associates</u>	\$7,470
<u>18 Acres Property Phase I – P.E.A.R. Inc.</u>	\$3,094
<u>18 Acres Property – Appraisal #1 – Hemisphere Real Estate, Inc.</u>	\$4,100
<u>18 Acres Property – Appraisal #2 – CBRE, Inc.</u>	\$4,000
<u>Total</u>	\$146,237*

**Above Expenditures does not include final cost from Miami-Dade County Elections Department.
(originally quoted at: \$85,000)*