AUSTIN CITY CLERK RECEIVED

2016 OCT 11 PM 3 54

1	Committee or Organization Name*		
INDIVIDUAL	Austin Forward PAC (aka Move Austin Forward)		
OR			
ORGANIZATION			
NAME			
Filer is an individual			
2			
INDIVIDUAL OR	Address/ PO Box*	Apartment or S	uite Number
ORGANIZATION	P.O. Box 302854		
ADDRESS	City*	State*	Zip Code*
	Austin	тх	78703
3	Title First Name		Middle Initial
COMMITTEE TREASURER	Ms. Laura		-
NAME		\ Suffix	
(if applicable)	Hernandez		
4	Address/ PO Box	Apartment or \$	uite Number
COMMITTEE TREASURER	710 Colorado Street	#6C	
ADDRESS	City	State	Zip Code
(if applicable)	Austin	тх	78701
5	Date Filed (yyyymmdd)*		
REPORT DATE	20161011		•
•		-	

^{*} Indicates a required field



ROBERTO ACOSTA
Natary Public, State of Texas
Comm. Expires 04-21-2019
Natary ID 130198533

6 AFFIDAVIT

I swear or affirm upon penalty of perjury that each direct campaign expenditure was made without prior consent, cooperation, strategic communication, consultation, or sharing of material information regarding the communication's content, intended audience, timing, or method of dissemination between an affected candidate, the candidate's campaign staff, the candidate's campaign committee, or an agent or employee of the candidate or the committee, and the person making the expenditure, or that person's agent or employee.

I further swear that this Report of Direct Campaign Expenditures filed herewith is in all things true and correct and fully shows all information required to be reported by me pursuant to City Code, Section 2-2-32.

DATE: 10/11/16	
	Laura Hernandez
AFFIANT'S SIGNATURE	PRINT NAME
STATE OF TEXAS	
COUNTY OF TRAVIS	
This instrument was acknowledged, sworn to and subs	cribed before me by
LAURA HERNANDEZ	
On the 11 TH day of OLTOBER	, 2016 , to certify which witness my hand and official seal.
Rto AralA	ROBERTO ALOSTA
Notary Public in and for the State of Texas	Typed or Printed Name of Notary



Itemize each direct campaign expenditure in Sections 1-4. For additional expenditures, click "Add Another Expenditure Page" below.

PAYEE			
NAME	Organization Name or Payee Last Name, as applicable*		
Payee is an individual	Mi Madres		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	2201 Manor Rd		
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Austin	TX	78722-2133
	Category*	(\$) Expenditure A	\mount*
EXPENDITURE	Event Expense	\$86.33	
DETAILS	Description (If Category is "Other")	Expenditure Date	*
		20161010	

Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
	-	
		_

Revised 9/15/2016 Page 3 of 23



PAYEE			
NAME	Organization Name or Payee Last Name, as applicable*		
Payee is an individual	FedEx Office		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	327 Congress Ave		
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Austin	TX	78701
	Category*	(\$) Expenditure /	Amount*
EXPENDITURE	Office Overhead/Rental Expense	\$316.17	
DETAILS	Description (If Category is "Other")	Expenditure Date*	
		20161010	

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
upport City of Austin Prop 1			
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PAYEE			,
PATEE			
NAME	Organization Name or Payee Last Name, as applicable *	_	
Payee is an individual	FedEx Office		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	327 Congress Ave		
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Austin	TX	78701-4058
	Category*	(\$) Expenditure A	Amount*
EXPENDITURE	Office Overhead/Rental Expense	\$91.44	
DETAILS	Description (If Category is "Other")	Expenditure Date	*
		20161010	

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
Support City of Austin Prop 1			
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PAYEE			
NAME	Organization Name or Payee Last Name, as applicable *	_	
Payee is an individual	Intuit		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	2632 Marine Way	Ms 2675	
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Mountain View	CA	94043-1126
	Category*	(\$) Expenditure A	Amount*
EXPENDITURE	Accounting/Banking	\$20.79	
DETAILS	Description (If Category is "Other")	Expenditure Date*	
		20161010	

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
Support City of Austin Prop 1			
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PAYEE			
NAME	Organization Name or Payee Last Name, as applicable*		
Payee is an individual	HEB		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	2508 E Riverside Dr		
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Austin	ТХ	78741-3037
	Category*	(\$) Expenditure /	Amount*
EXPENDITURE	Food/Beverage Expense	\$65.99	
DETAILS	Description (If Category is "Other")	Expenditure Date	*
		20161009	

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
Support City of Austin Prop 1			
			



Office Overhead/Rental Expense	\$95.14	
**	1 1	
Category*	(\$) Expenditure A	Amount*
Austin	TX	78704-4921
Payee City*	Payee State*	Payee Zip Code*
2101 S Lamar Blvd		
Payee Address/ PO Box*	Payee Apartment	or Suite Number
OfficeMax / Office Depot	<u> </u>	
Organization Name or Payee Last Name, as applicable*	¬	
	OfficeMax / Office Depot Payee Address/ PO Box* 2101 S Lamar Blvd Payee City* Austin	OfficeMax / Office Depot Payee Address/ PO Box* Payee Apartment 2101 S Lamar Blvd Payee City* Austin TX

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
Support City of Austin Prop 1			
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DETAILS	Description (If Category is "Other")	Expenditure Date* 20161008	
EXPENDITURE	Polling Expense	\$15,000.00	
	Category*	(\$) Expenditure A	Amount*
	Austin	TX	78701-2222
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
PAYEE	906 Rio Grande St		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
Payee is an individual	Opinion Analysts, Inc.		
NAME	Organization Name or Payee Last Name, as applicable*	_	
PAYEE			

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
Support City of Austin Prop 1			
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PAYEE			
NAME	Organization Name or Payee Last Name, as applicable*	_	
Payee is an individual	Rindy Miller Media		
-	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	2401 E 6th St	Apt 1007	
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Austin	TX	78702-3975
	Category*	(\$) Expenditure A	Amount*
EXPENDITURE	Advertising Expense	\$14,500.00	
DETAILS	Description (If Category is "Other")	Expenditure Date*	
		20161008	

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
upport City of Austin Prop 1			
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PAYEE NAME	Organization Name or Payee Last Name, as applicable *		
Payee is an individual	La Prensa Newspaper		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	1704 E 5th St	Ste 103	
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Austin	TX	78702-4482
	Category*	(\$) Expenditure A	Amount*
EXPENDITURE	Advertising Expense	\$800.00	
DETAILS	Description (If Category is "Other")	Expenditure Date	*
		20161009	

Candidate Last Name or Ballot Measure Supported/Opposed*	Candidate First Name (if applicable)	Office Sought (if applicable)	Office Held (if applicable)
upport City of Austin Prop 1			
			<u> </u>
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DAVEE			
PAYEE			
NAME	Organization Name or Payee Last Name, as applicable*	_	
Payee is an individual	Black Sheep Lodge		
	Payee Address/ PO Box*	Payee Apartment	or Suite Number
PAYEE	2108 S Lamar Blvd		
ADDRESS	Payee City*	Payee State*	Payee Zip Code*
	Austin	ТХ	78704-4993
	Category*	(\$) Expenditure A	Amount*
EXPENDITURE	Food/Beverage Expense	\$188.12	
DETAILS	Description (If Category is "Other")	Expenditure Date	*
		20161009	

Candidate Last Name or Ballot Measure	Candidate First Name	Office Sought	Office Held
Supported/Opposed*	(if applicable)	(if applicable)	(if applicable)
support City of Austin Prop 1			
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Effective September 1, 2016 information related to contributions must be reported if the individual or organization making a direct campaign expenditure has accepted a contribution.

For each contributor who made one or more contributions in an aggregate amount of \$500 or more after August 31, 2016, that have not previously been reported, the following information must be provided for each accepted contribution.

Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

CONTRIBUTOR NAME Contributor is an individual	Contributor Title Contributor First Name* Paul Organization Name or Contributor Last Name, as applicable* Linehan	Contributor Suffix	
2 CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* 3502 Lost Creek Blvd Contributor City* Austin Contributor Employer* Land Strategies, Inc.	Contributor Apartn Contributor State* TX Contributor Occupation	78735-1506
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161007	(\$) Contribution A \$2,500.00	mount*

Add Another Contribution Page



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Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

CONTRIBUTOR NAME Contributor is an individual	Contributor Title Contributor First Name* John Organization Name or Contributor Last Name, as applicable* McKinnerney	Contributor Suffix	
2 CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* 1111 W 11th St Contributor City* Austin Contributor Employer* Castle Hill Partners	Contributor Apartm Contributor State* TX Contributor Occupa Investor	78703-4915
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161009	(\$) Contribution And \$2,500.00	nount*

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Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

1 CONTRIBUTOR NAME			
Contributor is an individual	Organization Name or Contributor Last Name, as applicable*		
	A+ Federal Credit Union	<u></u>	
CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* P.O. Box 14867 Contributor City* Austin Contributor Employer*	Contributor Apartme Contributor State* TX Contributor Occupat	Contributor Zip Code* 78703-4915
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161010	(\$) Contribution Am \$1,000.00	ount*

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••••			
CONTRIBUTOR			
NAME			
Contributor is an individual	Organization Name or Contributor Last Name, as applicable*		
	Heldenfels Enterprises, Inc.	<u></u>	
2	Contributor Address/ PO Box*	Contributor Apartme	ent or Suite Number
CONTRIBUTOR	5700 S Interstate 35		
ADDRESS	Contributor City*	Contributor State*	Contributor Zip Code*
AND	San Marcos	тх	78666-9505
EMPLOYER	Contributor Employer*	Contributor Occupat	ion*
CONTRIBUTION	Contribution Date (yyyymmdd)*	(\$) Contribution Am	ount*
DETAILS	20161010	\$2,500.00	

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1 CONTRIBUTOR			
NAME			
Contributor is an individual	Organization Name or Contributor Last Name, as applicable *		
	Lamar Central, LLC		
CONTRIBUTOR	Contributor Address/ PO Box* 1001 Fannin St	Contributor Apartme	ent or Suite Number
ADDRESS	Contributor City*	Contributor State*	Contributor Zip Code*
AND	Houston	тх	77002-6798
EMPLOYER	Contributor Employer*	Contributor Occupat	ion*
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161010	(\$) Contribution Am \$2,500.00	ount*

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CONTRIBUTOR NAME			
Contributor is an individual	Organization Name or Contributor Last Name, as applicable* Highland RI 211, LLC		
CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* 1001 Fannin St Contributor City* Houston Contributor Employer*	Contributor Apartmo Ste 4700 Contributor State* TX Contributor Occupat	Contributor Zip Code* 77002-6798
CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161010	(\$) Contribution Am \$2,500.00	ount*

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1 CONTRIBUTOR NAME			
Contributor is an individual	Organization Name or Contributor Last Name, as applicable* Jones & Carter, Inc.		
CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* 6330 West Loop 5 Contributor City* Bellaire Contributor Employer*	Contributor Apartmo Ste 1500 Contributor State* TX Contributor Occupat	Contributor Zip Code* 77401-2928
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161010	(\$) Contribution Am \$5,000.00	nount*

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Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

CONTRIBUTOR NAME Contributor is an individual	Contributor Title Contributor First Name* William Organization Name or Contributor Last Name, as applicable*	Contributor Suffix
	Harriss	
CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* 5333 Tortuga Trl Contributor City* Austin	Contributor Apartment or Suite Number Contributor State* Contributor Zip Code* TX 78731-4545
LIVII BOTEK	Contributor Employer*	Contributor Occupation*
	Butler Family Interests	Chief Financial Officer
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161010	(\$) Contribution Amount* \$1,000.00

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Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

CONTRIBUTOR NAME Contributor is an individual	Contributor Title Contributor First Name* Rudy Organization Name or Contributor Last Name, as applicable* Garza	Contributor Suffix	
CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* 22516 Crazy Cv Contributor City* Spicewood Contributor Employer* Garza EMC	Contributor Apartme Contributor State* TX Contributor Occupat Engineer	Contributor Zip Code* 78669-3317
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161010	(\$) Contribution Am \$1,500.00	ount*

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Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

CONTRIBUTOR NAME Contributor is an individual	Contributor Title Contributor First Name* James Organization Name or Contributor Last Name, as applicable* Etherton	Contributor Suffix	
CONTRIBUTOR ADDRESS AND EMPLOYER	Contributor Address/ PO Box* 1206 Tremont Dr Contributor City* Cedar Park Contributor Employer* AECOM	Contributor Apartme Contributor State* TX Contributor Occupat Engineer	Contributor Zip Code* 78613-6708
3 CONTRIBUTION DETAILS	Contribution Date (yyyymmdd)* 20161010	(\$) Contribution Am \$500.00	oount*

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Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

1 CONTRIBUTOR NAME				
Contributor is an individual	Organization Name or Contributor Last Name, as applicable*			
	Southwest Strategies Group, Inc.			
2 CONTRIBUTOR	Contributor Address/ PO Box* 222 West Ave	Contributor Apartme	tributor Apartment or Suite Number 200	
ADDRESS	Contributor City*	Contributor State*	Contributor Zip Code*	
AND	Austin	тх	78701-4659	
EMPLOYER	Contributor Employer*	Contributor Occupat	ion*	
3	Contribution Date (yyyymmdd)*	(\$) Contribution Am	ount*	
CONTRIBUTION DETAILS	20161010	\$5,000.00		

Add Another Contribution Page