BALLOT QUESTION COMMITTEE
FINANCIAL REPORT

To be filed with:
Arkansas Ethics Commission
Post Office Box 1917
Little Rock, AR 72203
Phone (501) 324-9600
Fax (501) 324-9606

(Arkansas Ethics Commission File Stamp)

FILED
OCT 17 2016
ARKANSAS ETHICS COMMISSION
BY

☐ Check if this report is an amendment to a previously filed report

1. NAME OF COMMITTEE (IN FULL)	
Arkansas Winning Initiative, Inc.	
ADDRESS 734 Brewer Road	**2. TYPE OF REPORT** ☒ Monthly Report (due 15 days after end of month) ☐ Preelection Report (due 7 days before election)* ☐ Final Report (due 30 days after election)
CITY, STATE AND ZIP CODE Stuttgart, AR 72160	*NOTE: Preelection report must be *received* by the Ethics Commission on or before due date.
TELEPHONE NUMBER 501-256-2761	

This report covers period: (09 - 01 - 2016 **) through (** 09 - 30 2016 **)**

SUMMARY	FOR REPORTING PERIOD	CUMULATIVE TOTALS
3. BALANCE OF FUNDS AT BEGINNING OF REPORTING PERIOD	$ 10,803.48	
4. TOTAL MONETARY CONTRIBUTIONS RECEIVED DURING REPORTING PERIOD	$4,600,000.00	$6,147,400.00
5. TOTAL EXPENDITURES MADE DURING REPORTING PERIOD	$2,428,889.59	$3,965,486.11
6. BALANCE OF FUNDS AT CLOSE OF REPORTING PERIOD	$2,181,913.89	

7. ( ) **NO ACTIVITY** Check if you have not received or made any contributions during this reporting period. If you have no activity, file the first page of this report only.

I certify under oath that I have examined this report and to the best of my knowledge and belief the information so disclosed is a complete, true, and accurate financial statement.

Signature of Ballot Question Committee Officer

State of Arkansas
County of Pulaski } ss

Subscribed and sworn before me this 17th day of October, 2016

(Legible Notary Seal)

DEBORAH KAY CARR
Comm. No. 12392304
NOTARY PUBLIC
My Comm. Exp. 02-25-2023
PULASKI CO., ARKANSAS

Signature of Notary Public

My Commission Expires 2-25-2023

Revised 12/2013

8. LOAN INFORMATION

Please Type or Print
Do Not List Loans Previously Reported

Date	Name and Address of Lender	Amount
	9. TOTAL LOANS THIS REPORT	$ 00.00

10. ITEMIZED MONETARY CONTRIBUTIONS OF $50 OR MORE RECEIVED BY COMMITTEE

Please Type or Print
Use Additional Copies of this Page if Necessary

Date of Receipt	Name of Contributor	Street Address of Contributor	Place of Business Employer/Occupation	Amount of Contribution	Cumulative Total from this Contributor
9/02/2016	Cherokee Nation Businesses, LLC	18922 N 466 Road Tahlequah, OK	Cherokee Nation Businesses, LLC	$4,600,000.00	$6,000,000.00

ITEMIZED MONETARY CONTRIBUTIONS OF $50 OR MORE RECEIVED BY COMMITTEE

Please Type or Print

Date of Receipt	Name of Contributor	Street Address of Contributor	Place of Business Employer/Occupation	Amount of Contribution	Cumulative Total from this Contributor

11. TOTAL ITEMIZED MONETARY CONTRIBUTIONS OF $50 OR MORE	$4,600,000.00
12. TOTAL UNITEMIZED MONETARY CONTRIBUTIONS	00.00
13. TOTAL MONETARY CONTRIBUTIONS THIS REPORT (includes totals from lines 9, 11, and 12)	$4,600,000.00

14. NONMONEY CONTRIBUTIONS RECEIVED BY COMMITTEE

(Does not include volunteer services by individuals)

Date of Receipt	Name of Contributor	Street Address of Contributor	Description and Value of Nonmoney Item	Cumulative Total from this Contributor
15. TOTAL NONMONEY CONTRIBUTIONS THIS REPORT			**$ 00.00**	

IMPORTANT

In addition to monetary contributions, committees should report the receipt of any nonmoney ("in-kind") contributions. A committee receives an in-kind contribution whenever a person provides the committee with an item or service without charge or for a charge that is less than the fair market value of the item or service in question.

16. ITEMIZED EXPENDITURES OF $100 OR MORE MADE BY COMMITTEE OR ON BEHALF OF COMMITTEE BY ADVERTISING AGENCY, PUBLIC RELATIONS FIRM, OR POLITICAL CONSULTANT

Please Type or Print

Use Additional Copies of this Page if Necessary

Date	Name of Person to Whom Expenditure was Made	Street Address	Amount of Expenditure	Purpose of Expenditure
09.01.2016	Impact Management	124 W Capitol Ave S1886 Little Rock, AR	$250,000.00	See Exhibit A
09.01.2016	Regions Bank	6001 R Street Little Rock, AR	$ 225.00	Bank Charges
09.01.2016	Impact Management	124 W Capitol Ave S1886 Little Rock, AR	$100,000.00	See Exhibit A
09.02.2016	National Ballot Access	1111Steeple Run Lawrenceville, GA	$107,243.43	Petition Mgmt
09.02 2016	Harvest Regional Food	Texarkana, AR	$ 500.00	Donation
09.02.2016	DDH, PLLC	425 W Capitol Ave 37th Floor Little Rock, AR	$ 65,294.19	Legal Services
09.02.2016	Marc Williams	255 Pebble Beach Dr Branson, MO	$ 100.00	Interest Paid
09.06.2016	Marc Williams	255 Pebble Beach Dr Branson, MO	$100,000.00	Re-pay Loan
09.06.2016	JADF Investments	5905 Forest Place Little Rock, AR	$ 3,800.00	Office Rent
09.06.2016	Dixie Rents	1601 Westpark Dr Little Rock, AR	$ 1,019.15	Furniture Rent
09.06.2016	NLR Office Furniture	404 Dixie Road North Little Rock, AR	$ 1,302.00	Office Furniture
09.08.2016	Texarkana Chamber	819 State Line Texarkana, AR	$ 360.00	Dues
09.08.2016	Harrison Chamber	621 E Rush Ave Harrison, AR	$ 200.00	Dues
09.08.2016	Boone County 4H Club	1012 N Highway UU Columbia, MO	$ 500.00	Donation
09.08.2016	Impact Management Group	124 W Capitol S 1886 Little Rock	$ 641,000.00	See Exhibit A
09.08.2016	Arkansas Republican Caucas	Little Rock, AR	$ 5,000.00	Donation
09.08.2016	Arkansas Republican House	Little Rock, AR	$ 2,500.00	Donation
09.08.2016	Arkansas Democrat Senate	Little Rock, AR	$ 5,000.00	Donation
09.08.2016	Arkansas Democrat House	Little Rock, AR	$ 2,500.00	Donation
09.08.2016	Growing Arkansas PAC	Little Rock, AR	$ 2,500.00	Donation

ITEMIZED EXPENDITURES OF $100 OR MORE MADE BY COMMITTEE OR ON BEHALF OF COMMITTEE BY ADVERTISING AGENCY, PUBLIC RELATIONS FIRM, OR POLITICAL CONSULTANT

Please Type or Print

Date	Name of Person to Whom Expenditure was Made	Street Address	Amount of Expenditure	Purpose of Expenditure
09/08/2016	DDH, PLLC Dover, Dixon, Horne	425 W Capitol Ave 37th Floor Little Rock, AR	$20,000.00	Legal Expense
09/09/2016	DDH, PLLC Dover, Dixon, Horne	425 W Capitol Ave 37th Floor Little Rock, AR	$10,000.00	Legal Expense
09/09/2016	Brown Community Develop	922 Garland Ave Texarkana,	$ 500.00	Donation
09/14/2016	Barry Sellers	5156 Willow Glen Circle Sherwood, AR	$ 1,500.00	Contract Labor
09/14/2016	Barry Sellers	5156 Willow Glen Circle Sherwood, AR	$ 250.00	Travel Expense
09/14/2016	April May	114 Bull Bayou Run Lot N Hot Springs, AR	$ 1,500.00	Contract Labor
09/14/2016	April May	114 Bull Bayou Run Lot N Hot Springs, AR	$ 250.00	Travel Expense
09/14/2016	Gary Morris	18904 Heads Ford Road Springdale, AR	$ 1,500.00	Contract Labor
09/14/2016	Gary Morris	18904 Heads Ford Road Springdale, AR	$ 250.00	Travel Expense
09/15/2016	Landmark Printing	15100 Arch Street Little Rock, AR	$ 112.88	Printing Expense
09/15/2016	Dept of Finance and Administration	205 W Michigan St Stuttgart, AR	$ 4,256.56	Auto Sales Tax Auto Car Tags
09/15/2016	Dianne Dalton	734 Brewer Road Stuttgart, AR	$ 2,000.00	Contract Labor
09/15/2016	Arkansas Wins in 2016 PAC, Inc	734 Brewer Road Stuttgart, AR	$ 10,000.00	Initial Money for PAC Account
09/19/2016	Impact Management Group	124 W Capitol Ave S1886 Little Rock, AR	$313,000.00	See Exhibit A
09/19/2016	DDH, PLLC Dover, Dixon, Horne	425 W Capitol Ave 37th Floor Little Rock, AR	$205,855.79	Legal Expense
09/08/2019	Arkansas Vets Salute	Little Rock, AR	$ 1,000.00	Donation
09/23/2016	Natural State of Arkansas	Little Rock, AR	$ 2,000.00	Donation
09/23/2015	Old State House Museum Association	300 West Markham Little Rock, AR	$ 1,500.00	Donation
09/26/2016	Impact Management Group	124 W Capitol S 1886 Little Rock, AR	$572,000.00	See Exhibit A
09/26/2016	Jimmy's Serious Sandwiches	5116 W Markham Little Rock, AR	$ 224.17	Travel - Meal
09/27/2016	Jimmy's Serious Sandwiches	5116 W Markham Little Rock, AR	$ 224.16	Travel - Meal
	17. TOTAL ITEMIZED EXPENDITURES OF $100 OR MORE			$ 2,428,467.33
	18. TOTAL UNITEMIZED EXPENDITURES			$ 422.26
	19. TOTAL EXPENDITURES THIS REPORT (includes totals from lines 17 and 18)			$2,428,889.59

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20. EXPENDITURES BY CATEGORY

Please Type or Print

CATEGORY	TOTAL AMOUNT
Advertising	
Direct Mail	
Office Supplies	
Travel	$ 1,620.59
Telephone	
Other Expenses (list)	
Printing Expense	$ 112.88
Auto Tags, Sales Tax Expense	$ 4,256.56
Contract Labor	$ 6,500.00
Legal Expense	$ 301,149.98
Annual Dues	$ 560.00
Utilities - Rent, Furniture, deposits	$ 6,121.15
Bank Charges	$ 225.00
Interest Paid on Loan	$ 100.00
Loan Principle Paid	$ 100,000.00
Impact Management Group - See Exhibit A	$ 1,876,000.00
PAC Account Opening Deposit	$ 1,500.00
Donations	$ 23,500.00
21. TOTAL EXPENDITURES BY CATEGORY	$ 2,321,646.16

22. PAID CANVASSERS, OFFICERS, AND DIRECTORS

NAME OF PAID CANVASSER/OFFICER/DIRECTOR	AMOUNT PAID	NAME OF PAID CANVASSER/OFFICER/DIRECTOR	AMOUNT PAID
		National Ballot Access (See Exhibit B)	$ 107,243.43
23. TOTAL AMOUNT PAID CANVASSERS, OFFICERS, AND DIRECTORS			$ 107,243.43

$2,428, 889.59

Exhibit A

Monthly Retainer	$15,000.00
TV Radio Advertising	$1,036,998.97
Billboard Advertising	$55,890.00
Direct Mail Advertising	$470,496.17
Polling Data and Results	$34,925.00
Promo Materials	$1,552.44
Grass Roots Consulting	$10,000.00
Broadcast Production	$7,265.00
Graphic Design	$3,200.00
Mobile Advertising	$17,914.72
Online Advertising	$19,411.23
Twitter Campaign	$10,000.00
Google Campaign	$10,587.83
Facebook Campaign	$17,647.06
Print Advertising	$65,848.13
Prepaid Advertising	$86,213.45
Research	$12,650.00
Sponsorship	$400.00
Total	$1,876,000.00

Exhibit A

Exhibit B

9/02/2016	National Ballot Access Consultant Depositions Travel- Court Copies Court Preparation Court Appearance	$107,243.43

Exhibit B