CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1.Qualifying Name and Address of Candidate

LATOYA CANTRELL
3623 LA Parkway
New Orleans, LA 70125

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

Mayor
City of New Orleans
Orleans

OFFICE USE ONLY

Report Number: 71896

Date Filed: 10/19/2018

Report Includes Schedules:
Schedule A-1
Schedule E-1

3. Date of Primary 10/14/2017

This report covers from 12/19/2017 through 12/31/2017

4. Type of Report:

____	180th day prior to primary	____	40th day after general
____	90th day prior to primary	X	Annual (future election)
____	30th day prior to primary	____	Supplemental (past election)
____	10th day prior to primary		
____	10th day prior to general	X	Amendment to prior

5. FINAL REPORT if:

____ Withdrawn ____ Filed after the election AND all loans and debts paid

____ Unopposed

6. Name and Address of Financial Institution
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all campaign funds.)

LIBERTY BANK
2714 Canal Street
New Orleans, LA 70119

7. Full Name and Address of Treasurer

ASHTON JACKSON
743 Delachaise St
New Orleans, 70115

9. Name of Person Preparing Report ASHTON M JACKSON

Daytime Telephone

10. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted.

This 19th day of October, 2018.

LaToya Cantrell
Signature of Candidate/Chairperson
(To be signed by Chairperson *only* if report by principal campaign committee)

Daytime Telephone

Signature of Treasurer

Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY
a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

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SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	$ 2,500.00
2. In-kind Contributions (Schedule A-2)	$ 0.00
3. Campaign paraphernalia sales of $25 *or less*	$ 0.00
4. **TOTAL CONTRIBUTIONS** (Lines 1 + 2 +33)	$ 2,500.00
5. Other Receipts (Schedule A-3)	$ 0.00
6. Loans Received (Schedule B)	$ 0.00
7. Loan Repayments Received (Schedule D)	$ 0.00
8. **TOTAL RECEIPTS** (Lines 4 + 5 + 6 + 7)	$ 2,500.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	$ 1,694.53
10. Other Disbursements (Schedule E-2)	$ 0.00
11. Loan Repayments Made (Schedule B)	$ 0.00
12. Funds Loaned (Schedule D)	$ 0.00
13. **TOTAL DISBURSEMENTS** (Lines 9 + 10 + 11 + 12)	$ 1,694.53

FINANCIAL SUMMARY	Amount
14. Funds on hand at beginning of reporting period (Must equal funds on hand at close from last report or -0- if first report for this election)	$ 27,904.68
15. *Plus* total receipts this period (Line 8 above)	$ 2,500.00
16. *Less* total disbursements this period (Line 13 above)	$ 1,694.53
17. *Less* in-kind contributions (Line 2 above)	$ 0.00
18. Funds on hand at close of reporting period	$ 28,710.15

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SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments *(i.e.*, savings accounts, CD's, money market funds, etc.)	$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	$ 0.00

SPECIAL TRANSACTIONS - for the reporting period	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	$ 0.00
22. Contributions received from political committees (From Schedules A-1 and A-2)	$ 0.00
23. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1.)	$ 0.00
24. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3, above.)	$ 0.00
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	$ 0.00

SPECIAL TRANSACTIONS - total for the election	This Election
26. Total amount of contributions received from political committees for both the primary and general elections combined since the first report filed for this election.	$ 0.00

NOTICE

The personal use of campaign funds is prohibited.* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.

Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c)(3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.

*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15, 1988.

SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
CORNERSTONE CAPITAL LLC 824 Baronne St New Orleans, LA 70113-1103 POLITICAL COMMITTEE? ____ PARTY COMMITTEE? ____	12/21/2017	$2,500.00	$2,500.00
4. SUBTOTAL (this page)		$2,500.00	N/A
5. TOTAL (complete only on last page of this schedule)		$ 2,500.00	N/A

6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:

SUBTOTAL (this page) $0.00 TOTAL (complete only on last page of this schedule) $ 0.00

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SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An “expenditure” is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign’s general operating expenses. Any payments made that are not “expenditures” should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period a. Date(s)	b. Purpose(s)	c. Amount(s)
AT&T SERVICES INC. 301 Main St Ste 1018 Baton Rouge, LA 70801-1200	12/27/2017	Phones for phone banking	$ 133.75
FACEBOOK 1 Hacker Way Menlo Park, CA 94025-1456	12/26/2017	Facebook Ads	$ 1.19
FACEBOOK 1 Hacker Way Menlo Park, CA 94025-1456	12/26/2017	Facebook Ads	$ 21.79
FACEBOOK 1 Hacker Way Menlo Park, CA 94025-1456	12/26/2017	Facebook Ads	$ 3.21
FACEBOOK 1 Hacker Way Menlo Park, CA 94025-1456	12/26/2017	Facebook Ads	$ 48.81
FATHERHOOD ROUNDTABLE 5300 N Rocheblave Street New Orleans, LA 70117	12/19/2017	Charitable Donation	$ 100.00
CANTRELL CAMPAIGN G-SUITES 1600 Amphitheatre Pkwy Mountain View, CA 94043-1351	12/29/2017	Email and Document Services	$ 9.99
LIBERTY BANK & TRUST PO Box 60131 New Orleans, LA 70160-0131	12/29/2017	Bank service charge	$ 32.60
3. SUBTOTAL (optional)			$351.34
4. TOTAL (optional - complete only on last page of this schedule)			

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SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An “expenditure” is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign’s general operating expenses. Any payments made that are not “expenditures” should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period a. Date(s)	b. Purpose(s)	c. Amount(s)
LIBERTY BANK & TRUST PO Box 60131 New Orleans, LA 70160-0131	12/29/2017	Bank service fee	$ 32.60
LOUISIANA DEMOCRATIC PARTY 701 Government St Baton Rouge, LA 70802-6028	12/19/2017	Voter texting service	$ 1,200.00
SHELL OIL 2150 S Claiborne Ave New Orleans, LA 70125-3333	12/24/2017	Fuel for campaign vehicle	$ 57.30
UBER CONFERENCE 100 California St San Francisco, CA 94111-4546	12/20/2017	Teleconference services	$ 17.16
UBER 1455 Market St Ste 400 San Francisco, CA 94103-1355	12/19/2017	Transportation for digital media prod consultant	$ 36.13
3. SUBTOTAL (optional)			$1,343.19
4. TOTAL (optional - complete only on last page of this schedule)			$ 1,694.53

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