

CANDIDATE'S REPORT

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

1. Qualifying Name and Address of Candidate

LATOYA CANTRELL
3623 Louisiana Ave. 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
Parishwide

OFFICE USE ONLY

Report Number: 120369

Date Filed: 2/16/2024

Report Includes Schedules:

Schedule A-1
Schedule C
Schedule E-1

3. Date of Primary 2025

This report covers from 1/1/2023 through 12/31/2023

4. Type of Report:

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

5. FINAL REPORT if:

☐ Withdrawn	☐ Filed after the election AND all loans and debts paid AND no surplus funds remaining
☐ 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 & TRUST
3200 Magazine St.
New Orleans, LA 70115

7. Full Name and Address of Treasurer

9. Name of Person Preparing Report

JAMES S BURLAND

Daytime Telephone 225-767-7163

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 16th day of February, 2024.

Maggie Carroll

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).

On attached sheet

FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY

Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

Name and Address of **Principal Campaign Committee**

Chairperson: Maggie Carroll

COMMITTEE TO RE-ELECT LATOYA CANTRELL
5500 Prytania St
STE 629
New Orleans, LA 70115

Name and Address of **Committee's Chairman**

MAGGIE CARROLL
5208 Magazine St
New Orleans, LA 70115

SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 21,507.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3a. Campaign paraphernalia sales of \$25 or less	\$ 0.00
3b. Raffle Ticket Sales of \$25 or less	\$ 0.00
4. TOTAL CONTRIBUTIONS (Lines 1 + 2 +33a + 3b)	\$ 21,507.00
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)	\$ 21,507.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 20,601.25
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)	\$ 20,601.25

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)	\$ 6,702.89
15. <i>Plus</i> total receipts this period (Line 8 above)	\$ 21,507.00
16. <i>Less</i> total disbursements this period (Line 13 above)	\$ 20,601.25
17. <i>Less</i> in-kind contributions (Line 2 above)	\$ 0.00
18. Funds on hand at close of reporting period	\$ 7,608.64

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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>i.e.</i> , 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
24a. Proceeds from the sale of campaign paraphernalia (Total receipts from the sale of campaign paraphernalia reported on Schedule A-1 and line 3a, above.)	\$ 0.00
24b. Proceeds from the sale of raffle tickets (Total receipts from the sale of raffle tickets reported on Schedule A-1 and line 3b 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.	\$ 7,500.00

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)	
JOHN BOYD 832 BARRONE ST NEW ORLEANS, LA 70113 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	04/24/2023	\$1,000.00	\$2,000.00
KRISTINE BREITHAUP Camp St New Orleans, LA 70130 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	03/09/2023	\$3.00	\$3.00
LIANA ELLIOT 330 Julia St New Orleans, LA 70130 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	03/17/2023	\$1,000.00	\$1,000.00
INFINITY FUELS, LLC 1010 Common St. Ste. 2500 New Orleans, LA 70112 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	03/28/2023	\$5,000.00	\$5,000.00
JOHN LARUE 2201 Manhattan Blvd Harvey, LA 70058 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	03/07/2023	\$3.00	\$3.00
LEE'S PROFESSIONAL PROPERTIES 109 Acadian Ln Destrehan, LA 70047 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	01/26/2023	\$5,000.00	\$5,000.00
4. SUBTOTAL (this page)		\$12,006.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		\$0.00	TOTAL (complete only on last page of this schedule)

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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)	
DOUGLAS PALMER POB 23364 Gonzales, LA 70707 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	03/23/2023	\$1,000.00	\$1,000.00
PIVOTAL ENGINEERING LLC 1515 Poydras St New Orleans, LA 70112 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	05/25/2023	\$2,500.00	\$5,500.00
JOHN SHIRES 7600 INNOVATION PARK Baton Rouge, LA 70820 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	04/25/2023	\$500.00	\$3,000.00
IKE SPEARS 909 Poydras St New Orleans, LA 70112 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	04/15/2023	\$1,500.00	\$1,500.00
REGINAL STEWARD 10002 Lost Trail Houston, TX 77088 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	03/10/2023	\$2,500.00	\$2,500.00
VANTIV ECOMMERCE, LLC 900 Chelmsford St Lowell, MA 01851 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	04/03/2023	\$1.00	\$1.00
4. SUBTOTAL (this page)		\$8,001.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page) <u>\$0.00</u>		TOTAL (complete only on last page of this schedule) _____	

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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)	
NICOLE WEBRE 420 Common St New Orleans, LA 70130 POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	09/26/2023	\$1,500.00	\$1,500.00
4. SUBTOTAL (this page)		\$1,500.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 21,507.00	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 C: DEBTS & OBLIGATIONS (OTHER THAN LOANS)

 X DEBTS OWED BY THE CAMPAIGN

 DEBTS OWED TO THE CAMPAIGN

Use this schedule to report *either* debts owed by the campaign *or* debts owed to the campaign, checking the appropriate line above. If the campaign has experienced both types of debts, then copy this page and report them separately. Never combine debts owed by and debts owed to on the same page. Debts should be reported on this schedule until repaid. When repayments are made by the campaign, a corresponding entry should be made on SCHEDULE E-1: GENERAL EXPENDITURES. When repayments are received by the campaign, a corresponding entry should be made on SCHEDULE A-3: OTHER RECEIPTS.

1. Name and Address of Creditor/Debtor	2. Outstanding Balance Beginning This Period	3. Amount(s) Incurred This Period (+)	4. Payment(s) Made This Period (-)	5. Outstanding Balance at Close of This Period
MAGGIE CARROLL 4308 Walmsley New Orleans, LA 70125 Reason Debt Incurred: campaign manager contract/wages owed	\$32,000.00	\$0.00	\$0.00	\$32,000.00

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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)
INTUIT QUICKBOOKS, INC. 2700 Coast Ave Mountain View, CA 94043	12/08/2023	software fees for 2023	\$ 1,125.00
PRESTRIDGE POLITICAL LLC 701 Loyola Ave Unit 52931 New Orleans, LA 70152	04/03/2023	finance consultant	\$ 500.00
ACTBLUE POB 441146 Somerville, MA 02144	05/04/2023	online processing fees	\$ 52.59
MAGGIE CARROLL 5208 Magazine St New Orleans, LA 70115	10/30/2023	political consultant fees for 2023	\$ 6,750.00
MARION FLOYD 2214 Rev. Richard Kenner, LA 70062	03/22/2023	legal fees	\$ 1,800.00
GOING PLACES TRAVEL 561 Aris Ave Metairie, LA 70005	06/27/2023	Travel to Dallas for Community event	\$ 601.98
GOOGLE 1600 Amphitheatre Parkway Mountain View, CA 94043	02/07/2023	G-Suites	\$ 151.28
SEAN HOFFMAN 7227 Zimple New ORleans, LA 70118	02/08/2023	general consultant	\$ 750.00
3. SUBTOTAL (optional)			\$11,730.85
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)
J.S. BURLAND & ASSOCIATES, INC. 742 N 5th St Baton Rouge, LA 70802	05/30/2023	campaign finance reporting services	\$ 1,512.50
LAST WORD STRATEGIES 400 Poydras Ave New Orleans, LA 70130	05/30/2023	communications consulting	\$ 1,308.88
LIBERTY BANK & TRUST 3200 Magazine St. New Orleans, LA 70115	12/29/2023	bank charges for 2023	\$ 255.13
NUMERO 582 Market St San Francisco, CA 94104	02/08/2023	fundraising software for 2023	\$ 1,103.00
VANTIV ECOMMERCE, LLC 900 Chelmsford St Lowell, MA 01851	06/09/2023	donation processing fees for 2023	\$ 100.07
RONALD L WILSON 909 Poydras St New Orleans, LA 70112	04/18/2023	legal fees	\$ 4,560.00
ZOOM 55 Almaden Blvd San Jose, CA 95113	03/16/2023	video conference software license	\$ 30.82
3. SUBTOTAL (optional)			\$8,870.40
4. TOTAL (optional - complete only on last page of this schedule)			\$ 20,601.25

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