

## Campaign Finances: Where does the Money go?

We see a lot of 460 Forms in our profession. Contributors, PACs and all of those funds spent by our candidates and elected officials.

Did you ever wonder how much they spend, and on what? Well, in preparation for Santa Clara's 2008 Vote Ethics Program we decided to do the research.

We found that the three successful candidates in the November 2006 election spent average of \$24,335 a piece.

More than 78% was spent directly on the mail, brochures, advertisements and websites

necessary to share their history and ideas with voters.



The remaining 22% was spent primarily on consulting services, fundraising, office needs and other support costs necessary to run an effective campaign.

Of course, every community is different. Santa

Clara has very specific fundraising windows and other regulations, but it is a good starting point if you want to take a look at your own election cycle.

And, it was nice to know that none of it was spent on fancy dinners and trips to Vegas! We must be doing something right.

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For more information about the research & methodology, feel free to contact me at [rdiridon@santaclearaca.gov](mailto:rdiridon@santaclearaca.gov).

## Conserving Natural Resources—LCC Announces

The League of California Cities recognizes that the purchase and use of products and services can impact the environment. It is the League's intent to make a positive impact on the environment by integrating environmental considerations into meetings and conferences. By doing so, the League can promote practices that will conserve natural resources while remaining fiscally responsible.

**Please be aware that beginning with our December 2008 conferences, all presentations and handouts will be available in electronic format(s).**