

How candidates get city money

PROP O passed in 2000 to level the playing field for supervisorial candidates — so anyone with support to run has the chance to do so.

Here's the formula for public financing: Candidates who raise \$5,000 in amounts from \$10 to \$100 from at least 75 different San Francisco residents get double their money — \$10,000 — from the city. (Loans, candidate's own funds, PAC money and nonmonetary gifts don't count toward the \$5,000.)

Raise an additional \$10,000 and city funds pour in at a 4-1 ratio — the \$10,000 gets the candidate \$40,000. Also, individual contributions can increase to \$500. When such donations reach \$50,000, the city matches donors' dollars 1-1. The match ceiling depends on how much is in the set-aside fund.

Two months before this election, city coffers held \$6.4 million for public financing of the 22 qualifying candidates, or \$293,288 each.

The city wound up spending \$1.4 million for candidates in District 2, 6, 8 and 10. (In District 4, incumbent Carmen Chu took no public money.)

Ultimately, an average of \$63,636 per qualifying candidate was disbursed, an amount swollen by District 10 candidates, whose city take exceeded half a million dollars. ■

— MARJORIE BEGGS

CAMPAIGN EXPENDITURES FOR TOP THREE VOTE-GETTERS

	JANE KIM	DEBRA WALKER	THERESA SPARKS
July-Sept.			
Political consultants	\$33,384	\$8,145	\$17,000
Campaign staff	\$10,604	\$13,200	\$10,636
Office expenses	\$7,742	\$6,750	\$4,000
Print and promotion	\$4,479	\$2,000	\$18,321
Legal/Accounting	-0-	-0-	\$15,391
Oct. 1-16			
Political consultants	\$54,813	\$2,500	-0-
Campaign staff	\$17,710	-0-	-0-
Office expenses	\$3,263	-0-	-0-
Print and promotion	-0-	\$2,500	\$38,548
Legal/Accounting	-0-	-0-	-0-

*Final financial disclosures are to be filed by each candidate Jan. 31, 2011, info that will change these numbers
Source: San Francisco Ethics Commission

How trio at top spent what they got

FINAL disclosure of how and where campaign funds were expended is not due from the candidates until Jan. 31, but filings with the Ethics Commission through Oct. 16 reflect that as election day approached, money flowed copiously, especially for the top three vote-getters.

Naturally, political consultants, the Merlins of electioneering, got the biggest chunks of dough.

Winner Jane Kim paid her team of consultants, Left Coast Communications — home-based in the Embarcadero Center — \$88,197 in the final 4½ months before voting day; runner-up Debra Walker paid her consultant, Jim Stearns, the go-to guy for city Democrats, \$10,645, and Theresa Sparks paid several consultants, principally Christopher Lee and Colleen Crowley, a total of \$17,000.

No campaign can function without staff, from eager volunteers who willingly serve the political cause without pay to fully paid savvy managers and political veterans who run the candidate's headquarters, monitor neighborhood group meetings, and

walk the district's streets. Kim's staff received \$28,314; Walker and Sparks paid their workers \$13,200 and \$10,636, respectively.

As annoying as campaign brochures could be in flooding voters' mailboxes as Nov. 2 approached, candidates continued to pump money into the design, printing and distribution of self-promoting pieces. These commercial expenses for Kim — \$4,479 — and for Walker — \$4,500 — were restrained compared with Sparks' \$56,869. Kim's cablevision and print ads directed to Asian voters seems to have reaped the highest return.

Interestingly, only Sparks seems to have paid legal and accounting fees in the run-up to election day — a combined \$15,391 to the Sutton Law Firm and to Warren and Associates.

Offices and all the expenses they generate, from rent payments and postage fees to bottled water bills, took their toll with Kim paying \$11,005 in overhead, Walker \$6,750 and Sparks \$4,000. ■

— JONATHAN NEWMAN

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