

CANDIDATE'S REPORT

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

1. Qualifying Name and Address of Candidate

FRIDAY ELLIS
1310 Forsythe Ave
Monroe, LA 71201

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

Mayor
Monroe
Ouachita

OFFICE USE ONLY

Report Number: 121330

Date Filed: 4/17/2024

Report Includes Schedules:

Schedule A-1
Schedule B
Schedule E-1

3. Date of Primary 3/23/2024

This report covers from 3/4/2024 through 4/7/2024

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
X _____ 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_____ Withdrawn _____ Filed after the election AND all loans and debts paid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.)

CROSS KEYS BANK
1401 Houma Ln
#100
Monroe, LA 71201

7. Full Name and Address of Treasurer

ASHLEY ELLIS
1310 Forsythe Ave
Monroe, LA 71201

9. Name of Person Preparing Report JAMES 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 17th day of April, 2024.

Friday Ellis

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

318.355.9869

Daytime Telephone

Ashley Ellis

Signature of Treasurer

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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: Friday Ellis

FRIENDS OF FRIDAY ELLIS
1310 Forsythe Avenue
Monroe, LA 71201

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

FRIDAY ELLIS
1310 Forsythe Ave
Monroe, LA 71201

SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 21,300.00
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)	\$ 21,300.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 21,000.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. TOTAL RECEIPTS (Lines 4 + 5 + 6 + 7)	\$ 42,300.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 72,860.91
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)	\$ 72,860.91

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)	\$ 31,549.93
15. <i>Plus</i> total receipts this period (Line 8 above)	\$ 42,300.00
16. <i>Less</i> total disbursements this period (Line 13 above)	\$ 72,860.91
17. <i>Less</i> in-kind contributions (Line 2 above)	\$ 0.00
18. Funds on hand at close of reporting period	\$ 989.02

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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.)	\$ 21,000.00
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)	
MONTY B ADAMS 105 Cherry St Columbia, LA 71418 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$100.00	\$100.00
ARMSTRONG BUILDERS, INC. 214 Balboa Dr Monroe, LA 71203 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$500.00	\$500.00
JAMES BARRY BARRON 2820 W DEBORAH DR MONROE, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$300.00	\$300.00
BEE CLEAN LLC 536 JOE WHITE RD MONROE, LA 71203 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$500.00	\$500.00
CHARLES W HAROLD III, A PROFESSIONAL LAW CORPORATION 2022 Forsythe Ave Monroe, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/18/2024	\$1,000.00	\$1,000.00
BELINDA CRIMES 230 Willow Creek Rd Downsville, LA 71234 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$1,200.00	\$1,200.00
4. SUBTOTAL (this page)		\$3,600.00	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)	
JONATHAN DOUCET 1514 FAIRVIEW MONROE, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$500.00	\$500.00
JIM ELLINGBURG 15830 Lum Day Rd Bastrop, LA 71220 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$2,500.00	\$2,500.00
PAUL FRYER 701 Hodge Watson Rd Calhoun, LA 71225 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$2,500.00	\$2,500.00
J&J DENTAL, LLC 2204 Forsythe Ave Monroe, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$2,500.00	\$2,500.00
JOHN A CRYMES FARMS POB 35 Colliston, LA 71229 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$100.00	\$100.00
LEWIS ANESTHESIA, LLC 211 Lewis Ln West Monroe, LA 71291 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$1,000.00	\$1,000.00
4. SUBTOTAL (this page)		\$9,100.00	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)	
MARK J NEAL APLC POB 14657 Monroe, LA 71207 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$1,000.00	\$1,000.00
FRANK NETTLES 2009 Roselawn Monroe, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/16/2024	\$500.00	\$500.00
PELICAN PROPERTIES 512 N 3rd St Monroe, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$1,000.00	\$1,000.00
PINE TREE DENTAL, LLC 1301 Forsythe Ave Monroe, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$2,500.00	\$5,000.00
EDWARD F POULOS POB 56 Crowville, LA 71230 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$500.00	\$500.00
SOUTHERN STEEL FABRICATORS, INC. 208 Wagon Wheel Rd Monroe, LA 71202 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	03/22/2024	\$2,500.00	\$2,500.00
4. SUBTOTAL (this page)		\$8,000.00	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)	
WESLEY B STILLWELL 117 Temecula Dr West Monroe, LA 71292 POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	03/22/2024	\$100.00	\$100.00
LEE WILLIAMS 117 Althea Dr Monroe, LA 71202 POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	03/07/2024	\$500.00	\$500.00
4. SUBTOTAL (this page)		\$600.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 21,300.00	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 B: LOANS RECEIVED

The following information must be provided for each loan or line of credit received this reporting period, even if it has been repaid. Also, complete this schedule for loans received in prior periods that are still outstanding. Separate loans must be reported separately, even if from the same source. Any personal funds a candidate loans to his campaign must be reported on this schedule.

1. Name and address of lender FRIDAY ELLIS 1310 Forsythe Ave Monroe, LA 71201	2. a. Date* <u>4/7/2024</u> b. Interest rate <u>0.00</u> %(a.p.r.) c. Amount borrowed* \$ <u>21,000.00</u> d. Balance due \$ <u>21,000.00</u> *For lines of credit, give the date the line of credit was first committed at Item 2a and list only the amount actually drawn at Item 2c. OPTIONAL: Total amount of credit available \$ _____						
3. Endorsers/Guarantors	4. Repayments this period <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%; text-align: center;">Date</th> <th style="width: 33%; text-align: center;">Principal</th> <th style="width: 33%; text-align: center;">Interest</th> </tr> </thead> <tbody> <tr> <td style="height: 30px;"></td> <td></td> <td></td> </tr> </tbody> </table>	Date	Principal	Interest			
Date	Principal	Interest					
(Enter the full name and address of each person or entity that has endorsed, guaranteed or otherwise secured the loan or line of credit. Also, state the amount of liability for each endorser or guarantor.)	(List payments of principal and interest separately. If separate amounts are not known, list all payments under principal.)						

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)
ACADIAN LIFE PROMOTIONS acadianlifepromotions.com Monroe, LA 71203	03/25/2024	Tshirts	\$ 793.84
BURLAND & MALOY LLC 742 N 5TH ST BATON ROUGE, LA 70802	03/07/2024	Campaign finance reporting services	\$ 1,180.00
BURLAND & MALOY LLC 742 N 5TH ST BATON ROUGE, LA 70802	03/26/2024	campaign finance reporting services	\$ 442.50
BURLAND & MALOY LLC 742 N 5TH ST BATON ROUGE, LA 70802	03/26/2024	campaign finance reporting	\$ 198.75
COEFFICIENT 1881 Main St Kansas City, MO 64108	03/22/2024	Text Message/data	\$ 2,572.00
CREATIVE DIRECT POB 6654 Richmond, VA 23230	03/22/2024	Mail piece design, production, mailing	\$ 7,974.00
CREATIVE DIRECT POB 6654 Richmond, VA 23230	03/22/2024	mail piece design, production, mailing	\$ 10,587.00
CREATIVE DIRECT POB 6654 Richmond, VA 23230	03/22/2024	Text message campaign for GOTV	\$ 1,167.00
3. SUBTOTAL (optional)			\$24,915.09
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)
CREATIVE DIRECT POB 6654 Richmond, VA 23230	03/22/2024	Rerun printing of doorhangers	\$ 1,739.00
DAQ'S MONROE 2217 Forsythe Ave Monroe, LA 71201	03/22/2024	food, campaign meeting	\$ 101.40
FACEBOOK 1 Hacker Way Menlo Park, CA 84025	03/04/2024	Facebook ad boost	\$ 100.00
FACEBOOK 1 Hacker Way Melano Park, CA 94025	03/06/2024	Facebook ad boost	\$ 50.00
FACEBOOK 1 Hacker Way Menlo Park, CA 84025	03/22/2024	facebook ads	\$ 125.00
FACEBOOK 1 Hacker Way Menlo Park, CA 84025	03/08/2024	Facebook ad boost	\$ 50.00
GOOGLE 1600 Ampetheater Pkwy Mountain Way, CA 94043	03/04/2024	Google workspace monthly	\$ 13.23
JAC'S CRAFT SMOKEHOUSE 401 Trenton St Monroe, LA 71291	03/22/2024	campaign lunch meeting	\$ 48.19
3. SUBTOTAL (optional)			\$2,226.82
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)
CARRIE GRIFFIN MONICA 601 LAUREL ST Baton Rouge, LA 70802	03/06/2024	Feb. consulting: as Campaign Consultant, \$5,000; As Campaign Event Manager, \$1,120	\$ 6,120.00
CARRIE GRIFFIN MONICA 601 LAUREL ST Baton Rouge, LA 70802	03/26/2024	March consulting	\$ 5,000.00
MW POLITICAL, INC. 114 Karland Dr 'atlanta, GA 30305	03/08/2024	Digital ad buys: Instagram ads, \$4,515; Facebook ads, \$5,485; Programmatic Display ads, \$10,000.	\$ 20,000.00
MW POLITICAL, INC. 114 Karland Dr 'atlanta, GA 30305	03/07/2024	radio ad buys, 3/5-3/23: KMOVX-FM \$2,466; KRVV-FM \$3,279; KILO-FM \$1,950; KLIP-FM \$1,413; KMLB-AM \$1,188.	\$ 10,296.00
OUACHITA CITIZEN POB 758 Monroe, LA 71294	03/06/2024	Print ads for week 3/4-3/23	\$ 2,568.00
SCHELLING ELEMENTARY 4200 Elm St Monroe, LA 71203	04/05/2024	sponsorship	\$ 250.00
STRICTLY US MEDIA, LLC 130 Art Aly Monroe, LA 71201	03/16/2024	video production	\$ 1,485.00
3. SUBTOTAL (optional)			\$45,719.00
4. TOTAL (optional - complete only on last page of this schedule)			\$ 72,860.91

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