

N240159



**MISSOURI ETHICS COMMISSION**  
**NON-COMMITTEE EXPENDITURE REPORT**  
 INSTRUCTIONS ON REVERSE SIDE

1. REPORT DATE  7/22/24	2. FUNCTION OF REPORT (CHECK ONE) <input checked="" type="checkbox"/> INDEPENDENT EXPENDITURE STATEMENT (S-1) OR <input type="checkbox"/> INTERNAL DISSEMINATION REPORT (S-2)	OFFICE USE ONLY  7/26/24
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3. NAME OF PERSON OR ENTITY MAKING EXPENDITURE(S) Heartland Conservative Coalition, LLC	
4. MAILING ADDRESS ADDRESS: 2500 Missouri Blvd., Ste. 1054 CITY / STATE / ZIP: Jefferson City, MO 65109	5. TELEPHONE NUMBER  (918) 771-9598
6. TYPE OF ELECTION (CHECK ONE) <input checked="" type="checkbox"/> PRIMARY <input type="checkbox"/> GENERAL <input type="checkbox"/> SPECIAL <input type="checkbox"/> CAUCUS	7. DATE OF ELECTION  8/6/24
8. TYPE OF REPORT (CHECK ONE) <input checked="" type="checkbox"/> INITIAL REPORT <input type="checkbox"/> REPORT WITHIN 14 DAYS OF ELECTION <input type="checkbox"/> ADDITIONAL REPORT <input type="checkbox"/> OTHER	

9. NAME OF CANDIDATE OR BALLOT MEASURE	10. OFFICE SOUGHT AND/OR POLITICAL SUBDIVISION	11. CHECK ONE		12. PAYEE NAME AND ADDRESS	13. NATURE AND PURPOSE OF EXPENDITURE	14. DATE MADE	15. AMOUNT
		SUPP	OPP				
Bill Eigel	Governor		✓	Armada Strategies, LLC; 3742 North Federal Highway #1032 Lighthouse Point, FL 33064	Television Advertisement	7/12/24	\$360,000.00
Bill Eigel	Governor		✓	Remington Research Group; 800 W 47TH ST STE 200 KANSAS CITY, MO 64112	Multimedia Messaging Service Communication	7/12/24	\$46,774.00
Bill Eigel	Governor		✓	The Political Firm; 5555 Hilton Ave. Suite 203 Baton Rouge, LA 70808	Production Costs	7/12/24	\$4,800.00
Bill Eigel	Governor		✓	Axiom Strategies; 800 W 47TH ST STE 200 KANSAS CITY, MO 64112	Direct Mail	7/22/24	\$10,000.00

16. TOTAL EXPENDITURES MADE (TOTAL COLUMN 15) \$ 421,574.00

17. VERIFICATION: I CERTIFY THAT THIS REPORT IS TRUE AND COMPLETE M.E.C. ID NO. \_\_\_\_\_

SIGNATURE OF PERSON MAKING THE EXPENDITURE(S) OR AN AUTHORIZED AGENT *Mark Be...* DATE 7/26/24