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A Billionaire's Spending Pays Off

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Mayor-elect Michael Bloomberg spent by the most conservative estimates more than $55 for every vote he got in Tuesday's election.

While final cost details are not yet tallied, here's a voter's-eye glimpse of how the billionaire's latest investment became the most money-soaked municipal campaign in American history:

- A black stretch limo seen rolling around the streets of Greenwich Village on Election Day, equipped as a sound truck and booming a vote-for-Bloomberg message.
- High-quality Bloomberg videotapes delivered by the thousands to registered primary voters.
- Top fees for consultants like former city telecommunications official Vincent LaPadula, who once ordered a city-run cable TV station not to air a tape of Democrat Fernando Ferrer, a critic of Mayor Rudolph Giuliani.
- An at-times-humiliating primary campaign to crush GOP rival Herman Badillo, the Latino pol who, coincidentally, lost an ethnically divisive mayoral runoff to Abe Beame in 1973.
- Tons of leaflets in Brooklyn and the Bronx, with big brochures suggesting Democratic foe Mark Green disdained police and bemoaning Green's "divisive" primary brush with Ferrer.
- A $40,000 donation to the Caribe Democratic Club in East Harlem, closely tied to state Sen. Olga Mendez and made the day she backed him, as first reported in the New York Observer.
- Untallied millions of dollars spent for print ads in small ethnic and neighborhood publications.
- Elaborate Yiddish posters in Borough Park and massive buys on Spanish-language radio.
- Distribution in black churches of a doctored version of an Amsterdam News editorial endorsing Bloomberg that originally referred to Green supporters as "Jewish mafia."
- Five-dollar bills for people on the street willing to be surveyed for focus groups that would help him calculate what he should tell the public.
- TV time buys and productions in the league of Super Bowl commercials broadcasting Mayor Rudolph Giuliani's praise for the candidate.
- The velvet-roped midtown Manhattan victory party with its finger-size filet mignon hors d'oeuvres, crab cakes and glow-in-the-dark souvenir necklaces.

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