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Bloomberg's record spending a key to campaign

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Mayor-elect Michael Bloomberg spent nearly $70 million of his own money to win City Hall, making his candidacy the most expensive in American history except for presidential campaigns.

Bloomberg's total includes $68,968,185 in official campaign spending, plus $887,078 spent on polling and other expenses before he launched a campaign committee last spring, according to a Newsday analysis of his spending. That adds up to $69,855,263.

Bloomberg, a Republican self-made billionaire, shelled out $28 million in the final weeks of the campaign, according to records filed yesterday with the city Board of Elections.

That alone is twice the $14 million that Mark Green, Bloomberg's final opponent, spent during the entire year during a Democratic primary, a Democratic runoff and the general election, according to Green campaign spokesman Joe DePlasco.

Green, unlike Bloomberg, limited spending under the city's campaign finance law in return for public matching funds.

In the final weeks of the campaign, Bloomberg spent $8.4 million on TV ads, for a grand total of $30 million in the entire campaign. A last-minute flood of mailings cost $9.6 million, for a total of $16.6 million.

Bloomberg also didn't scrimp on his campaign events. His election-night party at B.B. King's Blues Club & Grill in Times Square cost more than $100,000, including $39,600 for catering, $7,775 for the coat-check operation and $1,250 for confetti.

Throughout the campaign, Bloomberg said he would spend whatever was necessary to establish his name and ideas against longtime politicians, like Green, who had run for office several times.

"I thought we dealt with that issue so many times that even you would be bored with it," Bloomberg told reporters on Oct. 28, after the campaign had spent about $42 million. Nevertheless, this summer, Bloomberg said it would be "obscene" for him to spend more than $30 million.

The Green campaign's precise spending figures were unavailable because Green mailed documents to the city Campaign Finance Board. Green probably received about $7 million in public money.

Green, who could not be reached, has complained

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