



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Gaby Reims Alexander	Phone	310-985-4229
Employer	Self	Email	Gaby@gabyalexander.com
Business Address	9461 Charleville Blvd #361	Website Address	n/a
Address Line 2		Fax	424-382-1205
City	Beverly Hills		
State	CA	Zip	90212

Sanctions

Have you ever been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?

No

Has a firm at which you work, has worked, or for which you own or has owned an equity interest been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?

No

Expenditure Lobbyist

Are you filing as an Expenditure Lobbyist?

No

Client Information

Client Name	Beverly Hills Land Company	Client Phone	3102785333
Specific Business of Client	Developer	Client Website Address	
Client Address	433 N. Camden Dr		
Client Address Line 2	Suite 1070		
Client City	Beverly Hills		
Client State	CA	Client Zip	90210

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2020/06/01	Termination Date	2021/05/01
Project Name (include address if advocating for a property)			
Beverly Hills Creative Offices, 9220 North Santa Monica Blvd.			
Description of Municipal Legislation that is subject of Advocacy			

Planning application submittal for Beverly Hills Creative Offices Specific Plan (specific plan, general plan amendment, master plan of streets amendment, vesting tentative tract map, and development agreement) located at 9220 North Santa Monica Boulevard

Desired Outcome

planning approval to move forward with new creative office project

Estimate of Compensation to be Paid to Legislative Advocate from Client

\$25,001 to \$50,000

Sign and Date

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.

Signed

Gabrielle Alexander

Date

2020/06/25



City of Beverly Hills

NOTICE OF TERMINATION OF LEGISLATIVE ADVOCACY

Pursuant to Section 1-9-107 of the Beverly Hills Municipal Code, I hereby notify the City of Beverly Hills of the termination of my legislative advocacy concerning the project described below.

Date of Termination of Legislative Advocacy:	05/01/2021
Name of Legislative Advocate:	Gaby Reims Alexander
Employer:	Self
Address:	9461 Charleville Blvd #361
Phone:	310-985-4229
Email:	Gaby@gabyalexander.com
Client:	Beverly Hills Land Company
Project Name:	Beverly Hills Creative Offices, 9220 North Santa Monica Blvd.
Termination Submitted By:	Gaby@gabyalexander.com
Termination Submitted Date:	05/31/2021

Previously Reported Legislative Advocacy Activity

Cheval Blanc Beverly Hills			
Client Name	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair	Phone	415.389.6800
Specific Business of Client	Electoral Advocacy	Website	TBD
Client Address	c/o Nielsen Merksamer Parinello Gross & Leoni LLP		
Address Line 2	2350 Kerner Blvd., Suite 250		
City	San Rafael		
State	CA	Zip	94901
Desired Outcome		Engagement Date	2023/02/08

Margaux Beverly Hills / 244 - 258 N. Clark Drive			
Client Name	Lazer Properties, Inc. / Jason Lewis	Phone	(310) 878-4275
Specific Business of Client	Property Development and Management	Website	www.lazerproperty.com
Client Address	1801 Century Park East		
Address Line 2	2 Suite 870		
City	Los Angeles		
State	CA	Zip	90067
Desired Outcome		Engagement Date	2022/10/25

Spring Place at 9800 Wilshire			
Client Name	Christian Toraldo, Spring Place	Phone	212.257.5620
Specific Business of Client	workspace & membership club at 9800 Wilshire Blvd.	Website	www.springplace.com/beverly-hills
Client Address	Spring Place		
Address Line 2	6 St. Johns Lane		
City	New York		
State	NY	Zip	10013
Desired Outcome		Engagement Date	2022/04/20

8600 WILSHIRE BOULEVARD			
Client Name	David Orenstein, Palisades	Phone	+1 310 268 8288
Specific Business of Client	Real Estate Development and Investment	Website	www.palisad.es
Client Address	631 Wilshire Boulevard Suite 4C		
Address Line 2			
City	Santa Monica		

State	CA	Zip	90401
Desired Outcome		Engagement Date	2021/07/08

FOR CITY CLERK USE ONLY

Date of Registration Submission Thursday, June 25, 2020 @ 11:04AM

Date of Termination Submission Monday, May 31, 2021 @ 10:04PM

Date of Administrative Approval Thursday, June 25, 2020 @ 11:16AM

Administrative Approval by Isyrodriquez