



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Alexander Martinez	Phone	6267162916
Employer	Craig Fry & Associates	Email	amartinez@cfa-la.com
Business Address	1010 S. Arroyo Parkway, #6	Website Address	craigfryandassociates.com
Address Line 2		Fax	N/A
City	Pasadena		
State	CA	Zip	91105
Legislative Advocacy During the Past 12 Months Not Previously Reported			
N/A, all legislative advocacy has been previously reported			

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?	Yes, the Expenditure Lobbyist is a business entity
Please enter the name of each person with an ownership interest if the business entity has fewer than 5 owners, or enter the name of the person with the greatest ownership interest in the entity, if the entity has 5 or more.	
Craig Fry, President Brian Fry, Vice President	

Client Information

Client Name	Mercedes Benz of Beverly Hills	Client Phone	(310) 659-2980
Specific Business of Client	Car Dealership	Client Website Address	https://www.bhbenz.com/
Client Address	9242 Beverly Blvd		
Client Address Line 2			
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	2020/10/20	Termination Date	2022/04/01
Project Name (include address if advocating for a property)			
9242 Beverly Blvd			
Description of Municipal Legislation that is subject of Advocacy			
We will follow all City policies and procedures to work with the necessary individual with in the building and planning departments to obtain all necessary plan approvals and permits to ensure compliance for the proposed scope of work			
Desired Outcome			
Obtain necessary city permits for proposed work			
Estimate of Compensation to be Paid to Legislative Advocate from Client			
up to \$25,000			

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	Alexander Martinez	Date	2020/10/21



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:	04/01/2022
Name of Legislative Advocate:	Alexander Martinez
Employer:	Craig Fry & Associates
Address:	1010 S. Arroyo Parkway, #6
Phone:	6267162916
Email:	amartinez@cfa-la.com
Client:	Mercedes Benz of Beverly Hills
Project Name:	9242 Beverly Blvd
Termination Submitted By:	amartinez@cfa-la.com
Termination Submitted Date:	04/29/2022

Previously Reported Legislative Advocacy Activity

615 N Canon			
Client Name	Malvin Hwee, L A N D R Y D E S I G N G R O U P	Phone	310.444.1404
Specific Business of Client	Architect and design firm	Website	https://www.landrydesigngroup.com/#/
Client Address	1818 S. SEPULVEDA BLVD.		
Address Line 2			
City	Los Angeles		
State	CA	Zip	90025
Desired Outcome		Engagement Date	2022/03/15

400 Castle Place			
Client Name	Ruth Black	Phone	626659525
Specific Business of Client	HATBHLLC, Realtor	Website	N/A
Client Address	655 Madison Ave		
Address Line 2			
City	New York		
State	NY	Zip	10065
Desired Outcome		Engagement Date	2022/02/02

FOR CITY CLERK USE ONLY

Date of Registration Submission Wednesday, October 21, 2020 @ 8:18AM

Date of Termination Submission Friday, April 29, 2022 @ 10:49AM

Date of Administrative Approval Wednesday, October 21, 2020 @ 8:28AM

Administrative Approval by Isyrodriquez