



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Alex martinez	Phone	6267162916
Employer	Craig Fry & Associates	Email	projectmanager@cfa-la.com
Business Address	990 S. Arroyo Parkway #4	Website Address	craigfryandassociates.com
Address Line 2		Fax	N/A
City	Pasadena		
State	CA	Zip	91015
Legislative Advocacy During the Past 12 Months Not Previously Reported			
N/A			

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 partnership
Please enter the name of each partner if the partnership has fewer than 5 members, or enter the name of the partner with the greatest ownership interest if the partnership has 5 or more.	
Craig Fry, President Brian Fry, Vice President	

Client Information

Client Name	Greg Strumpf	Client Phone	9515151322
Specific Business of Client	Restaurant	Client Website Address	N/A
Client Address	9737 S. Santa Monica		
Client Address Line 2			
Client City	Beverly Hills		
Client State	California	Client Zip	90210

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2021/06/22	Termination Date	2022/04/01
Project Name (include address if advocating for a property)			
9737 S. Santa Monica Blvd.			
Description of Municipal Legislation that is subject of Advocacy			
We will work with planning, building, and inspection bureau to obtain all necessary permits for proposed TI			
Desired Outcome			
Obtain all necessary building, planning and grading permits to open new restaurant			
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	2021/07/02



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:	Alex martinez
Employer:	Craig Fry & Associates
Address:	990 S. Arroyo Parkway #4
Phone:	6267162916
Email:	projectmanager@cfa-la.com
Client:	Greg Strumpf
Project Name:	9737 S. Santa Monica Blvd.

Termination Submitted By:	amartinez@cfa-la.com
Termination Submitted Date:	04/29/2022

FOR CITY CLERK USE ONLY

Date of Registration Submission	Friday, July 2, 2021 @ 12:01PM
Date of Termination Submission	Friday, April 29, 2022 @ 1:29PM
Date of Administrative Approval	Friday, July 2, 2021 @ 12:07PM
Administrative Approval by	Isyrodriquez