



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

Previously Reported Legislative Advocacy Activity

803 linden			
Client Name	Roman James	Phone	(310) 295-2281
Specific Business of Client	Roman James Design Build	Website	https://www.rjdesignbuild.com/
Client Address	8383 S. Wilshire Blvd		
Address Line 2	#800		
City	Beverly Hills		
State	CA	Zip	90211
Desired Outcome		Engagement Date	2022/01/11

1718 Ambassador			
Client Name	Elliott Nassib	Phone	3107098787
Specific Business of Client	Home owner & Tennant of property listed above	Website	N/A
Client Address	1718 Ambassador Ave		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/12/07

443e & 445 S. Bedford Ave			
Client Name	Vartan Jangozian	Phone	818-207-1114
Specific Business of Client	N/A	Website	N/A
Client Address	443 S. Bedford		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/09/30

633 Sierra			
Client Name	Jason Illouliau	Phone	3234337219
Specific Business of Client	Private Residence, Owner occupied home	Website	N/A
Client Address	633 N Sierra Drive		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210

Desired Outcome		Engagement Date	2021/09/30
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1712 Ambassador			
Client Name	Ryan and Jasmin Hekmat	Phone	310-488-7111
Specific Business of Client	Homeowner of property listed below	Website	N/A
Client Address	1712 Ambassador Ave		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/09/30

343 N Canon cosmetic spa			
Client Name	Alexia Dekirmendjian	Phone	828-312-5705
Specific Business of Client	Cosmetic spa	Website	N/A
Client Address	343 N. Canon Ave		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/08/06

9460 Wilshire			
Client Name	CMI group, Ray Hoffman	Phone	714-931-7665
Specific Business of Client	Property Owner and Property Managers	Website	N/A
Client Address	9640 Wilshire		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/08/06

1181 Hillcrest			
Client Name	Markus Persson	Phone	3104987383
Specific Business of Client	Homeowner & Tennant	Website	N/A
Client Address	1181 N. Hillcrest Road		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210

Desired Outcome		Engagement Date	2021/08/02
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9737 S. Santa Monica Blvd.			
Client Name	Greg Strumpf	Phone	9515151322
Specific Business of Client	Restaurant	Website	N/A
Client Address	9737 S. Santa Monica		
Address Line 2			
City	Beverly Hills		
State	California	Zip	90210
Desired Outcome		Engagement Date	2021/06/22

608 N. Canon Drive			
Client Name	Puneet Nanda	Phone	(562) 895-3852
Specific Business of Client	PROPERTY OWNER/RESIDENT	Website	N/A
Client Address	608 N. Cannon Drive		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/06/22

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 Isyrodriguez