



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Helsa Smith	Phone	3239374270
Employer	Gruen Associates	Email	smith@gruenassociates.com
Business Address	6330 San Vicente Boulevard, Suite 200	Website Address	www.gruenassociates.com
Address Line 2		Fax	3239376001
City	Los Angeles		
State	California	Zip	90048

Legislative Advocacy During the Past 12 Months Not Previously Reported

Professional Architectural services for project located at 420 N. Rodeo Drive, Beverly Hills, CA 90210.

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	Zeynep Ozandag	Client Phone	9176427798
Specific Business of Client	Louis Vuitton, USA	Client Website Address	https://us.louisvuitton.com/eng-us/homepage
Client Address	1 East 57th Street		
Client Address Line 2			
Client City	New York		
Client State	New York	Client Zip	10022

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement

2021/09/24

Project Name (include address if advocating for a property)

Louis Vuitton Men's Temp Store @ 420 N. Rodeo drive
Description of Municipal Legislation that is subject of Advocacy
Real Estate Development
Desired Outcome
Approval of Development Application
Estimate of Compensation to be Paid to Legislative Advocate from Client
\$75,001 and above

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	Helsa Smith	Date	2021/09/26
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Previously Reported Legislative Advocacy Activity

Louis Vuitton Men's Temp Store @ 420 N. Rodeo drive			
Client Name	Zeynep Ozandag	Phone	9176427798
Specific Business of Client	Louis Vuitton, USA	Website	https://us.louisvuitton.com/eng-us/homepage
Client Address	1 East 57th Street		
Address Line 2			
City	New York		
State	New York	Zip	10022
Desired Outcome		Engagement Date	2021/09/24

FOR CITY CLERK USE ONLY

Date of Registration Submission Sunday, September 26, 2021 @ 8:39AM

Date of Termination Submission

Date of Administrative Approval Sunday, September 26, 2021 @ 11:29AM

Administrative Approval by Isyrodriquez