



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

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|--|--------------------------------|-----------------|-------------------|
| Name | Ron Hirsch | Phone | 8183250530 |
| Employer | Hirsch/Green Trans. Consulting | Email | ron@hgtraffic.com |
| Business Address | 13333 Ventura Boulevard | Website Address | www.hgtraffic.com |
| Address Line 2 | Suite 204 | Fax | 8183250534 |
| City | Los Angeles | | |
| State | CA | Zip | 91425 |
| Legislative Advocacy During the Past 12 Months Not Previously Reported | | | |
| N/A | | | |

Sanctions

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| 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

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|--|----|
| Are you filing as an Expenditure Lobbyist? | No |
|--|----|

Client Information

| | | | |
|-----------------------------|--|------------------------|----------------------|
| Client Name | Louis Vuitton Moet Hennessy, Anish Melwani CEO | Client Phone | (312) 984-3150 |
| Specific Business of Client | Retail and Hospitality | Client Website Address | https://www.lvmh.com |
| Client Address | c/o Dessin Ferrazzano of Barak Ferrazzano Kirschbaum & Nagelberg LLP | | |
| Client Address Line 2 | 200 W. Madison Street, Suite 3900 | | |
| Client City | Chicago | | |
| Client State | Illinois | Client Zip | 60606 |

Description of Matter that Legislative Advocate is Attempting to Influence

| | | | |
|---|------------|------------------|------------|
| Initial Date of Lobbying Engagement | 2021/09/29 | Termination Date | 2023/06/05 |
| Project Name (include address if advocating for a property) | | | |

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| Cheval Blanc Specific Plan - 456 and 468 N. Rodeo Drive, 461 - 465 N. Beverly Drive, and 449 - 453 North Beverly Drive |
| Description of Municipal Legislation that is subject of Advocacy |
| Application under BMC Section 10-3-3900 and/or other application provisions to amend the existing development regulations of property located at 456 and 468 N. Rodeo Drive, 461 - 465 N. Beverly Drive, and 449 - 453 N. Beverly Drive to revise the height, bulk, use and other regulations and allow construction and operation of a multiple use, hotel-driven anchor development. |
| Desired Outcome |
| Approval of various entitlements and actions for a proposed multi-use, hotel-anchored development |
| 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 | Ronald R. Hirsch | Date | 2021/10/07 |



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.

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|--|--|
| Date of Termination of Legislative Advocacy: | 06/05/2023 |
| Name of Legislative Advocate: | Ron Hirsch |
| Employer: | Hirsch/Green Trans. Consulting |
| Address: | 13333 Ventura Boulevard |
| Phone: | 8183250530 |
| Email: | ron@hgtraffic.com |
| Client: | Louis Vuitton Moet Hennessy, Anish Melwani CEO |
| Project Name: | Cheval Blanc Specific Plan - 456 and 468 N. Rodeo Drive, 461 - 465 N. Beverly Drive, and 449 - 453 North Beverly Drive |
| Termination Submitted By: | ron@hgtraffic.com |
| Termination Submitted Date: | 06/05/2023 |

FOR CITY CLERK USE ONLY

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|---------------------------------|-------------------------------------|
| Date of Registration Submission | Thursday, October 7, 2021 @ 10:08AM |
| Date of Termination Submission | Monday, June 5, 2023 @ 10:33AM |
| Date of Administrative Approval | Thursday, October 7, 2021 @ 10:24AM |
| Administrative Approval by | mvergara |