



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

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

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	Franklin Dickinson	Client Phone	2129312602
Specific Business of Client	Luxury Retail	Client Website Address	www.lvmh.com
Client Address	19 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	2021/10/18	Termination Date	2023/06/05
Project Name (include address if advocating for a property)			
Cheval Blanc Beverly Hills, 468 N. Rodeo Drive			
Description of Municipal Legislation that is subject of Advocacy			

Specific Plan and Environmental Impact Report material support.
Desired Outcome
Approval of Specific Plan and Entitlement Submission 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	Matthew Parrent	Date	2021/10/18



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:	06/05/2023
Name of Legislative Advocate:	Matthew Parrent
Employer:	Gruen Associates
Address:	6330 San Vicente Blvd., Suite 200
Phone:	3239374270
Email:	parrent@gruenassociates.com
Client:	Franklin Dickinson
Project Name:	Cheval Blanc Beverly Hills, 468 N. Rodeo Drive
Termination Submitted By:	parrent@gruenassociates.com
Termination Submitted Date:	06/07/2023

FOR CITY CLERK USE ONLY

Date of Registration Submission	Monday, October 18, 2021 @ 9:38AM
Date of Termination Submission	Wednesday, June 7, 2023 @ 12:51PM
Date of Administrative Approval	Monday, October 18, 2021 @ 9:49AM
Administrative Approval by	Isyrodriquez