



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

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

Previously Reported Legislative Advocacy Activity

Cheval Blanc Beverly Hills, 468 N. Rodeo Drive			
Client Name	Franklin Dickinson	Phone	2129312602
Specific Business of Client	Luxury Retail	Website	www.lvmh.com
Client Address	19 East 57th Street		
Address Line 2			
City	New York		
State	New York	Zip	10022
Desired Outcome		Engagement Date	2021/10/18

FOR CITY CLERK USE ONLY

Date of Registration Submission Monday, October 18, 2021 @ 9:38AM

Date of Termination Submission

Date of Administrative Approval Monday, October 18, 2021 @ 9:49AM

Administrative Approval by Isyrodriquez