



# City of Beverly Hills

## Legislative Advocate Registration

### Legislative Advocate Information

Name	Noah Furie	Phone	310-498-5454
Employer	Morocco Junction Holdings, Inc	Email	noah@noahfurie.com
Business Address	8549 Wilshire Blvd.	Website Address	
Address Line 2	#2156	Fax	
City	Beverly Hills		
State	CA	Zip	90211
Legislative Advocacy During the Past 12 Months Not Previously Reported			
LVMH- Moet Hennessy Louis Vuitton Inc. -Cheval Blanc Beverly Hills Project LLC			

### 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 corporation
Name of Chief Executive Officer	Noah Furie
Name of Chief Financial Officer	Noah Furie
Name of Secretary	Amy Furie
Name of any officer who authorized payments to influence local legislative and administrative action	
Name of any person who owns more than 20 percent of the corporation	
Noah Furie and Amy Furie	

### Client Information

Client Name	Friend of Cheval Blanc Beverly Hills- Anish Melwani President & Chair	Client Phone	415-389-6800
Specific Business of Client	Electoral Advocacy	Client Website Address	TBD
Client Address	C/O Nielson Merksamer Parinello Gross & Leoni LLF		
Client Address Line 2	2350 Kerner Blvd., Suite 250		
Client City	San Rafael		

Client State	California	Client Zip	94901
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## Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2023/02/08	Termination Date	2023/05/31
Project Name (include address if advocating for a property)			
Cheval Blanc Beverly Hills			
Description of Municipal Legislation that is subject of Advocacy			
Selection of election date for referenda and other ancillary matters related to City consideration of referenda			
Desired Outcome			
Passage of referenda affirming approval of Ord. Nos. 22--O-2866 & 22-O-2867			
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	Noah Furie	Date	2023/02/17



## 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:	05/31/2023
Name of Legislative Advocate:	Noah Furie
Employer:	Morocco Junction Holdings, Inc
Address:	8549 Wilshire Blvd.
Phone:	310-498-5454
Email:	noah@noahfurie.com
Client:	Friend of Cheval Blanc Beverly Hills- Anish Melwani President & Chair
Project Name:	Cheval Blanc Beverly Hills
Termination Submitted By:	noah@noahfurie.com
Termination Submitted Date:	06/07/2023

## Previously Reported Legislative Advocacy Activity

Cheval Blanc Beverly Hills			
Client Name	Friend of Cheval Blanc Beverly Hills- Anish Melwani President & Chair	Phone	415-389-6800
Specific Business of Client	Electoral Advocay	Website	TBD
Client Address	C/O Nielson Merksamer Parinello Gross & Leoni LLF		
Address Line 2	2350 Kerner Blvd., Suite 250		
City	San Rafael		
State	California	Zip	94901
Desired Outcome		Engagement Date	2023/02/08

### FOR CITY CLERK USE ONLY

Date of Registration Submission    Friday, February 17, 2023 @ 4:49PM  
Date of Termination Submission    Wednesday, June 7, 2023 @ 12:59PM  
Date of Administrative Approval    Wednesday, March 8, 2023 @ 2:10PM  
Administrative Approval by        mvergara