



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Tom Ross	Phone	916.648.1222
Employer	Swing Strategies	Email	tom@swingstrat.com
Business Address	925 University Avenue	Website Address	https://www.swingstrat.com/
Address Line 2		Fax	
City	Sacramento		
State	California	Zip	95825

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	Tom Ross
Name of Chief Financial Officer	Ken Andres
Name of Secretary	Tom Ross
Name of any officer who authorized payments to influence local legislative and administrative action	
N/A	
Name of any person who owns more than 20 percent of the corporation	
Tom Ross	

Client Information

Client Name	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair	Client Phone	4153896800
Specific Business of Client	Electoral Advocacy	Client Website Address	TBD
Client Address	c/o Nielsen Merksamer Parrinello Gross & Leoni LLP		
Client Address Line 2	2350 Kerner Blvd., Suite 250		
Client City	San Rafael		
Client State	CA	Client Zip	94901

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2023/02/08	Termination Date	2023/06/02
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	David Lazarus	Date	2023/02/18



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:	06/02/2023
Name of Legislative Advocate:	Tom Ross
Employer:	Swing Strategies
Address:	925 University Avenue
Phone:	916.648.1222
Email:	tom@swingstrat.com
Client:	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair
Project Name:	Cheval Blanc Beverly Hills
Termination Submitted By:	dlazarus@nmgovlaw.com
Termination Submitted Date:	07/13/2023

Previously Reported Legislative Advocacy Activity

Cheval Blanc Beverly Hills			
Client Name	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair	Phone	4153896800
Specific Business of Client	Electoral Advocacy	Website	TBD
Client Address	c/o Nielsen Merksamer Parrinello Gross & Leoni LLP		
Address Line 2	2350 Kerner Blvd., Suite 250		
City	San Rafael		
State	CA	Zip	94901
Desired Outcome		Engagement Date	2023/02/08

FOR CITY CLERK USE ONLY

Date of Registration Submission Saturday, February 18, 2023 @ 9:35AM

Date of Termination Submission Thursday, July 13, 2023 @ 1:51PM

Date of Administrative Approval Wednesday, March 8, 2023 @ 2:47PM

Administrative Approval by mvergara