



# City of Beverly Hills

## Legislative Advocate Registration

### Legislative Advocate Information

Name	Sheila Gonzaga	Phone	323.655.4660
Employer	Marathon Communications	Email	jdelong@marathon-com.com
Business Address	5900 Wilshire Blvd.	Website Address	www.marathon-com.com
Address Line 2	Suite 1550	Fax	323.655.6478
City	Los Angeles		
State	CA	Zip	90036
Legislative Advocacy During the Past 12 Months Not Previously Reported			
None to report			

### 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	Richard Lichtenstein
Name of Chief Financial Officer	Richard Lichtenstein
Name of Secretary	Richard Lichtenstein
Name of any officer who authorized payments to influence local legislative and administrative action	
Richard Lichtenstein	
Name of any person who owns more than 20 percent of the corporation	
Richard Lichtenstein - 100%	

### Client Information

Client Name	Charles Company	Client Phone	310.247.0900
Specific Business of Client	Real Estate Development	Client Website Address	www.charles-company.com
Client Address	9034 W. Sunset Blvd.		
Client Address Line 2			

Client City	West Hollywood		
Client State	CA	Client Zip	90069

## Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2019/02/08	Termination Date	2019/12/31
Project Name (include address if advocating for a property)			
9107 Wilshire Blvd. Beverly Hills			
Description of Municipal Legislation that is subject of Advocacy			
Explore possible adaptive reuse of existing commercial building			
Desired Outcome			
Affect decision on approval of entitlements for adaptive reuse of existing commercial building			
Estimate of Compensation to be Paid to Legislative Advocate from Client			
\$50,001 to \$75,000			

## 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	Joy DeLong	Date	2019/02/12



## 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:	12/31/2019
Name of Legislative Advocate:	Sheila Gonzaga
Employer:	Marathon Communications
Address:	5900 Wilshire Blvd.
Phone:	323.655.4660
Email:	jdelong@marathon-com.com
Client:	Charles Company
Project Name:	9107 Wilshire Blvd. Beverly Hills
Termination Submitted By:	jdelong@marathon-com.com
Termination Submitted Date:	04/04/2023

## Previously Reported Legislative Advocacy Activity

8300 Wilshire			
Client Name	The Abraham Companies, LLC - Ken O'Neill	Phone	(949) 500-6772
Specific Business of Client	Real Estate Development	Website	<a href="https://www.theabrahamco.com/">https://www.theabrahamco.com/</a>
Client Address	900 Cercis Place		
Address Line 2			
City	Newport Beach		
State	CA	Zip	92600
Desired Outcome		Engagement Date	2023/11/15

8833 Wilshire Blvd.			
Client Name	Anderson Real Estate - Bret Nielsen	Phone	4243931967
Specific Business of Client	Developer	Website	<a href="http://andersonrealestate.com">andersonrealestate.com</a>
Client Address	1900 Avenue of the Stars		
Address Line 2	STE 1025		
City	Los Angeles		
State	CA	Zip	90067
Desired Outcome		Engagement Date	2023/09/15

8833 Wilshire Blvd.			
Client Name	Anderson Real Estate - Bret Nielsen	Phone	4243931967
Specific Business of Client	Developer	Website	<a href="http://andersonrealestate.com">andersonrealestate.com</a>
Client Address	1900 Avenue of the Stars		
Address Line 2	STE 1025		
City	Los Angeles		
State	CA	Zip	90067
Desired Outcome		Engagement Date	2023/09/15

8833 Wilshire Blvd.			
Client Name	Anderson Real Estate - Bret Nielsen	Phone	4243931967
Specific Business of Client	Developer	Website	<a href="http://andersonrealestate.com">andersonrealestate.com</a>
Client Address	1900 Avenue of the Stars		
Address Line 2	STE 1025		
City	Los Angeles		
State	CA	Zip	90067

Desired Outcome		Engagement Date	2023/09/15
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#### 9500 Wilshire Blvd.

Client Name	BW Hotel, LLC Brad Hornbacher	Phone	786-517-2929
Specific Business of Client	Real Estate Development	Website	n/a
Client Address	1450 Brickell Ave		
Address Line 2	Suite 2620		
City	Miami		
State	Florida	Zip	33131
Desired Outcome		Engagement Date	2023/06/27

#### 320 N. Canon Drive

Client Name	Charles Company Arman Gabay	Phone	(310) 247-0900
Specific Business of Client	Real estate development	Website	n/a
Client Address	9034 Sunset Blvd.		
Address Line 2			
City	West Hollywood		
State	CA	Zip	90069
Desired Outcome		Engagement Date	2023/04/03

#### 8300 Wilshire Blvd.

Client Name	The Abraham Companies, LLC -Ken O'Neill	Phone	(949) 500-6772
Specific Business of Client	Real estate development	Website	www.theabrahamco.com
Client Address	900 Cercis Place		
Address Line 2			
City	Newport Beach		
State	CA	Zip	92660
Desired Outcome		Engagement Date	2023/04/03

#### 8300 Wilshire Blvd.

Client Name	The Abraham Companies, LLC -Ken O'Neill	Phone	(949) 500-6772
Specific Business of Client	Real estate development	Website	www.theabrahamco.com
Client Address	900 Cercis Place		
Address Line 2			
City	Newport Beach		
State	CA	Zip	92660

Desired Outcome		Engagement Date	2023/04/03
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8300 Wilshire Blvd.			
Client Name	The Abraham Companies, LLC -Ken O'Neill	Phone	(949) 500-6772
Specific Business of Client	Real estate development	Website	www.theabrahamco.com
Client Address	900 Cercis Place		
Address Line 2			
City	Newport Beach		
State	CA	Zip	92660
Desired Outcome		Engagement Date	2023/04/03

320 N. Canon Drive			
Client Name	Charles Company Arman Gabay	Phone	(310) 247-0900
Specific Business of Client	Real Estate	Website	n/a
Client Address	9034 Sunset Blvd.		
Address Line 2			
City	West Hollywood		
State	CA	Zip	90069
Desired Outcome		Engagement Date	2023/04/03

8633 Wilshire Blvd.			
Client Name	Skanska USA	Phone	(213) 314-7560
Specific Business of Client	Real estate development	Website	www.usa.skanska.com/
Client Address	633 W. 5th St.		
Address Line 2	Floor 68		
City	Los Angeles		
State	CA	Zip	90071
Desired Outcome		Engagement Date	2023/01/02

8633 Wilshire Blvd.			
Client Name	Skanska USA	Phone	(213) 314-7560
Specific Business of Client	Real estate development	Website	www.usa.skanska.com/
Client Address	633 W. 5th St.		
Address Line 2	Floor 68		
City	Los Angeles		
State	CA	Zip	90071

Desired Outcome		Engagement Date	2023/01/02
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## FOR CITY CLERK USE ONLY

Date of Registration Submission Tuesday, February 12, 2019 @ 9:18AM  
Date of Termination Submission Tuesday, April 4, 2023 @ 10:07AM  
Date of Administrative Approval Tuesday, February 12, 2019 @ 10:06AM  
Administrative Approval by MDUNN