



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Brady McShane	Phone	3036857405
Employer	Greenberg Traurig, LLP	Email	mcshaneb@gtlaw.com
Business Address	1840 Century Park East, Suite 1900	Website Address	https://www.gtlaw.com/en
Address Line 2	1840 Century Park East, Suite 1900	Fax	
City	Los Angeles		
State	Ca	Zip	90067

Legislative Advocacy During the Past 12 Months Not Previously Reported

General discussions with planning staff regarding existing ordinances.

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	Alchemy 43	Client Phone	310-9679839
Specific Business of Client	Cosmetic Spa	Client Website Address	https://alchemy43.com/
Client Address	440 North Canon Drive		
Client Address Line 2			
Client City	Beverly Hills		
Client State	Ca	Client Zip	90210

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement

2019/03/04

Project Name (include address if advocating for a property)

440 N. Canon
Description of Municipal Legislation that is subject of Advocacy
Zone text amendment to conditionally permit a cosmetic spa in the C-3 zone.
Desired Outcome
Obtain approval for a zone text amendment and conditional use permit
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	Brady McShane	Date	2019/03/04
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FOR CITY CLERK USE ONLY

Date of Registration Submission Monday, March 4, 2019 @ 5:15PM

Date of Termination Submission

Date of Administrative Approval Monday, March 4, 2019 @ 5:21PM

Administrative Approval by MDUNN