City of Beverly Hills  
Legislative Advocate Registration

**Legislative Advocate Information**

<table>
<thead>
<tr>
<th>Name</th>
<th>Ron Hirsch</th>
<th>Phone</th>
<th>8183250530</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer</td>
<td>Hirsch/Green Trans. Consulting</td>
<td>Email</td>
<td><a href="mailto:ron@hgtraffic.com">ron@hgtraffic.com</a></td>
</tr>
<tr>
<td>Business Address</td>
<td>13333 Ventura Boulevard</td>
<td>Website Address</td>
<td><a href="http://www.hgtraffic.com">www.hgtraffic.com</a></td>
</tr>
<tr>
<td>Address Line 2</td>
<td>Suite 204</td>
<td>Fax</td>
<td>8183250534</td>
</tr>
<tr>
<td>City</td>
<td>Los Angeles</td>
<td>Zip</td>
<td>91425</td>
</tr>
<tr>
<td>State</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Client Name</th>
<th>Chabad of North Beverly Hills</th>
<th>Client Phone</th>
<th>3108563948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Business of Client</td>
<td>Religious Organization</td>
<td>Client Website Address</td>
<td><a href="http://www.chabadofbeverlyhills.com">www.chabadofbeverlyhills.com</a></td>
</tr>
<tr>
<td>Client Address</td>
<td>9145 Wilshire Boulevard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Client Address Line 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Client City</td>
<td>Beverly Hills</td>
<td>Client Zip</td>
<td>90210</td>
</tr>
<tr>
<td>Client State</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Initial Date of Lobbying Engagement

2018/05/01

Project Name (include address if advocating for a property)

Chabad of North Beverly Hills Relocation Project (9145 Wilshire Boulevard)

Description of Municipal Legislation that is subject of Advocacy
<table>
<thead>
<tr>
<th>Approval of various entitlements and actions for a proposed synagogue, including Conditional Use Permit and Historic Incentive Permit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desired Outcome</td>
</tr>
<tr>
<td>Approval of various entitlements and actions for a proposed synagogue, including Conditional Use Permit and Historic Incentive Permit</td>
</tr>
<tr>
<td>Estimate of Compensation to be Paid to Legislative Advocate from Client</td>
</tr>
<tr>
<td>up to $25,000</td>
</tr>
</tbody>
</table>

**Sign and Date**

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.

<table>
<thead>
<tr>
<th>Signed</th>
<th>Ronald R. Hirsch</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2019/03/29</td>
</tr>
</tbody>
</table>
**Previously Reported Legislative Advocacy Activity**

Cheval Blanc Specific Plan - 456 and 468 N. Rodeo Drive, 461 - 465 N. Beverly Drive, and 449 - 453 North Beverly Drive

<table>
<thead>
<tr>
<th>Client Name</th>
<th>Louis Vuitton Moet Hennessy, Anish Melwani CEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Business of Client</td>
<td>Retail and Hospitality</td>
</tr>
<tr>
<td>Client Address</td>
<td>c/o Dessin Ferrazzano of Barak Ferrazzano Kirschbaum &amp; Nagelberg LLP</td>
</tr>
<tr>
<td>Address Line 2</td>
<td>200 W. Madison Street, Suite 3900</td>
</tr>
<tr>
<td>City</td>
<td>Chicago</td>
</tr>
<tr>
<td>State</td>
<td>Illinois</td>
</tr>
<tr>
<td>Zip</td>
<td>60606</td>
</tr>
<tr>
<td>Desired Outcome</td>
<td></td>
</tr>
<tr>
<td>Engagement Date</td>
<td>2021/09/29</td>
</tr>
</tbody>
</table>

**FOR CITY CLERK USE ONLY**

Date of Registration Submission: Friday, March 29, 2019 @ 4:08PM
Date of Termination Submission
Date of Administrative Approval: Friday, March 29, 2019 @ 5:06PM
Administrative Approval by: Isyrodriguez