



# City of Beverly Hills

## Legislative Advocate Registration

### Legislative Advocate Information

Name	Gabrielle Alexander	Phone	310-985-4229
Employer	Self employed	Email	gaby@gabyalexander.com
Business Address	241 S. Camden Drive	Website Address	
Address Line 2		Fax	
City	Beverly Hills		
State	California	Zip	90212
Legislative Advocacy During the Past 12 Months Not Previously Reported			
N/A			

### 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
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### Client Information

Client Name	468 N. Rodeo Drive LLC, 461 N. Beverly Drive LLC and 456 N. Rodeo Drive LLC	Client Phone	312-984-3110
Specific Business of Client	Real Estate	Client Website Address	www.lvmh.com
Client Address	200 W. Madison Street		
Client Address Line 2	3900		
Client City	Chicago		
Client State	Illinois	Client Zip	60606

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

Initial Date of Lobbying Engagement
2019/05/23

Project Name (include address if advocating for a property)
468 N. Rodeo Drive LLC, 461 N. Beverly Drive LLC and 456 N. Rodeo Drive LLC
Description of Municipal Legislation that is subject of Advocacy
Relevant municipal code sections that may be affected by hotel - uncertain at this time
Desired Outcome
Analysis and consideration of possible hotel for 468 N. Rodeo Drive LLC, 461 N. Beverly Drive LLC and 456 N. Rodeo Drive LLC
Estimate of Compensation to be Paid to Legislative Advocate from Client
\$75,001 and above

## 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	Gabrielle Alexander	Date	2019/05/23
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## Previously Reported Legislative Advocacy Activity

Cheval Blanc Beverly Hills			
Client Name	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair	Phone	415.389.6800
Specific Business of Client	Electoral Advocacy	Website	TBD
Client Address	c/o Nielsen Merksamer Parinello 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

Margaux Beverly Hills / 244 - 258 N. Clark Drive			
Client Name	Lazer Properties, Inc. / Jason Lewis	Phone	(310) 878-4275
Specific Business of Client	Property Development and Management	Website	www.lazerproperty.com
Client Address	1801 Century Park East		
Address Line 2	2 Suite 870		
City	Los Angeles		
State	CA	Zip	90067
Desired Outcome		Engagement Date	2022/10/25

Spring Place at 9800 Wilshire			
Client Name	Christian Toraldo, Spring Place	Phone	212.257.5620
Specific Business of Client	workspace & membership club at 9800 Wilshire Blvd.	Website	www.springplace.com/beverly-hills
Client Address	Spring Place		
Address Line 2	6 St. Johns Lane		
City	New York		
State	NY	Zip	10013
Desired Outcome		Engagement Date	2022/04/20

8600 WILSHIRE BOULEVARD			
Client Name	David Orenstein, Palisades	Phone	+1 310 268 8288
Specific Business of Client	Real Estate Development and Investment	Website	www.palisad.es
Client Address	631 Wilshire Boulevard Suite 4C		
Address Line 2			
City	Santa Monica		

State	CA	Zip	90401
Desired Outcome		Engagement Date	2021/07/08

## FOR CITY CLERK USE ONLY

Date of Registration Submission Thursday, May 23, 2019 @ 3:22PM

Date of Termination Submission

Date of Administrative Approval Friday, May 24, 2019 @ 10:22AM

Administrative Approval by Isyrodriquez