



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

RECEIVED
CITY CLERK
LONG BEACH, CA

INSTRUCTIONS

12 SEP -5 AM 9:36

1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed.

Long Beach City Clerk's Office
 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

This is the initial registration report for M. MAX DEL REAL
 (Lobbyist Name) Filer ID number

This is an amendment to the initial report filed on _____

Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART I. Type of Lobbyist:

Contract lobbyist: A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period. **(Complete Sections 1 and 2.)**

Business or organization lobbyist: Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses. **(Complete Sections 1 and 3.)**

Expenditure lobbyist: A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby. **(Complete Sections 1 and 4.)**



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PART II. Filer Information:

Name of Filer: CALIFORNIA CAPITOL SOLUTIONS
Business Address: 455 CAPITOL MALL, SUITE 350, SACRAMENTO, CA 95814.
Business E-mail Address: INFO@CALCAPSOL.COM
Business Phone Number: (916) 717-2664
Business Fax Number: (916) 720-0529
Description of the Nature of your Business or Organization: GOVERNMENT RELATIONS FIRM.

PART III. Fees Due:

Initial Registration Fee is \$100.00 (\$50.00 if registered on or after June 30th)
Initial Registration total \$ 50.00

Each registrant shall also pay \$25.00 per client for whom lobbying is undertaken for compensation in excess of \$500.00.
Client Registration total: \$ 25.00

Total Registration Fee (Initial fee + Client fee) \$ 75.00

Make checks payable to "City of Long Beach".

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: M. MAX DEL REAL
Title: PRESIDENT/CEO
Address: 455 CAPITOL MALL, SUITE 350, SACRAMENTO, CA 95814
Daytime Telephone Number: (530) 342-1455

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: 8/24/12.

Signature: [Handwritten Signature]



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Section 2 - Client Information -

(List all clients (old and new) for whom lobbying activity occurred during this reporting period.)

| Client Name | Client Address | Telephone Number | Nature of Business | City Official or Employee Contacted | Item(s) of legislative or administrative action the lobbyist is seeking to influence on behalf of the client: | Name(s) of each person employed or retained by the lobbyist that lobbied on behalf of client: |
|-------------------------------------|----------------|------------------|------------------------------|-------------------------------------|---|---|
| EARTHEART COLLECTIVE OF LONG BEACH. | | | MEDICAL CANNABIS DISPENSARY. | ↓ | MEDICAL CANNABIS | MAX DEL REAL |
| 1940 E. DEL AMO BLVD. | | | | ↓ | ORDINANCE. | |
| LONG BEACH, CA 90807. | | | | CITY | | |
| (562) 396-5356. | | | | COUNCIL; | | |
| | | | | CITY | | |
| | | | | MANAGER. | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

Filer name: M. MAX DEL REAL Filer ID number: _____ Date: 8/24/12.



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Section 3 – Business or Organization Lobbyist Client Information

| Name of person conducting lobbying activities | Items of municipal, legislative or administrative action sought to influence | City Official or Employee Contacted |
|---|--|-------------------------------------|
| MAX DEL REAL | MEDICAL CANNABIS ORDINANCE. | CITY |
| | | COUNCIL; |
| | | CITY |
| | | MANAGER. |
| | | |
| | | |
| | | |
| | | |

Filer name: M. MAX DEL REAL

Date: 12/17/12

Filer ID number: _____



City of Long Beach

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Section 4- Expenditure Lobbyists

List items of municipal, legislative, or administrative action the lobbyist is seeking to influence:

N/A.

Filer name: _____ Filer ID number: _____ Date: _____



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12 SEP 19 AM 10:06

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 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

- This is the initial registration report for Max Del Real / CLB-12-021
 (Lobbyist Name) Filer ID number
- This is an amendment to the initial report filed on September 2012

Section 1- Information About All Filers

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|------------------------------------|---|------------------|------------------------------|-------------------------------------|---|---|
| Executive Collective of Long Beach | 1940 E Del Ave Blvd Long Beach, CA 90807 | 562-396-5352 | Medeal Camarero's Dispensary | Patrick West | Medeal Camarero's Ordinance | Max Del Real |
| | | | | Robert Garcia | | |
| | | | | Sija Laventhol | | |
| | | | | Gary DeLong | | |
| | | | | Patrick O'Donnell | | |
| | | | | Genie Schyske | | |
| | | | | Dee Andrews | | |
| | | | | James Johnson | | |
| | | | | Al Austin | | |
| | | | | Steven Neal | | |

Filer name: Max Del Real Filer ID number: CB-12-02 Date: 9/17/12