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City of Long Beach

LOBBYIST SEMI-ANNUAL REPORT

INSTRUCTIONS

1. **Fill out form**
2. **Sign and date**
3. **File with:**

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

◉ This is the **semi-annual** report for: Cerrell Associates Inc.
(Lobbyist Name)

✓ Filer Identification Number: CLB 10-003
(Filer ID number)

✓ Report Due on: ◉ **July 15** ◉ **January 15**

○ This is an **amendment** of the report filed on: _____

Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART A. 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 B. Registration Update & Fees Due:

✓ *Always review current Fee Schedule at: http://www.longbeach.gov/finance/fees_and_charges/*

Each registrant shall also pay $25.50 per client for whom lobbying is undertaken for compensation in excess of $500.00.

List new clients (clients that have not been previously reported):

None

Number of new clients registered: _____ Client Registration **total fees**: $ _____

Make checks payable to: *City of Long Beach.*

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

Title: CFO

Address, City, State, Zip: 320 N. Larchmont Blvd, Los Angeles, CA 90004

Daytime Telephone Number: 323-466-3445

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: 7/10/13 Signature: _____ Filer ID No.: CLB 10-003

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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:
None						

Filer name: Cerrell Associates Inc. Filer ID No. CLB 10-003 Date 7/10/13