



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

First-time Filers

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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 **initial registration** report for: CARRILLO STRATEGIES
SERGIO CARRILLO
 (Lobbyist Name)

This is an **amendment** to the initial report filed on: _____

Filer Identification Number will be assigned by City Clerk office after Initial Registration is filed.

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: SERGIO CARRILLO, CARRILLO STRATEGIES
 Business Address: P.O. Box 2091, WILMINGTON, CA 90748-2091
 Business E-mail Address: SERGIO @ CARRILLO STRATEGIES.COM
 Business Phone Number: 310/748-6495
 Business Fax Number: 310/872-5063
 Description of the Nature of your Business or Organization: CONTRACT LOBBYIST

PART III. Fees Due:

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

Initial Registration Fee is \$100.00 (\$51.00 if registered on or after June 30th)
^{\$ 52.00}
 Registration total: \$ 52 -

Each registrant shall pay \$25.50/client
^{\$ 25.80/client}
 Client total: \$ 77.40

For whom lobbying is undertaken for compensation in excess of \$500.00. Client total: \$ 77.40

Total Registration Fee (Initial fee + Client fee): \$ 0.00
129.40

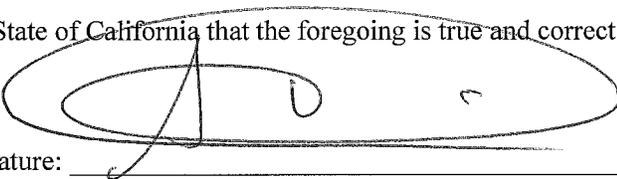
Make checks payable to: **City of Long Beach**

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: SERGIO CARRILLO
 Title: PRESIDENT + CHIEF STRATEGIST, CARRILLO STRATEGIES
 Address, City, State, Zip: P.O. Box 2091, WILMINGTON, CA 90748-2091
 Daytime Telephone Number: 310/748-6495

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: 9/25/2014 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 Clients 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
ARCADIS	4456 FIGUEROA ST. SUITE 3050 LOS ANGELES 90701	213/ 514-1156	ENGINEERING	MAYOR COUNCIL <input checked="" type="checkbox"/>		SERCIO CARRILLO
DIDM DEVELOPMENT			DEVELOPER	MAYOR COUNCIL <input checked="" type="checkbox"/>		SERCIO CARRILLO
LONG BEACH COLLECTIVE ASSOCIATION			MEDICAL MARIJUANA	MAYOR COUNCIL <input checked="" type="checkbox"/>		SERCIO CARRILLO

Filer name: SERGIO CARRILLO Filer ID number: _____ Date: 9/25/2014



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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

Filer name: _____ Date: _____

