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City of Long Beach

LOBBYIST SEMI-ANNUAL REPORT

CITY CLERK
LONG BEACH, CA

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INSTRUCTIONS

1. **Fill out form**
2. **Sign and date**
3. **File with the City Clerk by due date with payment enclosed, along with any applicable late fees.**

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 Alex Cherin/The Cherin Group / CLB 13-023
(Lobbyist Name) (Filer ID number)

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:
Each registrant shall also pay $25.00 per client for whom lobbying is undertaken for compensation in excess of $500.00.
List new clients (clients that have not been previously reported):

_____

_____

_____

_____

_____

_____

_____

Number of new clients registered: 0

Client Registration total: $_____

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Alex Cherin/The Cherin Group

Title: Owner

Address: 3755 California Ave, LB, CA 908(

Daytime Telephone Number: 5624807334

Email: cherinalex@aol.com

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: 1/15/15 Signature: _____ Filer ID number CLB 13-023

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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:
IPS	5601 oberlin dr., san diego, ca	858-404-0607	Parking Meter Installat	Mayor Garcia	New Meter Program	Alex Cherin
	92121			Suja Lowenthal		
				Suzie Price		
				Rex Richardson		

Filer name: Alex Cherin/The Cherin Group Filer ID number_____ Date 1/15/15

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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: Alex Cherin/The Cherin Group Filer ID number_____ Date 1/15/15

Section 4- Expenditure Lobbyists

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

Filer name: Alex Cherin/The Cherin Group Filer ID number _____ Date 1/15/15