Calendar Year 2 0 12

CITY OF SAN DIEGO

LOBBYING FIRM REGISTRATION FORM

		[Form EC	-601]	
Type or F	Print in In	k. File Original with the City Clerk.		
X Che	ck Box if a	an Amendment (explain: see attac	ched	Lobbyists Added:
				Clients Added:
Total Nui	mber of P	ages: <u>23</u> (including cover sh	eet)	Fees Due: \$
<u>Identify</u>	the Firm.	<u>.</u>		
	est Strategies			Telephone Number
iname o	of Lobbying	j Film	San Diego	CA 92124
Busines	s Address	(Number & Street)	(City)	$\frac{CA}{(State)} \frac{SZ1Z4}{(Zip)}$
		bbyist Disclosure. Complete this Officials within the past 30 days, or	•	•
<u>Schedul</u>	e B: Clie	ent Disclosure. Complete this sol services.		
Schedu	ıle C: Ac	tivities Disclosure. Complete th	is schedule if any "Ye	s" boxes are checked.
		Check box if the firm has inform	mation to report regardir	g the applicable activity.
↓	▼	Check box if the firm has <u>no</u> in	, -	
YES	NO	You MUST check one box fo	r each part of Schedul	e C.
X		Part 1: Fundraising Activities. (engaged in "fundraising activities"		fficers, and lobbyists of the firm who vofficial within the last two years.
	X	Part 2: Campaign Services. Ow provided compensated campaign s		ers, and lobbyists of the firm who ity Official within the last two years.
\square		Part 3: Contract Services. Owner provided compensated services un		
		eting Clients & Lobbyists (Ameros from your registration (must checo		
the require reasonabl penalty of attached	ements of le diligence perjury ur schedules,	zed by the Lobbying Firm identified ab the Lobbying Ordinance (San Diego	oove to make this verific Municipal Code §§ 27.4 stration Form for comple a that the contents of thi	teness and accuracy. I declare under s Registration Form, including all
Executed	d on1		iego, CA	
		(Date)	(City ar	d State)
By:		Alan 2	Ziegaus	Chief Executive Officer
-	(8	Signature)	(Print Name)	(Title)
Email ad	drace for	a point of contact within the firm (ontional):	

Note: Registration Terminates Every January 5. Annual Re-Registration is Required.

For Official Use Only

Page 2 of 23

Form EC-601: Description of Amendment

Add lobbyist Tiffany Metti; delete lobbyist Brian Flores; add client Hughs Marino; update client muni decision descriptons

SCHEDULE A: LOBBYIST DISCLOSURE

Page 3 of 23

Name of Lobbying Firm: Southwest Strategies LLC

Name of Individual	Name of individual
Alan Ziegaus	
A. Christopher Wahl	
Elizabeth Hansen	
Emily Fulkerson	
Stephanie Dell	
Melissa Cameron	
Joe Britton	
Kim Olive	
Jessica Luternauer	
Clint Carney	
Elaine Camuso	
Pedro Anaya	
Brooke Ellison	
Wesley Jones	
Anne Shiraishi	
Tiffany Metti	

CLIENT'S NAME: Linebarger Goggan Bla	ir & Sampson	Telephone	• No.:	
		Denver	CO	80202
Client's Address (Number & Street)		(City)	(State)	(Zip)
Nature and Purpose of Client's Business:	law firm that	provides collection servic	es to governo	ent cities
Specific or General Municipal Decisions (some delinquent accounts	ee instructions):	Potential opportunity to a	assist City w	ith collection
Outcome(s) sought: potential agreement	with City			
If this client is a coalition or membership or member of the coalition who has reached			ephone numb	er of each
CLIENT'S NAME:		Telephone	e No.:	
Client's Address (Number & Street)		(City)	(State)	(Zip)
Nature and Purpose of Client's Business:				
Specific or General Municipal Decisions (s	ee instructions):	:		
Outcome(s) sought:				
If this client is a coalition or membership of member of the coalition who has reached			ephone numb	er of each

x If more space is needed, check box and attach continuation sheet(s).

CLIENT'S NAME: Palomar Card Club	Telepho	ne No.:	
	San Diego	CA	92104
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business:card_room			
		 	
Specific or General Municipal Decisions (see instructions):	amend card room regulati	ons in San Die	go municipal
code			
Outcome(s) sought: approval of amendments			
If this client is a coalition or membership organization, state	the name address and to	elenhone numb	er of each
member of the coalition who has reached the \$1,000 thresh		siepriorie riumbe	er or each
,	(
CLIENT'S NAME:	Telepho	ne No.:	
	•	· ·	
Client's Address (Number & Street)	(City)	(State)	(Zip)
, ,	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	
,	(City)	(State)	
Nature and Purpose of Client's Business:	(City)	(State)	
, ,	(City)	(State)	
Nature and Purpose of Client's Business:	(City)	(State)	
Nature and Purpose of Client's Business:	(City)	(State)	
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	
Nature and Purpose of Client's Business:	(City)	(State)	
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought:	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state	(City)	(State)	(Zip)

X If more space is needed, check box and attach continuation sheet(s).

CLIENT'S NAME: Pardee Homes	Telephon	e No.:	
	San Diego	CA	92130
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: residential r	eal estate developer		
Specific or General Municipal Decisions (see instructions)	: Reimbursement agreements	for public in	frastructure
projects for which Pardee is owed under FBA's with th			
T4.4; PHR FBA U3; PHR FBA P10.1; DMM 43-1; DMM FBA 43	-21		
Outcome(s) sought: approval of reimbursement agreemen	t as stated		
.,			
If this client is a coalition or membership organization, sta	e the name address and te	lenhone numb	er of each
member of the coalition who has reached the \$1,000 three		iopriorio riambi	or or caom
CLIENT'S NAME: Pardee Homes	Telephon	e No.:	
	·	CA	92130
Client's Address (Number & Street)	San Diego (City)	<u>CA</u> (State)	92130 (Zip)
, ,	San Diego		
,	San Diego (City)		
Nature and Purpose of Client's Business: residential r	San Diego (City) eal estate developer	(State)	(Zip)
Nature and Purpose of Client's Business: residential r	San Diego (City) eal estate developer	(State)	(Zip)
Nature and Purpose of Client's Business: residential r	San Diego (City) eal estate developer	(State)	(Zip)
Nature and Purpose of Client's Business: residential r	San Diego (City) eal estate developer : Approval of Public Facil:	(State)	(Zip)
Nature and Purpose of Client's Business: residential r	San Diego (City) eal estate developer : Approval of Public Facil:	(State)	(Zip)
Nature and Purpose of Client's Business: residential r	San Diego (City) eal estate developer : Approval of Public Facil:	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions) Pacific Highlands Ranch (Park) Outcome(s) sought: approval of changes to plan as ref	San Diego (City) eal estate developer : Approval of Public Facil:	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions) Pacific Highlands Ranch (Park) Outcome(s) sought: approval of changes to plan as refull. If this client is a coalition or membership organization, starting the starting provided in the startin	San Diego (City) eal estate developer : Approval of Public Facil: erenced ee the name, address, and te	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions) Pacific Highlands Ranch (Park) Outcome(s) sought: approval of changes to plan as ref	San Diego (City) eal estate developer : Approval of Public Facil: erenced ee the name, address, and te	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions) Pacific Highlands Ranch (Park) Outcome(s) sought: approval of changes to plan as refull. If this client is a coalition or membership organization, starting the starting provided in the startin	San Diego (City) eal estate developer : Approval of Public Facil: erenced ee the name, address, and te	(State)	(Zip)
Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions) Pacific Highlands Ranch (Park) Outcome(s) sought: approval of changes to plan as refull. If this client is a coalition or membership organization, starting the starting provided in the startin	San Diego (City) eal estate developer : Approval of Public Facil: erenced ee the name, address, and te	(State)	(Zip)

X If more space is needed, check box and attach continuation sheet(s).

CLIENT'S NAME: Pardee Homes	Telephone	e No.:	
	San Diego	CA	92130
Client's Address (Number & Street)	(City)	(State)	(Zip)
		, ,	,
Nature and Purpose of Client's Business: residential real	al estate developer		
Specific or General Municipal Decisions (see instructions):	Approval of Community Fac	ilities Distr	ict for vernal
pools preserve in Ocean View Hills Community for ongoin			
pools preserve in occan view miles community for ongoin	s maintenance of preserve		
Outcome(s) sought: approval of Community Facilities Dis	trict as described		
If this client is a coalition or membership argenization state	the name address and to	onhone numb	or of oach
If this client is a coalition or membership organization, state member of the coalition who has reached the \$1,000 thresh		epnone numb	er of each
member of the coamon who had reached the \$1,000 threah	ola (odo mondonomo).		
CLIENT'S NAME. Dardee Homes	Talanhana	. No :	
CLIENT'S NAME: Pardee Homes	Telephone	e No.:	
	San Diego	CA	92130
Client's Address (Number & Street)	•		
	San Diego (City)	CA	92130
Client's Address (Number & Street)	San Diego (City)	CA	92130
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential residential	San Diego (City) al estate developer	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential r	San Diego (City) al estate developer approval of entitlement f	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential residential	San Diego (City) al estate developer approval of entitlement f	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential r	San Diego (City) al estate developer approval of entitlement f	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential r	San Diego (City) al estate developer approval of entitlement f	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential r	San Diego (City) al estate developer approval of entitlement f	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential r	San Diego (City) al estate developer approval of entitlement f	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential r	San Diego (City) al estate developer approval of entitlement f	CA_ (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:residential real real residential real residential real real residential residential residential real residential res	San Diego (City) al estate developer approval of entitlement f as) the name, address, and tel	CA (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: residential r	San Diego (City) al estate developer approval of entitlement f as) the name, address, and tel	CA (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:residential real real residential real residential real real residential residential residential real residential res	San Diego (City) al estate developer approval of entitlement f as) the name, address, and tel	CA (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:residential real real residential real residential real real residential residential residential real residential res	San Diego (City) al estate developer approval of entitlement f as) the name, address, and tel	CA (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:residential real real residential residential residential real residential res	San Diego (City) al estate developer approval of entitlement f as) the name, address, and tel	CA (State)	92130 (Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:residential real real residential residential residential real residential res	San Diego (City) al estate developer approval of entitlement f as) the name, address, and tel	CA (State)	92130 (Zip)

X If more space is needed, check box and attach continuation sheet(s).

CLILITI O NAME	Pardee Homes	Telephon	e No.:	
		San Diego	CA	92130
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose	e of Client's Business: residenti	al real estate developer		
•	Municipal Decisions (see instructinservation Program	ons): coordination related to	the City's dev	velopment of
Outcome(s) sought:	approval of same			
	llition or membership organization ition who has reached the \$1,000		lephone numb	er of each
CLIENT'S NAME: 1	Pardee Homes	Telephon	e No.:	
Client's Address	(Number & Street)	San Diego (City)	CA (State)	92130 (Zip)
Nature and Purpose	e of Client's Business: residenti	al real estate developer		
·	Municipal Decisions (see instructi	•		
·	la Vista for the property east	•		
of San Diego & Chu. Outcome(s) sought:	la Vista for the property east	of I-805 & south of Otay River	Valley (Nakar	10)
Outcome(s) sought:	la Vista for the property east approval of same	of I-805 & south of Otay River	Valley (Nakar	10)

x If more space is needed, check box and attach continuation sheet(s).

CLIENT'S NAME: Pardee Homes	Telephor	ne No.:	
	San Diego	CA	92130
Client's Address (Number & Street)	(City)	(State)	(Zip)
N. ID (O) I D : regidentic	al real estate developer		
Nature and Purpose of Client's Business: residentia	al real estate developer		
Specific or General Municipal Decisions (see instruction	ons): Approval of Public Facil	ities Financin	ng Plan for
Pacific Highlands Ranch as it is related to the ap	proval of Prop C - 2010 (Paci	fic Highlands	Ranch)
Outcome(s) sought: approval of same			
If this client is a coalition or membership organization,		elephone numb	er of each
member of the coalition who has reached the \$1,000 t	hreshold (see instructions):		
CLIENT'S NAME: Pardee Homes	Telephor	ne No.:	
	San Diego	CA	92130
Client's Address (Number & Ctreet)			(/in)
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: residentia		(State)	(ΔΙΡ)
,		(State)	(Διρ)
Nature and Purpose of Client's Business: residentia	al real estate developer		
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction	al real estate developer		
Nature and Purpose of Client's Business: residentia	al real estate developer		
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction	al real estate developer		
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction	al real estate developer		
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock)	al real estate developer		
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock)	al real estate developer		
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock) Outcome(s) sought: approval of same	al real estate developer ONS): approval of entitlements	for community	located nort
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock) Outcome(s) sought: approval of same If this client is a coalition or membership organization,	ons): approval of entitlements state the name, address, and te	for community	located nort
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock) Outcome(s) sought: approval of same	ons): approval of entitlements state the name, address, and te	for community	located nort
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock) Outcome(s) sought: approval of same If this client is a coalition or membership organization,	ons): approval of entitlements state the name, address, and te	for community	located nort
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock) Outcome(s) sought: approval of same If this client is a coalition or membership organization,	ons): approval of entitlements state the name, address, and te	for community	located nort
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock) Outcome(s) sought: approval of same If this client is a coalition or membership organization,	ons): approval of entitlements state the name, address, and te	for community	located nort
Nature and Purpose of Client's Business: residential Specific or General Municipal Decisions (see instruction of Mast Blvd & east of SD 52 (Castlerock) Outcome(s) sought: approval of same If this client is a coalition or membership organization,	ons): approval of entitlements state the name, address, and te	for community	located nort

X If more space is needed, check box and attach continuation sheet(s).

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Name of Lobbying Firm: ___Southwest Strategies LLC

CLIENT'S NAME: Pardee Homes	Telephor	ne No.:	
	San Diego	CA	92130
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: residential r	eal estate developer		
Specific or General Municipal Decisions (see instructions):			
Cogentrix's Quail Brush Energy project to be located of	on approximately 10 acres,	north of Rout	e 52 off of
Sycamore Landfill Road			
Outcome(s) sought: opposition to project			
If this client is a coalition or membership organization, stat	e the name, address, and te	elephone numb	er of each
member of the coalition who has reached the \$1,000 thres		oropinorio ridinio	01 01 04011
CLIENT'S NAME:	Telephor	ne No.:	
Client's Address (Number & Street)	(City)	(State)	(Zip)
,			(=-P)
Nature and Purpose of Client's Business:			
Specific or General Municipal Decisions (see instructions):	:		
Outcome(s) sought:			
If this client is a coalition or membership organization, stat		elephone numb	er of each
member of the coalition who has reached the \$1,000 thres	onoiu (See instructions).		

x If more space is needed, check box and attach continuation sheet(s).

Name of Lobbying Firm: ___Southwest Strategies LLC

Client's Address (Number & Street)	Telephone No.:		
Client's Address (Number & Street)	Bentonville	AR	72716
	(City)	(State)	(Zip)
Nature and Durnose of Client's Rusiness: retailer			
Nature and Purpose of Client's Business:retailer			
Specific or General Municipal Decisions (see instructions): _	monitor City decisions t	hat could impa	ct operation
of stores in San Diego - City Council consideration of	ordinance banning plasti	c bags (Ordina	nce #0-2009-
68)			
Outcome(s) sought: reconsideration of denial of ordinan	ace as listed		
., 5			
If this client is a coalition or membership organization, state		elephone numbe	er of each
member of the coalition who has reached the \$1,000 thresh	old (see instructions):		
CLIENT'S NAME:	Telephor	ne No.:	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business:			
Specific or General Municipal Decisions (see instructions): _			
Outcome(s) sought:			
		elephone numbe	er of each
If this client is a coalition or membership organization, state member of the coalition who has reached the \$1,000 thresh		elephone numbe	er of each
		elephone numbe	er of each
		elephone numbe	er of each
		elephone numbe	er of each

x If more space is needed, check box and attach continuation sheet(s).

CLIENT'S NAME:	CLIENT'S NAME: Barrio Logan Smart Gr		owth Coalition Telephone No.:			
			San Die	go	CA	92113
Client's Address	(Number & Street)		(City)		(State)	(Zip)
Nature and Purpose	e of Client's Business:	represent loca	al businesses and	property own	ners before	e the City o
	gard to the Barrio Log					
Specific or General	Municipal Decisions (s	ee instructions):	Barrio Logan Com	munity Plan	update	
Outcome(s) sought	encourage compatible	development in	Barrio Logan			
					hone numbe	er of each
CLIENT'S NAME:			-	Telephone N	lo.:	
CLIENT'S NAME: _	(Number & Street)		(City)	Telephone N	lo.:	(Zip)
Client's Address					(State)	
Client's Address Nature and Purpose	(Number & Street)		(City)		(State)	(Zip)
Client's Address Nature and Purpose Specific or General	(Number & Street) e of Client's Business:	ee instructions):	(City)		(State)	(Zip)
Client's Address Nature and Purpose Specific or General Outcome(s) sought	(Number & Street) e of Client's Business: Municipal Decisions (s	ee instructions):	(City)	ss, and teleph	(State)	(Zip)
Client's Address Nature and Purpose Specific or General Outcome(s) sought	(Number & Street) e of Client's Business: Municipal Decisions (s	ee instructions):	(City)	ss, and teleph	(State)	(Zip)

X If more space is needed, check box and attach continuation sheet(s).

Page 13 of 23

Name of Lobbying Firm: ___Southwest Strategies LLC

CLIENT'S NAME: Cogentrix Energy		Telephone No.:		
		Charlotte	NC	28273
Client's Address	(Number & Street)	(City)	(State)	(Zip)
		Dlank Garakanakian		
Nature and Purpose	e of Client's Business: Peaker Pow	ver Plant Construction		
Specific or General	Municipal Decisions (see instruction	nns). Community Plan Amendment	. CUP. Zone Ch	ange, MHPA
•	t, Mission Trails Design Distric	•		
boundary Adjustment	e, mission frams besign biserie	e variance, bice bevelopment	Termite	
` ,	approve Community Plan Amendmen		indary Adjustme	nt, Mission
Trails Design Dist:	rict Variance, Site Development	Permit		
If this client is a sec		atata tha mama adduaga and to		
	lition or membership organization, tion who has reached the \$1,000 tl		elephone numbe	er or each
		(000		
		-		
CLIENT'S NAME: _		I elephoi	ne No.:	
Client's Address	(Number & Street)	(City)	(State)	(Zip)
		(,)	(=====,	(—/
Nature and Purpose	e of Client's Business:			
Specific or General	Municipal Decisions (see instruction	une).		
opecine or ocherar	Widthelpar Decisions (see instruction	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
Outcome(s) sought:				
If this client is a see	lition or morphorphia average time	ototo the name address and t	alanhana wasat	or of oach
	lition or membership organization, tion who has reached the \$1,000 tl		elephone numbe	er or each
		(555 1.361 43613110)		
mments:				

x If more space is needed, check box and attach continuation sheet(s).

Name of Lobbying Firm: ___Southwest Strategies LLC

CLIENT'S NAME: Downtown San Diego Partnership	Telephor	ne No.:	
	San Diego	CA	92101
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: advocate for t	the economic growth and re	vitalization o	of downtown
Specific or General Municipal Decisions (see instructions): Marketing District zone	amend downtown PBID to a	llow for a new	Commercial
Outcome(s) sought: approval of mentioned amendment			
If this client is a coalition or membership organization, state member of the coalition who has reached the \$1,000 thres		elephone numbe	er of each
CLIENT'S NAME:	Telephor	ne No.:	
Client's Address (Number & Street)	Telephor (City)	ne No.: (State)	(Zip)
	(City)	(State)	(Zip)
Client's Address (Number & Street)	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state	(City)	(State)	(Zip)

x If more space is needed, check box and attach continuation sheet(s).

Name of Lobbying Firm: ___Southwest Strategies LLC

CLIENT'S NAME: United Road Towing	Telepho	ne No.:	
	Vista	CA	92083
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: towing company			
Nature and Purpose of Client's Business.			
Specific or General Municipal Decisions (see instructions): po	tential City of San D	iego contract f	or towing
services			
Outcome(s) sought: approval of vendor to provide towing s	ervices for City of S	an Diego	
Outcome(s) sought.	ectvices for erry of b	all Diego	
If this client is a coalition or membership organization, state th	e name, address, and t	elephone numbe	er of each
member of the coalition who has reached the \$1,000 threshold			31 01 00011
CLIENT'S NAME:	Telepho	one No.:	
CLIENT'S NAME:	Telepho	ne No.:	
CLIENT'S NAME: Client's Address (Number & Street)	Telepho (City)	one No.:	(Zip)
Client's Address (Number & Street)	(City)	(State)	(Zip)
	(City)	(State)	(Zip)
Client's Address (Number & Street)	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	(Zip)
Client's Address (Number & Street)	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought:	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City) e name, address, and t	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state th	(City) e name, address, and t	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state th	(City) e name, address, and t	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state th	(City) e name, address, and t	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state th	(City) e name, address, and t	(State)	(Zip)

x If more space is needed, check box and attach continuation sheet(s).

Name of Lobbying Firm: ___Southwest Strategies LLC

CLIENT'S NAME: Westfield Corporation	Telepho	ne No.:	
	San Diego	CA	92122
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: retail stores			
Specific or General Municipal Decisions (see instructions): rev	ision to City's sign	ordinance	
Outcome(s) sought: approval of revision to City's sign ord	inanace		
If this client is a coalition or membership organization, state the member of the coalition who has reached the \$1,000 threshold		elephone numb	er of each
CLIENT'S NAME:	Telepho	ne No.:	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business:			
Specific or General Municipal Decisions (see instructions):			
Outcome(s) sought:			
If this client is a coalition or membership organization, state the member of the coalition who has reached the \$1,000 threshold		elephone numb	er of each
Comments:			

X If more space is needed, check box and attach continuation sheet(s).

CLIENT'S NAME: William Blair & Company	Telephone	No.:	
	San Francisco	CA	94141
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: investment firm			
Specific or General Municipal Decisions (see instructions): seeking	g approval of a publi	ic private p	artnership
with the City regarding parking facilities			
Outcome(s) sought: approval of same			
If this client is a coalition or membership organization, state the nar	ne address and talo	nhone numbe	or of each
member of the coalition who has reached the \$1,000 threshold (see		priorie riuribe	ei Oi eacii
(00)			
CLIENT'S NAME:	Telephone	No.:	
CLIENT'S NAME:	Telephone	No.:	
		No.: (State)	
Client's Address (Number & Street)	Telephone (City)		(Zip)
	(City)	(State)	
Client's Address (Number & Street)	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	
Client's Address (Number & Street)	(City)	(State)	
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Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the nar	(City)	(State)	(Zip)
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Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the nar	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the nar	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the nar	(City)	(State)	(Zip)

x If more space is needed, check box and attach continuation sheet(s).

Name of Lobbying Firm: Southwest Strategies LLC

CLIENT'S NAME: Lamar Outdoor Advertising	Telephon	e No.:	
	San Diego	CA	92131
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: outdoor advertising	firm		
Specific or General Municipal Decisions (see instructions): modifi	cation of city sign	n ordinance to	allow digital
billboards			
Outcome(s) sought: approval of above mentioned modifications			
Catoomo(o) sought			
If this client is a coalition or membership organization, state the na		lephone numbe	er of each
member of the coalition who has reached the \$1,000 threshold (se	ee instructions):		
CLIENT'S NAME:	Telephon	e No.:	
CLIENT'S NAME:	Telephon	e No.:	
CLIENT'S NAME: Client's Address (Number & Street)	Telephon	e No.:	
Client's Address (Number & Street)	(City)	(State)	(Zip)
	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	(Zip)
Client's Address (Number & Street)	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	(Zip)
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Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought:	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the national contents of the co	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the national contents of the co	(City)	(State)	(Zip)
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the national contents of the co	(City)	(State)	(Zip)

x If more space is needed, check box and attach continuation sheet(s).

CLIENT'S NAME: Donahue Schriber/Del Mar Highlands Town	n Center Telepho	one No.:	
	San Diego	CA	92130
Client's Address (Number & Street)	(City)	(State)	(Zip)
All a sharping genters	ormon and anamatan		
Nature and Purpose of Client's Business: shopping center	owner and operator		
Specific or General Municipal Decisions (see instructions):	ntitlements for propos	ed project locat	ted at
		ca project reca	
southwest corner of Del Mar Heights Rd and El Camino Rea	In Carmel Valley		
Outcome(s) sought: ensure project's consistency with exi	sting community plan a	nd the Del Mar 1	Highlands Town
Center			
If this client is a coalition or membership organization, state the		telephone numbe	er of each
member of the coalition who has reached the \$1,000 thresho	id (see instructions):		
CLIENT'S NAME:	Telepho	one No.:	
CLIENT'S NAME:	Telepho	one No.:	
CLIENT'S NAME: Client's Address (Number & Street)	Telepho (City)	one No.: (State)	(Zip)
Client's Address (Number & Street)	(City)	(State)	
Client's Address (Number & Street)		(State)	
Client's Address (Number & Street)	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	
Client's Address (Number & Street)	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business:	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	
Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):	(City)	(State)	
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Client's Address (Number & Street) Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions): Outcome(s) sought: If this client is a coalition or membership organization, state the	(City)	(State)	(Zip)

X If more space is needed, check box and attach continuation sheet(s).

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Name of Lobbying Firm: Southwest Strategies LLC

CLIENT'S NAME: Care Ambulance Service, Inc.	Telephor	ne No.:	
	Orange	CA	92868
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: Provides emerger	ncy and non-emergency am	mbulance servic	ces to the
citizens of Orange and Los Angeles Counties			
Specific or General Municipal Decisions (see instructions):	Jinning contract for amb	ulance/EMT/par	amedic
services with City of San Diego			
Outcome(s) sought: win contract			
If this plient is a scalition or we seek such in succession in the section of the	ha nama adduses so the	Jankana arrast	an af ac -l-
If this client is a coalition or membership organization, state t member of the coalition who has reached the \$1,000 thresho		elephone numbe	er of each
	, a (555 mondono).		
CLIENT'S NAME:	Telephor	ne No.:	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business:			
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Nature and Purpose of Client's Business: Specific or General Municipal Decisions (see instructions):			
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Specific or General Municipal Decisions (see instructions): _			
Specific or General Municipal Decisions (see instructions): Outcome(s) sought:			
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Specific or General Municipal Decisions (see instructions):	he name, address, and te		

x If more space is needed, check box and attach continuation sheet(s).

Name of Lobbying Firm: ___Southwest Strategies LLC

CLIENT'S NAME: Hughes Marino	Telepho	ne No.:	
	San Diego	CA	92101
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: San D	Diego Real Estate Company		
Specific or General Municipal Decisions (see inst	ructions): City Leasing contract fo	or commercial s	pace
Outcome(s) sought: award of City RFP for comme	ercial leasing contract		
If this client is a coalition or membership organiza member of the coalition who has reached the \$1,0		elephone numbe	er of each
CLIENT'S NAME:	Telepho	ne No.:	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business:			
Specific or General Municipal Decisions (see insti	ructions):		
Outcome(s) sought:			
If this client is a coalition or membership organiza member of the coalition who has reached the \$1,000 to \$1.000 to		elephone numbe	er of each
Comments:			
If more space is needed, check box and att	tach continuation sheet(s).		

Name of Loppying Firm: Southwest Strategres and	Name of Lobbying Firm:	Southwest Strategies LLC
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PART 1 – FUNDRAISING ACTIVITIES

Identify Fundraising Activities. List each engaged in "fundraising activities" for a currename of the City Official.		
Name of Individual		Name of Current Elected City Official
Alan Ziegaus	fundraised for: _	Todd Gloria
A. Christopher Wahl	fundraised for: _	Todd Gloria
Alan Ziegaus	fundraised for: _	Sherri Lightner
A. Christopher Wahl	fundraised for: _	Sherri Lightner
PART 2 – CAMPAIGN SERVICES		
Identify Campaign Services. List each ow provided compensated campaign-related se years, along with the name of the City Official	rvices to a current	elected City Official within the past two
Name of Individual		Name of Current Elected City Official
	worked for:	
PART 3 – CONTRACT SERVICES		
Identify Contract Services. List each owner compensated services under a City employr	•	•
Name of Individual		Name of City Department, Agency, or Board
Clint Carney	worked for:	Redistricting Commission
A. Christopher Wahl	worked for:	Southwest Economic Dev. Corp.
Clint Carney	worked for:	Water Department
Joe Britton	worked for:	CCDC/Paradise in Progress

Comments:

If more space is needed, check box and attach continuation sheet(s).

SCHEDULE C: ACTIVITIES DISCLOSURE

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lame of Lobbying Firm:southwest	Strategies LLC	
ART 1 – FUNDRAISING ACTIVITIES		
Identify Fundraising Activities. List eangaged in "fundraising activities" for a contame of the City Official.		ted officer, and lobbyist in the firm who fficial in the last two years, along with the
Name of Individual		Name of Current Elected City Official
A. Christopher Wahl	fundraised for:	Lorie Zapf
	fundraised for:	
	fundraised for:	
	fundraised for:	
ART 2 – CAMPAIGN SERVICES		
years, along with the name of the City C		t elected City Official within the past two pensation includes "win bonuses.")
Name of Individual		Name of Current Elected City Official
Name of Individual	worked for:	Name of Current Elected City Official
		· · · · · · · · · · · · · · · · · · ·
	worked for:	
ART 3 – CONTRACT SERVICES	worked for: worked for: worked for:	
ART 3 – CONTRACT SERVICES Identify Contract Services. List each of	worked for: worked for: worked for: worked for:	officer, and lobbyist in the firm who provided
ART 3 – CONTRACT SERVICES Identify Contract Services. List each of	worked for: worked for: worked for: worked for:	officer, and lobbyist in the firm who provided
ART 3 – CONTRACT SERVICES Identify Contract Services. List each of compensated services under a City emp	worked for: worked for: worked for: worked for:	officer, and lobbyist in the firm who provided toontract within the past two years.
ART 3 – CONTRACT SERVICES Identify Contract Services. List each of compensated services under a City emponents. Name of Individual	worked for: worked for: worked for: worked for:	officer, and lobbyist in the firm who provided to contract within the past two years. Name of City Department, Agency, or Board
ART 3 – CONTRACT SERVICES Identify Contract Services. List each of compensated services under a City emponent of Individual Jessica Luternauer	worked for:	officer, and lobbyist in the firm who provided to contract within the past two years. Name of City Department, Agency, or Board CCDC/Paradise in Progress
ART 3 – CONTRACT SERVICES Identify Contract Services. List each of compensated services under a City emporal Name of Individual Jessica Luternauer	worked for:	officer, and lobbyist in the firm who provided to contract within the past two years. Name of City Department, Agency, or Board CCDC/Paradise in Progress CCDC/Paradise in Progress

☐ If more space is needed, check box and attach continuation sheet(s).