

Calendar Year  
**2013**

# CITY OF SAN DIEGO

## LOBBYING FIRM REGISTRATION FORM [Form EC-601]

For Official Use Only

E-Filed  
03/26/2013  
16:40:05

Filing ID:  
141424606

Lobbyists Added: \_\_\_\_\_  
 Clients Added: \_\_\_\_\_  
 Fees Due: \$ \_\_\_\_\_

Check Box if an Amendment (explain: Add client Fox Sports San Diego)

Total Number of Pages: 18 (including cover sheet)

**Identify the Firm.**

Southwest Strategies LLC			
Name of Lobbying Firm		Telephone Number	
Business Address (Number & Street)		San Diego	92124
		(City)	(Zip)
		CA	
		(State)	

**Schedule A: Lobbyist Disclosure.** Complete this schedule by identifying each individual in the firm who has lobbied the City during the 30 days prior to registration, or is expected to lobby the City during the year.

**Schedule B: Client Disclosure.** Complete this schedule by identifying each client for whom the firm provides lobbying services.

**Schedule C: Activities Disclosure.** Complete this schedule if any "Yes" boxes are checked.

Check box if the firm has information to report regarding the applicable activity.  
 Check box if the firm has no information to report regarding the applicable activity.

YES	NO	You <b>MUST</b> check one box for each part of Schedule C.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Part 1: Fundraising Activities.</b> Owners, compensated officers, and lobbyists who engaged in "fundraising activities" for the benefit of a current elected City Official within the last two years.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Part 2: Campaign Services.</b> Owners, compensated officers, and lobbyists who provided compensated campaign services to an elected City Official within the last two years.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Part 3: Contract Services.</b> Owners, compensated officers, and lobbyists who provided compensated services under a City contract within the last two years.

**Schedule D: Deleting Clients & Lobbyists (Amendment Only).** Complete this schedule if removing clients or lobbyists from your registration (must check the amendment box above).

### VERIFICATION

I have been authorized by the Lobbying Firm identified above to make this verification. I have reviewed and understand the requirements of the Lobbying Ordinance (San Diego Municipal Code §§ 27.4001-27.4055). I have exercised reasonable diligence in the course of reviewing this Registration Form for completeness and accuracy. I declare under penalty of perjury under the laws of the State of California that the contents of this Registration Form, including all attached schedules, are true, correct, and complete, except as to those matters which are stated on information and belief, and as to those matters I believe them to be true.

Executed on 03/26/2013 at San Diego, CA  
 (Date) (City and State)

By: \_\_\_\_\_ Alan Ziehaus \_\_\_\_\_ CEO  
 (Signature) (Print Name) (Title)

Email address for a point of contact within the firm (optional): \_\_\_\_\_

**Registration terminates every January 5; annual re-registration is required.**

# SCHEDULE A: LOBBYIST DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

**Identify the Firm's Lobbyists.** List the name of each individual in the firm who has lobbied City Officials during the 30 days prior to registration, or is expected to lobby City Officials during the year.

<u>Name of Individual</u>	<u>Name of individual</u>
Alan Ziegaus	
A. Christopher Wahl	
Alex Welling	
Anne Shiraishi	
Brooke Ellison	
Elizabeth Hansen	
Emily Fulkerson	
Jessica Luternauer	
Joe Britton	
Kim Olive Colla	
Melissa Cameron	
Pedro Anaya	
Rachel Lees	
Stephanie Dell	
Taylor Monaco	
Wesley Jones	
Tiffany Metti	
Amy Freiburger	

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Lamar Outdoor Advertising</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92131</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>outdoor advertising firm</u>			
Specific or General Municipal Decisions (see instructions): <u>modification of city sign ordinance to allow digital billboards</u>			
Outcome(s) sought: <u>approval of above mentioned modifications</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Palomar Card Club</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u>	<u>92104</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>card room</u>				
Specific or General Municipal Decisions (see instructions): <u>amend card room regulations in San Diego municipal code</u>				
Outcome(s) sought: <u>approval of amendments</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone 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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Wal-Mart Stores, Inc.</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>Irvine</u>	<u>CA</u>
		(City)	(State)
			<u>92614</u>
			(Zip)
Nature and Purpose of Client's Business: <u>retailer</u>			
Specific or General Municipal Decisions (see instructions): <u>Monitor City decisions that could impact operations of stores in San Diego</u>			
Outcome(s) sought: <u>not currently seeking specific outcome</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Westfield Corporation</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u>
		(City)	(State)
Nature and Purpose of Client's Business: <u>retail stores</u>			
Specific or General Municipal Decisions (see instructions): <u>revision to City's sign ordinance</u>			
Outcome(s) sought: <u>approval of revision to City's sign ordinance</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

<b>CLIENT'S NAME:</b> <u>Westfield Corporation</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u>
		(City)	(State)
Nature and Purpose of Client's Business: <u>retail stores</u>			
Specific or General Municipal Decisions (see instructions): <u>Construction drawings for Horton Park and authorization to hire a contractor to build the facility, located on Broadway between Broadway Circle and 4th Avenue</u>			
Outcome(s) sought: <u>City Council approval of construction drawings for Horton Park and authorization to hire a contractor to build the facility</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Westfield Corporation</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92122</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>retail stores</u>			
Specific or General Municipal Decisions (see instructions): <u>Redevelopment of Horton Plaza shopping center</u>			
Outcome(s) sought: <u>approval of redevelopment of Horton Plaza shopping center</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

<b>CLIENT'S NAME:</b> <u>Westfield Corporation</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92122</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>retail stores</u>			
Specific or General Municipal Decisions (see instructions): <u>Horton Plaza revenue sharing agreement</u>			
Outcome(s) sought: <u>Approval by City Council</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>William Blair &amp; Company</u>		Telephone No.: _____		
Client's Address	(Number & Street)	<u>San Francisco</u>	<u>CA</u>	<u>94141</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>investment firm</u>				
Specific or General Municipal Decisions (see instructions): <u>seeking approval of a public private partnership with the City regarding parking facilities</u>				
Outcome(s) sought: <u>approval of same</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				
_____				
_____				
_____				

<b>CLIENT'S NAME:</b> _____		Telephone 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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				
_____				
_____				
_____				

Comments: \_\_\_\_\_

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



# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Donahue Schriber/Del Mar Highlands Town Center</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>shopping center owner and operator</u>			
Specific or General Municipal Decisions (see instructions): <u>entitlements for proposed project located at southwest corner of Del Mar Heights Road and El Camino Real in Carmel Valley</u>			
Outcome(s) sought: <u>ensure project's consistency with existing community plan and the Del Mar Highlands Town Center</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Care Ambulance Service, Inc.</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>Orange</u>	<u>CA</u> <u>92868</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>provides emergency and non-emergency ambulance services to the citizens of Orange and Los Angeles Counties</u>			
Specific or General Municipal Decisions (see instructions): <u>Winning contract for ambulance/EMT/paramedic services with City of San Diego</u>			
Outcome(s) sought: <u>win contract</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Oppose land use entitlements being sought by Cogentrix's Quail Brush Energy project to be located on approximately 10 acres, north of Route 52 off of Sycamore Landfill Road in the East Elliott Community Plan area</u>			
Outcome(s) sought: <u>opposition to project</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of entitlements for community located just off of SR-52 and north of Mast Blvd. in the East Elliott Community Plan area (Castlerock)</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of annexation agreement between the cities of San Diego and Chula Vista for the property east of I-805 and south of Otay River Valley (Nakano) in the Otay Mesa Community Plan area</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		Telephone No.:	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Coordination related to the City's development of Interim Habitat Conservation Program</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of entitlement for property on Denny Road east of I-805 and south of Otay River Valley in the Otay Mesa Community Plan area (Las Casitas/Nakano)</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of Community Facilities District for vernal pools, including maintenance of the existing preserve in Ocean View Hills</u>			
Outcome(s) sought: <u>approval of Community Facilities District as described</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Reimbursement agreement for public infrastructure projects in the Del Mar Mesa and Pacific Highlands Ranch Community Plan areas, for which Pardee is owed under FBA's with the City of San Diego</u>			
Outcome(s) sought: <u>approval of reimbursement as stated</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of various land use entitlements within the Pacific Highlands Ranch Community Plan area and coordination on requirements of its Transportation and Public Facilities Phasing Plan</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Regency Centers</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>Solana Beach</u>	<u>CA</u>	<u>92075</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>Retail shopping center</u>				
Specific or General Municipal Decisions (see instructions): <u>Rezone of Balboa Mesa shopping center</u>				
Outcome(s) sought: <u>approval of rezone of Balboa Mesa shopping center</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone 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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

Comments: \_\_\_\_\_

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Barrio Logan Smart Growth Coalition</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92113</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>represent local businesses and property owners before the City of San Diego with regard to the Barrio Logan Community Plan update</u>			
Specific or General Municipal Decisions (see instructions): <u>Barrio Logan Community Plan update</u>			
Outcome(s) sought: <u>encourage compatible development in Barrio Logan</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
<u>Jerry Gray , 92113~San Diego</u>			
<u>Matt Carr , 92113~San Diego</u>			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			

Comments: \_\_\_\_\_

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



# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Fox Sports San Diego</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92101</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>a sports channel on cable television</u>			
Specific or General Municipal Decisions (see instructions): <u>approval of City resolution in favor of broadcast coverage of SD Padres baseball games by Time Warner Cable, city-wide with communities north of the San Diego River most adversely affected</u>			
Outcome(s) sought: <u>approval of the resolution</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
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 name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: \_\_\_\_\_

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

# SCHEDULE C: ACTIVITIES DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

## PART 1 – FUNDRAISING ACTIVITIES

**Identify Fundraising Activities.** List each owner, compensated officer, and lobbyist in the firm who engaged in “fundraising activities” for a current elected City Official or a committee primarily formed to support a current elected City Official within the last two years\*, along with the name of the City Official.

<u>Name of Individual</u>		<u>Name of Current Elected City Official</u>
<u>Alan Ziegaus</u>	fundraised for:	<u>Todd Gloria</u>
<u>A. Christopher Wahl</u>	fundraised for:	<u>Todd Gloria</u>
<u>Alan Ziegaus</u>	fundraised for:	<u>Sherri Lightner</u>
<u>A. Christopher Wahl</u>	fundraised for:	<u>Sherri Lightner</u>

## PART 2 – CAMPAIGN SERVICES

**Identify Campaign Services.** List each owner, compensated officer, and lobbyist in the firm who provided compensated campaign-related services to a current elected City Official within the last two years\*, along with the name of the City Official. (Note that compensation includes “win bonuses.”)

<u>Name of Individual</u>		<u>Name of Current Elected City Official</u>
_____	worked for:	_____
_____	worked for:	_____
_____	worked for:	_____
_____	worked for:	_____

## PART 3 – CONTRACT SERVICES

**Identify Contract Services.** List each owner, compensated officer, and lobbyist in the firm who provided compensated services under a City employment or consultant contract within the past two years\*.

<u>Name of Individual</u>		<u>Name of City Department, Agency, or Board</u>
<u>Jessica Luternauer</u>	worked for:	<u>CCDC/Paradise in Progress</u>
<u>Joe Britton</u>	worked for:	<u>CCDC/Paradise in Progress</u>
_____	worked for:	_____
_____	worked for:	_____

\* The two year period is based on when the firm registers, except that when filing an amendment to add a new owner, compensated officer, or lobbyist the two year period for the added person is based on the date of the amendment.

Comments: \_\_\_\_\_

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