

**CITY OF MADISON
Principal's Expense Statement**

Reporting Period: January 1 through June 30
July 1 through December 31

Filing Deadline. Indicate Half-Year:

July 31
 January 31

The Alexander Company, Inc.
Name of Principal

608-258-5580
Phone No.

145 E Badger Rd, Suite 200, Madison, WI 53713
Address

Brad Elmer
Name of Lobbyist

608-258-5580
Lobbyist Phone No.

Name of Lobbyist

Lobbyist Phone No.

Total lobbying expenditures and obligations did not exceed \$1,000. (If so, proceed directly to Certification.)

Total lobbying expenditures and obligations incurred exceeded \$1,000. \$ 1,100

Is this amount an estimate under Sec. 2.40 (10) (b) MGO? Yes No

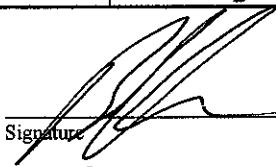
Disclosure of Lobbying Communications

Date	City Official	Number of Contacts	Subject of Each Contact	Lobbyist
7/28/08	Matt Tucker	1	Northgate Shopping Mall	Brad
7/28/08	Greg Pathmythes	1	Northgate Shopping Mall	Brad
7/28/08	Al Martin	1	Northgate Shopping Mall	Brad
7/31/08	Dev. Ass. Team	1	Northgate Shopping Mall	Brad

See Page 2 to List Additional Disclosures

Certification

I certify that the above is true and correct to the best of my knowledge, information and belief and that I am the registrant or authorized designee. I understand that if I know or believe any of the above information not to be true, I am subject to a forfeiture of \$1,000 or more.


Signature
Brad Elmer
Type or print name
1/22/09
Date
Assistant Development
Title
Project Manager

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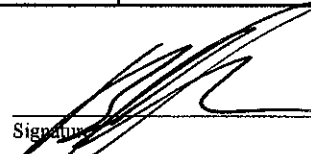
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Signature Assistant Project
Manager Title
Brad Elmer
Type or print name
7/25/2008
Date

REGISTRATION OF LOBBYIST

Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53703-3342

Section 1 -- Identification of Lobbyist

"Lobbyist" means any person paid to influence administrative or legislative action.

Elmer	Brad	Assistant Project Manager
_____ Last Name	_____ First Name	_____ Title
145 E. Badger Rd., Suite 200		
_____ Mailing Address		
Madison	WI	53713
_____ City	_____ State	_____ Zip Code
N/A		
_____ Business Address (if different)		
608-258-5580		
_____ Contact Phone		
608-258-5599	bee@alexandercompany.com	
_____ Contact FAX	_____ Contact E-mail Address	
www.alexandercompany.com		
_____ Internet Address		

Person to whom correspondence should be sent (if different from above)

_____ Last Name	_____ First Name	
_____ Firm or Organization Name		
_____ Mailing Address		
_____ City	_____ State	_____ Zip Code
_____ Phone	_____ FAX	_____ E-mail Address

Section II -- Nature and Interest of Principal

The Alexander Company, Inc.

Name of Principal

Designated Representative of Principal:

Alexander	Joseph	Vice-President
_____ Last Name	_____ First Name	_____ Title
145 E. Badger Rd., Suite 200		
_____ Mailing Address		
Madison	WI	53713
_____ City	_____ State	_____ Zip Code
N/A		
_____ Business Address (if different)		
608-258-5580		
_____ Contact Phone		
608-258-5599	jma@alexandercompany.com	
_____ Contact FAX	_____ Contact E-mail Address	
www.alexandercompany.com		
_____ Internet Address		

Check one of the following and complete only that section:

Business Entity

Real estate development, architectural design and urban planning
Describe the business activity in which the entity is engaged

Chief Executive Officer: Alexander Randall President
Last First Title

If partnership or limited liability company, check here and attach list of partners/members.

Industry, Trade or Professional Association

Describe the industry trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: _____
Last First Title

Approximate number of members: _____

Other Not for Profit

Labor Union Charitable/Religious/Civic, etc. Other

Briefly describe the organization's purpose and any other group with a common interest which the organization primarily represents

Describe any industry, trade, profession, or group with a common interest which the organization primarily represents or from which the organization's membership or financial support is primarily derived

Approximate number of members: _____

Individual

Name and address of the individual's employer if any or of the individual's primary place of business, if self-employed

Describe the business activity in which the individual or the individual's employer is engaged

Section III -- Areas of Lobbying

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence:

The principal may attempt to influence administrative and legislative actions pertaining to City of Madison real estate development policies and actions specific to developments, projects and designs specifically proposed by principal and principal's employees.

List the City agencies in which the principal seek to influence administration action:

- All
- None
- Agencies listed below

Identify the proposed legislative or administrative action in connection with which the principal has made or intends to make a lobbying communication before December 31.

1. Item: Implementation of SIP on Block 51, Madison, WI

a. How will this item affect the principal's business or other activity?

Implementation of SIP/Construction of previously approved development plan for Capitol West master development

b. Which industry, trade, profession or segment or portion thereof would be principally affected?

Action on this item will affect the real estate development, architectural design and urban planning segments of the principal's business.

c. If the item is an appropriation, please identify the City program or person for which the appropriation is proposed and the approximate amount, if you know the amount.

For additional items, attach additional sheets.

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

CAPITAL BUDGET

OPERATING BUDGET

Tax Incremental Financing

topic
topic
topic
topic
topic
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topic

Section IV - Authorization of Lobbyists

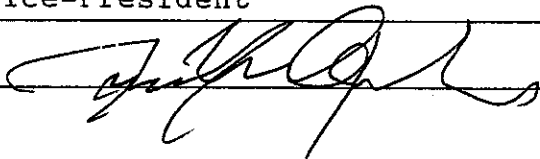
As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- The lobbyist is an employee of the Principal.
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: 1/15/2008

Name: Joseph Alexander

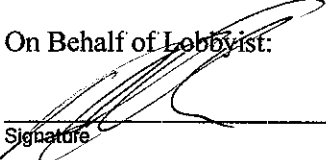
Position: Vice-President

Signature: 

Section V -- Certification


I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee. I understand that I am subject to a forfeiture if I know or believe any of the above information not to be true.

On Behalf of Lobbyist:


Signature
Assistant Project Manager
Title
Brad Elmer
1/15/2008
Date
Type or print name as signed above

Address & Telephone (if different from first page of this form)

On Behalf of Principal:


Signature
Vice-President
Title
Joseph Alexander
1/15/2008
Date
Type or print name as signed above

Address & Telephone (if different from first page of this form)