

# 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.

Alexander                      Randall                      CEO  
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                      rpa@alexandercompany.com  
Contact FAX                      Contact E-mail Address

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                      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                      jma@alexandercompany.com  
Contact Phone                      Contact E-mail Address

608-258-5599                      www.alexandercompany.com  
Contact FAX                      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 CEO  
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	topic
topic	topic
topic	topic
topic	topic

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

All       None       Agencies listed below

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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: PUD Approval for 222 & 229 W Lakelawn,, Madison, WI

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

~~This will create more development work for the Principal.~~

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

Action on this item will affect the real estate and

~~construction 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.

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For additional items, attach additional sheets.

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**OPERATING BUDGET**

**Tax Incremental Financing**

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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: GDP/SIP/PUD Approval for Findorff Yards

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

This will create more development work for the Principal.

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

Action on this item will affect the real estate and construction 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.

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**OPERATING BUDGET**

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