

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

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: Comprehensive Design Review of Northgate Shopping Center

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

Approval allows continued progress of a real estate development venture.

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

<u>topic</u>	<u>topic</u>
<u>topic</u>	<u>topic</u>
<u>topic</u>	<u>topic</u>
<u>topic</u>	<u>topic</u>
<u>topic</u>	<u>topic</u>
<u>topic</u>	<u>topic</u>

Section IV - Authorization of Lobbyists

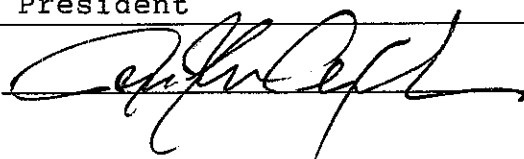
As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- 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: 12/18/2008

Name: Joseph Alexander

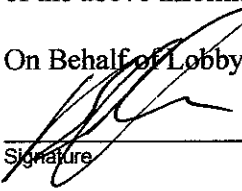
Position: President

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.

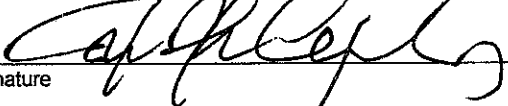
On Behalf of Lobbyist:

	Assistant Project Manager
Signature	Title

<u>Brad Elmer</u>	<u>12/18/2008</u>
Type or print name as signed above	Date

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

On Behalf of Principal:

	President
Signature	Title

<u>Joseph Alexander</u>	<u>12/18/2008</u>
Type or print name as signed above	Date

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