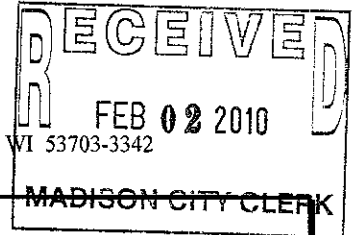


REGISTRATION OF LOBBYIST

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.

Last Name Carbine First Name Mary Title Executive Director
P.O. Box 71 Madison WI 53701
City Madison State WI Zip Code 53701
Business Address (if different) 615 E. Washington Ave
Contact Phone 608-443-1973 Contact E-mail Address mcabine@downtownmadison.org
Contact FAX 608-395-3974 Internet Address www.visitdowntownmadison.com

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

Name of Principal Downtown Madison Inc.
Designated Representative of Principal:
Last Name Schmitz First Name Susan Title President
P.O. Box 71 Madison WI 53701
City Madison State WI Zip Code 53701
Business Address (if different) 615 E. Washington Ave
Contact Phone 608-443-1970 Contact E-mail Address sschmitz@downtownmadison.org
Contact FAX 608-256-0333 Internet Address www.downtownmadison.org

Check one of the following and complete only that section:

Business Entity

Describe the business activity in which the entity is engaged

Chief Executive Officer: _____
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

BID - special assessment district - public/private economic development

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

BID Board is a city committee. BID has contract with DMF to administer the BID

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: 450

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:

Policies & activities affecting central downtown business & commercial property owners (public works & construction projects, streetscape, parking, Halloween, safety, Alcohol policies)

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

- All
- None
- Agencies listed below

Mayor, Common Council, Engineering Planning
Parks, Parking, Economic Development

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: Capitol Square Streetscapes

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

Affects property & business owners
on the Capitol Square

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

Commercial Property owners, developers,
restaurant, retail, tourism

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

_____ topic

_____ topic

_____ topic

_____ topic

_____ topic

_____ topic

_____ topic

_____ topic

_____ topic

_____ topic

_____ topic

_____ 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: _____

Name: _____

Position: _____

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: Mary Carbine Title: BID Executive Director
Type or print name as signed above: Mary Carbine Date: 2-1-10

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

On Behalf of Principal:

Signature: Susan Schmitz Title: DMI President
Type or print name as signed above: Susan Schmitz Date: 2-1-10

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