

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.

Carbine _____ Title Executive Director
 Last Name First Name Madison's Central AID
 P.O. Box 71 _____
 Mailing Address
 Madison WI 53701
 City State Zip Code
 615 E. Washington Ave _____
 Business Address (if different)
 608-443-1973 _____
 Contact Phone mcarbine@ _____
 608-395-3979 _____
 Contact FAX Contact E-mail Address downtownmadison.org
 www.visitdowntownmadison.com _____
 Internet Address

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

_____ First Name
 Last Name

 Firm or Organization Name

 Mailing Address

 City State Zip Code

 Phone FAX E-mail Address

Section II -- Nature and Interest of Principal

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

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 - city special assessment district, public/private economic dev. entity

Briefly describe the organization's purpose and any other group with a common interest which the organization primarily represents
Created in 1994 to promote the health/vitality of the district on behalf of the business & property owners contained therein. The

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

BID board is a city committee. The BID has a contract with DMI to administer the BID.

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 & property owners (parking, construction, cleaning succ., Peace Park reconstruction, Halloween, safety, Alcohol economic development, business policies & issues)

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

- All
- None
- Agencies listed below

City Council, Mayor's office, Parking Parks,
Engineering, Planning & Development, Business
Resources

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: Parking rates

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

Affects customers of downtown
businesses

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

Downtown retail, restaurant

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 |

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|-------|
| topic |
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| 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: 8-7-09

Name: Mary Carbine

Position: BID Executive Director

Signature: *Mary Carbine*

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:
Mary Carbine
Signature

BID Executive Director
Title

Mary Carbine
Type or print name as signed above

8-7-09
Date

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

On Behalf of Principal:
Susan Schmitz
Signature

DMI President
Title

Susan Schmitz
Type or print name as signed above

8-7-09
Date

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