

# REGISTRATION OF LOBBYIST AND PRINCIPAL AUTHORIZATION

## Information and Instructions

For further information, contact the Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53703-3342; voice (608) 266-4601; fax (608) 266-4666; [www.cityofmadison.com/clerk](http://www.cityofmadison.com/clerk)

### **Who needs to register?**

City of Madison ordinance requires all lobbyists--an individual whose paid duties include trying to influence City legislative or administrative action--to register with the City Clerk and to file authorization by the Principal to lobby on its behalf. Every lobbyist who makes a lobbying communication which is not exempt shall, within five (5) working days after the first lobbying communication, file with the City Clerk a registration statement.

### **What else is needed?**

At the time of the lobbyist registration, the principal must file with the City Clerk written authorization authorizing the lobbyist to lobby on his/her behalf. The authorization is included in the registration form. The lobbyist or principal must file a separate registration and authorization form for each principal represented by the lobbyist.

### **How to register.**

Return an original, signed Registration Form to the Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Rm. 103, Madison, WI 53703-3342.

### **When does registration take effect? When does it expire?**

Registration and authorization take effect on the date the City Clerk receives the completed forms. The registration expires on December 31 of each year. If all lobbying by or on behalf of the principal ceases, the City Clerk shall terminate the principal's authorization as of the day after the principal files a statement of cessation and any required expense statements. Similarly, if a lobbyist ceases all lobbying activities, the registration will terminate after the filing of a cessation statement and the filing on any required expense statements.

### **When must expense statements be filed?**

Every principal who makes expenditures or incurs obligations in an aggregate amount exceeding \$1,000 in any reporting period for the purpose of engaging in lobbying which is not exempt shall, for the remainder of that calendar year, file with the City Clerk an expense statement covering each preceding reporting period. Such statement shall be filed on or before July 31 and January 31. Statements will be available at: [www.cityofmadison.com/clerk](http://www.cityofmadison.com/clerk)

### **What are the penalties for not registering?**

Any lobbyist who violates any provision of this ordinance may be required to forfeit not more than \$5,000.

Any principal who violates any provision of this ordinance may be required to forfeit not more than \$1,000.

Any person who falsifies information or any person who files or causes to be filed a falsified statement may be required to forfeit not more than \$1,000 in addition to any forfeiture imposed under any other provision of the ordinance.

Any principal, lobbyist or other individual acting on behalf of a principal who files a statement which he or she does not believe to be true may be required to forfeit not more than \$1,000 in addition to any forfeiture imposed under any other provision of the ordinance.

# REGISTRATION OF LOBBYIST AND PRINCIPAL AUTHORIZATION

## Information and Instructions

### Section 1 -- Identification of Lobbyist

**Lobbyist** -- Identify the lobbyist for the principal.

**Person to whom lobbying forms should be sent** -- Identify the individual to whom the City Clerk's Office should send registration materials and reporting forms. This may be the lobbyist or some other in-house contact or an administrative assistant or other individual.

### Section II -- Nature and Interest of Principal

**Principal** -- Provide the name of the principal and the designated representative of the principal.

**Nature and Interest of Principal** -- If the registrant is a:

- ◆ *Business entity.* Describe the business activities in which the entity is engaged and the name of the company's chief executive officer. If the registrant is a partnership or limited liability company, note that and attach a list of partners or members.
- ◆ *Industry, trade, or professional association.* Describe the industry, trade or profession, and segment thereof, which the association primarily represents. Identify the association's chief executive officer and the approximate number of members of the association.
- ◆ *Labor union; charitable, religious, civic organization; or other entity.* Describe the organization's nature and purposes and provide a description of any industry, trade, profession, or other group with a common interest the organization represents or from which its membership or financial support is derived and the approximate number of its members.
- ◆ *Individual.* Identify your employer, or if self-employed the name and address of your business, and a description of the business activity in which you or your employer is engaged.

### Section III -- Areas of Lobbying

**Areas of lobbying** -- Provide a reasonably specific descriptive narrative of the policy areas the principal may attempt to influence. Do not provide a vague and uninformative statement like "All matters affecting the organization."

### Sections IV and V -- Authorization and Certification

**Authorization of lobbyists** -- Before engaging in lobbying on behalf of a principal, a lobbyist or the principal who employs a lobbyist shall file with the City Clerk a written authorization for the lobbyist to represent the principal, signed by or on behalf of the principal. If the lobbyist is allowed to make filings for the principal, so indicate.

**Certification** -- Both the lobbyist and the principal must certify the accuracy of the filing.



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

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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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: \_\_\_\_\_

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

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

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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.

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
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topic
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topic
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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 Title

\_\_\_\_\_  
Type or print name as signed above Date

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

On Behalf of Principal:

\_\_\_\_\_  
Signature Title

\_\_\_\_\_  
Type or print name as signed above Date

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

# CESSATION OF PRINCIPAL'S LOBBYING ACTIVITIES

Name of Principal (as currently registered with the City Clerk's Office):

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File this form if all lobbying activity by or on behalf of the principal identified above has ceased for the remainder of the calendar year and the principal will not, prior to January 1, be preparing to influence City legislative or administrative action. An individual authorized to sign documents for submission to the City Clerk's Office must sign the statement appearing below and the principal must enclose its Statement of Lobbying Activities and Expenditures for the current reporting period as well as any Statements not previously submitted for prior periods during which the principal was registered.

Upon receipt of this form and the Principal's Expense Statement, the City Clerk will terminate the principal's registration as a lobbying principal and all authorizations of individuals to lobby on the principal's behalf and will remove the organization's name from the City Clerk's registry of principal.

I certify that all lobbying activities by or on behalf of the principal identified above have ceased and that the principal will neither attempt to influence City legislative or administrative action during the remainder of the calendar year. I further certify that I am authorized by the principal to submit this document to the City Clerk.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Title

# CESSATION OF LOBBYIST'S LOBBYING ACTIVITIES

Name of Lobbyist (as currently registered with the City Clerk's Office):

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Name of Principal(s) to whom this applies:

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File this form if all lobbying activity by the lobbyist for the principal identified above has ceased for the remainder of the calendar year and the lobbyist will not, prior to January 1, be preparing to influence City legislative or administrative action. An individual authorized to sign documents for submission to the City Clerk's Office must sign the statement appearing below and the principal must enclose its Expense Statement for the current reporting period as well as any Statements not previously submitted for prior periods during which the principal was registered.

Upon receipt of this form and the Principal's Expense Statement, the City Clerk will terminate the lobbyist's registration.

I certify that all lobbying activities by the lobbyist identified above have ceased and that the lobbyist will neither attempt to influence City legislative or administrative action during the remainder of the calendar year. I further certify that I am authorized to submit this document to the City Clerk.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Title