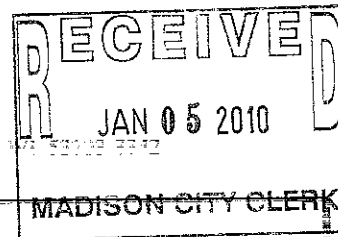


# REGISTRATION OF LOBBYIST



Public Chapter 2007-01, Code 210.01, Chapter 210.01, Section 210.01, Chapter 210.01, Section 210.01, Chapter 210.01, Section 210.01

## Section 1 - Identification of Lobbyist

Last Name: Schaeffer First Name: Carole Title: executive director

Mailing Address: 701 e washington Madison WI State: WI Zip Code: 53575

Business Address of lobbyist: 608-212-5869

Contact Phone: 608-663-2008

Contact E-mail Address: cschaeff@smartgrowthgreatermadison.com

Internet Address: @

March 15, 2008. Lobbyist registration should be done at different times than...

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Firm or Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

## Section 2 - Identification of Principal

Name of Principal: Smart Growth Greater-Madison, Inc.

Registered Representative of Principal:

Last Name: Schaeffer First Name: Carole Title: executive director

Mailing Address: 701 east washington ave  
City: Madison State: WI Zip Code: 53575

Business Address of lobbyist: 608-663-2005

Contact Phone: 608-663-2005

Contact E-mail Address: cschaeff@smartgrowthgreatermadison.com

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**

Real estate developers ~~association~~  
Describe the industry, trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: Brink Curt President  
Last First Title

Approximate number of members: 32 companies

**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:

Legislation related to real estate development, land use, zoning, and economic development

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

All  None  Agencies listed below

as they relate to having an impact on 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: Sustainability initiatives

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

Additional requirements or incentives for sustainability in development will impact costs and practices for developers

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

real estate developers & builders

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

Item: Downtown Madison Plan

a) How will it affect the principal's business or other activity?

The outcome of the downtown master plan will influence the type of development that is allowable and encouraged downtown. It is also the framework for the development of the new Zoning Code as it pertains to downtown zone. Members of Smart Growth own significant property in the downtown, and the Downtown Master Plan will affect their ability to develop, improve or alter their buildings and property.

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

Real estate developers and builders

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.

Item: Zoning Code Rewrite

a) How will it affect the principal's business or other activity?

The outcome of the zoning code rewrite will influence the type of development that is allowable and encouraged in Madison. Members of Smart Growth own significant property in Madison, and the Zoning Code rewrite will affect their ability to develop, improve or alter their buildings and property.

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

Real estate developers and builders

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.

**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: 1-5-10
- Name: Carole Schaeffer
- Position: executive director
- Signature: [Handwritten 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: [Handwritten Signature] Title: executive director

Type or print name as signed above: Carole Schaeffer Date: 1-5-10

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

On Behalf of Principal:

Signature: [Handwritten Signature] Title: exec director

Type or print name as signed above: Carole Schaeffer Date: 1-5-10

1. Section 5, Regulations of Delaware from first page of this form.