

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.

Schmitz Susan President
Last Name First Name Title
122 W. Washington, Ave Suite 250
Mailing Address
Madison WI 53703
City State Zip Code

Business Address (if different)

608 512-1330 608 516-2562-Cell
Contact Phone

608 204-9028
Contact FAX

sschmitz@downtownmadison.org
Contact E-mail Address

www.downtownmadison.org
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

Downtown Madison, Inc.
Name of Principal

Designated Representative of Principal:

Schmitz Susan President
Last Name First Name Title
122 W. Washington Ave. Suite 250
Mailing Address
Madison WI 53703
City State Zip Code

Business Address (if different)

608 512-1330
Contact Phone

sschmitz@downtownmadison.org
Contact E-mail Address

608 204-9028
Contact FAX

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: Schmitz Susan President
Last First Title

If partnership or limited liability company, check here and attach list of partners/members.

Industry, Trade or Professional Association

Downtown issues
Describe the industry, trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: Schmitz Susan President
Last First Title

Approximate number of members: 500

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:

Whatever affects the health + vitality of downtown Madison; development, parking, transportation, safety, quality of life issues

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: Downtown Plan; Zoning Code re-write

a. How will this item affect the principal's business or other activity?
Affects the future health of
Downtown Madison

b. Which industry, trade, profession or segment or portion thereof would be principally affected?
DT residents, businesses, visitors,
developers, workers.

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
<u>DT development</u>	<u>Police</u>
<small>topic</small>	<small>topic</small>
<u>Parking & Transportation</u>	<u>Parks</u>
<small>topic</small>	<small>topic</small>
<u>Parks</u>	
<small>topic</small>	<small>topic</small>
_____	_____
<small>topic</small>	<small>topic</small>
_____	_____
<small>topic</small>	<small>topic</small>
_____	_____
<small>topic</small>	<small>topic</small>

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: Susan Schmitz

Position: President

Signature: Susan M. Schmitz

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: Susan M. Schmitz Title: President

Type or print name as signed above

Date

5-3-11

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

On Behalf of Principal:

Signature: Susan M. Schmitz Title: President

Type or print name as signed above

Date

5-3-11

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):

Downtown Madison, Inc.

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.

<u>Susan M. Schmitz</u> Signature	<u>5-3-11</u> Date	<u>512-1330</u> Phone
<u>Susan M. Schmitz</u> Print name	<u>President</u> Title	

CESSATION OF LOBBYIST'S LOBBYING ACTIVITIES

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

Susan Schmitz

Name of Principal(s) to whom this applies:

Downtown Madison, Inc.

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.

Susan M. Schmitz
Signature

5-3-11
Date

512-1330
Phone

Susan M. Schmitz
Print name

President
Title