



**City
of
Milwaukee**

**LICENSE DIVISION
Interdepartmental Correspondence**

M E M O

TO: Members of the Judiciary & Legislation Committee
FROM: Richard Pfaff, License Division Assistant Manager
DATE: June 8, 2007
RE: Highlights of Certain Lobbying Activity for First 3 Reporting Periods

You had requested that the License Division provide information relating to the registration of lobbyists and the disclosure of lobbying activity that has occurred during the 3 reporting periods that have concluded since the effective date of the lobbying ordinance on July 1, 2005. A highlight of certain lobbying activities is provided below.

1. Lobbyist Registrations, Expenditures Disclosed Online.

Current and archived lists of registered lobbyists, the principals on whose behalf they are lobbying, and their subject matters are provided online at www.milwaukee.gov/lobby. An alphabetical list of all principals is also maintained with links to any expense statements filed by the principals, if required, in each of the 3 reporting periods that have concluded.

An additional webpage provides highlights of certain lobbying activities by reporting period, as well as summaries of lobbying expenditures and hours of activity. Links have also been established to online features that allow lobbyists to self-amend, -renew and -terminate active registrations.

2. Average Number of Lobbyists Registered Exceeds Projection by over 26%.

The City Clerk's Office projected when the lobbying ordinance was established that 75 lobbyists would be required to register annually. The average number of lobbyists actually registered in each of the 3 reporting periods that have concluded has exceeded the projection by 26.7%.

3. No Public Complaints Received Alleging Lobbying Regulation Violations.

The lobbying ordinance establishes that the City Clerk's Office shall receive sworn statements from any person alleging that violations of the lobbying regulations have been committed. Any complaints received are required to be forwarded to both the accused and the City Attorney's Office. The City Clerk's Office has not received to date any complaints alleging that violations of the lobbying regulations have been committed.

4. Few Complaints Filed by City Clerk for Delinquent Expense Statements.

The City Clerk's Office has on its own action filed with the City Attorney's Office over the 3 reporting periods that have concluded a total of 4 complaints related to the failure of principals to file principal expense statements for preceding reporting periods. The City Attorney's Office has in each case issued letters to the delinquent filers reminding them of the expense statement filing requirements and the penalty for failing to do so. In almost every case, the delinquent expense statements have been filed without any further action taken.

5. Principals Report Lobbying Expenditures of over \$260,000, over 960 Hours.

Every principal is required to file with the License Division an expense statement covering the preceding reporting period. Total lobbying expenditures of \$261,124 and 963.1 hours of lobbying activity have been reported over the 3 reporting periods that have concluded by those principals reporting expenditures of \$500 or more in any reporting period. Principals have expended an average of \$87,041 and 321 hours each reporting period.

6. Percentage of Principals Reporting Expenditures of over \$500 down 36%.

If a principal has made lobbying expenditures of \$500 or more within a reporting period, the principal is required to include with the Principal Expense Statement a contemporaneous record disclosing the time and resources spent on each attempt to influence legislative or administrative action in each subject area.

The percentage of principals reporting lobbying expenditures of \$500 or more within a reporting period has decreased 35.7% over the 3 reporting periods that have concluded. Approximately 31% of principals reported expenditures of \$500 or more in the most recently concluded reporting period, as compared to 48% in the first reporting period.

7. Two-thirds of Principals Located in City and Represent Business Sector.

For the 3 reporting periods that have concluded, an average of 66.3% of all principals were located within the city of Milwaukee; an average of 74.3% were located within Milwaukee County; and an average of 88.4% were located within the state of Wisconsin.

An average of 67.5% of all principals were identified as representing the Business sector, and an average of 20% were identified as representing the Industry, Trade or Professional Association sector.

8. Top 25 Principals Ranked by Total Lobbying Expenditures Reported.

Rank	Principal Name	Expenditures
1	Riverbend Place LLC	\$42,117
2	Direct Supply, Inc.	\$38,473
3	Professional Account Management	\$24,743
4	Mandel Group, Inc.	\$19,941
5	American Cancer Society	\$16,043
6	Milwaukee Police Association	\$12,759
7	AT&T Inc.	\$10,923
8	Juneau Avenue Partners, LLC	\$10,211
9	Wisconsin Energy Corporation	\$9,828
10	Forest County Potawatomi Community	\$8,219
11	Miller Brewing Company	\$7,917
12	Columbia St. Mary's Hospital	\$6,070
13	Kane Place LLC	\$5,874
14	Palermo Villa, Inc.	\$5,780
15	Minocqua Holdings, Ltd.	\$5,549
16	U.S. Bank	\$4,356
17	New Land Enterprises, LLP	\$3,935
18	Gershman Brown & Associates	\$3,423
19	Apartment Association of SE WI, Inc.	\$2,835
20	HB Performance Systems	\$2,688
21	RSC & Associates	\$2,365
22	Wisconsin Restaurant Association	\$2,201
23	Commercial Management Corporation	\$1,686
24	Midwest Iron and Metal Co., Inc.	\$1,584
25	Yankee Hill Housing Partners LP	\$1,238