

SCHEDULE A: LOBBYIST DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

Identify the Firm's Lobbyists. List the name of each individual in the firm who lobbied City Officials during the 30 days prior to registration, or is expected to lobby City Officials during the year.

Name of Individual

Name of individual

James Lawson

Stefanie Benvenuto

Comments: _____

☐ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: San Diego Public Library Foundation Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92101 (Zip)

Nature and Purpose of Client's Business: To strengthen communities by supporting excellence in the San Diego Public Library system through philanthropy, advocacy and outreach.

Specific or General Municipal Decisions (see instructions): 1. Secure additional City funds for the library system. 2. Future approval of an updated Library Master Plan

Outcome(s) sought: 1. Additional City funds for the library system 2. Adoption of an updated Library Master Plan

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: F&F Properties Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92122 (Zip)

Nature and Purpose of Client's Business: Multi-family property owner and developer.

Specific or General Municipal Decisions (see instructions): 1. Policies and decisions that impact the development of multifamily properties in San Diego 2. The continuance of the City's ADU Density Bonus

Program 3. The 2025 Land Development Code Update 4. Mayor Gloria's proposed Neighborhood Homes Initiative
Outcome(s) sought: Support for the City's ADU Density Bonus Program, and support for a robust multifamily development environment within the City of San Diego. City Council adoption of the 2025 Land Development Code Update. City Council adoption of the Neighborhood Homes Initiative.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: <u>IQHQ</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>Solana Beach</u>	<u>CA</u> <u>92075</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>Real Estate Investment Trust focused on the life science industry.</u>			
Specific or General Municipal Decisions (see instructions): <u>1. City of San Diego's update to University City Community Plan 2. Various issues related to the Research and Development District (RaDD) in Downtown San Diego</u>			
Outcome(s) sought: <u>Adoption of a new University City Community Plan.</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

CLIENT'S NAME: <u>Atlas West Group</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92101</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>Real estate developer focused on ADU development opportunities.</u>			
Specific or General Municipal Decisions (see instructions): <u>1. Land use policies that impact ADU development opportunities. 2. Adoption of Mayor Gloria's Neighborhood Homes Initiative. 3. Adoption of the 2025 Land Development Code Update</u>			
Outcome(s) sought: <u>Land use policies that support and/or expand ADU development opportunities. City Council approval of the Neighborhood Homes Initiative. City Council approval of the 2025 Land Development Code Update</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: H.G. Fenton Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92108 (Zip)

Nature and Purpose of Client's Business: Multi-family property owner and developer.

Specific or General Municipal Decisions (see instructions): Monitor the 2025 Land Development Code Update and other policies that affect the multifamily housing market.

Outcome(s) sought: Adoption of 2025 Land Development Code that facilitates the construction of additional housing units throughout San Diego.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: Deloitte Consulting, LLP Telephone No.: _____

Client's Address (Number & Street) Sacramento (City) CA (State) 95815 (Zip)

Nature and Purpose of Client's Business: IT Consulting Services.

Specific or General Municipal Decisions (see instructions): Extension of current contract with City for Get it Done App and pursuit of additional contracts.

Outcome(s) sought: Approval of extension for current contract and approval of additional contracting opportunities.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: Longfellow Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92121 (Zip)

Nature and Purpose of Client's Business: Commerical Real Estate Developer

Specific or General Municipal Decisions (see instructions): Street paving and planned infrastrucutre improvements in the public right of way near Longfellow's property.

Outcome(s) sought: Improved safety and mobility around Longellow's property.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: MRK Partners Telephone No.: _____

Client's Address (Number & Street) Los Angeles (City) CA (State) 90045 (Zip)

Nature and Purpose of Client's Business: Affordable housing development.

Specific or General Municipal Decisions (see instructions): Secure a lease for City of San Diego property located at 101 Ash Street in Downtown San Diego in order to facilitate the development of affordable housing.

Outcome(s) sought: Support for transferring the property from the City of San Diego to MRK Partners.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: <u>Carahsoft</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>Reston</u>	<u>VA</u> <u>20190</u> (City) (State) (Zip)
Nature and Purpose of Client's Business: <u>Government IT solutions.</u>			
Specific or General Municipal Decisions (see instructions): <u>Expansion of Salesforce contracting opportunities with the City of San Diego.</u>			
Outcome(s) sought: <u>Expanded footprint to improve customer experience via additional contract opportunities.</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

CLIENT'S NAME: <u>Building Industry Association of San Diego County</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92123</u> (City) (State) (Zip)
Nature and Purpose of Client's Business: <u>Trade organization representing home builders and vendor companies that work within the home construction industry.</u>			
Specific or General Municipal Decisions (see instructions): <u>1. 2025 Land Development Code Update 2. Reforms to the City of San Diego historic regulations 3. Transparency in fees for rental units (proposed by City Councilmember Sean Elo-Rivera) 4. Community Plan updates planned for 2026 throughout the City of San Diego.</u>			
Outcome(s) sought: <u>See Attachment 1.</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: Seltzer Caplan McMahon Vitek Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92101 (Zip)

Nature and Purpose of Client's Business: Law firm.

Specific or General Municipal Decisions (see instructions): Land use permits for the property commonly referred to as Foxhill in the La Jolla neighborhood.

Outcome(s) sought: Issuance and approval of necessary permits for Foxhill.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: The Robert Green Company Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92101 (Zip)

Nature and Purpose of Client's Business: Commercial developer and hotel operator.

Specific or General Municipal Decisions (see instructions): See Attachment 2.

Outcome(s) sought: 1. Reduction of homeless activity and reduction of parking fees around Pendry San Diego. 2. City Council approval of land use entitlements for a hotel development at 4th and J. 3. City Council approval of a sale of the land at 7th and Market to the Robert Green Company.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: <u>Outfront Media</u>		Telephone No.: _____	
Client's Address	(Number & Street) <u>San Diego</u>	(City) <u>CA</u>	(State) <u>92120</u>
(Zip)			
Nature and Purpose of Client's Business: <u>Outdoor advertising</u>			
Specific or General Municipal Decisions (see instructions): <u>Amend the San Diego Municipal Code to allow for digital advertising displays on billboards.</u>			
Outcome(s) sought: <u>Approval of amendments to the San Diego Municipal Code by the San Diego City Council in order to allow for digital advertising displays on billboards throughout the City of San Diego.</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

CLIENT'S NAME: <u>The Prebys Foundation</u>		Telephone No.: _____	
Client's Address	(Number & Street) <u>San Diego</u>	(City) <u>CA</u>	(State) <u>92101</u>
(Zip)			
Nature and Purpose of Client's Business: <u>Non-profit corporation supporting arts and culture organizations throughout San Diego.</u>			
Specific or General Municipal Decisions (see instructions): <u>Establishment of a Joint Powers Authority to govern the potential redevelopment of the Civic Center Complex in Downtown San Diego.</u>			
Outcome(s) sought: <u>City Council approval of a Joint Powers Authority to govern the potential redevelopment of the Civic Center Complex in Downtown San Diego.</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: The Old Globe Theatre Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92101 (Zip)

Nature and Purpose of Client's Business: Theatre production.

Specific or General Municipal Decisions (see instructions): 1. Seeking permits for the redevelopment of the outdoor theatre. 2. Seeking a new lease with the City of San Diego.

Outcome(s) sought: 1. Approval of permits by the City of San Diego for the redevelopment of the outdoor theatre. 2. Approval by the San Diego City Council of a new lease for the Old Globe's property in Balboa Park.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: _____ Telephone No.: _____

Client's Address (Number & Street) _____ (City) _____ (State) _____ (Zip)

Nature and Purpose of Client's Business: _____

Specific or General Municipal Decisions (see instructions): _____

Outcome(s) sought: _____

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☐ If more space is needed, check box and attach continuation sheet(s).

Attachments: Schedule B

Attachment 1

1. Passage and adoption of the 2025 Land Development Code Update with the most favorable housing policies prioritized.
2. Adoption of the reforms currently proposed by City staff.
3. Removal of detrimental elements of proposal with the retention of transparency provisions.
4. Successful adoption of new community plans with the highest number of potential new housing units.

Attachment 2

1. General issues impacting Pendry San Diego operations in Downtown San Diego including homelessness and parking.
2. Entitlements for a hotel development commonly referred to as 4th and J in Downtown San Diego.
3. Purchase of City property commonly referred to as 7th and Market in San Diego.