

Avenu Insights & Analytics
City of Palo Alto Business Registry
555 Bryant Street #821
Palo Alto, CA 94301



Register and Pay Online at
<https://PaloAlto.bizlicenseonline.com>
Fast • Easy • Secure



Business Name
Mailing Address
City, State Zip

Date of Notice: June 8, 2021
Account #: txpid

Dear Business Owner:

Thank you for choosing to conduct business in the City of Palo Alto, CA. A healthy business community is a key factor in a vital local community, and your business is greatly valued for its contributions. The City of Palo Alto partners with Avenu Insights & Analytics for the administration of the Business Registry Certificate program and Downtown Palo Alto Business Improvement District (BID) assessments.

PLEASE NOTE THE FOLLOWING INFORMATION FOR 2021-2022 FILING YEAR ONLY

As approved by the City Council on May 17, 2021, the Business Registry fee will be waived for any business that registers by July 15, 2021. The \$4.00 CASp fee is still due from non-exempt businesses.

For businesses filing after July 15, 2021, the following information will apply:

Annual Business Registry: Amount due = \$54.00. Business Registry payments received on or after August 15th will be charged \$25.00 late fee. Business Registry payments received on or after September 15th will be charged an additional \$25.00 late fee.

Is your business located in the Downtown Business Improvement District (BID)?

As approved by the City Council on June 7, 2021, the BID Fee and Late Assessments are waived for the 2021-2022 filing year.

File/Pay Online – First Time Online Filer Users

1. Visit <https://PaloAlto.bizlicenseonline.com>.
2. Click on Sign Up
3. Select type of account you are filing for: Business Account or Practitioner Account
4. Enter User Information and Login Information. Store your username/password in a secure place. Click "Save and Continue".
5. Secret Questions – select your secret question and response.
6. Click on Existing account and enter your account number and business name as it appears below:
Account #: **txpid** Business Name: **taxpayer name**
7. Click the "File Application/Return" quick link.
8. Follow the step-by-step filing instructions to report your Business Registry and BID information. Note: Required fields are marked with an asterisk (*) and/or will prompt a response if left blank. Additional optional fields may be displayed on the site to be completed if you choose but are not required.
9. Online Payment Options: ACH Debit (checking/savings) or Credit Card (Visa, MasterCard, Discover).

Online filing is preferred. However, to apply by mail, downloadable forms are available at <http://www.avenuinsights.com> (Taxpayer Login → For Taxpayers → Select Your State: California → Taxpayer Forms → Palo Alto) Be sure to reference your Avenu account # on the application and complete each section. Initial sworn statements, sign and return the completed form(s) with your payment. Payment is accepted by mailed check or check/credit card by phone.

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We appreciate your readiness to file and your role in making Palo Alto a vibrant community through your business. For questions regarding the Business Registry or BID process, contact Avenu toll free at (866) 240-3665 or muniblsupport@avenuinsights.com.

Check here if your business has closed, was sold, or is no longer operating in the Palo Alto city limits and provide the below information. Please note that if your business reopens, if you open a new business, or if your business resumes operation within the City of Palo Alto in the future, you must contact our office for direction. You may email (muniblsupport@avenuinsights.com) or mail notice of closure to Avenu.

Effective Date: ___/___/___

Comment: _____

Signature _____ Printed Name _____ Title _____ Date _____ Phone _____

Thank you,
Avenu Insights & Analytics
On behalf of the City of Palo Alto, CA