

Palo Alto Business & Professional Association  
555 Bryant Street #821  
Palo Alto, CA 94301



**2017-2018 City of Palo Alto, CA (9914)  
Downtown Business Improvement District (BID) Invoice**

*2017 Executive Directors:*

Chair/President: Brad Ehikian, *Premier Properties*  
Secretary: Russ Cohen, *Palo Alto Downtown Business and Professional Association*

*Members of the Board:*

Robert Petersen, *Architect*,  
Chris Richardson, *Downtown Streets Team*,  
Patty McGuigan, *Cornish & Carey Commercial*,  
Brad Ehikian, *Premier Properties*,  
Sheila Liskar, *Palo Alto Laser Skin Care*,  
Phil Carter, *Palo Alto Farmer's Market*,  
Alex Giovanatto, *Joya Restaurant*,  
Barbara Gross, *Garden Court Hotel*,  
Mistie Cohen, *Oren's Hummus*,  
Katie Seedman, *Presidio Private Bank and Trust*,  
Travis Nichols, *Keen Garage*,  
Ali Agah, *Boston Private Bank and Trust*,  
Susan Graf, *S. Graf*,  
Georgie Gleim, *Gleim the Jeweler*,  
Mila Zelka, *Palintir*,  
Patricia Behoumonde, *Boston Private Bank*,  
Carlie Factor, *Salesforce/IQ*

Dear Downtown Palo Alto Businessperson,

Downtown Palo Alto is a great place to do business. The reasons are many. In fact, a downtown address has become a coveted commodity.

The Palo Alto Downtown Business and Professional Association, also known as a Business Improvement District, does many things to keep Downtown Palo Alto the vibrant place that it is today including:

- Making sure the sidewalks are steam-cleaned on a frequent basis with the best equipment.
- Partnering with the Palo Alto Police Department to ensure officers are dedicated to downtown.
- Working with city staff to maintain lighting throughout downtown.
- Collaborating with the Downtown Streets Team to provide continuous clean up throughout downtown.
- Promoting downtown through a variety of events and activities.
- Alerting city leaders to the concerns of the downtown business community.

As a member business within the boundaries of downtown, you are receiving the enclosed annual assessment. Payment is NOT optional. Please keep Downtown Palo Alto a great place to do business. Your prompt payment will help. To see where your fees go and to learn more about us, please visit: [www.paloaltdowntown.com](http://www.paloaltdowntown.com).

Should you have any questions regarding this invoice, please first contact MuniServices listed on your invoice or contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to read "Russ Cohen", followed by a horizontal line.

Russ Cohen  
Executive Director  
Palo Alto Downtown Business and Professional Association  
650-300-6045  
[russ@paloaltdowntown.com](mailto:russ@paloaltdowntown.com)  
355 Alma St., Palo Alto, CA 94301

*PS - Please forward me your email address so that I can send you updates about downtown. Please "like" us on Facebook and follow us on Twitter to keep up on all the good things happening about Downtown Palo Alto!*

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 Palo Alto, CA 94301

Customer Service

**2017-2018 City of Palo Alto, CA (9914)  
 Downtown Business Improvement District (BID) Invoice**

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

\_\_\_\_\_

Dear Business Owner / Manager:



Toll Free Phone: (866) 240-3665

Toll Free Fax: (844) 528 – 6529



Email: [support@muniservices.com](mailto:support@muniservices.com)

Website: [www.revds.com](http://www.revds.com)



Palo Alto BID c/o MuniServices  
 555 Bryant Street #821  
 Palo Alto, CA 94301

**Due on or before: August 30, 2017**

**Delinquent: September 14, 2017**

**MuniServices Account #:** \_\_\_\_\_

**Why we are writing you**

The City of Palo Alto has partnered with MuniServices, LLC for the collection of its Downtown Business Improvement District (BID) fees. This mailing is to transmit the 2017-2018 Downtown Business Improvement District fees invoice that is **due on or before August 30, 2017**.

**What this means**

This invoice is based on your zone location, type of business and number of employees. **To calculate the fee: Retailers and restaurants, service businesses or professional businesses**, size will be determined by number of employees either full time or equivalent (FTE) made up of multiples of part-time employees. A full FTE equals approximately 2000 hours annually. **Second floor (and higher)** businesses located within Zone A will be assessed the same as similar street-level businesses located within Zone B. Assessment amounts are rounded to the nearest ten dollars. **The minimum assessment will be \$50.00.**

**What to do now**

Please support the Downtown Business Improvement District by making your timely payment as indicated on the enclosed invoice. For a copy of the Annual City Report outlining the proposed activities for the year, please visit [http://www.cityofpaloalto.org/business/business\\_improvement\\_district/default.asp](http://www.cityofpaloalto.org/business/business_improvement_district/default.asp) or [www.paloaltdowntown.com](http://www.paloaltdowntown.com).

If you have any questions regarding your zoning or number of employees, please contact MuniServices.

**Location Address:** \_\_\_\_\_

**MuniServices Account #:** \_\_\_\_\_

**YOUR BID CATEGORY:** \_\_\_\_\_

Type of Business	Schedule No.	Amount

1. **Provide number of full time employees:** 1. \_\_\_\_\_
2. **Amount Owed Based on Number of Full Time Employees (See schedule above):** 2.     \$500.00
3. **Penalty Calculation (if applicable)**
  - Payments are due by August 30<sup>th</sup>.
  - Businesses who pay between September 14<sup>th</sup> and October 1<sup>st</sup> owe an additional 10% late fee.
  - Businesses who pay on or after October 1<sup>st</sup> owe an additional 20% late fee.
  - Failure to report the correct number of FTE will incur penalties.
4. **Total Due (Sum Line 2 and Line 3):** 4.

Make Checks Payable To: Tax Trust Account    Remit To: **MuniServices, LLC Attn: Palo Alto BID 555 Bryant Street #821 Palo Alto, CA 94301**

I hereby certify, under penalty of perjury, that the foregoing statements contained in this application are true and correct to the best of my knowledge and belief.

**Print Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Contact #:** (    ) \_\_\_\_\_ **Email:** \_\_\_\_\_

**Returned Check Disclaimer:** Effective July 1, 2010, each returned item received by MUNISERVICES, LLC due to insufficient funds will be electronically represented to the presenters' bank no more than two times in an effort to obtain payment. MUNISERVICES, LLC is not responsible for any additional bank fees that will accrue due to there submission of the returned item. Please see the full returned check policy at [www.revds.com/taxpayer/return-check-disclaimer](http://www.revds.com/taxpayer/return-check-disclaimer).