



City of Palo Alto Business Improvement District (BID) and Business Registry (BR) Frequently Asked Questions (FAQs)

Who is Avenu Insights & Analytics?

Avenu Insights & Analytics (formerly MuniServices, LLC) is a private company that has been contracted by the City of Palo Alto, CA to administer their Business Improvement District (BID) and Business Registry programs. For additional information regarding these programs, please contact Avenu at:

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

Toll Free Taxpayer Support: (866) 240-3665
Monday through Friday 8:30 am – 5:00 pm PST Fax: (855) 219-4338
Email: businesslicensesupport@avenoinsights.com
Online Filing: <https://paloalto.bizlicenseonline.com/>

City of Palo Alto Business Improvement District (BID)

What is the BID?

The Business Improvement District in downtown is a yearly assessment paid by all businesses within the district. Depending on the number of employees, location within the district, and type of business you are, your fee will vary. More information on the Downtown BID is available at www.cityofpaloalto.org/BID.

Please note, this is a Downtown Business Improvement District assessment and is separate from the City's Business Registry requirement.

When is the BID fee due?

As approved by the City Council on April 4, 2022, the BID Fee and Late Assessments are waived for the 2022-2023 filing year.

Am I required to complete both the BID and Business Registry sections of the application?

Yes. Although your business may be exempt from either, we do ask for you to complete the basic information sections on the application or during the online filing process.

Where can I obtain a Business Improvement District (BID) renewal application?

Online filing is available at <https://PaloAlto.bizlicenseonline.com> and is the preferred method. Payment options for online filing are ACH Debit (checking/savings) or Credit Card (VISA, Mastercard and Discover). However, to apply by mail - downloadable forms are available at www.avenusights.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.

Who manages the BID?

Although the City administers the BID, it is managed by the Palo Alto Downtown Business and Professional Association (PADBPA), which is managed by an executive director and represented by a board of volunteers made up of downtown business leaders. Their meetings are regularly noticed and open to the public.

As part of the annual re-authorization process, the PADBPA is required to issue a report to the City outlining their proposed activities for the year. For more information, please contact PADBPA at 650-300-6045, or www.paloaltdowntown.com.

What are the boundaries of the Downtown Palo Alto Business Improvement District?

The boundaries of the District are within the City limits of the City of Palo Alto (the "City") and encompass the greater downtown area of the City, generally extending from El Camino Real to the West, Webster Street to the East, Lytton Avenue to the North and Addison Avenue to the South (east of Emerson Street, the boundaries extend only to Forest Avenue to the South.) Please see the Downtown Improvement District (BID) Map and Zones found on Avenu's website at www.avenusights.com.

I am a new business. Do I owe the BID?

New businesses established in the District after the beginning of any fiscal year shall be exempt from the levy of the assessment for that fiscal year. In addition, nonprofit organizations, newspapers and professional "single-person" businesses II defined as those businesses which have 25% or less full time equivalent employees, including the business owner, shall be exempt from the assessment. Please note that the BID is separate from the Business Registry. New businesses must also register with the Business Registry.

What is considered the fiscal year for the BID?

For purposes of the levying and collecting assessments within the District, a fiscal year shall commence on July 1, and end on the following June 30.

City of Palo Alto Business Registry Certificate (BR)

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

As approved by the City Council on April 4, 2022, the Annual Business Registry fee \$50.00 plus the \$4.00 CASp is due by June 1, 2022.

Business Registry payments received on or after July 1, 2022 will be charged a \$25.00 late fee.

Business Registry payments received on or after August 1, 2022 will be charged an additional \$25.00 late fee.

What is the Business Registry Certificate (BRC)?

Every business in the City of Palo Alto is required to obtain a Business Registry Certificate (BRC) annually. **A flat fee of \$54* and basic information about your business is required annually.** An online (or paper) application is submitted along with payment of the annual fee. This provides the City of Palo Alto with basic data regarding businesses located within Palo Alto. Most of the questions are basic to your business, so it should take just a few minutes to complete. Once you submit the application and pay the annual fee, your Business Registry Certificate (BRC) will be mailed via USPS within 7-10 business days.

NEW in 2018: The City of Palo Alto has partnered with Avenu Insights & Analytics for the administration of the Business Registry program and for assistance with billing and payment collection. For questions or information about your account, contact Avenu toll free at (866) 240-3665 or businesslicensesupport@avenuinsights.com.

** This fee includes a \$4 state mandated fee on any application for local business license or similar instrument or permit or renewal thereof. The purpose is to increase disability access and compliance with construction-related accessibility requirements and to develop educational resources for businesses in order to facilitate compliance with federal and state disability laws, as specified.*

Under federal and state law, compliance with disability access laws is a serious and significant responsibility that applies to all California building owners and tenants with buildings open to the public. You may obtain information about your legal obligations and how to comply with disability access laws at the following agencies:

DEPARTMENT OF GENERAL SERVICES, Division of the State Architect, CASp Program at: <http://www.dgs.ca.gov/dsa> or <http://www.dgs.ca.gov/casp/>

DEPARTMENT OF REHABILITATION Disability Access Services at: <http://www.dor.ca.gov/>

DEPARTMENT OF GENERALSERVICES, California Commission on Disability Access at: <http://www.cdda.ca.gov/> or <http://www.cdda.ca.gov/resources-menu/>

Why does the City of Palo Alto need this data?

The data will help the City measure employment trends, business growth, and economic activity in a more comprehensive way. It is critical to have this data to develop and measure the effectiveness of programs to reduce traffic congestion, better utilize parking, and coordinate with other transportation-related efforts. The data will also help us to make better informed decisions on a host of critical issues including:

- Land use
- Economic development
- Public safety/emergency response/disaster preparedness
- Regional Water Quality Control Plant compliance
- Business outreach and support

Where did the idea originate?

In November 2014, the Palo Alto City Council passed [Ordinance #5379](#) which required every business in Palo Alto operating from a “Fixed Place of Business” (e.g., a place meant for business purposes such as an office or retail space) to register and pay a fee each year. If you have a **physical** business address in Palo Alto, you are required to register and obtain a BRC. The ordinance is available for review at www.cityofpaloalto.org/businessregistry (scroll to bottom).

Do I have to complete/submit an application every year?

Yes, any business operating, or planning to operate, in a “Fixed Place of Business” (e.g., a place meant for businesses purposes such as an office or retail space) must register and complete the online (or paper) application every year. This is to ensure the City has up-to-date information.

What questions will be asked of me?

To successfully complete the application, please have the following information available:

- Business name, description, structure, inception date
- Business owner/principal name, telephone number, email address
- Business address (primary plus all other locations in Palo Alto)
- Square footage* your business occupies in each location
- Number of employees on-site** at each location
- Number of on-site parking spaces dedicated to your business at each location
- Number of annual parking permits purchased for employees at each location
- Federal EIN and/or Seller's Permit # (if none, enter "NA")
- State of incorporation

* *The gross area in square feet your business occupies. You can find this information in your lease agreement or building floor plans. For assistance, contact your property management team.*

** *Total number of employees (full-time, part-time, contract, or volunteer – including Owner/Principal) at each location during peak times on a normal business day.*

Is this a one-time registration?

No, any business subject to the Business Registry is required to update their information and pay a fee on an **annual** basis. This is to ensure the City has up-to-date information.

What happens if I don't register my business?

Businesses who do not register by the deadline of **July 1st** of this year can be subject to fees, penalties, and collection activities.

My Business Registry Certificate is about to expire....

Although we will attempt to notify your business using the contact information you provided in last year's application (e.g., owner's email address), it is **your** responsibility to renew your Business Registry Certificate in advance of the expiration date – **July 1st**. Simply visit the Avenu Insights & Analytics web site at <https://PaloAlto.BizLicenseOnline.com> to file an application and submit payment.

If you are an existing business, you will need the unique USERNAME and PASSWORD assigned to your business. For questions about online filing, or if you do not have the USERNAME and/or PASSWORD for your business, contact Avenu at businesslicensesupport@avenuinsights.com or call toll free at (866) 240-3665.

What BRC fees do I have to pay?

As approved by the City Council on April 4, 2022, the Annual Business Registry fee \$50.00 plus the \$4.00 CASp is due by June 1, 2022.

Business Registry payments received on or after July 1, 2022 will be charged a \$25.00 late fee.

Business Registry payments received on or after August 1, 2022 will be charged an additional \$25.00 late fee.

What is the BRC fee used for?

The fee is used for administering the program and maintaining the online portal at <https://PaloAlto.BizLicenseOnline.com>. This is a *cost-recovery* program, not a revenue-generating program, for the City.

Is the BRC fee tax deductible?

Please consult with your individual tax advisor.

How can I file the application and pay the annual fee?

To file/pay online (Returning Users):

- Visit <https://PaloAlto.BizLicenseOnline.com>
- Returning Users - Enter the password that you created upon filing last year's Business Registry online application. Click Log in.
If you have misplaced your password, click the FORGOT PASSWORD link.
From your Home page, click the "File Application/Return" quick link. 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.
- Payment options: ACH Debit (checking/savings) or Credit Card (Visa, Mastercard, Discover)
- For questions about online filing, or if you do not have the USERNAME and/or TEMPORARY PASSWORD for your business, contact Avenu toll free at (866) 240-3665 or businesslicensesupport@avenuinsights.com.

To File/Pay Online – (First Time Online Filer Users):

- Visit <https://PaloAlto.bizlicenseonline.com>.
- Click on Sign Up
- Select type of account you are filing for: Business Account or Practitioner Account
- Enter User Information and Login Information. Store your username/password in a secure place. Click "Save and Continue".
- Secret Questions – select your secret question and response.
- Click on Existing account and enter your account number and business name as it appears below:
 - Account #: **txpid** Business Name: **taxpayer name**
- Click the "File Application/Return" quick link.
- 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.
- Online Payment Options: ACH Debit (checking/savings) or Credit Card (Visa, MasterCard, Discover).

To file/pay via postal mail:

- A downloadable application is available at <http://www.avenuinsights.com> (Taxpayer Login → For Taxpayers → Select Your State: California → Taxpayer Forms → Palo Alto → PALO ALTO BUSINESS REGISTRY APPLICATION).
- Be sure to reference your Avenu account # on the application and complete each section. If you don't know your Avenu account #, contact Avenu toll free at (866) 240-3665 or businesslicensesupport@avenuinsights.com
- Make check payable to “**Tax Trust Account**” and remit along with your application to:
- Avenu Insights & Analytics:
City of Palo Alto Business Registry
555 Bryant Street #821
Palo Alto, CA 94301

How will I receive the Business Registry Certificate?

Once your application and payment have cleared, a certificate will be issued and sent via postal mail. This can take up to 7-10 business days. If requested, a certificate can be sent via email or fax.

What are the reasons a Business Registry Certificate is on hold and not released?

A certificate will remain on hold and not released if:

- The payment has not yet cleared/settled, including online payments.
- The business registry fee, CASp fee, or penalties were underpaid.
- The application was missing **required** fields and we have been unable to obtain the missing information from the applicant.
- The applicant did not sign the required sworn statements.

Where can I find more information about the Business Registry program?

The City has developed a website at https://www.cityofpaloalto.org/business/business_registry to help with basic details and provide contact information. We have also developed this FAQ document. If you need further assistance, contact Avenu Insights & Analytics toll free at (866) 240-3665 or businesslicensesupport@avenuinsights.com

If I'm completing the online application and run into an issue, how do I get help?

To get help, contact Avenu Insights & Analytics toll free at (866) 240-3665 or businesslicensesupport@avenuinsights.com.

Who is exempt from the Business Registry?

For exemptions approved by the City Council, you may review Palo Alto Municipal Code [Chapter 4.60](#) and [Ordinance #5379](#).

In January 2016, the City Council amended the ordinance to exempt:

- Very small businesses and non-profit organizations with less than 1 Full-Time-Equivalent employee (i.e., 2080 hours or less of annual on-site working time for all employees), including owners/principals, executives, full-time, part-time, contractors, and/or volunteers
- Religious organizations with **no** ancillary business on-site.

Other exemptions which have been in effect since 2015 are:

- Home-based businesses
- Transitory (or Virtual) businesses

NOTE: **Transitory** businesses include contractors/sub-contractors performing work from time to time in the City and do not have fixed places of business in Palo Alto. These businesses are exempt from the Business Registry and are not required to claim an exemption or file an application.

How do I claim an exemption?

To claim your exemption: Visit Avenu's payment portal at <https://PaloAlto.BizLicenseOnline.com> to file an application and declare your exemption status. If you are an existing business, you will need the unique USERNAME and PASSWORD assigned to your business. For questions about online filing, or if you do not have the USERNAME and/or PASSWORD for your business, contact Avenu toll free at (866) 240-3665 or businesslicensesupport@avenuinsights.com. New businesses or unregistered businesses should click "Sign Up" to register as a new user.

Select your exemption status by answering all questions shown below and provide some basic information about your business, such as business name, address, etc. By answering "Yes" to one question (and "No" to all other questions), your exemption is claimed and no payment is due.

- Are you a very small business or non-profit with less than 1 Full-Time-Equivalent employee on-site (including owner/principal)? Y/N
- Are you a home-based or transitory (virtual) business? Y/N
- Are you a religious organization with no ancillary business on-site? Y/N
- Has your business relocated outside the City of Palo Alto in the past year? Y/ N
- Is your business permanently closed? Y/N

Do I have to claim an exemption every year?

Yes. This is to ensure the City has up-to-date information. For example, you may move to another location in Palo Alto, move outside Palo Alto, or close your business.

I am a general or sub-contractor based in another city (i.e., my office is not located in Palo Alto) but working (or planning to work) on a project in Palo Alto. Do I need to register?

At this time, the City does not issue business licenses for General and/or Sub-Contractors. This is subject to change. In addition, you are not required to register with the City of Palo Alto through the Business Registry program. However, make sure your project is permitted through our Development Services team and your state or other licenses/permits are up-to-date. The Development Services Team is located at 285 Hamilton Avenue – 1st Floor and available Monday-Friday, 8:00 am to 4:00 pm. They can be reached at (650) 329-2496 or Building@cityofpaloalto.org. For more information, go to <https://www.cityofpaloalto.org/gov/depts/ds>.

I operate a business out of my home. Do I need to register?

At this time, home-based businesses are required to register/claim an exemption but not required to pay the annual fee. To claim an exemption on Avenu's web site at <https://PaloAlto.BizLicenseOnline.com> – see "How do I claim an exemption?"

NOTE: You should also be familiar with the City's municipal code section that addresses home-based businesses. [IPAMC Section 18.42.060](#)

Does a non-profit corporation need to register?

If your non-profit organization has 1 or more Full-Time-Equivalent (FTE) employees (including owner/principals, executives, full-time, part-time, contractors, and/or volunteers) regularly located in an office or commercial building in Palo Alto, you are required to register and pay the annual fee.

If your organization has less than 1 FTE, you are required to register/claim an exemption but not required to pay the annual fee. To claim an exemption on Avenu's web site at <https://PaloAlto.BizLicenseOnline.com> – see "How do I claim an exemption?"

Does a religious organization need to register?

If your religious organization does not have an ancillary business on-site (e.g., book store, gift shop, child care center, after school program, day care services, etc.), you are required to register/claim an exemption but not required to pay the annual fee. To claim an exemption on Avenu's web site at <https://PaloAlto.BizLicenseOnline.com> – see "How do I claim an exemption?"

NOTE: Child care businesses leasing/renting space on property owned by a religious organization (e.g., church) are required to register as an individual business and pay an annual fee.

I have a P.O. Box, or use a virtual office address, in Palo Alto to receive business mail. Do I need to register?

If you do not have a physical address in Palo Alto, and use a PO Box or a virtual office address to receive business mail, you are required to register/claim an exemption but not required to pay the annual fee. To claim an exemption on Avenu's web site at <https://PaloAlto.BizLicenseOnline.com> – see "How do I claim an exemption?"

Due to the nature of my business, my company receives postal mail for a number of companies. Does each of them need to register at my address?

If they do not have employees working on-site at your physical location, they are required to register/claim an exemption but not required to pay the annual fee. They are considered Transitory (or Virtual) businesses who are exempt from the Business Registry at this time.

IMPORTANT: Each company is required to register/claim an exemption on Avenu's web site at <https://PaloAlto.BizLicenseOnline.com> as explained above – see "How do I claim an exemption?" Please inform each company using your site to receive mail or tell them to contact Avenu toll free at (866) 240-3665 or businesslicensesupport@avenuinsights.com

I have multiple locations in Palo Alto. Do I need to register multiple times?

No. When completing the application, answer "**Yes**" to the question "*Does your business have additional locations in the City of Palo Alto?*" You will be prompted to enter the address and furnish the following information for each location:

- Square footage* your business occupies in each location
- Number of employees on-site** at each location
- Number of on-site parking spaces dedicated to your business at each location
- Number of annual parking permits purchased for employees at each location

* *The gross area in square feet your business occupies. You can find this information in your lease agreement or building floor plans. For assistance, contact your property management team.*

** *Total number of employees (full-time, part-time, contract, or volunteer – including Owner/Principal) at each location during peak times on a normal business day.*

My business is a large company with a campus of buildings. Do I need to list each building individually?

If your campus can be identified at one address, you can list the main address and provide all of the information for your company using the main address. If you have buildings in multiple sites, reply "**Yes**" to the question "*Does your business have additional locations in the City of Palo Alto?*" You will be prompted to enter the address and furnish the following information for each location:

- Square footage* your business occupies in each location
- Number of employees on-site** at each location
- Number of on-site parking spaces dedicated to your business at each location
- Number of annual parking permits purchased for employees at each location

* *The gross area in square feet your business occupies. You can find this information in your lease agreement or building floor plans. For assistance, contact your property management team.*

** *Total number of employees (full-time, part-time, contract, or volunteer – including Owner/Principal) at each location during peak times on a normal business day.*

I have several business entities (fictitious business names, other business structures, etc.) listed for my business activity. Do I need to register each of them individually?

If you have multiple businesses essentially incorporating the same people at the same location, you only need to complete/submit one application and pay one annual fee. When completing the form, reply “**Yes**” to the question “*Do you have any other registered businesses or entities on site?*” You will be prompted to list the legal names of all business entities related to your business in the section titled “**Additional Business Entities**.”

I’m in a building with many different businesses. Do we each need to register?

Most likely, yes. Unless the different businesses are employing the same people, each business is required to obtain a Business Registry Certificate, i.e., register individually by completing the application and paying the annual fee by March 31st every year.

My business is a property management company that services multiple addresses throughout Palo Alto—do I need to obtain a Business Registry Certificate?

If your office (where your employees are based) is located in Palo Alto, you would likely need to register your business and obtain a Business Registry Certificate. If your Main Office is located outside Palo Alto, but you have employees dedicated on-site at a location (or locations) in Palo Alto, designate the most appropriate address as the Primary Address.

If you have at least one Full-Time-Equivalent employee dedicated on-site (i.e., staff for an office, lobby, or front desk) at **other** locations in Palo Alto, you should also list them in the space provided for Secondary Locations. When filling out the application, reply “**Yes**” to the question “*Does your business have additional locations in the City of Palo Alto?*” You will be prompted to enter each location and furnish the following information for each location:

- Square footage* your business occupies in each location
- Number of employees on-site** at each location
- Number of on-site parking spaces dedicated to your business at each location
- Number of annual parking permits purchased for employees at each location

* *The gross area in square feet your business occupies. You can find this information in your lease agreement or building floor plans. For assistance, contact your property management team.*

** *Total number of employees (full-time, part-time, contract, or volunteer – including Owner/Principal) at each location during peak times on a normal business day.*

NOTE: If generally you do not have employees on-site at other locations in Palo Alto (i.e., only for repairs or maintenance), you do not need to list any additional locations.

I have other locations outside Palo Alto, but I do business in Palo Alto too. How do I register the other locations?

At this time, the City of Palo Alto Business Registry pertains only to businesses located in a fixed place of business in Palo Alto. Businesses based in other cities, but operating here (such as contractors or sub-contractors, consultants, real estate agents, etc.) are not required to register in Palo Alto. You should check the requirements of the cities where you’re located and/or doing business to see if there is a business registry or license requirement.

I want to close or sell my business...what should I do?

Business Registry accounts are **NOT** automatically cancelled; therefore, we need to hear from you. You may send an email to Avenu at businesslicensesupport@avenuinsights.com and provide the following information:

- Business Name
- Business Address - Street Number/Name in Palo Alto
- Owner Name
- Owner Email Address
- Owner Telephone Number
- Closure/Move Date
- New Owner contact information (if business was sold)

NOTE: Business Registry Certificates are non-transferable. A NEW application must be completed by the new owner before a Business Registry Certificate can be issued. Your assistance in communicating this requirement to the new owner is helpful.

Do I have to register and obtain a Business Registry Certificate (BRC) even if I just purchased an existing business, i.e., became the new owner?

Yes, a Business Registry Certificate is non-transferable. Upon change of ownership, you are required to register and pay the annual fee to obtain a Business Registry Certificate.

I want to move my business to a new location within the City of Palo Alto or add another site/location. Will I need to register again and obtain a second BRC?

You are not required to obtain a second BRC. If your business is currently registered with the City of Palo Alto, **HAS NOT** had a change in ownership, and is moving to a new location or adding another site/location in Palo Alto, specific information is needed concerning each new location. You may provide the information listed below using a Business Registry application located at <http://www.avenuinsights.com>. (Check “*Information Update Only*” at the top of the application and provide your Avenu Account # along with the updated applicable fields.)

- Business Name:
- Street number/name:
- Floor business is located:
- Suite number:
- Square footage:
- Number of employees at this location (including owner):
- Number of annual parking permits purchased from the City for your employees at this site:
- Number of parking spaces on-site dedicated to your business:
- Main business telephone number (if different):
- Date of Move:

Once completed, the updated application may be emailed to Avenu at businesslicensesupport@avenuinsights.com

I submitted my application and payment, but now some information has changed. What do I do?

If your business is currently registered with the City of Palo Alto, **HAS NOT** had a change in ownership, and you only need to update one or more of the following items, you may do so by completing an updated Business Registry Application located at <http://www.avenuinsights.com>. (Check “*Information Update Only*” at the top of the application and provide your Avenu Account # along with the updated applicable fields.)

- Mailing/location address
- Contact information
- Exemption status
- Specific location details (# of employees, parking permit info, etc.)
- Business hours
- Transportation/commuter information

Once completed, the updated application may be emailed to Avenu at businesslicensesupport@avenuinsights.com.

Our business has moved (or we plan to move) to a new location in Palo Alto. How do I update our address?

If your business is currently registered with the City of Palo Alto, **HAS NOT** had a change in ownership, and moving (or planning to move) to a new location in Palo Alto, specific information is needed concerning the new location. You may provide the location's information using a Business Registry Application located at <http://www.avenuinsights.com>. (Check "Information Update Only" at the top of the application and provide your MuniServices account # along with the updated applicable fields.)

- Business Name
- Street Number/Name
- Floor business is located
- Suite number
- Square footage
- Number of employees at this location (including owner)
- Number of annual parking permits purchased from the City for your employees at this location
- Number of parking spaces on site dedicated to your business
- Main Business Telephone Number (if different)
- Date of Move

Once completed, the updated application may be emailed to Avenu at businesslicensesupport@avenuinsights.com.

My business closed, was sold, or relocated outside the City of Palo Alto. What do I do?

Business Registry accounts are **NOT** automatically cancelled; therefore, we need to hear from you. You may send an email to Avenu at businesslicensesupport@avenuinsights.com and provide the following information:

- Business Name
- Business Address (Street Number/Name)
- Owner Name
- Owner Email Address
- Owner Telephone Number
- Closure/Move Date
- New Owner contact information (if business was sold) – see Note below.

NOTE: Business Registry Certificates are non-transferable. A **NEW** application must be completed by the new owner before a Business Registry Certificate can be issued. Your assistance in communicating this requirement to the new owner is helpful.

How will the City use my contact information?

The City will use your email address to reach you with information related to the annual renewal. We may also contact you with information related to City business, collection activities, or emergencies.

Is my business information confidential?

Most of the information collected by the City on Avenu's web site is considered a public record. As a matter of course, the City releases certain information to the public, especially as it relates to **aggregated data** regarding the business districts and basic business listings. Certain information is considered confidential and not released by the City. This includes: Federal Employment Identification Number (EIN), Seller's Permit Number, Credit Card Number, and other payment information. The City will take steps to protect the privacy of certain information which could be deemed sensitive or proprietary. In some cases, the City will release this type of data in a range.

Per The California Public Records Act (CPRA) filed and approved by the Governor of California and the Secretary of State on September 14, 2018: If Applicant's business mailing address is a residential address, that address will be subject to public disclosure unless Applicant provides a different address (e.g. PO Box) where the Applicant consents to receive service of process. SEE CALIFORNIA PUBLIC RECORDS ACT INFO: <http://www.boe.ca.gov/info/publicrecords.htm>; CALIFORNIA AB 2184: https://leginfo.ca.gov/faces/billNavClient.xhtml?bill_id=201720180AB2184

I want to renew my Business Registry Certificate, but I forgot (or don't know) my account information – Account Number, Username, or Password associated with my online filing account. What do I do?

Contact Avenu Insights & Analytics at (866) 240-3665 or businesslicensesupport@avenuinsights.com.

I forgot my password. How do I reset it?

To reset your password, click **Forgot Password?** on the Home page. On the next page, enter the Email Address and Username associated with your online filing account at <https://PaloAlto.BizLicenseOnline.com>.

Can I stop in the middle of entering information and return to the application at a later time?

At any time, you can save your answers, sign out, and resume completing the application at a later time. When you wish to resume, sign in with the **same** username and **same** password and complete the filing process.