

City of Palo Alto, CA TOT  
Avenu Insights & Analytics – as administering agent  
555 Bryant Street #821  
Palo Alto, CA 94301



July 2, 2021

Customer Service



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Email: [supportmuni@avenuinsights.com](mailto:supportmuni@avenuinsights.com)  
Website: [www.avenuinsights.com](http://www.avenuinsights.com)  
Online Filing: [www.hoteltaxonline.com](http://www.hoteltaxonline.com)



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Avenu Account #: \*\*\*\*\*

Dear Business Owner / Tax Manager,

**Why we are writing you**

The City of Palo Alto, CA has partnered with Avenu Insights & Analytics for the collection of the Transient Occupancy Tax.

**What this means**

Businesses will begin filing their returns and remitting tax payments to Avenu on behalf of the City of Palo Alto monthly beginning with July 2021 tax period (due on or before August 31st).

**What to do now**

Access [www.hoteltaxonline.com](http://www.hoteltaxonline.com) beginning August 1<sup>st</sup> to file the transient occupancy tax online. Instructions on how to register and file online are included herein. If you choose to file by paper and need additional remittance forms, downloadable forms are available at [www.avenuinsights.com](http://www.avenuinsights.com).

Please note that all payments and correspondence for the Transient Occupancy Tax for the City of Palo Alto must be sent to the Avenu address listed above effective August 1<sup>st</sup>. This will ensure timely receipt of your payment and avoid any misguided notifications. Update your accounting system and/or notify your business' tax preparer to mail all correspondence to Avenu at the address listed above.

Our Avenu Insights & Analytics team is excited to have the opportunity to serve the City of Palo Alto business community. We are committed to making this transition as seamless as possible and hope that you will work with us in this endeavor.

For assistance with registering or filing your TOT, or if you have any other questions, please do not hesitate to contact Taxpayer Support at **(866) 240-3665 Monday- Friday 7:30 am - 4:30 pm CST**. You may also contact us via email at [supportmuni@avenuinsights.com](mailto:supportmuni@avenuinsights.com).

For more information on this transition please contact Richard Claeys at (650) 617-3126 or visit the City's website at [www.cityofpaloalto.org](http://www.cityofpaloalto.org). Thank you.

Sincerely,  
Avenu Insights & Analytics Client and Taxpayer Support

## Filing Your City of Palo Alto Transient Occupancy Tax Online Filing Instructions (Beginning August 1, 2021)

### **For Online Filing - Beginning August 1, 2021**

Online filing will be available beginning August 1, 2021 at [www.hoteltaxonline.com](http://www.hoteltaxonline.com). The following steps provide instructions for the registration and filing process.

### **Registration and Return Setup** (This is a one-time process.)

- From the Home page of [www.hoteltaxonline.com](http://www.hoteltaxonline.com), click “Create a Business Account”.
- Step 1: Sign Up for a New Account: Begin by creating the username and password for your online filing account and entering your contact information. Be sure to store your username and password in a safe place.
- Step 2: Business Information: Enter the information of the business you are filing for. This information will appear on the returns you file online.
- Step 3: Security Question: Click the link next to a question to use or type in your own question. Enter the answer to your question. Click the next button to save and continue. If you forget your password, contact us [supportmuni@avenuinsights.com](mailto:supportmuni@avenuinsights.com) or call (866) 240-3665 for assistance.
- Step 4: Location Information: Click the Yes button at the top of the screen to continue past this page if not needed.  
**Note:** Upon completion of your online registration, you will receive a confirmation email. Select options from the drop-down menus. Click the Add Return button. The return appears in a table at the bottom of the screen. Click the Yes button at the top of the screen when you are finished setting up your return to continue to the home page of your account.
- Congratulations! Your Online Filing account setup is complete. You are ready to begin filing your returns.

### **How to Submit Your Return**

Click on File a New Return.

- Step 1: Select State - California.
- Step 2: Select the Filing Period for which you are filing (July 2021).
- Step 3: Avenu DBA MuniServices Transient Occupancy Tax Return will appear.
- Step 4: Select Location: This field will auto populate with the information provided during the registration section. Click Next.
- Step 5: Select Palo Alto for the Jurisdiction. Transient Occupancy/Lodging (30) and General (11) will appear in the business description and class. Click Add.
- Complete all the applicable fields on the calculation worksheet and click Save. On the next screen click Next.
- Enter your payment method. ACH Debit (Savings/Checking) or Credit Card (MasterCard, Visa, Discover).
- In case your bank requires it to release funds, we provide our Originator ID. This information is found under the Account Center tab. Click continue.
- Review the information on the Summary screen, when ready click File Return. A confirmation page is available by pressing Print/View. Your filing history is always available under My Returns >> Filing History.

**Questions? Call Technical Support at (800) 227-7059 or Avenu at (866) 240-3665.**