

City of Union City, CA
City Manager's Office
34009 Alvarado-Niles Rd
Union City, CA 94587



December 18, 2020

Dear Service Supplier,

On November 3, 2020, voters approved The City of Union City's local ballot measure, Measure WW to pass the levy of a 5% utility users' tax. The utility users' tax will be levied on electricity, gas, video, and telecommunication services.

Union City has contracted with Avenu Insights & Analytics to aid with the collection of this utility users' tax.

Service suppliers on file should expect to receive additional information from Avenu Insights & Analytics with information on how to remit and pay the collected tax, along with an Avenu assigned account number for use in remitting the tax. The contact information for Avenu is provided below, and we ask that you proceed with setting up your tax and billing software for the collection and remittance of this tax.

It is the duty of the service suppliers to collect and remit the taxes imposed by the provisions of Union City **Ordinance 881-20**. Public utility or other service providers shall begin collection of the utility users' tax effective April 1, 2021. Taxes collected from a service user will be considered delinquent if not received on or before 20th of the month following the collection month.

Tax Rates:

Telecommunications Users Tax = 5%

Video Users Tax = 5%

Electricity Users Tax = 5%

Gas Users Tax = 5%

Contact Information for Tax Remittance:

Avenu Insights & Analytics

373 E Shaw Avenue Box 367

Fresno, CA 93710

Toll Free (866) 240-3665

Email: supportmuni@avenuinsights.com

To view a copy of the recently passed ordinance, review definitions, confirm collection applicability and for exemption requests procedures, please visit the Union City website at <https://www.unioncity.org/>

Please notify your tax and billing departments of this notification and to be expecting follow-up correspondence from Avenu. We appreciate your diligence in updating your processes and willingness to be ready to collect and remit in a timely manner.

Regards,

A handwritten signature in black ink, appearing to read 'Joan Malloy', is written over a light blue horizontal line.

Joan Malloy
City Manager, Union City

city manager's
office

CITY OF UNION CITY

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