

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  
DBA  
Mailing address  
City, State Zip

Date of Notice: April 15, 2022  
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 2022-2023 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 fee from non-exempt businesses is due by June 1, 2022.

**For businesses filing on or after July 1, 2022 the following information will apply:**

**Annual Business Registry:** Amount due = \$54.00. Business Registry payments received on or after July 1 will be charged \$25.00 late fee. Business Registry payments received on or after August 1st will be charged \$50.00 late fee.

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

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

**File/Pay Online – Returning Online Filer Users**

1. Visit <https://PaloAlto.bizlicenseonline.com>.
2. 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.
3. Online Payment Options: ACH Debit (checking/savings) or Credit Card (Visa, MasterCard, Discover).

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

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](mailto: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](mailto: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