

What is the Palo Alto Business Registry?

In November 2014, the Palo Alto City Council passed an ordinance that creates the requirement for every business in Palo Alto to register their business and pay a fee. The data will help the City measure employment trends, business growth and economic activity in a more comprehensive way. It is critical to have the data as we develop and measure the effectiveness of programs to reduce traffic congestion, better utilize our parking and other transportation-related efforts.

The Business Registry Certificate (BRC) is an online tool, developed for the City of Palo Alto, to obtain essential data regarding businesses located within the City. Most of the questions are basic to your business, so it should take just a few minutes to sign-up. **A flat fee of \$51* is required.**

**Note: This fee includes a \$1 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.*

Who's required to register?

Any business operating, or planning to operate in a "Fixed Place of Business" (e.g. a place meant for business purposes, such as an office or retail space) in Palo Alto. If you have a physical business address in Palo Alto, you are most likely required to obtain a BRC.

What questions will be asked of me?

To successfully apply for a Business Registry Certificate in Palo Alto, please have the following information available:

- Responsible person name, description and type of your business
- Business owner/structure, business location(s), and total employees on-site**
***This is the total employees (full-time, part-time, contract) at each particular location during your peak time on a normal business day.*
- Number of on site parking spaces, any leased off street places dedicated to your business, and the square footage your business occupies.
- Federal EIN and/or seller's permit #

When is it due? How do I pay?

Annually, by March 31. Payment is accepted online through the BRC tool, via major credit card.

<http://registermybusiness.cityofpaloalto.org>

Where do I go for more information?

www.cityofpaloalto.org/businessregistry or call (650) 329-2360

Obtaining a Business Registry Certificate

[Registermybusiness.cityofpaloalto.org](http://registermybusiness.cityofpaloalto.org) has been set up to make it easy for you to obtain a certificate. To make the process as simple as possible, please have the following handy:

- Business Name
- Address(es)
- Owner/Principal name, telephone, and email address
- Number of employees per location
- Number of any parking spaces your company has exclusive use of
- Square footage your business occupies in Palo Alto
- A Visa or Mastercard to pay the \$51 fee

Throughout the site, we have included text to help you navigate. Just hover your mouse over the  sign.

At the end of the process (10-15 minutes in most cases), you will be emailed a Business Registry Certificate.



For more information, including FAQs, please visit the City of Palo Alto Business Registry Info Page **www.cityofpaloalto.org/businessregistry**

Those persons with disabilities who require auxiliary aids or services in using City facilities, services or programs or who would like information on the City's compliance with the Americans with Disabilities Act (ADA) of 1990, may contact (650) 329-2368 (Voice).