

What is the Palo Alto Business Registry?

In November 2014, the Palo Alto City Council passed an ordinance requiring every business in Palo Alto to register their business and pay a fee. Each year, a business is required to obtain a Business Registry Certificate (BRC) by completing an online questionnaire and paying a **flat fee of \$51***. Essential data collected 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.

To simplify the annual registration process, the City has developed an easy-to-use online registration tool. Most questions are basic to your business, so it should take just a few minutes to fill out the online questionnaire and pay the flat fee of \$51* with a major credit card.

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. For exemptions approved by the City Council, you may review the ordinance at [Palo Alto Municipal Code 4.60](#) or the [FAQ](#) document.

What questions will be asked?

To successfully apply for a Business Registry Certificate (BRC), please have the following information available:

- Business name, description, structure, inception date
- Business owner/principal name, telephone number, email address
- Business address (primary and any other locations) in Palo Alto, square footage your business occupies in each location, and number of employees on-site** at each location
- Number of on-site parking spaces dedicated to your business and/or number of annual parking permits purchased for employees at each location.
- Federal EIN and/or Seller's Permit #, state of incorporation

When is it due? How do I pay?

Annually, by March 31. Payment is accepted online through the BRC tool with a major credit card at: <http://registermybusiness.cityofpaloalto.org>

Where do I go for more information?



www.cityofpaloalto.org/businessregistry, contact the Business Registry Team at (650) 329-2360, or send email to BusinessRegistry@cityofpaloalto.org

Obtaining a Business Registry Certificate (BRC)

Registermybusiness.cityofpaloalto.org has been set up to make it easy to obtain a certificate and submit payment. To make the process quick and simple, please have the following information handy:

- ✓ Business Name
- ✓ Owner/Principal name, telephone number, and email address
- ✓ Address (including addresses for all locations in Palo Alto)
- ✓ 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
- ✓ Square footage your business occupies in each location
Note: This is 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.
- ✓ A major credit card (Visa, MasterCard, or Amex) to pay the \$51 fee

How do I get help with the BRC online tool?

To get help while navigating the online registration tool, hover your mouse over the  sign to display help text. If you encounter an issue or problem while completing the online questionnaire/form, click  to send a Help Request or send email to BusinessRegistry@cityofpaloalto.org.

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

** 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.*

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