

The City of Pleasanton welcomes your business to our city! This brochure will answer many of your questions concerning what is required (licenses, permits, fees, ID numbers, etc.) in order to do business in our community. We hope it is helpful.

• **Who is required to be licensed?**

- All Persons or companies conducting business in the City of Pleasanton are required to obtain a business license and to pay the business license tax. This includes commercial landlords, residential landlords (renting three or more units), retail outlets, wholesalers, manufacturers and their representatives, service companies, self-employed professionals, independent contractors and home businesses. If you conduct business in Pleasanton from an office located outside of Pleasanton, you also are required to obtain a business license.

• **When and how often am I required to pay?**

- All license taxes are payable prior to beginning work. Business license tax certificates are based on a calendar year. All businesses will be assessed annual taxes beginning January 1 each year, with an expiration date of 12/31. The business license tax must be paid annually. As a courtesy to the business community, the City does send renewal notices. The City is not required, however, to send notification to any person who is liable for the tax. It is the responsibility of the individual business owner to be aware of their business license tax due date and to remit payment in a timely manner.

• **What are the business license tax rates?**

- The business license tax is based on the nature of a particular business as defined by the Municipal Code. Businesses will pay based on either gross revenue or operating expenses. Please refer to the License Tax Schedule available online, on the application, or in the Business License Office.

• **What if I don't pay?**

- Any person or business who fails to pay the business license tax prior to the start of business is subject to a 50% penalty on the business license tax. In addition, a minimum assessment of \$25.00 shall be due from any person or business who knowingly engages in business without first obtaining a business license. Failure to comply with the license tax ordinance may result in Code Enforcement and/or Collections activity per the Municipal Code.

• **How far back must I pay?**

- If you have been actively engaged in business without having paid the business license tax, you may be liable for prior taxes and penalties.

• **What about an audit?**

- The City may audit your records at any time, generally for up to a three-year period. Thus, you should maintain adequate records to support the figures submitted for tax calculation purposes.

• **Will I need to file a fictitious business name statement?**

- If you meet the requirements needed, in order to file, please contact the Alameda County Clerk's Office for more information:
Alameda County Clerk-Recorder's Office
1106 Madison Street
Oakland, CA 94607
(510)272-6362
www.acgov.org

Please Note: This brochure does not constitute final or complete interpretation of all legal requirements which may apply to your particular type of business. Please inquire with the Business License Office for city business license requirements.

OTHER PERMITS REQUIRED

• **Zoning Regulations**

- Businesses located in the City of Pleasanton must conform with all zoning regulations and obtain Planning approval before issuance of a business license. For Zoning information contact:

City Planning Division
(925)931-5600 or
pod@cityofpleasantonca.gov

• **Building Permits**

- Building permits are required for most construction activities including all new signs and sign re-faces. The building must comply with building code requirements for your business activity. For more information contact our Building and Safety Division at (925)931-5300.

• **Real Estate and Insurance Brokers**

- All real estate brokers are licensed as professionals per City ordinance, and agents are considered employees. The Broker may choose to include all agents revenue with their business license reporting, or have each agent obtain their own business license as an independent contractor.
- Insurance agents who are captive agents, offering only one company's product are exempt from business license tax, but are required to obtain a business license. Proof of their captive agent status must be submitted.
- Insurance agents who are not captive agents, or are brokers are required to have a local business license.

• **Child and Adult Care**

- Home Based Daycares are now exempt from needing a Business License, however, State licensing is still required. For more information on licensing, please visit the Department of Social Services, Community Care Licensing Division online at www.cdss.ca.gov.
- For Adult care facilities, along with licensing, you may be subject to Building and zoning requirements. For more information contact the Planning division at (925)931-5600 or Building & Safety division at (925)931-5300