THE CITY OF PLEASANTON
2024 Renewal Instructions & Information

ALL Business License services are being conducted thru the following options:

- ❖ **Mail:** PO Box 520 Pleasanton, CA 94566
- ❖ **Drop Box:** BROWN box located at 200 Old Bernal (next to EV charging stations)
- ❖ **Online:** https://www.cityofpleasantonca.gov/business/license.asp
- ❖ **Email:** BL@cityofpleasantonca.gov
- ❖ **Phone:** (925)931-5440
- ❖ **In Person**: 200 Old Bernal – **Permit Center Lobby Hours Mon-Fri 9:00am – 4:00pm**

❖ GENERAL INFORMATION

- **DUE JANUARY 1st thru JANUARY 31st and Delinquent if received on/after FEBRUARY 1st**
- **POSTMARKS ARE ACCEPTED**
- **WE DO NOT ACCEPT PAYMENT OVER THE PHONE**
- **IF OPEN LESS than 1 year** Provide **annualized estimate figure for 12 months** per **PMC Section 5.24.040**
- **CLOSE YOUR LICENSE** If no longer operating in Pleasanton fill out the "closing date", sign & return the form

❖ RENEW BY MAIL or DROP BOX

- **Complete** all items/information requested on **the front of this form**
- **Calculate** LICENSE TAX DUE – Refer to License Tax Schedule BELOW
- **Return the *entire SIGNED form* and check payable to: CITY OF PLEASANTON**
  - o **PLEASE make sure the CHECK is sent to the CORRECT PO BOX 520 ADDRESS IN PLEASANTON**
  - o **Mailing to the wrong department will cause your payment to be delayed and/or delinquent.**

❖ RENEW ONLINE

- http://www.cityofpleasantonca.gov/business/license.asp
- Reference your BUSINESS LICENSE # and PIN # (located at front bottom)
- Tax will auto calculate after figures are entered ***MUST INCLUDE ALL TOTALS THRU 12/31/2023**
  *Early reporting before January will delay issuance and will be placed on hold for auditing

- Master Card or Visa only – **ONLINE MAXIMUM PAYMENT IS $2,500**
- **BUSINESS ADDRESS or OWNER CHANGES *CANNOT* BE PROCESSED ONLINE**

LICENSE TAX SCHEDULE

Total Gross Receipts or Operating Expenses			Tax Due
$ 0	-	$ 24,999	$ 25.00
$ 25,000	-	99,999	$ 50.00
$ 100,000	-	249,999	$ 75.00
$ 250,000	-	AND ABOVE	$ .30 per $1,000 of Total