



**CITY OF PLEASANTON**

Ph: (925) 931-5440 | [www.cityofpleasantonca.gov](http://www.cityofpleasantonca.gov)  
 200 Old Bernal Ave, P.O. Box 520  
 Pleasanton, CA 94588

**2025 Renewal Instructions & Information**

Effective January 1, 2025, all payments made using a credit or debit card will be subject to a 2.5% convenience fee. To avoid this fee, payments may be made by mail with a check or in person with cash or check.

**General Renewal Information:**

- Renewals are due between January 1st - January 31st. Renewals are deemed on time if postmarked prior to February 1st. Renewals received on or after February 1st will be considered delinquent.
- Please note we cannot accept payments over the phone or via email and *only cash or checks are accepted in person*.
- If your business has been open for less than a year, please provide annualized estimated figure for 12 months in accordance with PMC Section 5.24.040
- To **close** your business license account due to no longer operating in Pleasanton, please complete the “closing date,” sign and return it to us

**Renew Online:** <https://www.cityofpleasantonca.gov/business/license.asp>

- Business License Account # and PIN #: These can be found on the front of your form (the PIN is located in the lower right corner).
- Tax will auto calculate after figures are entered — Please include all totals through 12/31/2024.
- Please note renewals submitted before January 1 will delay issuance of your business license. Your account will be placed on hold for auditing purposes, as totals through 12/31/2024 are necessary.
- We accept Mastercard or Visa, with a 2.5% convenience fee applied to all credit/debit card payments.
- **Business Address or Ownership Changes** cannot be processed online, due to additional forms required. Please mail in the renewal form with your payment, note any changes on the form, and include the \$15.00 change fee.

**Renew by Mail or Drop Box - PO BOX 520 PLEASANTON CA 94566**

- **Complete All Information:** Please fill out all items requested on the front of this form.
- **Calculate License Tax Due:** Refer to the License Tax Schedule below for accurate calculations.
- **Return the Form:** Send the entire **signed** form and check payable to: **CITY OF PLEASANTON**
- **Important: Mailing to the wrong department may delay your payment and/or result in delinquency.**

LICENSE TAX SCHEDULE	
<u>Total Gross Receipts or Operating Expenses</u>	<u>Tax Due</u>
\$0 - \$24,999 _____	\$25.00
\$25,999 - \$99,999 _____	\$50.00
\$100,000 - \$249,999 _____	\$75.00
\$250,000 - AND ABOVE _____	\$ 0.30 per \$1,000 of Total
** Please include the 15.00 change fee for any changes made on the renewal form	

**To contact the Business License Division, please utilize 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:** Use the “Contact Us” link on the City of Pleasanton website
- **Phone:** (925) 931-5440
- **In Person:** 200 Old Bernal Ave Pleasanton CA- Permit Center Lobby Hours: (Note: Cash or Check only in office)
  - Monday, Tuesday, Thursday 9:00am—4:00pm
  - Wednesday 9:00am—1:00pm
  - **Closed to the public on Fridays**