



Business License Renewal for the City of Pacific Grove, CA (9994)
For the License Year: July 1, 2011 through June 30, 2012
Due by July 31, 2011

MuniServices Account ID: _____

Mailing Address:

Business Name: _____

DBA: _____

Mailing Address: _____

Physical Address:

FEIN/SSN: _____ **Email Address:** _____

NAIC Code (Business Class Code): _____ **Description of Business:** _____

<http://www.naics.com>

(Example: Health Food Store)

If there are any additions, subtractions or discrepancies regarding the schedules or amounts below, please review the entire license schedule at www.revds.com. Pursuant to Municipal Code Chapter 7.04.50, a separate license must be obtained for each branch establishment or location of the business transacted and carried on and for each separate type of business at the same location. You may also contact the Business License Department at (866) 240-3665 or by emailing bizlicensesupport@muniservices.com.

| Line | Column A | Column B | Column C | Column D |
|------|--|-------------------------------|----------------|------------------|
| | See MuniServices Fee Schedule for Schedule Information. Available on www.revds.com . | | | |
| | Schedule # | Type / Description of License | Gross Receipts | License Fee Due* |
| A | | | \$ | \$ |
| B | | | | |
| C | | | | |
| D | | | | |
| E | = Subtotal (Add Column D, lines A through D) | | | \$ |
| F | + Plus BID Fee (Internal Schedule # 8.00) (IF YOUR BUSINESS IS LOCATED IN THE BUSINESS IMPROVEMENT DISTRICT) See City of Pacific Grove Municipal City Code Chapter 6.50 for boundary information. Calculate 35% of line E. (Minimum BID Fee is \$5.25; Maximum BID Fee is \$1,050.00) | | | \$ |
| G | + Plus Administration Fee • If Paid on or before June 1st = \$ 14.00 • If Paid June 2 nd – August 1st = \$ 20.00 • If Paid on or after August 2nd = \$ 40.00 | | | \$ |
| H | + Plus Penalties (If paid on or after August 1 st): 25% of license fee (line E) per month; Max 50% | | | \$ |
| I | = Total Amount Due (Add Lines E through H in Column D.) Make Check Payable To: Tax Trust Account | | | \$ |

H – Additional Information - Your license may require you to submit proof of certification and/or permit with your payment. Failure to submit a proof of certification/permit, pay your license in full, or report your gross receipts as required will result in a delay of the release of your license. Questions? Please call MuniServices at (866) 240-3665 or email Support at bizlicensesupport@muniservices.com.

***Calculation Details:** Enter Gross Receipts Amount in Column C. Multiply Gross Receipts by 0.001 to calculate the License Fee Due. Enter License Fee Due Amount in Column D. Minimum Fee is \$15.00. Maximum Fee is \$3,000.00.

Online filing available: www.bizlicenseonline.com • Free • Easy to Use • Step by Step

I HEREBY SWEAR UNDER PENALTY OF PERJURY THAT THE INFORMATION CONTAINED HEREIN IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF AND THAT THE PROPERTY OWNER OF THE BUSINESS ADDRESS INDICATED ABOVE HAS FULL KNOWLEDGE AND AGREES TO THE PROPOSED USE OF THE SUBJECT PROPERTY. I HEREBY SWEAR THAT THE AMOUNT OF SALES OR RECEIPTS AS REQUIRED FOR DISCLOSURE IN ORDER TO OBTAIN A BUSINESS LICENSE HAS BEEN EXAMINED BY ME AND TO THE BEST OF MY KNOWLEDGE IS TRUE, CORRECT AND COMPLETE. I UNDERSTAND ISSUANCE OF LICENSE DOES NOT PERMIT BUSINESS OPERATION UNLESS BUSINESS IS PROPERLY ZONED AND/OR IN COMPLIANCE WITH ALL APPLICABLE LAWS/RULES.

Signed: _____ **Date:** _____ **Title:** _____

Print Name: _____ **Telephone Number:** _____

Returned Check Disclaimer: Effective July 1, 2010, each returned item received by MuniServices due to insufficient funds will be electronically represented to the presenters' bank no more than two times in an effort to obtain payment. MuniServices is not responsible for any additional bank fees that will accrue due to the resubmission of the returned item. Please see the full returned check policy at www.revds.com/taxpayer/return-check-disclaimer.

Check here for Mailing Address Change

Check here for Physical Address Change

If your physical address has changed, you will be subject to additional city approval, which could delay the release of your license. Please advise the date of the physical address change.
 _____ / _____ / _____

New Address _____
 City, State, Zip _____

Check here if business has closed or no longer doing business in Pacific Grove.

Mail To: MuniServices, LLC
 Attn: Business License Dept
 438 E Shaw Avenue Box 367
 Fresno, CA 93710

CITY OF PACIFIC GROVE, CA BUSINESS LICENSE FEE INFORMATION

New business license applicants must complete a new business license application in order to establish a business in the City of Pacific Grove, CA

Basic Business License “Renewal” Information

All business license renewals are due July 1st through July 31st and considered delinquent on or after August 1.

All business license renewal fees are subject to a late payment penalty of 25% if paid on or after August 1, plus an additional 25% penalty if paid on or after September 1st. The maximum penalty is 50% of the license fees due.

All business license renewal fees are based on previous year's gross receipts. The definition of “Gross Receipts” can be found in Chapter 7.04 of the City of Pacific Grove's Business License Tax Code at www.ci.pg.ca.us.

All business license renewals are subject to an annual administration/issuance fee. The fees are outlined below:

Paid on or before June 1st \$14.00 (Early Fee)

Paid on June 2nd through August 1st \$20.00 (On-Time Fee)

Paid on August 2nd or after \$40.00 (Late Fee)

New Business License Applicants

If you are a first time business license applicant, you must complete a new business license application in full. This application can be found on our website at www.revds.com

All new business license applicants will pay a \$20.00 administration/issuance fee (as noted above) in addition to the license fee due.

“Downtown Pacific Grove Business District”

All businesses located in the “Downtown Pacific Grove Business District” (BID), as outlined in the City of Pacific Grove's Business License Tax Code, Chapter 6.50, are required to pay an “additional” 35% of the annual business license tax due. This fee is in addition to the business license tax.

Massage Therapist / Massage Therapy Businesses

Pursuant to the City of Pacific Grove Municipal Code Chapter 7.06, all massage practitioners must possess a valid certificate from the State of California Massage Therapy Organization <https://www.camtc.org/>, also known as the California Massage Therapy Council (MTO or CAMTC). Please visit their website for additional information. In addition to CAMTC certification, businesses must possess a permit issued by the City of Pacific Grove Police Department. Please contact the City of Pacific Grove Police Department direct at (831) 648-3143 to obtain this permit.

This documentation must accompany all new business license applications and all renewal applications. Failure to submit this documentation will delay the issuance of your license.

Annual Business License Tax Fee

The amount of the tax is determined by the amount of "annual gross receipts" of the business. The current business license tax rate is .1% (.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000 plus an annual administration/issuance and applicable penalties.

| MuniServices Internal License Schedule Number | License Description | Fee Information |
|---|---|---|
| 1.00 | <p>General License - Not located in BID Additional Information: General License includes all types of businesses or services not classified elsewhere below.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> |
| 1.01 | <p>General License – Located in BID Additional Information: BID "Downtown Pacific Grove Business District". General License includes all types of businesses or services not classified elsewhere below.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> <p>Note: Licensee must also pay the annual BID fee. (See License Schedule 8.00)</p> |
| 2.00 | <p>Massage Therapist - Not located in BID Additional Information: New and renewal applicants must provide a copy of a valid certificate from the State of CA Massage Therapy Organization, also known as the CA Massage Therapy Council (MTO or CAMTC), along with a valid permit issued by the City of Pacific Grove Police Department, in order to obtain or renew a license.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> |
| 2.01 | <p>Massage Therapist - Located in BID Additional Information: BID "Downtown Pacific Grove Business District". New and renewal applicants must provide a copy of a valid certificate from the State of CA Massage Therapy Organization, also known as the CA Massage Therapy Council (MTO or CAMTC) along with a valid permit issued by the City of Pacific Grove Police Department, in order to obtain or renew a license.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> <p>Note: Licensee must also pay the annual BID fee. (See License Schedule 8.00)</p> |
| 3.00 | <p>Pool Halls – Not located in BID Additional Information: All "new" business license applicants must provide a copy of a valid permit issued by the City of Pacific Grove Police Department.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> |
| 3.01 | <p>Pool Halls – Located in BID Additional Information: BID "Downtown Pacific Grove Business District". All "new" business license applicants must provide a copy of a valid permit issued by the City of Pacific Grove Police Department.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> <p>Note: Licensee must also pay the annual BID fee. (See License Schedule 8.00)</p> |

| MuniServices Internal License Schedule Number | License Description | Fee Information |
|---|---|--|
| 4.00 | <p>Drug Paraphernalia Sales – Not located in BID Additional Information: All “new “business license applicants must provide a copy of a valid permit issued by the City of Pacific Grove Police Department.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> |
| 4.01 | <p>Drug Paraphernalia Sales - Located in BID Additional Information: BID “Downtown Pacific Grove Business District”. All “new “business license applicants must provide a copy of a valid permit issued by the City of Pacific Grove Police Department.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000 Note: Licensee must also pay the annual BID fee. (See License Schedule 8.00)</p> |
| 5.00 | <p>Taxicabs – Not located in the BID Additional Information: All new and renewal applicants must provide a copy of a valid permit from the Regional Taxi Authority, the MST (Monterey Salinas Transit) Visit www.mst.org.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> |
| 5.01 | <p>Taxicabs – Located in the BID Additional Information: BID “Downtown Pacific Grove Business District”. All new and renewal applicants must provide a copy of a valid permit from the Regional Taxi Authority, the MST (Monterey Salinas Transit) Visit www.mst.org.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000 Note: Licensee must also pay the annual BID fee. (See License Schedule 8.00)</p> |
| 6.00 | <p>Short Term/Long Term Residential Rental Property – Not located in the BID</p> <p>Additional Information: Anyone who owns and rents residential property on a long term basis, 30 consecutive days or more, with 4 or more units, is required to obtain a license.</p> <p>Anyone who owns and rents residential property on a short term basis, less than 30 consecutive days, with 4 or more units is required to obtain a license.</p> <p>This does not apply to lawfully established bed and breakfast inn, motel, hotel, or timeshare development; these types of businesses are required to obtain a license under General License.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> |

| MuniServices Internal License Schedule Number | License Description | Fee Information |
|---|--|---|
| 6.01 | <p>Short Term /Long Term Rental Property – Located in the BID</p> <p>Additional Information: BID “Downtown Pacific Grove Business District”. Anyone who owns and rents residential property on a long term basis, 30 consecutive days or more, with 4 or more units, is required to obtain a license.</p> <p>Anyone who owns and rents residential property on a short term basis, less than 30 consecutive days, with 4 or more units is required to obtain a license.</p> <p>This does not apply to lawfully established bed and breakfast inn, motel, hotel, or timeshare development; these types of businesses are required to obtain a license under General License.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> <p>Note: Licensee must also pay the annual BID fee. (See License Schedule 8.00)</p> |
| 7.00 | <p>Home Occupation (HOUP) - Not located in the BID</p> <p>Additional Information: A Home Occupation Use Permit is required for “new” applicants; this must be obtained at the Pacific Grove Community Development Department at City Hall.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> |
| 7.01 | <p>Home Occupation (HOUP) – Located in the BID</p> <p>Additional Information: BID “Downtown Pacific Grove Business District”. A Home Occupation Permit is required for “new” applicants; this must be obtained at the Pacific Grove Community Development Department at City Hall.</p> | <p>(.001) of the gross receipts (\$1.00 per thousand, or portion thereof, of gross receipts) with a minimum tax of \$15.00 and a maximum tax of \$3,000</p> <p>Note: Licensee must also pay the annual BID fee. (See License Schedule 8.00)</p> |
| 8.00 | <p>BID – “Business Improvement District” Fee</p> <p>Additional Information: All businesses in this district are required to pay this fee in addition to the yearly City of Pacific Grove, CA business license. This fee was established in accordance with provisions of Division 18, Part 6 of the Streets and Highways Code of CA, Section 36500 et seq. (Parking and Business Improvement Area Law of 1989). For boundaries please see the attached list.</p> | <p>35% of the annual business license tax due.</p> |

DOWNTOWN PACIFIC GROVE BUSINESS IMPROVEMENT DISTRICT (BID) BOUNDARIES

Central Avenue

- From 505 Central (Medical Bldg) and 530 Central (Church of Religious Science) up to Caledonia Park and the back of the Post Office.

Lighthouse Avenue

- From 472 Lighthouse (The Grove Homescapes) and 477 Lighthouse (Petra) to 728 Lighthouse (Moon's Salon) and 721 Lighthouse (International Design-Matthams)

Laurel Avenue

- From 521 Laurel (residence) across from City's parking lot to 631 Laurel (residence) at the corner of 18th & Laurel

Pine Avenue – north side only (Police/Fire Depts.side)

- From 346 Pine (Stuart Dong State Farm Insurance) to 648 Pine (Soft Tissue Clinic)

15th Street

- From 135 15th Street to 223 15th Street

Fountain Avenue

- From 156 Fountain (Piano Warehouse) and 157 Fountain (Chatterbaux Children's Shoppe) to 314 Fountain (residence)

Grand Avenue

- From 157 Grand (Grand Central Station) and backside of PG Museum of Natural History to 315 Grand (Ed Bredthauer) and 318 Grand (Winning Wheels)

Forest Avenue

- From 165 Forest (Museum) and 164 Forest (Brain Gill) to 264 Forest (Mum's Place) and 311 Forest

16th Street

- From 172 16th Street (house) to 207 16th Street (Wally Getz property)

17th Street

- From 153 17th Street (Rudas Bldg) to 231 17th (Corner House Ceramics) and 232 17th Street (Peninsula Counseling Center)

18th Street

- From Central Avenue, which includes 160 18th Street (Paul's Drapery) to Laurel Avenue.