



*NOTIFICATION: AREAS SHADED IN GRAY SHALL BE CONSIDERED PUBLIC INFORMATION PER THE CALIFORNIA PUBLIC RECORDS ACT AND CA.BUS. & PROF. CODE § 16000.1. If Applicant's business mailing address is a residential address, that address will be subject to public disclosure unless Applicant provides a different address (e.g. PO Box) where the Applicant consents to receive service of process.

Business Name: _____
 Doing Business As: _____
 Mailing Address: _____

 Business Name/Location: _____
 Doing Business As: _____
 Mailing Address: _____

DOWNTOWN REVITALIZATION ASSESSMENT

Avenu Account #: _____

Reporting Gross Receipts for Quarter Ending (select one):

- March 31, _____ (Delinquent on or after May 6th)
 June 30, _____ (Delinquent on or after August 5th)
 September 30, _____ (Delinquent on or after November 5th)
 December 31, _____ (Delinquent on or after February 5th)

Check here if the Physical Location on file is a RESIDENTIAL address

Check here if your business has closed, was sold or is no longer operating in the Ceres Downtown Revitalization Area, and provide the below information. Effective Date: ____/____/____ Comment: _____

Section 1 – Calculate the License Fee Due:

- Step 1:** Enter Gross Receipts for the quarter selected above: (1) \$ _____
Step 2: Calculate Assessment Using Table Below: (2) \$ _____
Step 3: One Mill (0.001) on all gross receipts over \$200,000/quarter: (3) \$ _____
Step 4: Membership Fee for Banks or Savings & Loans Only: (4) \$ _____
Step 5: Total Amount Due (Sum amounts from Steps 2, 3 and 4.): (5) \$ _____

Make check payable to: Tax Trust Account

Remit To: City of Ceres • c/o Avenu Insights & Analytics • 373 East Shaw Ave Box 367 • Fresno, CA 93710
Toll Free Phone: (866) 240-3665 • Fax: (855) 219-4338 • Email: munibisupport@avenuinsights.com

Section 2 – Sworn Statement:

I acknowledge that the City of Ceres' issuance of a Business License and payment of Business License Tax does not entitle me/authorized representative to conduct any business in the City that is in violation of any applicable laws. I further acknowledge that the City of Ceres' issuance of a Business License does not waive the City of Ceres' right in any way to enforce compliance with applicable laws against me/authorized representative. I hereby certify, under penalty of perjury, that the information in this application is true, correct, and complete to the best of my knowledge and belief. I agree to comply with all applicable laws and ordinances regulating the operation of this business.

Signature _____ Printed Name _____ Title _____ Date _____ Phone _____

Returned Check Disclaimer: Effective July 1, 2010, each returned item received by Avenu Insights & Analytics due to insufficient funds will be electronically represented to the presenters' bank no more than two times in an effort to obtain payment. Avenu Insights & Analytics is not responsible for any additional bank fees that will accrue due to the submission of the returned item. Please see the full returned check policy at www.avenuinsights.com

Method of Business Assessment Calculation:

(Note: City reserves the right to verify amount of Gross Receipts against Business License Statement and Board of Equalization Reports).

Int Office Code	Description	Calculation
99.01	Businesses with gross receipts of less than \$50,000.00 per quarter	\$10 per month
99.02	Businesses with gross receipts of \$50,000 - \$199,999.99 per quarter	\$25 per month
99.03	Businesses with gross receipts of \$200,000.00 or more per quarter	\$25 per month Plus – One Mill (0.001) on all gross receipts over \$200,000.00 per quarter
99.04	Membership fee for Banks and Savings & Loans	\$500 per year
99.05	Gasoline service stations with Gasoline sales of \$800,000.00 or more per year	\$500 per year Plus - \$25 per month
99.06	Residential	\$0.00
99.07	Home occupation permits – Gross receipts less than \$50,000.00 per quarter	\$10 per month
99.08	Home occupation permits - Gross receipts of \$50,000 - \$199,999.99 per quarter	\$25 per month
99.09	Home occupation permits - Gross receipts of \$200,000.00 or more per quarter	\$25 per month Plus – One Mill (0.001) on all gross receipts over \$200,000.00 per quarter