

## Business Tax Amnesty and Public Education Program Results

Finance Department

Governmental Affairs  
February 06, 2019

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## BACKGROUND

### Business Tax Action Plan

1. Create a more business friendly environment in Riverside with a focus on informing and educating business.
2. Encourage new business, business retention and expansion,
3. Reduce penalties in favor of incentives for paying early or on time.



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## BACKGROUND

### 1. April 27, 2017

Greater Riverside Chambers of Commerce Board of Directors voted to support the Action Plan.

### 2. August 2, 2017

The Governmental Affairs Committee recommended forwarding the Action Plan to the City Council for action.

### 3. September 2017

City Council approved the recommended enhancements to the City's Business Tax Administration Program along with the implementation of the six-month Business Tax Amnesty Program.



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## ACTION PLAN HIGHLIGHTS

1. Education Plan
2. No new or increased fees
3. Additional reminders of payment due dates
4. Amnesty program rollout
5. Reduced penalties
6. Discount for early renewals
7. Enhanced online capabilities



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## EDUCATIONAL CAMPAIGN

### OUTREACH ANNOUNCEMENTS



City Website and Social Media



Chamber Newsletter



Field Liaisons to Assist New Businesses



Utility Bill Inserts



Press Releases and Announcements  
in the Press Enterprise



Direct Mail to Identified Unlicensed Businesses



Public Service Announcements on RiversideTV  
and Spanish Radio

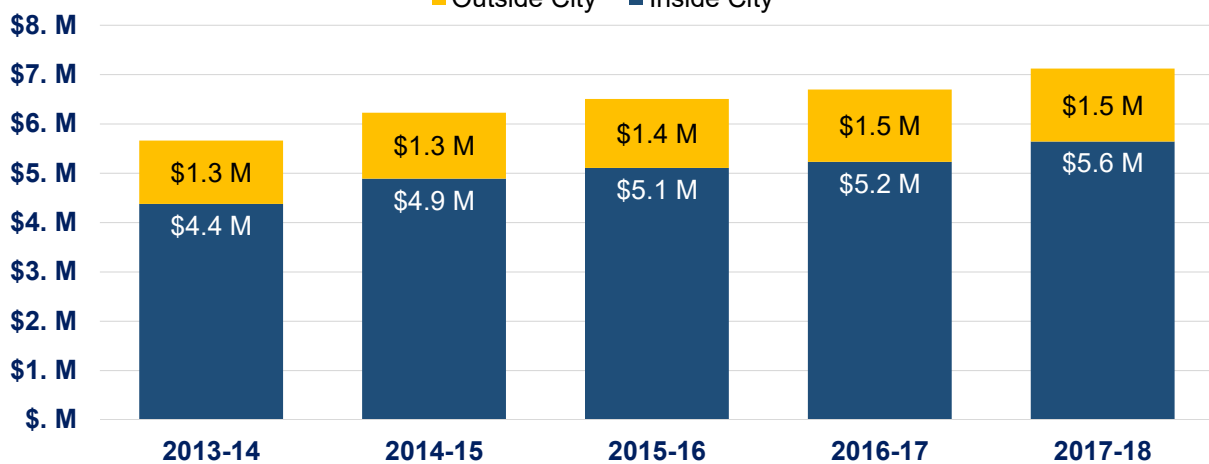
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## REVENUES

■ Outside City ■ Inside City



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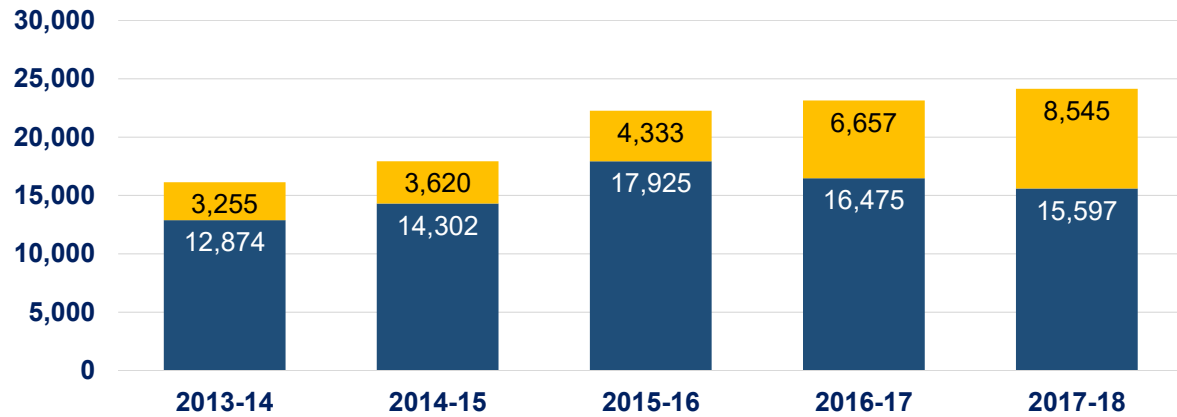


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## ENHANCED ONLINE ACCESSIBILITY

Number of New Applications & Renewals Processed

■ Manual ■ Online

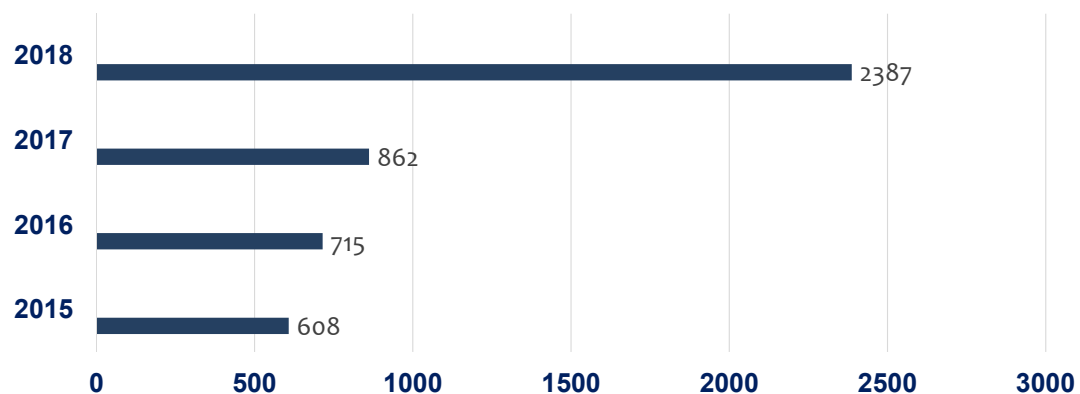


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## AMNESTY PROGRAM

New Applications Received  
Between the Months of January and June

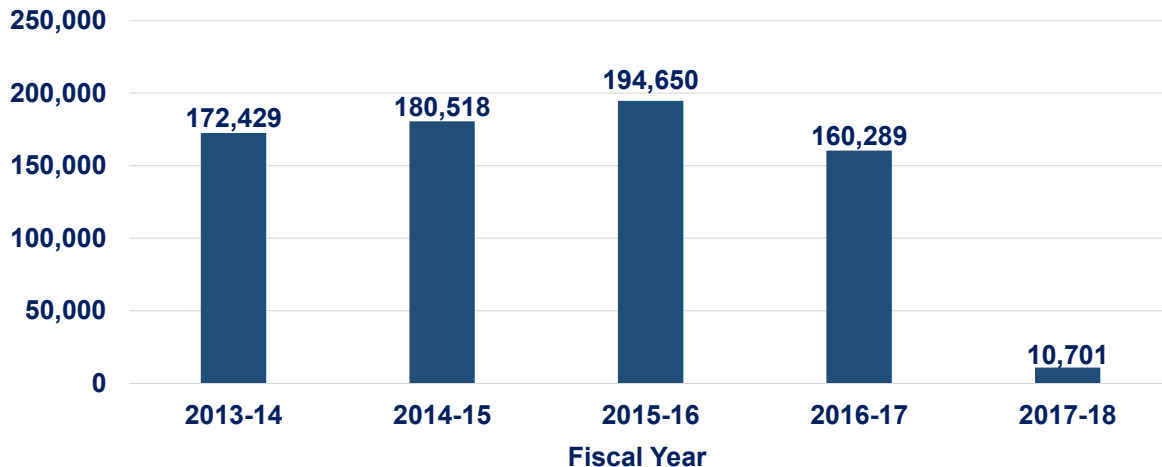


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## AMNESTY PROGRAM

Business Tax Penalties and Interest Collected



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## FISCAL IMPACT

1. Too soon to determine impacts of identifying non-compliant businesses on an annual recurring basis.
2. Decreased revenues as a result of:
  - a. Amnesty program penalty waivers
  - b. 5% early renewal discount
3. Increases expenses as a result of:
  - a. Printing and postage for additional payment reminders
  - b. Software customization to implement amnesty and discounts



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## RECOMMENDATION

That the Governmental Affairs Committee receive, review, provide input on, and forward to the City Council the results from the City's Business Tax Amnesty and Public Education Program concluded on June 30, 2018.

