

Proposed Action Plan To Implement Enhancements to the City's Business Tax Program

Finance Department

Business Tax Division

August 2017



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INTRODUCTION

In June 2016, the Internal Audit Division presented to the Government Affairs Committee recommendations stemming from an audit of the City's Business Tax Division.

In response to the audit, in close collaboration with the Greater Riverside Chambers of Commerce, City staff developed this proposed Action Plan (Action Plan) to enhance the City's Business Tax Program. The intent of the Action Plan is to create a more business friendly environment in Riverside, with a concentrated focus on informing and educating existing and potential new businesses about business tax requirements; encouraging new business, business retention and expansion by making it easier to operate in the City; and reducing penalties for non-payment or late payment in favor of incentives for paying early or on time.

On April 27, 2017, the Greater Riverside Chambers of Commerce Board of Directors voted to support the Action Plan. Highlights of the Action Plan are presented below:

- There will be NO new or increased fees.
- Penalties for late payment will be REDUCED, and there will be ADDITIONAL REMINDERS from the City regarding payment due dates.
- Businesses paying their business tax early will receive a DISCOUNT.
- The City will roll out a proactive, concentrated, business-friendly EDUCATIONAL CAMPAIGN to inform and educate existing and potential new businesses regarding business tax requirements.
- The City will offer a six month AMNESTY PROGRAM to encourage businesses that have not paid their taxes to register and become current.
- Enhanced online options have already been implemented, and make it possible for businesses to apply for or renew their Business Tax Certificate online, and/or update account information.

The Action Plan will be presented to the Governmental Affairs Committee on August 2, 2017 and the City Council on August 22, 2017.



SUMMARY OF KEY ENHANCEMENTS AND TIMELINE

Over the past year, the Business Tax Division of Finance has made numerous improvements to its operations and public outreach. Below is a summary of the accomplishments to date and future efforts included in this Action Plan. Detailed discussion of the proposed changes follows.

COMPONENT	TIMELINE	COMMENTS
Billing Notices Increase the number of notices from 4 to 6.	November 1, 2017 First notice will be mailed to accounts with December 31, 2017 expiration date.	The first notice will be mailed 60 days prior to the account expiration date. An additional reminder notice will be mailed prior to the penalty date.
Penalties Reduce the overall penalties and increase penalty stages from 2 to 3: 60 Days – 30% 90 Days – 50% 120 Days – 75% (Maximum)	August 22/September 5 – City Council Implemented on accounts with a December 31, 2017 expiration date.	The grace period will remain for the first 59 days after the account expiration.
Communication Language Phase in an English and Spanish protocol for all notices and renewals. Educational materials will be in both English and Spanish.	June 2017 – Billing Insert in both English/Spanish July 2017 – FAQ informational flyer in both English/Spanish August 2017 – Activate Google Translator to work with the online renewal and new application process.	Google Translator will enhance the online processes by incorporating Spanish instructions for paying the annual renewal or completing a new application.
Online Enhancement Tools	January 2017 – Ability to apply for a new business tax account and update existing account information. April 2017 – Postcard mailed to all active business tax accounts encouraging the use of the online tools. June 2017 – Information provided on billing inserts and printed on billing envelopes.	New tools added to enhance the existing online renewal capability.
Early Renewal Discount Offer a 5% discount when an annual renewal is paid or postmarked prior to the account expiration date.	Will be implemented on accounts with a December 31, 2017 expiration date.	Implementation date may be subject to software delays. Business improvement district fees will NOT be impacted. Discount available for both online and mail-in renewals.
Educational Campaign Effort to reach out to ALL businesses operating in the City of Riverside to inform them of the City's business tax requirements.	April 2017 – Enhanced the website page for business tax Frequently Asked Questions (FAQ's) and created FAQ flyer for direct mail to new businesses. June 2017 – Distribute FAQ flyers to libraries, recreation centers, colleges, and Chambers July 2017 – Landlord Information. Direct mail to businesses that may interact with landlords. July 2017 – Landlord Information. Direct mail to businesses that may interact with landlords.	Campaign will include outreach to home-based, e- commerce, landlords, independent contractors and service oriented businesses.
Amnesty Program Rollout	August 2017 – Governmental Affairs (Approval of Concept) August 2017 – City Council (Approval of Legislation) December 2017 – Advertisement of Program January 2018 – Program Begins June 2018 – Amnesty Ends	Advertisement through Website, RPU bill insert/FAQ, PSA's Riverside TV, Spanish TV/radio, Press Enterprise, Explore magazine, and social media.

PROPOSED ACTION PLAN AND TIMELINE



NOTICES

<u>Current Practice:</u>

Currently, the Business Tax Division sends up to four (4) notices to businesses for the annual renewal of their Business Tax Certificate:

- 1st Notice: Renewal notice sent <u>30 days prior to expiration</u> of Business Tax Certificate.
- **2nd Notice:** Reminder notice sent <u>30 days prior to late penalties being</u> <u>added</u> to Business Tax Certificate renewal (59 day grace period included on all expired Business Tax Certificates).
- **3rd Notice:** Penalty notice sent <u>60 days after expiration</u> of Business Tax Certificate.
- **4th Notice:** Penalty notice sent <u>90 days after expiration</u> of Business Tax Certificate.

Recommended Enhancements:

Staff will implement a notification system that will send up to six (6) notices to business for the annual renewal of their Business Tax Certificate. Major changes include sending an additional notice prior to expiration and an additional notice prior to implementation of late penalties:

- 1st Notice: Renewal notice sent <u>60 days prior to expiration</u> of Business Tax Certificate (<u>white notice</u>).
- **2nd Notice:** Renewal notice sent <u>30 days prior to expiration</u> of Business Tax Certificate (white notice).
- **3rd Notice:** Reminder notice sent <u>at expiration date</u> of Business Tax Certificate (<u>yellow notice</u>).
- **4th Notice:** Reminder notice sent <u>30 days after expiration date</u> of Business Tax Certificate (<u>yellow notice</u>).
- **5th Notice:** Penalty notice sent <u>60 days after expiration</u> of Business Tax Certificate (<u>pink notice</u>).
- 6th Notice: Penalty notice sent <u>90 days after expiration</u> of Business Tax Certificate (<u>pink notice</u>).



Example:

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	PAYMENT DUE DAT 12/31/2017	'E: 30% PI	EN ALTY APPLIES: 3/1/2018	50% PENALTY APPLIES: 4/1/2018	75% PENALTY APPLIE	ES: You can renew online of RiversideCA.go	
VERSIDE		NEW	LICENSE PERIOD: XX	//XX/XXXX - XX/XX/XXXX		BusinessTax	
SINESS TAX ACCOUNT	NO. 0147258		YOUR PIN NUMBER I	IS 0147258	EXPIRE DATE:	12/31/2017	
siness Name	City of Riverside (Test Document)		Phone N	o. (951) 826-1234	NAIC Code	0123456	
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ome Address	3900 Main Street, 6th F	oor, Riverside, CA 9	2501		Cell Phone	(951) 826-1234	
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PENALTIES AND PAYMENT COLLECTIONS

Current Practice:

Currently, the grace period for late penalties is 59 days after expiration of the Business Tax Certificate. After the grace period, the penalties increase in two (2) stages:

- **60 days:** <u>50%</u> of total Business Tax Certificate
- **90 days:** <u>100%</u> of total Business Tax Certificate

Recommended Enhancements:

The grace period will remain for the first 59 days after expiration of the Business Tax Certificate. Staff will implement a new penalty system that reduces the overall penalties and increases the penalty stages from two (2) to three (3):

- 60 days: <u>30%</u> of total Business Tax Certificate
- **90 days:** <u>50%</u> of total Business Tax Certificate
- **120 days:** <u>75%</u> of total Business Tax Certificate (maximum penalty)

<u>Liens:</u>

Currently, the Business Tax Division does not utilize the lien process in their collection efforts. The proposed changes include an option to place liens on real or business property owned by non-compliant businesses as a <u>final</u> attempt to gain compliance.

Recommended Lien Enhancements:

The City will have the <u>ability to place a Secured/Real Property Tax on non-</u> <u>compliant businesses who own real property</u> where the business activity is located. Additionally, the City will have the <u>ability to plan an Unsecured/Personal</u> <u>Property Tax Lien on non-compliant businesses without ownership of real property</u> but may only lien business property as a final collection attempt.



COMMUNICATION LANGUAGE

Current Practice:

Currently, the Business Tax Division sends all notices and education materials in English.

Recommended Enhancements:

Staff will phase in an English and Spanish protocol for all notices. During this time all notices will contain information in Spanish on how to obtain Spanish assistance. However, all educational materials will be in English and Spanish.

Example:



—— CÓMO —— RENUEVO EN LÍNEA? Artículos Necesarios Para Renovar
NÚMERO DE CUENTA Y DE CONTRASEÑA Esta información se encuentran en la parte inferior de la notificación de renovación
Basado en su tipo de negocio también necesitará: Sus Ingresos Brutos Para los 12 meses anteriores
Pasos Para Renovar
Paso 1 Ingrese a: RiversideCA.gov/BusinessTax Paso 2
Elija la opción: RENEW Your Annual Business License
Paso 3 El sistema calculará sus honorarios, aceptará el pago y le proporcionará un recibo.
Aceptamos Visa, MasterCard, Discover, o American Express
También puede actualizar la información de su cuenta en cualquier momento seleccionando la opción "Request to UPDATE Account Information."
RiversideCA.gov/BusinessTax



ONLINE ENHANCEMENTS

Enhancements to Date:

For many years the Business Tax Division has provided a process for existing businesses to renew and pay their annual Business Tax Certificate online. In January 2017, the online process was updated to allow new business tax applicants to apply and pay online. Other new online features now include the ability to update account information or close an existing account.

Steps to Promote Online Enhancements:

To encourage participation in the online processes, the Business Tax Division has incorporated a billing insert and an enhancement to the billing envelope reminding the customer of the online renewal process. This will be fully implemented with the June 2017 billing cycle. In addition, a direct mail postcard was mailed in April 2017 to all active businesses highlighting the new online options.



EARLY RENEWAL DISCOUNTS

Recommended Enhancements:

In order to facilitate timely payment of annual Business Tax Certificate renewals, a 5% early payment discount will be offered when an annual renewal is paid or postmarked prior to the account expiration date. The discount will be available for both online and mail-in renewals. The anticipated effective date, subject to any software update delays, is January 1, 2018.

Business Improvement Districts (BIDs):

The City of Riverside has three business improvement districts (BID). The BIDs assess members an additional charge for improvements and activities in each respective area that is collected through their annual business tax. The 5% early renewal discount will be applied to the individual businesses' Business Tax Certificate, but will not impact the amount paid for each BID. A summary of each BID can be found below.

Downtown Parking and Business Improvement Area (DPBIA):

- Formed in 1985.
- The annual assessment is an amount equal to one hundred percent (100%) of the business tax charge (RMC 3.46.060).
- The assessments are projected to total approximately \$350,000 for the 2017 calendar year.
- The City provides a \$100,000 matching grant to the RDP.

The Arlington Business Improvement District (ABID):

- Formed in 2002.
- The annual assessment is an amount equal to ninety percent (90%) of the business tax charge or \$400, whichever is less (RMC 3.48.070).
- The assessments are projected to total approximately \$185,000 for the 2017 calendar year fiscal year.
- The City provides a \$100,000 matching grant that the ABID

The Auto Center BID:

- Formed in 2011.
- Annual assessment of \$8,000 per year (RMC 3.49.070)
- The assessments are projected to be approximately \$112,000 for the 2017 calendar year.
- The City provides \$100,000 annually to be used towards funding the cost of a new electronic sign for the Auto Center.



EDUCATIONAL CAMPAIGN

Target Audience:

The educational campaign will be designed to reach out to all businesses operating in the City of Riverside. In addition to traditional "store front" locations, the campaign's goal will also include outreach to home-based, e-commerce, service oriented businesses, landlords and independent contractors.

Current Practices/ Enhancements:

Frequently Asked Questions (FAQ) located on the City Website has been updated to a more customer friendly format including a Spanish translation through the use of Google translator.

For landlords, property owners identified as possibly renting residential or commercial buildings have been notified through direct mailings with letters outlining the City's requirement for a Business Tax Certificate for the activity of renting or leasing buildings.

Finally, home based businesses, e-commerce businesses, and service based businesses, when identified through data mining (outside sources) or through field observation, are contacted through direct mail.

Future Enhancements:

The educational campaign will include information on how to obtain a Business Tax Certificate, how the City utilizes the fees and how those fees benefit their business, and contact information for organizations that can help manage and grow their business. This information will be distributed in the following ways:

- June, 2017: To reach home based, e-commerce and service based businesses, flyers and FAQ's will be distributed to libraries, recreation centers, colleges, and Chambers.
- July, 2017: Direct mail to businesses that may interact with landlords so they may share the information with landlords. These types of businesses would include, but are not limited to, real estate agents, property managers, and tax preparers.
- September, 2017: Riverside Public Utility billing insert will provide information on examples of the type of businesses required obtain a business tax certificate, how to apply, how fees benefit their business and customers, and who to contact for assistance and general questions.
- September, 2017: RiversideTV spots will provide information on the type of businesses required obtain a business tax certificate, how to apply, who to



contact for assistance and other resources to help them start or grow their business.





Example 2: Frequently Asked Questions (FAQs)



CONDUCTING BUSINESS

N RIVERSIDE

If you are planning to conduct business in the City of Riverside you must obtain

a City of Riverside business license.

All persons or companies conducting

business in the City of Riverside are required to pay a business tax. This

includes, but is not limited to, retail

outlets, wholesalers, manufacturers,

businesses, independent contractors, home businesses, and commercial and

residential landlords. If you conduct

are required to pay a business tax.

business in the City of Riverside from an

office located outside of Riverside, you

OPEN

For a new business, the business tax is

due and payable on or before the first

day of business to avoid additional

fees. Business taxes are paid annually

unless otherwise specified. All annual

or before the expiration date of the

then current certificate.

business taxes are due in advance; on

service companies, professional

also referred to as a business tax.

BUSINESS LICENSE/

Conducting business in Riverside? Find out about the City of Riverside business license/tax.



Who is expected to pay? All persons or companies conducting business in the City of Riverside

are required to pay a business tax. This includes, but is not limited to, retail outlets, wholesalers, manufacturers, service companies, professional businesses, independent contractors, home businesses, and commercial and residential landlords. If you conduct business in the City of Riverside from an office located outside of Riverside, you are required to pay a

Business Tax Certificates are not transferable or assignable to any

business tax. Is my Business Tax Certificate transferable?

other person or business.



When am I expected to pay?

You must register and pay the business tax prior to the commencement of business.







How often am I expected to pay?

Business taxes are paid annually unless otherwise specified. All annual business taxes are due in advance on or before the expiration date of the then current certificate or on or before the first day of business for any new business. Business taxes for periods other than the annual period are payable in advance on or before the first day of business and thereafter on or before the first day of each applicable period.



What if I have multiple business locations or business activities?



What are the tax rates?



Business tax rates are calculated based upon the type of business utilizing a minimum tax plus additional increments. The increments can include, but are not limited to, gross receipts, number of

employees, number of machines, number of vehicles, etc. To view nt rates, visit RiversideCA.gov/Finance.

What if I don't pay?

Penalties for new businesses are 50% 30 days after the business start date and 100% 60 days after the business start date.



Do I need to pay Business Tax for renting residential or commercial real estate?

A Business Tax Certificate is required for any property owner

engaged in the rental of residential or commercial real estate within the City of Riverside.

For residential property owners: Owners with more than one residential rental unit are subject to payment of Business Tax calculated on the basis of gross rental receipts from the rental properties. If there is only a single rental unit, the owner may obtain a "tax free certificate" and pay a processing fee of \$10 each year.

For commercial property owners: If you rent or lease any commercial building you are subject to payment of Business Tax calculated on the basis of gross rental receipts from the commercial property.

Please contact the Business Tax Section office staff for additional information.

Apply for and Renew Business Licenses Online at RiversideCA.gov/BusinessTax

3900 Main Street, Riverside, CA 92522 • Phone (951) 826-5465 • Fax (951) 826-2356 ¡Se Habla Español! Para más información llamar al (951) 826-5465.



Example 3: Postcard



PLACERHOLDER 3900 Main Street Riverside, CA 92522

PAYING

BALANCES

YOUR BUSINESS LICENSE

UPDATING

YOUR

ACCOUNT

RiversideCA.gov/BusinessTax

CLOSED

CLOSING

YOUR

ACCOUNT



Example 4: Landlord



Please contact business tax staff for additional information at (951) 826-5465.

¡Se Habla Español! Para más información llamar al (951) 826-5465.

17-2543 - ACTION PLAN



AMNESTY PROGRAM

Past Amnesty Programs:

The City last conducted a six-month amnesty and public outreach program from September 2010 to February 28, 2011. The businesses identified, along with those that self-reported, were required to pay the business tax due for the current year and the previous three (3) years, but any penalties or interest due were waived in full.

Future Amnesty Program:

The recommendation is to launch a six-month amnesty program beginning January 1, 2018 through June 30, 2018. Penalties and interest will be waived for businesses that apply and pay prior to the end of the amnesty period. New unlicensed businesses will be required to pay for the current year and up to the prior two (2) years depending on the business start date.

Outreach for the amnesty program will include announcements via the City website, utility bill inserts, public service announcements on RiversideTV and Spanish radio, press releases, announcement in the Press Enterprise, Chamber newsletters, social media outreach and direct mail to identified unlicensed businesses.

In addition, Business Tax Division field liaisons will canvass the City to provide information and assist new businesses with completing the business tax process.



ACTION PLAN FINANCIAL IMPACT

Business Tax Certificate revenue is approximately \$7 million per year and funds many critical needs in the General Fund including public safety, streets, parks & recreation, and library services.

Reducing penalties and promoting the amnesty program will have an impact on revenues; however, if past due and non-compliant businesses begin paying their business tax, the net effect on revenues may be neutral for FY 2017-18 and may be positive in future years as more businesses will be paying.

Early renewal discounts of 5% may have a fiscal impacts of approximately \$148,000 per year. Further, the increased proactive outreach and marketing materials will cost approximately \$60,000 per year. Staff is hopeful that new net revenues from new business paying a business tax will increase sufficiently to cover these revenue reductions and additional expenditures.



MUNICIPAL CODE CHANGES

Summary of Changes:

In order to provide clarity and facilitate the many changes in the Action Plan, changes are needed to Riverside's Municipal Code (RMC). A summary of these changes can be found below:

- Language Incorporate Consistent Use of the Term "Tax" vs "License." The Terms License and Tax are used interchangeably in RMC.
- Liens Authority for Real Property Liens are included in RMC 1.17.090. Updated RMC Chapter 5.04 to include reference authority in RMC.
- Amend penalty dates and amounts (RMC 2.04.220).
- Revise RMC to add section that would allow for a 5% discount for early renewal.
- Revise RMC to remove requirement to register one residential rental unit per RMC 5.04.010(R)(5), which requires a Tax Free Certificate and registration of one residential rental unit.
- Revise RMC Section 5.04.010(H)(1), to eliminate requirement for contractors to hold two (2) Business Tax Certificates; one for gross receipts and one for number of employees.
- Revise RMC 5.04.170 to include more specific language for the Chief Financial Officer to waive penalties, interest, or prior year's taxes.

Municipal Code Chapter 5.04, Taxes Licenses and Regulations:

A copy of Municipal Code Chapter 5.04, Taxes Licenses and Regulations is Attachment 1 to this Action Plan.



ATTACHMENTS