



# CITY OF DALY CITY

DEPARTMENT OF FINANCE  
AND  
ADMINISTRATIVE SERVICES

TODD HIGH  
ACTING DIRECTOR OF FINANCE

July 8, 2019

## **Re: Business License Compliance Review**

Dear Business Owner:

The City of Daly City appreciates and values its excellent working relationship with the business community. The City routinely conducts a Business License compliance review every few years, and thus, a review at this time is essential to ensure we have equality and fairness in making sure businesses are in compliance.

The City of Daly City has authorized the firm of Avenu Insights & Analytics to conduct a review of compliance with the City's Business License Ordinance. Avenu Insights & Analytics only provides these services to local governments so no conflict of interest will exist in their work with the City. Avenu Insights & Analytics has extensive experience in similar compliance review work for over 250 Cities located throughout the State of California. Please extend your cooperation to their staff.

Information obtained as part of the review will only be used by the City for the purpose of the administration of its Business License Ordinance. Under both State law and the Daly City Municipal Code all financial information is considered confidential. The Daly City Business License Tax is a local tax that is based on your prior calendar year gross receipts.

In order to facilitate the timely completion of the review, please respond as soon as possible to the attached letter. You may call the toll free number (800) 987-0999 should you have any questions.

Sincerely,

Todd High  
Acting Director of Finance and Administrative Services