

Kriss Worthington

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> CONSENT CALENDAR September 18, 2012

To: Honorable Mayor and Members of the City Council

From: Councilmember Kriss Worthington

Subject: City Manager Referral: Standardize Finance Categories of Software and

Exclusively Internet Companies

RECOMMENDATION

Refer to the City Manager creating one simple clear standard for categorizing software companies and exclusively internet companies that do business in Berkeley. If it is necessary to have multiple categories, then the City can provide a simple summary of what activities will trigger being assigned to different business license or tax rate categories.

BACKGROUND

Currently, different software startup companies and exclusively internet companies have been assigned code numbers from the City. These code numbers have caused confusion for a variety of software companies because they receive different tax rates and business licenses.

In an effort to encourage more software and exclusively internet companies to locate their business in Berkeley, the City can assess the categorizations of these companies and standardize information about tax rates and business licenses.

FINANCIAL IMPLICATIONS

None.

CONTACT PERSON

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