



FAQ: The Buy Local Auburn Initiative

An initiative funded by the City of Auburn to increase sales by promoting our local supply chain on BuyLocalAuburn.com. The additional benefits are the creation of local jobs and increased local sales tax to fund activities from the City's general fund.

1. **How does Buy Local Auburn benefit me as a business owner?**
The initiative will make your business easier to find. We have already connected local vendors to local manufacturers who had been importing supplies from overseas at much higher costs. Auburn residents have also connected to local retail, food and beverage services they had previously been driving far out of town to enjoy.
2. **Is this free advertising for my business?**
Yes. The City of Auburn is investing in your success.
3. **Why is the City of Auburn doing this?**
To create a win: win for all residents and businesses in Auburn. This means generating sales for local business owners, as well as additional sales tax which the City will use to fund projects in our community.
4. **How does my business appear on the website? What information is shown?**
The website is populated from our business license registration database. It includes all active and current businesses who have paid their business license renewal fees for the current year. The information provided to the public includes your business name, address and a hotlink to google maps.
5. **How do I provide more detail in addition to what automatically shows up?**
Login with your business license number and add everything from hours of operation, to contact names (sales people – not owners please!) and emails to a detailed description featuring keywords that describe your business. See screenshots below for details.
6. **Why do I have to create an account?**
Creating an account not only allows you to update your business information at any time, but more importantly is a much faster way to renew your business license in the future.
7. **What words should I use to describe my business?**
Keywords - like if you sell seafood but your name is Joe's Burgers, then include seafood in your description so you pop up when a resident searches for seafood. If your business name doesn't describe what you do – like "George's Press Shop" does Printing – include keywords like printing in your description.
8. **What if I need help to create an online account or to choose keywords for my description?**
We are happy to help!
 - 9am-5pm Monday-Friday at dlein@auburnwa.gov
 - Attend our free business classes at your Auburn Business Incubator Center at ipzauburn.com/incubator/ (Marketing specific classes: August 23 & October 25).
9. **Are contractors pulled into the buy local website?**
Yes if they have a business license that is active & current with the City of Auburn.
10. **Are licenses that have not been renewed displayed on the buy local site**
No, they are NOT shown.
11. **Is the site only featuring active & approved businesses? What if a business is under "review" – will they still show in the buy local site?**
Active & approved businesses are shown. Temporary licenses are also shown since they have been approved by licensing.

Search for & Find Auburn's Local Businesses

BUYLOCALAUBURN.COM



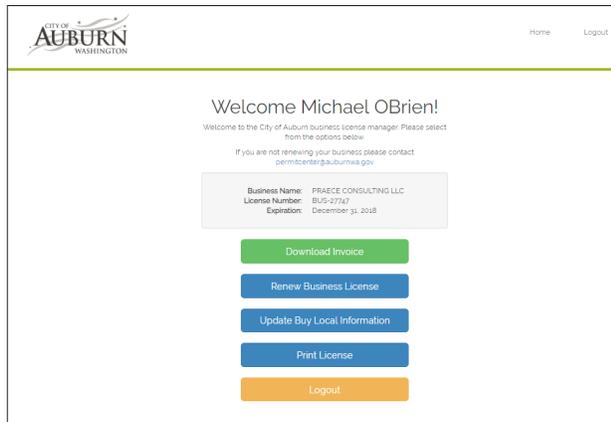
CITY OF AUBURN ECONOMIC DEVELOPMENT

253-804-3101 | oed@auburnwa.gov

Create account, add to your BuyLocalAuburn.com entry, or renew your license

1 Visit <https://licenses.auburnwa.gov> and log in

2 Your home page should look like this



3 Click on "Renew Business License" button to renew your business license.

4 Fill out this form and when you submit the form, you will be taken to the payment options.

The screenshot shows a multi-section form for renewing a business license. The sections are: "Licensing Information" with fields for Business Name, Business Type, NAICS Code, Federal Tax ID, WA State UBI, Number of Employees, Building Square Footage, Physical Address, City, State, and Zip; "Contact Information" with fields for Email, Phone, Mailing Address, Mailing Address Line 2, City, State, and Zip; and "Auburn Buy Local Directory Information" with fields for DBA, Website, Hours, Primary Sales Contact Name, Primary Sales Contact Role, Primary Sales Contact Email, Primary Sales Contact Phone, Business Narrative / Executive Summary, and Business Keywords. A "Submit" button is at the bottom right.

5 You will now be presented with business license renewal payment options

- You can choose to pay now with a credit card online or pay later, either by mail or in person
- If you do not Pay Online, next time you visit your dashboard it will show a "Pay Renewal Fee" button (see step 7).

The screenshot shows the payment options page. At the top, a green banner says "Your renewal information has been saved. Please make a payment to complete the renewal process." Below this, the "Amount Due: \$50" is displayed. A "Pay Online" section explains that the cost to renew is \$50 and provides instructions to click the "Return to Merchant" button after payment. A "Pay Now" button with Visa, Mastercard, and Discover logos is present. The "Other Payment Methods" section lists "Mail" and "In Person" options, including addresses and instructions for each. A note states that in-person credit card payments incur a 3% processing fee. At the bottom, it says "You will not be able to view and print your renewed business license until payment is processed."

6 If you pay now, once your payment is processed you will be redirected to the page below. To print your updated license, click the "Print License" button.

The screenshot shows the confirmation page after payment. It features a green checkmark icon and the text "Thanks for renewing your business license!". Below this, it says "You can print your business license below." A large image of the renewed business license is shown, including the City of Auburn logo, business name (PRAECE CONSULTING LLC), license number (BU-27747), expiration date (December 31, 2018), and a signature. A "NON-TRANSFERABLE" stamp is also visible. At the bottom, there are "Print License" and "Home" buttons.

Create account, add to your BuyLocalAuburn.com entry, or renew your license

- 7 If you chose to pay later (by mail or in person), your dashboard will now include a "Pay Renewal Fee" button. When you click "Pay Renewal Fee" you will be returned to step 5, which will allow you to pay online or provide instructions for paying via mail or in-person. If you deliver payment via mail or in-person the City of Auburn will record the payment upon receipt.

Welcome Michael OBrien!

Welcome to the City of Auburn business license manager. Please select from the options below.

If you are not renewing your business please contact permitcenter@auburnwa.gov

Business Name:	PRAECE CONSULTING LLC
License Number:	BUS-27747
Expiration:	December 31, 2018

[Pay Renewal Fee](#)

[Update Buy Local Information](#)

[Print License](#)

[Logout](#)

- 8 After payment is received, you will automatically receive an email informing you that your license is ready to print. You can then print your license by logging back into the site and clicking on the "Print License" button on your home page.

[Pay Renewal Fee](#)

[Update Buy Local Information](#)

[Print License](#)

[Logout](#)

Search for & Find Auburn's Local Businesses
BUYLOCALAUBURN.COM



CITY OF AUBURN ECONOMIC DEVELOPMENT
253-804-3101 | oed@auburnwa.gov