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
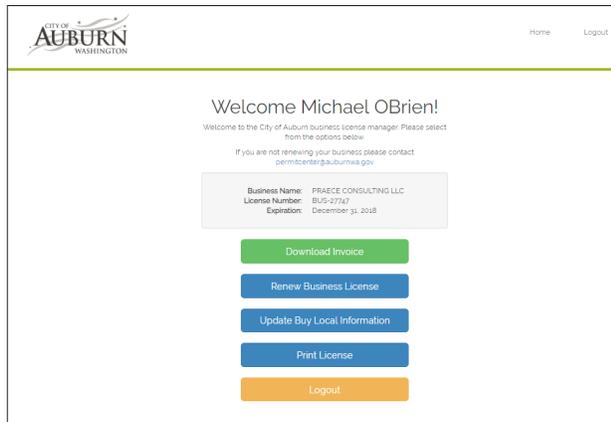
BUYLOCALAUBURN.COM

CITY OF AUBURN

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

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.

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

    a. You can choose to pay now with a credit card online or pay later, either by mail or in person

    b. If you do not Pay Online, next time you visit your dashboard it will show a "Pay Renewal Fee" button (see step 7).

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.

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