Time to Renew Registration

To maintain an active business registration, businesses must renew annually. The renewal process includes reviewing and updating the information shown on your registration. Complete the renewal process through your eTrakit dashboard where you first submitted your registration. If you registered prior to eTrakit, additional instructions are below.

eTrakit Renewal

1. Log In. Log in to your eTrakit account. Look on your dashboard for 'active licenses'. Your business registration should be listed with the BR number (BR##-####).

2. Click Renew. Click the renewal button next to the registration number and complete the following screens.

3. Review and update. Review the prior information for accuracy and update as needed

4. Submit. On page four, click submit, and your renewal will be complete!

The renewal period opens November 1, and continues through December 31.

If you have closed your business since submitting your registration, please email businessregistry@bentonvillear.com with your business name and registration number (BR##-####) and your business will be removed from our records.

eTrakit Registration

Since your business first registered, the city has transitioned to new software to manage the business registry. We'd like to get your business into the new system. So, instead of a renewal, we ask that you register your business in the new system, eTrakit, as if it was your first time registering.

We'd love to be able to do this for you, but each business must set up their own account in etrakit. While it may take a little bit of time this year, it will save you significant time for next year's renewal. Timing is perfect because we are getting ready to launch our Buy Bentonville campaign and you'll want to be sure your business is on our registry list and map.

Here's how to get your business into eTrakit:

Creating an eTrakit Account as a Public User

1. Go to website: https://bent.csqrcloud.com/community-etrakit/ or search "Bentonville eTrakit" in your web browser.
2. Click on the **Setup an Account** link (top of screen). Select the 'Public User' option.
3. Complete the form. Items with * are required. Enter and confirm a password following the password rules and choose a security question and answer.

4. Click: **Create Account** at bottom.
5. Click: **Forgot Password** at top.
6. Click: **Public Registered**.
7. **Enter username** and click **Reset Password**.
8. Check your email and follow instructions.
9. Click: **Save and Login.**
10. Once your password has been set, click **Continue.**
11. You will be redirected to the eTrakit homepage.

Submitting Your Renewal

1. On the **eTrakit** **home page**, go to bottom right under **Business Registry** and click **Apply for New License**. (Note that this is not a license but is the name of the module used within the eTrakit system.)

2. **Complete Form.** Fill out the form completely with accurate information. Items marked with an * are required.

3. When finished, click **Submit**.

4. Your submission will create a new Business Registration number, listed as BR25-####. Keep this number as reference for your future use, as it will be required for applying for any permits with the City.