



Business Licensing Department

MEMORANDUM

DATE: 11/09/2023

TO: Honorable Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically
Eric Edelstein, Assistant City Manager

FROM: Lance Ferrato, Director of Business Licensing

SUBJECT: Quarterly Business Licensing Update

The purpose of this memorandum is to provide Council with an update on business license activity and department performance as of September 30, 2023.

While licensing figures remain stable, year over year collections increased primarily due to a rise in business license fees. Staff remains extremely active and with the implementation of ServiceNow, the application utilized by constituents to create inquires and report issues related to licensing, the type and extent of staff activity can now be measured and used to better manage operational needs. Further, the department has begun to track in person interactions as of September.

Active Business Licenses:

As of September 30, 2023, active annual business licenses have **increased** by 0.15% (30 licenses) when compared to the same period in 2022 while gaming and quarterly licenses have also remained relatively consistent.

Table 1 - Figures accurate as of 11/03/2023

License Type	9/30/2023	9/30/2022	% Change
Annual Licenses	19,525	19,495	0.15%
Gaming Licenses	219	223	-1.79%
Quarterly Licenses	957	949	0.84%

Note: Annual license figures represent the total number of active businesses in the City; however, Gaming and/or Quarterly licenses may exist in conjunction with an annual license. Quarterly licenses consist primarily of privileged alcohol licenses.

Collections:

The Business License Department collected \$7,730,737 in Q1 of FY2024 which is an *increase* of 15.4% (\$1,033,342) when compared to Q1 of FY2023. Increases were expected in budgeting; however, collections exceeded projections by 3.8% (\$284,195) which can likely be attributed to higher sales volume and/or inflation.

Tables 2 and 3 – Figures accurate as of 11/03/2023

Collection Period	Actual*	Prior Year	% Change	YTD
07/01 – 09/30	\$ 7,730,737	\$ 6,697,395	15.4%	15.4%

Collection Period	Actual*	Budgeted	Over/Under	YTD
07/01 – 09/30	\$ 7,730,737	\$ 7,446,542	3.8%	3.8%

*Current year figures exclude any delinquent accounts included in “Active Business” (Table 1).

Walk-Ins, Phone Calls, ServiceNow:

Walk-ins were not previously tracked by the department; however, for the month of September, staff recorded 646 interactions. The Department handled 3,657 phone calls in the first quarter, a *decrease* of 5% (193 calls) from the previous year. Additionally, staff received 1,195 service requests through the ServiceNow application and the department recorded 2,453 relevant interactions with callers.

Table 4

Service Type	FY24 Q1	FY23 Q1	% Change
Walk-Ins	646 [^]	[^]	-
Phone Calls	3,657	3,850	-5.0%
<u>Service Now</u>			
Interactions	2,453	*	-
Service Requests	1,195	*	-

*ServiceNow implemented in May 2023.

[^] September only; new metric.

If you have any questions, please contact me at your convenience.