



Business Licensing Department

MEMORANDUM

DATE: 5/20/2024

TO: Honorable Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically

FROM: Lance Ferrato, Director of Business Licensing

SUBJECT: Business License Code Revision

This memo provides a status update on the progress towards revising Reno Municipal Code Title 4 - Business License Code and Title 5 - Privileged Licenses, Permits and Franchises (“Business License Code”).

Based on Council direction received in March 2023, staff initiated a plan to rewrite the Business License Code. Immediately recognizing that this project was a significant undertaking, staff began the search for a consultant to facilitate the process. Ultimately, in August 2023, Fennemore Craig P.C. (“Fennemore”) was selected and subsequently approved by Council.

Since then, Fennemore has evaluated several business licensing codes used within similarly sized municipalities in Nevada and across the nation to identify best practices and compare them to our current regulatory scheme. Additionally, Fennemore has worked closely with staff to discuss possible solutions to historic pain points in the licensing process. As the preliminary draft is nearing completion, the comprehensive timeline and tentative schedule below is being shared for your awareness.

- March 2023 – Direction from Council to revise the Business License Code
- August 2023 – Consultant engagement letter approved by Council/City Manager
- October 2023 – Stakeholder feedback on existing code
- November 2023 through May 2024 – Drafting process
- June 2024 – Council policy briefings
- June/July 2024 – Draft release/Community outreach
- August 2024 – Direction from Council based on discussion and community feedback
- August/September 2024 – Business Impact Statement
- October/November 2024 – Ordinance introduction/adoption
- January 2025 – Code becomes effective