



# Business Licensing Department

---

## MEMORANDUM

**DATE:** 8/13/2024

**TO:** Honorable Mayor and City Council

**THROUGH:** Jackie Bryant, Interim City Manager Approved Electronically  
Ashley Turney, Assistant City Manager

**FROM:** Lance Ferrato, Director of Business Licensing

**SUBJECT:** Business License Code Revision Update

---

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”).

On March 29, 2023, Council unanimously approved a motion to direct staff to, “... open and amend Titles 4 and 5 in their entirety.” Recognizing that this project was a significant undertaking, staff began the search for a consultant to facilitate the process. On August 23, 2023, Council approved a local consultant from Fennemore Craig P.C. (“Fennemore”) to work on the project.

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. Further, the consultant drew upon feedback from the October 2023 stakeholder meetings and public comment period to create new regulatory language. In June of this year, staff received a complete draft consisting of 34 chapters (chapters 7-59 assigned to odd numbers to allow for expansion in the future). The draft includes nine new suggested business types to regulate as well as several new provisions spread broadly across all business types.

After receiving the draft code from the consultant, notification was sent out to all business licensees to initiate feedback. However, once the stakeholder meetings were complete, staff recognized that much more community engagement was needed. As a result, the comment period has now been extended to October 31 and more stakeholder meetings and workshops are scheduled to ensure that everyone has ample opportunity to engage.

***Updated Timeline and Tentative Schedule:***

- 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 21, 2024 through October 31, 2024 - Consultant draft release and community outreach/feedback
- September 2024 - Industry focused stakeholder workshops
- October 31, 2024 - First public feedback deadline
- November 2024 - Continued updates to consultant draft based on community feedback
- January 2025 - Presentation of revised consultant draft to Council
- Spring 2025 - Business impact statement (includes additional comment period)
- Summer 2025 - Introduction and adoption of new code

***Outreach to Date:***

September 20-25, 2023 - Direct Mailer to all business licensees

October 9, 10, 16, and 17, 2023 - Community Engagement Meetings (in person and virtual)

- Social Media Post - Sept. 29, 2023
- Social Media Post (Facebook en Español) - Sept 29, 2023
- Press Release - Oct. 2, 2023
  - Resulted in KTVN story running on October 2, 2023
- Press Release (Facebook en Español) - Oct. 2, 2023
- ENewsletter - Oct. 2, 2023
  - 22,736 sends
  - 51.7% Open Rate
  - 1.1% Click Rate (204 clicks)
- Social Media Post - Reminder - Oct. 6, 2023
- Social Media Post - Reminder (Facebook en Español) - Oct. 6, 2023
- Nuestro Reno (Spanish Radio Interview) - Oct. 11, 2023
- Social Media Post - Reminder #2 (Facebook en Español) - Oct 16, 2023
- Attendance
  - October 9, 2023 AM - In person: 12; virtually: 17
  - October 9, 2023 PM - In person: 7; virtually: 3
  - October 10, 2023 AM - In person: 9; virtually: 12
  - October 10, 2023 PM - In person: 3; virtually: 5
  - October 16, 2023 AM - In person: 21; virtually: 14
  - October 16, 2023 PM - In person: 16; virtually: 7
  - October 17, 2023 AM - In person: 12; virtually: 9
  - October 17, 2023 PM - In person: 3; virtually: 5
- Written Comments Received
  - Emailed Comments: 16
  - Online Comment Form: 9

June 21, 2024 - Direct Mailer via postcard

- 18,511 recipients

July 15-17, 2024 - Stakeholder Meetings (in person and virtual)

- Social Media Post - July 8, 2024
- Social Media Post (Facebook en Español) - July 10, 2024
- Press Release - July 10, 2024
  - Resulted in two stories running on KOLO Channel 8 no July 10, 2024
- Social Media Post Reminder (Facebook en Español) - July 15
- Attendance
  - July 15, 2024 - In person: 2; virtually: 11
  - July 16, 2024 - In person: 2; virtually: 11
  - July 17, 2024 - In person: 4; virtually: 8
- Written Comments Received:
  - Emailed Comments: 27
  - Online Comment Form: 16
- This is Reno on Reno Article on the Business License Code Changes on August 8, 2024

*Several informal meetings and phone calls have also taken place with individual licensees and industry representatives.*

***Planned Outreach:***

Industry Specific Workshops (Tentative schedule - Times and venues to be determined)

- September 9, 2024 - General licensing (Chapters 1-5 and 61-62) and other chapters not listed
- September 10, 2024 - Adult Cabarets and Adult Oriented Businesses (Chapters 7 and 9)
- September 11, 2024 - Pawnbroker and Secondhand Dealers (Chapters 39 and 43)
- September 12, 2024 - Cannabis Establishments (Chapter 19)
- September 16, 2024 - General licensing (Chapters 1-5 and 61-62) and other chapters not listed
- September 17, 2024 - Special Events and Expressive Activities (Chapter 51)
- September 18, 2024 - Alcoholic Beverages (Chapter 13)\*
- September 19, 2024 - Gaming and Charitable Lotteries (Chapter 25)
- September 23, 2024 - General licensing (Chapters 1-5 and 61-62) and other chapters not listed
- September 24, 2024 - Massage Establishments and Massage Therapists (Chapter 27)

*\*Additionally, a weekly virtual meeting invitation has been extended to all on-premises alcohol/on-premises wine and beer licensees, e.g., bars, restaurants, etc., to discuss the draft and receive feedback.*

Future social media posts, ENewsletters, media availability, radio interviews, and other stakeholder opportunities to be scheduled.

***Next Steps:***

Staff will continue to collect comments and actively interact with stakeholders until October 31, 2024, at which time a redlined version of the draft will be created and formalized for discussion with Council. Tentatively, this discussion and request for direction would take place in January 2025.

Staff asks that any comments, concerns, suggestions, or requests for meetings be directed to [BLCode@reno.gov](mailto:BLCode@reno.gov).

Additional information can also be found at:

<https://www.reno.gov/government/departments/business-license/business-licensing-code-revision>.