



C I T Y O F
RENO
Memorandum

DATE: 8/30/2024

TO: Honorable Mayor and City Council

THROUGH: Jackie Bryant, Interim City Manager

Approved Electronically

FROM: Lance Ferrato, Director of Business Licensing

DEPT: Business Licensing

SUBJECT: Business License Code 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”).

Based on community feedback over the draft business license code, staff will be stepping back and reevaluating a more effective strategy to get public input. The current draft will be discarded and we will be expanding the community outreach process to bring forward a new version for review and approval.

At this time, we are reexamining the process and intend to share an update with Council and the community in the near future.

The following message was sent to business licensees, stakeholders and media. Additionally, a similar message has been posted on the City’s Business Licensing Department webpage and the City’s social media page:

To all business licensees and interested parties,

Thank you. Your feedback is invaluable, and we deeply appreciate the trust you’ve placed in us by sharing your concerns. We hear you, and we recognize the importance of your role in making this process a success.

Reno was built on a pioneering spirit—a spirit of collaboration, innovation, and resilience. This spirit is what drives us to continually improve and adapt to the needs of our community. We are committed to working closely with you to develop a framework

that not only addresses the concerns raised but also strengthens the foundation for a thriving business community in Reno.

After a strong response to the draft business license code release this summer, the City will regroup and strategize on a more effective way to move forward with Council's unanimous direction on March 29, 2023, "... to open and amend Titles 4 and 5 in their entirety."

The draft business license code document will be discarded. We invite you to continue partnering with us to open and amend Reno Municipal Code Title 4 "Business License Code" and Title 5 "Privileged Licenses, Permits and Franchises."

We will continue to gather your perspectives on what works and what doesn't in the current business license code. We will also share the City's challenges in ensuring a safe and vibrant business landscape. Throughout this process, we will maintain clear and transparent communication, keeping you informed every step of the way.

Please be on the lookout for more information and visit [Reno.gov/BusinessLicense](https://reno.gov/BusinessLicense) for ongoing updates.

Thank you for your continued engagement and feedback. By working together, we can ensure that Reno continues to be a place where businesses not only survive, but thrive.

If you have any questions, please reach out to Lance Ferrato, Director of Business Licensing at (775)399-3337.