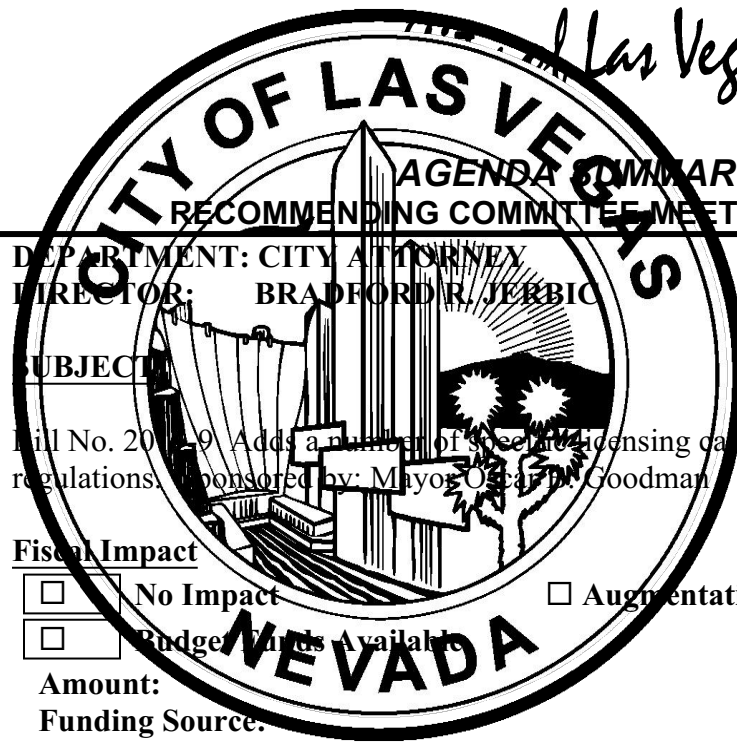




AGENDA SUMMARY PAGE
RECOMMENDING COMMITTEE MEETING OF: MARCH 1, 2011

DEPARTMENT: CITY ATTORNEY
DIRECTOR: BRADFORD R. JERBIC

☐ Consent ☒ Discussion

SUBJECT:

Bill No. 2011-9 Adds a number of specific licensing categories to the City's business licensing regulations. Sponsored by: Mayor Oscar W. Goodman

Fiscal Impact

☐

No Impact

☐ Augmentation Required

☐

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

This bill will add a number of specific licensing categories to the City's business licensing regulations, namely, corporate administrative office space, fulfillment center, affiliate company software developer, sales-related call center, and internet retailer. The new categories reflect the City's desire to attract and retain these types of businesses.

RECOMMENDATION:

This bill should be submitted to a Recommending Committee for review, hearing and recommendation to the City Council for final action.

BACKUP DOCUMENTATION:

1. Bill No. 2011-9
2. Business Impact Statement

Motion made by STAVROS S. ANTHONY to Approve

Passed For: 2; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, STAVROS S. ANTHONY; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

COUNCILMAN BARLOW declared the Public Hearing open.

JIM DiFIORE, Business Services Manager, stated the bill was prepared with direction from staff to address the new Zappos Corporation, who will be leasing office space within City Hall. This bill adds five new categories that will address the functions that Zappos will be operating in the City. Fifty other businesses were identified that will be impacted by this bill, but the Code gives existing businesses the ability to either continue with the gross licensing fee schedule or opt for

RECOMMENDING COMMITTEE MEETING OF: MARCH 1, 2011

one of the new categories. Research on existing companies may take some time; staff will eventually be able to address their license classifications properly.

MR. DiFIORE outlined the five new categories and informed COUNCILMAN ANTHONY that the annual fees for corporate administrative office is \$100, the fulfillment center is \$3,000, affiliated software developer and sale wholesale center is \$4,000 and the internet retail is \$5,000.

SCOTT ADAMS, Chief Urban Redevelopment Officer, explained that the agreement approved by the City Council has a provision that requires the City to equalize the cost of licensing which Zappos currently is paying in the City of Henderson. The hope is to use this as a tool to market downtown to these types of businesses and industries under more attractive license opportunities.

MR. DiFIORE verified for COUNCILMAN BARLOW that under these categories, Zappos will pay a fee based upon their different affiliates, and the five additional categories will capture the 10 corporate structures Zappos will be licensed for at this location. MR. ADAMS added that the flat fee structure will be more attractive for businesses to license rather than a sliding scale category based on sales.

COUNCILMAN BARLOW declared the Public Hearing closed.

