

1 **BILL NO. 2025-42**

2 **ORDINANCE NO. 6937**

3 AN ORDINANCE TO AMEND LVMC 6.02.150 TO CLARIFY THE REQUIREMENT THAT
4 SEPARATE LICENSES OR PERMITS ARE NEEDED FOR EACH ASSUMED OR FICTITIOUS
5 BUSINESS NAME BEING UTILIZED BY A BUSINESS, AND PROVIDE FOR OTHER RELATED
6 MATTERS.

6 Proposed by: Seth T. Floyd, Director of
7 Community Development

Summary: Amends LVMC 6.02.150 to clarify the
requirement that separate licenses are needed for
each assumed or fictitious business name being
utilized by a business.

8
9 THE CITY COUNCIL OF THE CITY OF LAS VEGAS DOES HEREBY ORDAIN AS
10 FOLLOWS:

11 SECTION 1: Title 6, Chapter 2, Section 150, of the Municipal Code of the City of Las
12 Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

13 **6.02.150:** (A) Separate licenses or permits must be obtained for each assumed or fictitious name
14 (“doing business as” or “DBA”) on file with the County or that is otherwise associated with a business,
15 branch establishment or separate place of business, whether the activity is intended to be permanent or
16 temporary.

17 (B) Except as otherwise provided in this Section or with respect to a specific license
18 category established under this Title:

19 (1) A license must be obtained for every class and type of business in this Code
20 specified, even though several classes or types of business may be operated by the same person and at the
21 same place of business; and

22 (2) The license fee applicable to each type or class must be paid, whether the
23 fee is based on gross sales pursuant to LVMC 6.04.005 or is a semiannual or annual fixed license fee
24 established elsewhere in this Code.

25 (C) A person conducting several classes or types of businesses, each of which is required
26 by LVMC 6.04.005 to pay a license fee on the basis of gross sales, at the same location and under the same

1 business name, shall, unless otherwise directed by the Director, apply for and obtain only one license.

2 (D) A person who falls within a license category described in Subsection (E) shall be
3 subject to the gross sales license fee described in LVMC 6.04.005 unless, for one or more future licensing
4 periods, the person elects to pay the fixed annual license fee established in the applicable Code section
5 described in Subsection (E). As deemed appropriate, the Director shall establish deadlines, procedures and
6 other requirements for making the election described in this Subsection.

7 (E) The following license categories are subject to the election provisions of Subsection
8 (D):

- 9 (1) Administrative or corporate office space, as described in LVMC 6.04.040.
10 (2) Fulfillment center, as described in LVMC 6.04.130.
11 (3) Affiliate company software developer or sales-related call center, as
12 described in LVMC 6.04.140.
13 (4) Internet retailer, as described in LVMC 6.04.150.

14 (F) For any business license subject to a fixed license fee pursuant to Chapter 6.04, the
15 Department may issue a related license and take other appropriate administrative action in order to facilitate
16 the collection of gross sales-based fees that the business owes for related activity not covered by the
17 business's fixed license fee.

18 SECTION 2: If any section, subsection, subdivision, paragraph, sentence, clause or phrase
19 in this ordinance or any part thereof is for any reason held to be unconstitutional or invalid or ineffective by
20 any court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the
21 remaining portions of this ordinance or any part thereof. The City Council of the City of Las Vegas hereby
22 declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase
23 thereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs,
24 sentences, clauses or phrases be declared unconstitutional, invalid or ineffective.


25 SECTION 3: Whenever in this ordinance any act is prohibited or is made or declared to
26 be unlawful or an offense or a misdemeanor, or whenever in this ordinance the doing of any act is required

1 or the failure to do any act is made or declared to be unlawful or an offense or a misdemeanor, the doing of
2 such prohibited act or the failure to do any such required act shall constitute a misdemeanor and upon
3 conviction thereof, shall be punished by a fine of not more than \$1,000.00 or by imprisonment for a term of
4 not more than six months, or by any combination of such fine and imprisonment. Any day of any violation
5 of this ordinance shall constitute a separate offense.

6 SECTION 4: All ordinances or parts of ordinances or sections, subsections, phrases,
7 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada, 1983
8 Edition, in conflict herewith are hereby repealed.

9 PASSED, ADOPTED and APPROVED this 21st day of January, 2026.


10 APPROVED:

11 By 
12 SHELLEY BERKLEY, Mayor

13 ATTEST:

14 
15 DR. LUANN D. HOLMES, MMC
City Clerk

16 APPROVED AS TO FORM:

17  12/21/25
18 Gillian Block Segerblom, Date
Deputy City Attorney

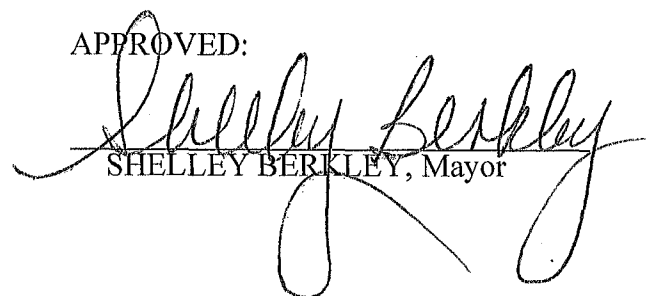
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The above and foregoing ordinance was first proposed and read by title to the City Council on the 17th day of December, 2025, and referred to a committee for recommendation; hereafter the committee reported favorably on said ordinance on the 21st day of January 2026, which as a regular meeting of said Council; that at said regular meeting, the proposed ordinance was read by title to the City Council and adopted by the following vote:


VOTING "AYE": Mayor Berkley, and Councilmembers, Knudsen, Diaz, Allen-Palenske, Brune, Summers-Armstrong and Kelley
VOTING "NAY": None
EXCUSED: None
ABSTAINED: None

APPROVED:



SHELLEY BERKLEY, Mayor

ATTEST:



DR. LUANN D. HOLMES, MMC City Clerk

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

LV CITY CLERK
ATTN: ARLENE
495 S MAIN ST
LAS VEGAS NV 89101

Account #
Order ID

104115
347565

Leslie McCormick, being 1st duty sworn, deposes and says: That she is the Legal Clerk for the Las Vegas Review-Journal/Las Vegas Sun, daily newspaper regularly issued, published and circulated in the Clark County, Las Vegas, Nevada and that the advertisement, a true copy attached for, was continuously published in said Las Vegas Review-Journal/Las Vegas Sun, in 1 edition(s) of said newspaper issued from 01/08/2026 to 01/08/2026, on the following day(s):

01/08/2026

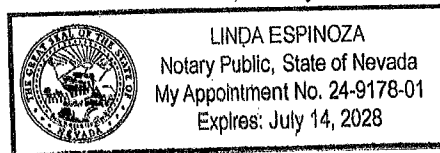
Leslie McCormick

LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this January 8, 2026

Notary

Linda Espinoza



BILL NO. 2025-42

AN ORDINANCE TO AMEND LVMC 6.02.150 TO CLARIFY THE REQUIREMENT THAT SEPARATE LICENSES OR PERMITS ARE NEEDED FOR EACH ASSUMED OR FICTITIOUS BUSINESS NAME BEING UTILIZED BY A BUSINESS, AND PROVIDE FOR OTHER RELATED MATTERS.

Proposed by: Seth T. Floyd, Director of Community Development

Summary: Amends LVMC 6.02.150 to clarify the requirement that separate licenses are needed for each assumed or fictitious business name being utilized by a business.

At the City Council meeting of December 17, 2025

BILL NO. 2025-42 WAS READ BY TITLE AND REFERRED TO A RECOMMENDING COMMITTEE

COPIES OF THE COMPLETE ORDINANCE ARE AVAILABLE FOR PUBLIC INFORMATION IN THE OFFICE OF THE CITY CLERK, 2ND FLOOR, 495 SOUTH MAIN STREET, LAS VEGAS, NEVADA

PUB: Jan. 8, 2026
LV Review-Journal

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

LV CITY CLERK
ATTN: ARLENE
495 S MAIN ST
LAS VEGAS NV 89101

Account #
Order ID

104115
348398

Leslie McCormick, being 1st duty sworn, deposes and says: That she is the Legal Clerk for the Las Vegas Review-Journal/Las Vegas Sun, daily newspaper regularly issued, published and circulated in the Clark County, Las Vegas, Nevada and that the advertisement, a true copy attached for, was continuously published in said Las Vegas Review-Journal/Las Vegas Sun, in 1 edition(s) of said newspaper issued from 01/24/2026 to 01/24/2026, on the following day(s):

01/24/2026

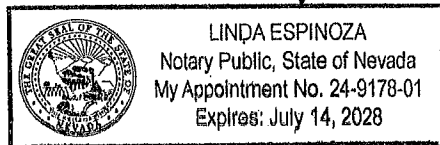
Leslie McCormick

LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this January 24, 2026

Notary

Linda Espinoza



**BILL NO. 2025-42
ORDINANCE NO. 6937**

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The above and foregoing ordinance was first proposed and read by title to the City Council on the 17th day of December, 2025; and referred to a committee for recommendation; thereafter the committee reported favorably on said ordinance on the 21st day of January, 2026, which was a regular meeting of said City Council; and that at said meeting, the proposed ordinance was read by title to the City Council as first introduced and adopted by the following vote:

VOTING "AYE": Mayor Berkley and Councilmembers Knudsen, Diaz, Allen-Palenske, Brune, Summers-Armstrong and Kelley

VOTING "NAY": NONE

EXCUSED: NONE

COPIES OF THE COMPLETE ORDINANCE ARE AVAILABLE FOR PUBLIC INFORMATION IN THE OFFICE OF THE CITY CLERK, 2ND FLOOR, 495 SOUTH MAIN STREET, LAS VEGAS, NEVADA

PUB: Jan. 24, 2026
LV Review-Journal