

ORDINANCE NO. 748

AN ORDINANCE TO REPEAL ORDINANCE NO. 731; REGULATING AND CONTROLLING THE POSTING OF RATES OF HOTELS, INNS, MOTELS, MOTOR COURTS AND BOARDING AND LODGINGHOUSES WITH THE CITY OF LAS VEGAS; TO REGULATE AND CONTROL THE POSTING AND MAINTAINING OF OUTSIDE ADVERTISING SIGNS OF MOTELS, MOTOR COURTS, HOTELS, AND LIKE ESTABLISHMENTS; PROVIDING PENALTIES FOR THE VIOLATION THEREOF; AND PROVIDING OTHER MATTERS RELATED THERETO.

WHEREAS, the economic growth of Las Vegas is due in part to the great tourist trade brought into the area; and

WHEREAS, the continuance of such tourist trade is dependent in part upon fair and ethical practices being followed by persons serving the traveling public; and

WHEREAS, it has been brought to the attention of the Commission that numerous unfair practices exist in the posting of rates, and the use of room rate signs for motels, hotels and like accommodations, and it being impracticable to curb said practices in any manner other than by the complete prohibition of certain advertising signs pertaining to rates by the above-mentioned establishments; and

WHEREAS, the Commission has determined it to be in the public welfare and interest to regulate such conduct;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF LAS VEGAS, NEVADA, AS FOLLOWS:

SECTION 1. For the purpose of this Ordinance certain terms and words are defined as follows:

"OUTDOOR SIGNS" or "OUTSIDE SIGNS", as used in this Ordinance means any sign visible to passers-by whether the same shall be located within or without buildings.

"ROOM RATES", as used in this Ordinance, means the rates at which rooms or other accommodations are rented to occupants.

"OPERATOR", as used in this Ordinance, includes a manager or any person in charge of the operation of motels, hotels, inns, motor courts, boardinghouses, lodg- inghouses, and like establishments.

"OPERATOR" or "OWNER" includes natural persons, firms and corporations.

SECTION 2. It shall be unlawful for any owner or operator of any estab- lishment within the scope of this Ordinance, located within the boundaries of the City of Las Vegas, Clark County, Nevada, to post or maintain posted any outdoor or outside advertising sign pertaining to such establishment, any room rates for accom- modations in such establishment.

SECTION 3. It shall be unlawful for any owner or operator of any estab- lishment within the scope of this Ordinance to post or maintain posted any outside advertising "lowest rates", "very low rates", "special rates", "seasonal rates", "summer" or "winter rates", "low rates", "weekly rates" or any other phraseology referring to any special rates, charges, prices or give-away gimmicks, merchandise, or special service such as free meals, free television, free show reservations, free drinks, etc., in connection with the above rentals of said establishment.

It shall be unlawful for the owner or operator of any establishment within the scope of this Ordinance to post or maintain or suffer or permit to be posted or main- tained any outside sign on which is displayed the word "dollar" or the symbol thereof, or any of the numerals from one to nine or zero, or words indicating the same, irre- spective of whether such numeral or numerals are a part of the name of such establish- ment or a part of the name of an association of which such owner or operator is or claims to be a member; provided, however, that it shall not be unlawful to advertise by means of an outside sign membership in a recognized national association, the name of which includes a numeral or numerals.

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CLERK'S
FILE

Ord 748

SECTION 4. It shall be unlawful for the owner or operator of any establishment within the scope of this Ordinance to display or suffer to be displayed any outdoor sign which is in anywise false or misleading, or which contains any false or misleading matter.

SECTION 5. Nothing contained in this Ordinance shall be construed as to require any establishment within the scope of this Ordinance to have outdoor or outside signs. This Ordinance shall not be construed to in any way affect the casino or gaming operation or theatre restaurants of any establishment, but is intended to apply to the transient habitational activities of establishments as listed herein.

SECTION 6. Every operator of any hotel, inn, motel, motor court, or boarding or lodginghouse in the City of Las Vegas, Clark County, Nevada, shall post in a conspicuous place in the office and in every bedroom of such establishment, a statement of the maximum charge or rate of charges by the day for lodging during the season when such rate is applicable, and shall file a copy of such statement, together with the name of the owner or operator of such establishment, with the City Clerk of the City of Las Vegas, Nevada, within thirty days after adoption of this Ordinance.

For the purpose of this Ordinance there shall be two seasons throughout the year. One season is declared to be from and after October 1st to and including March 31st of each year and the other season is declared to be from and after April 1st to and including September 30th of each year. Such list of charges shall remain in effect for the season to which it applies and the City Clerk shall not accept and file a new statement of charges oftener than once during each season.

SECTION 7. No charge or sum for accommodations shall be collected for any greater sum than as set forth in the statement of charges so filed.

SECTION 8. It shall be unlawful for the operator of any hotel, inn, motel, motor court, boarding or lodginghouse in the City of Las Vegas, Clark County, Nevada, to require as a condition of renting that the lodger pay for a greater number of nights than actually occupied and requested by said lodger, provided, that this section shall not apply in the event the hotel, inn, motel, motor court, boarding or lodginghouse does not rent accommodations for a term of less than one week.

SECTION 9. Ordinance No. 731 and all ordinances or parts of ordinances in conflict herewith are hereby repealed.

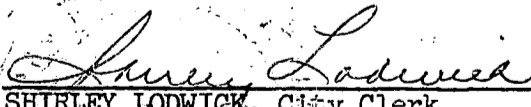
SECTION 10. If any provision of this Ordinance be declared by a Court of Law to be illegal or unconstitutional it shall in no way affect the remainder of this Ordinance or section thereof it being intended that the remainder shall remain in full force and effect.

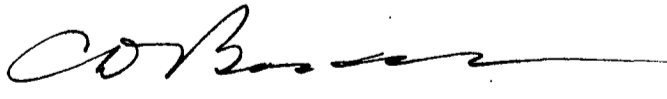
SECTION 11. Any violating of this Ordinance, or any provision herein contained, shall constitute a misdemeanor and the offender shall be punished by a fine of not less than \$500.00 or imprisonment in the City Jail for not more than six (6) months, or by both such fine and imprisonment in addition to any other penalties provided by law.

SECTION 12. The City Clerk and Clerk of the Board of Commissioners of Las Vegas, Clark County, Nevada, shall after its adoption and approval cause this Ordinance to be published once a week for two successive weeks in the Las Vegas Sun, a daily newspaper published in the City, and this Ordinance shall become effective immediately following the second publication thereof.

ATTEST:

APPROVED:


SHIRLEY LODWICK, City Clerk


C. D. BAKER, Mayor

The above and foregoing Ordinance was first proposed and read by title to the Board of Commissioners on the 2nd day of October, 1957, and referred to the following committee composed of Commissioner Sharp for recommendation; thereafter the said committee reported favorably on said Ordinance on the 9th day of October, 1957; which was a special meeting held on said day, and at such special meeting held on said day, the proposed ordinance was read in full to the Board of Commissioners as amended and adopted by the following vote:

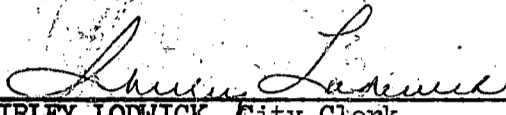
Voting "Aye": Commissioners Bunker, Fountain, Sharp, Whipple and Mayor Baker

Voting "Nay": None

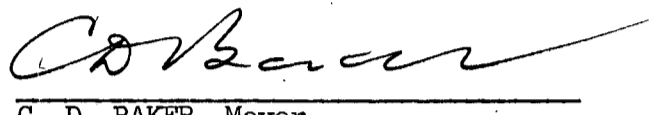
Absent: None

ATTEST:

APPROVED:



SHIRLEY LODWICK, City Clerk



C. D. BAKER, Mayor

LEGAL NOTICE

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA, }
COUNTY OF CLARK } ss.

Anthony Cina

being first duly sworn,

deposes and says: That he is Foreman of the LAS VEGAS MORNING SUN, a daily newspaper of general circulation, printed and published at Las Vegas, in the County of Clark, State of Nevada, and that the attached was continuously published in said newspaper for a period of two weeks

from October 17, 1957 to October 24, 1957

inclusive, being the issues of said newspaper for the following dates, to-wit:

October 17, 24, 1957

That said newspaper was regularly issued and circulated on each of the dates above named.

Signed

Anthony Cina

Subscribed and sworn to before me this 20th day of March, 1958

Barbara J. Green

Notary Public in and for Clark County, Nevada

My Commission Expires

My Commission Expires Mar. 17, 1960

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WHEREAS, the continuance of such tourist trade is dependent in part upon fair and ethical practices being followed by persons serving the traveling public; and
WHEREAS, it has been brought to the attention of the Commission that numerous unfair practices exist in the posting of rates, and the use of room rate signs for motels, hotels and like accommodations, and it being impracticable to curb said practices in any manner other than by the complete prohibition of certain advertising signs pertaining to rates by the above-mentioned establishments; and
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APPROVED:

C. D. BAKER, Mayor

ATTEST:

SHIRLEY LODWICK, City Clerk

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Voting "Aye": Commissioners Bunker, Fountain, Sharp, Whipple and Mayor Baker.

Voting "Nay": None.

Absent: None.

APPROVED:

C. D. BAKER, Mayor

ATTEST:

SHIRLEY LODWICK, City Clerk.

Oct. 17, 24, 1957