

ORDINANCE NO. 731

AN ORDINANCE TO REPEAL ORDINANCES NO. 568, AND 712: TO REGULATE AND CONTROL 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 with the City Clerk, 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 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 SIGN" or "OUTSIDE SIGN", 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, lodginghouses, 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 establishment within the scope of this Ordinance, located within the City of Las Vegas, Nevada, to post or maintain posted on any outdoor or outside advertising sign pertaining to such establishment, any room rates for accommodations in such establishment.

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

CITY
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FILE

SECTION 4. 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 of any establishment, but is intended to apply to the transient habitational activities of establishments as listed herein.

SECTION 5. Every operator of any hotel, inn, motel, motor court or boarding or lodginghouse in this City, shall post in a conspicuous place in the office and in every bedroom of such establishment, a statement of the charge or rate of charges by the day for lodging, 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.

Such list of charges shall remain in effect for at least one (1) month and the City Clerk shall not accept and file a new statement of charges oftener than once each month.

SECTION 6. No charge or sum shall be collected for any greater sum than as set forth in the statement of charges so filed.

SECTION 7. It shall be unlawful for the operator of any hotel, inn, motel, motor court, boarding or lodginghouse in this City, 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 8. Ordinance No. 568 is hereby repealed.

SECTION 9. Ordinance No. 712 is hereby repealed.

SECTION 10. All other ordinances or parts of ordinances in conflict herewith are hereby repealed.

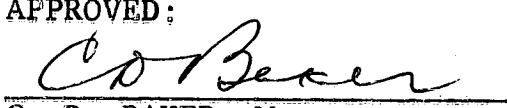
SECTION 11. Any violation of this ordinance, or any provision herein contained, shall constitute a misdemeanor and the offender shall be punished by a fine of not more than \$500.00 or imprisonment in the City Jail for not more than six (6) months, or by both such fine and imprisonment in addition to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

SECTION 12. The City Clerk and Clerk of the Board of Commissioners of the City of Las Vegas shall cause this ordinance to be published once a week for two successive weeks immediately following its first reading and adoption in the Las Vegas Review Journal, a daily newspaper published in the City of Las Vegas.

ATTEST:


SHIRLEY BAJLINGER, City Clerk

APPROVED:


C. D. BAKER, Mayor

The above and foregoing Ordinance was first proposed and read by title to the Board of Commissioners on the 16th day of January, 1957, and referred to the following Committee composed of Commissioners Bunker and Sharp for recommendation; thereafter the said Committee reported favorably on said Ordinance on the 22nd day of January, 1957, which was a

special meeting; that at said meeting held on said day the proposed Ordinance was read in full to the Board of Commissioners as first introduced and adopted by the following vote:

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

Voting "Nay": None Absent: None

ATTEST:


SHIRLEY BALLINGER, City Clerk

APPROVED:


C. D. BAKER, Mayor

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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 with the City Clerk, 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 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 SIGN" or "OUTSIDE SIGN", 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, lodginghouses, and like establishments.

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SECTION 2. It shall be unlawful for any owner or operator of any establishment within the scope of this Ordinance, located within the City of Las Vegas, Nevada, to post or maintain posted on any outdoor or outside advertising sign pertaining to such establishment; any room rates for accommodations in such establishment.

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

SECTION 4. 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 of any establishment but is intended to apply to the transient habitation activities of establishments as listed herein.

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA, }
 COUNTY OF CLARK } ss.

A. F. SCHELLACK

....., being first duly sworn, deposes and says: That he is Foreman of the LAS VEGAS REVIEW-JOURNAL, 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 (2) insertions from January 24, 1957 to January 31, 1957

inclusive, being the issues of said newspaper for the following dates, to-wit:
January 24, 31, 1957

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

SIGNED *A. F. Schellack*

Subscribed and sworn to before me this 31st day of January, 1957

Paula Gierhart
 NOTARY PUBLIC IN AND FOR CLARK COUNTY, NEVADA
 My Commission Expires April 14, 1958.

SECTION 5. Every operator of any hotel, inn, motel, motor court or boarding or lodginghouse in this City, shall post in a conspicuous place in the office and in every bedroom of such establishment, a statement of the charge or rate of charges by the day for lodging, 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.

Such a list of charges shall remain in effect for at least one (1) month and the City Clerk shall not accept and file a new statement of charges oftener than once each month.

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SECTION 8. Ordinance No. 568 is hereby repealed.

SECTION 9. Ordinance No. 712 is hereby repealed.

SECTION 10. All other ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 11. Any violation of this ordinance, or any provision herein contained, shall constitute a misdemeanor and the offender shall be punished by a fine of not more 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 the City of Las Vegas shall cause this ordinance to be published once a week for two successive weeks immediately following its first reading and adoption in the Las Vegas Review-Journal, a daily newspaper published in the City of Las Vegas.

ATTEST:

SHIRLEY BALLINGER, City Clerk

APPROVED:

C. D. BAKER, Mayor

The above and foregoing Ordinance was first proposed and read by title to the Board of Commissioners on the 18th day of January, 1957, and referred to the following Committee composed of Commissioners Bunker and Sharp for recommendation; thereafter the said Committee reported favorably on said Ordinance on the 23rd day of January, 1957, which was a special meeting; that at said meeting held on said day the proposed Ordinance was read in full to the Board of Commissioners as first introduced and adopted by the following vote:

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

Voting "Nay": None
Absent: None

ATTEST:

SHIRLEY BALLINGER, City Clerk

APPROVED:

C. D. BAKER, Mayor

Jan. 24, 31