

Agenda Report

TO: City Council **DATE:** November 2, 1998
FROM: City Manager
SUBJECT: Amendment to Provisions of Title 5 of the Pasadena Municipal Code Section, the Business License Tax Provisions

RECOMMENDATION:

It is recommended that the City Council direct the City Attorney to prepare language which amends Provisions of Title 5 of the Pasadena Municipal Code Section, the Business License Tax Provisions, to provide for a reduced Business License Tax for Businesses Meeting Specified Criteria


BACKGROUND:

Under Section 5.04.130 of the Pasadena Municipal Code Subsection C, the City Council established a reduced business license fee for those businesses whose primary place of business is outside of the City yet conducts business within the City on an occasional basis (two or less times per calendar year). Staff is now recommending that the City Council direct the City Attorney to add a Subsection D to Section 5.04.130 which establishes a daily rate of \$5 per day for vendors whose primary place of business is outside of the City yet conduct business within the City two or less times per calendar year and who sell art and art related items. In addition, language will be added which puts the responsibility of gathering all required City and/or State information pertaining to each vendor on the promoter of the event. A master license will be issued to the promoter of the event which will cover these vendors.

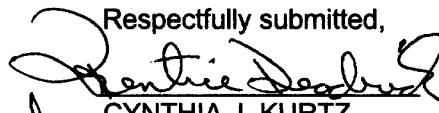
FISCAL IMPACT:

Given past experience, the recommended amendment may result in a reduction of approximately \$5,000 annually, however, will reduce City expenses because individual licenses will no longer have to be issued.

Approved by:


JAY M. GOLDSTONE
Director of Finance

Respectfully submitted,


for CYNTHIA J. KURTZ
City Manager