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HISTORY OF BUSINESS LICENSE

In 1909, when Clark County was originally formed as a political subdivision of the State of Nevada, the business licensing function was assigned to the Clerk's Office. At that time there were only four departments, which comprised Clark County government; the Clerk's Office, Treasurer, Assessor and the Recorder's Office. The Clerk's Office in addition to issuing business licenses was also responsible for dog licenses, street signs and the functions, which the Comptroller's Office now performs.

In 1967, the Business License Department was assigned to the Sheriff's Office Civil Bureau and J.E. "Tex" Gates became the first Director upon appointment by then Sheriff Ralph Lamb. All Business License Department employees were commissioned, as Deputy Sheriffs and some were required to carry weapons. Tex Gates was suspended from his duties by newly elected Sheriff John McCarthy and eventually resigned from his post on January 5, 1979, as a result of federal grand jury indictments related to the extortion of business license fees.

Upon Gates' resignation on January 5, 1979, then Sheriff McCarthy appointed Jere Vanek, a Deputy Chief with the Las Vegas Metropolitan Police Department, as the second Director of the Business License Department. Vanek Served as Director of the Business License Department from January to September of 1979. Historical Note: In 1973 the Sheriff's Office and the Las Vegas Police Department consolidated to become the Las Vegas Metropolitan Police Department (Metro).

On June 19, 1979, licensing authority was transferred from the Las Vegas Metropolitan Police Department, formerly the Sheriff's Office, to the newly established County Department of Business License by Ordinance number 621. The Ordinance, introduced as a result of Bill number 5-31-79-1, subsequently known as Senate Bill 396, amended Titles 2, 3, 4, 6, 7 and 10 of the Clark County Code. The adoption of the Ordinance brought Clark County Code into conformance with SB 396, which established a County Department of Business License independent of the Sheriff's office, now known as Metro, and transferred licensing authority to the Director of the Business License Department. The three part agreement between Metro and the County, in addition to 1) giving the County control of the Business License Department; also 2) removed the Sheriff from the Clark County Liquor and Gaming Licensing Board and provided; 3) for Metro to assume the investigations of privileged liquor and gaming licensing applications.

Clark County Code Chapter 2.03 outlines the responsibilities of the Business License Department and delineates the powers of the director; Chapter 3.40 created the Liquor and Gaming Licensing Board. Title 6 governs general business licenses, while Title 7 governs regulated businesses, and Title 8 governs privileged licenses. Chapters 4.08, 4.09, 4.10 govern the departments responsibility for the collection of transient lodging tax.

Among the various business licensing organizations nationwide, the Clark County business License Department has some of the most complex and unique functions. Because of the complexities

involved in granting general, privileged (liquor & gaming), and regulated licenses, the department is considered the most complex business licensing organization in the United States. The Business License Department is simultaneously responsible for service delivery at a regional or state level, a "city" level, and a town government level. The regulation and control of Liquor Licenses and related licensing issues pertaining to alcoholic beverages are functions performed solely by state agencies in all states other than Nevada. In addition, the regulation and control of gaming as well as the numerous adult oriented businesses adds to the diversity of our mission.

On October 2, 1979, Dan Fitzpatrick was appointed as the Director of the Clark County Business License Department by the Board of County Commissioners and served until June 28, 1984.

On July 3, 1984, Ned Solomon became the fourth Director of Business License Department. He retired on October 30, 1996.

On October 31, 1996, Ardel Jorgensen became the fifth Director of Business License Department. She retired on June 20, 2003.

Since June 20, 2003 to present, Jacqueline R. Holloway serves as the Director of Business License Department.

THE BUSINESS LICENSE DEPARTMENT TODAY

Our Vision

Clark County Business License contributes to the growth and success of our community by fostering innovative business leadership and development while maintaining the highest ethical standards.

Our Mission

Clark County Business License registers businesses to ensure public health and safety while generating essential revenue.

GAMING & LOCAL GOVERNMENT REGULATION

In Nevada Gaming Law, Second Edition, Copyright 1995 by Lionel Sawyer & Collins, several references are made to Clark County and the Department of Business License and our role in the licensing and regulation of the gaming industry:

Clark County includes the Las Vegas Strip, and is actively involved in regulating the local gaming industry. Clark County Commissioners, sitting as the County commission or as the Liquor and Gaming Board, issue licenses, and determine land use and zoning regulations. The County prohibits slots in certain Businesses. The County also restricts gaming within 1,500 feet of schools, churches, playgrounds, military installations, and within 250 feet of adult-oriented businesses.

Clark County was a leader in requiring that new casinos provide certain minimal amenities to ensure material capital investment is made before allowing non-restricted gaming. To obtain a license in Clark County, new casinos must have at least 300 rooms and provide room service. They must also have entertainment, recreation and restaurant facilities. The purpose of the gaming ordinance (Clark County Code, Chapter 8.04) was to create a resort industry with high minimum standards for physical facilities and guest services.

CONTINUOUS PROCESS IMPROVEMENT

The Issuance of Licenses

In 1972, the application process, which was originally performed manually, was computerized. Business license information was keypunched into a computer and the Information Systems Division printed the licenses. In 1979, the business license information was input directly into the

mainframe system, an IBM 3090 mainframe. The mainframe was used from 1979 until 2002 to create and maintain the database, process revenue and print the licenses.

Image Workflow System

In November 1992, a Request for Proposal (RFP) was prepared to develop an electronic imaging system. The development of the electronic imaging system was a tremendous collaborative effort between the Business License Department, the vendor Integris, the Information Systems Department and a host of support staff from various departments. Development of the project that has come to be known as Workflow Imaging was begun in May 1993 and the system was first utilized in October 1995. The client-server based image/workflow system was implemented to handle the tremendous volume of licensing applications. The primary goals for automation were to eliminate paper forms and electronically track applications, establish consistent code interpretation throughout the department and provide better customer service.

This project instituted imaging, accountability of the work via complete documentation of the application, an expert checklist that instills consistency in code interpretation, electronic faxing from the workstation and instant accessibility of information to the employees for decision making.

The Workflow Imaging System received recognition from the Smithsonian Institute of Technology.

THE MOTION PICTURE INDUSTRY

Prior to 1996, the Business License Department issued temporary business licenses, which served as film permits. In response to the growth of filming in Clark County, a full-time film administrator position was created in 1996 to act as the central point of contact for the film industry.

The first movie production shot on location in Nevada was the filming of a boxing match "Corbett vs. Fitzsimmons," the first legal championship fight. The boxing match was held in Carson City on March 17, 1897. This was the first boxing match recorded as a motion picture. The first movie production filmed in the Las Vegas area was the movie "The Hazards of Helen" in 1915. The movie starred Helen Holmes, John McGowan and Leo Maloney. The three spent seven weeks with the Kalem Company shooting the production. The second movie production that was filmed here was "the seventh episode" of the picture "The Girl and the Game," which was "Frank H. Spearman's great railroad story." The Signal Film Corporation filmed this movie in mid-January 1916. On January 22, 1916, it was announced that the National Film Company, Inc., decided to locate permanently in Las Vegas. A studio and other building were to be erected.

For over 100 years, the Silver State has been the location for hundreds of motion pictures, television programs, videos and other media productions. On March 17, 1997, Lt. Governor Lonnie L. Hammargren, M.D., introduced Senate Concurrent Resolution No. 19, which calls for programs and events to commemorate the 100th anniversary of film making in Nevada. Today, the Business License Department issues film permits to movie production companies from all over the world. On June 2, 1997 Las Vegas became the site of the World Premiere of "Con Air," which had been filmed here. The World Premiere included over 100 domestic and international press crews and many stars from the entertainment industry. Also filmed here was a portion of "Lethal Weapon IV," in the summer of 1998. Other large scale movie productions which have been filmed here are: "Casino," "Honeymoon in Vegas," "Indecent Proposal," "Fools Rush In," "Austin Powers," "Vegas Vacation," "Mars Attacks!" "Fear and Loathing," "Honey I Blew Up The Kids," "Tourist Trap," "My Giant," along with hundreds of other TV and movie productions.

BUSINESS LICENSE MILESTONES

1909

July 1, Clark County partitioned from Lincoln County

1910	September 30, last day of legal gaming, Legislature outlawed gaming
1915	First movie filmed in the Las Vegas area "The Hazards of Helen", by Signal Film Corp.
1915	Beginning of tourism trade as railroad trains stopped en route to San Diego exposition
1916	January 22, announcement that the National Film Company was to locate in Las Vegas
1931	March 19, Bill legalizing casino gaming was passed, Gov. Balzar signed it into law
1931	March 27, Legislature granted local governments the authority to regulate gaming
1931	Construction on Hoover Dam began, the dam was dedicated on September 30, 1935
1940	Air conditioning and popularity of automobiles caused explosive growth in gaming
1941	First major Strip resort was built, the El Rancho Vegas a ranch-style motel with showroom
1947	Benjamin "Bugsy" Siegel, celebrated mobster, opened the Flamingo Resort Hotel
1955	Gaming Control Board created as investigative, enforcement arm of Tax Commission
1959	Gaming Control Commission created, GCB realigned under GCC from Tax Commission
1961	January, women banned from bartending by Liquor and Gaming Licensing Board, the ban was repealed in 1965
1962	January, Sheriff Ralph Lamb selected as chairman of the Liquor and Gaming Board
1967	Howard Hughes bought the Desert Inn and six other hotels
1967	Corporate Gaming Act allowed publicly-traded corporations to own casinos without requiring their shareholders to undergo licensing investigations
1972	Issuance of business licenses computerized via key punched data into IBM computer

1973	July 1, County sheriff's Office & LV Police Dept consolidated to form Metro Police Dept
1979	Issuance of business licenses computerized utilizing IBM 3090 mainframe
1979	July 5, Liquor and Gaming Board adopted gross revenue gaming fee system
1980	January, extensive revision of gaming code, Chapter 8.04
1985	December 6, Resort Hotel room requirement increased to 300 rooms
1989	Per NRS new casinos in southern Nevada can be built only in gaming enterprise districts
1994	October, established Customer Service Help Desk to assist licensees
1995	January, licensing checklists available to customers via Licensing Tech's PC's
1995	June 6, Business License received Smithsonian Award for Image Workflow System
1995	October, Business License placed First in Customer Service Week celebration
1995	October, Workflow Imaging System operational
1996	October, Business License placed Second in Customer Service Week celebration
1996	November, first license payments were processed by bank via "Direct Deposit Program"
1997	March 17, 100th Anniversary of the Motion Picture Industry in Nevada
1997	June 2, World Premiere of "Con Air" at the Hard Rock Hotel
1997	October, Business License placed First in Customer Service Week celebration
1998	April, applicants for new business licenses required to comply with Child Support laws
1998	April, issuance of animal licenses transferred to Administrative Services Department

1998	Summer, portions of movie "Lethal Weapon IV" filmed in Las Vegas
1998	August, Automated Receptionist Log implemented to track customer activity and data
2000	Hispanic Outreach Program – The Department of Business License established a business licensing information program for Spanish speaking applicants to help them apply for a business license. This program bridges the language barrier that otherwise may have inhibited the customer from applying for a license
2000	Enhanced courtesy visits to major resort hotels after the hotels were licensed to provide assistance in the proper calculation and distribution of revenue, payment of licensing fees, as well as code compliance requirements
2000	Established a central cashiering function and location to receive payments directly from the customer. This change eliminated the lengthy waiting lines for persons wanting to pay their renewal fees and allowed the business license technicians additional time to process business licenses
2000	Established Business License database, so that customers can access the business license database, application forms and licensing tips and hints through the Business License Web page
2000	Business License staff was restructured into teams of personnel from each functional area of licensing, compliance and audit to expedite the licensing process. These teams specialize in general, liquor and gaming or regulated licenses
2001	Business License Department offered services in Laughlin, by providing licensing assistance in Laughlin, Nevada
2001	Virtual Office Environment – A program was developed so that employees who regularly work in the field, such as auditors, can provide auditing support via wireless computers, at the customer's site. They also can provide instant service from their home base and complete audits in a more efficient manner
2002	February, Comprehensive Licensing Information Processing System (CLIPS) was implemented. The new system included a licensing, compliance, and audit and collections module, to enter new applications, retrieve license information and scan licensing documents for easy retrieval. This system also automated the inspection process via electronic workflow approvals.
2002	172 film permits were approved during the year; some of the films and commercials that were filmed in Clark County were: Scare Tactics TV show, Fear Factor game show, AFLAC insurance commercial with Wayne Newton, Crime Scene Investigations – CSI – TV show, Monster Garage TV show, Race to the Alter TV

show, Chevrolet car commercial with Celine Dion, BMW commercial and Angel TV show

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| 2004 | July, Social Services transferred the Child Care investigation and licensing function to the Department of Business License. The responsibility to regulate child care facilities and license the facilities is the responsibility of the Department of Business License |
| 2004 | The Department of Business License had the first Annual Child Care Provider Conference. The conference focused on round table discussions facilitated by community leaders, which resulted in cooperative and collaborative relationships among the providers. The conference was provided free of charge to the providers who attended. |
| 2005 | March, Remodeled the customer service area of the Department of Business License, which resulted in many efficiencies. A) All license technicians were relocated to the front office, which provided 100% increase in accessibility and availability to our customers; B) Moved the receptionist desk to the center of the office which reduced wait time for the customer; C) Increase service area for the cashier from one bay to two, which doubled the number of customers that could be served; D) Added additional seating in the lobby for the customers who are waiting for service. |
| 2005 | July, Franchise Administration was combined with the Department's Franchise Services Unit. This combination consolidates the negotiations and oversight of franchise services, including: Telecommunications, cable television, electric and gas energy, emergency ambulance, monorail and solid waste. |
| 2005 | A number of small budget productions were filmed in Clark County. This includes Hallmark Hall of Fame's movie <u>Little John</u> and Castlerock's <u>Lucky</u> starring John Corbett. |