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DEPARTMENT OF
GENERAL SERVICES

CITY OF SACRAMENTO
CALIFORNIA

OCT 26 1988
5750 24TH STREET
BUILDING FOUR
SACRAMENTO, CA
95822-3699

MINORITY AND WOMEN
BUSINESS ENTERPRISE PROGRAM

October 26, 1988

916-449-8505

City Council
Sacramento, California

Honorable Members in Session:

Subject: Minority/Women Business Enterprise Demographic Data

SUMMARY

On October 25, 1988, the City Council approved the first quarter's progress report for the City's Minority/Women Business Enterprise (M/WBE) Program. This document contained an ordinance which would authorize the City to collect business demographic information from City business licensees. The ordinance was passed for publication on October 25th and it is requested that Council approve the ordinance at its November 1, 1988 meeting.

ANALYSIS

The attached ordinance revises Chapter 23 of the City Code to permit staff to voluntarily collect business demographic information as a part of the business license application/renewal process. This data will be used to establish local business demographic data. The ordinance directs staff to prepare a resolution which would establish what information would be collected and to return this resolution to the Council for approval within ninety days.

RECOMMENDATION

It is recommended that the City Council approve the attached ordinance which will permit staff to collect business demographic data.

Respectfully submitted,

Monika Hudson

MONIKA HUDSON

Acting Purchasing Manager

RECOMMENDATION APPROVED

Walter Slipe Jr
For: WALTER SLIPE
City Manager

November 1, 1988
All Districts

ORDINANCE NO. 88-076

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

AN ORDINANCE AMENDING SECTION 23.301
OF THE SACRAMENTO CITY CODE
RELATING TO THE GATHERING OF
BUSINESS OWNER DEMOGRAPHIC INFORMATIONAPPROVED
BY THE CITY COUNCIL

NOV 1 1988

OFFICE OF THE
CITY CLERK

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

SECTION 1.

Section 23.301 of the Sacramento City Code is hereby amended to read as follows:

Section 23.301 Application for First Certificate.

A person making application for the first certificate to be issued hereunder, or for a newly established business or for a new ownership of a previously established business shall furnish to the administrator a sworn statement, on a form by the Administrator, setting forth the following information:

- (a) The exact nature or kind of business for which a certificate is requested;
- (b) The place where such business is to be carried on, and if the same is not to be carried on at any permanent place of business, the places of residence of the owners of same;
- (c) The fictitious name or names under which the business will be operated, if any, and the name of the person to whom the certificate is issued;
- (d) Such further information as the Administrator may deem necessary to enable him to issue the certificate applied for. (Ordinance 84-401, Section 2).

The Administrator may also collect demographic information from each applicant. This data shall be obtained on a voluntary basis. The nature of the demographic information to be requested from applicants

shall be approved and established by resolution of the City Council.

DATE PASSED FOR PUBLICATION:

DATE ENACTED:

DATE EFFECTIVE:

MAYOR

ATTEST:

CITY CLERK

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CONTINUED TO 11-1-88

PASSED FOR PUBLICATION & CONTINUED TO 11-1-88

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MAYOR

ATTEST:

CITY CLERK