

ORDINANCE NO. 36

AN ORDINANCE TO REGULATE AND CONTROL THE POSTING AND MAINTENANCE OF OUTSIDE ADVERTISING SIGNS RELATIVE TO PRICES OR RATES FOR ACCOMMODATIONS OF HOTELS, MOTELS, MOTOR COURTS, ROOMING HOUSES, GUEST HOUSES, BY ANY FIRM, INDIVIDUAL, OR OWNER WHO OFFERS ROOMS FOR DAILY OR WEEKLY RENTAL; PRESCRIBING PENALTIES FOR THE VIOLATION THEREOF; AND OTHER MATTERS PROPERLY RELATING THERETO.

Whereas, The economic growth of Washoe County 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 practice being followed by persons serving the traveling public; and

Whereas, It has been brought to the attention of the County Commissioners that numerous unfair practices exist in the posting of signs for motels and like accommodations advertising a price that in fact does not exist at such place and accommodation; and

Whereas, The County Commissioners have determined it to be in the public welfare and interest to regulate such a conduct; now, therefore,

THE BOARD OF COUNTY COMMISSIONERS OF WASHOE COUNTY DO ORDAIN:

Section 1. Definitions. As used in this ordinance:

1. "Operator" includes a manager or any person in charge of the operation of motels and like establishments. "Operator" or "owner" includes natural persons, firms and corporations.
2. "Outdoor sign" or "outside sign" means any sign visible to passers-by whether the same shall be located within or without buildings.
3. "Room rates" means the rates at which rooms or other accommodations are rented to occupants.

[Book "S" , p. 335 (1-5-1955)]

Section 2. Signs to contain minimum and maximum rental unit rates.

1. It shall be unlawful for any owner or operator of any establishment within the scope of this ordinance, located within the County of Washoe, State of Nevada, to post or maintain posted on any outdoor or outside advertising sign pertaining to such establishment, any rates for accommodations in such establishment unless the sign shall have posted thereon both the minimum and maximum room, or other rental unit rates for accommodations offered for rental. All posted rates and descriptive data required by this section shall be in type and material of the same size and prominence as the aforesaid data.

2. This section shall not be held to be complied with by signs stating the rate per person or bearing the legend "and up", "from", "to", "per", or any other words or indications tending to be deceptive.

[Book "S" , p. 335 (1-5-1955)]

Section 3. Availability of accommodations. It shall be unlawful for any owner or operator of any establishment within the scope of this ordinance to post or maintain posted on outdoor or outside advertising signs rates for accommodations in any such establishment unless there shall be available in any such establishment, when vacant, accommodations for immediate occupancy to meet the posted rates on such advertising signs.

[Book "S" , p. 335 (1-5-1955)]

Section 4. Misleading and false representations. It shall be unlawful for any owner or operator of any establishment within the scope of this ordinance to post or maintain outdoor or outside advertising signs in connection with any such establishment relating to rates which shall have thereon any untrue, misleading, false or fraudulent representations and such signs must be of a permanent nature, subject to seasonal changes of rates only.

[Book "S" , p. 335 (1-5-1955)]

Section 5. Construction of ordinance. 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, however, shall be liberally construed so as to prevent untrue, misleading, false or fraudulent representations relating to rates, being placed upon outdoor or outside signs pertaining to such establishments.

[Book "S" , p. 335 (1-5-1955)]

Section 6. Applicability of ordinance. This ordinance shall apply to operators and owners of motels, hotels, motor courts, and like establishments, and to such establishments.

[Book "S", p. 335 (1-5-1955)]

Section 7. Penalties. Any violation of this ordinance, or any provision herein contained, shall constitute a misdemeanor and upon conviction thereof, the offender shall be punished by a fine of not more than \$500, or imprisonment in the County Jail for not more than 6 months, or by both such fine and imprisonment, in addition to any other penalties provided by law.

[Book "S", p. 335 (1-5-1955)]

Section 8. Effective date. This ordinance shall take effect immediately after its passage, adoption and publication in a newspaper published in the City of Reno, County of Washoe, State of Nevada.

[Book "S" , p. 335 (1-5-1955)]

Section 9. Publication of ordinance. (Repealed 1-20-1955 , by order of the Board of County Commissioners.)

[Book "S", p. 335 (1-5-1955)]