

ORDINANCE NO. 84-4597

AN ORDINANCE RELATING TO OCCUPATIONAL LICENSE FEES; AMENDING SECTION 12-47, "SCHEDULE OF LICENSE TAXES," OF THE CODE OF ORDINANCES OF THE CITY OF NAPLES, FLORIDA; AND PROVIDING AN EFFECTIVE DATE.

PURPOSE: TO INCREASE CERTAIN OCCUPATIONAL LICENSE FEES, PROVIDING FOR SAID FEES TO BE BASED UPON SIZE AND GROWTH FACTORS AND TO ADD A CLASSIFICATION FOR BANKS.

WHEREAS, it has been determined that all City occupational license fees should be related to certain size and growth factors, to-wit: number of employees, seating capacity and square footage;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NAPLES, FLORIDA:

SECTION 1. That Section 12-47, entitled "Schedule of License Taxes," of the Code of Ordinances of the City of Naples is hereby amended to read as follows:

Sec. 12-47. Schedule of License Taxes.

There is hereby levied an occupational license tax on all persons, firms and corporations, for the privilege of engaging in or managing any business, profession or occupation within the corporate limits of the City of Naples. Such occupational license taxes shall be levied on:

- (a) Any person, firm or corporation who maintains a permanent business location or branch office within the City of Naples for the privilege of engaging in or managing any business within its jurisdiction; and
- (b) Any person, firm or corporation who maintains a permanent business location or branch office within said municipality for the privilege of engaging in or managing any profession or occupation within said city; and
- (c) Any person, firm or corporation who is not subject to such tax under either (a) or (b) above, and who transacts any business or engages in any occupation or profession in interstate commerce where such occupational license tax is not prohibited by Section 8 of Article I of the United States Constitution. The license classifications and fees for businesses, occupations and professions within the City of Naples shall be as follows:

A

(1) ABSTRACT AND TITLE COMPANY (including abstract, land title and title warranty companies).....	
One to five employees.....	\$62.50
Six to fifteen employees.....	70.00
Sixteen or more employees.....	78.00
(2) ACCOUNTANT OR AUDITOR...(individual).....	43.75
(3) ADDRESSING, MAILING OR DUPLICATING SERVICES.....	
One to five employees.....	31.25
Six to fifteen employees.....	35.00
Sixteen or more employees.....	39.00
(4) ADMINISTRATIVE OFFICE, where manufacture and delivery of products and inventory are located out of the city..	
One to five employees.....	31.25
Six to fifteen employees.....	35.00
Sixteen or more employees.....	39.00
(5) ADVERTISING	
(a) Agents or agencies writing advertisements for profit.....	
One to five employees.....	43.75
Six to fifteen employees.....	49.00
Sixteen or more employees.....	54.50
(b) Outdoor advertising agencies such as painted walls, bulletins, bill posting.....	
One to five employees.....	43.75
Six to fifteen employees.....	49.00
Sixteen or more employees.....	54.50
(c) Contracting for advertising in or on buses, or other public carriers.....	
One to five employees.....	31.25
Six to fifteen employees.....	35.00
Sixteen or more employees.....	39.00
(d) Distributing of circulars or other advertising matter (excepting licensed persons advertising their own merchandise or business).....	
One to five employees.....	62.50
Six to fifteen employees.....	70.00
Sixteen or more employees.....	78.00
(e) Advertising on streets with banners, floats, cartoons or other exhibitions but not using sound effects or music.....	
One to five employees.....	62.50
Six to fifteen employees.....	70.00
Sixteen or more employees.....	78.00
(f) Persons allowing painted or printed advertisement of others to be displayed on their trucks or vehicles, for profit, when such advertisement is not related to the business or privilege for which the trucks or vehicles are operated.....	
One to five employees.....	62.50
Six to fifteen employees.....	70.00
Sixteen or more employees.....	78.00

- (g) Advertisement or trade inducement, promotion schemes or systems employing the use of discount books, trading stamps or coupons, excepting by merchants or other persons, limiting such device to the promotion of their own business
  - One to five employees..... 62.50
  - Six to fifteen employees..... 70.00
  - Sixteen or more employees..... 78.00
- (h) Advertising schemes and devices not otherwise provided for, each device.....
  - One to five employees..... 62.50
  - Six to fifteen employees..... 70.00
  - Sixteen or more employees..... 78.00
- (6) AGENCIES OR AGENTS
  - (a) Commercial agency, including the business of furnishing information as to credit ratings.....
    - One to five employees..... 43.75
    - Six to fifteen employees..... 49.00
    - Sixteen or more employees..... 54.50
  - (b) Agents, itinerant, not representing any firm who pays a license under this article, taking orders for, or selling to consumer either by sample or direct, any merchandise, shall pay a license tax of - per month..... 31.25
    - per year..... 125.00
 (SEE CHAPTER 17 CODE OF ORDINANCES) (Regulations)
- (7) AIRCRAFT AGENCIES (sales and service).....
  - One to five employees..... 93.75
  - Six to fifteen employees..... 105.00
  - Sixteen or more employees..... 117.00
- (8) ALCOHOLIC BEVERAGES
 

A city license tax is hereby levied upon the sale of alcoholic beverages in the same classification as governed by state licenses. The amount of such tax shall be equivalent to fifty per cent of the state license tax. (See Chapter 3 of this Code for regulations applicable to the sale and consumption of alcoholic beverages.)
- (9) AMBULANCE SERVICE, connected or not connected with funeral homes.
  - (a) For first vehicle..... 31.25
  - (b) For each additional vehicle..... 15.62

(10) AMUSEMENTS:

(a) Arcade operators.....		
One to five employees.....	250.00	
Six to fifteen employees.....	281.25	
Sixteen or more employees.....	312.50	
(b) Archery and driving ranges.....		
One to five employees.....	62.50	
Six to fifteen employees.....	70.00	
Sixteen or more employees.....	78.00	
(c) Amusement parlors, having games and other amusement devices.....		
One to five employees.....	62.50	
Six to fifteen employees.....	70.00	
Sixteen or more employees.....	78.00	
(d) Bathing or swimming pool where a charge is made.....		
One to five employees.....	93.75	
Six to fifteen employees.....	105.00	
Sixteen or more employees.....	117.00	
(e) Billiards, pool parlors.....		
One to five employees.....	312.50	
Six to fifteen employees.....	351.50	
Sixteen or more employees.....	390.50	
(f) Bowling alley, per alley.....	31.25	
(g) Carnivals (with Council approval) per day.....	125.00	
(h) Circuses (with Council approval) per day.....	125.00	
(i) Golf course (regulation) per 9 holes.....	62.50	
(j) Golf course (miniature or Tom Thumb) or driving range.....		
One to five employees.....	62.50	
Six to fifteen employees.....	70.00	
Sixteen or more employees.....	78.00	
(k) Golf course (golf professional).....	43.75	
(l) Golf course (pro shop).....		
One to five employees.....	43.75	
Six to fifteen employees.....	49.00	
Sixteen or more employees.....	54.50	
(m) Park operators.....		
One to five employees.....	250.00	
Six to fifteen employees.....	281.25	
Sixteen or more employees.....	312.50	
(n) Rinks, skating, bicycles and such.....		
One to five employees.....	312.50	
Six to fifteen employees.....	351.50	
Sixteen or more employees.....	390.50	
(o) Theater, outdoors		
(1) For each day during which performance or performances are given or presented.....	31.25	
(2) Provided that the maximum amount of license fees paid by such open air theater during any license year shall be.....	312.50	
(p) Theater, indoors		
(1) For each seat.....	.31	

(11) ANSWERING TELEPHONE SERVICE.....		
One to five employees.....		31.25
Six to fifteen employees.....		35.00
Sixteen or more employees.....		39.00
(12) ARCHITECT.....(individual).....		43.75
(13) ARMORED CAR SERVICE		
(a) For each vehicle.....		31.25
(14) ARMS, including pistols, rifles, shotguns and firearms of all kinds		
(a) Dealer in.....		
One to five employees.....		43.75
Six to fifteen employees.....		49.00
Sixteen or more employees.....		54.50
(15) ARTIST, including retouching, sketching, portrait, cartooning, silhouettes, etc. (individual).....		43.75
(16) ARTIST, commercial, painting, crayoning, sketching, cartooning, illustrating, retouching, ferrotyping, etching, similar lines..(individual).....		43.75
(17) ATTORNEY.....(individual).....		43.75
(18) AUCTIONS AND AUCTIONEERS		
(a) The combined fee for an occupational license and the auction business license required by Chapter 5 of the City Code for auctions conducted where a permanent place of business is maintained, as described in Chapter 5, shall be as follows:		
Auction Business.....		3750.00
(Fee does not include		per year
auctioneer's fee)		
Each Auctioneer.....		250.00
		per year
(b) The combined fee for an occupational license and the license required by Chapter 5 for non-permanent auctions, as described in Chapter 5, shall be as follows:		
Each Auctioneer - per day.....		87.50
(1) Engaged in the sale of jewelry, antiques and/ or rugs, plus payment for each day or fraction of a day at each location.....		250.00

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(2)	Engaged in the sale of goods, wares, merchandise (other than jewelry, antiques and/or rugs), plus payment for each day or fraction of a day at each location.....	250.00
(3)	Engaged in the sale of unclaimed and damaged freight not salable as new merchandise at a license warehouse location, plus payment for each day or fraction of a day at each location.....	250.00
(19)	AUTOMOBILE DRIVING SCHOOL.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

B

(20)	BANK; BUILDING AND LOAN ASSOCIATION .....	
	One to five employees.....	125.00
	Six to fifteen employees.....	140.00
	Sixteen or more employees.....	156.25
(21)	BARBERSHOPS, permits incidental sale of barber and beauty supplies. Each chair installed.....	15.62
(22)	BATHS, TURKISH OR MINERAL.....	
	One to five employees.....	62.50
	Six to fifteen employees.....	70.00
	Sixteen or more employees.....	78.00
(23)	BEAUTY SHOP, hairdressing, facial massage, and manicuring. Permits incidental sale of beauty supplies. Each chair installed.....	15.62
(24)	BLUEPRINTING AND REPRODUCTION.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(25)	BOATS, for hire, fishing, cruising or charter, per boat	31.25
(26)	BOATS, sightseeing or excursion, per boat.....	31.25
(27)	BONDSMAN, PROFESSIONAL (individual only).....	125.00
(28)	BOOKKEEPING SERVICE	
	(a) For each person operating such service in the city.....	31.25
	(b) For each additional partner or person listed and operating in connection therewith.....	18.75
(29)	BOTTLED GAS DEALERS, permits retail and wholesale sale of natural or manufactured gas or liquefied petroleum gas with or without an established place of business.	
	(a) For first vehicle.....	62.50
	(b) For each additional vehicle.....	15.62
(30)	BOTTLED WATER DISTRIBUTORS, (permitting distribution and sale of bottled mineral or carbonated waters and/or beverages at wholesale or retail)	
	(a) For first vehicle.....	31.25
	(b) For each additional vehicle.....	15.62
(31)	BOTTLED WATER SOFTENER, sale or rental services.....	
	One to five employees.....	62.50
	Six to fifteen employees.....	70.00
	Sixteen or more employees.....	78.00

(32)	BROKER OR AGENT		
	(a)	Mercantile, each person acting as agent and/or broker handling tangible personal property, who does not carry stock of merchandise on hand.....	43.75
	(b)	Mortgages and loans, each person acting as agent for the borrower or lender, or as a broker representing both the borrower and lender, but does not actually lend the money.....	43.75
(33)	BROKER, ship, motorboats, or yacht		
	(a)	Each person acting as agent and/or broker negotiating sales but does not carry stock on hand.....	43.75
(34)	BROKER-AGENT, STOCKS AND BONDS.....		
		One to five employees.....	62.50
		Six to fifteen employees.....	70.00
		Sixteen or more employees.....	78.00
	(a)	Leased wire.....	93.75
(35)	BURGLAR ALARM SYSTEMS, companies or agents.....		
		One to five employees.....	62.50
		Six to fifteen employees.....	70.00
		Sixteen or more employees.....	78.00
(36)	BUS COMPANIES.....		
		One to five employees.....	62.50
		Six to fifteen employees.....	70.00
		Sixteen or more employees.....	78.00
(37)	BUSES, SIGHTSEEING (per bus).....		62.50
(38)	CANNING PLANT.....		
		One to five employees.....	62.50
		Six to fifteen employees.....	93.75
		Sixteen or more employees.....	125.00
(39)	CATERER OR CATERING.....		
		One to five employees.....	43.75
		Six to fifteen employees.....	49.00
		Sixteen or more employees.....	54.50
(40)	CEMETERIES.....		
		One to five employees.....	125.00
		Six to fifteen employees.....	140.00
		Sixteen or more employees.....	156.25
(41)	CHEMISTS, ANALYTICAL.....		
		One to five employees.....	43.75
		Six to fifteen employees.....	49.00
		Sixteen or more employees.....	54.50
(42)	CHIROPODIST.....		
		One to five employees.....	43.75
		Six to fifteen employees.....	49.00
		Sixteen or more employees.....	54.50

(43) CHIROPRACTOR.....		
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(44) CLEANER AND DYER, permits fur storage and repair.		
(a) Plant, where cleaning, pressing or dyeing is done on premises.....		
	One to five employees.....	62.50
	Six to fifteen employees.....	70.00
	Sixteen or more employees.....	78.00
(b) Agency, where no cleaning, pressing or dyeing is done on premises.....		
	One to five employees.....	31.25
	Six to fifteen employees.....	35.00
	Sixteen or more employees.....	39.00
(45) COIN-OPERATED, VENDING OR OTHER MACHINES		
Every person selling, leasing, renting, distributing, servicing, operating or placing for operation any machine, except those machines exempt from licensing:		
(a) Commercial amusement machines.		
(1) Operator.....		62.50
(2) In addition thereto for each machine defined as machines or devices, not gambling devices which are played or operated for amusement or score and not for vending merchandise or rendering service, and whether or not a charge is made for play.....		6.25
(b) Service machines (other than vending merchandise)		
(1) Operator.....		62.50
(2) In addition thereto, for each machine.....		6.25
(c) Vending machines, vending merchandise of any kind except those hereafter provided:		
(1) Operator.....		62.50
(d) Machines exempt from license:		
(1) Machines vending cigarettes, postage stamps or drinking cups or unadulterated Florida-produced citrus juice, change machines, soap and bleach dispensers.		
(2) Parcel-checking lockers and toilet locks used in depots, hotels and restaurants.		
(e) Each operator of machines described above shall furnish to the tax collector at the time of taking out a license therefor, a list showing the address or location where each licensed machine is to be located; the location may be changed without payment of additional license tax, provided that the tax collector is notified of such change and new location within three days of such change; if no such notification is given within three days, a transfer fee of two dollars (\$2.00) per machine shall be due and payable for each change.		
(46) COLD STORAGE, renting cold storage space to the public.		
	One to five employees.....	62.50
	Six to fifteen employees.....	70.00
	Sixteen or more employees.....	78.00



(47)	COLLECTION AGENCY, CREDIT BUREAUS, TAX COLLECTION AGENCIES.....	
	One to five employees.....	62.50
	Six to fifteen employees.....	70.00
	Sixteen or more employees.....	78.00
(48)	CONSULTANT AND/OR BUSINESS ADVISOR For each person operating, which advice is the only service rendered and nothing is bought or sold in connection therewith.....	43.75
(49)	CONTRACTORS, including general contractors, specialty contractors, subcontractors, professional contractors and sign contractors:	
	One to five employees*.....	43.75
	Six to fifteen employees*.....	87.50
	Sixteen or more employees*.....	125.00
	*management, administrative and clerical.	
(50)	COURT REPORTER.....(individual).....	43.75

D

(51)	DANCE BAND	
	(a) One week or less.....	6.25
	(b) Per annum.....	62.50
(52)	DANCE HALL Public dance halls or dancing academies (for each hall)	62.50
(53)	DECORATOR, interior	
	(a) Excluding sale of merchandise.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
	(b) Including sale of merchandise (See Merchant)	
(54)	DELIVERY OR MESSENGER SERVICE, exclusive of telegrams..	
	One to five employees.....	31.25
	Six to fifteen employees.....	35.00
	Sixteen or more employees.....	39.00
(55)	DENTAL HYGIENIST	
	(a) Self-employed.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(56)	DENTIST.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(57)	DETECTIVE AGENCY, including all type of private investigation work.	
	(a) Permits two investigators or detectives.....	125.00
	(b) For each investigator or detective over two, an additional.....	18.75
(58)	DIETICIAN.....(individual).....	43.75

(59)	DOG GROOMING, CLIPPING, permits sale of merchandise connected therewith.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(60)	DRAFTSMAN, mechanical, architectural or other	
	(a) If self-employed...(individual).....	43.75
	(b) If employee.....(individual).....	18.75
(61)	DRESSMAKING, does not permit stock without merchant's license.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

E

(62)	ELECTRIC LIGHT AND POWER COMPANY as per franchise agreement	
(63)	ELECTROLOGIST.....(individual).....	43.75
(64)	EMPLOYMENT AGENCY OR EMPLOYMENT AGENT including theatrical agent.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(65)	ENGINEER, PROFESSIONAL...(individual).....	43.75
(66)	EXPLOSIVES, except firearms ammunition	
	(a) Dealer or possessor, alone or in connection with any other business.....	
	One to five employees.....	125.00
	Six to fifteen employees.....	140.00
	Sixteen or more employees.....	156.25
(67)	EXTERMINATOR, permitting termite and pest control in structures and buildings only.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

F, G

(68)	FENDER AND BODY SHOP, including auto painting, not in connection with garage.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(69)	FILLING STATION, permits retail sale of gasoline and motor oils, tire shop, battery station and sale of vehicle accessories, and incidental retail sale of tobacco and soft drinks, where not from vending machines.	
	(a) Alone or in connection with any other business, except permitted without additional license in connection with garage.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

(70)	FIRE EXTINGUISHERS SERVICE.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(71)	FISH MARKET, Wholesale.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(72)	FISH PROCESSING PLANT...One to five employees.....	62.50
	Six to fifteen employees.....	93.75
	Sixteen or more employees.....	125.00
(73)	FORTUNETELLER, including clairvoyant, palmist, astrologer, phrenologist, character reader, spirit medium, absent treatment healer, mind reader, mental healer, numerologist and every person engaged in any occupation of similar nature. (individual).....	1250.00
(74)	FUNERAL HOME, permitting embalming.....	
	One to five employees.....	62.50
	Six to fifteen employees.....	70.00
	Sixteen or more employees.....	78.00
(75)	FUNERAL PARLOR, embalming not permitted.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(76)	GARAGE, general, permits keeping, storing, servicing and repairing of automobiles or other motor-driven vehicles, including sale of motor oils, repair parts, vehicle accessories, tire shop, battery station and auto painting, but not including sale of new or used vehicles:	
	(a) Alone or in connection with any other business....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
	(b) Garage, service station	
	(1) Automobile, washing and polishing, greasing, lubricating and like servicing of automobile, sale of gasoline and oil and usual servicing of automobiles but not to include repair work.	54.50
	(2) Garage, storage.....	54.50
	(3) Garage, general repair.....	54.50
	(4) Garage, body and paint shop.....	54.50

H

(77)	HEALING ART. Person licensed by state under Florida basic science law for practice of the healing art. (individual).....	43.75
(78)	HEARING AIDS, sales and service.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(79)	HOTELS, MOTELS, APARTMENT HOUSES, ROOMING HOUSES, renting furnished or unfurnished:	
	(a) One to ten rental units, each.....	3.75
	(b) For each additional rental unit over ten, each....	2.50
	Dining rooms or other eating facilities operating in connection with any establishment above require separate restaurant license; newsstand and retail sale of tobacco and packaged candy permitted without additional license in hotels.	

I

- (80) ICE DISTRIBUTOR. Permits distribution and sale of ice at wholesale or retail,
  - (a) Permits use of one vehicle..... 43.75
  - (b) For each additional vehicle..... 15.62
  
- (81) INSURANCE
  - (a) Adjustor, one person..... 43.75
  - (b) Agency
    - Permitting the operation of but one person. The above license fees are required to be paid by each person operating an insurance agency in the city. A separate license shall be required for each separate location and a separate salesman's license shall be required for each person connected with said agency engaged in soliciting or taking application for, negotiating, effecting or collecting premiums on insurance, whether the insurance companies represented by said agency are regularly licensed by the State of Florida or not; and provided that each insurance company represented by said agency shall first have taken out a license as provided herein permitting its operation with any duly licensed agency in the city and provided that there shall be kept on display in a conspicuous place at the agency hereby licensed a permit executed by the director of finance permitting the operation of each insurance company represented through the agency hereby licensed..... 43.75
    - (1) Salesman, each person connected with said agency as described herein..... 3.75
  - (c) Company
    - Each insurance company or association operating in the city, through an independent agent and/or agency or through company office. The below license fees are required to be paid by all companies or associations, writing casualty, liability, industrial, fire, health, accident, life and other insurance of all kinds and types; including also funeral benefit associations or companies; or associations writing fidelity, court, contract and surety bonds, financial guaranteed and life insurance or guarantees; and a separate salesman's license shall be required for each person connected with said company engaged in soliciting or taking applications for, negotiating, effecting or collecting premiums on insurance..... 31.25
    - (1) Salesman, each person connected with said company as herein described..... 3.75
  
- (82) INVESTMENT COUNSELOR, not a dealer in securities, where advice is the only service rendered.....
  - One to five employees..... 43.75
  - Six to fifteen employees..... 49.00
  - Sixteen or more employees..... 54.50
  
- (83) INVESTMENTS AND SECURITIES DEALER
  - Includes all persons, except state and national banks and building and loan associations, who buy, sell or otherwise deal in securities, stocks, debentures, notes, certificates of interest, futures, warehouse receipts or other evidences of indebtedness or rights therein, as agent or principal for a commission or at a profit; includes all persons selling any security, as commonly defined, issued by another, or purchasing or otherwise acquiring securities from another for the purpose of reselling them or offering them for sale to the public or other persons; does not include the businesses of small loan companies as classified herein; does not include the business of

obtaining or procuring the lending of money where the person acts as an agent of the lender or borrower or as a broker representing both lender and borrower.....  
 One to five employees..... 62.50  
 Six to fifteen employees..... 70.00  
 Sixteen or more employees..... 78.00

(a) Where the dealer offers facilities to the general public for dissemination of market information and quotations by use of a quotation board, projection of tickertape or similar means, the annual license fee shall be..... 117.00

L

(84) LABORATORY, includes chemical, dental, medical, optical, X-ray or others.....  
 One to five employees..... 43.75  
 Six to fifteen employees..... 49.00  
 Sixteen or more employees..... 54.50

(85) LABORATORY, TECHNICIAN  
 (a) Self-employed.....(individual)..... 43.75

(86) LANDSCAPE ARCHITECT, where professional advice is rendered. If work includes the planting of trees, shrubs, grass, etc. a landscaping contractor's license would apply.....(individual)..... 43.75

(87) LAUNDRY (permits cleaning, dyeing, fur storage and repairs)  
 (a) Plants, where laundry work is done on premises....  
 One to five employees..... 62.50  
 Six to fifteen employees..... 70.00  
 Sixteen or more employees..... 78.00  
 (b) Agency, where no laundry work, cleaning, pressing or dyeing is done on premises.....  
 One to five employees..... 31.25  
 Six to fifteen employees..... 35.00  
 Sixteen or more employees..... 39.00

(c) Self-service, commercial, coin-operated and/or automatic  
 (1) First 20 machines..... 43.75  
 (2) Each machine in addition thereto..... 2.50  
 Defined as a plant located on property properly zoned for such business. Covers any type machines of a self-service laundry (except vending machines).  
 (3) Machines operated in multiple family dwellings for the convenience of the tenants and for the use exclusively of the tenants, are exempted from this article.

(88) LAWN AND SHRUBBERY MAINTENANCE, includes cutting of grass, pruning and minor planting. Does include spraying service.  
 (a) 2 to 4 persons..... 43.75  
 (b) 5 or more persons..... 62.50

(89) LINEN SUPPLY SERVICE, when not licensed as a laundry...  
 One to five employees..... 43.75  
 Six to fifteen employees..... 49.00  
 Sixteen or more employees..... 54.50

- (90) LOAN AGENCY. Each person, other than state or national banks and building and loan associations, engaged in the business of lending money, secured by real or personal property or otherwise, not herein classified as a small loan company or as a pawnbroker..... 187.50
- M
- (91) MANUFACTURERS. Includes mining, quarrying, processing, refining, assembling or the combination of different materials into finished products; included, but not limited to, manufacturing of concrete and asphalt products; fruit and produce packing plants, and all other manufacturing processes except manufacture of alcoholic beverages and intoxicating liquors. Average number of employees during operation in preceding twelve months or fraction thereof was:
  - (a) One to five, inclusive..... 62.50
  - (b) Six to fifteen, inclusive..... 93.75
  - (c) Sixteen or more..... 125.00
- (92) MARINE WAYS, DRY DOCKS OR BOAT YARDS, MARINAS. For the care, repair, or construction of ships or boats, and having a capacity or facilities for hauling out, handling or manufacturing vessels; includes boat rental and sales and services incidental to the normal operation of marinas. Average number of employees during operation in preceding twelve months or fraction thereof was:
  - (a) One to five, inclusive..... 43.75
  - (b) Six to fifteen, inclusive..... 87.50
  - (c) Sixteen or more..... 125.00
- (93) MASSAGE SALON - Each location..... 54.50
  - (a) Each masseur or masseuse connected therewith provided, however, that if the owner of the establishments is a masseur or masseuse he shall not be required to obtain an individual license for his own work..... 18.75
- (94) MASSEUR OR MASSEUSE.....(individual)..... 43.75
- (95) MERCHANT, general. Permits retail or wholesale sale of merchandise and tangible personal property of all kinds, including food for consumption off the premises, except those businesses or occupations otherwise specifically licensed herein; permits rental and repair of merchandise carried as a regular line, and manufacture of products sold at retail only. Alone or in connection with any other business:
  - One to five employees..... 43.75
  - Six to fifteen employees..... 87.50
  - Sixteen or more employees..... 125.00
- (96) MILK DISTRIBUTOR. Permits distribution and sale of milk and dairy products, wholesale or retail:
  - (a) Permits use of one vehicle..... 31.25
  - (b) For each additional vehicle..... 15.62
- (97) MODEL AGENCY, where the placement of models are by employees of the agency.....
  - One to five employees..... 43.75
  - Six to fifteen employees..... 49.00
  - Sixteen or more employees..... 54.50

(98)	MOTION PICTURE PRODUCER.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(99)	MOTION PICTURE STUDIO	
	(a) Not exceeding 5000 square feet.....	62.50
	(b) Over 5000 square feet.....	125.00
(100)	MUSEUMS, including storeroom, shows, exhibiting articles and relics of historic interest or objects of art with admission charged.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(101)	MUSIC, furnished by wire and/or transmitted. Operator or dealer, includes installation of music systems for radio broadcasting and/or tape transmitted music, also background music service.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
N		
(102)	NATUROPATH.....(individual).....	43.75
(103)	NAVAL ARCHITECT.....(individual).....	43.75
(104)	NEWSPAPER, PRINTING, AND DISTRIBUTION	
	(a) Daily.....	
	One to five employees.....	125.00
	Six to fifteen employees.....	140.00
	Sixteen or more employees.....	156.25
	(b) Weekly.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(105)	NEWS BUREAU. Circulation, advertising and news service	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(106)	NEWSPAPER DISTRIBUTION (Independent) AGENCY. (Students under the age of 18, when operating as an individual carrier, are exempt from the license required hereunder).....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(106a)	NURSING HOMES, SANATORIUMS AND HOSPITALS Privately owned and operated for profit.....	
	One to five employees.....	62.50
	Six to fifteen employees.....	70.00
	Sixteen or more employees.....	78.00
(107)	OPTOMETRIST..... <sup>0</sup> (individual).....	43.75
	(a) Optician.....(individual).....	43.75
(108)	OSTEOPATH.....(individual).....	43.75
(109)	OXYGEN DEALER, rendering sale or service of oxygen gas, wholesale or retail.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

P

(110)	PARKING LOTS (commercial) Up to 10,000 square feet.....	62.50
	Each additional 5000 square feet or fraction thereof...	31.25
	Defined as property properly zoned for such business. The above license fees are required for parking spaces, except when publicly advertised as "Free Parking" for customers and/or employees only.	
(111)	PATROL AGENCY. Including business or service of opening and closing homes and watchman service therefor:	
	(a) Permits one patrolman or agent.....	43.75
	(b) For each additional patrolman or agent.....	12.50
(112)	PEDDLER of fresh fruits, vegetables and farm products by the growers thereof only. (Must file exemption affidavit and qualify)	
(113)	PETROLEUM PRODUCTS DEALER. Permits sale of crude oil, fuel oil, kerosene, distillate, road oil, asphalt, tar, gasoline, lubricating oil and greases, and all other petroleum products, not including bottled gas dealers or automobile filling stations:	
	(a) For first vehicle.....	62.50
	(b) For each additional vehicle.....	15.62
(114)	PHOTOGRAPHER OR PHOTO FINISHER. Permits blueprinting and photostating and sale of finished pictures, including framing. If cameras, photographic supplies or other merchandise sold, merchant's license required.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(115)	PHOTOGRAPHER, transient or itinerant, as canvasser or solicitor. (SEE CHAPTER 17, CODE OF ORDINANCES) (Regulations)	
(116)	PHYSICIAN AND/OR SURGEON (individual).....	43.75
(117)	PODIATRIST.....(individual).....	43.75
(118)	PRINTING AND PUBLISHING ESTABLISHMENT. Number of employees:	
	(a) One to five, inclusive.....	43.75
	(b) Six to fifteen, inclusive.....	87.50
	(c) Over fifteen.....	125.00
(119)	PRIVATE SCHOOL. Schools, colleges, or any other educational or training services, studios, institutions operated for profit; includes day nurseries:	
	(a) School with more than one teacher.....	62.50
	(b) School with only one teacher.....	31.25
(120)	PROMOTER of entertainment, sports, contests, parades, or similar activities sponsored by civic, fraternal or religious organizations, including vendors in connection therewith.....	
	One to five employees.....	125.00
	Six to fifteen employees.....	140.00
	Sixteen or more employees.....	156.25



(121)	PROPERTY MAINTENANCE	
	Other than lawn and landscape service.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(122)	PSYCHOLOGIST.....(individual).....	43.75
(123)	PUBLIC STENOGRAPHER, each person performing stenographic work for the public.....	43.75

R

(124)	REAL ESTATE	
	(a) Broker, each broker or member of firm. Provided, however, that a separate license fee as hereinafter designated shall be required for each real estate salesman employed by such broker at any time during any license year, and each real estate broker shall be liable and responsible to the city for the license fee due for each salesman so employed by him.....	43.75
	(b) Salesman, each, employed by broker.....	6.25
(125)	RENTAL AGENCY. Personal property of all kinds; except automobiles, not incidental to any other business.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(126)	RENTAL CARS	
	(a) Each place of business or operator.....	62.50
	(b) Each car or vehicle over two.....	2.50
(127)	REPAIR SHOP, MACHINE SHOP, excluding shoe repair shops, automobile repair shops and all establishments selling merchandise for which a merchant's or manufacturer's license is required hereunder; including tool sharpeners, key makers, locksmiths, upholstery and furniture repair.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(128)	RESTAURANT, including soda fountains, cafes, lunch counters, cafeterias, dining rooms, tearooms, and all establishments where food is sold for consumption on the premises; permits sale of cigars and tobacco and packaged candy without additional license. Alone or in connection with any other business, with chairs and stools each to count the same as follows:	
	(a) Minimum fee, covering first 50 seats.....	43.75
	(b) Each additional seat over 50 seats.....	.31
(129)	RIDING ACADEMY, for each location.....	43.75
(130)	RUG AND CARPET CLEANING SERVICE, not connected with laundries.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

S

(131)	SALESMEN, commission, other than peddlers or itinerant (with or without draw) (individual).....	12.50
(132)	SALON, SLENDERIZING, REDUCING (MECHANICAL) Permits sale of merchandise connected therewith.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(133)	SECONDHAND DEALER.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(134)	SERVICE ESTABLISHMENT, general. Each person engaged in any other business not specifically listed herein, as owner, agent or otherwise, whereby services are performed for the public in return for a consideration, and where no part of such business consists of sale of merchandise or other tangible property.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(135)	SHOE REPAIR SHOP, permits sale of shoe polishes and cleaners, shoe cleaning equipment and bootblack stand..	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(135a)	SIGN PAINTER.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(136)	SMALL LOAN COMPANY, including all companies or agencies licensed by State of Florida as small loan businesses, or as Morris Plan Banks, or under the Discount Consumer Financing Act.....	
	One to five employees.....	187.50
	Six to fifteen employees.....	211.00
	Sixteen or more employees.....	234.25
(137)	SOLICITORS AND PEDDLERS, taking orders for merchandise to be delivered at a later date. (SEE CHAPTER 17 CODE OF ORDINANCES) (Regulations)	
(138)	STORAGE WAREHOUSE	
	(a) Not exceeding 5000 square feet.....	43.75
	(b) 5000 to 10,000 square feet.....	62.50
	(c) 10,000 to 15,000 square feet.....	75.00
	(d) 15,000 to 25,000 square feet.....	87.50
	(e) Over 25,000 square feet.....	100.00
	(f) Permits auction of unclaimed and damaged freight not saleable as new merchandise provided auction is handled by regular employees employed by the licensed storage warehouse.	
(139)	SURVEYOR.....(individual).....	43.75

T

(140)	TAILOR, custom clothier, permits pressing and stock of merchandise in connection with tailoring.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(141)	TAXIDERMIST.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(142)	TAXIS, FOR-HIRE CARS	
	(a) Taxis and for-hire cars, first vehicles.....	31.25
	(b) For each additional vehicle.....	15.62
(143)	TELEGRAPH COMPANY.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(144)	TELEPHONE COMPANY, as per franchise agreement.	
(145)	TELEVISION	
	For any type of community television system which distributes television service to individuals, whether the system be an antenna type or a microwave type, and whether it is a closed circuit system or not, the license fee shall be as per franchise agreement.	
(146)	TICKET OFFICE. Selling tickets for transportation of persons or freight.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(147)	TRANSFER COMPANY, Freight transportation or general hauling.	
	(a) For first vehicle.....	31.25
	(b) For each additional vehicle.....	15.62
(148)	TRAVEL BUREAU, including ticket brokers.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50
(149)	TREE SURGEON, including tree and/or shrub spraying service. (Shall require \$50,000/\$100,000 bodily injury insurance and \$5,000 property damage insurance).....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

V

(150)	VALET SHOP, including laundry and/or cleaning agency and clothing repair.....	
	One to five employees.....	43.75
	Six to fifteen employees.....	49.00
	Sixteen or more employees.....	54.50

(151) VEHICLES

- (a) New vehicle agency dealer  
Permits agency for sale of new automobiles or other motor driven vehicles; sale of secondhand vehicles taken in exchange on sale of new vehicles; sale of vehicle accessories; and service and repair of vehicles.....
  - One to five employees..... 93.75
  - Six to fifteen employees..... 105.00
  - Sixteen or more employees..... 117.00
- (b) Used vehicle agency dealer  
Permits sale of used or secondhand vehicles, parts and accessories and service of vehicles.....
  - One to five employees..... 62.50
  - Six to fifteen employees..... 70.00
  - Sixteen or more employees..... 78.00
- (c) Auto wrecker service.....
  - One to five employees..... 43.75
  - Six to fifteen employees..... 49.00
  - Sixteen or more employees..... 54.50

(152) VENDING MACHINES (See Coin-Operated Machines)

(153) VETERINARY SURGEON OR VETERINARIAN (individual)..... 43.75

W

- (154) WINDOW CLEANING SERVICE, janitorial services, house cleaning services, includes regular services performed by a janitor.....
  - One to five employees..... 43.75
  - Six to fifteen employees..... 49.00
  - Sixteen or more employees..... 54.50

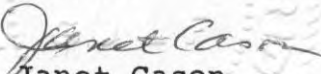
SECTION 2. This ordinance shall take effect immediately upon adoption at second reading.

APPROVED AT FIRST READING THIS 17th DAY OF OCTOBER, 1984.

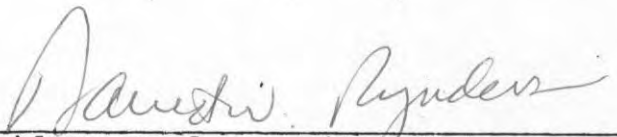
PASSED AND ADOPTED AT SECOND READING AND PUBLIC HEARING IN OPEN AND REGULAR SESSION OF THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA, THIS 7th DAY OF NOVEMBER, 1984.

  
Stanley R. Billick Mayor

ATTEST:

  
Janet Cason  
City Clerk

APPROVED AS TO FORM AND LEGALITY BY

  
David W. Rynders, City Attorney

COUNCIL MEMBERS	Reading 1st		2nd		VOTE	A B S E N T
	M O T I O N	S E C O N D	Y E S	N O		
Anderson			X			
Barnett			X			
Bledsoe			X			
Richardson			X			
Schroeder	X		X			
Wood		X	X			
Billick			X			
(7-0)						

COUNCIL MEMBERS	Reading 1st		2nd		VOTE	A B S E N T
	M O T I O N	S E C O N D	Y E S	N O		
Anderson			X			
Barnett	X		X			
Bledsoe			X			
Richardson			X			
Schroeder		X	X			
Wood			X			
Billick			X			
(7-0)						