



Staff Report

CITY OF UPLAND
"The City of Gracious Living"

DATE: July 28, 2025
TO: MAYOR AND CITY COUNCIL
FROM: MICHAEL BLAY, CITY MANAGER
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STACI SULLIVAN, FINANCE MANAGER
SUBJECT: CONSIDERATION OF AN ORDINANCE AMENDING CHAPTER 5.04, SECTION 5.04.160 OF THE UPLAND MUNICIPAL CODE REGARDING BUSINESS LICENSES FOR VETERANS

RECOMMENDED ACTION:

It is recommended that the City Council hold a first reading by title only, waive further reading, and introduce an Ordinance amending Chapter 5.04, Section 5.04.160 of the Upland Municipal Code regarding Business Licenses for Veterans.

GOAL STATEMENT

The proposed action supports the City's goal of ensuring that the Upland Municipal Code ("UMC") is consistent with State Law and compliments current City practices, regulations, and policies.

BACKGROUND

The UMC requires periodic updates to ensure consistency with City policies and State Law, to improve clarity, and to better serve the public.

Chapter 5.04 of the UMC was originally adopted in 1960 and has had limited changes since then, with the most recent update through the City's UMC Omnibus clean-up ordinance in 2023.

ISSUES AND ANALYSIS

Staff received a request from Councilmember Maust to review the City's Business License Ordinance related to veterans to determine if Upland is providing similar benefits as to what neighboring cities are to support those who have served our nation.

Staff conducted a survey of surrounding cities and determined that not only were other municipal agencies providing a free business license tax certificate to disabled veterans as Upland does, but they also waived certain business taxes for non-disabled veterans. To support and encourage veteran-owned businesses, staff recommend that the UMC be amended to provide the following exemptions for non-disabled veterans:

- Exempt from the business license application fee.
- Receive a \$100,000 credit towards calculation of the business tax based on gross receipts; or
- Receive a \$108 credit towards the calculation of the business tax based on professional, semiprofessional, manufacturers, processors, administrative offices and residential property rentals.

ENVIRONMENTAL DETERMINATION

The proposed action is not subject to the California Environmental Quality Act (CEQA). Section 15378 of the CEQA Guidelines defines a project subject to CEQA. The proposed action is not included within the definition of a "project" and thus is exempt.

FISCAL IMPACTS

There is no fiscal impact associated with this action.

ALTERNATIVES

Provide alternative direction to staff.

CEQA: Not a Project.