

# ECONOMIC DEVELOPMENT



Action Plan 2024-26

Committed to coordinated actions with our partners to build a resilient, diversified economy that leverages our unique cultural and natural resources, embraces innovation, entrepreneurship and small businesses, and maintains a high quality of life for all.

## Nevada County Optional Business License

### Program

January 13, 2026

Board of Supervisors  
meeting



# CURRENT SITUATION



No County-issued  
business license in  
unincorporated areas



Cities of Grass Valley  
and Nevada City have  
licenses



Truckee operates a  
business landscape  
program

# WHY A BUSINESS LICENSE PROGRAM?



5-10 business  
inquiries per month  
requesting a license



Common needs:  
financing, grants,  
contracts



Lack of license  
creates barriers to  
growth

# UNINCORPORATED BUSINESS LANDSCAPE



NEVADA  
COUNTY  
CALIFORNIA



# PROGRAM OVERVIEW

- Optional participation
- Three-year pilot program
- Simple, low-cost, business-friendly



# What the Program Is and Is Not



- Is:**
- A voluntary business credential
  - A support tool for businesses

mandate



- Is Not:**
- A tax or enforcement program
  - A

# COST AND FUNDING

- One-time setup cost: ~\$5,000
- Funded in existing Economic Development budget
- Anticipated annual license fee: \$50
- Designed to be self-funded

# BENEFITS TO LOCAL BUSINESS

Access to financing

Eligibility for  
contracts

Credibility and  
legitimacy

Emergency  
communications



# BENEFITS TO NEVADA COUNTY



Better  
business data  
and planning



Improved  
emergency  
communication



Stronger  
business  
relationships



Reduced staff  
time on  
verification  
letters

# TIMELINE AND EVALUATION

Vendor selection  
and setup:  
Months 1-6

metrics include:  
- Participation  
- Business  
feedback -  
Revenue - Use of

Outreach and  
launch: Months  
7-10

Target full  
launch: November  
2026

# RECOMMENDED ACTION

Adopt the  
Resolution  
authorizing a  
three-year,  
optional  
Business  
License pilot  
program





# Questions

