



Massage Business Ordinance

This ordinance is a result of collaboration between community members, city government, police, students, and churches coming together to take a stand against modern day slavery. This ordinance will be the first ordinance to combat human trafficking in Fresno.

- The ordinance was modeled after Polaris Project’s “Model Elements of Massage Parlor Ordinance”, intended to assist local governments’ efforts to prevent sex traffickers from using massage businesses as a front for exploiting sex trafficking victims and providing commercial sex.
- According to Fresno Police Department, since 2008, massage establishments in Fresno increased from 30 to well over 200 establishments
- Visible indicators of potential human trafficking have been found in Fresno.

HOW DOES THE ORDINANCE PREVENT HUMAN TRAFFICKING?

- Requires visibility from the street to see into the massage parlor, doors cannot be locked when open for business
- Operational hours are limited to 7am-9pm
- Extensive background information and certifications required for a city permit, including all employees to be registered with CAMTC (California Massage Therapy Council)
- No advertisements that suggest commercial sex
- Significant increase in fines and harsher penalties for violations



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