

ORDINANCE NO. 2026 - 09

AN ORDINANCE TO CREATE THE FLORENCE CITY-COUNTY CONVENTION AND VISITORS COMMISSION, TO PROVIDE FOR THE OPERATION OF THE FLORENCE CONVENTION AND VISITORS BUREAU TO INCLUDE PROVISIONS FOR THE COMMISSION'S ORGANIZATION AND FUNDING, AND OTHER MATTERS RELATED THERETO.

WITNESSETH:

WHEREAS, the City of Florence (the “City”) and Florence County (the “County”) have, and continue to provide funding, through accommodations tax revenue, to the Florence Conventions and Visitors Bureau (“CVB”) to create, assist, advertise, promote, and market projects that increase visitors and tourism to the City and County (collectively, the “Activity”), to include conventions, festivals, sporting events, and other tourism projects; and,

WHEREAS, the City and the County now desire to better structure and organize the CVB, to include the formation of the Florence City-County Convention and Visitors Commission (the “Commission”) to provide for a joint commission to organize and operate the CVB to better the Activity in both the City and County.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City in meeting duly assembled and by the authority thereof that:

1. There is hereby created the Florence City-County Convention and Visitors Commission which shall be responsible for the management and operation of the CVB and the Activity that promotes visitors and tourists to the City and enhances the betterment of the citizens of the City and promotes economic development. The Commission shall operate on a fiscal year consistent with that of the City. The City shall, in the sole discretion of the City Council, provide funding to the Commission for the operation of the CVB, such funding to be provided from the accommodations tax revenue of the City and/or from such other revenue sources as may be determined by the City Council from time-to-time. The County shall, in the sole discretion of the County Council, provide funding to the Commission for the operation of the CVB, such funding to be provided from the accommodations tax revenue of the County and/or from such other revenue sources as may be determined by the County from time-to-time.
2. The Commission shall consist of seven (7) members and its executive director as an ex officio, non-voting member. Three (3) of the voting members shall be appointed by the County Council and four (4) of the voting members shall be appointed by the City Council. Two (2) of the City appointees and two (2) of the County appointees must be employed by or engaged in the hospitality industry, such as hotels, restaurants, and other tourism businesses. It shall be in the sole discretion of the City or County as to whether their respective appointees qualify as provided herein.
3. The initial appointments of the City and County shall be staggered terms such that one (1) City and one (1) County appointee serve a one-year term, one (1) County and one (1) City appointee serves a two-year term, and one (1) County and two (2) City appointee serves a three-year term. Thereafter, all appointees by the City and the County shall serve a three-year term and until such time as a successor is appointed. Members shall be eligible to serve on the Commission for three (3) consecutive terms, but such consecutive terms do not include the initial term of appointment. The members of the Commission shall not receive compensation for their services, but may be reimbursed for actual expenses

incurred as members of the Commission from any funds appropriated for that purpose. Expenses for travel to and from meetings of the Commission shall not be reimbursed.

4. The Commission shall perform the functions of organizing and operating the CVB to cause the CVB to engage in Activity. To this end, the Commission shall:
 - a. Have perpetual succession.
 - b. Adopt, use and amend a corporate seal, make bylaws for the conducting Commission business, to include a definition of a quorum for its meetings.
 - c. Promulgate such reasonable policies, procedures, rules, and regulations as may from time to time enhance the mission of the CVB. Such policies, procedures, rules, and regulations shall in no manner conflict with the ordinances of the County or the laws of this state.
 - d. Appoint officers, employees and agents, including a qualified Executive Director, and prescribe the duties of each, fix their compensation and determine if and to what extent they shall be bonded for the faithful performance of their duties.
 - e. With the consent of the City and County, sell, lease, or rent real estate necessary to conduct the business of the CVB.
 - f. Employ accountants, attorneys, and such other professional or technical services as may be necessary or desired to conduct business of the Commission and CVB.
 - g. Make and enter such contracts as are necessary to the Activity of the CVB.
 - h. Apply for, accept receipt for, disburse and expend federal and state funds and such funds as may be appropriated by the City or County, and other funds, public or private, made available by grant or loan or both to accomplish in whole or in part, any of the purposes charged to the Commission.
 - i. Provide to the City and the County an annual budget for the next fiscal year.
5. The provisions of this Ordinance are hereby declared to be separable and if any section, phrase or provisions shall for any reason be declared by a court of competent jurisdiction to be invalid or unenforceable, such declaration shall not affect the validity of the remainder of the sections, phrases and provisions hereunder.
6. All ordinances, resolutions, and parts thereof in conflict herewith are, to the extent of such conflict, hereby repealed.

7. This Ordinance is hereby enacted and the Commission shall become effective on May 1, 2026, upon its approval and adoption by the City Council of the City and the County Council of the County.


ADOPTED this 13 day of April, 2026.

Approved as to form:


RONALD T. SCOTT
CITY ATTORNEY


LETHONIA BARNES
MAYOR

ATTEST:


CASEY MOORE
CITY CLERK