

ORDINANCE NO. 19 - 2024

**AN ORDINANCE OF THE CITY OF BERA, KENTUCKY, AMENDING THE CODE OF ORDINANCES OF THE CITY OF BERA, KENTUCKY, BY REVISING SECTION 22.800, PROVIDING FOR THE SEPARATION OF THE BUSINESS DEVELOPMENT DEPARTMENT FROM THE DEPARTMENT OF TOURISM**

WHEREAS, Pursuant to Ordinance 11-20, the City of Berea established a Department of Business and Tourism Development, consisting of a director and other employees; and

WHEREAS, it has become evident that the missions and responsibilities of the Department of Business and Tourism Development have become asymmetrical and out of balance, and it is deemed necessary to separate the administrative functions of tourism and business development; and

WHEREAS, the City Council finds that for administrative efficiency and the enhancement of public safety, well-being, health, and the continued economic development, and tourism and convention development of the City it is necessary to separate the functions and administration of tourism and business development;

NOW, THEREFORE, be it ordained by the City Council of the City of Berea, Kentucky, that the Code of Ordinances of the City of Berea be revised as follows:

SECTION I

That the Code of Ordinances is hereby amended to revise Section 22.800 so that such section shall read as follows:

**§ 22.800 DEPARTMENT OF BUSINESS AND TOURISM DEVELOPMENT**

1. A Department of ~~Business and~~ Tourism Development is hereby established for the purpose of the promotion and development of ~~the economic resources~~ tourism and conventions in of the city. The Tourism Department of ~~Economic Development~~ shall consist of a director, program managers for tourism, ~~communication~~ media manager, and such other employment positions as may hereafter be specified in the budget of the City of Berea, or by other appropriate actions by the Mayor or the City Council.
  
2. The purposes of the Department of ~~Business and~~ Tourism Development shall include the promotion, development, preservation and enhancement of the economic and physical environment and general economic resources of the City of Berea's business, commercial, recreational, and tourism and convention sectors. ~~Specific duties include, but are not limited to, research into economic conditions and trends of the City and the formation of recommendations, programs, policies and procedures, plans, to improve conditions and enhance growth and development.~~ Specific duties could include the creation of new or coordination of existing programs, activities, and opportunities to promote ~~development and~~ economic growth in the City through tourism and conventions. The Department shall annually prepare and transmit to the Mayor and City Council a report of its activities, an annual budget report and a report of its recommendations for improving such economic conditions ~~and development~~ through tourism including analysis of budget impacts of said recommendations.

3. The Director of the Department of ~~Business and Tourism Development~~ shall oversee and supervise the program managers, and other positions which may be created in the budget or other appropriate actions of the Mayor or the City Council. ~~shall be hired by the Mayor subject to approval by the Tourist and Convention Commission:~~
- ~~a. Program manager for Welcome Center staff and Main Street Program;~~
  - ~~b. Program Manager for Events, including Learnshops; and~~
  - ~~c. Program Manager for Communications.~~
4. The ~~program directors~~ Director of the Department of ~~Business and Tourism Development~~, the administrative functions of the Director, ~~such program directors~~, and the employees supervised by the ~~program directors~~ Director shall be funded by the budget of the Tourist and Convention Commission. ~~All other activities and functions of the Department of Business and Tourism Development shall be funded in the General Fund of the City of Berea annual fiscal year budget.~~ These allocations will be made in the city annual budget.

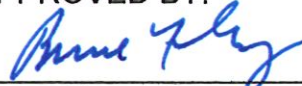
## SECTION II

All ordinances or parts of ordinances in conflict herewith are repealed. This ordinance shall be published according to law.

FIRST READING: August 6, 2024.

SECOND READING AND ENACTMENT: August 20, 2024.

APPROVED BY:



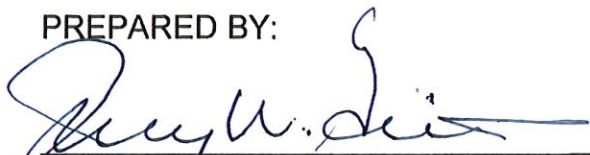
\_\_\_\_\_  
Bruce Fraley, Mayor

ATTEST:

  
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Clerk of the City Council

Published this 21st day of August, 2024.

PREPARED BY:

  
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Corporate Counsel