

**CITY OF CAPE MAY, COUNTY OF CAPE MAY, STATE OF NEW JERSEY**

**ORDINANCE NO. 243 - 2011**

**AN ORDINANCE AMENDING CHAPTER 10, ARTICLE XX  
OF THE CAPE MAY CITY CODE AND ESTABLISHING A  
DEPARTMENT OF TOURISM, CIVIC AFFAIRS AND  
RECREATION**

WHEREAS, the City of Cape May (the “City”) presently provides recreational and civic affairs services through its Department of Civic Affairs/Recreation, the duties of which are set forth in Section 10-73 of the Cape May City Code (“City Code”), and which are supervised by a Director of Civic Affairs;

WHEREAS, the City is in the process of constructing a new Convention Hall facility that it intended to be a hub of the City’s tourism district and to be used for various events aimed at increasing tourism and community activities such as, without limitation, concerts, shows, trade shows, conventions, seminars and other recreational and civic events previously conducted at the old Convention Hall facility;

WHEREAS, in order to promote, sell, market and manage the new Convention Hall facility, and to coordinate its operations with other tourism, civic and recreational activities, the City desires to establish a new Department of Tourism, Civic Affairs and Recreation, which shall be under the supervision of a Director of Marketing, Communications and Event Sales, and who shall have as a subordinate an Assistant Director of Marketing, Communications and Event Sales and, in addition to such other duties as are set forth herein, shall assist the Director in the performance of his/her duties; and

WHEREAS, in order to implement these objectives, the City desires to amend Article XX Section 10-73 of the Cape May City Code entitled “Department of Civic Affairs/Recreation” and replace it with a new title of “Department of Tourism, Civic Affairs and Recreation”, and setting forth the duties and responsibilities of the Director and Assistant Director of the Department.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Cape May, County of Cape May, State of New Jersey, as follows:

1. Chapter 10, Article XX of the Cape May City Code (the “City Code”) is hereby deleted in its entirety and replaced with the following:

**ARTICLE XX**

**Department of Tourism, Civic Affairs and Recreation**

**§ 10-73. Department Established**

There shall be a Department of Tourism, Civic Affairs and Recreation which shall have, without limitation, the following objectives:

- A. Managing and operating all City-sponsored entertainment, business development, recreational and civic programs, whether such programs are operated inside Convention Hall or elsewhere in the City.
- B. Managing and operating all City-sponsored special events, whether such special events are operated inside Convention Hall or elsewhere in the City.
- C. Maintaining and staffing a public information office.
- D. Managing and operating Convention Hall, including the lease of its retail stores.
- E. Managing, promoting and marketing tourism for the City including, without limitation, selling and booking events at Convention Hall and at other locations within the City.

**§ 10-74. Director of Marketing, Communications and Event Sales.**

There shall be a Director of Marketing, Communications and Event Sales appointed by the City Manager who shall serve as the Director of the Department of Tourism, Civic Affairs and Recreation who shall be responsible for ensuring the efficient management and operation of the Department, consistent with the objectives set forth in Section 10-73. The primary duties and responsibilities of the Director shall include, without limitation, the following:

- A. Developing long-term strategic planning, branding and marketing for the City, and coordinating with other business and community leaders to position the City as an ideal location to hold business meetings, conventions, tradeshows, sporting events, cultural and performing arts productions, and to live, work and recreate.
- B. The negotiation of all contracts for events and activities developed through the Department of Tourism, Civic Affairs and Recreation.
- C. Managing all financial aspects of the Department of Tourism, Civic Affairs and Recreation, including the Tourism Utility including, without limitation, the development of budgets for the Tourism Utility and receiving, accounting for and depositing all receipts from ticket sales generated from events at Convention Hall.
- D. Assisting in the negotiation of all collective bargaining agreements and in all personnel matters involving other City employees that are assigned to the Department.
- E. Formulating management policies and practices for all tourism, civic affairs and recreational objectives through the City's Tourism Utility.
- F. Serving as an *ex officio* member on the City's Advisory Committee on Tourism.

G. Supervising an Assistant Director who shall perform such duties and have such responsibilities as set forth in Section 10-75 and as assigned by the Director and supervising all other employees assigned to the Department.

H. Performing such additional duties and responsibilities as assigned by the City Manager from time to time.

**§ 10-75. Assistant Director.**

There shall be an Assistant Director of Marketing, Communications & Event Sales also appointed by the City Manager and who shall be responsible for, without limitation, the following:

A. Assisting and working closely with the Director in the performance of his duties set forth in Section 10-74 specifically including, without limitation, the formulation of management policies and practices for all tourism, civic affairs and recreational objectives through the City's Tourism Utility.

B. Serving as the City's communications liaison with the responsibility for preparation and distribution of press releases concerning the activities of the Department of Tourism, Civic Affairs and Recreation as well as all other aspects of City government including, without limitation, providing general public updates concerning the status of personnel matters, including collective bargaining negotiations, budgetary and financial reports, and other contractual agreements and confidential matters pending before City Council, and communicating to the general public on all emergencies in coordination with State, County and City emergency management and public safety officials.

C. Serving as an *ex officio* member on the City's Advisory Committee on Tourism.

D. Supervising and coordinating all City sponsored civic events including, without limitation, band concerts, parades, ceremonies and memorial activities; oversee the operation of the City's recreation programs.

E. Performing such additional duties and responsibilities as assigned by the Director from time to time.

2. All other ordinances in conflict or inconsistent with this Ordinance are hereby repealed to the extent of such inconsistency.

3. Should any section, paragraph, sentence, clause or phrase of this Ordinance be declared unconstitutional or invalid for any reason, the remaining portions of this Ordinance shall not be affected thereby and shall remain in full force and effect, and to this end the provision of this Ordinance are hereby declared to be severable.

4. This Ordinance shall take effect within twenty (20) days of final passage and publication as provided by law.

ATTEST:

CITY OF CAPE MAY, a municipal corporation of the State of New Jersey

\_\_\_\_\_  
Diane L. Weldon, City Clerk

BY: \_\_\_\_\_  
Dr. Edward J. Mahaney, Jr., Mayor

### NOTICE OF ADOPTION

The foregoing Ordinance was considered on second reading by the City Council of the City of Cape May, New Jersey, and, after public hearing, was adopted finally on December 6, 2011.

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Diane L. Weldon, City Clerk

Roll Call	Ayes	Nays	Absent	Abstain
Fiocca	x			
Murray	x			
Swain	x			
Wichterman	x			
Mahaney	x			

Introduced: November 1, 2011  
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