

**STATE OF SOUTH CAROLINA  
COUNTY OF OCONEE  
ORDINANCE 2023-22**

**AN ORDINANCE AMENDING CHAPTER 32 OF THE OCONEE COUNTY CODE OF ORDINANCES, IN CERTAIN LIMITED REGARDS AND PARTICULARS ONLY, REGARDING THE ESTABLISHMENT OF DEVELOPMENT STANDARDS IN RELATION TO LIGHTING, BUFFERING, AND OPEN SPACE RETENTION FOR NEW RESIDENTIAL SUBDIVISION DEVELOPMENTS OF TWENTY-FIVE (25) ACRES OR MORE; AND OTHER MATTERS RELATED THERETO.**

**WHEREAS**, consistent with the powers granted county governments by S.C. Code § 4-9-25 and S.C. Code § 4-9-30, Oconee County (“County”), a body politic and corporate and a political subdivision of the State of South Carolina, acting by and through its governing body, the Oconee County Council (“County Council”), has the authority to enact regulations, resolutions, and ordinances, not inconsistent with the Constitution and the general law of the State of South Carolina, including the exercise of such powers in relation to health and order within its boundaries and respecting any subject as appears to it necessary and proper for the security, general welfare, and convenience of the County or for preserving health, peace, order, and good government therein;

**WHEREAS**, the County has adopted multiple ordinances for the effective, efficient governance of the County, which, subsequent to adoption, are codified in the Oconee County Code of Ordinances (“Code of Ordinances”), as amended;

**WHEREAS**, the County is authorized by Section 4-9-30(9) and Chapter 29 of Title 6 of the South Carolina Code of Laws, among other sources, to impose land use restrictions and development standards in the unincorporated areas of the County;

**WHEREAS**, County Council recognizes that there is a need to revise the law of the County to meet the changing needs of the County and that there is a need to amend, specifically, Chapter 32 of the Code of Ordinances by adding a new section to be entitled “Development Standards: Lighting, Buffering, and Open Space Retention”;

**WHEREAS**, County Council has therefore determined to modify Chapter 32 of the Code of Ordinances and to affirm and preserve all other provisions of the Code of Ordinances not specifically, or by implication, amended hereby.

**NOW THEREFORE**, it is hereby ordained by the Oconee County Council, in meeting duly assembled, that:

1. Chapter 32 of the Code of Ordinances is hereby revised, rewritten, and amended by adding a section to be entitled “Development Standards: Lighting, Buffering, and Open Space Retention” as shown on Attachment A, which is attached hereto and incorporated herein by reference.

2. County Council hereby approves and adopts Attachment A, and directs that it be codified in Chapter 32, Article VI of the Oconee County Code of Ordinances.

3. Should any part or provision of this Ordinance be deemed unconstitutional or unenforceable by any court of competent jurisdiction, such determination shall not affect the remainder of this Ordinance, all of which is hereby deemed separable.

4. All ordinances, orders, resolutions, and actions of County Council inconsistent herewith are, to the extent of such inconsistency only, hereby repealed, revoked, and rescinded. Nothing contained herein, however, or in the attachment hereto, shall cancel, void, or revoke, or shall be interpreted as cancelling, voiding, or revoking, *ex post facto*, in any regard any prior performance standard or land use provision, or decision of the County or County Council based thereon, which were valid and legal at the time in effect and undertaken pursuant thereto, in any regard.

5. All other terms, provisions, and parts of the Code of Ordinances, and specifically, but without exception, the remainder of Chapter 32, not amended hereby, directly or by implication, shall remain in full force.

6. This Ordinance shall take effect and be in full force from and after third reading, public hearing, and enactment by County Council.

**ORDAINED** in meeting, duly assembled, this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

**ATTEST:**

\_\_\_\_\_  
Jennifer C. Adams  
Clerk to Oconee County Council

\_\_\_\_\_  
Matthew Durham  
Chair, Oconee County Council

First Reading:            November 21, 2023  
Second Reading:        \_\_\_\_\_  
Third Reading:            \_\_\_\_\_  
Public Hearing:            \_\_\_\_\_

ATTACHMENT A

*[See attached.]*

ATTACHMENT A  
[Re: Ordinance 2023-22]

Development Standards: Lighting, Buffering, and Open Space Retention:

1. **Applicability:** These Lighting, Buffering, and Open Space Retention requirements apply to all residential developments and subdivisions of land that:
  - a. are submitted for approval after enactment of this ordinance; and
  - b. which equal or exceed twenty (25) acres in the aggregate; and
  - c. as to which this Article VI otherwise applies.

Staging or phasing developments to avoid application of this section is prohibited.

2. **Lighting standards:**

- a. Purpose: These lighting standards are purposed to ensure that adequate exterior lighting is provided to facilitate crime prevention, security, and safe passage, and that exterior lights are shielded to reduce the impact of lighting on neighboring uses, to avoid potential safety hazards to the traveling public, and to minimize the effect of such lighting on viewsheds and nightscapes.
- b. Lighting plans shall be submitted with the initial application for subdivision approval for projects that include the installation of outdoor lighting fixtures. The lighting plan shall include the following:
  - i. The location, type, and height of luminaries, including both building and ground-mounted fixtures.
  - ii. A description of the luminaries, including lamps, poles or other supports, and shielding devices; Catalogue illustrations from the manufacturer may be submitted to meet this requirement.
  - iii. Photometric data, such as that furnished by the manufacturer, showing the angle of light emission.
  - iv. Additional information as may be required to determine compliance with this chapter.
- c. Exterior lighting shall be shielded and directed to avoid illuminating the night sky.
- d. Lighting shall not illuminate neighboring properties or distract/harm the traveling public on road rights-of-way. Any necessary screening of lighting shall be shown on the site plans submitted to the County.
- e. The overall height of lighting fixtures shall not exceed      feet.
- f. Blinking or flashing lights are prohibited unless the lights are required as a safety feature (e.g., beacons on towers). Searchlight and laser light operation for advertising/commercial purposes is prohibited.

**3. Buffer standards:**

- a. Purpose: These buffer standards are purposed to mitigate impacts between land uses or transportation routes and to provide for the harmonious integration of residential subdivisions and the natural environment.
- b. Buffer defined: A continuous border area consisting of an undisturbed, maintenance-free, self-perpetuating strand of vegetation comprised of plants, shrubs, or trees.
- c. Buffer requirements:
  - i. Buffers shall be located at the outer perimeter of lots or parcels and shall form a continuous, and at a minimum, semi-opaque border.
  - ii. Buffers shall be no less than [REDACTED] ([REDACTED]) feet wide.
  - iii. The width of the buffer shall be measured inward from the boundary line.
  - iv. Existing natural vegetation, specifically plants, shrubs, and trees, shall be preserved during development to the extent reasonable and feasible and may be used to satisfy the requirements of this section.
  - v. Where additional vegetation is required to create the buffer, vegetation shall be installed so as to create a continuous, and at a minimum semi-opaque, border with individual plantings not more than [REDACTED]' apart, with a minimum average height of [REDACTED].

**4. Open space standards:**

- a. Open space defined: A portion of the subdivision development that has been set aside for permanent protection from development and which is comprised of one or more of the following: play areas, parks, natural woods, open fields and meadows, and areas of scenic beauty. Areas serving as Open space shall not include water detention or other stormwater management areas.
- b. Open space areas shall total no less than **five percent (5%)** of the total acreage of the development.
- c. Open space areas must be clearly shown on each subdivision to which this section applies when the plat is submitted to the County for approval.
- d. Open space areas shall be owned (either in fee simple or by perpetual easement), managed, and maintained by the subdivision's developer or the subdivision's property owners or homeowners' association.
- e. Open space areas must be accessible to all lots within the subdivision via easement or similar rights.
- f. Open space shall be protected from development through platting, deed restrictions, or restrictive covenants, as appropriate, which will ensure its perpetual use as Open space, as defined in this section.

**PUBLISHER'S AFFIDAVIT**

STATE OF SOUTH CAROLINA COUNTY OF OCONEE

OCONEE COUNTY COUNCIL

IN RE: Meeting Schedule

**BEFORE ME** the undersigned, a Notary Public for the State and County above named, This day personally came before me, Hal Welch, who being first duly sworn according to law, says that he is the General Manager of **THE JOURNAL**, a newspaper published Tuesday through Saturday in Seneca, SC and distributed in **Oconee County, Pickens County** and the Pendleton area of **Anderson County** and the notice (of which the annexed is a true copy) was inserted in said papers on 01/04/2024 the rate charged therefore is not in excess of the regular rates charged private individuals for similar insertions.



\_\_\_\_\_  
Hal Welch  
General Manager

Subscribed and sworn to before me this  
01/04/2024



\_\_\_\_\_  
Jessica Wells  
Notary Public  
State of South Carolina  
My Commission Expires November 13, 2030



Jessica Lee Wells  
NOTARY PUBLIC  
State of South Carolina  
My Commission Expires  
November 13, 2030



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**NOTICES**

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This newspaper will not knowingly accept any false or misleading advertising. We advise you to investigate on your own, and take any steps necessary to ascertain the validity of any advertising before exchanging money or entering into any contractual agreements. The Journal provides no guarantees and will not be held liable for any items or services advertised.

**ANNOUNCEMENTS**

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**PETS**

**Oconee Humane Society** offers low-cost spay/neuter vouchers to ALL Oconee County residents. **Find out more at oconeehumane.org** or call 864-882-4719

**REPORT YOUR LOST PET** to Oconee County Animal Shelter 888-0221 or email info to: [ocas@netmids.com](mailto:ocas@netmids.com) You may include a photo. We will contact you if we find your pet.

**ADOPT A DOG! Save a Life!**  
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in 99 S.C. newspapers for only \$375. Your 25-word classified will reach more than 2.1 million readers. **Call Randall Savely at the S.C. Newspaper Network, 1-888-727-7377**

**Real Estate Auction:** Industrial Property on 2.57 AC with 3 Buildings, 26 Park Hill Drive Lugoff, SC. Online Bidding through Thurs. January 18th at 2PM www.TheLigonCompany.com, Call 803-366-3535. Randy Ligon, CAI, CES, BAS SCAL1716 SCRL17640 SC AFL4120

**ESTATE AUCTION – Saturday, January 13, 9:30 A.M.** 4715 Augusta Hwy., Brunson, SC. Selling Contents of Welding Shop and Home! Farm Tractors, Farm Implements, 2021 Tracker 0x400 UTV, Welding Equipment, Lots of Tools, Utility Trailers, Shop Equipment, Lawn Mowers, Dodge Van, Honda Motorcycle, River Boat, Nice Furniture, Antiques, Glassware, Sterling & Much More! Preview: Friday Jan. 12 10 A.M. - 6 P.M. Browse web: [www.cogburnauction.com](http://www.cogburnauction.com) 803-860-0712

**NOTICE OF PUBLIC SALE:**  
Pursuant to SC Self-Service Storage Facility Act and to satisfy Owner's lien Storage Sense located at 365 Keowee School Rd Seneca, SC 29672 864-885-0368 intends to sell the personal property described below. Everything sold is purchased AS-IS with money orders only. See and bid on all units 24/7 ending on December 29th, 2023, at 11:00 am@ [www.Lockerfox.com](http://www.Lockerfox.com) Storage Sense reserves the right to refuse any bid or rescind any purchase until the winning bidder takes possession of the property. TERMS listed on auction website. Brandon Vanblarcam Unit 0011 misc items; Michael Talley Unit 0305, Misc items; Julia Ford Unit 0447, misc items; Chalanda Goodine unit 0087 misc items.

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**HOUSES FOR SALE**

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All real estate advertising in this newspaper is subject to Federal Fair Housing Act of 1968 which makes it illegal to advertise "any preference, limitations or discrimination" based on race, color, religion, sex, handicap, familial status or national origin, or intention to make any such preference, limitation or discrimination." This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis.

**LEGALS**

**Notice of Self Storage Sale**  
Please take notice Midgard Self Storage - Seneca Greenleaf located at 600 Shiloh Rd Seneca SC 29678 intends to hold a Auction of storage units in default of payment. The sale will occur as an Online Auction via [www.storageauctions.com](http://www.storageauctions.com) on 1/19/2024 at 1:00PM. This sale is pursuant to the assertion of lien for rental at the self-storage facility. Unless listed otherwise below, the contents consist of household goods and furnishings. Micah Justus unit #108; Tatem Tollison unit #314; Jasmine Hunter unit #A101; Hala Searcy unit #A205; Alexis Smith unit #F3; Amanda Rogers unit #F808; Davonna Alex-

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ander unit #O13; Yandel Vivanco unit #O16; Chris Martin unit #P29. This sale may be withdrawn at any time without notice. Certain terms and conditions apply.

The City of Walhalla's Board of Zoning Appeals will hold a public hearing on Monday, January 22, 2024 at 5:30 PM to hear the following items: A request for a Special Exception to allow the placement of a manufactured home at Austin Drive (TMS# 500-06-02-018), zoned General Residential (GR). A request for a variance to allow a manufactured home with a different roof pitch than the permitted roof pitch to be placed at Austin Drive (TMS# 500-06-02-018), zoned General Residential (GR). The meeting will be held in the City Council Chambers located at 206 N. Church Street, Walhalla. Please contact the Community Development Department at 864-638-4343 for more information.

**NOTICE OF APPLICATION**  
Notice is hereby given that Yoshi intends to apply to the South Carolina Department of Revenue for a license/permit that will allow the sale and On Premises consumption of Beer & Wine at 1510 Blue Ridge Blvd., Ste. 108, Seneca, SC 29672. To object to the issuance of this permit/license, written protest must be postmarked no later than January 13, 2023.

For a protest to be valid, it must be in writing, and should include the following information:  
(1) The name, address and telephone number of the person filing the protest;  
(2) The specific reasons why the application should be denied;  
(3) That the person protesting is willing to attend a hearing (if one is requested by the applicant);  
(4) That the person protesting resides in the same county where the proposed place of business is located or within five miles of the business; and,  
(5) The name of the applicant and the address of the premises to be licensed.  
Protests must be mailed to: S.C. Department of Revenue, ABL SECTION, P.O. Box 125, Columbia, SC 29214-P.O.

STATE OF SOUTH CAROLINA  
COUNTY OF OCONEE  
IN THE COURT  
OF COMMON PLEAS  
SUMMONS, LIS PENDENS  
AND NOTICES  
C/A NO. 2023-CP-37-00262

Equity Trust Company FBO Robert W. Schumacher IRA, PLAINTIFF, vs. Any heirs-at-law or devisees of Mary Jo Moody deceased, their heirs, Personal Representatives, Administrators, Successors and Assigns, and all other persons or entities entitled to claim through them; Any heirs-at-law or devisees of Molly Ann Chastain, deceased, their heirs, Personal Representatives, Administrators, Successors and Assigns, and all other persons or entities entitled to claim through them; all unknown persons having or claiming any right, title, or interest in or to, or lien upon the real property described as 221 Thompson Avenue, Walhalla, SC 29691, their heirs and assigns; any persons who may be in the military service of the United States of America, being a class designated as John Doe, any unknown minors, incompetent or imprisoned person, or persons under a disability being a class designated as Richard Roe, was filed and recorded with the Clerk of Court for Oconee County on December 8, 2023.  
**NOTICE OF ORDER APPOINTING ATTORNEY: YOU WILL PLEASE TAKE NOTICE** that an Order appointing Kelley Yarborough Woody, Esq., P.O. Box 6432,

Old Chapin Road, Lexington, S.C. 29072 or to otherwise appear and defend the action pursuant to applicable court rules within thirty (30) days after service hereof, exclusive of the day of such service; except that the United States of America, if named, shall have sixty (60) days to answer after the service hereof, exclusive of such service; and if you fail to answer the Complaint or otherwise appear and defend within the time aforesaid, the Plaintiff in this action will apply to the Court for judgment by default against you for the relief demanded in the Complaint. TO MINOR(S) OVER FOURTEEN YEARS OF AGE, AND/OR TO MINOR(S) UNDER FOURTEEN YEARS OF AGE AND THE PERSON WITH WHOM THE MINOR(S) RESIDE(S), AND/OR TO PERSONS UNDER SOME LEGAL DISABILITY: YOU ARE FURTHER SUMMONED AND NOTIFIED to apply for the appointment of a guardian ad litem within thirty (30) days after the service of this Summons and Notice upon you. If you fail to do so, application for such appointment will be made by the Plaintiff's attorney. LIS PENDENS: NOTICE IS HEREBY GIVEN that an action has been commenced and is now pending in this Court upon Complaint of the above-named Plaintiff against the above-named Defendants to have the Court declare Plaintiff holds marketable, fee simple title to real property located in Oconee County, and any interest that may have been claimed by the above-named Defendants was extinguished by the tax sale conducted by the Delinquent Tax Collector of Oconee County. The real property which is the subject of this action is described as follows: All that certain piece, parcel, or lot of land lying and being situate in the State of South Carolina, County of Oconee, designated as Lots 8 and 9, as shown and more fully described on a plat thereof recorded in Plat Book J, Page 62, records of Oconee County, South Carolina.

Tax Map Number: 500-17-02-002  
Property Address: 221 Thompson Avenue, Walhalla, SC 29691

**NOTICE OF FILING:**  
NOTICE IS HEREBY GIVEN that the Lis Pendens, Summons and Complaint in this action were filed in the Office of the Clerk of Court for Common Pleas for Oconee County, South Carolina on April 6, 2023.

**NOTICE OF ORDER APPOINTING GUARDIAN AD LITEM NISI:**  
YOU WILL PLEASE TAKE NOTICE that an Order appointing Kelley Yarborough Woody, Esq., P.O. Box 6432, Columbia, SC 29260, as Guardian ad Litem Nisi for unknown party defendants who may be minors, incompetent or imprisoned person, or persons under a disability being a class designated as Richard Roe, was filed and recorded with the Clerk of Court for Oconee County on December 8, 2023.

**NOTICE OF ORDER APPOINTING ATTORNEY:**  
YOU WILL PLEASE TAKE NOTICE that an Order appointing Kelley Yarborough Woody, Esq., P.O. Box 6432,

Columbia, SC 29260, as Attorney for unknown party defendants who may be in the Military Service of the United States of America who may be entitled to benefits of the Servicemembers Civil Relief Act, 50 U.S.C. §501 et seq, being a class designated as John Doe, was filed and recorded with the Clerk of Court for Oconee County on December 8, 2023.

MP Morris Law Firm, P.A.  
Michael P. Morris,  
SC Bar #73560,  
336 Old Chapin Rd.,  
Lexington, S.C. 29072.  
Phone: 803-851-1076  
Fax: 803-851-1978.  
Attorney for Plaintiff

The Oconee County Council will meet in 2024 on the first and third Tuesday of each month with the following exceptions: June, July, August, and November meetings, which will be only on the third Tuesday of each of these months;

December meeting, which will be only the first Tuesday of the month. All Council meetings, unless otherwise noted, are held in Council Chambers, Oconee County Administrative Offices, 415 South Pine Street, Walhalla, South Carolina at 6 p.m.

Oconee County Council will also hold a Planning Retreat beginning at 9:00 a.m. on Friday, February 23, 2024 to establish short- and long-term goals.

Oconee County Council will also meet on Tuesday, January 7, 2025 in Council Chambers at which point they will establish their 2025 Council and Committee meeting schedules.

Oconee County Council will also hold a Budget workshop on Friday, March 22, 2024 in Council Chambers.

Additional Council meetings, workshops, and/or committee meetings may be added throughout the year as needed.

Oconee County Council Committees will meet in 2024 prior to County Council meetings on the following dates/times in Council Chambers located at 415 South Pine Street, Walhalla, South Carolina unless otherwise advertised.

The Law Enforcement, Public Safety, Health, & Welfare Committee at 4:30 p.m. on the following dates: February 20, May 21, July 16, & September 17, 2024.


The Transportation Committee at 4:30 p.m. on the following dates: February 20, May 21, July 16, & September 17, 2024.

The Real Estate, Facilities, & Land Management Committee at 4:30 p.m. on the following dates: March 19, June 18, August 20, & October 15, 2024.

The Planning & Economic Development Committee at 4:30 p.m. on the following dates: March 19, June 18, August 20, & October 15, 2024.

The Budget, Finance, & Administration Committee at 9:00 a.m. on the following dates: February 23 [Strategic Planning Retreat] & March 22 [Budget Workshop] and 4:30 p.m. on the following dates: March 5, April 16, & May 7, 2024.

**THE JOURNAL**



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# Oconee County Council

Oconee County  
Administrative Offices  
415 South Pine Street  
Walhalla, SC 29691

Phone: 864-718-1023  
Fax: 864 718-1024

E-mail:  
[jennifercadams@oconeesc.com](mailto:jennifercadams@oconeesc.com)

John Elliott  
District I

Matthew Durham  
Chairman  
District II

Don Mize  
Vice Chairman  
District III

Julian Davis, III  
District IV

J. Glenn Hart  
Chairman Pro Tem  
District V



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The Real Estate, Facilities, & Land Management Committee at 4:30 p.m. on the following dates: March 19, June 18, August 20, & October 15, 2024.

The Planning & Economic Development Committee at 4:30 p.m. on the following dates: March 19, June 18, August 20, & October 15, 2024.

The Budget, Finance, & Administration Committee at 9:00 a.m. on the following dates: February 23 [Strategic Planning Retreat] & March 22 [Budget Workshop] and 4:30 p.m. on the following dates: March 5, April 16, & May 7, 2024.



Sec. 2-61. - Access to and conduct at county meetings, facilities and property.

(a) *Purpose.* The county council has determined that it is necessary to regulate access to county facilities, grounds and property in order to ensure the safety and security of the public who visit these areas or the county employees who serve them. **The conduct of persons who visit county facilities and/or who have contact with county employees must also be regulated to preserve public order, peace and safety.** The regulation of access and conduct must be balanced with the right of the public to have reasonable access to public facilities and to receive friendly, professional service from county employees. These regulations apply to all county facilities and meetings, as defined below, for and over which county council exercises control and regulation, and to the extent, only, not pre-empted by state or federal law.

(b) *Definitions.* The following words, terms and phrases, when used in this section, shall have the meanings ascribed to them in this subsection, except where the context clearly indicates a different meaning:

*Facility* means any building, structure, or real property owned, leased, rented, operated or occupied by the county or one of its departments, offices or agencies.

***Meeting* means any assemblage of persons for the purpose of conducting county governmental business, operations or functions or any assemblage of persons within a county governmental facility.** The term "meeting" includes, but is not limited to, county council meetings, county board and committee and staff meetings, trials, hearings and other proceedings conducted in the courts of general sessions and common pleas, family court, master-in-equity, probate court and magistrate's court; and other meetings by entities duly authorized by the county council.

(c) *Prohibited acts.* It shall be unlawful for any person to:

- (1) **Utter loud, obscene, profane, threatening, disruptive or abusive language or to engage in any disorderly or disruptive conduct that impedes, disrupts or disturbs the orderly proceedings of any meeting,** or operations of any department or function of the county government, including, without limitation, speaking when not explicitly recognized and authorized to do so by the presiding official in such meeting.
- (2) Bring, carry, or otherwise introduce any firearm, knife with blade longer than two inches or other dangerous weapon, concealed or not concealed, into any facility or meeting. This prohibition does not apply to law enforcement personnel or any other person whose official, governmental duties require them to carry such firearm, knife, or other weapon.
- (3) Engage in partisan political activity, including speech, in any meeting not authorized and called for the purpose of partisan political activity and explicitly authorized for such purpose in the facility in which such activity is to be conducted, or refusing to cease such activity when

the presiding official of the meeting in question has ruled that the activity in question is partisan political activity and has directed that such activity stop.

- (4) Interfere with, impede, hinder or obstruct any county governmental official or employee in the performance of his duties, whether or not on county government property.
- (5) Enter any area of a county government facility, grounds or property when such entry is prohibited by signs, or obstructed or enclosed by gates, fencing or other physical barriers. Such areas include rooms if clearly marked with signs to prohibit unauthorized entry.
- (6) Enter by vehicle any area of a county governmental facility, grounds or property when such area is prohibited by signs or markings or are obstructed by physical barriers; or park a vehicle in such restricted areas; or park in a manner to block, partially block or impede the passage of traffic in driveways; or park within 15 feet of a fire hydrant or in a fire zone; or park in any area not designated as a parking space; or park in a handicapped parking space without proper placarding or license plate; or park in a reserved parking space without authorization.
- (7) Use any county governmental facility, grounds or other property for any purpose not authorized by law or expressly permitted by officials responsible for the premises.
- (8) Enter without authorization or permission or refuse to leave any county governmental facility, grounds or other property after hours of operation.
- (9) Obstruct or impede passage within a building, grounds or other property of any county governmental facility.
- (10) Enter, without legal cause or good excuse, a county governmental facility, grounds or property after having been warned not to do so; or, having entered such property, fail and refuse without legal cause or good excuse to leave immediately upon being ordered or requested to do so by an official, employee, agent or representative responsible for premises.
- (11) Damage, deface, injure or attempt to damage, deface or injure a county governmental property, whether real property or otherwise.
- (12) Enter or attempt to enter any restricted or nonpublic ingress point or any restricted access area, or bypass or attempt to bypass the designated public entrance or security checkpoint of a facility without authorization or permission.
- (13) Perform any act which circumvents, disables or interferes with or attempts to circumvent, disable or interfere with a facility's security system, alarm system, camera system, door lock or other intrusion prevention or detection device. This includes, without limitation, opening, blocking open, or otherwise disabling an alarmed or locked door or other opening that would allow the entry of an unauthorized person into a facility or restricted access area of the facility.
- (14) Exit or attempt to exit a facility through an unauthorized egress point or alarmed door.

(d) *Penalty for violation of section.* Any person violating the provisions of this section shall be deemed guilty of a misdemeanor and, upon conviction, shall be punished in accordance with section 1-7. In addition, vehicles that are improperly parked on any county property, facility, or other premises may be towed at the owner's expense.

(Ord. No. 2003-04, §§ 1—4, 4-15-2003; Ord. No. 2012-06, § 1, 4-3-2012)





**VISIT OCONEE**  
SOUTH CAROLINA

# Strategic Plan for A Sustainable Tourism Economy 2024 - 2030

Located in the northwestern “Upstate” or “mountain lakes region” of South Carolina, Oconee County is blessed with lush forest landscape (over 85,000 acres), four lakes surrounded by the Blue Ridge Mountains, trails to 29 waterfalls, two free flowing rivers (one of which is the Wild and Scenic Chattooga), waterfront state and county parks, mountain bike trails and more!

## **Mission Statement**

Visit Oconee SC promotes sustainable visitation to all parts of the County by highlighting our spectacular natural assets and promoting our communities, local events, entertainment venues, museums, shops, restaurants and lodging.

The following Strategic Plan for a Sustainable Tourism Economy is research-based including input from 59 community, civic and travel industry leaders in Oconee County who completed a strategic planning survey/SWOT analysis. The planning workshop and Strategic Plan were facilitated and developed by Berkeley Young, President of Young Strategies, Inc.

## Organization Structure

Visit Oconee SC is a destination leadership organization focused on the sustainable growth of the travel industry in Oconee County, SC. A thriving travel industry diversifies and improves the local economy while respecting and preserving our natural resources for the benefit of future generations.

Visit Oconee SC is committed to promoting and building awareness of Oconee County as a leisure and group destination with the highest caliber staff in the industry providing leadership and innovation to drive:

- Increased overnight and day-trip visitation
- Longer average length of stay
- Increased spending per travel party
- Increased visitor satisfaction

### Visit Oconee SC Board Focus

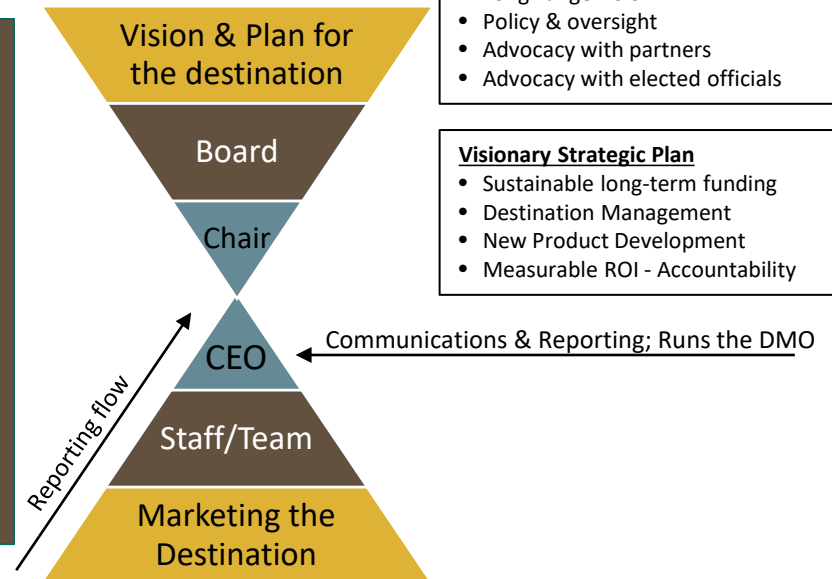
The VOSC Board of Directors will be engaged in two primary functions:

- 1) **Providing proper oversight** related to the function and ROI of the staff's research-based marketing of the County as a destination.
- 2) **Fulfill the vision for Visit Oconee SC in 2030** in partnership with County/City Officials and other economic development groups. VOSC will foster, facilitate and encourage the growth and development of the County's tourism assets for the benefit of all residents.

### Visit Oconee SC Staff Focus

- 1) Marketing Oconee County to visitors.
- 2) Coordinating the implementation of the Board Vision for the destination.

### REPORTING STRUCTURE



#### Board:

- Long-range vision
- Policy & oversight
- Advocacy with partners
- Advocacy with elected officials

#### Visionary Strategic Plan

- Sustainable long-term funding
- Destination Management
- New Product Development
- Measurable ROI - Accountability





# OVERALL STRATEGIC DIRECTION

Visit Oconee SC advocates for a sustainable visitor economy by providing leadership and innovation from the Board of Directors and staff. We are focused on the following three strategic initiatives to provide a better and expanding visitor experience that also enhances the quality of life for our residents:

- 1. SMART MARKETING** to drive growth in visitation during slow periods of the year when the occupancy in lodging dips below 60%. We promote an active, outdoors, scenic destination to high value visitors who will respect and sustain our spectacular natural environment.
- 2. AN EVER-IMPROVING VISITOR EXPERIENCE** – We support and encourage the preservation and expansion of unique activities that provide memorable experiences for our residents and visitors alike. Our top priorities are: outdoor/recreation-trails; rentals/outfitters & guides; signage and wayfinding; ride sharing for evening dining; trails and bicycle lanes; disability access; indoor climbing/sports.
- 3. A SUSTAINABLE TOURISM ECONOMY** – The Board of Directors at Visit Oconee SC is dedicated to: fiscal management of our tax-based funding; nurturing our staff/team; supporting our hospitality industry businesses and workers; and advocating for a sustainable tourism economy.
  - a) Visit Oconee SC Team** – We recruit, retain and support the highest caliber team to lead our travel industry and market the County as a unique travel destination.
  - b) Workforce** – The development of a qualified and abundant workforce for Oconee County hospitality businesses is critical to future success and growth. Our businesses are understaffed and need our support.
  - c) Advocacy for travel industry issues** – We are the collective voice for the travel industry and we speak out in support of our partners in hospitality, tourism, events and recreation.



## STRATEGIC PLAN IMPLEMENTATION

Annual reviews of this five-year strategic plan will take place in lieu of annual retreats. The annual review takes place with staff and Board leadership. There is no need for a retreat if the plan implementation is on track and there are no external factors that change overall strategies and goals. If significant changes are needed, the Board/staff may schedule a retreat to adjust the plan. VOSC invests in market research to guide future sales and marketing efforts and track ROI of programmatic work.

# STRATEGIC INITIATIVES

## 1. SMART MARKETING to drive growth in visitation during slow periods of the year (October – March, and Sundays/Mondays year-round ) when the occupancy in lodging dips below 60%.



We promote an active, outdoors, scenic destination to high value visitors who will respect and sustain our spectacular natural environment. National Geographic described Oconee County as, "One of the world's last great places, a destination of a lifetime". Visit Oconee SC staff meet the highest standards of professionalism and performance (research driven ROI) with measurable results as a research-based DLO (destination leadership organization).

### A. External Marketing – inviting visitors to stay overnight in the County to maximize economic impact.

- 1) Deliver on the **authentic and engaging outdoors** brand and expand the outdoor adventure destination to include small scale team sports and meetings based on facilities to host groups. Broaden reach into new geographic territories and increase the drive market to Oconee County to increase overnight visitation from high-value visitors.
- 2) Focus marketing on **Attractors** – scenic beauty, lakes, rivers, boating, kayaking, fishing, state and County parks, charming towns, and events while continuing to promote other reasons to visit.
- 3) Promote **active lifestyles by day and evening**. Focus evening and weekend promotions on events, music, performing arts, craft beverages, farm-to-table/local dining and shopping.
- 4) Provide **dynamic visitor information services** for individual, group and event visitors to drive increased spending in-market.
- 5) An aggressive **PR strategy targeting outdoor and lifestyle publications** will deliver travel press stories about Oconee County as destination for fall, winter and spring travel.
- 6) **Tracking and accountability** to demonstrate highest possible Return-on-Investment (ROI) – Lodging market segmentation research of key performance metrics (KPIs) and lodging revenue tracking/analysis

### B. Internal Marketing – building awareness of the impact of travel with the citizens and elected officials within Oconee County.

- 1) **Provide leadership** to the Oconee County travel industry through training, co-op sales/marketing programs, and maintaining a community events calendar. VOSC leadership from the Board and staff will foster job growth and new business development.
- 2) **Host events** within the County and speak at Civic meetings about the positive impacts of travel impact. NTTW – National Travel and Tourism Week (May) promotions and events to raise awareness of tourism impact.

#### Measurable Success:

- \*Annual plan with trackable ROI
- \*Longer lengths of stay
- \*Increased visitor spending
- \*Increased visitor satisfaction
- \*Increased Oct- Mar visitation
- \*New travel industry businesses
- \* Growth in lodging room demand & ADR

*Fair Play - Long Creek - Mountain Rest - Newry - Richland - Salem - Seneca - Tamassee - Walhalla - West Union - Westminster*



# STRATEGIC INITIATIVES



## 2. AN EVER-IMPROVING VISITOR EXPERIENCE – We support and encourage the preservation and expansion of unique activities that provide memorable experiences for our residents and visitors alike.

Oconee County is an active-lifestyle destination that allows visitors and residents to easily walk, hike, cycle and paddle throughout the area. Improvement and expansion of outdoor and indoor recreation/fitness facilities will appeal to individuals and groups who will love coming to Oconee County to get active. Our top priorities are outdoor/recreation-trails, river/lake access through rentals/outfitters & guides, etc.; signage, wayfinding; ride sharing for evening dining; trails and bicycle lanes; disability access; indoor climbing/sports.

- a) **Focus on that which drives visitation**, developing and expanding upon existing experiences, while branching into new experiences that complement the outdoor brand of Oconee County.
- b) **Improve and add new hiking and bicycle trails** making it easier for visitors to travel from hotels to dining, shopping, sports venues and activities without a vehicle. Add bicycle lanes to roadways. A walkable/cycle-friendly community makes it easy to get outside and get active.
- c) **Support outdoor outfitters and guiding companies** in providing excellent services for visitors through marketing, increasing access, and developing partnerships throughout the county to promote local businesses.
- d) **Develop October - March activities** to drive off-season growth. Indoor/outdoor facilities such as a climbing/pickleball center.
- e) **Host recreation events** to build recognition as an active-lifestyle destination—runs/races, fishing and pickleball tournaments, etc.
- f) Improve and expand **team sports facilities for the October – March months only**. New venues could include facilities for indoor/outdoor sports, pickleball, archery, basketball, multipurpose facility for a wide range of competitions and events.
- g) Work with elected bodies and economic development groups to lobby the **cellular and wi-fi providers for expanded service** throughout Oconee County particularly in the rural northern County areas where outdoor activities abound. Focus on the most heavily traveled roads and visitor gathering areas around the rivers and parks.
- h) **Support development of new activities in Oconee County towns** by promoting dining, shopping and events that drive visitation.
- i) Coordinate a **county-wide tourism master plan** that coalesces all plans and agencies on tourism related planning and development.

**Measurable Success:**

*Development of an Outdoor Recreation Committee	*Development of a tourism master plan	*New trails for kayaks and bikes
*New businesses - outfitters and guides	*New winter activities	*Growth in off-season visitation
*New recreation events to drive visitation	*Creation of new activity venues	*Expanded cellular service in the north

*Fair Play - Long Creek - Mountain Rest - Newry - Richland - Salem - Seneca - Tamassee - Walhalla - West Union - Westminster*



# STRATEGIC INITIATIVES



**3. A SUSTAINABLE TOURISM ECONOMY** – The Board of Directors at Visit Oconee SC is dedicated to: fiscal management of our tax-based funding; nurturing our staff/team; supporting our hospitality industry businesses and workers; and advocating for a sustainable tourism economy.

- a) **Visit Oconee SC Team** – We recruit, retain and support the highest caliber team to lead our travel industry and market the County as a unique travel destination. We support the staff in achieving the highest standards of excellence and performance through on-going education, certifications, measurement and accountability. We maintain competitive wages/benefits and foster a creative and supportive work environment where the team thrives and continues to produce award winning sales and marketing programs.
- b) **Workforce** – The development of a qualified and abundant workforce for Oconee County hospitality businesses is critical to future success and growth. Our businesses are understaffed and need our support. The VOSC will coalesce the travel industry businesses with schools, governments and workforce organizations on a long-term plan to inspire younger generations to seek out careers in hospitality, to provide training/education for those entering the workforce and to address competitive pay and benefits to retain a qualified workforce.
- c) **Advocacy for travel industry issues** – We are the collective voice for the travel industry and we speak out in support of our partners in hospitality, tourism, events and recreation. Create a policy/action committee of travel industry leaders and conduct regular listening sessions and surveys with travel industry leaders to identify issues that affect their growth and success. Possible issues of concern are workforce/wages, taxation, travel industry disruptors, crime, regulations, signage, etc.

**Measurable Success:**

*Increased applicants for hospitality jobs	*Higher visitor satisfaction ratings with service	*Minimal staff turnover
*Part-time jobs converted to full-time jobs	*No vacant travel industry jobs	*Priority list of policy initiatives

*Fair Play - Long Creek - Mountain Rest - Newry - Richland - Salem - Seneca - Tamassee - Walhalla - West Union - Westminster*





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## Visit Oconee SC 2024 - Board of Directors

### **OFFICERS:**

Ken Sloan – Chairman  
President & CEO, Visit Oconee SC

Phil Shirley – Vice Chairman  
Director, Oconee Parks, Recreation & Tourism

Cricket Barnett - Treasurer  
Owner, Wildwater and The Gauge  
Second Term Start Date: Jan 2024  
Second Term End Date: Dec 2026

Kelly Bardusk - Secretary  
Director, External Relations in Campus Recreation, Clemson University  
Second Term Start Date: Jan 2022  
Second Term End Date: Dec 2024

### **MEMBERS:**

Alex Butterbaugh  
Owner – Keowee Brewing Company  
Second Term Start Date: Jan 2023  
Second Term End Date: Dec 2025

Jamie Gilbert  
Executive Director, Oconee Economic Alliance  
First Term End Date: Dec 2025

Mark Thompson  
Director – Walhalla Performing Arts Center  
Second Term Start Date: Jan 2023  
Second Term End Date: Dec 2025



## **Visit Oconee SC 2024 - Board of Directors**

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Holly Douglas  
Clardy Real Estate  
First Term Start Date: Jan 2024  
First Term End Date: Dec 2026

Nick Harper  
Owner - Peace of Pie on Hartwell  
First Term Start Date: Jan 2024  
First Term End Date: Dec 2026

Riley Johnson  
Events Coordinator, City of Seneca  
Second Term Start Date: Jan 2024  
Second Term End Date: Dec 2026

Dari McBride  
Director, Oconee Chamber of Commerce  
First Term Start Date: Jan 2024  
First Term End Date: Dec 2026