



FLORENCE CITY-COUNTY CIVIC CENTER

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For Immediate Release

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SC School Librarians Select Florence Civic Center

Florence, SC, August 26 - The South Carolina Association of School Librarians has chosen the Florence Civic Center as the site for their annual conference March 2-5, 2005. This is the first time the association has met in Florence. Up to 1,000 people are expected to attend the meeting creating a direct economic impact of \$750,000 and a rollover economic impact for the area estimated between \$1.5 and \$2.5 million.

Florence was chosen partly because of its strong school community, according to Martha Taylor, president of the SCASL. Another key factor was the presence of the new \$13.6 million library made possible in part by The Drs. Bruce and Lee Foundation and scheduled to open in 2004.

The SCASL had initially considered larger cities in the state, but after a visit to the Florence Civic Center, decided the facility was perfect for their needs. Taylor added, "The leadership and service staff at the Center were cordial and very attentive to our needs." The Civic Center offers a total of 50,000 square feet of multipurpose convention/exhibition space including a 10,000 seat arena, the 15,000 square foot Francis Marion exhibit hall and 5,300 square feet in the Santee, Waccamaw and Pee Dee meeting/banquet rooms.

Kendall Wall, General Manager of the Civic Center, commented, "For the past year, we've been aggressively targeting association meetings and recently our efforts are beginning to come to fruition. We're not the biggest market nor are we a resort market, but people are noticing that Florence has a lot to offer. We've got a first class Civic Center, more than 3,700 quality hotel rooms, historical sites, shopping malls, award-winning restaurants and great area golf courses."

The Florence Civic Center is an SMG managed facility and is located at the crossroads of I-95 and I-20. It was recognized with a 2002 Prime Site Award, voted as one of the top entertainment venues in North America by Facilities & Event Management magazine. The Center is home to the Florence Pride, ECHL hockey team, the Florence Symphony Orchestra and the South Carolina Entertainment & Music Hall of Fame. The Florence Convention & Visitors Bureau and the Pee Dee Tourism Commission are also located in the building. The Center is celebrating its 10th anniversary this year.

For more information go to web site www.florenceciviccenter.com

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