



HOTEL • MOTEL • RESTAURANT • ASSOCIATION • INC.

### APPLICATION FOR MEMBERSHIP IN THE OCEAN CITY HOTEL-MOTEL-RESTAURANT ASSOCIATION

I hereby apply for membership in the Ocean City Hotel-Motel-Restaurant Association and submit the following information:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Toll-Free: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Name & Title of person to represent said Member: \_\_\_\_\_

Emergency Contact & Cell Phone #: \_\_\_\_\_

Type of Business & 25-word description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I HEREBY CERTIFY that I operate the above business with integrity, maintain high standards of ethics, and strive to the best of my ability to provide excellence in service and quality in accommodations or facilities. I also agree to make every effort to serve the tourist industry without misrepresentation.

I am interested in working with the OCHMRA to further promote tourism in Ocean City. I will support OCHMRA and strive to project a positive image for our industry and Association.

This membership will apply to the present owner and applicant. In the event of a change in ownership, the Association should be notified and new ownership will have to reapply, should they desire membership.

I understand that said Corporation reserves the right to reject this Applicant without reason.

I will faithfully comply with said By-Laws during the continuance of my membership.

No. of Units (Hotels & Motels)	No. of Seats (Restaurants)	Signature of Applicant	Date Applied
_____ <i>Active Membership (Lodging 100+ units) \$375</i>		_____ <i>Basic Allied Membership \$295</i>	
_____ <i>Active Membership (Lodging 26-99 units or Restaurant 50 or more seats) \$350</i>		_____ <i>Platinum Allied Partner \$5,000 (see page 2)</i>	
_____ <i>Associate Membership (Lodging 6-25 units, Restaurant less than 50 seats, or any Attraction/Entertainment venue) \$295</i>		_____ <i>Gold Allied Partner \$3,000 (see page 2)</i>	
		_____ <i>Silver Allied Partner \$1,500 (see page 2)</i>	
<i>A La Cart Add-Ons (write in your option): _____ (see page 2)</i>			

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. \_\_\_\_\_ / \_\_\_\_\_ V-Code \_\_\_\_\_

Billing Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature \_\_\_\_\_

## ACTIVE & ASSOCIATE MEMBER PERKS

### BASIC MEMBERSHIP PERKS - \$295 TO \$375

**YOUR TOURISM ADVOCATE!** We actively participate in reviewing, developing, & implementing events to foster tourism by collaborating with TOURISM COMMISSION & Hospitality Sales & Marketing Partnership to drive tourism.

**LEADING FORCE - WE WORK FOR YOU - CONSTANT COMMUNICATION** with email updates on timely issues and topics of interest to keep you well informed. We are the clearinghouse of information.

Monthly **HOSPITALITY HOTLINE** to keep you abreast of industry news.

Your property is listed in either our annual **DINING GUIDE** or **ACCOMMODATIONS GUIDE** for FREE. These up-to-date directories are also mailed to visitors requesting information. In addition, restaurant guides are accessible via QR code on lodging front desks throughout town.

**SHOWCASE YOUR PRODUCT SPECIALS/DEALS** to other members in our new Members Marketplace!

**OCHMRA HOSPITALITY JOB BOARD** - Post your jobs for free on Facebook / OCHMRA

Receive a **FREE LISTING INCLUDING A PHOTO/LOGO AND A LINK TO YOUR WEBSITE** on our site ocvisitor.com. In addition, your information also appears on our user friendly mobile site.

You can participate in **FREE PROMOTIONS** throughout the year, including **OCEAN CITY RESTAURANT WEEK**. We take care of the marketing & you provide us with the deals, which are listed for free on ocvisitor.com and ococean.com (CVB membership required).

Monthly **"WHAT'S HAPPENING" CALENDARS** to keep you and your guests up to date.

**CREATE NEW CONTACTS** at our five, off-season **DINNER MEETINGS** held at member restaurants.

We also award **ANNUAL SCHOLARSHIPS** to local students pursuing careers in the Hotel & Restaurant Management fields & support the Worcester Technical High School.

Opportunity to **ADVERTISE** in or **DISTRIBUTE** the **OC KEYCARD HOLDER**.

We are in constant **COMMUNICATION WITH THE MEDIA** - we only promote our Members!

**VISITOR REFERRALS** - we are your concierge - Our office answers the lodging extension of 1-800-OC-OCEAN, the main tourism hotline for Ocean City information & **WE ONLY RECOMMEND MEMBERS**.

Be **FEATURED** in our member only special marketing flyers that is shared to our followers on Instagram and Facebook and sent to all hotels to share with their guests.

Annual **SPRING TRADE EXPO** to unite hospitality buyers & sellers, & to introduce newest products to our market, generating shoulder season revenue.

**WE'RE HERE TO HELP**. Consider us your resource for advocating, & uniting all the players & thought leaders to make your voice heard. And, if we are unable to assist you, we will find someone who can!

**DISPLAY YOUR RESTAURANT DEALS** in our Member Only Facebook page - Eat Local OCMD Dining Deals with almost 6k followers!

### A LA CARTE PERKS

Advertise your company on OCVisitor.com with an annual banner under one of the Stay, Play, or Dine pages. **\$100.00**

Receive a half page or full page feature in our monthly Hospitality Hotline newsletter in the "Member Mentions" section with an ad of your choice, a photo, and link to your website. **\$75.00 (1/2 Page)**  
**\$125.00 (full page)**

Opportunity to insert an advertising flyer into our membership mailings. We do the stuffing! **\$125.00**