

MAY 2022

HOSPITALITY HOTLINE

Official Newsletter of the Ocean City
Hotel-Motel-Restaurant Association



Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

Having just held our Strategic Planning Session, I must admit I have a renewed enthusiasm for OCHMRA. There was lots of lively discussion and forward thinking around the room; I am anxiously awaiting the consultant recap with our action steps! I can assure you - we will remain all things Hospitality - that will never waiver. We just installed our new Board of Directors and I know there will be fresh ideas, lively info exchanges, all guided by how we can best serve you, our members!

The Town of OC Tourism office has been working diligently on the new advertising plans, marketing direction and will be sharing this and much more at the upcoming PARTNERS Season Kick-off. Make sure you plan to attend - details on the right. PARTNERS includes us, OC Tourism, OC Chamber, OC Development Corp (OCDC), Worcester Tourism & the Art League. Collaboration is key and we are fortunate to be in an amazing community that has been built on collaboration. Hope to see you there! 😊

WELCOME NEW MEMBERS

ACTIVE
OC Eateries
oceateriesmaryland.com

ASSOCIATE
Love's Lemonade
One Love Smoothie Cafe

Pizza Mambo
ocpizzamambo.com

ALLIED
Belfor Property Restoration
belfor.com

Centric Business Systems
centricbiz.com

US Wind
uswindinc.com

Mark Your Calendar

May 12
PARTNERS
Tourism
Season Kick-off
OC Convention Center

8am-8:30am
Coffee & Networking
Visit Partner Tables

8:30am-10am
OC Tourism Advertising
& Marketing Updates,
Summer Tool-Kit, OCPD

RSVP: 410-289-6733
susanjones@ocvisitor.com

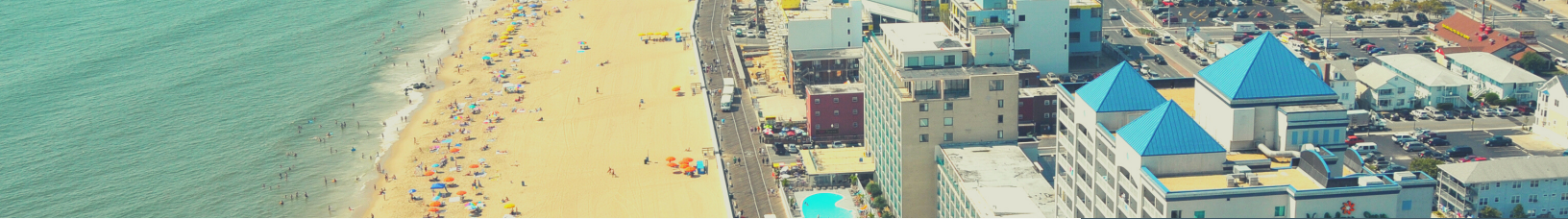


"Family" Song by Drew Holcomb and the Neighbors...



Springfest
May 5-8

Watch on YouTube



Business Briefs

2023 Destination MD - Deadlines Approaching

The Maryland tourism team is currently in the Business Listings production phase of the 2023 Destination Maryland Magazine. As the official fulfillment piece of the MD Office of Tourism, this magazine is a primary tool for MD visitor information with 250,000 printed copies distributed annually as well as downloadable from their website, www.VisitMaryland.org.

There is **no cost** to participate as a business listing partner. The deadline to submit business listing information is July 15, 2022. Business listing information should be provided through the form - [click here for link: FORM](#)

If you are interested in more exposure to Maryland customers, advertising reservations will be accepted through August 6th. To learn more about 2023 Destination Maryland Magazine or reserve your placement in the magazine, please reach out to Carly at Carly.Stedman@milespartnership.com or 202-681-8169.

OC AdventureFest - Sponsorships Available

A new event is coming to the Convention Center this fall. OC AdventureFest occurs from September 19-25 and will include police motorcycle rodeo, K-9 trainings, 9/11 Never Forget Exhibit, concerts and an outdoor hunting, fishing and gun show. There are sponsorship opportunities for this event, ranging from \$1000 - \$10,000. To learn more, contact Cliff Sutherland at chsedge@gmail.com - or see last few pages of newsletter.

Professional Bull Riding Comes to OCMD

Coming June 3rd, 4th & 5th, Triple Creek Events is bringing a professional bull riding event to the Inlet Parking Lot. There will be adult beverages, vendors, and plenty of great food from Bull on the Beach, and of course, bull riding! Sponsorships are also available for this unique event. *TKU Phil Houck & Bull on the Beach* for being the featured sponsor! Contact Triple Creek at this link: [click here](#)

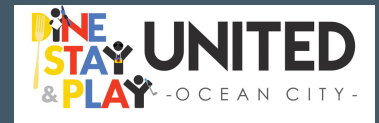
Worcester Education Foundation

Back after a two-year covid hiatus, the Worcester County Education Foundation is hosting an inaugural Preakness Party at Dockside in Pocomoke. Manager of Community Relations, Olivia Momme, is requesting donations/sponsorships of this event. The event is being held on Saturday, May 21st at 4:30pm. Tickets are \$40 in advance and include delicious themed fare. For more info, contact Olivia at oamomme@worcesterk12.org, call 410.726.3934 or visit: WCED Foundation website link

Tips for the Trade Industry Ideas



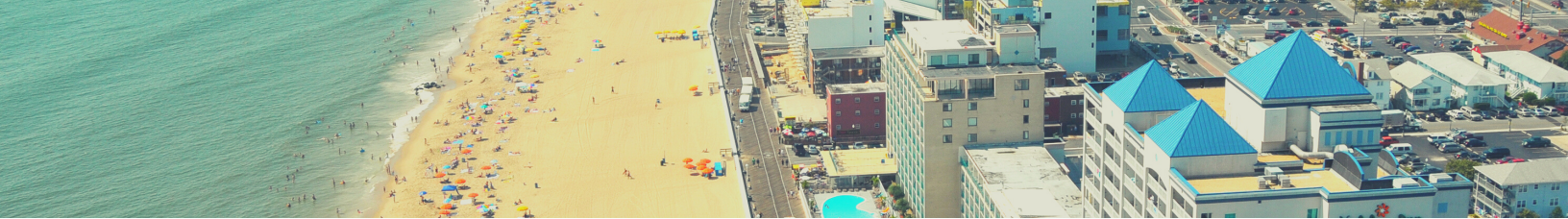
The National Restaurant Association recently held a webinar on a new initiative they have launched. The Essential Workers for Economic Advancement Act (EWEA) is a promising approach to help restaurants recruit and retain employees. With America's workforce graying, and birthrates steadily declining, worker shortages are no secret. The EWEA is a roadmap for year-round visa program to plug gaps in the current nonimmigrant visa system. Learn more at this link: [click here - EWEA](#)



Last Call DINE STAY PLAY United

To receive the full marketing benefits of United Way of the Lower Eastern Shore's DINE STAY PLAY United, you need to sign up by May 2. Contact Ryan or Amanda today!

See page 8 for all the details!



Hospitality Highlights

WARM WELCOMES

A familiar face has returned to OC - welcome back **Jamie Spicer** who has returned to Ocean City as a Sales Manager at **Harrison Group Hotels**. **Sally Foster** has joined the Sales team at **Dunes Manor**.

Joining the **Real Hospitality Group** Sales force is **Veronica "Ronni" Lombardi** - welcome to the Shore! **Comfort Inn Gold Coast** has welcomed **Meghan Campbell** to their sales office. Congrats!

Kudos to the leaders of **Boardwalk Hotel Group** -- recently **Ashley Foreman**, GM of **Howard Johnson Plaza**, **Gary Johnson** GM of **Days Inn Oceanfront** and **Dan Colosino** at **Howard Johnson Inn** all were awarded for being in the top % of their brands -- Howard Johnson properties are named "Best of the Best Awards" and Days Inn is the Chairman's Award. Congrats Ashley, Gary & Dan - way to lead from the top!

In addition to new Sales faces, a couple General Managers have landed too - welcome **Greg Jones** who is GM at the **Hampton Inn West Ocean City**. **Mike McVay** is managing the **Tidelands Caribbean** - welcome! Chef **Chaz Fosque** is cooking up fabulous dishes at **Captain's Table** now and recently reported a successful Restaurant Week!

Allied Member, **Booking.com** has brought on **Wilka Nascimento** to focus on OCMD - welcome Wilka! Another familiar face, **Karen Falk**, has returned to OC - Karen is working with **OC Development Corporation** now - welcome back Karen. **Maryland Hotel & Lodging Association** added **Melissa Simpson** as their VP of Operations.

OC **Hospitality Sales & Marketing Partnership** (HSMP) has recently announced the new Chair is **Judy Wilbur**, Market Director of Sales for **Real Hospitality Group**. Judy has been an active member of the HSMP and will certainly continue to lead this group to cooperatively market OC as a destination for all segments. Have a thought or idea for Judy? She can be reached at judy.wilbur@rhgcorp.com.

SAD GOODBYES

Condolences to Past President John Lewis and his brother Stephen Lewis of MR Ducks/Talbot Inn/Talbot St Watersports on the passing of their mother, Gail Lewis. Also, condolences to Renee Seiden, OC Fontainbleau Resort on the loss of her dear stepfather.



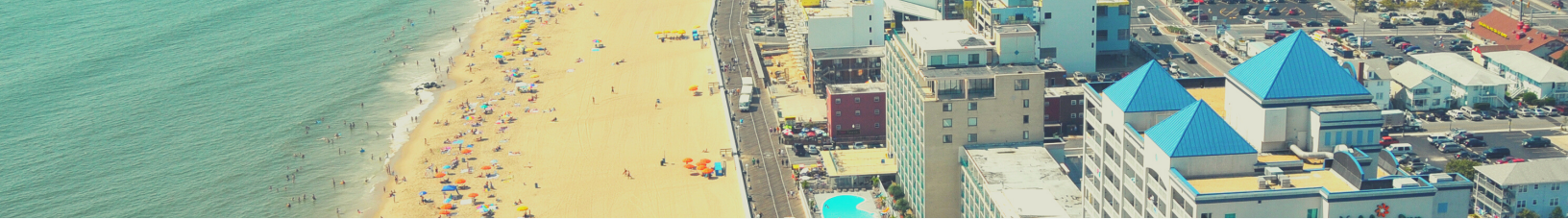
The MD Tourism Coalition (MTC), in partnership with the MD Office of Tourism, is encouraging hospitality businesses to get involved with NTTW! View the Toolkit from U.S. Travel Association to see how you can get involved - here is the link: [National Travel & Tourism Week](#)

May 1 – May 7
“Get Ready for Your Guests”
Show how you are cleaning up your curbside appeal for your guests throughout the week. Post pictures to either Facebook or Instagram and use the hashtags:

#WereReady4MD
#TourismWorks4MD

Celebrate NTTW
Maryland's Coast Business Mixer

Mermaid Museum - Berlin
5:00pm – 7:00pm
Join the folks from Maryland's Coast at the Mermaid Museum on Wednesday, May 4 at 5pm to mix and mingle with Economic Development and Tourism professionals across the region!
Refreshments will be provided by local eateries.



2022-2023 OCHMRA Board of Directors



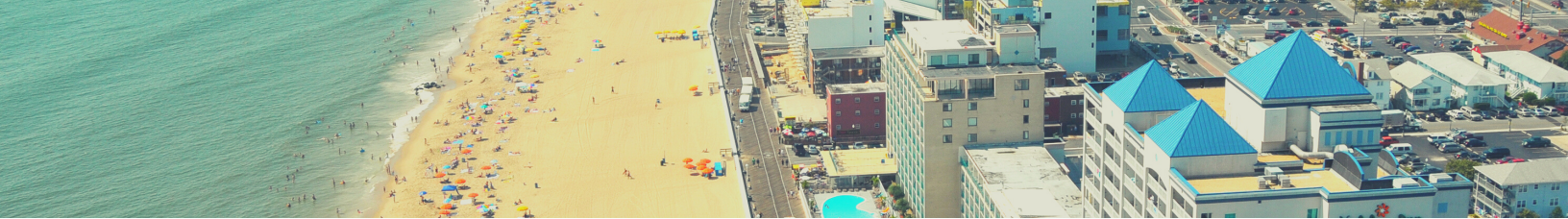
Pictured L to R: Michael James, Carl Bozick, Spencer Byrd, Jeremy Brink, Ruth Waters, Keith Whisenant, Dan Jasinski, Shawn Harman, Garvey Heiderman, Ryan Wilde, Spiro Buas. (not pictured - Dave Robinson, Mike Gershenfeld)

Recently, we installed our 2022-2023 Board of Directors. Spiro Buas of OC Rooms was installed as the incoming President. Ryan Wilde of BEST Motels became 1st Vice President and Garvey Heiderman of The Hobbit was installed to serve as the 2nd Vice President. Shawn Harman of Fishtales/Bahia Marina, continues his role as Secretary -Treasurer.

The Three-year Board of Directors installed included, Carl Bozick of Macky's Bar & Grill, Jeremy Brink of Ocean 13 and Michael James of James Hospitality Carousel Group. Two-year Directors included Dave Robinson of Boardwalk Hotel Group, Ruth Waters of the Harrison Group and Keith Whisenant of Residence Inn. Serving as One-year Directors are Spencer Byrd of Bluewater Hospitality, Mike Gershenfeld of The Taustin Group and Dan Jasinski of Real Hospitality Group.

In existence since 1971, the OCHMRA is a private, non-profit organization, which exists to connect the industry interests through advocacy, education, and partnerships with the goal of advancing Ocean City as a leading tourism destination. OCHMRA assists in solving common issues relative to the industry and acts as a clearinghouse for dissemination of information. The new Board will have their first meeting on May 12th.

*For all the April Dinner Pics
Click here: [KRR Photography Pics](#)*



Community Connections - Lifesaving Station Museum

Wine Night at the

MUSEUM

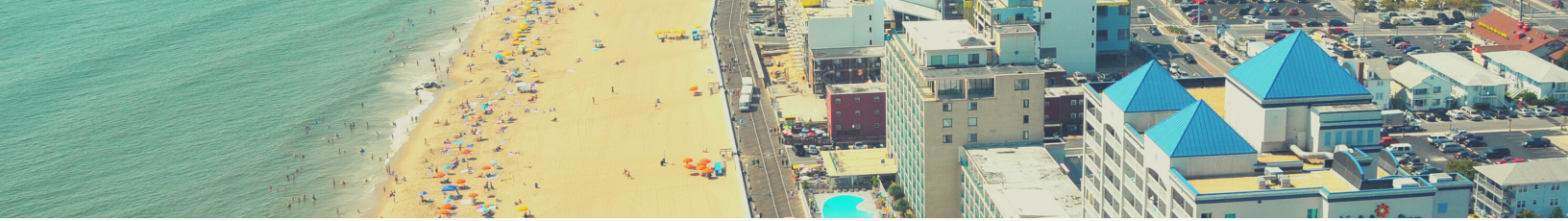
May 12th 5-7pm

MUSIC, DRINKS, FOOD & FUN

Sponsored by

*The
Buzzed
Word*





Community Connections - Play it Safe

Hello Friends of Play It Safe,

For 30 years, the Ocean City Drug and Alcohol Abuse Prevention Committee provided many wonderful activities for the recent high school graduates who visited Ocean City each June to celebrate that milestone in their lives. Sadly, that came to an end in 2020 when the Covid 19 pandemic struck our nation. We made the decision in both 2020 and 2021 to not hold our events in an abundance of caution for the grads, committee members, our partners, and volunteers. Even today, there are many uncertainties about the virus and what is acceptable and what is not as far as gatherings of large groups of people.

Our committee has dwindled to just a couple and I am the only officer left. At this point, we do not have enough people to continue. Travis Davey at the Recreation Department has been a great support and sounding board during these difficult times. For that, I am extremely grateful! Before making this final decision, I conferred with Becky Jones at Worcester Health and Susan Petito at the Rec Department. Becky contacted the Worcester County Drug Commission to see if they could pick up the project but they cannot nor can the Health Department. Susan did speak to the City Manager, people in her department and in other City departments but nothing is feasible for this year. It is not totally off the table. We don't see it reappearing as we once knew Play It Safe. But, there are other possibilities. So, stay tuned.

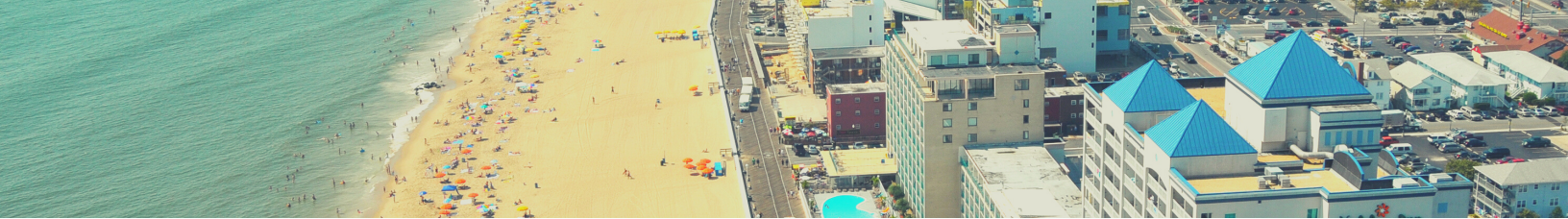
To each of you who supported PISOC in so many different ways, I am very appreciative of all that you gave to the committee and me over all those years. There was always so much fun and laughter at our events. The great volunteers enjoyed them as much as the graduates! We will miss that!

When this committee began with Marty Pusey in the lead, never in our wildest imagination did we think that we would carry on this project for 30 years. Projects of this type just did not sustain themselves for that long a period of time. The dedication and hard work from our coordinators at Worcester Health, the Town of Ocean City and Recreation and Transportation Departments, the officers over the years and so, so many fantastic volunteers made this a multi-award winning project for Ocean City. The thousands and thousands of grads that we helped make beautiful "Senior Week" and Ocean City memories will be forever grateful to all of you who made that possible.

I send my best wishes to each of you and wish you success in any endeavor that you undertake. It was my pleasure to know you and work with you. Thank you for all that you did for Play It Safe and the Ocean City Drug and Alcohol Abuse Prevention Committee. Please feel free to share this email with anyone that I may have missed. God bless all of you!

Donna Greenwood, Chairman
Ocean City Drug and Alcohol Abuse Prevention Committee.

*Thank you
for your
service
Donna!*



Community Connections - OC Chamber of Commerce Foundation

A promotional poster for a concert event. It features three main figures: Dolly Parton on the left in a white dress, Aretha Franklin in the center holding a microphone, and The Blues Brothers on the right in their signature suits and hats. The background is dark with red spotlights. Text on the poster includes 'MAY 19 & 20', 'DIRECT FROM LAS VEGAS', and 'Legends in Concert'. A logo for 'THE GREATER OCEAN CITY CHAMBER OF COMMERCE FOUNDATION, INC.' is in the bottom left, and a text box in the bottom right states: 'A portion of the proceeds will benefit the Ocean City Chamber Foundation.'

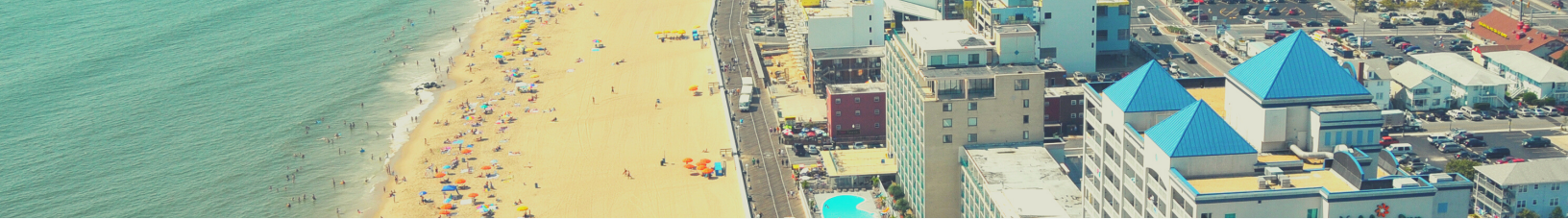
The show will consist of tributes to The Blues Brothers, Aretha Franklin and Dolly Parton. A portion of the proceeds will benefit the Ocean City Chamber Foundation which supports economic and educational growth within our community through community outreach, scholarships and educational opportunities.

Doors open at 7:30, show begins at 8pm at the Performing Arts Center at OC Convention Center
For Tickets - **OC Performing Arts Center link - [click here.](#)**

The Greater Ocean City Chamber of Commerce is seeking **scholarship applications** in Worcester County. Scholarships will be awarded in 2022 to those who either reside or are employed in Worcester County and want to pursue career advancement and want to contribute to the workforce in Worcester County. Applications due by May 31st!

To apply students should go to www.occhamberfoundation.org.

The Chamber Foundations has designated eight industry sectors with subsets including: Agriculture; Aquaculture; Attractions/Recreation/Arts; Business (i.e., Banking, Insurance, Accounting, Retail); Hospitality (i.e., hotels, restaurants & culinary); Medical/Emergency Services (i.e., first responders, fire, police, EMTs, nurses); Non-Profit; and Trades (i.e., plumbing, electric, HVAC, building, cosmetology, massage therapy, mechanics).



Community Connections - United Way Lower Eastern Shore



Brochure

- Distribution to past, present and future participants and community distribution at large!

Social media highlights

- Shout Out – UWLES will highlight and promote all participants throughout the summer on our Facebook, Instagram, LinkedIn and Twitter pages.
- Will promote using our social media hashtags: #uwles #TogetherWeLIVEUNITED #DineStayPlayUnited, and can add your hashtags as well!

Joining Facebook Groups

- United Way has joined Facebook Groups to promote your business and special.
- Examples – OC Cool, OC Tourism, OceanCity.com, The Dispatch

Live Videos- Live videos are more popular than ever. LIVE showcases the energy of your venue, allowing you to engage your followers and customers in real time virtually!

- A UWLES team member will visit your establishment 1-2 times a month to promote your participating via a live social media feed (Facebook or Instagram)

On-site marketing materials

- Public Facing Posters – Program posters to display your participation around your organization
- Staff Training Posters – Posters to let your staff know what your promotion is and how the program works, and the local impact being made.
- Laminated Special Cards – Lets your guests know which item(s) you are featuring as a promotional item and your commitment to the local community.
- Window clings – Features the Dine Stay and Play United logo for customers to see.

Print & Digital

- Promotional ads through Independent News & Media publications both print & digital
- Market reach will cover Lower Shore of Maryland

Radio

- Ads will be run on 6 iHeartMedia Delmarva stations (Froggy 99.9, KISS 95.9, MAGIC 98.9, Q105, WJDY1470 News & Radio and Fox Sports Delmarva AM960.
- Ads will be run on Delmarva Public Media stations

Television

- Commercials promoting Dine Stay & Play United will run on WMDT 47 ABC throughout the summer

United Way Website

- uwles.org/DineStayPlayUnited – Customers can find a full list of the current year’s participating organizations including your logo and a listing of your special(s). Logos are directly linked to your website to drive customers to each business!

Constant Contact E-Marketing

- E-blast – Over the summer United Way will promote Dine, Stay and Play United to over 15,000 community members.

MARKETING TIMELINE

- | | |
|---|---|
|  May 2nd - Deadline to enter and receive full marketing benefits |  May 30th - Official start date of program |
|  May 9th - Specials due to UWLES for promotional material |  September 5th- Last day of program |
|  May 23rd-27th Deliver promotional materials to participants |  Winter 2023 - Participant Recognition / Celebration |

OCEAN CITY, MARYLAND

Dining Guide

MAKE A DATE WITH DELICIOUS

SCAN THE CODE BELOW FOR ALL THE BEST PLACES TO DINE
IN AND AROUND OCEAN CITY



OCEAN CITY
HOTEL | MOTEL | RESTAURANT
ASSOCIATION
OCVISITOR.COM



SPONSORSHIP OPPORTUNITIES

OC ADVENTUREFEST TITLE SPONSOR \$10,000

- **Logo on all Banners/Signage onsite as Presented by**
- **Will hang signage provided by Sponsor**
- **Logo on website as Presented by**
- **Logo also 1st Sponsor on homepage with link**
- **Logo on marketing as possible**
- **Free Vendor space**
- **300 9/11 Never Forget Exhibit passes (\$3000 value)**
- **6 Orchestra Pit tickets to each concert (\$2200 value)**
- **4 First level (non-Orchestra) tickets to each concert (\$700 value)**
- **10 Balcony tickets to each concert (\$1200 value)**

MEDIA PARTNER TRADE \$10,000

- **Logo on all Banners/Signage onsite**
- **Will hang signage provided by Sponsor**
- **Logo on website as Official Media Sponsor**
- **Logo also 2nd Sponsor on homepage with link**
- **Logo on marketing as possible**
- **Stage presence for each concert – Introduce band**
- **100 9/11 Never Forget Exhibit passes (\$1000 value)**
- **6 Orchestra Pit tickets to each concert (\$2200 value)**
- **20 First level (non-Orchestra) tickets to each concert (\$3500value)**
- **20 Balcony tickets to each concert (\$2400 value)**

9/11 NEVER FORGET EXHIBIT \$5000 (2 available)

- **Show as Exhibit Sponsor online**
- **Will hang signage provided by Sponsor**
- **Logo as 3rd & 4th Sponsor on homepage with link**
- **Logo on marketing as possible**
- **Logo as Sponsor on website with link**
- **Free Vendor space**
- **100 9/11 Never Forget Exhibit passes (\$1000 value)**
- **2 Orchestra Pit tickets to each concert (\$550 value)**
- **4 Balcony tickets to each concert (\$480 value)**

GUN RAFFLE \$1500

- Show as Raffle Sponsor online
- Will hang signage provided by Sponsor
- Logo as Sponsor on website with link
- 20 9/11 Never Forget Exhibit passes (\$200 value)
- 4 Balcony tickets to each concert (\$480 value)

CONCERT SPONSOR \$2500 (8 available)

- Show as Co-Presenting Sponsor for one concert
- Will hang signage provided by Sponsor
- Logo as Sponsor on website with link
- Logo on marketing as possible
- On stage recognition as sponsor
- Free Vendor space
- 100 9/11 Never Forget Exhibit passes (\$1000 value)
- 2 Orchestra Pit tickets to each concert (\$550 value)
- 2 First level (non-Orchestra) tickets to each concert (\$350 value)
- 4 Balcony tickets to each concert (\$480 value)

LAW ENFORCEMENT/MILITARY K9 CONFERENCE & TRAINING \$1000 (4 available)

- Show as K9 Conference Sponsor online
- Will hang signage provided by Sponsor
- Logo as Sponsor on website with link
- 20 9/11 Never Forget Exhibit passes (\$200 value)
- 4 Balcony tickets to each concert (\$480 value)

LAW ENFORCEMENT/MILITARY MOTORCYCLE CONFERENCE & TRAINING \$2500

- Show as Motorcycle Conference Sponsor online
- Will hang signage provided by Sponsor
- Logo as Sponsor on website with link
- 20 9/11 Never Forget Exhibit passes (\$200 value)
- 2 Orchestra Pit tickets to each concert (\$550 value)
- 4 Balcony tickets to each concert (\$480 value)

K9 and WORKING DOG EXHIBITION \$1500

- Show as Exhibition Sponsor online
- Will hang signage provided by Sponsor
- Logo as Sponsor on website with link
- 20 9/11 Never Forget Exhibit passes (\$200 value)
- 4 Balcony tickets to each concert (\$480 value)

LAW ENFORCEMENT & MILITARY MOTORCYCLE RODEO \$1500

- Show as Rodeo Sponsor online
- Will hang signage provided by Sponsor
- Logo as Sponsor on website with link
- 20 9/11 Never Forget Exhibit passes (\$200 value)
- 4 Balcony tickets to each concert (\$480 value)

SPONSORS can provide coupons or goodies for K9 and Motorcycle Conference Swag Bags