

Spring 2013

Message from the President

As I type my final letter as president, I can't help but to reflect on my time in service on this board. I've learned so much in my seven years, (I also have a lot more grey hair) and I can honestly say that I'm taking away more from the experience than I've contributed – not that I haven't tried. I've met so many smart and dedicated individuals whom have made this service a pleasure. Over the time that we've worked together, we have accomplished some critical tasks. We initiated the collection of room tax money to be dedicated to the tourism budget, and we just closed our most successful trade expo in association history.

I can confidently state that the OCHMRA is in excellent shape fiscally, and its commitment to be your advocate for our industry is stronger than ever. I encourage you to take advantage of upcoming member benefits including the Diakonia Dine Out (April 24th & 25th) and Spring Restaurant Week (May 5th-19th) – participating as either a restaurant or as a diner – or preferably both! The Diakonia Dine Out is a prime example of an association partnership that has been created to support a very worthy local cause while simultaneously drumming up business for our member restaurants. So get out and support your neighbors!

In closing, I would like to thank Susan and Amy for making this position so easy to serve. I would encourage anyone who gets a call to duty to honor it with serious consideration. If your experience is anything like mine, you will come away a better operator for it. Thank you for the opportunity and have a peaceful and profitable season!

Travis Wright
Shark on the Harbor
2012-2013 President

Ocean City Restaurant Week • May 5-19

Ocean City Restaurant Week is back! With four price point options (\$10, \$20, \$30, \$40) to choose from, participating is simple. The variety of price points also allows the dining public to choose menus that fit within their budget at great dining spots throughout Ocean City.



It's not too late to participate! If your restaurant would like to be a part of restaurant week, please call us at 410.289.6733. There is no charge for OCHMRA members to participate.

Paint the Town Purple!

Let's join together to celebrate and welcome Ravens fans during the 2nd Annual Ravens Beach Bash! Thousands of Ravens players, cheerleaders, fans and hopefully Flacco, will descend upon OC **May 30-June 1** for the celebration. Here are a few things you can do:

- Decorate your business with Ravens stuff, decorate using purple everything
- Have your staff wear Ravens jerseys and/or buttons
- Create special Ravens drinks and/or entrees, possibilities are endless.



If you do create a special drink, entree or anything else you'd like us to promote, simply send us an email stating what you'd like promoted! Make sure you post a welcome sign on your marquee! **Go Ravens!!!** (sorry Buxy, there's always next year!)



Susan Says...

Stay tuned for our **ALL NEW NEWSLETTER**. We will now send a monthly update instead of quarterly, to keep you updated on the latest news and industry trends. We will also be sending the newsletter

ELECTRONICALLY (instead of snail mail) so please be sure we have your updated email address. We are excited to share our new format with you! Be on the lookout for the first issue, in early June.

Welcome new members

ACTIVE

Peaky's Rooftop Restaurant & Bar

13801 Coastal Hwy.
Ocean City, MD 21842

Rosenfeld's Jewish Delicatessen

6301 Coastal Hwy.
Ocean City, MD
www.RosenfeldsJewishDeli.com

ASSOCIATE

Reel Inn

409-B 14th St. #66
Ocean City, MD
www.reelinnoc.com

ALLIED

ARG Communications
Castaway's RV Park
Heartland Payment Systems
M. Phippin Contracting
Mid-Atlantic Lighting Solutions
New Lighting Solutions
Ridgely & Associates
Queenstown Premium Outlets
TravelClick, Inc.

Thank you

to all of our trade show volunteers who helped to make this year's show the biggest & best yet!

Andy Adkins
Danelle Amos
Lisa Aydelotte
Carrie Baker
Katie Bear
Melody Bell
Richard Bell
Kyle Bishop
Joel Brous
Dorothea Calabrese
Viola Candeloro
Karen Cramer
Maggie D'Acosta
James Davis
Phillip Dillard
Mary Eastman
Wayne Ensor
Reba Felty
Gary Figgs
Toni Franks
Jennifer Hallon
Dan Hallon
Pat Harman
Shawn Harman
Shelley Harwood

Jeff Hicks
Marie Hopper
Madalaine & Harry How
Patricia Ilczuk-Lavanceau
Suzanne Jackson
Carolyn Kennington
Jennifer Krumholz
John Lewis
Patti Miller
Dawn Nock
Ray Rickett
Bill Salvatore
Paul Sayan
Renee Seiden
Darren Shaffer
Francine Shaffer
Patricia Smith
Tom Tawney
Rebecca Taylor
Lauren Taylor
Bob Torrey
Malcolm VanKirk
Cindi Wilde
Travis & Jody Wright
Adam Yuhas

Thanks to the many people listed above, our trade expo was a wonderful success. We had 415 exhibitor booths and over 7000 people in attendance. Thank you to all who exhibited and attended! Special thanks to **COCONUT MALORIE** for graciously donating all of the rooms for our visiting chefs and to **HILTON SUITES** for hosting "Top Chef", Mike Isabella.

Mark your calendars for the **40th Anniversary** Spring Trade Expo, March 9 & 10, 2014.

Dine out for Diakonia ... April 24th & 25th

Dine out at the following locations to support this worthy cause (HMRA members listed in bold):

45TH ST. TAPHOUSE

ADOLFO'S

BJ'S ON THE WATER

BLUE DOG CAFÉ

CAPTAIN'S TABLE

CRAB ALLEY

FRESCO'S FINE DINING

GIUSEPPE O'LEARY'S

THE GLOBE

GREENE TURTLE WEST

ORIGINAL GREENE TURTLE

HAPPY JACK PANCAKE HOUSE

HOOTERS RESTAURANT

JUST HOOKED

LIGHTHOUSE SOUND

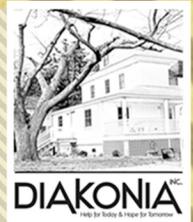
MCDONALD'S

NICK'S ORIGINAL HOUSE OF RIBS

RUTH'S CHRIS

SHARK ON THE HARBOR

SUNSET GRILLE



2013-2014 HMRA OFFICERS AND DIRECTORS INSTALLED

PRESIDENT
Chris Trimper
Trimper's Rides

1ST VICE PRESIDENT
G. Hale Harrison
Harrison Group Hotels & Rest.

2ND VICE PRESIDENT
Bob Torrey
Happy Jack Pancake House

SECRETARY-TREASURER
Shawn Harman
Fishtales/Bahia Marina

THREE-YEAR DIRECTORS
Patrick Staib • Grand Hotel
Gary Figgs • Seacrets
Michele Houck Knopp
Bull on the Beach

TWO-YEAR DIRECTORS
Mark Elman • Clarion
Fontainebleau Hotel & Resort
Will Lynch • Commander Hotel
Austin Purnell • OCMotels

ONE-YEAR DIRECTORS
Caryl Cardenas • Park Place Hotel
Dave Robinson • Boardwalk
Hotel Group
Doug Buxbaum • Buxy's Salty Dog

At the April dinner meeting, Councilwoman Mary Knight installed the Officers and Directors for 2013-2014. Chris Trimper assumes the reigns as President, with G. Hale Harrison moving up in the ranks to 1st Vice President. Additional officers include Bob Torrey as 2nd Vice President and Shawn Harman continuing as Secretary-Treasurer.



(l-r) Caryl Cardenas (Park Place Hotel); Michelle Knopp (Bull on the Beach); Gary Figgs (Seacrets); Secretary/Treasurer, Shawn Harman (Fish Tales/Bahia Marina); 2nd Vice President, Bob Torrey (Happy Jack Pancake House); President, Chris Trimper (Trimper's Rides); Austin Purnell (OC Motels); Patrick Staib (Grand Hotel & Spa). Not pictured: 1st Vice President, G. Hale Harrison (Harrison Groups Hotels & Restaurants); Mark Elman (Clarion Fontainebleau); Doug Buxbaum (Buxy's Salty Dog Saloon); Will Lynch (Commander Hotel); Dave Robinson (Boardwalk Hotel Group).

Spotlight on
our outgoing president



Many thanks to our outgoing President, Executive Chef Travis Wright of The Shark on the Harbor

After spending several years working in some of the finest restaurants in Charleston, SC, Executive Chef Travis Wright moved to Ocean City in 2000 to open The Shark Restaurant in conjunction with his parents Gary and Cheryl. The family had been vacationing in Ocean City since Travis was three years old. Gary and Cheryl have a second home in Bethany Beach, DE and spend much of the year on the eastern shore. Travis's wife Jody joined the restaurant full time in 2003 and brought with her many years of restaurant and hospitality experience. She remains an active partner and consultant to the restaurant. Travis is an Arlington, VA native with a degree in economics from The College of Charleston and has lived full time in the Ocean City area since 2000. Featured in The Washington Post, The Baltimore Sun, The Daily Times, Worcester County Times, The Maryland Coast Dispatch, Coastal Style Magazine, Ocean City Today. Winner of the 2009 Coastal Style Viking Chef's Competition. 2010 nominee for Restaurateur of the Year and 2013 nominee for Chef of the Year by the Restaurant Association of Maryland. Voted "best restaurant 2010" and "best fine dining restaurant 2010" of the lower eastern shore by the readers of Maryland Life Magazine.

WORCESTER green Award Winners

Congratulations to the winners in the Inaugural WorcesterGreen awards. The following businesses and individuals demonstrated a strong commitment to eco-friendly practices.

LODGING: Park Place Hotel

COMMUNITY ORGANIZATION: OCDC

BUSINESS: SuperFun Eco Tours

RESTAURANT: Fish Tales

TEACHER: Snow Hill Middle School, Emily Taylor



TOP 10 TIPS FOR SUCCESSFUL RESTAURANT UPSELLING

Author: Eleanor Frisch

1. Predetermine items and times for upselling.

Train your servers to always upsell certain menu items at certain times. For example, if your Thai tea is a profitable item and is usually well-received, you could tell servers to mention the Thai tea when they take customers' drink orders. Or, if you run a Mexican restaurant, servers could always ask customers if they would like chips and salsa to start off.

2. Do not annoy the customer.

The best time for servers to upsell is when the customer asks for their opinion. Otherwise, they can typically only pitch 1 or 2 upsells without annoying the customer. It is important to be subtle with your upselling techniques. Otherwise, the customer will feel pressured. Getting a few extra dollars from the customer does not do any good if you permanently lose that customer due to pushy upselling techniques.

3. Provide useful suggestions.

Upselling should seem like good service rather than a sales pitch. For this reason, it is best that the server know everything about menu offerings so they can practice good consultative selling and make appropriate suggestions. They should also have knowledge of wine and food pairings and techniques for reading customer behaviors and signals. That way, servers can offer a wine suggestion to go with a particular meal, or a dessert suggestion when they see that the customers are not quite ready to go. Such upselling techniques will be viewed not as a sales tactic, but as quality service.

4. Make the upsell enticing and convincing.

Servers should be knowledgeable and seem excited about the things they are selling. For example, servers should not just ask, "Would you like a dessert?" Instead, they should mention the benefits of getting a dessert and make the dessert sound enticing: "Would you like to end with some-

thing sweet? Our special today is..." Remember, a lot of people really do want the item you are upselling, but perhaps they are hesitant to over-indulge or spend too much. All they need is to be convinced.

5. Mention your takeout.

Encourage customers to bring something home with them "to-go" if they are too full for dessert. If customers are not interested in dessert, you can still offer them a take-out and delivery menu to take home with them when they leave. This could result in future take-out and delivery sales, if they enjoyed their experience.

6. Upsell to uncertain customers.

Customers who look at the menu a long time or seem indecisive about what to order are most open to suggestion. Servers should be trained to read body language and attitude, so they can identify the customers who might respond well to suggestions.

7. Make assumptions as well as suggestions.

When a customer asks for a cocktail, assume they want the more expensive liquor by asking, "Do you have a vodka preference? We offer Grey Goose and Smirnoff." If the customer says, "Grey Goose, please," then you have just converted a well-drink sale into a high-end drink sale, adding several dollars to the check. Another example is the "nod" technique. If a customer orders fries, the cashier should look them in the eye and say, "A large fry?" while nodding. Most likely, customers will reply in the affirmative, even if they were originally planning on ordering a medium fry.

8. Routinely train servers.

Each server should taste test all menu items and memorize ingredients and preparation for all dishes. Servers should also be aware of what is and is not available at any given time and which items are most profitable for the restaurant.

9. Try downselling.

Although it is usually ignored, down-selling can be the perfect alternative to upselling, especially in times of economic hardship. Downselling involves offering a more expensive option first, and then offering a more economical alternative when the customer refuses. This will make customers perceive the more economical item as a higher value.

10. Cross-sell more profitable items.

Cross-selling your most profitable items is always a good marketing technique. For example, if a customer is considering ordering wine and says, "I'm thinking about the x pinot noir," but the server knows that a certain cabernet (y) is the same price but has a higher profit margin, he or she could say, "The x pinot noir is a good wine. Personally, I am also a big fan of y cabernet sauvignon. It's really smooth and has an excellent finish."

2013 WORCESTER COUNTY CERTIFIED FOOD OPERATOR COURSE

Where: Ocean City Library
10003 Coastal Hwy.

When: 10am until 12:30 pm

Dates: May 7th, June 4th,
September 10th

Please call 410-352-3234 or
410-641-9559 to register.

Congratulations to **Daniele Hall (Becker Morgan)** on her engagement to local musician Blake Haley.

Welcome to **Darren Schaffer** who joins the staff of **Phillips Seafood Restaurants** as their Group Sales and Marketing Manager.



IN BUSINESS NEWS...

Kudos to **Real Hospitality Group** of West Ocean City. They were recently identified in the Crain's New York Business Top 10 List of the largest new hotels in New York. In addition, Real Hospitality Group is now managing the Haven Hotel, which was recently renamed **Ocean1 Hotel & Suites**, and is managed by **Babbi Slack**.

CONDOLENCES

Our sincere condolences to the following families on their loss...

J.D. & Sandy Quillen on the loss of Sandy's mother, **Frances Mumford** (Former proprietor of **Sandy Hill Motel & Cottages**)

G. HALE & CHRISTINA HARRISON (Harrison Group Hotels & Restaurants) on the loss of Christina's father, **Doug Ake (Ake Marine)**

REBA FELTY (Comfort Inn Gold Coast) on the loss of her father

SCOTT KAIL (Erwyn Group) on the loss of his mother

LAURIE TOCHTERMAN (D3 Corp.) on the loss of her father

REGGIE MARINER & THE SHOWELL FAMILY (Castle in the Sand) on the loss of wife and sister, **Anne Showell Mariner**

THE FAMILY OF RUTH HAZZARD (former owners of the **Seabonay**)



RESTAURANT ASSOCIATION OF MARYLAND SALUTES "STARS OF THE INDUSTRY"

Congratulations to the following HMRA members on their awards

RESTAURATEUR OF THE YEAR

Shawn Harman - Fish Tales

FAVORITE BAR & TAVERN

Macky's Bayside Bar and Grill

MCCORMICK CORNERSTONE OF THE INDUSTRY AWARD

The Greene Turtle

Congratulations to the following members on their well-deserved nominations

RESTAURATEUR OF THE YEAR

Wayne Odachowski - de Lazy Lizard

FAVORITE RESTAURANT

Captain's Table

CHEF OF THE YEAR

Travis Wright - The Shark on the Harbor

FAVORITE BAR & TAVERN

Dead Freddie's Island Grill



If you haven't already done so, don't forget to sign up for text or email alerts from the Town of Ocean City. Simply visit www.oceancitymd.gov and look for the red envelope in the top right corner. This is the easiest way to keep updated on news and alerts happening in town.



TRENDS TO WATCH in the lodging industry



GOOD HOUSEKEEPING

How to effectively calculate housekeeping times

Source: www.lodgingmagazine.com

Time is money. For the lodging industry, this is especially applicable when it comes to cleaning costs. Many facility managers assume they can multiply the number of guestrooms by some theoretical productivity rate to determine the time and resources needed to clean their hotels, but the results are generally inaccurate. Workloading, which involves calculating time standards for each task and area within the facility, is a reliable way to determine cleaning times. Before benchmarking your performance or developing staffing plans, consider the following steps to effectively workload your hotel.

1. **Group like with like.** Divide the building into areas that are cleaned in a similar way. While your area list will be unique to your facility, some groupings that make sense are all guestrooms; the lobby; the dining rooms, bars, and restaurants; and the pool and workout facilities.

2. **Add up cleanable space.** This is the area that is actually cleaned, not gross square feet. Take physical measurements—current CAD or scale drawings are the most efficient. The objective is to accurately gauge what needs to be cleaned and what type of surface is in each area (example 15,000 square feet of lobby tiles).

3. **Factor in the task.** Labor hours are dictated by the scope of work, which will have two parts: the actual task that needs to be performed (i.e. detailed vacuuming) and the number of times it is performed on an annual basis. This will give you the annual labor hours per task. For example, you may collect trash in a particular area 260 times a year. At 0.5 hours each time, this results in 130 labor hours.

4. **Get a dollar figure.** The final step is to determine your labor cost. To do this, multiply the total number of hours by the wage rate (adding a percentage to cover taxes, insurances, and benefits) to reach your burdened labor cost. To get a final cost estimate, add supply costs; equipment depreciation; miscellaneous job costs such as background checks, drug testing, uniforms, etc.; overhead; and administration and profit.

From ISSA, the global trade association for the cleaning industry. For more tips, visit www.issa.com.

4 STEPS TO HANDLING CUSTOMER COMPLAINTS

By Jim Hartigan
HotelNewsNow.com columnist

As a lifetime manager and service industry professional, I have a confession to make. I really like the latest wave of reality TV shows that track the fixing of a hotel or restaurant. Of course, as a hotelier, my favorite is "Hotel Impossible" on the Travel Channel.

As I watch these shows, I've noticed that beyond the basics of cleanliness and keeping your establishment in good condition, a pervasive theme throughout seems to be poor customer service. Specifically, team members in these troubled hotels and restaurants don't seem to know how to deal with customer complaints. This takes me back to my roots when we used the acronym HEAT to help team members remember the four steps to follow when a customer complains. It's easy to remember, because it's likely you will take some HEAT until you turn things around. What is HEAT? I'm glad you asked.

HEAR: The first step is to listen to the customer. Hear them out. Don't interrupt. Sometimes a customer just wants to vent. Of course, other times they have a real problem that needs solving. Try to listen for cues about what's really bugging them. Is it the problem with their meal or their room? Or is it that they are now running late? If the real problem is time, then that takes a different twist to your solution; you have to solve the problem fast.

EMPATHIZE: Empathy is defined as the ability to imagine oneself in another's place and understand the other's feelings, desires, ideas and actions. Over the years, I have found the best way to do this (and teach team members how to do it) is by naming the emotion. You have to articulate to the customer what they are feeling and validate it. "I understand how you feel, I'd be frustrated too." Or, "I completely understand and if that happened to me, it would make me very upset." By naming the emotion, expressing understanding and placing yourself in the customer's place, you begin the process of diffusing the situation.

APOLOGIZE: This is a big one, and easy. It goes like this: "I'm sorry." It can be that easy. Unfortunately, many line-level team members tend to take this sort of thing personally and feel apologizing for something they may not have had any control over to be uncomfortable. My advice: Get over it. Nobody said it was your fault. We aren't blaming you, so apologize already. To be more powerful, add a little of empathy. "I'm sorry for the inconvenience this has caused you. I'm really very sorry this happened."

TAKE ACTION: Going from apology to taking action should be seamless. The very next sentence out of your mouth should be what you're going to do about the customer's complaint. The customer deserves to know what is going to happen next and what they can expect. The foundation to most customer complaints is the disconnect from what was expected and what actually happened. This is your chance to reestablish an expectation and deliver on it. Taking the appropriate action can only be done if you really hear the problem, fully understand the customer's feelings and combine it with a sincere apology.



MGH Kick Off Meeting

The MGH Kick Off Meeting was held in April 3. MGH presented their new promotion for the season, "Lucky Summer of 13". This promotion will be a catchall for deals and discounts and send the message that an Ocean City vacation is about value.



A FEW NOTES ABOUT THIS YEAR'S MARKETING EFFORTS:

- Media coverage will begin earlier than usual.
- Heavier emphasis in NY/NJ and Philadelphia.
- Pittsburgh has been added to the coverage area.
- Social media presence on Twitter, Pinterest, tumblr, and Instagram (including Instagram contest)
- Lucky Summer of 13 sweepstakes. 12 Weekly prizes awarded and one Grand Prize. Currently seeking prize donations.
- Visitor Guide inquiries and web visits from the NJ/NY markets is up close to 30%. Therefore, this season we may see many first time visitors who have traditionally vacationed on the Jersey shore.

Please do everything you can to remind your staff of the importance of "eyes & teeth." A simple look directly into the visitors eyes and a warm smile is sure to make folks feel welcome! Put on that happy face 😊

MARKETING PLAN:

- 26 weeks of online (April 1 - Sept. 29)
- 19 weeks of outdoor (April 22 - Sept. 1)
- 2 weeks of radio (July 29 - August 11)
- Spots on the top TV shows including: Good Morning America, Modern Family, Jeopardy, Letterman, Dancing With the Stars, etc.
- Spots on the top cable networks: HGTV, CNN, Weather Channel, TBS, Discovery channel, ABC Family, etc.
- Print: AAA, 2 state publications, Baltimore Sun Beach Guide, 23 lifestyle publications and newspapers (including coverage in Pittsburgh and Toronto).

Legislative Update...

For detailed information, the MD Legislature site is: <http://mgaleg.maryland.gov>

Kudos to the RAM's Melvin Thompson! He does a wonderful job and continues to keep us up-to-date on legislative happenings pertinent to our industry.

Fortunately, the proposed minimum wage increase did not make it out of committee. Additionally, the paid sick leave bill was also defeated. If you took the time to write the delegates and senators, thank you very much; grassroots lobbying works!

We are extremely happy to report that the bill which establishes a task force to study starting schools post-Labor Day did pass. There will still need to be a concerted effort once the task force begins their work as most likely there will be some pushback. Senator Mathias was particularly instrumental in introducing and lobbying his colleagues. Additionally, Greg Shockley was hugely helpful through all the MD Tourism Development Board discussions with several entities ~ many thanks to you both Jim & Greg!

There was also much negotiating surrounding the proposed changes in Worcester County liquor laws. Currently, 4 of MD's 5 casinos can serve alcohol 24 hours. Ocean Downs will now be allowed to serve alcohol until 4am, and liquor licensees will be able to purchase alcohol from any licensed wholesaler, as well as the DLC, beginning July 1, 2014. Originally, this sunset date was 2016. VERY IMPORTANT – if you are a licensee who will be choosing to do this, you MUST write a letter 60 days prior to that date.

Scholarships Awarded

At the April 2013 dinner meeting, two scholarships were awarded to deserving students. Best wishes to both recipients and thank you for choosing hospitality as your business of choice!

Wor-Wic student, Stephanie Dalli Cardillo was awarded the Tres Lynch Memorial Scholarship sponsored by Bank of Ocean City. The scholarship was established in 2009 following the sudden passing of HMRA Board Member, and 4th generation hotelier, Tres Lynch.



Pictured l-r: Earl Conley (Bank of Ocean City); John Lynch (father of Tres Lynch; Commander Hotel); Wor-Wic Student and scholarship recipient, Stephanie Dalli Cardillo; Dr. Scott Dahlberg (Wor-Wic Community College, Dept. of Hotel & Restaurant Management)

The second scholarship was presented to UMES student Rachel Selby who is currently employed at the Francis Scott Key Family Resort.



Susan Jones awards a scholarship to UMES student, Rachel Selby.





Summer 2013

This summer is all about Free Family Fun in Ocean City! Make sure you are marketing these "added value" events to your customers.

SUNDAYS

OC BEACH LIGHTS SPECTACULAR LASER LIGHT SHOW

May 26 - September 2

Sunday evenings at 9:30pm, 10:00pm and 10:30pm. Division St. Beach
www.ocbeachlights.com

SUNDAES IN THE PARK

July 14 - August 25

Bring your picnic basket and beach chairs to Northside Park, 125th St. for ice cream sundaes and live entertainment. Sundaes in the Park is a family concert series offered Sunday evenings in July and August from 7 p.m. to 9 p.m. For a small fee, enjoy your own ice cream sundae creation as you listen to your musical favorites and watch the sunset over the beautiful Assawoman Bay. NEW THIS YEAR! Fireworks at 9pm.

MONDAYS

MOVIES ON THE BEACH

June 24-August 9

Enjoy a movie on our 16-foot projector at 27th Street. Each week a general audience movie is presented free of charge. Bring a blanket and enjoy the night beside the ocean. Movie starts around 8:30 p.m.

TUESDAYS

FIREWORKS SPECTACULAR

July 8 - August 27

Tuesday evenings at 10:30pm. Division St. Beach.
www.ocbeachlights.com

FAMILY BEACH OLYMPICS

June 25-August 6

Enjoy fun on the beach! Each Tuesday evening features a variety of contests for all ages. Events may include sand castle contests, tug-of-war, relays and more. All activities are free and are offered from 6:30 - 8:30 p.m. on the beach at 27th Street. For more information, call 410-250-0125.

WEDNESDAYS

MOVIES ON THE BEACH

June 5-August 28

Enjoy a free movie for the family every Wednesday night at 8:30 p.m. at the Carousel Resort Hotel, 118th Street Oceanfront.

CONCERTS ON THE BEACH

July 10 - August 28

Free, live entertainment with tribute bands and local favorites. Treat yourself to a collection of summer beach music, watch the sun set, view the sparkling blue ocean and dance by moonlight. The beach beat will have your hands clapping and your toes tapping to the variety of entertainment from 8:00 p.m. to 9:30 p.m. each Wednesday evening in July and August (except Wed., July 31) on North Division Street Beach.

THURSDAYS

MOVIES ON THE BEACH

July 2-August 29

On Thursday evenings you may enjoy movies on the beach at the Princess Royale at 91st Street. Movie starts around 8:30 p.m. Special showing on

July 2. No movie will be shown on July 4.

SUNSET PARK PARTY NIGHTS

July 11 - August 29

Thursday nights in July and August. Watch the sun set over the Isle of Wight Bay from the perfect location in Ocean City! Sunset Park is located along South Division Street & the Bay. Event begins at 7 p.m. and runs to approx. 9:00 p.m. Admission to the park is free, while beverages, including beer, are available for purchase. It is recommended that attendees bring their own seating.

FRIDAYS

MOVIES ON THE BEACH

June 24-August 9

Enjoy a movie on our 16-foot projector at 27th Street. Each week a general audience movie is presented free of charge. Bring a blanket and enjoy the night beside the ocean. Movie starts around 8:30 p.m.

If you have not replenished your brochures at the Visitor's Center on 41st St, please do so ASAP!

Thousands of visitors and convention attendees pass through daily!

Staff

Susan L. Jones, Executive Director

Amy S. Tingle, Event Manager

Jayne Sawyer, Kendra Paulman, Donna Greenwood; Part-time Tourism Coordinators

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