

# HOSPITALITY HOTLINE



Official Newsletter of the Ocean City Hotel-Motel-Restaurant Association  
5700 Coastal Hwy. #302 Ocean City, MD 21842 • (410) 289-6733 • OCVisitor.com • Inquire@ocvisitor.com



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Executive Director



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## Dates for your Calendar

### Marlin Fest

On the Beach at the OC Inlet  
August 5 - 9 - 11am to 9pm

### MTC Summer Soiree

Holiday Inn Ocean City - 66th St.  
August 14 - 5 to 7pm

### Pirate Masquerade

3rd St. Park Bayside  
August 27 - 6pm to 9pm

### MD Restaurant Week

State of Maryland  
September 13 - 22

### Harbor Day at The Docks

West OC Commercial Harbor  
October 12 - 10am to 3pm

## Member Message

From Executive Director, Susan L. Jones

August is bustling with activity in our area! One standout event is Surfer's Healing! The Castle in the Sand team does a fantastic job organizing a memorable day for families affected by autism. We are truly fortunate to live, work, and play in such a wonderful community! **TKU Castle Crew!**

The Maryland Tourism Coalition's Summer Soiree has emerged as a must-attend mid-August event during the MACO Convention. With over 300 attendees expected, it promises to be the premier venue for networking and socializing. (info on pg. 2)

A brand-new event, the Pirate Masquerade, comes to the Bayside Park at 3rd Street on August 27th. Designed by AG Events and the Town of OC, this evening will celebrate the summer and the NAO Tall Ship. Ticket link and more info will be directly emailed asap!

Enjoy August everyone! 😊



# Hospitality Highlights

Whats new in the industry?

## WARM WELCOMES & CELEBRATIONS

**Barefoot Beach Bride** was featured in Destination Weddings & Honeymoon Magazine - congrats on the awesome feature! Congrats to **Jessica Bauer** on her new role as Development Director at the **Art League of OC**. A warm welcome to **Justin Plankey** on joining the **US Foods** team. **Seacrets** recently had a soft opening for their newest restaurant, **Seacrets Hideaway**, and is currently just serving drinks - we cant wait to taste the food! Welcome **Mary Anne Cooper**, a long-time resident of West Ocean City, has joined the team at the **Art League of Ocean City** as Education Director. Congratulations to **Sally Foster** on the new position as Sales Manager at the **Princes Royale Oceanfront Resort**.

## WELCOME NEW MEMBERS

### ALLIED

**Coastal Fire & Life Safety**  
info@coastallifesafety.com

**Heart to Beat LLC**  
hearttobeatllc.com

## SAD GOODBYES

Our sincerest condolences to **Peggy Parkinson and the Castle in the Sand family**, on the loss of **Jim Parkinson**- he was a true Eastern Shore gentleman and will truly be missed. Condolences to **Paolo Calcara** and the **Lombardi's** staff & family on the loss of **Emilio "Vasco" Calcara**.

## BEHIND THE BOARD - MICHAEL JAMES

Michael James is a 2-year Director of the OCHMRA and the President and Founder of James Hospitality. He served as President and Chief Operating Officer at Hospitality Partners for 10 years and also served as the Managing Partner of the renowned Carousel Resort Hotel for 22 years. With a career spanning over 35 years, Michael excelled in managing a diverse portfolio of hotels, both independent and franchises, including brands such as Sheraton, Guest Quarters Suites, Embassy Suites, Doubletree, and Marriott.

Throughout his tenure, Michael played a vital role in expanding the Carousel Group's resort presence, notably through the purchase and repositioning of the Atlantic Oceanfront Inn and Coastal Palms Beach Hotel in 2011. He further bolstered the company's growth with the addition of Bonita Beach Hotel in 2013 and Crystal Beach Oceanfront Hotel in 2014. In subsequent years, Tideland's Caribbean Oceanfront Hotel & Suites joined as the sixth Carousel Group Hotel in 2015, followed by the addition of Cayman Hotel & Suites and the Fenwick Inn in 2019.

Michael has been an active contributor to the community and industry, serving on the Board of Directors for the Greater Ocean City Chamber of Commerce, The United Way of the Lower Eastern Shore, a member and former Chairman of the Maryland Tourism Development Board and spent nine years on the Board of Trustees for Atlantic General Hospital. With his strong leadership and industry knowledge, Michael James continues to lead James Hospitality's growth and success in the ever-evolving hospitality landscape.



## Summer Soiree

The Maryland Tourism Coalition is hosting their 8th Annual Summer Soiree at the Holiday Inn 67th St. Pool Bar on **August 14th from 5-7pm!**

It will be an evening of networking with industry peers and elected officials. The event is **FREE** to attend but registration is required and closes on August 2nd.

[Register Here](#)



## FEATURED PARTNERS:



(410) 543-0693



(410) 779-1275



# Member Mentions



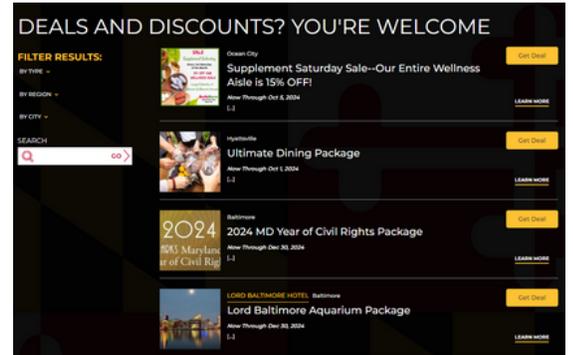
## Call for Fall Packages, Deals & Discounts — Be a Part of Maryland Tourism’s “You’re Welcome” Campaign

Tourism industry businesses are invited to publicize FOR FREE their fall packages and deals on VisitMaryland.org’s website. Partners are encouraged to create incentives, deals, and packages—accommodation/dining/retail/attractions encouraged. These will be featured on [VisitMaryland.org’s Deals & Discounts page](#) and marketed directly to subscribers of Visit Maryland Now consumer newsletter.

The Maryland Office of Tourism’s “You’re Welcome” promotional campaign runs in **September and October** with interactive advertisements, broadcast and social media to drive multi-night leisure hotel stays and expand awareness of Maryland as a compelling destination with many things to do this autumn. The campaign will promote fall travel for International Underground Railroad Month, road trips along Maryland’s 18 scenic byways and unique ways to experience seasonal activities throughout the state.

See “Free Opportunity” section on our Industry website here for sample ideas and the link to upload your packages/deals and events to OTD’s [self-entry database](#).

Contact Lisa Hansen Terhune at [lisa.hansenterhune@maryland.gov](mailto:lisa.hansenterhune@maryland.gov) with questions.



## OCHMRA Dinner Sponsorship Opportunities

Summer has flown by and before you know it fall will be here along with the OCHMRA Networking Dinners! If you are an Allied Member and you'd like to sponsor one of our dinners, email us at [kaylee@ocvisitor.com](mailto:kaylee@ocvisitor.com) or call us at (410) 289-6733.

For \$150 dinner sponsors receive:

- Your logo on the event invitation & evening program placed at each seat
- A mention in the invitation email with company description
- *If space permits*, a table for your info display
- Ability to place business cards or any collateral material/ad specialty item at each seat
- Provide a description of your company to be used during the verbal thank you in the opening welcome
- Verbal thank you in the closing remarks



**Save the Dates:** November 14, December 12, January 16, February 13, & April 10

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RAM is inviting all its members to sign up early for Maryland Restaurant Week! The event will take place from September 13 to 22, 2024, and it is free for all restaurants to participate. You can sign up now on RAM's website even if you don't need to have your menu ready.

Last year, the MDRW website received more than 400,000 views, providing free promotion for the participating restaurants. You can view the 2023 analytics PDF to understand why you should participate!

If you want to enhance your placement and increase your visibility on their site, there are several options available. Premium placement will sell out quickly. Sign up now!



This program has raised over \$322,000 for the local community since 2016, thanks to all past participants, partners, and patrons! From Memorial Day to Labor Day, you can help local neighbors in need by visiting participating OC and Worcester County restaurants, hotels, and entertainment venues! Summer comes once a year, but your impact lasts a lifetime!

100% of Dine, Stay & Play United proceeds stay local, benefiting our Lower Eastern Shore communities through United Way of the Lower Eastern Shore's more than 60 partner and direct service programs in Education, Health, and Financial Stability impacting more than 150,000 local neighbors annually.

Click [HERE](#) to find the participating Businesses & patronize these businesses before Labor Day to help your community!

Questions, contact [amanda@uwles.org](mailto:amanda@uwles.org) or [ryan@uwles.org](mailto:ryan@uwles.org)

## TIPS OF THE TRADE



### Expanding Your Travel Marketing Channels: Why Facebook and Instagram Should Be Your Next Focus

In light of the potential TikTok ban, it's crucial to focus on proven methods for reaching your target audiences effectively. By incorporating Facebook and Instagram into your marketing plan, you can safeguard your efforts while uncovering new growth opportunities and ways to connect with travelers. Our expertise can guide you through these changes smoothly. We're here to support you in using diverse platforms to enhance your reach and engagement.

[Click here](#) to read more!

## BUSINESS BRIEFS

### Technology Trends, Powered by The State of the American Traveler

During the "Technology Trends" webinar hosted by The State of the American Traveler, Miles Partnership, and Future Partners, key insights on the impact of technology and media on travel were discussed.

The webinar highlighted the growing use of social media and video for travel inspiration, with 87% of leisure travelers expressing excitement about future travel.

Farah Shirzadi from Google and C.A. Clark from Miles Partnership shared valuable updates and tips on utilizing technology for travel planning, emphasizing the importance of high-quality content on Google's platforms.



[Click here](#) to view the recap from the webinar

## FEATURED PARTNERS:

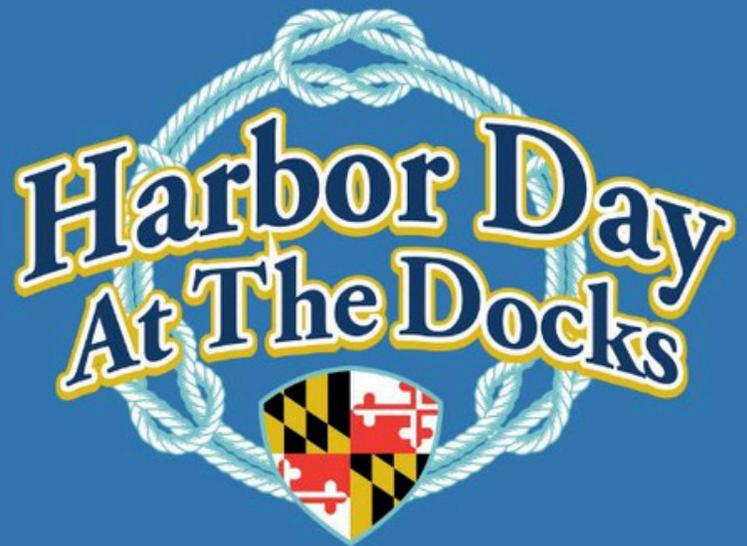
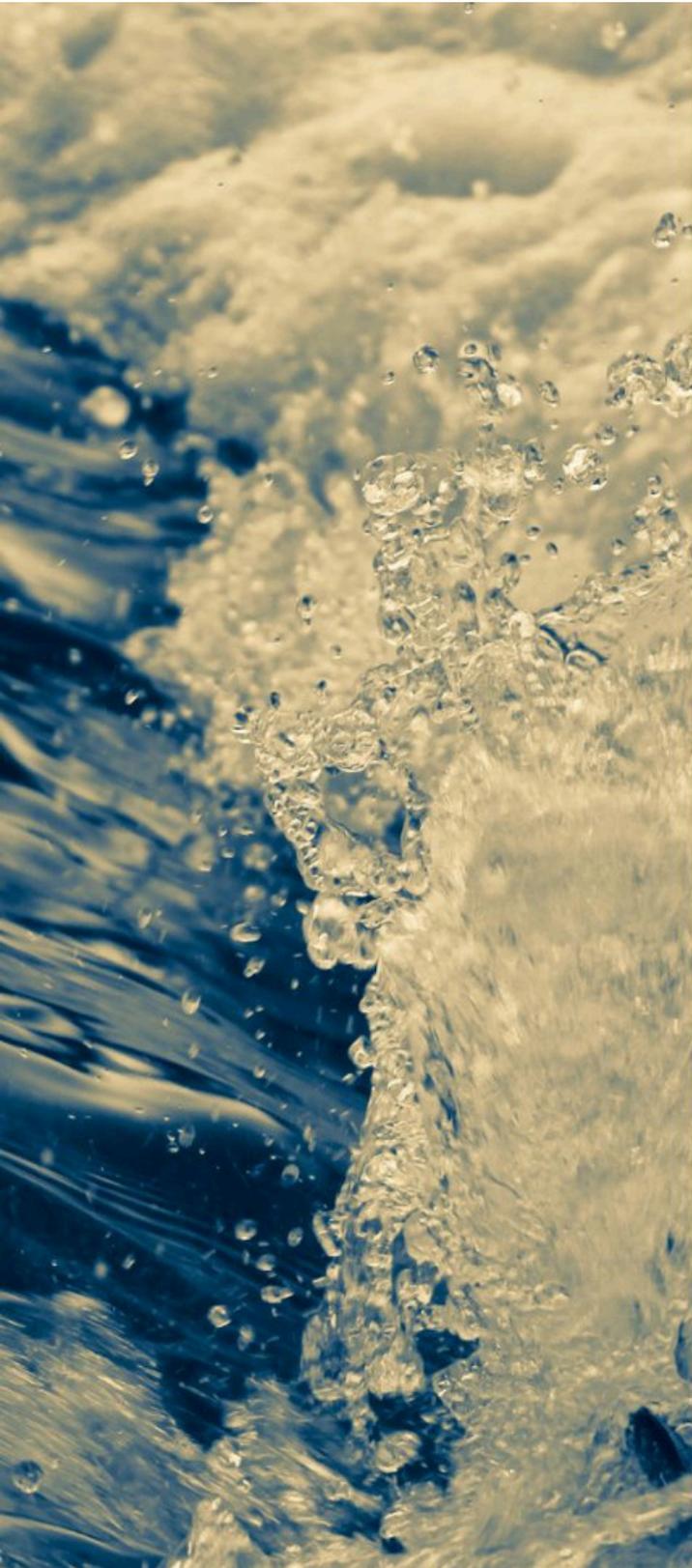


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# Community Connections



OCTOBER 12, 2024

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**VENDORS  
WANTED**

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Vendor applications available on our  
website [harbordayoc.com](http://harbordayoc.com)

MARYLAND'S  
*Coast*  
WORCESTER COUNTY



COASTAL

# Careers

## Job Board

WORCESTER COUNTY, MD

Your next career opportunity is right at your fingertips.

For more information contact:  
Workforce Development Specialist  
Nancy Schwendeman  
410-632-3112 x2120  
nschwendeman@marylandscoast.org

Connecting the community with local jobs and careers.

### ABOUT OUR JOB BOARD

Worcester County Office of Tourism & Economic Development is proud to provide a **FREE** job board to the community for both job seekers and employers.

### JOB SEEKERS:

View, apply, and check regularly for new, seasonal, part-time, or full-time careers.  
**No account needed.**

### EMPLOYERS:

Post and manage available job positions **effortlessly.**

[www.workmarylandscoast.org](http://www.workmarylandscoast.org)

### WHAT WE OFFER

- FREE access to local jobs
- Easy to navigate
- Search multiple categories
- Apply direct to positions
- Specific to Worcester County
- No soliciting emails
- Job advertisements



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Sit entènèt ki disponib an panyòl



# MARYLAND'S COAST

# Agriculture Week

JOIN US FOR FUN-FILLED EXPERIENCES ACROSS WORCESTER COUNTY, MARYLAND! EXPLORE LOCAL FARMS AND AGRICULTURE BUSINESSES, AND DISCOVER THE HEART OF OUR VIBRANT FARMING COMMUNITY. EVERYONE'S WELCOME! LEARN MORE AT [WWW.VISITMARYLANDSCOAST.ORG](http://WWW.VISITMARYLANDSCOAST.ORG) OR ON FACEBOOK EVENT PAGES.

August 3 (Saturday)

Blessing of the Combines. Snow Hill 10am - 3pm

Visit the University of MD Extension's Open House for displays and activities.

Peach Festival. 208 N Main Street, Berlin 10am - 3pm

August 4 (Sunday)

Bay Bees Honey. 11244 Hall Road, Whaleyville 2:30-4:30pm

8 people maximum. RSVP in advance - beekeeping experience. \$35pp

Chesapeake Bay Farms. 41111 Whitesburg Road, Pocomoke 2-4pm

Behind-the-scenes tour & free waffle cone upgrade w/ ice cream purchase.

August 5 (Monday)

Baywater Landing. 3908 Bayside Road, Snow Hill 3-5pm

Scallop/bivalve lesson, paddle on the bay, & cheer during a crab race.

Peach Oak Farm. 10839 St. Martins Rd, Berlin 6pm

Hands on ruminants for kids - STEAM program for ages 8-12. Call to RSVP 443-397-2113.

August 6 (Tuesday)

Libelle Homestead. 8152 Libertytown Road, Berlin 2-4pm

20 vehicles maximum. Japanese kokedama demonstration.

August 7 (Wednesday)

Rusted Star Ranch. 8616 Cedar Lane Road, Berlin 4-7pm

Open house with kids' activities related to life on a horse farm.

August 8 (Thursday)

Marshall Creek Farm. 9048 Marshall Creek Road, Newark 3-6pm

Fiber processing workshop and signature cocktails. \$55pp.

Bennett Orchards. 31442 Peachtree Ln, Frankford, DE 19945 6:30pm

Yoga & sound bath, gather alfajores, and pick-your-own. \$45pp.

August 9 (Friday)

Cross Farm. 9933 Pitts Road, Berlin 11am - 1pm

Heirloom tomato taste testing with **The Blacksmith Restaurant** and farm tour.



**Support Local!**

|   |  |
|---|--|
| <b>Saturdays</b><br>8am - 1pm                                     | Ocean Pines Farmers & Artisans Market - White Horse Park |
| <b>Sundays</b><br>9am - 1pm                                       | Berlin Farmers Market*<br>Pitts, Commerce and Main St.   |
| <b>Thursdays</b><br>12pm - 5pm                                    | Snow Hill Farmers Market<br>Green St. Parking Lot        |
| <b>Fridays</b><br>Starts at 7am                                   | Pocomoke Farmers Market<br>3 Market Street               |
| <b>Tuesdays, Thursdays, Saturdays &amp; Sundays</b><br>8am - 12pm | Ocean City Farmers Market*<br>Gold Coast Mall            |

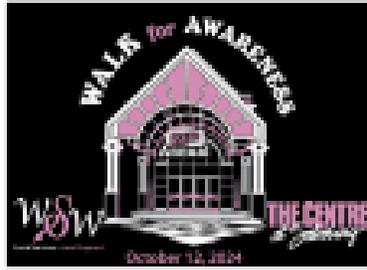
\*producer market only



See you at  
the Fairs!

*Great Pocomoke Fair*  
thegreatpocomokefair.org  
August 8-11  
2037 Broad Street, Pocomoke City

*Worcester County Fair*  
worcestercountyfair.org  
August 9-11  
6022 Public Landing Rd  
Snow Hill



# Women Supporting Women 23rd Annual Walk For Awareness

Saturday, October 12, 2024

**NEW LOCATION: The Centre at Salisbury**

2300 N Salisbury Blvd, Salisbury, MD 21801

**9:00 - 10:00 am:** Registration

**10:15 am:** Survivor Group Photo

**10:30 am:** Walk Begins

**\$30 Walk Registration**

**\$5 Registration for Canine Companion**

To be guaranteed a t-shirt, registration and payment must be received by Wednesday, September 4, 2024 by 3:00 p.m.

**NO EXCEPTIONS.**

Individual & Team Registration Available Online at:  
[www.WomenSupportingWomen.org](http://www.WomenSupportingWomen.org)

