

# 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



Susan Jones  
Executive Director



Kaylee Payne  
Business Development &  
Marketing Associate

## What's in this issue?

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Notes from May 2024 OCHMRA Hotel  
GM & Sales Roundtable with OC  
Tourism - page 4 & 5

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Resources - page 6

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## Dates for your Calendar

### Responsible Alcohol Service Event (RASE)

Ashore Resort & Beach Club  
June 4 - 10am to 2pm  
*Details on pg. 3*

### Summer Work Travel J-1 Welcome Event

Residence Inn  
June 12 - 4 to 6pm  
June 26 - 12 to 2pm

### MTC Industry Meet-Up

Taco Shop at Mother's Cantina  
June 24 - 4 to 6pm  
*Details on pg. 7*

### 8th Annual MTC Summer Soiree

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

## Member Message

From Executive Director, Susan L. Jones

Hello Summer!

As I continue to listen to webinars with countless surveys and summer predictions, a common theme crops up - people want to travel, they are shopping for places to visit! So, let's look ahead with optimism! Challenges are temporary, but the strength of our collective community and our commitment to working for you are enduring. If you haven't signed up for Weekday Waves: Surf into Savings Deals, make sure you check out page 2.

June also means it's time to renew your OCHMRA Membership - we'd be honored to continue serving as your voice for hospitality; something we've done since 1971! Membership dues will be hitting your inbox soon and as you know, we are always open to suggestions; have an idea on how we can better serve you? Let us know, give me a call or send me a note: 410.289.6733 / [susanjones@ocvisitor.com](mailto:susanjones@ocvisitor.com).

Let's keep our eyes on the future and the positive impact we are making together. Keep pushing forward! 😊



# Hospitality Highlights

Whats new in the industry?

## WARM WELCOMES & CELEBRATIONS

Congratulations to the **Sealoft Hotel** for completing their renovation and opening this month - it looks amazing! **Amy Vanhooe** with the **Fairfield Inn Ocean City** was an award winner at the MHLA Stars of the Industry for Front Office and Guest Service Star of the Year! **The Harrison Group** welcomed a new Social Media Manager, **Taylor Harmon Albert**. The **Beach Bum West-O** has partnered with Kylan Barn to create their very own waterfront wedding venue in West Ocean City! Earlier in May **Nick's Mini Golf** opened, **Nick's 21st Street Jurassic Golf & Ropes Course**.

The former **Marina Deck Restaurant** was just remodeled and renamed to Jackspot which recently opened just in time for Memorial Day!

## SAD GOODBYES

Our condolences to **Kim Clark, Pro Real Estate Cleaning LLC**, and her brother **Reese Cropper** on the loss of their Mother. We also want to express our deepest condolences to **Donnie Wooten, Esham Family Hotels**, on the loss of his sister.

## WELCOME NEW MEMBERS

**ALLIED**  
**Blue Whale EV**  
BlueWhaleEV.com

## BEHIND THE BOARD - COLE TAUSTIN

Cole Taustin is a 2-year Director of the OCHMRA. He is a part owner and CEO of The Taustin Group, currently operating The Embers Restaurant, Blu Crabhouse and Raw Bar, Jay's Cafe, and Embers Island Golf in Ocean City.

Cole began working in restaurants at a young age and held various positions before graduating from college. Some of his earliest memories include helping his grandmother stuff taffy bags at Candy Kitchen and shadowing his father on weekends at the Embers Restaurant. As a 3rd generation owner and operator, he was encouraged to learn all aspects of the business. He has been passionate about the hospitality and restaurant industries since his childhood and pursued his degree in Culinary Arts and Entrepreneurship at Johnson and Wales University. Since graduating, they have expanded the business and are actively seeking growth opportunities for the company and its team members.

In his free time, he enjoys traveling, boating, and spending time with his fiancé and dog. He loves discovering interesting restaurants during his travels.



## Driving Weekday Business

We recently created a weekday promotion to help drive weekday business. The [Weekday Waves: Surf into Savings promotion](#) is designed to attract visitors Sunday - Thursday. Our website has a DEALS page and we will load your lodging, dining, or attraction special. We will push through e-blasts and social media.

Please send any weekday deals or promotions you have to [kaylee@ocvisitor.com](mailto:kaylee@ocvisitor.com). There is no charge to participate - we are here to help you, please reach out with any questions!



## FEATURED PARTNERS:



(410) 543-0693



(410) 779-1275



# Member Mentions

## Responsible Alcohol Service Event (RASE)

Responsible Alcohol Service Event (RASE) is a free educational event for restaurant staff that takes place on Tuesday, June 4, 2024, at the Ashore Resort & Beach Club in Ocean City, MD. Bartenders and servers play a pivotal role in evaluating patrons' alcohol consumption levels and taking appropriate actions when a customer has had too much.



Restaurants should make a real effort - this summer and beyond - to reduce drunk driving by attending RASE. This event is perfect for new, seasonal hires and experienced staff alike. Together, we can make a real impact.

Free lunch will be provided to attendees! Hear from Cpl. Snyder and Sgt. Smith from OCPD regarding signs of intoxication and safe alcohol service. There will also be a presentation from Lou Lombardo, GM of Seacrets, on how to spot fake ID cards and more. Finally, hear from Sobar on various topics: how to create an environment for non-alcohol-drinking guests, making profits on NA drinks (mocktails), and more.

Attendees have the opportunity to take the test and receive RAM's Alcohol Awareness Certification (accepted like TIPS/TAM) there is a \$25 charge for the test.

Pre-Registration is required - at this link: [Alcohol Awareness Registration](#)

This event is presented by the Restaurant Association of Maryland in conjunction with the Maryland Highway Safety Office.



**ADA.gov**  
U.S. Department of Justice  
Civil Rights Division

### ADA Requirements: Service Animals

In case you need a refresher on service animals, here is the guidance according to the official source.

The ADA explains what businesses and state/local governments must do to make sure that they do not discriminate against a member of the public with a disability who uses a service animal.

Generally, businesses and non-profits that are open to the public as well as state/local governments must allow service animals to go most places where the public can go. This is true even if they have a "no pets" policy.

[ADA LINK](#)

## Maryland Office of Tourism Virtual Visit

The Maryland Office of Tourism is hosting a virtual "visit" event on Tuesday, June 18th from 12 - 1:20pm.

[Click here to register](#)

Tourism industry businesses, stakeholders and partners are invited to discover what's new, what's next, and ways to work with the Maryland Office of Tourism.

Learn about activities to engage and entice travelers to visit Maryland through seasonal and themed advertising and social media campaigns and VisitMaryland.org. Hear ideas to guide your marketing decisions with visitation research and receive "Ways to Work with Us" Tool Kit to promote events, package and initiatives.

Find more information about the Maryland Office of Tourism at [industry.visitmaryland.org](http://industry.visitmaryland.org). Contact [Lisa Hansen Terhune](#) at (410) 699-3711 for event information.



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# Notes from May 2024 OCHMRA Hotel GM & Sales Roundtable with OC Tourism

## Sports Complex Update

- Mayor created a task force to work on the Sports Complex; Ruth Waters is OCHMRA Rep
- Identified parcels of property, got appraisals, started negotiations but have not selected a property
- Hired a Florida-based Sports Facilities Company to assist with the location, design, and marketing
- State Legislature passed to fund \$500,000 and City Tourism will match to get site evaluation and drawings
- Discussed having room tax increase fund the Complex but the County Commissioners would have to unanimously approve an increase - not sure if that will happen
- Another funding source would be creation of a TID (tourism improvement district) for example \$1/per room night going direct to tourism infrastructure projects. Civitas has been contacted
- OC Council sees the Complex as the #1 project and the pace is set to pick up in July to hopefully open something in 2026 even if it is just the outdoor part
  - Approximately between 125,000 sq. ft. to 150,000 sq. ft.
  - Set to have about 10 – 12 multipurpose turf fields
- Important to make the facility different from any other Complex; need anchor that sets us apart such as a private sector bar/putting course similar to Pop Stroke - <https://popstroke.com/>
- Complex would fall under the Tourism Dept. and they will work on all the who, what, where, when, and how's.
- They are working on figuring out what indoor activities they can do to keep the business flowing in the winter months such as an Ice Rink, the council does not support the idea of aquatics.
- They are trying to determine if short-term rentals can put taxes towards the room tax instead of raising the taxes for everyone else

## Meetings & Conventions

- OC Tourism #1 goal is to be present in other destinations to sell OC; to make OC relevant and push marketing where they haven't before
- Evaluated the Convention Center and what they needed to change and are pursuing leads
- Leads are pushed out through Simpleview and they need attention immediately or OC might lose the lead
- Update your listing and information on ococean.com – all advertising is driving to the official site; changes to listings can be down through OC Central Simpleview portal.
- They are doing sponsorships at events to get Ocean City's name out there
- Hotels should try to work in their marketing budget to allow salespeople to go to out-of-market events with OC Tourism for a stronger impact.
- Convention Center has interactive kiosks – great spot for meeting planners to display agendas and sell sponsorships for events.
- OC Tourism is exploring remote salespeople - hiring someone in a specific destination to sell Ocean City to event planners in that location (Baltimore, Philadelphia, DC, etc..)
- Tourism Dept. incentivizes events to come to Ocean City – they are looking at a gymnastics event for 2026 and offering \$10,000 towards their transportation. ALL ideas of creative incentives are welcome!
- They brought in a company called populus to create a master plan of facility with parking deck at the Convention Center
- Their main focus is selling the destination and putting heads in beds in all hotels – the mindset is changing and evolving and they are reaching out weekly

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## Events

- Just received RFP - 30,000 nights in January
- Part of the Tourism Department's mission is to be a year-round destination and they want to find the groups they want to get and bring them to OC
- Will spread the wealth in town and educate folks about the products in town during major events by:
  - Create a local interactive festival guide
    - What's happening in town
    - Restaurants in town
    - What to do/enjoy in town
  - Distribution will be inside the festival footprint from the OC Volkswagen Van, sent to concertgoers ahead of time and on a landing page
- Businesses can advertise inside the footprint on the boardwalk with digital tv's
- Listings need keywords such as "ocean City, Md"
  - Hired a 3rd party company, Media One, to review all pages on ococean.com to see what they can improve on so they show up in the geofence when people google.
- Tom stated he had a heat map that shows information about where people are coming from that he could send out

## Potential Big Ideas

- Looking to light up Route 50 and 90 bridge to make it an attraction
- Brand the beach umbrellas to have the OC smiley logo
- Have new entrance signs coming into town with "Somewhere to smile about" – a design company is creating the signs
- Complete inventory of boardwalk signs so they are the same (no vaping, no loitering)- make them welcoming and not "no, no, no"
- Looking at lighting up lamp posts on the boardwalk (looking to make a Winterfest theme downtown)
- Want a new sign ordinance with zero tolerance of profanity for signs and shirts
- 

## **What can we do to protect summer?**

- Made an effort to stay on top of mind on social media by creating subsets (millennial mom, active males, active genx'rs, and East Coast beachgoers) targeting where they can be reached
- Driving people to ococean.com, hotel deals to grab their attention and get them to book on BookDirect link
- Spending \$5 million to subsets to marketing
  - Catch a ride campaign and influencers are used to kick off the season – 3 baseball stadiums and Brew at the Zoo
- Have to get out of the box – they are going on-site, marketing is fluid and can monitor and make on-the-go shifts based on interests and what's working/what people want.
- Commissioned 3rd party to determine ROI on media – regularly reviewing
- Stack events – rodeo & wrestling, wine fest & artX, make use of space for multiple events
- Create a weekday promo (HMRA did Weekday Waves, need town help to promote)

## Summer Work Travel Information

The Seasonal Workforce Committee, under the Ocean City Chamber of Commerce, was established to support the thousands of international students who come to Ocean City, MD to take part in the Summer Work Travel Program.

For the sponsors, we want to enhance the experience of J-1 students by ensuring they are aware of the website [summerworktravelocmd.com](http://summerworktravelocmd.com), which provides a wealth of helpful information to make their stay as enjoyable as possible.

### Helpful Links:

- Area Information - <https://summerworktravelocmd.com/area-info/>
- Financial Information - <https://summerworktravelocmd.com/helpful-info/>
- Free Meals - <https://summerworktravelocmd.com/free-meals/>
- Student Outreach Program Contact - St. Mary Star of the Sea/Holy Savior
  - Office Number - (443) 664-6519 or Cell Phone - (410) 390-2288

### Welcome Events

- Residence Inn - 300 Seabay Ln. (61st St. Bayside)
  - June 12 - 4 to 6pm
  - June 26 - 12 to 2pm



Ocean City, Maryland  
Chamber of Commerce

### Coastal Careers Job Board New Feature

In an effort to capture more job seekers, the Coastal Careers Job Board is now able to be translated to Spanish or Haitian Creole. Translated flyers will be used to advertise to this significant population.

Be sure to use one of the many free translator apps (such as Google Translate, Microsoft Translator, or iTranslate) to communicate with these valuable seekers to convert them to a loyal worker

Employers, post your open positions and meet qualified candidates seeking to help your business. This is a FREE service offered by the Worcester County Office of Economic Development in partnership with local municipalities, Chambers of Commerce, and trade organizations. Please note all job postings must be from businesses that operate within Worcester County.



### Looking for something fun to do this summer?

Volunteer at the Boardwalk Information Booth located between N. Division and Caroline Streets. It would be a 4 hours shift that you can work alone or bring a friend to. The booth is air-conditioned, has a microwave and fridge, and a parking space included.

See Available Dates and Times below

#### Saturday—Noon - 4PM

June 15  
July 27  
August 3  
August 31

#### Saturday— 4PM-8PM

June 1

#### Sunday— Noon - 4PM

June 9  
June 16  
June 23  
July 14  
July 21  
July 28  
August 11  
August 18  
September 1

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# Industry Meet Up



MARYLAND  
TOURISM  
COALITION



Join the Maryland Tourism Coalition for our Summer Kick Off Industry Meet Up at Taco Shop in Ocean City. MTC will be in town for the Maryland Municipal League's Summer Conference and saw the opportunity to bring our members together and showcase one of our newest members! These events are for members to reconnect, new members to meet fellow MTC members and our Board members. We invite local businesses who would like to grow their business in the hospitality industry to join us to learn more about what the Maryland Tourism Coalition has to offer and how to become a member. This event is **FREE** to attend to all tourism industry professionals, but **registration is required** as a courtesy to the venue. Attendees are responsible for their own food & beverage.

Register Here

or

<https://bit.ly/4e1p9oq>



Taco Shop at Mother's Cantina  
June 24, 4pm - 6pm  
2810 Philadelphia Ave, Ocean City



## BUSINESS BRIEFS



### Worcester County Agriculture Week - Coming Soon!

Maryland's Coast is looking for restaurants that have farm to table entrees to feature in their social media for Agriculture Week which is Aug 3-9. They will be creating a blog post and press release with extra information on their events as well as individual Facebook event pages.

Send your farm to table info to:  
[bdix@co.worcester.md.us](mailto:bdix@co.worcester.md.us)



### Countdown to Summer: Compliance with Maryland Wage & Hour Laws

During the Summer Work Travel meeting held by the Chamber of Commerce, MD DOL presented 5 wage and hour tips for Employers.

[Click here for details](#)

In RAM's Newsletter, they put out an article covering the Higher Salary Threshold for Overtime Exemption that takes Effect on July 1, 2024.

[Click here to learn more](#)



One of our Allied members, Mercantile Processing, created a presentation on Surcharging for Credit Cards covering card brand rules and state law.

[Check it out here](#)

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(410) 779-1275

# Community Connections

## Father's Day Weekend Scavenger Hunt

Saturday, June 15

10am-4pm

Get a players card at any location, visit each location & find a dolphin with a word, arrange the words to complete the secret sentence, then turn in your card at **Jolly Roger Speedworld 4-6pm for a \$5 off coupon** and a chance to win prizes donated by participating businesses!

Ripley's Believe It Or Not!

Somerset Jewelers

The Coconut Club

Papi's Tacos

Nick's Mini Golf at 21st Street

Ocean 13 Seafood & Steakhouse

45th Street Taphouse

Macky's Bayside Bar & Grill

Aloft Hotel

Purchase a \$5 special at any location and follow along with the Experience OC app to earn extra entries for the grand prize!!



For more info scan code, visit [oceancity.org/events](http://oceancity.org/events) or contact [colby@oceancity.org](mailto:colby@oceancity.org) or 443-664-3052





Ocean City, Maryland  
Chamber of Commerce

**SUMMER WORK TRAVEL**

**WELCOME EVENT**

**FOR J-1 VISA STUDENTS**

**PIZZA & DRINKS!**      **WIN A BIKE!**

**WED, JUNE 12 ~ 4-6 PM**

**WED, JUNE 26 ~ 12-2 PM**

**GIVEAWAYS!**

**HELPFUL INFO!**

**RESIDENCE INN BY MARRIOTT**  
**300 SEABAY LANE (61ST STREET)**  
**OCEAN CITY**

# FOOD/MEALS IN OC 2024

## Monday

### Son'Spot

12 Worcester St.

Breakfast 7:30-9 am ~ June-Labor Day

### Shepherd's Crook

302 N Baltimore Ave.

Food pantry 10 am-12 pm

### OC Baptist Church

102 N. Division St.

Dinner 6-8 pm ~ June-Sept

## Tuesday

### Son'Spot

12 Worcester St.

Breakfast 7:30-9 am ~ June-Labor Day

### Shepherd's Crook

302 N Baltimore Ave.

Food pantry 10 am-12 pm

### Lands End

102 Worcester St. ~ Free meal 5-6 pm

(open if flag is flying!)

## Wednesday

### First Presbyterian Church

1301 Philadelphia Ave.

Breakfast 7:30-9:30 am ~ June 19-Aug 1

### St. Peter's Lutheran Church

10301 Coastal Hwy. (103rd St)

Lunch/Food pantry 12-1:30 pm

## Thursday

### Shepherd's Crook

302 N Baltimore Ave.

Food pantry 10 am-12 pm

### Son'Spot

12 Worcester St.

Dinner 5:30-7 pm

## Friday

### Son'Spot

12 Worcester St.

Breakfast 7:30-9 am ~ June-Labor Day

### Atlantic United Methodist

105 4th Street

Lunch 11 am-1 pm

## Saturday

### Son'Spot

12 Worcester St.

Breakfast 7:30-9 am ~ June-Labor Day

### Shepherd's Crook

302 N Baltimore Ave.

Food pantry 10 am-12 pm

### Holy Savior Catholic Church

1705 Philadelphia Ave. (17th Street)

Tuesday, June 25 Welcome Dinner 6-9 pm

Tuesday, July 16 Christmas in July Dinner 6-9 pm

Tuesday, July 30 Dinner 6-9 pm

Tuesday, August 13 Farewell Dinner 6-9 pm

### Diakonia

12747 Old Bridge Rd. West OC

Pantry open daily 8 am-4 pm

Can only be used

ONCE per month

# FREE PROMOTIONAL OPPORTUNITY

## LIST YOUR DEALS, PACKAGES AND EVENTS ON VISITMARYLAND.ORG

Hotels, dining, retail, attractions and all tourism-related businesses are invited to list deals, packages, bundled multi-day experiences, incentives, loyalty programs, and discounts to be featured on VisitMaryland.org.

SAMPLE ADS



The Maryland Office of Tourism's promotions reach millions of potential visitors, targeting the state's overnight travel markets through interactive advertisements, social media and e-newsletters encouraging them to enjoy getaways in Maryland **and find deals on VISITMARYLAND.ORG.**

SAMPLE DEAL

### GET CREATIVE!

#### "HALF OFF WEEKDAY STAYS"

Enjoy your Maryland getaway - stay for one night and enjoy 25% your second night.

Valid Sunday-Thursday Jun 16 - Oct 8, 2024.

[\[Learn More\]](#)

### CREATE YOUR PACKAGE AND DEALS/DISCOUNTS

#### Give your offer a fun and memorable name!

Package or deal name ideas could be Weekday Wanderers, SummerMDvisit, Wellness Weekend, Weekday Welcome, MDaway!

TIPS & IDEAS

- Offer unique specials such as seasonal discounts, added-value incentives, 2-4-1, add-ons such as value-add tickets to attractions and museums, weekday discounts, shopping coupons.
- Include an enticing image and list the start/end dates that it is valid.
- Make it trackable!!! Include a hyperlink with specifics on how to redeem and get specific information; include restrictions and blackout dates.

## SUBMIT YOUR DEALS, PACKAGES AND EVENTS TO BE FEATURED ON VISITMARYLAND.ORG



### << QR CODE LINK TO UPLOAD YOUR OFFERS at [INDUSTRY.VISITMARYLAND.ORG](https://industry.visitmaryland.org)

- Find the link to our Self-Entry Portal to upload your offers.
- Find industry resources, more information and a checklist on more Ways to Work With Us.
- Be sure to sign up for *Maryland Insights*, our industry newsletter.

CONTACTS

**General Questions** - Lisa Hansen Terhune, Destination Development Manager

410-699-3711 or [lisa.hansenterhune@maryland.gov](mailto:lisa.hansenterhune@maryland.gov)

**Database Technical & Entry Questions** - Visitor & Business Support Services Team

Brandon Chan, [Brandon.Chan@maryland.gov](mailto:Brandon.Chan@maryland.gov)

Flo Brant, [Florence.Brant@maryland.gov](mailto:Florence.Brant@maryland.gov)



# LIST YOUR BUSINESSES, EVENTS, AND PACKAGES & DEALS ON VISIT MARYLAND.ORG

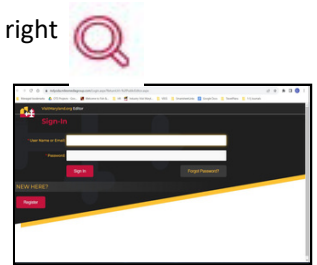
Maximize your BUSINESS, EVENTS AND DEALS/OFFERS exposure to travel decision-makers! While this is a no-cost opportunity, certain criteria apply.

## BUSINESS LISTINGS - HOW TO GET YOURS LISTED/UPDATED ON VISITMARYLAND.ORG

A Business Listing is a place of interest for visitors and residents of Maryland. This includes restaurants, accommodations, retail, amusement parks, and more.

>>If you already have a business listing or want to add a deal/event without a business listing, skip to step 3.

1. First, go to [VisitMaryland.org](http://VisitMaryland.org) to search for your Business Listing - use the magnifying glass upper right  
>> If it is not present, or to claim, and/or update your Business Listing, follow these steps.
2. Next, go to our [self-entry portal](https://mdyoda.milesmediagroup.com/Register.aspx) at <https://mdyoda.milesmediagroup.com/Register.aspx>  
>> Register by creating a username and password.  
>> You must check that you agree to the terms/ conditions.
3. Once registered, simply Sign-in.
4. Enter your listing name (if a listing exists it will pop up as an option to select name.)
5. If you are a new editor and are claiming the business listing that's already in the database, you will see a prompt indicating you have to wait to be approved. The request email goes to [info.visitmaryland@maryland.gov](mailto:info.visitmaryland@maryland.gov) for approval. You will be notified, generally within 48 hours.
6. Fill in the rest of the information as indicated. Starred items are required.
7. You must complete this section before moving on to the next.
8. After completing all applicable information fields, you are all set to add/edit business listing(s), add editors, add events, and add deals. Review appropriate business/events/deals Listing Criteria as you enter information.



### >>LISTING TIPS

**The Destination Maryland Magazine Listing:** (indicates if your business is listed in the current *Destination Maryland* print publication). Not all categories are eligible for inclusion in the magazine.

**Web Category:** Web categories are how your business fits into VisitMaryland.org. At least one category is required.

**Warning:** deselecting categories may delete information in the Options section. You will be given a summary of what will be deleted before saving.

**Options:** Based on selection in Web category: Provide as much information as your business has, as this will enrich your listing. **Warning:** the options available here depend on the categories selected above. Changing the categories will change the options available here and may result in data loss. If applicable, check the box to indicate that you are a "group-friendly" business and it will ask for additional information.

**Images:** Enter your image using the pixel requirements listed in the section. **Warning:** images that do not meet required specifications can not be used and a generic icon will be used instead.

Be sure to save your listing anytime you make changes! (You can also Finish Later to save and return.)

## PROMOTE YOUR DEALS, OFFERS, PACKAGES AND DISCOUNTS

Create and list travel inspirations! Upload your special offers, hotel and partnership packages, incentives, discounts, and time-sensitive special promotions – these will be featured on VisitMaryland.org **Deals and Discounts Page**

>>**TIPS:** Give your offer a unique name and redemption link - make it easy for visitors! Multi-night packages are encouraged.

## UPLOAD EVENTS

Optional! Enter new and recurring events hosted at your business listing or event site.

CONTINUED ON NEXT PAGE

## TIPS AND STEPS CONTINUED

**EDITOR:** This is the person responsible for the accuracy of the listing. As the primary editor, you can add more editors.

**ACCOUNT INFORMATION:** This is for internal purposes only. This information will not be published. This is how the administration will contact you regarding updates to your listing.

**CLICK SUBMIT** when finished. Approval by an administrator will occur before any listing, deal or event becomes live on the website. You may receive a verification email if you are claiming an existing listing - follow the steps.

**RETURN OFTEN:** Check your listing often to ensure that it capitalizes on Maryland Tourism's initiatives, thematic promotions, programs, and marketing activities.

### NEED HELP?

For technical issues, contact [Florence.Brant@Maryland.gov](mailto:Florence.Brant@Maryland.gov) or [Brandon.Chan@Maryland.gov](mailto:Brandon.Chan@Maryland.gov)

The Maryland Office of Tourism offers these **free opportunities** for you to promote your business, special offers, packages and events on VisitMaryland.org. By managing your information in our Self-Entry Database, you help inspire and inform trip planning! Multi-night packages are encouraged. Here's how the database information is used:

- It populates listings on VisitMaryland.org, attracting millions of visitors annually.
- It may be included in our themed initiatives and related publications.
- Our Welcome Center travel counselors refer to it when answering travelers' questions.
- Our PR Team uses it in publicity materials, social media, and interviews.
- Our advertising and content team uses it for campaign inspiration, articles, print publications and e-newsletters.

## SHARE YOUR NEWS!

We suggest that you add Maryland Office of Tourism team members to your distribution list for press releases and announcements.

- |  |  |
|--|--|
| • Leslie Troy, PR & Media                      | <a href="mailto:ltroy@visitmaryland.org">ltroy@visitmaryland.org</a>                     |
| • Connie Spindler, PR & Media                  | <a href="mailto:cspindler@visitmaryland.org">cspindler@visitmaryland.org</a>             |
| • Claire Aubel, PR & Media                     | <a href="mailto:caubel@visitmaryland.org">caubel@visitmaryland.org</a>                   |
| • Cynthia Miller, Partnerships                 | <a href="mailto:cynthiad.miller@maryland.gov">cynthiad.miller@maryland.gov</a>           |
| • Ana Hall-Defoor, Social Media                | <a href="mailto:ana.hall-defoor@visitmaryland.org">ana.hall-defoor@visitmaryland.org</a> |
| • Rich Gilbert, Group Tour/Travel Trade        | <a href="mailto:rgilbert@visitmaryland.org">rgilbert@visitmaryland.org</a>               |
| • Theresa Donnelly, Content Writer             | <a href="mailto:theresa.donnelly@maryland.gov">theresa.donnelly@maryland.gov</a>         |
| • Daesha Stark, Web/Advertising/Content        | <a href="mailto:daesha.stark@maryland.gov">daesha.stark@maryland.gov</a>                 |
| • Lisa Hansen Terhune, Destination Development | <a href="mailto:lisa.hansenterhune@maryland.gov">lisa.hansenterhune@maryland.gov</a>     |

## TOURISM INDUSTRY RESOURCES – INDUSTRY.VISITMARYLAND.ORG

- Visit [Industry.VisitMaryland.org](http://Industry.VisitMaryland.org) for more information, link to database entry, research, and industry resources.
- See more “Ways to Work with Us Checklist” at [industry.visitmaryland.org/work-us](http://industry.visitmaryland.org/work-us).
- Be sure to sign up for *Maryland Insights*, our industry newsletter
- Order Destination Maryland Magazine and themed travel guides in Bulk for your business.



# Bill Gibbs

## Memorial Golf Tournament

### sponsored by

## Pam and Macky Stansell

# JUNE 11, 2024

## OCEAN CITY GOLF CLUB

12:30 p.m. - Registration opens & lunch is served  
1:30 p.m. - Shotgun start  
Dinner/Awards  
Post play

\$600 for  
team of 4  
or \$150 single  
golfer

#### YOUR DAY WILL INCLUDE

- ☑ 2 free mulligans for every golfer
- ☑ 18 holes of golf/cart
- ☑ Closest to the pin and longest drive competition
- ☑ Hole-in-one prize
- ☑ Buffet lunch, full dinner catered by WCDC
- ☑ free drinks on the course
- ☑ open bar during dinner & awards

#### SPONSORSHIP OPPORTUNITIES

##### **Eagle Sponsorship: \$2,500 includes**

4 players in tournament & post tournament dinner - Banner to be displayed at tournament - Logo on tournament website - listing in tournament program and post-tournament display ad

##### **Birdie Sponsorship: \$1,500 includes**

2 players in tournament & post tournament dinner - Logo on tournament website - Listing in tournament program and post-tournament display ad

##### **Dinner Sponsorship: \$2,000 includes**

Banner to be displayed at tournament - Logo on tournament website - listing in tournament program and post-tournament display ad

##### **Lunch Sponsorship: \$1,500 includes**

Banner to be displayed at tournament - Logo on tournament website - listing in tournament program and post-tournament display ad

All proceeds from the golf tournament go towards client services. Your donation helps WCDC provide employment opportunities, residential services, day habilitation programs and community-based supports to adults who live with a disability. Your partnership helps WCDC in it's mission to enable our clients to achieve their highest level of economic and social independence. All contributions are tax deductible in accordance with the Internal Revenue Code. WCDC is 501(c)(3) corporation

FOR  
REGISTRATION  
OR  
SPONSORSHIP  
INFORMATION

CONTACT US

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-or-

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