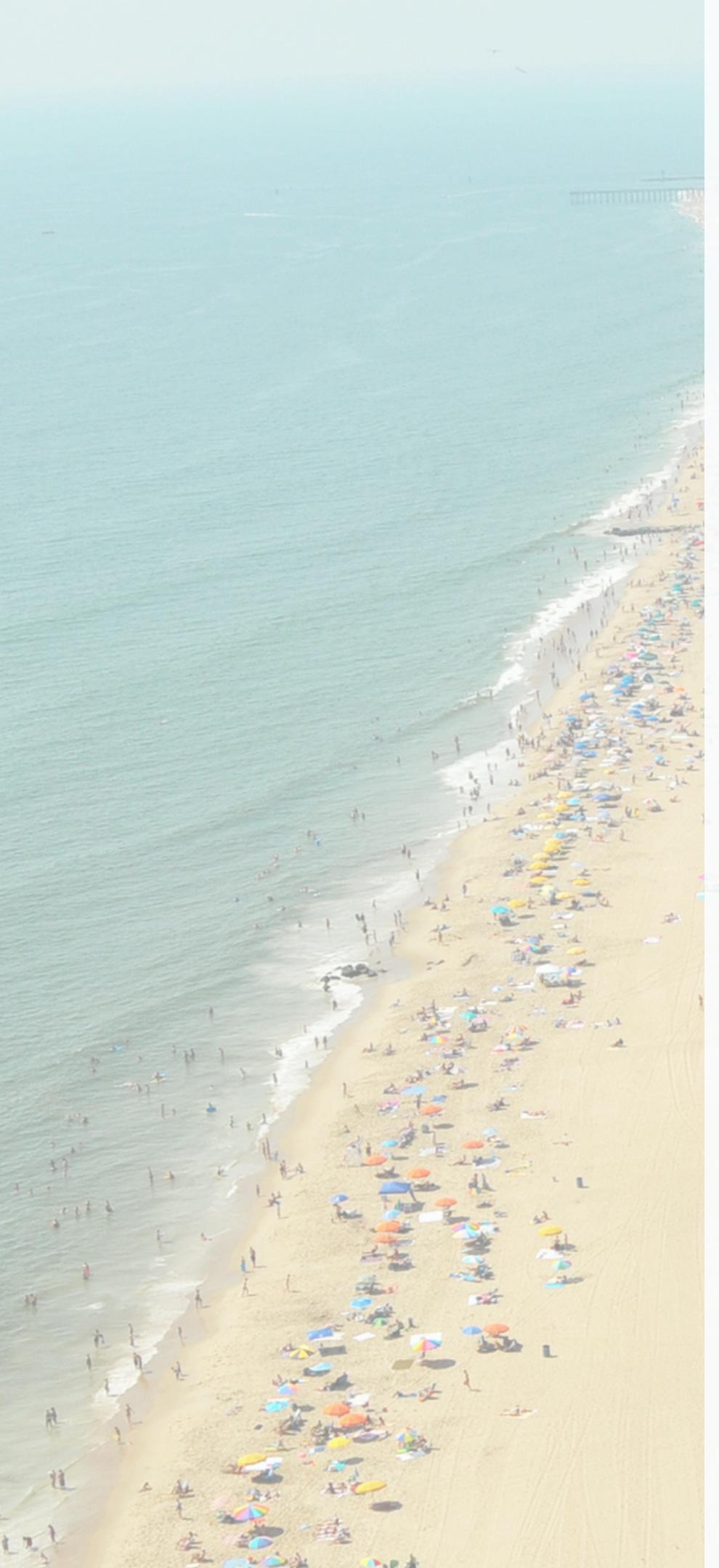




WELCOME TO OUR

Rebranding Launch Party

2026



Our Roots

1960

Twenty-six business leaders met to explore forming a hospitality association, but differing interests led to its disbandment.

1971

Leaders reconvened, adopted bylaws, and officially formed the Ocean City Trade Association.

Kathleen Harman was elected President.



Framework Formed

- ★ Much could be done through **strength** generated by a group
- ★ Stress **economic value** of Ocean City to politicians
- ★ Establish office to gather and create **year-round publicity**
- ★ Educate Health Dept to help them understand industry issues
- ★ Seek suitable **basis for taxation** and delivery of benefits

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Leaders Elected, Board Formed

Officers

President: Kathleen Harman, Ocean Mecca & Miami Court

Vice President: Cashar Hickman, Sunny Haven Cottages

2nd Vice President: Hale Harrison, Harrison Hall

Secretary: Thelma Conner, Dunes Motel

Treasurer: Steve Phillips, Phillips Seafood Restaurant

Board Members

Charles Berry, Bud Church, Ron Engle, Eleanor Kelly,
Hugh Wilde, Sr. & Warren Frame

Unforgettable Firsts



1972
First dinner
\$7.50 pp



1977

First Brochure

“Make a Date with Ocean City”



1975 First Trade Exposition



1976

First administrator hired - Mary Lou Webster

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The 80's - Ocean City Grows



1980

Administrative
Assistant hired
remains until 1996

*Mary Pat
Carozza*



1982

Goals are
Betterment &
Promotion of OC

*Fall in Love Campaign
ad budget \$28,500*



1988

Festival of Trees
Created - 38 trees
along the Boardwalk

*Member Dues
\$50*

The 90's



1990 - Mary (Tawney) Eastman hired as Executive Director

1991 - HMRA installs first computer & fax and dinner meetings are raised to \$21

1993 - 20th Anniversary of Trade Expo is the Roaring '20s Theme

1995 - A New Era Begins

1995

Susan (Lynch) Jones hired as Director.

John Gehrig tells the Board how the
“World Wide Web” is beneficial



1996

A modem is purchased for
the office to have dial-up
internet and email



1997

First Restaurant Guide

2001

Secrets of the Shore
Cookbook developed



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1997 Women Pioneers Honored



Thelma Conner
Dunes Manor



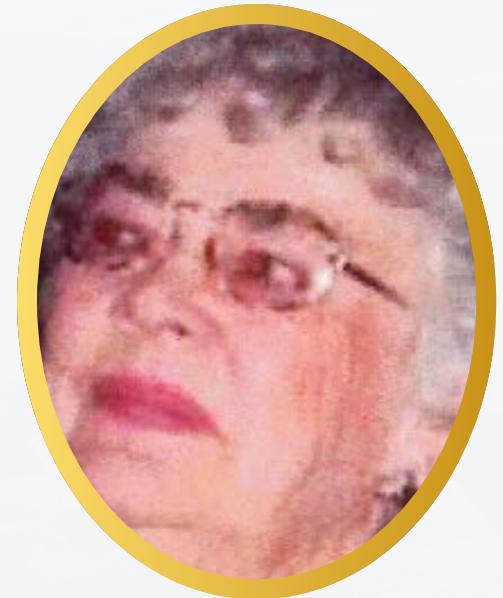
Lois Harrison
Harrison Hall Hotel



Ann Showell
Castle in the Sand



Kathleen Harman
Ocean Mecca Motel
& Miami Court



Eleanor Kelly
Kitti Wake

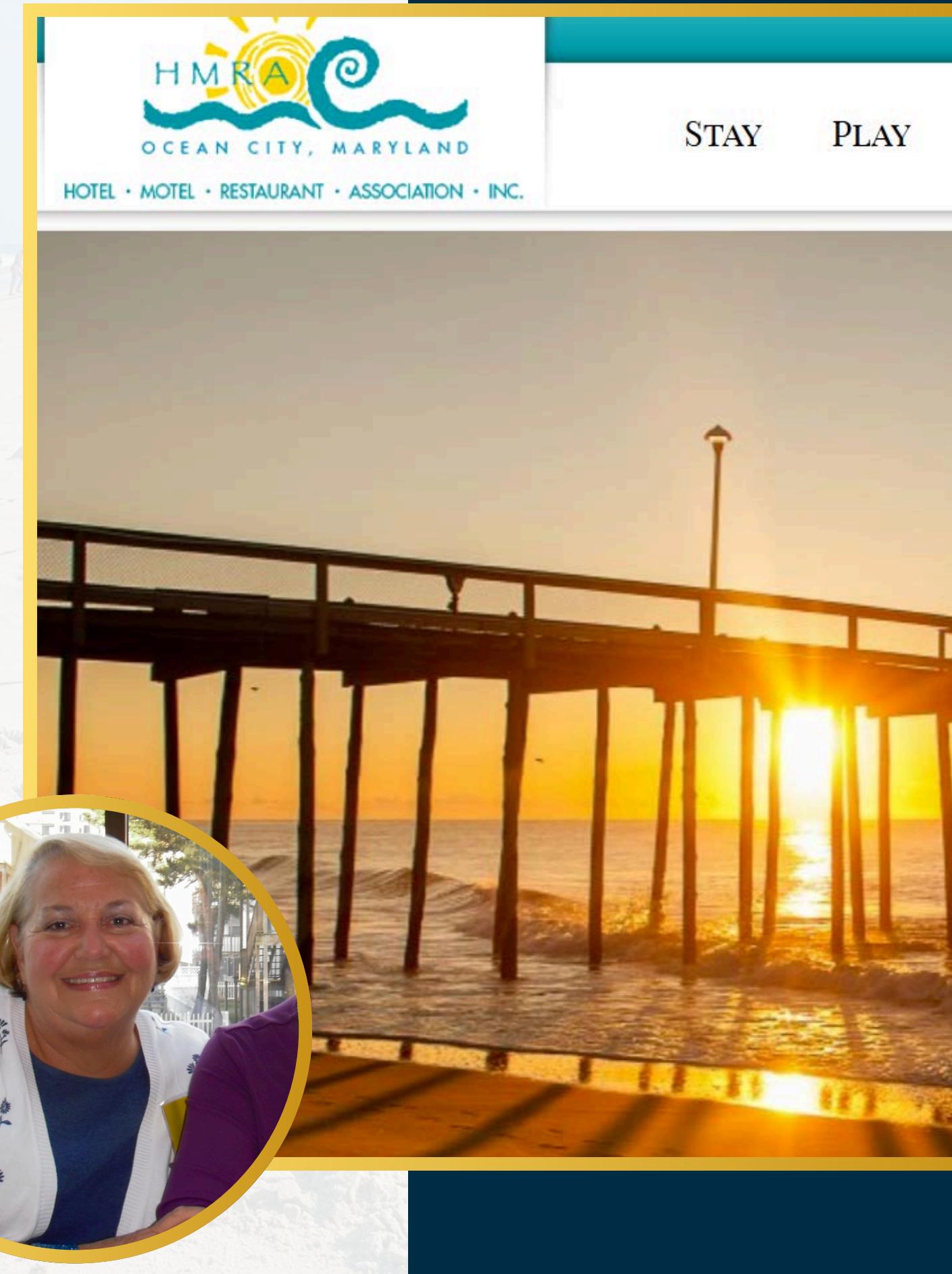


Dorothy Taylor
Empress & Misty
Harbor Motel



2000's

- ★ **2000** HMRA creates website & logo independent from Tourism office
- ★ **2001** creates Salute to Services discount program as suggested by Casey Peters
- ★ **2003** Jayne Sawyer is hired stays until her passing in 2023
- ★ **2006** Trade Expo moves from 3-day format to a Sunday & Monday show





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2007 HMRA Ladies Honored

STEEL
Magnolias



Carol Alfonsi
The Chalet



Kate Bunting
The Belmont



Betty Frame
Lankford Hotel



Rose Brous
Flamingo Motel



Susan Cropper
Misty Harbor, King's
Arms, & Empress



Eunice Sorin
Nassau Motel

2007-2010



2007 - Restaurant Week is launched



2008 - HMRA successfully lobbies OC to create a dedicated room tax fund for advertising, G. Hale Harrison creates the draft formula



2009 - Susan was named MD Tourism Coalition Tourism Person of the Year



2010 - Hotel Week is launched



2010 - HMRA collaborates with the Chamber to develop the Tourism Advisory Board (TAB) to grow tourism strategically. Greg Shockley Chair.



2011

- HMRA celebrates 40th Anniversary
- HMRA advocates for Delmarva Bike Week
- TAB hires consultant to review OC's Tourism structure
- TAB brings Ping Pong Summer movie to fruition





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Our Expo Grows



Top Chef
Mike Isabella
featured at Expo



Top Chef Alum
Bryan Voltaggio
on Stage



Master Chef
Shaun O'Neale
featured



Hotel
Impossible
Anthony
Melchiorri

2013-2015

2013 - HMRA moves to 57th Street to make room for PAC at Convention Center



2013 - Hospitality Hotline Newsletter launches



2013 - Mid-week Summer Splash promo created



2015 - AirBnB attracting more rentals, HMRA lobbies to have them pay room tax



Collabs Continue



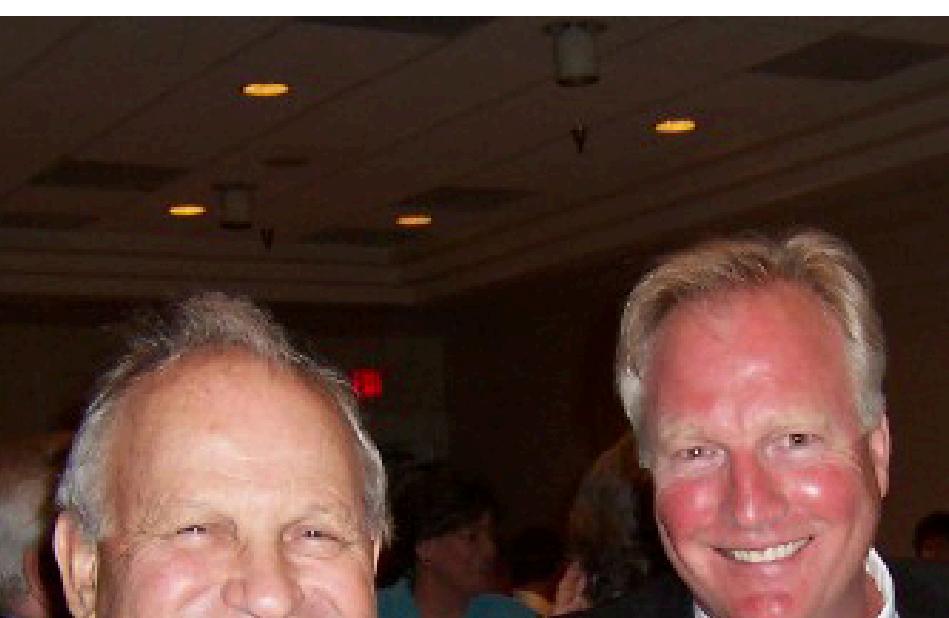
2014
HMRA supports
“Let Summer be
Summer” Campaign



2016
HMRA includes
Art League in
Restaurant Week
to feature “Food
for the Soul”



2016
HMRA partners
with United Way
Lower Eastern
Shore



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2020

TAB became OC Recovery Team

Enjoy a picnic on the beach
order carry out & relax by the ocean!
Leave only your footprints!



CALL. EAT. REPEAT.
Go to OCVisitor.com for Restaurant List

Hospitality Heros Launched



HOSPITALITY HEROES

We felt it vital to share some positivity during these challenging times. There are so many stories of Hospitality Heroes and we want to spread the good news. After all, home is where the heroes are and we want to highlight these folks!

We rely on our HOSPITALITY HEROES who are selfless individuals going above and beyond for our guests and residents without expecting any recognition. Their humbleness is an asset, and that's why we need your help identifying and celebrating our local heroes.

Think about positive moments, reflections, guest gratitude and share them with us.

Local Hospitality Hero stories and photos should be submitted to susanjones@ocvisitor.com.

Each week a story will be chosen and a \$50 gift card will be given from a local restaurant. On September 1st, a winner will be drawn for a \$500 cash prize.



Partner with OC Tourism New Tool Kits

STAY KIND
STAY SAFE
STAY 6 FEET





2021 - We Turned 50!

2021 Year Of Changes



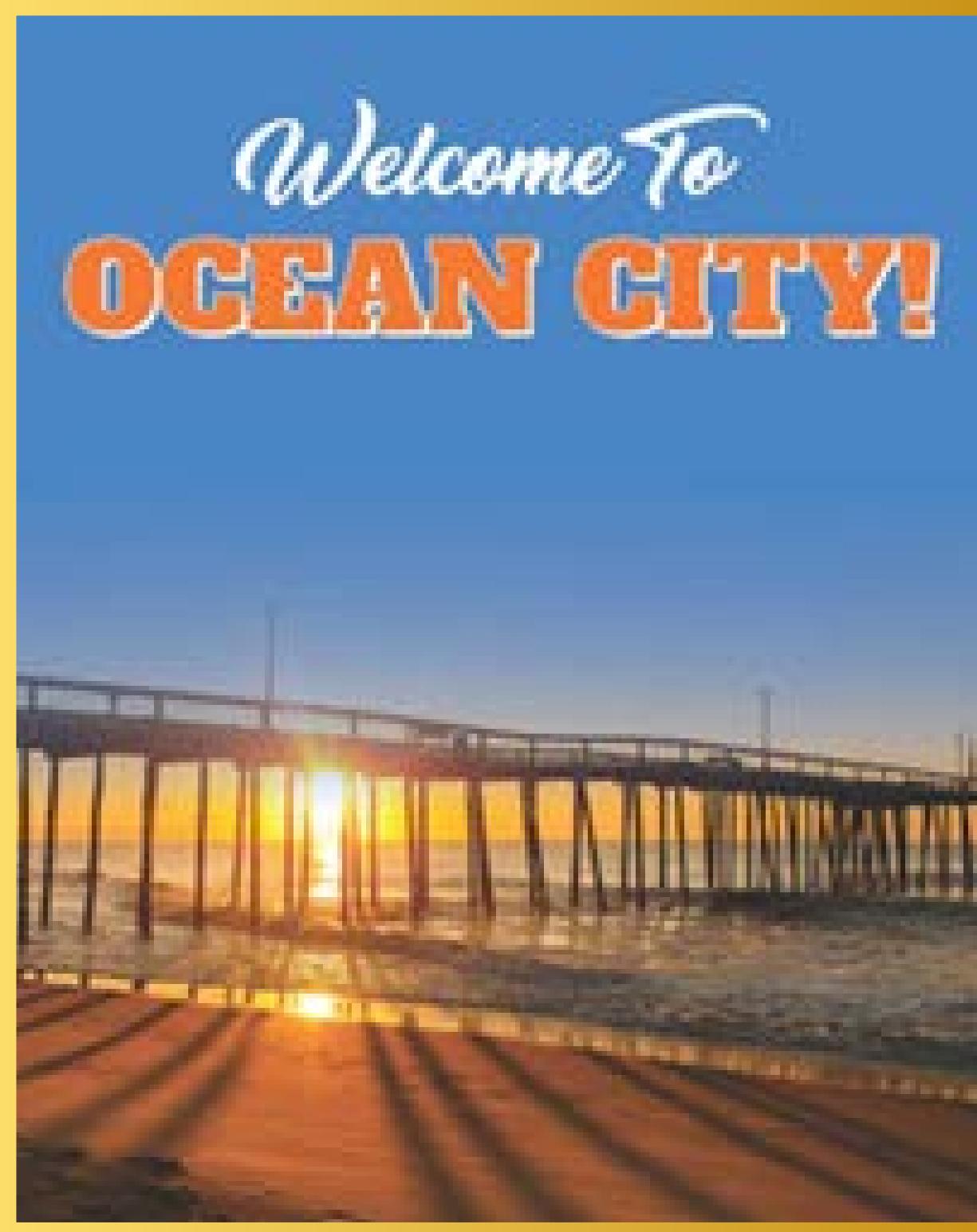
First time Expo not held at Convention Center - held as Facebook Live Event with Power Panels



HMRA creates "Marylanders for MD Jobs" as a way to fill the void left because J-1s couldn't come



Hospitality Job Board & Eat Local OCMD Facebook pages were created. Participated in the Outdoor Job Fair



2022 - 2026

- ★ **2022** - HMRA takes over the OC Keycard Holder to ensure hotels have the product
- ★ **2023** - Kaylee Payne joins the office & Allied member Partner Perks created
- ★ **2024** - HMRA becomes the Travel Storefront in Junior Achievement Center
- ★ **2025** - Miles of Smiles Training and program launched & Expo largest # of booths ever!
- ★ **2026** - HMRA Board launches a new chapter through rebranding, centered on advocacy, education, & networking.



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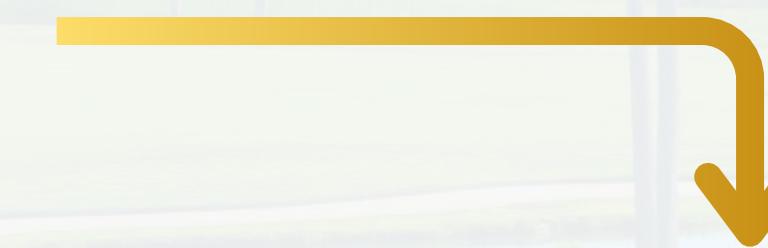




Logos Through The Years



OCEAN CITY HOTEL-MOTEL-RESTAURANT ASSOCIATION, INC.



OCEAN CITY HOTEL-MOTEL-RESTAURANT ASSOCIATION, INC.



HOTEL • MOTEL • RESTAURANT • ASSOCIATION • INC.



Thank You To Our Past Board Of Directors





Thank You To Our Party Sponsors





**Thank You For
Celebrating With Us!**

