

APRIL 2021

HOSPITALITY HOTLINE

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

Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

It's hard to believe we are already in April and from the vibe of the recent weeks, I predict an awesome season! Lots of planning and behind the scenes work is being done to assist our hospitality community. From the Strong United OC Toolkit, the OCPD tactical updates, our Connecting Marylanders to Maryland jobs to the latest addition to DINE & STAY United program, we continue to collaborate and work as a community. That is what makes us all successful - we can't do it alone - your input is invaluable!

Speaking of the latest community work, PLAY United has just been launched as an addition to the United Way of the Lower Eastern Shore promotion. Thank you to Jolly Roger, Trimper Rides and Embers Island Mini Golf for signing up to participate! One summer can change thousands of lives as this promotion keeps funds raised in the lower shore counties. Through advertising, e-marketing and social campaigns, hospitality businesses can receive lots of exposure by participating in this program. Connect with Amanda Hailey at amanda@uwles.org or visit uwles.org/DineStayPlayUnited to learn more. 😊

Welcome New Members

ALLIED

Avery Hall Insurance

C. Miccio Enterprises

Seagram's Escapes

Sherwin Williams

Wicked Weed Brewing



A clean community helps with the positive vibes. We all need to do our part - check it out and be sure to sign the pledge!

OceanCity.Green



Presented By:





Business Briefs

PPP DEADLINE EXTENDED UNTIL MAY 31ST

President Biden signed the PPP Extension Act of 2021 into law. The bipartisan effort pushes the deadline for PPP fund applications to May 31, with an additional 30 days past the new deadline for the Small Business Administration (SBA) to process applications. This is an important victory for our industry and the result of our coordinated advocacy efforts. For details on how to apply for a PPP loan, please reference [US Travel PPP fact sheet](#).

Restaurants: As a reminder, for restaurants to qualify they must: employ 300 or fewer persons per location; and have experienced a 25% or greater gross revenue loss between comparable periods in 2019 and 2020, because of COVID-19. Qualifying restaurants can access up to 3.5X average monthly payroll (2.5X for other industries) in forgivable PPP loans. For more information on the second round of PPP, click here: [NRA PPP link](#)

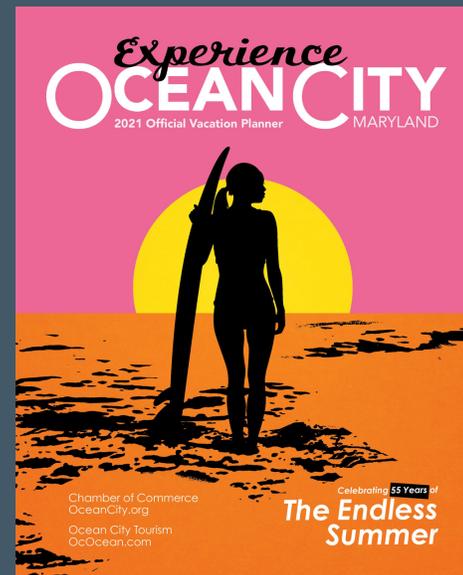
Restaurant Revitalization Fund Info: [Restaurants Act Link](#)

The U.S. Small Business Administration (SBA) announced that it will be increasing the maximum amount small businesses and non-profit organizations can borrow through its COVID-19 Economic Injury Disaster Loan (EIDL) program. AHLA has been vocal in the need for more relief for the hotel industry and the need for SBA to make targeted improvements to existing programs, such as this increase in the maximum EIDL loan amount.

Starting the week of April 6, the SBA will be raising the loan limit for the COVID-19 EIDL program from 6-months of working capital up to \$150,000 to 24-months of working capital up to \$500,000. According to the SBA, businesses that receive a loan subject to the current limits do not need to submit a request for an increase at this time. SBA will reach out directly via email and provide more details about how businesses can request an increase closer to the April 6 implementation date. Any new loan applications and any loans in process when the new loan limits are implemented will automatically be considered for loans covering 24 months of economic injury up to a maximum of \$500,000.

WORCESTER HIGH SCHOOL OPEN AIR JOB FAIR

In light of the tremendous need to fill seasonal positions in Ocean City and Worcester County, we have joined together to hold an Open Air Job Fair for Worcester County High School students. It will be held Wednesday, April 14th from 9:30am-1:30pm at Stephen Decatur High School on the stadium track. (rain date is April 21st). This event is free for employers to participate and free for all Worcester County high school students. Students will be bused from Snow Hill, Pocomoke and also allowed to attend during school hours. Employers must sign up so we are able to assign spots in line with social distancing protocols. Employers may come at 9am to set up. This event is in coordination with the Worcester County Public Schools, OCHMRA, Greater OC Chamber of Commerce and the Worcester County Department of Tourism & Economic Development. Please try to bring your own table/chair, as well as applications. To sign up, click here: [SIGN UP LINK](#)



Kudos to the team at the Chamber on the 2021 Vacation Planner! Lots of great content!

ExperienceOCMD.org



Save the date
National Travel and Tourism Week:
May 2-8, 2021

This year, NTTW will recognize the POWER OF TRAVEL and the industry's role in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America. Use these resources with the media, elected officials and the public to share how the Power of Travel will help drive America's recovery.

[Click here for ToolKit](#)



Hospitality Highlights

WARM WELCOMES & SAD GOODBYES

A warm welcome back to **Marge Steele** who joined the team at **Cambria Ocean City Bayfront Hotel** as their new Director of Sales. A new food & beverage team has also joined the Cambria - welcome to Kate Maloney, Eric Cantine and Peter from New York.

Commander Hotel has brought on **Allyson Knight** as the Assistant General Manager and turned the Buckingham Hotel into the **Commander Beach House**.

Fond farewells to **Michael Hayes**, who is leaving the **Aloft** for the DE Beaches. We'll miss you Michael!

Welcome **Scott Reynolds** as the new Executive Chef at **Macky's Bar & Grill**.

Condolences to **Debbie Candy of BEST Motel Group** on the loss of her father.



COVID CORNER VACCINE STATUS

Worcester Health Department has announced that Vaccines are now open to 18-64 with underlying health conditions. *Hospitality Workers fall into Phase 2C which begins on April 13th. See page 9.*

However, Governor Hogan has opened up pre-registration to all Marylanders!

*To pre-register:
Click here:
[Maryland Vax](#)*

LIQUOR LICENSE RENEWAL DEADLINE EXTENDED

The Board of License Commissioners has announced the deadline to renew your license is now extended to June 1st.

TOURISM PARTNERSHIP LAUNCHED TO CONNECT MARYLANDERS WITH MARYLAND JOBS

The Maryland Center for Hospitality Training (MCHT) has teamed up with the Ocean City Hotel-Motel-Restaurant Association (OCHMRA) to launch a new initiative designed to connect Marylanders with available seasonal jobs in Ocean City, Maryland to help fill the thousands of open positions. Each summer, more than 12,000 seasonal positions are available in the hospitality industry and the surrounding population is not large enough to fill all slots. So, historically, many of these positions are filled by J1 Summer Work Travel Visa students. However, the summer of 2020 was quite different when only 100 slots were filled, leaving OCHMRA members working around the clock and most reduced the number of hours they were open due to the staffing shortages.

The desire to find solutions drove Susan L. Jones, Executive Director of the OCHMRA, to connect with fellow tourism leader, Mike Haynie, Founder and CEO of MCHT. "Having grown up in the hospitality industry, I know the value of hard work and understand the ease of entry into the industry," noted Jones. "Providing a young person with a job allows them to have purpose and builds their self-esteem," added Haynie. Through several conversations the pilot program, "Connecting Marylanders with Maryland Jobs" was born whereby OCHMRA member employers will be connected with students who are recruited, vetted and trained by the MCHT. A caveat of the pilot is that OCHMRA members must provide housing as part of the employment package.

Through organizational assistance provided by the Maryland Department of Commerce and \$29,000 in funding from the Maryland Department of Labor, the two state agencies are proud to support the launch of OCHMRA and MCHT's new pilot program. Recruitment is slated to commence in the beginning of April.

The ultimate goal of Connecting Marylanders with Maryland Jobs is to build a hospitality program that can be utilized by tourism offices all around the State



Community Connections

BELIEVE IN TOMORROW



Register today to run, walk, or bike to benefit critically ill children and their families through their medical crisis. You can even register your furry friends and bring them with you!

April 11th - 9 a.m.
 Adults - \$25.00
 Children Under 12 - \$15.00
 Dogs - \$5.00

** Race shirts are guaranteed for everyone who registers before April 1, 2021.*

- ★ Hero Goody Bag for first 100 Runners and Doggie Bags for the first 30 Dogs who register.
- ★ There will be Prizes for the Prizes for the Top Fundraiser, Best Super Hero Costume & Cutest Super Pup.
- ★ A \$500 Sponsorship will include your logo on the back of the race shirt.

Support Courtney Blackford's bid to be crowned Prom Queen for Believe In Tomorrow's Prom Night Event.

Contact Courtney Blackford at (443) 664-7043 or The Children's House By The Sea at (410) 723-2824 for more information.

Register Online!
believeintomorrow.rallybound.org/superhero-fun-run

OCHMRA IS
CELEBRATING
50 YEARS!

Serving Hospitality Members since April 1971

April 1, 1971

The H.M.R. Association of Ocean City met April 1, 1971 at the Santa Maria Motor Hotel. 42 persons were present. The meeting was opened by Kathleen Harman with a welcome to all.

The Secretary's minutes were read and approved.

Membership eligibility was discussed and the question raised who can belong on the basis of \$25.00 membership. After much discussion it was decided that the Tenth Election District, which goes to the Riddle Farm, would be the boundary for membership. Sam Taustin moved to accept the entire Tenth Election District and Jack Lynch seconded it. The question of membership for apartment owners was raised and it was suggested by Ron Engle that we have a committee to study this problem. Jack Lynch proposed that maybe a Hotel Motel Restaurant Association could have an apartment faction. A Standards Committee to determine organizational guidelines was appointed consisting of Hale Harrison, Chairman, Frances Mumford and John Lynch, Jr.

Kathleen Harman explained the meaning of allied membership. The fee would be \$50.00 and a non-voting membership. A motion was made by Philip Dypsky to accept suppliers as allied members. The motion was seconded by Ron Engle.

The Democratic Messenger offered to donate stationery for the H.M.R. Association.

The question of having the Employment Security office open on Saturdays had been raised in a previous meeting. Thelma Conner reported that Mrs. Mason and Mrs. Pierce explained that the experience last Spring proved there was no one available to interview applicants on Saturday.

A meeting schedule was discussed and a vote was taken as to the time of day most convenient for our meetings. Night meetings were preferred 30 votes to 6. J. D. Quillen made arrangements for us to meet at the American Legion Hall April 29, 1971 at 7:30 P.M.

A Nominating Committee was appointed to prepare a slate of officers consisting of 8 Directors, President, Vice President, Secretary, Treasurer. The Nominating Committee consists of Hugh Wilde, Chairman, Steve Phillips, Frances Hall, J. D. Quillen and Casher Hickman.

There was open discussion concerning membership and some feeling that the membership should be finalized at this meeting. Owen Mumford pointed out that the first H.M.R. Association was ruined by too many diverse interests. Mrs. Young moved that the H.M.R. Association be restricted to the Hotel Motel and Restaurant. Mrs. Young's motion carried unanimously after much discussion.

There being no further business the meeting was adjourned.

Respectfully submitted,
Thelma Conner, Temporary Secretary.

Attention Employers - You Are Invited!
connecting local students with local jobs and careers

Worcester County High School

Open Air Job Fair

Stephen Decatur High School (along the stadium track)

April 14, 2021 (rain date 4/21)

9:30 a.m. - 1:30 p.m.

*Students will be bussed
in waves from the
southern schools.*



**Employers can
sign up
online here**

Student job seekers from all 3 Worcester County High Schools
will be invited to attend the Open Air Job Fair.

FREE to participate for employers - please bring your own table and
optional pop up tent as this event will be held outdoors.

(tables will be available in a very limited basis)

Brought to you in partnership with:



Please join us for the
**OCHMRA MEETING &
INSTALLATION OF OFFICERS DINNER**

Thursday, April 15th

5:30pm - Registration, Cocktails (*head to your seat*)
6:00pm - Convention Center Construction &
Tourism Advertising/Marketing Briefing
6:30pm - Dinner - followed by Installation of Officers

Ocean City Convention Center - Bayfront Ballroom

First Course

Hearts of Romaine Caesar Salad, Shaved Parmesan, House Made Peppercorn,
Garlic Croutons, and Traditional Dressing

Second Course

Entrees served with Pea & Parmesan Risotto, Chef's Fresh Vegetable Selection

Short Rib of Beef

Pomegranate Braised Short Rib of Beef

Or

Panned Filet of Salmon

Salmon topped with Crabmeat and Brie Fondue, and Brandied Leeks

Third Course

Black Forest Cake

\$45 per person Inclusive of Tax & Gratuity

Please RSVP by Monday, April 12th to 410.289.6733 or susanjones@ocvisitor.com

NEW - Reservations must be prepaid or at time of dinner, sorry, no billing

THANK YOU TO OUR SPONSORS:



ARCHITECTURE
ENGINEERING





"America's leading wine educator, Laurie Forster, The Wine Coach is returning to the **Princess Royale Oceanfront Resort for Springtime In Paris** - French Wine Dinner, Saturday, April 24!

Not a wine connoisseur? No worries, Laurie is nationally known for her edgy approach to demystifying wine. This is a perfect way to learn and get excited about wine. Tickets are \$129 per guest. Total pricing of \$129 includes event dinner, five wine pairings, dessert, tax and gratuity. We truly hope you can join us for this very special event!

Menu

L'Apertif

Croque Monsieur (Brioche, Gruyere, Ham)

Tapenade (Black & Green Olive, Goat Cheese, Toasted Baguette)

Hors d'Oeuvre

Rillettes de Saumon (Atlantic Salmon, Aioli, Crostini)

Le Plat Principal

Onglet Bordelaise (Certified Angus Hanger Steak, Potato Cake, Crispy Brussels Sprouts, Bordelaise Sauce)

Le Dessert (Assorted Macarons and Chocolate Truffles)

Get your tickets today. [click here Springtime in Paris](#)



Worcester County

HEALTH DEPARTMENT

P.O. Box 249 • Snow Hill, Maryland 21863-0249
www.worcesterhealth.org

Snow Hill (Main Office)
410-632-1100
Fax 410-632-0906

Rebecca L. Jones, RN, BSN, MSN
Health Officer

For Immediate Release
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travis.brown1@maryland.gov

Worcester Health expands COVID-19 vaccinations to Phase 2B

Eligibility now includes those aged 18-64 with underlying medical conditions

Snow Hill, MD— Starting March 30, 2021, the Worcester County Health Department, based on direction from the State of Maryland, expanded COVID-19 vaccination (Moderna Vaccine) coverage to include those age 18 and older with underlying medical conditions that increase the risk for severe COVID-19 illness. Those eligible can register online through MarylandVax.org. During the week of April 5-April 9, 2021, clinics will be held at the following locations:

- Thursday, April 8, 2021- Northside Park, 200 125th Street, Ocean City
- Friday, April 9, 2021-Elks Lodge #1624, 1944 Worcester Highway, Pocomoke City

Online registration is required through the State of Maryland's COVID-19 vaccine scheduling website. To register, go to <https://www.marylandvax.org/clinic/search>. Search "Worcester" to find health department clinic dates and locations. Officials recommend that anyone who is not comfortable filling out web forms seek the help of a friend or family member to complete the registration process. If you are unable to schedule your own appointment or not able to seek help from a friend or family member, please call **667-253-2140** and someone will help you to register. Once registered, you should receive a confirmation email within minutes--be sure to check your spam/junk folder.

The timeline for continued COVID-19 vaccination expansion is as follows:

Phase 2C: Tuesday, April 13. Eligibility opens for all Marylanders 55 and older, as well as essential workers in critical industries, including food services (i.e. restaurant workers), utilities, construction workers, transportation, financial services, IT, and other infrastructure.

Phase 3: Tuesday, April 27. Eligibility opens for all Marylanders 16 and older.

Individuals currently eligible in Phase 1 will continue to be prioritized at the State's mass vaccination sites.

For more information about future vaccine clinics, COVID-19, and the current Phase, visit WorcesterHealth.org and follow us @WorcesterHealth on Facebook. Worcester County Health Department vaccination clinics are made available through a partnership between the Worcester County Health Department, Worcester County Government, Town of Ocean City, Pocomoke City, and the Pocomoke Elks Lodge. All COVID-19 vaccination clinic spots are dependent on vaccine doses received from the State. We will post new clinics every Monday afternoon.

Be a part of Marlin Fest!

Coming in August

From the Promoters of the **WHITE MARLIN OPEN**



Become a Marlin Fest SPONSOR - \$500

- Sponsor logo and link on the Marlin Fest website
- Sponsor will be featured on Marlin Fest social media
- Sponsor will be listed on the Marlin Fest event poster
- Sponsor will receive recognition on the White Marlin Open Webcast - Over 800,000 views and 6,400,000 minutes viewed in 2020
- Sponsor will be featured on White Marlin Open social media
- Sponsor will be listed on Marlin Fest ads in the Dispatch and OC Today - Ads will run July 23 & 30
- Sponsors will be listed on Marlin Fest ad in the White Marlin Open Magazine

Become a Marlin Fest VENDOR - \$750 / \$1250

- Vendor will be recognized on the Marlin Fest website
- Vendor will be featured on the Marlin Fest social media
- Vendor will be listed on the Marlin Fest event poster
- Vendor will receive recognition on the White Marlin Open Webcast - Over 800,000 views and 6,400,000 minutes viewed in 2020
- Vendor will be featured on White Marlin Open social media
- 10x10 Booth Space - \$750 / 20x20 Booth Space - \$1250

For more information email Kelly@WhiteMarlinOpen.com

**RUN,
WALK,
OR SPRINT
OUR
VIRTUAL 5K**

**50/50 RAFFLE
APRIL 15-17TH**



**SCAVENGER
HUNT
APRIL 17TH
NOON-4PM
OPEN TO ALL!
\$5 TO
PARTICIPATE OR
FREE FOR THOSE
REGISTERED FOR
THE 5K**

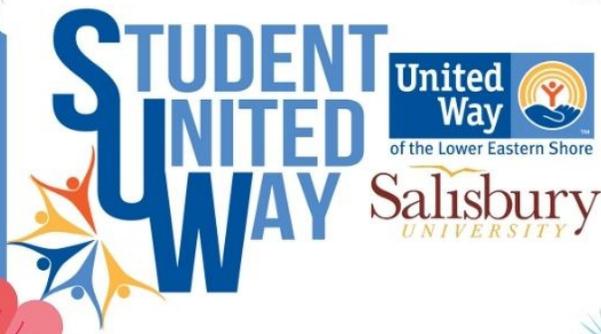
**PROCEEDS GO
TO UNITED WAY
OF THE LOWER
EASTERN
SHORE**

**APRIL
15-18
2021**

Registration Fee:
Adults 18 – 64: \$20
Seniors, SU Faculty, Staff & Alumni: \$15
SU Students & Kids 11-17: \$10
Kids 10 & under FREE
Register and Submit your times online

Awards:
Most scenic route
Most creative route
Scavenger hunt winner
Best time-Male &
Female (multiple age
ranges)

TO REGISTER AND FOR INFORMATION ON SCAVENGER
HUNT, RAFFLE AND VIRTUAL EVENT PLEASE VISIT:
WWW.UWLES.ORG/SPRING5K



**PRESENTS
SPRING
VIRTUAL 5K**

A GUIDE TO PARKING IN



INLET LOT

April 1 - May 27, 2021

- Monday - Thursday: FREE Parking
- Friday - Sunday: \$3.00/hour

May 28 - September 30, 2021

- Daily Rate: \$3.50/hour
- July 4th Rate: \$5.00/hour

October 1 - October 31, 2021

- Monday - Thursday: FREE Parking
- Friday - Sunday: \$3.00/hour

Patrons must pay for expired time prior to leaving the Inlet Lot to avoid being billed for additional administrative costs. Need help? Parking lot ambassadors are available at the booth located in the center of the inlet parking lot (Row E).



HANDICAPPED PARKING:

There is a 30-minute grace period for all vehicles, including handicapped.

OTHER MUNICIPAL LOTS & STREET PARKING

April 1 - May 27, 2021

- Monday - Thursday: FREE Parking
- Friday - Sunday: \$2.00/hour

May 28 - September 30, 2021

- Daily Rate: \$3.00/hour

October 1 - October 31, 2021

- Monday - Thursday: FREE Parking
- Friday - Sunday: \$2.00/hour

Patrons must pay for desired amount of time when they park. A violation of Street Parking & other Municipal Lot parking will result in a physical parking ticket (\$50 fine) which can be voided if payment is made for actual time up to 1 hour and within 1 hour.



HANDICAPPED PARKING:

No charge if stay is less than 1 hour, otherwise full rate. Handicapped vehicles must have handicapped plates or a visible placard. This does not apply to Inlet Lot parking.

SUBJECT TO CHANGE

VISIT ococean.com/parking-information FOR MORE DETAILS