

AUGUST 2021

HOSPITALITY HOTLINE

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



Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

Hospitality or Service - is there a difference? Yes, absolutely! As we slide into August, it is totally understandable to be tired and to only want to "service" those in front of us. But, remember you are resilient - push through your exhaustion and let your "hospitality" shine! Finish out the summer changing the way guests feel about Ocean City - that is what "hospitality" is all about. You may wonder why it's important that you ensure you are hospitable. Here's why - we have to lead by example, and businesses that provide customers with a positive experience will reap the benefits of a higher customer retention rate, as opposed to their counterparts who offer a less pleasant experience. Hospitality is also important for businesses because it encourages positive customer reviews. The difference between hospitality and service was recently summed up nicely by Doug Kennedy, of Kennedy Training Network.

CLICK for ARTICLE - Cheers to rounding out the summer with smiles! 😊



Welcome New Members

ALLIED

Berlin Elevator



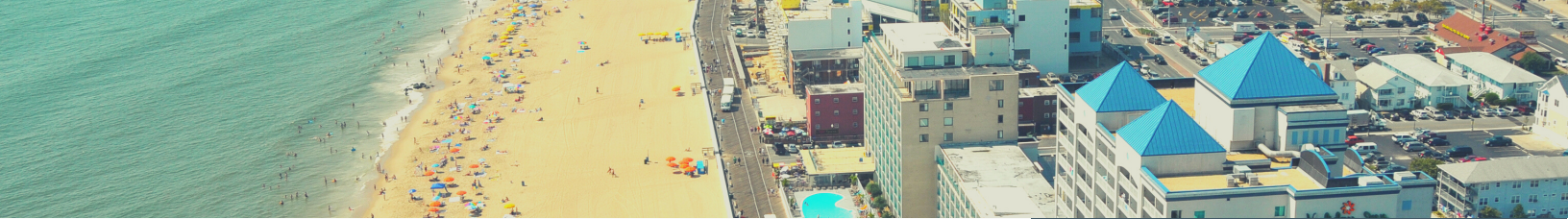
MD Captial Enterprises



Training Available

Diversity, Equity, Inclusion and Justice (DEI) are words you have probably been hearing a lot of lately. Would you like a better understanding of what they mean and how they apply to race, sex, religion, and those with disabilities? Join MTC and the Maryland Center for Hospitality Training for a four-part deep dive into these topics to make sure you have a clear understanding of these principles and how they impact you and the workplace.

MORE INFO CLICK HERE



Business Briefs

Maryland Restaurant Week

RAM is hosting its 2nd annual statewide Restaurant Week this year from September 17 - 26. RAM invites restaurants from across the state to participate after the tough year our industry has faced. The ten-day event will encourage the public to patronize their favorite local restaurants, new and old! Participating restaurants will once again be able to submit their MDRW specials, menus or restaurant week-specific deals with no participation fee (prix fixe menus are not required, but are allowed!). To participate, email Natalie at nsingleton@marylandrestaurants.com.

*Let me know if you'd like to see an **Ocean City Restaurant Week** return in October or you prefer Springtime! Email me at susanjones@ocvisitor.com to express your thoughts please.*

H2B Visa Program Information Session

The Greater OC Chamber and United Work & Travel is hosting an information session on September 8th (time forthcoming) to discuss the H2B program as filings for 2022 begin this fall. This session will provide an overview to help you understand the risks, challenges, costs, pitfalls, responsibilities and benefits of the program. RSVP by emailing debbie@oceancity.org to receive a zoom link. For more info, contact the Chamber at 410.213.0144.

Harbor Day at the Docks Returns

Returning to the West OC Commercial Harbor on **October 16th**, Harbor Day is a great way to celebrate the end of the season and all that our charming town offers. If you'd like to be a part of this amazing event, connect with Worcester County Tourism as sponsorships are available. Email Briana at BDix@MarylandsCoast.org or check out page 10.

AHLA Launches Hospitality is Working

AHLA launched this campaign to highlight the industry's commitment to invest in our workforce, protect our employees and guests, and support local communities. Fostering workforce continues to be front and center as we come out of the pandemic. For more info and to access this hiring portal, visit AHLA Foundation.



OCEAN CITY, MARYLAND
HOTEL • MOTEL • RESTAURANT • ASSOCIATION • INC.

TIP CREDIT WAGE STATEMENTS

The Rest Assn of MD shared an alert last year, worthy of a reshare: the MD Regulation effective October 2020 requires restaurant employers to provide a Tip Credit Wage Statement to tip credit employees. This wage statement must show the employee's effective hourly tip rate of pay, as derived from employer-paid cash wages plus reported tips for all tip credit hours worked each workweek of the pay period.

SAMPLE LETTER CLICK HERE

RAM also provided information and examples for various circumstances (including overtime, non-tip credit hours in the same workweek, and sample calculations based on different minimum wage requirements) in a comprehensive document

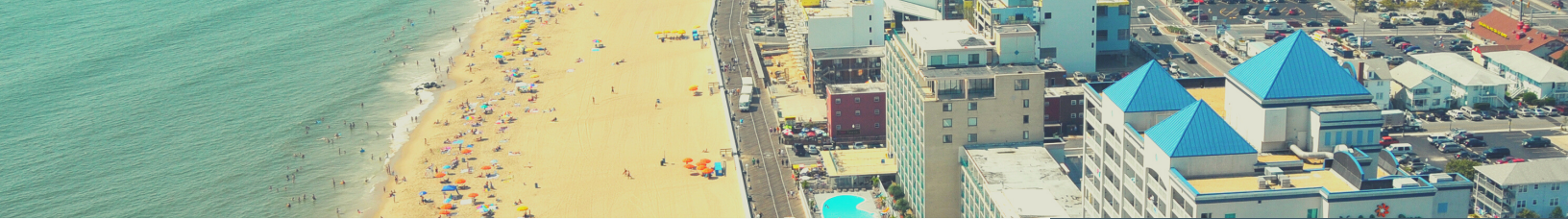
CLICK HERE

NOTE: Sample calculations were written last year and based on previous minimum wage requirements; new minimum wages should be substituted in the sample calculations provided.



The tipping system is an essential part of the American culture of hospitality. Unlike Europe and elsewhere, servers in the United States are incentivized to provide excellent service to customers.

**LEARN MORE AT:
WHY TIPPING WORKS**



Hospitality Highlights

Coconut Malorie recently appointed a new General Manager for the 60th street property - a warm welcome to **Jessica Wilson!**

Familiar faces took new positions at the start of summer - congrats to **Pat Harman** who joined the team at the **Grand Hotel**. Pat has volunteered at our Trade Expo as the gatekeeper since the beginning - far too long to count! Another long time Trade Expo volunteer and hospitality extraordinaire, **Suzanne Jackson** joined the team at **Jolly Roger Parks**. Congrats to Suzanne too!

Another hospitality master, **Renee Seiden** of **Clarion Resort Fontainebleau Hotel** welcomed her first grandchild - how exciting!

Allied Member and merchant services and POS company, **Mercantile Processing Inc.** has announced their acquisition of Coastal Business Machines to further expand their presence in the area. Congrats to **Kyle Morgan** and his team!

Our condolences are extended to **Michelle Torres** of **Phillips Seafood Restaurants** on the loss of her father.

Member Announcements

The Mayor and Council have approved a contract with Ocean Compost LLC to operate a pilot program to separate, collect, transport and process food waste from five OC restaurants. **The Hobbit** owner, Garvey Heiderman, worked with Go Green OC to begin the pilot in 2018. Since then, the **Bonfire, Dough Roller, Annabelle's BBQ and Mother's Cantina** have begun participation. For more info: GoGreenOC

Orsted recently kicked off their public outreach to share their company's intent. If you missed the project updates, the recorded session can be accessed at: [click for Outreach Meeting Link](#)

MARYLAND TOURISM & TRAVEL SUMMIT

EDUCATING, INSPIRING, EMPOWERING
HANOVER • NOVEMBER 8-10, 2021

Make plans to attend the 40th Anniversary of the MD Travel & Tourism Summit! This statewide gathering of tourism professionals is always a great way to network and learn while having fun!

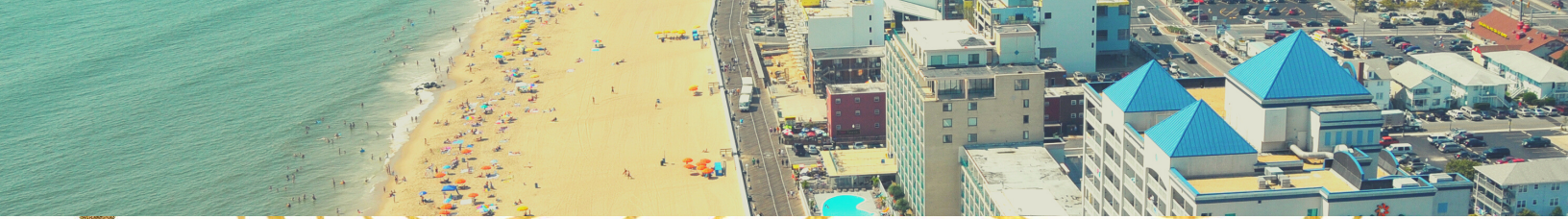
More Info can be found at:
MDTourism.org



HOTEL • MOTEL • RESTAURANT • ASSOCIATION • INC.
CONNECTING OC HOSPITALITY EMPLOYERS & JOB SEEKERS

Facebook.com/ochmra
Hospitality Job Board



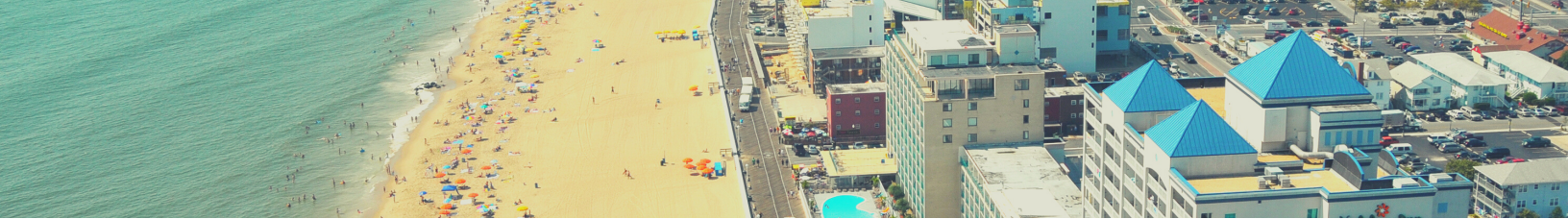


OCHMRA IS
CELEBRATING
50 YEARS!

**Serving
Hospitality
Members
since
April 1971**

**Save the Date
November 19
OCHMRA 50th
Anniversary
Gala**

**Sponsorships
Available**



Community Connections



Support the Community by Participating Today!

OC GREEN TEAM HOSTING LITTER FREE OC MONDAY CLEAN UPS

Earlier this spring, the Town of Ocean City's Coastal Resources Legislative Committee "Green Team" launched an anti-litter campaign, Litter Free OC, Help Keep Our Town Clean. To support the initiative, the Green Team has organized a cleanup event for Monday mornings from 10-11 a.m. throughout the summer and fall. The focus of this event are downtown streets and sidewalks however, all streets within the town can be targeted for cleaning.



"The Ocean City's Green Team is committed to protecting our beach community," commented Ocean City Environmental Engineer, Gail Blazer.

Cleanup supplies are available for the cleanup and can be picked up at City Hall starting at 9:00 a.m. each Monday. Service learning credit is available for participation. To register for the cleanup or if you would like more information, please contact Gail Blazer at 410-289-8825 or email at gblazer@oceancitymd.gov.

To learn more about the Litter Free OC campaign and to view the cleanup calendar, please visit www.oceancity.green.



The Worcester County
Health Department is offering
IN-PERSON

TIPS TRAINING

TRAINING FOR INTERVENTION PROCEDURES

**BECOME CERTIFIED IN THE
RESPONSIBLE SALE OF ALCOHOL
FOR ONLY \$45 PER PERSON
(Discounted rate available for
groups of 10 or more)**

**AUGUST 9, 2021
9 A.M. - 1 P.M.**

**WORCESTER COUNTY HEALTH DEPARTMENT
6040 PUBLIC LANDING ROAD
SNOW HILL, MD 21863**

**CONTACT LYNN SUAREZ TO REGISTER
(410) 632-1100 X1109**





VIRTUAL JOB FAIR

August 4, 2021

1:00 - 4:00 p.m.

Looking to recruit and hire new talent?

Our virtual job fair can help you meet your hiring needs at no cost to you!

- ★ *Review candidate profiles and resumes even before the event!*
- ★ *Interview live through video chat!*
- ★ *Assign as many representatives as you like!*
- ★ *Track total registered attendees, booth visitors, submitted resumes and more!*

Register at <https://pvapi.premiervirtual.com/s/9WPAQ8>

Supercharge your recruiting efforts by registering your business in the Maryland Workforce Exchange. Visit <https://mwejobs.maryland.gov/> or call 410-341-8533 to speak with a Business Services Representative.


AmericanJobCenter®

Serving Somerset, Wicomico and Worcester Counties

31901 Tri-County Way
Salisbury, MD 21804
410-341-6515

DOWNTOWN OCEAN CITY

Jellyfish

FESTIVAL

**9 BANDS
ON THE SAND**

SEPT 4TH

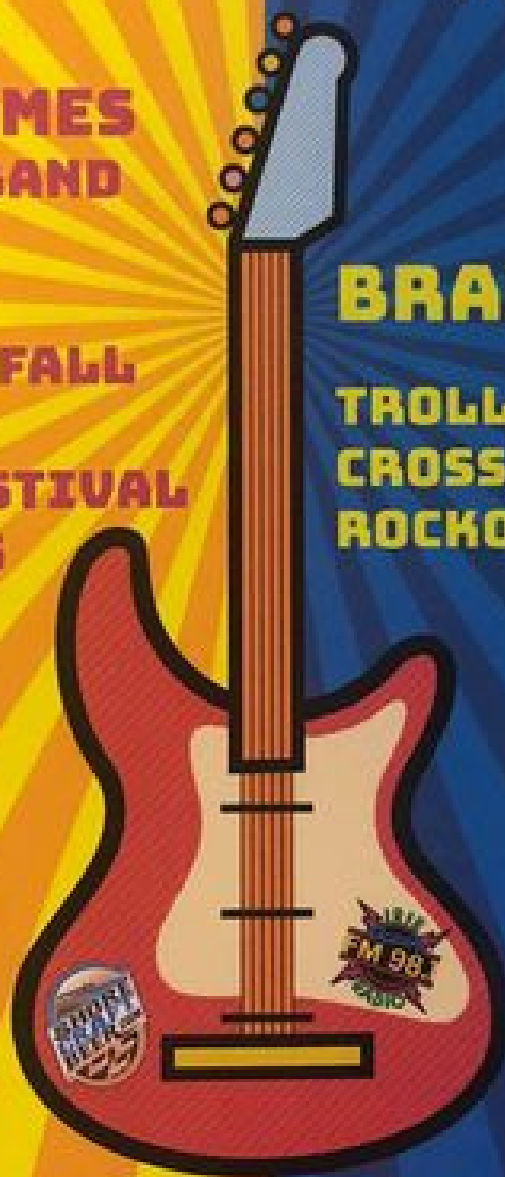
**ANTHONY GOMES
DEREK WOODS BAND
RAY WROTEN
TED BOWNE
NEVER ENDING FALL**

**CRAFT BEER FESTIVAL
FAT TIRE BIKES
CORNHOLE**

SEPT 5TH

BRAD PAISLEY

**TROLL TRIBE
CROSS TOWN WALKERS
ROCKHOLICS**



THE ULTIMATE

BEACH FEST

NAO SANJA MARÍA

OCEAN CITY
Maryland™

AUG 12TH - SEP 5TH



CHICAGO AVENUE, OCEAN CITY

Opening hours: from 10_{am} to 8_{pm}

Tickets : \$15 adults / \$5 kids* / \$35 family**

Available at the dock or at:

www.naosantamaria.org



***Kids from 5 to 10 years old. Under 5 free with an adult**

**** Family ticket includes 2 adults and up to 3 kids 5-12 years old . Fourth kid pays (\$5)**



**CELEBRATING
7 YEARS!**

Event Details

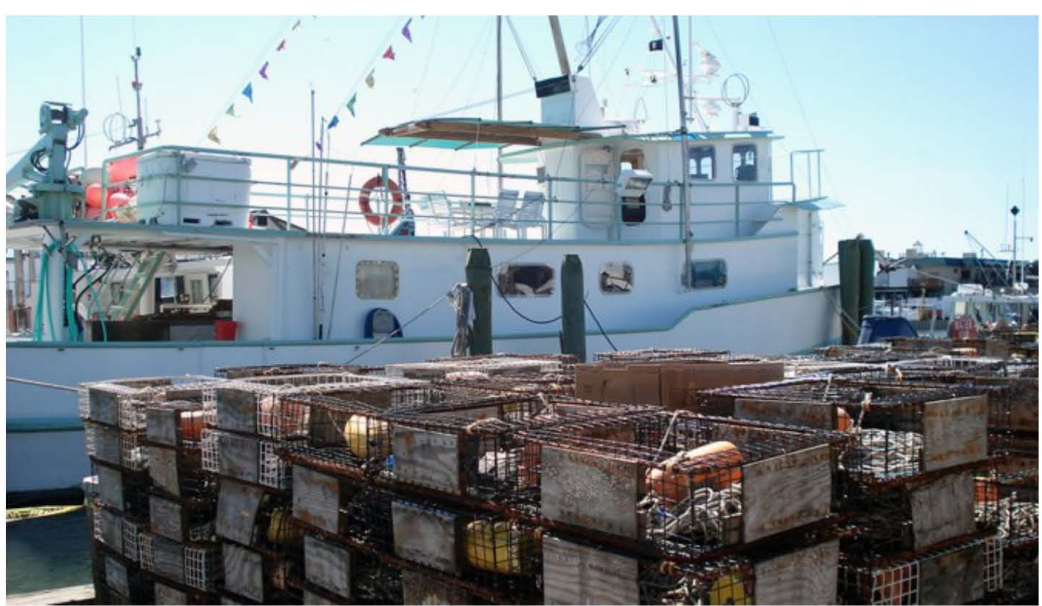
- October 16, 2021
- 10am - 5pm
- West Ocean City Boat Ramp
- www.harbordayoc.com

Highlights

- Largest Maritime Heritage Festival in the region
- 2,000+ average reach per social media blast across Facebook and Instagram
- Email list of over 3,000 addresses

Demographics

- Great opportunity to target:
- Wide age range from children to older adults
 - All income levels
 - Annual attendance of 2,500+
 - 75% from the Eastern Shore
 - 25% tourist



SPONSORSHIP OPPORTUNITIES

	Presenting \$4,000	Area \$1,500	Supporting \$350	Banner \$250	Program \$150
Naming Rights	Event	Stage, Marketplace, Ed. Tent, etc.			
Space in Event Program	Full Page	1/2 Page	1/4 Page		1/4 Page
Banner On-Site	Entrance	Area Chosen	✓	✓	
Social Media Blasts	✓	✓	✓		
Press Releases & Email Blasts	✓	✓			
Vendor Spot during Event	✓	✓			

BRIANNA DIX | 410-632-3110 | BDIX@MARYLANDSCOAST.ORG

**Kindness
& a smile
always
work.**

**Enjoy your crabs.
Don't be one.
Love OC.**

**Love OC.
Relax & Chill.**