

DECEMBER 2020

HOSPITALITY HOTLINE

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

Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

Hospitality is our heritage and that will never change, even a pandemic can not change that! As we edge closer and are moving to the end of this tumultuous year, I must say, I am feeling fairly optimistic for a fantastic 2021 season. The countless webinars and tourism briefings I engage in continually suggest that local, drive to destinations will recover the quickest.

Through the year, our members have reduced operational hours, tried to cut costs without negatively affecting guest service, all while meeting the last minute ever changing State Executive Orders. To say that we are a resilient bunch is an understatement! We are not just in the service industry, we are the Heart of Hospitality! Let's continue into the holiday season and into 2021 making all feel welcome and wanted.



We continue to fulfill our mission of advocating on behalf of Hospitality Industry - our latest joint letter to Governor Hogan is here.

[click Letter Link](#)



Welcome New Member

ACTIVE

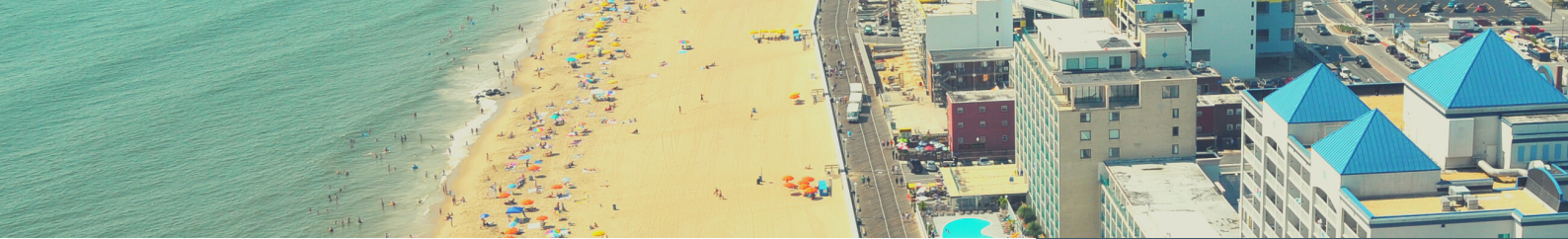
Nori Sushi Bar & Grill
114th Street



During the recent Maryland Tourism Coalition's annual meeting, State Tourism Director, Liz Fitzsimmons provided the tourism update which can be viewed at this link:

[MD Tourism Presentation](#)

If you'd like to watch the entire Annual Meeting, the recording is at this link:
[MTC Annual Mtg.](#)



Business Briefs

Seasonal Workforce: Carrie Linch, Chair of the Greater OC Chamber Seasonal Workforce Committee reported that the J1Summer Work Travel Program has been rebranded as "[BridgeUSA](#)" by the Department of State. While embassies are starting to issue visas, due of the pandemic, the sentiment is that there will be fewer students feeling comfortable enough to travel abroad. Many American cities will be competing for the limited number who may venture to USA. Providing quality housing will be key in recruitment efforts. If you know of someone who has seasonal housing, please have them call us! And, continue to brainstorm and share; your ideas for employee recruitment are welcome. [BridgeUSA Link](#)

PPP Loan Forgiveness: Check in with your bank regarding PPP loans - Taylor Bank was the first bank in MD to fund a PPP loan and has assisted 574 local businesses obtain \$33,214,244 in total PPP loans to protect the paychecks of 5,354 employees. Bank of Ocean City also provided PPP loans and they are working with the SBA in providing forgiveness. Be sure to talk to your banker!

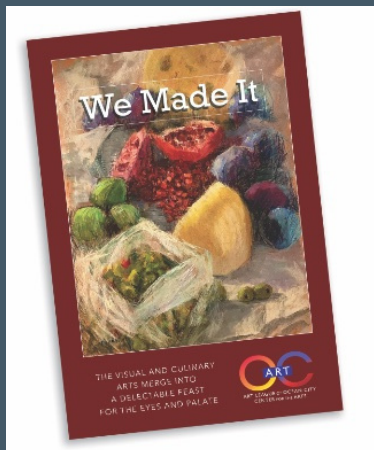
Hotel Week / Winter Wellness: Surveys are clearly indicating staycations and local travel are on the rise. The desire to get out and support local business is strong. We are working through our Partners group (OCCVB, HMRA, Chamber, OCDC & Downtown Assn, Art League) in the development of the Winter Wellness promotion which centers on nourishing the mind, body and soul with a trip to the beach. We'll encourage locals and visitors to seek the solace of the water. If you are open in January and February (or even part of those months), please participate in Winter Wellness! Hotels are invited to develop offers which will initially land as part of Hotel Week hotel offerings link. Restaurants - get creative - develop menu items like homemade chicken noodle soup for the soul. As part of Winter Wellness, we are also collecting offers from fitness businesses. The Art League is working on classes and gallery options for the mind, body and soul. And finally, the OC Museum is working on journaling as a way of healing the mind through their new covid stories series.

So, if you would like a way to drum up some winter business, please share your offer with me so that we can collect and promote! Simply email the offer and any black out dates/restrictions to susanjones@ocvisitor.com.

We Made It

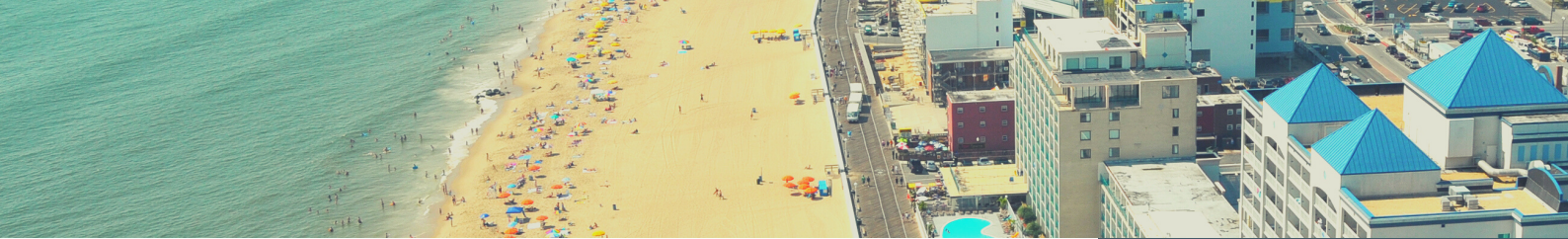
"We Made It" is 132 glorious pages of original art, cherished family recipes, and stories from the artists who shared them. It's a book where the visual and culinary arts merge into a delectable feast for the eyes and palate. And the Art League is selling these as a fundraiser for \$29.95.

AVAILABLE AT CENTER FOR THE ARTS GIFT SHOP,
BY CALLING 410-524-9433 OR
ARTLEAGUEOFOCEANCITY.ORG



Give Local Cheer to Last the Year

Fill your Stockings with Gift Cards from your favorite OC places to spread some Local Love!



Hospitality Highlights

WARM WELCOMES

Welcome back to Vinny Pierotti who has returned to the Dunes Manor as the Sales & Marketing Manager. Berlin native Allen Mumford has joined the US Foods team.

A belated congratulations to Carl Bozick, Macky's. on the August birth of son Luke Wyatt Bozick.

DELMARVA ECONOMIC FORECAST RESCHEDULED

The 33rd Annual Southern Delmarva Economic Forecast has been rescheduled to Wednesday, April 28, 2021, beginning at 7:30 AM, at the OC Convention Center. The Eastern Shore Delegation Luncheon will follow at 12:30 PM.

LIGHT UP OC!

Be sure to check out Winterfest of Lights and the light displays downtown. The large light displays at the Inlet, 3rd Street (Donated by Harrison's) and throughout downtown have been purchased through the generous donations to the the DTA LIGHT UP OC program.

[Light Up OC Link](#)

WARD'S WINTER WONDERLAND ILLUMINATING TRADITIONS

Light is a symbol of hope, goodness, intelligence, knowledge, and joy. Light connects many holidays and traditions celebrated during the winter, where night sneaks in earlier each day. Check them out from the comfort of your home at this link: [Winter Wonderland](#)

CELEBRATE THE HOLIDAY SEASON IN WORCESTER COUNTY

Maryland's Coast is Open for the Holidays. Our coastal communities have many safe and welcoming ways to capture the season's magic. Light up your holidays and warm your winter at the only place where the ocean meets land. To help plan your visit, call 410-957-2484 or explore [VisitMarylandsCoast.org](#). Before you leave home, please confirm details with event hosts or websites since changes may be necessary during the evolving pandemic. [Light Up Worcester Link](#)

US Travel Association

The latest promo from US Travel is The Let's Go There campaign which aims to inspire Americans to do what is exciting and productive: make plans to travel.

learn more at this link:
[#Let'sGoThere](#)

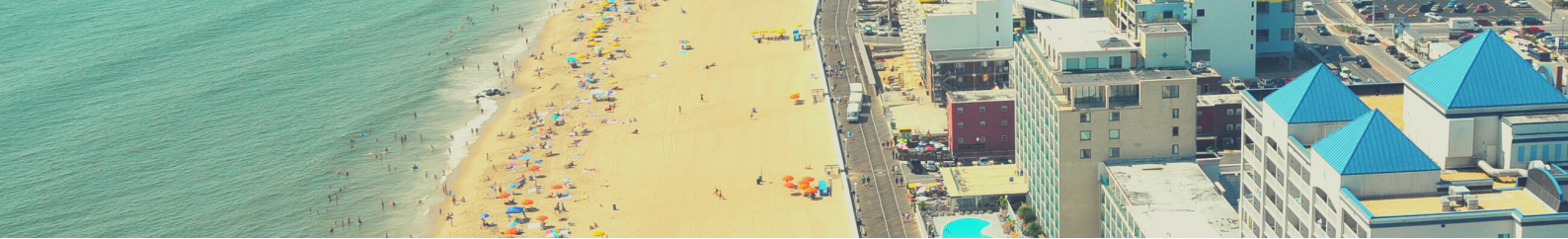
National Restaurant Association

is collecting information on the economic impact of pandemic - take Covid Survey - [click here](#)

American Hotel & Lodging Association

click for Stay Safe Guidelines and Stars of the Industry Info



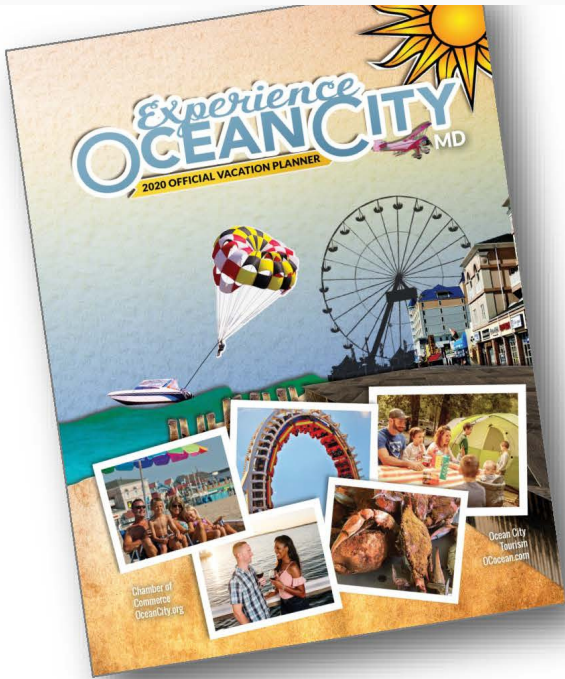
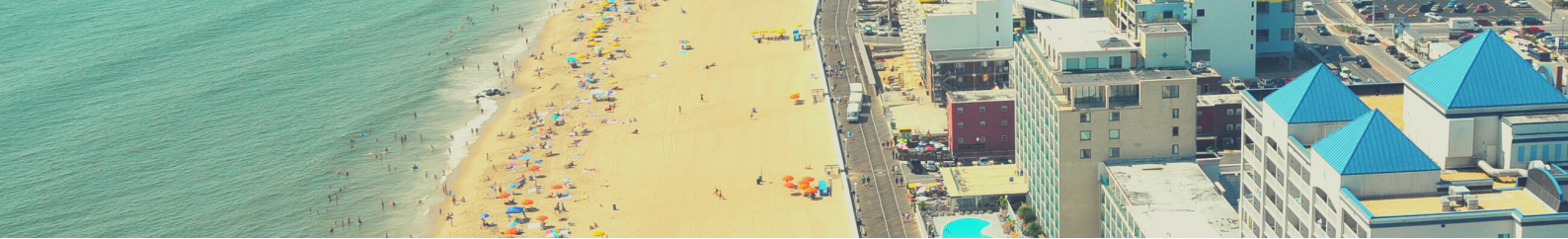


Community Connections

NOEL DINNER - TOYS STILL BEING COLLECTED

While COVID may have caused us to cancel our OCHMRA Holiday dinner, we felt it was still important to ensure the community kids have presents. We will be collecting small toys for the NOEL (Nothing Other than Eating & Loving) Dinner. This faith based meal is now going to be available via carry-out on Christmas Day. If you'd like to help, drop off your donation to our office before December 18th. Elves from Castle in the Sand Hotel will collect the toys and take them to the church. Help us share the joys of the season with toy or gift card donation! We are open Monday through Friday from 8:30am - 4:30pm and are located at 5700 Coastal Hwy. Suite #302. If those times do not work, call Susan and she will come pick up - 410-289-6733.





Be a Part of 2021 Vacation Plans!

Advertise in the 2021
Experience Ocean City
Vacation Planner
to take advantage of all this
publication has to offer and
drive guests to your business.

About the 2021 Experience Ocean City Vacation Planner...

- 175,000 copies
- Full-size, full-color perfect bound publication
- ONLY fulfillment magazine for Ocean City
- Direct mailed to about 50,000 inquiries in the U.S. and Canada
- An essential planning tool for vacationers
 - ⇒ Includes an informative Calendar of Events
 - ⇒ Identifies pet-friendly businesses
 - ⇒ Integrates a user-friendly Hotel/Motel Chart
 - ⇒ Contains a regional Restaurant Chart
 - ⇒ Showcases the best that the area has to offer
- Interactive mobile and online version of the publication
 - ⇒ Searchable content
 - ⇒ Table of Contents links
 - ⇒ Ad Index links
 - ⇒ Embedded video
 - ⇒ Website hyperlink
- Advertised on Facebook and Instagram to drive more readers/views
- Distributed regionally in AAA Offices and Information & Visitor Centers across MD, DE, VA, PA, NY, NJ & OH, as well as at Trade & Travel Shows
- Distributed locally via places to stay, restaurants, attractions and more
- Promoted through our partner organizations — Ocean City Tourism and Worcester County Tourism

YOU Benefit With:

- ◆ Increased Visibility & Credibility
- ◆ Regional & Local Coverage
- ◆ Tremendous Value
- ◆ Stronger Brand Identity
- ◆ Effective Advertising
- ◆ Driving Guests to Your Business

Space Reservation Deadline: November 20, 2020

Contact Nancy Today!

Nancy Schwendeman, Publications Manager
Office: (410) 213-0144, ext. 106 • Cell: (443) 783-5742 • Email: nancy@oceancity.org



JOIN US ON NEW YEAR'S DAY AS WE WASH AWAY 2020!

ATLANTIC GENERAL HOSPITAL'S 27TH ANNUAL PENGUIN SWIM

FAMILY-FRIENDLY FUNDRAISER TO SUPPORT OUR COMMUNITY'S HEALTHCARE HEROES

**\$25.00
MINIMUM
DONATION
PER PENGUIN
TO REGISTER
& PARTICIPATE
IN THE SWIM**

**PARTICIPATE
AS AN
INDIVIDUAL
OR PART OF
A TEAM**

**1ST 2ND & 3RD
PLACE TROPHIES
AWARDED TO
INDIVIDUALS
& TEAMS
WHO RAISE THE
MOST MONEY!**



**PARTICIPANTS
WHO REGISTER
ON OR BEFORE
DECEMBER 10*
WILL RECEIVE
AN OFFICIAL
2021 AGH
PENGUIN SWIM
SHORT-SLEEVE
T-SHIRT AT
ONLINE CHECK-IN**

***SHIRTS FOR
PARTICIPANTS
WHO REGISTER
AFTER DECEMBER 10
WILL BE AVAILABLE
AT ONLINE CHECK-IN
& IN-PERSON
REGISTRATION
WHILE SUPPLIES LAST**

FRIDAY, JANUARY 1, 2021

EVENT DETAILS HAVE BEEN MODIFIED DUE TO COVID-19. SCAN THE QR CODE FOR MORE INFO

CHECK-IN & REGISTRATION

10:00AM - 12:30PM

THE SWIM IS AT 1:00PM

FACE COVERINGS ARE REQUIRED FOR EVERYONE



**DON'T DELAY!
REGISTER TODAY!
AGHPENGUINSWIM.ORG
OR SCAN THE QR CODE**

QUARANTINING? NO PROBLEM! PARTICIPATE IN THE CYBER SWIM!

REGISTER ONLINE THEN TAKE AN ICE-COLD DIP WHEREVER YOU ARE AND POST A PHOTO OR VIDEO ON SOCIAL MEDIA USING #OCPENGUINSWIM.



**PRINCESS ROYALE
91ST STREET & THE OCEAN
OCEAN CITY, MARYLAND**



**THANK YOU TO OUR LEGACY SPONSOR
"THE EMPEROR PENGUIN"
BULL ON THE BEACH & CRAB ALLEY
FOR 27 CONSECUTIVE YEARS!**



#OCPENGUINSWIM

**FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT
JSTOKES@ATLANTICGENERAL.ORG OR 410-641-9671**

ALL PROCEEDS BENEFIT ATLANTIC GENERAL HOSPITAL FOUNDATION. AGH IS A 501C3 ORGANIZATION, GIFTS ARE TAX-DEDUCTIBLE AS ALLOWED BY LAW.