

FEBRUARY 2023

HOSPITALITY HOTLINE

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



Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

The final details are in the works for our 49th Annual Trade Expo set for March 5 & 6! This year will be BIGGER than last year as we've recently added the Dockside Hall and we're launching Solutions Showcase in partnership with MD Tourism Coalition.

While in the midst of EXPO planning, we are also feverishly organizing the 2023 OC Keycard Holder; lots of work at the OCHMRA office! Hotels, if you want to receive FREE keycard holders, make sure you let us know so we can include you. Restaurants & Attractions - just a few ad spaces remain - let us know if you want to be in a publication that is placed directly in the hands of visitors! We've made it through January - woo hoo! 😊

Welcome New Members

ACTIVE

Tequila Frogs OC

ALLIED

Ruppert Landscaping
Shore Thing Promotional Products
The Witmer Group

OCHMRA Calendar

Networking Dinner Meetings

February 16
Princess Royale

April 20
Location coming



Coming
April 16 - 30

See Page 4 for details on how to sign up!



March 5 & 6

OCEAN CITY TRADE EXPO

*Celebrating 49 years uniting
hospitality buyers and sellers*

REGISTER TODAY!

oceancitytradeexpo.com

Open to the Trade Only
No One Under 21
Free Registration until February 28

NETWORK

Largest hospitality gathering in the Mid-Atlantic. Meet industry suppliers face-to-face

SIP, SAMPLE & SHOP

Touch and taste the newest, most innovative products on the market and connect with the company reps to get the best deals

INDUSTRY EXPERTS

Relaxed atmosphere of learning during the Solutions Showcase - sessions brought to you by MD Tourism Coalition & OCHMRA



Business Briefs



Most of you probably read the OC Tourism Office monthly newsletter. I wanted to point out the excellent data reports which are linked within their newsletter. If you haven't already, make sure you check them out!

[Tourism Report \(visitor profile, marketing & tax info\)](#)

[Convention Calendar - see page 2](#)

[Meetings Industry Survey Results](#)

OCHMRA to launch Hospitality Hub

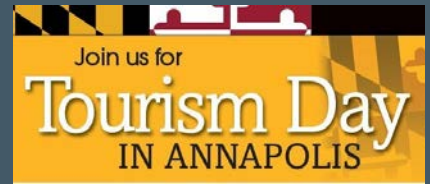
OCHMRA has partnered with Junior Achievement in the upcoming JA Center. The Perdue Henson Junior Achievement Center will provide experiential learning of financial literacy, work readiness, and entrepreneurship to more than 10,000 Shore students each year. This 25,000 sq. ft. regional facility, located at the Oak Ridge Commons in Salisbury, will serve students from six counties on the Eastern Shore of MD and the Eastern Shore of VA.

Imagine a gleaming new structure, a place where students get to be an adult for a day, learning the basics of financial literacy; a place where a hands-on, interactive, state-of-the-art student experience awaits; a place where, once the student leaves, they'll have an invaluable understanding of how to manage the day-to-day finances so necessary to be successful in life. Imagine a high-tech, practical place to prepare for the world of work and engage with the business community to develop the most desirable skills needed for employment.

Allied Member, Delaware Elevator is also a participant in the JA Center and will have the storefront beside OCHMRA. The Hospitality Hub will introduce jobs and career pathways to the students. Check out this video to learn more:
[JA Center Video Link](#)

Get Involved in OC Air Show

Organizers of the OC Air Show have announced several opportunities to become involved with this long-standing event. Beachside Chalets are available for corporate team building - see page 7 and sponsorship opportunities can be reviewed on page 8. Host Hotel programs are available and allow hotels to host flight teams in exchange for digital exposure to the thousands of attendees. For complete information, reach out to Event Manager, Steve Webster 443-235-9888 or steve@blilley.com



February 10
11am - 1:30pm
Rams Head Annapolis

Join the MD Tourism Coalition for our advocacy day in Annapolis to let our Legislators know that Tourism DOES Work for Maryland!
Space is limited Register by February 3rd

[Click link to Register](#)



STATE OF TRAVEL INDUSTRY

Recently, American Hotel & Lodging Association CEO, Chip Rogers, interviewed Marriott CEO Anthony Caupano. They exchanged predictions for the coming year. Check out the quick recap video at this link:

[LODGING PREDICTIONS](#)



Hospitality Highlights

WARM WELCOMES

Welcome to **Marc & Sherri Custodio**, new owners of **Coins Pub**. Congrats to **Mike McVay** who is now GM at the **Hampton Inn Bayfront!** Kudos to **Gigi LeKites** on becoming partner at **PKS Investment Advisors**. MTC Board Member and Founder of Grow & Fortify, **Kevin Atticks** is the new MD Secretary of Agriculture, congrats Kevin!

SAD GOODBYES

Condolences to the Bayline brothers of **Duffy's Tavern (Matt) & Carey Distributors (Gavin)** on the loss of their father "Tink." Condolences to Convention Center's **Regina Brittingham** on the loss of her mother.

Member Mentions

Outlets Ocean City - Mione's Celebrating 25 Years

Join us on Tuesday, March 14, 2023 from 5:00 PM – 7:00 PM for a business after hours event as we celebrate Mione's Pizza's 25th Anniversary! Located at Outlets Ocean City in West OC, it's sure to be a fun-filled event with food, drink, presentations, giveaways and so much more! Be sure to bring your business card for prizes! Please RSVP by March 3, 2023 to alane.damore@outletsoceancity.com.

Thank you **Carousel** for an amazing dinner meeting!



Brandon Hoffman, Donaway Furniture with **Chris Braun** TKO Hospitality / Hotel Monte Carlo



Aladin Glaoui & Nigel Ince of Carousel with **Iryna Poliakovska, Tina & Rick Staub** of the Princess Royale



front: Bank of OC **Melissa vonBank, Saylor** and **Danelle Amos** Inn on Ocean/BeachWalk back: **Michael Amos** and **Michael vonBank**

Thanks to **KRR Creative Strategies** for pics - to see all click here: [January Dinner Pics](#)



RESTAURANT ASSN OF MD SEEKING COMPETITORS

RAM is bringing their MD World Food Championship qualifiers back to the OCHMRA Trade Expo! If you want to compete to win a Golden Ticket - now's your chance to go to Nationals! Find out more at this link: [RAM Contest Link](#)

COMMUNITY SUPPORT GROUP SUMMER WORK TRAVEL VIRTUAL SUMMIT

Mark your calendar for the Community Support Group (CSG) Summit, that brings together Summer Work Travel program stakeholders including the U.S. Department of State, program sponsors, host communities, local officials and more.

This year, the Summit is taking place via Zoom on March 1st and 2nd, 2023. Details forthcoming!



APRIL 16-30, 2023

OceanCityRestaurantWeek.com

About OC Restaurant Week

We want to give locals and visitors alike the chance to channel their "inner foodie" and finally try that restaurant on their dining wish list. OC Restaurant Week is a member benefit of OCHMRA with primary goals of encouraging dining out, fostering food innovation, and inspiring consumer confidence in our restaurant members.

How do I sign up?

Just fill out the form below and send it to susanjones@ocvisitor.com by April 1st.

Questions?

Call OCHMRA
c: 410.726.0334 o: 410.289.6733



How to Have a Successful Restaurant Week

- Send us your menu *as soon as possible*. Many diners pre-plan their Restaurant Week experiences, having your menu available to them will sell your restaurant.
- Make your menu stand out! Guests love options and creative cuisine.
- Train your staff to upsell, incentivize alcohol and dessert sales.
- Promote your participation in Restaurant Week to your current diners, through your social media and in your weekly ads.

.....

Restaurant Name _____

Contact Name _____

Contact Email _____ Contact Phone _____

Check all that apply:

- Please use my last menu (if need, let me know)
- I will be submitting a new menu or deal - send no later than April 7th
- I will offer this menu for the full two weeks
- I will excluding the following days and/or dates from the promotion: _____

What days will you be open during this promotion:

- Weekends only
- 7 days a week
- Other: _____



BE OPEN FOR MORE CUSTOMERS

Work with the Maryland Office of Tourism



There are many ways to partner with the Maryland Office of Tourism in order to market your destination/attraction and to get the word out about your events and initiatives. Here are a few suggestions and contact information for our staff members who can help you.

- Meet with a Travel Counselor at any of the eight Maryland Welcome Centers and your local Visitor Center. info@visitmaryland.org
- Distribute your brochures and display marketing materials at Maryland Welcome Centers. Marti Banks, 301-490-2444, marti.banks@maryland.gov
- Send your press releases to us and participate in travel media familiarization tours (FAM tours). Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- Review visitmaryland.org to make sure your business listing is up to date. info@visitmaryland.org
- Get help with writing your business listing content. Brian Lawrence, 410-767-6299, brian.lawrence@maryland.gov
- Add your business listing, events, package deals and discounts to the VisitMaryland.org website. Brandon Chan, 301-447-3719, brandon.chan@maryland.gov or Flo Brant, 301-293-4172, flo.brant@maryland.gov
- Follow @TravelMD (Facebook/Twitter) and @visitmaryland (Instagram) and use our hashtag #MDinFocus on social media
- Provide tickets/prizes for Maryland Mondays giveaways. Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- Utilize the resources and information on the Maryland Office of Tourism industry website, industry.visitmaryland.org
- Submit photos to our WebDAM (Web Digital Asset Management) for Maryland Office of Tourism use. Brian Lawrence, 410-767-6299, brian.lawrence@maryland.gov
- Create group tour opportunities and let us know about them. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- Get help reaching the travel trade market—group tours, student groups, reunions and receptive travel buyers. Participate in sales missions and trade show outreach, and receive tour leads. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- Use "Maryland OPEN" branding and creative assets in your advertising. Brian Lawrence, 410-767-6299, brian.lawrence@maryland.gov
- Market your story through the National UGRR Network to Freedom, National Civil Rights Network, Chesapeake Bay Storytellers, and Civil War Trails programs. Anne Kyle, 410-767-0696, anne.kyle@maryland.gov and Marci Ross, marci.ross@maryland.gov
- The Maryland Office of Tourism promotes worldwide through our partners at Capital Region USA (CRUSA) and Brand USA. Scott Balyo, 540-450-7593, sbalyo@capitalregionusa.org
- Expand your markets through OTD's initiative-based Google Business Profile program. Trevor Leach, trevor.leach@maryland.gov

OC FILM FEST MAR 2-5



Live! In Person!
JOHN WATERS
MARCH 4 8 PM
BALLROOM AT OCEAN DOWNS CASINO

WELCOME TO OUR 7TH SEASON

70+ films - local and international

Parties, mixers, panels, Q&As with the filmmakers and industry experts

Premiere Night special films at

OC Performing Arts Center with "Hedgehog" and "Biggest Little Farm: The Return" and Opening Reception at Holiday Inn Suites Coral Reef

Film screenings and events at popular OC locations

Live performance by John Waters
Saturday, March 4, 8 PM
Ballroom at Ocean Downs Casino
(Limited number of tickets available)



GET YOUR TICKETS
OCMDFilmFestival.com





Beachside Hospitality Chalets



Beachside Corporate Hospitality Chalets

Have a group to entertain? Are you looking for a unique new venue for a corporate event? A Beachside Corporate Chalet at the Ocean City Air Show offers the opportunity to host groups of up to 100 people for client entertainment or employee morale, at an inspiring, patriotic and memorable event.

Select your own menu to meet the needs of your guests. VIP reserved parking is provided nearby allowing your guests direct access to the VIP entrance.

WHAT'S INCLUDED:

- Beachside private box seating
- Premium covered seating and tent
- Reserved parking
- Event Program for each guest



TWO DAY PRICING

50 GUESTS: \$10,000

100 GUESTS: \$17,000

ONE DAY PRICING

50 GUESTS: \$6,500

100 GUESTS: \$10,000

Up to 10 additional passes are available at the pro-rated cost-per-person rate of any of the private chalet packages



Friends of the Ocean City Air Show Packages

Yes, we want to become a supporter of the Ocean City Air Show with a Friends of the Air Show package!

Command Master Sergeant - \$7,500

- 2 custom PA announcements each day
- 2 banners inside the show site
- Full page ad in Official Program Guide
- Recognition on 'Our Friends' event guide page
- Recognition on 'Our Friends' website page
- Recognition in 'Our Friends' announcements
- 12 passes to the Sponsor VIP Chalet (6/day)
- 40 one-day general admission tickets (20/day)
- Parking Passes provided

Master Sergeant - \$5,000

- 2 custom PA announcements each day
- 2 banners inside the show site
- Half Page ad in Official Program Guide
- Recognition on 'Our Friends' event guide page
- Recognition on 'Our Friends' website page
- Recognition in 'Our Friends' announcements
- 12 Friends of the Air Show Tent passes (6/day)
- 32 one-day general admission tickets (16/day)
- Parking Passes provided

Sergeant - \$3,500

- One custom PA announcement each day
- One banner inside the show site
- Quarter page ad in Official Program Guide
- Recognition on 'Our Friends' event guide page
- Recognition on 'Our Friends' website page
- Recognition in 'Our Friends' announcements
- 8 Friends of the Air Show Tent passes (4/day)
- 24 one-day general admission tickets (12/day)
- Parking passes provided

Airman - \$2,500

- Recognition on 'Our Friends' event guide page
- Recognition on 'Our Friends' website page
- Recognition in 'Our Friends' announcements
- 4 Sunday Friends of the Air Show Tent passes
- 12 Sunday general admission tickets
- Sunday Parking Passes provided

Friends of the Air Show Company/Individual Information

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

E-mail: _____

We are pleased to commit to the Friends of the Air Show package checked to the left for the Ocean City Air Show

Signature

Date

Enclosed is a check for \$ _____

(Make check payable to Ocean City Air Show)

Charge my credit card for

\$ _____ (Add 3% fee for processing)

I/we would like \$ _____ to be charged to:

Visa MasterCard AMEX Discover

Card number

Expiration Date

CVV #

Printed Name on Card

Signature of Authorized Card Holder

Billing Address

My billing address is the same as above



WHY ATTEND?



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