



August 2017

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

Maryland Week

Now that Governor Hogan has authorized all Maryland schools to begin after Labor Day, let's join together in welcoming back Marylanders and celebrate all things Maryland! MGH Agency has created a Maryland Week promotion which will feature deals, specials and whatever you'd like to promote during the last week of August. The promotion will begin Sunday, August 27th and run through Labor Day. We will have a special "Maryland Week" icon on our OCVisitor.com Deals page and these deals will also be promoted with the Town of Ocean City's tourism advertising plan (OCOcean.com, Social Media, etc). To be included, simply let us know your deal and any restrictions!

Hotel Week

Also during August, Hotel Week will begin August 27 and run through September 10th, excluding Labor Day weekend. If you'd like your Hotel Week deal to also be your Maryland Week deal, just let us know. If you haven't signed up to participate, it's never too late, we can add you asap! Visit OceanCityHotelWeek.com

Mark your Calendars!

Sunset Park Party Nights
Thursday, Aug 3rd
7-9pm

OCHMRA will co-sponsor OCDC's popular Sunset Park Party Night with band Full Circle!

STAYING CURRENT....

Mark Your Calendar for the Craft Beer Summit on September 8th at EVO Public House. This gathering will bring the Shore together for an afternoon of brainstorming, and tasting, of course!

OC BikeFest rolls into town soon ~ this year it is slated for **September 14-17** and once again, our Association will be financially sponsoring this wonderful event! Additionally, as a fundraiser, we manage 2 beer stations at the inlet. If you'd like to volunteer to perform bar-back duties, let us know, volunteers have access to the entire weekend of great concerts!

The **annual Tourism Marketing & Development Plan** was released by the **MD Tourism Development Board and the Office of Tourism Development**. The report identifies and tracks statistics such as visitor demographics, day trips vs. overnight stays, leisure activities, and DMA regions of origin. This year's report saw increases in visitation from targeted Pennsylvania feeder markets, and highlighted Maryland's percentage change in visitor volume, which outpaced the national average in four out of five categories of spending. **The report is available on the OTD site: <http://industry.visitmaryland.org/marketing-advertising/marketing-plan/>**

MILLIONS

OF VISITORS WOULD LIKE TO MEET YOU



Let us help you grow your business with the **THRIVING Ocean City Visitor Market!**

- Visitor Guides, Go Guides & Menu Guides
- Custom App/Web development
- Targeted Web Display Advertising

Contact us:

Philip Turk: Philip@vgnet.com and 443-783-1452 | Neil Brown: Neil@vgnet.com and 410-603-9986



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OCHMRA SPOTLIGHT: SUSAN JONES

Since 1995, the Association has been led by Susan Jones. Born and raised in Worcester County, Susan graduated from Stephen Decatur and Towson University, though her adventure in hospitality began at a young age during her summer days waitressing at Layton's on 16th. After obtaining a Business Administration degree, she worked in Sales at the Sheraton Baltimore North and Smelkinson SYSCO followed by insurance sales. When her mom saw the ad in the local paper for the Association Director, she immediately knew that was her desired career and quickly worked on her resume. Around the same time, she met her husband Clay through mutual friends at Seacrets. They are the proud parents of daughters Lindsay, 18, and Ally, 16. Her favorite motto is the Golden Rule, "do unto others as you'd have done unto you." In her spare time, she enjoys being in a boat, reading magazines and hanging out with family.

EL GALEON RETURNS TO OCEAN CITY! AUGUST 11-25

Travel back in time 500 years when you board the El Galeon Andalucia and experience first-hand what it was like to sail the open ocean in the 16th century! The El Galeon is a replica of the 16th century ships that Spanish explorers sailed on to discover Florida and much of the New World. The El Galeon will be open for tours from 10am - 6pm each day. Public exhibits and vendors.

Awesome new opportunity: Sponsor a reception aboard the El Galeon! With packages available including catering, this could be a wonderful idea for staff appreciation or a gathering for friends or VIPS! Contact Lisa Mitchell for more information. 410-250-0125 or lmitchell@oceancitymd.gov



OCHMRA Members Generosity Appreciated!

Once again, members of the Association have given so generously to aid the OC and MD Police Departments in their efforts to keep the peace during the anticipated College Beach Weekend. "The business community has really stepped up for us during these challenging events," stated Chief Ross Buzzoro. Donations of rooms came from several members and we would like to publicly thank them as we realize this was during a peak profit making month! a HUGE thank you to the following members: Atlantic Hotel, Commander Hotel, Days Inn, Dunes Manor, Francis Scott Key Family Resort, Grand Hotel, Hampton Inn/Bahia Sunset, Harrison Apts, King Charles Hotel, Quality Inn Boardwalk, Fish Tales FishTank rental and restaurant, 28th Pit-n-Pub, Anthony's Carryout, Coral Reef Restaurant, Dough Rollers, General's Kitchen, Rosenfeld's Jewish Deli, Starbucks 17th. Hats off to the Boardwalk businesses for creating a Country Music weekend. Fortunately, we have a wonderful communication link between public and private sectors!

thank
you!



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Welcome to **Valerie Gobliger**, who is the new director of sales at **Comfort Inn Gold Coast**. **Patrick Monaghan** is now part of the team at **Revenue Optimization Consultants**. Welcome to **Phil Turk**, who is the newest member of the sales team at **Vista Graphics**. Congrats to **Hampton Inn & Suites Ocean City** on receiving a 4.5 score out of 5 for Hotels.com rating!

Condolences

Condolences to the family of **Bob Givarz, Alaska Stand**, on his passing. Condolences to the family of **Vincent Coyne**, founder of **Coins**. Condolences to **Jackie Ball, Conner's Grub & Suds & Caryl Cardenas, Park Place Hotel**, on the passing of their mother, Lynne Gillen. Condolences to the **Princess Bayside** family on the passing of one of their team, **Rebecca Christine "Chris" Byron**.



THE DISH: Restaurant industry trends

KEEP YOUR RESTAURANT PROFITABLE WITH THESE BEST PRACTICES

By: Henry Pertman, CohnReznick
From Food Service Monthly

Happy summer everyone! Every month, I try to offer guidance related to the tough job of running a restaurant efficiently and profitably, with suggestions that come from my 45 years of experience in the hospitality business. Managing a profitable restaurant is certainly no simple feat. This month, I take a slightly different approach and present 10 best practices for maintaining your restaurant's profitability, compiled from the insights of my CohnReznick colleagues.

1. START WITH A COMPREHENSIVE MENU REVIEW.

Spend time analyzing what sells, what doesn't, what is easy to prepare, and what is labor intensive. Can you increase prices on some items and eliminate others? Check the marketplace — are you competitive?

2. DRILL DOWN ON THE CONTRIBUTION MARGIN OF MENU ITEMS.

Dollars pay the rent, not percentages. If a menu item isn't generating dollars, should you keep it? Go over recipes with chefs and implement weekly budgets for spending.

3. LOOK AT YOUR HOURS OF OPERATION.

Can you modify the hours you are open? Would it be beneficial to open later, close for lunch, or close earlier at night? A change in your hours of operation may allow you to reduce labor hours and costs. Do this now before new regulations go into effect.

4. REWARD TOP PERFORMERS.

Create incentive plans for employees who produce better sales. Keep the best staff and pay them well. This will ensure a more profitable operation and a more successful brand.

5. CONTROL YOUR COST OF GOODS.

Utilize smart purchasing. Ask vendors to give you discounts for early payment and vet out alternative vendors. Focus and incentivize the kitchen staff, eliminate waste, and count the inventory!

6. CONSIDER DELIVERY.

There are companies that can make this turnkey for you. Curbside has had good success for several of the chains. Will home delivery work for you?

7. MARKETING, MARKETING, MARKETING.

Review your social media strategies and guest retention programs. It is much easier to get a guest to return more frequently than it is to attract a new one.

8. CAN TECHNOLOGY BE A SOLUTION?

Depending on what kind of restaurant you are, technology may be able to help lower your head count. There are robots that flip hamburgers and tablets that take orders and enable guests to pay. There are machines that can make the perfect cup of coffee. It's only a matter of time before all of this becomes commonplace.

9. RE-RUN YOUR BUDGETS.

Make adjustments for new menu pricing and items and tweak your labor schedule. If you don't have budgets, you need to build them now. Review flash reports daily and weekly with your management team. These reports are easy to implement and provide a wealth of information to run your restaurant more efficiently.

10. FOCUS ON CULTURE AND MOTIVATION.

Make sure everyone is rowing the boat in the same direction. From the host/hostess to the wait staff to the dishwasher — get the whole team involved. This business is made by watching the nickels now more than ever, and your entire staff needs to be more vigilant.



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REST EASY: Lodging industry trends

ESSENTIAL HOSPITALITY MANAGER'S COMPETENCIES

By: Dr. George Ojje-Ahamiojie

Department Head and Associate Professor, Hotel-Motel-Restaurant Management, Wor-Wic



In the hospitality industry, being an efficient and effective manager is not an easy task. With visitors and tourists from all over the world, changing in demography and more diversified workforce, it has become even more challenging. However, if you as a manager develop some basic competencies, you could find your job or role as a manager easier to perform. Below are a few competencies you can develop to make your job easier.

Putting employees first before self. Remember that you are the manager; you have employees who do their jobs efficiently, thus making your job easier. Keep the employees front and center and heed their voices. Take care of the employees, and they will take care of you. **PUT THE EMPLOYEES FIRST!**

Knowledge of products and services. Every manager should be knowledgeable about the products and services offered by the establishment. If a manager cannot explain and describe the products or explain the services provided, then the manager is not qualified to be called a manager. Knowledge of the products and services provided separates you from the employees. Learn your products and services, and sell them using hook, line and sinker. Remember the saying **"KNOWLEDGE IS POWER!"**

Embracing diversity. The population is changing, so will the diversity of the workers and those that visit your establishment. Develop cultural and diversity intelligence so that you can provide your customers the services they need. More so, recognizing the diversity of the employees and knowing what motivates them will make your job easier. **THE WORLD IS CHANGING; ARE YOU?**

Using P&L statement to improve the bottom line. Remember why you are in business, it is to make money. Learn the business and develop business acumen. Your ability to read profit and loss (P&L) statement will determine if you can use the limited resources at your

disposal to make necessary business decisions. **BE BUSINESS SAVVY!**

Knowledge of ethics. As a manager, what you do says a lot about your ethos. Remember that the employees look up to you to do their jobs on a daily basis. Know what is right, and do it every time. Make decisions based on ethical reasons and not because it is in your own benefit. Your employees are watching and listening to you. **ARE YOU SAYING AND DOING THE RIGHT THING?**

Knowledge of proper grooming. Every manager should be a role model for the employees. This starts with proper grooming and professional presentation of self. Something as basic as taking a bath should be part of the routine for preparing for work. A manager cannot reprimand an employee that is improperly groomed, when the manager is appalling in appearance. So, appearance matters. **KEEP YOURSELF CLEAN AND PRESENTABLE?**

Ability to garner trust from employees. Being a competent manager or leader does not mean that you are perfect and know how to do everything; it only means that you know what to do, when to do it, who should do it, how to do it, and giving credit to everyone involve. Even more importantly, it is acknowledging strengths and weaknesses and making improvements. You are the leader of the team. **ARE YOU LEADING THE TEAM EFFECTIVELY?**

While being a manager is both science and art, it is not rocket science. Developing these basic skills that are usable each and every day can make the different in the environment you create to do your job, and the environment the employees and customers find themselves.

Until next time, let the muzik play.....



**MARYLAND
TOURISM
COALITION**



2017 MTC / OCHMRA ALLIED MEMBERSHIP OFFER

In recognition of our strong alliance with OCHMRA and many shared goals including empowering Maryland's tourism industry with its many diverse sectors and individual stakeholders, the Maryland Tourism Coalition (MTC) is excited to extend an offer to OCHMRA members to:

- Attend any MTC events in 2017 at the Member rate- including our annual Tourism Summit. This applies to first-timers only!

and/or

- Join MTC as an allied member at an introductory rate of \$99.00 for 1 year. This applies to new MTC members only!

* Register for the upcoming Annual MD Tourism & Travel Summit- and waive the 2018 allied membership fee!



To take advantage of the offer Contact: Ruth Toomey Ruth@bigcars.com

Wini Roche wini@mdtourism.org or stuartrice4mtc@gmail.com