



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

August 2014

News from...

SUSAN JONES, EXECUTIVE DIRECTOR

Suppliers Directory

Founded in 1971, our local non-profit trade Association has been in existence for 43 years! The original founders, many of whom are still in operation, have always made it a point to support our "Allied" members. These Allied Members are businesses who sell and service the hospitality industry. Given today's business climate, it is critically important that we maintain our local connections and support our Allied Members who help support our Association.

For your convenience, this Guide features businesses by category. Please take a moment to review the Guide and remember it when it comes time for your next purchase! As always, your support of one another will make us all stronger!

[SUPPLIERS GUIDE HERE](#)

Share Your Thoughts

In a couple weeks, US Senator Ben Cardin is holding a tourism & economic development roundtable during the MACO conference. We've been invited to attend. Feel free to send me any comments you wish be conveyed!

IOC Update- from the Publisher

With roughly only 4 weeks of summer still ahead, the Inside Ocean City team has been busy. We have great shots of our bars and restaurants packed with patrons, showcasing some of the best we have to offer here in town. We've also been canvassing the town for those unique shots that you don't see every day ~ we have one tucked away of the OCBP, you won't believe we made this happen! Thank you to the OCBP for their patience and enthusiasm for our idea!

Get your notebook out! We are compiling miscellaneous facts specific to our clients. We want to know how many crab cakes you served on your biggest day so far this season, how many go cart rentals you've had over a weekend, how many Parasail flights, jet ski rentals, Naty Bohs and Orange Crushes were served in a 24 hour period at your place of business and all that really cool stuff that makes OC its own. Put your thinking caps on and let's make it a great compilation to share with over 8 million visitors in 2015. If each of our clients provides just one fact, it will be a great presentation!

Several people have asked if we will be occupying the new hotels in town and the answer is YES! We are excited to expand our brand and to also have the privilege of being the "hotel book of choice" in many hotels in town! Thank you to those who have chosen Inside Ocean City to be their only hotel book! We also occupy the OCBP guard stands and learned during our shoot with them that all the SRT's are well informed of the valuable resource they have at their fingertips to share with beachgoers.

Wrapping up this month, the Inside Ocean City team will be releasing the new Vanishing Ocean City by Bunk Mann, the fall issue of Delmarva Unleashed and preparing for our Worcester County Humane Society fundraiser, Pooch Palooza. Here's to the summer of 2014, it's been a lot of fun so far!

Warm Regards ~ Sandy Phillips, Publisher, Inside Ocean City

Emergency Messaging

Be sure to follow the Town of Ocean City on Facebook for up-to-date information & listen to FM 99.5 for emergency messaging.



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Congrats to **Robin Lattinville** who joined Real Hospitality Group as their Regional Sales Director. Welcome to **Peter Fasano**, assistant General Manager & Director of Sales at Lat Quinta Inn & Suites. Congratulations to **Cheryl Simmons**, who is now the Marketing Director at the Harrison Group. **Kevin Lloyd**, Harrison Group, recently became their new Online Marketing Director. A big congratulations to **Brandon and Julie Hemp**, FishTales, on the birth of Beckham who joins brother Riker.



Our condolences to **Henry & Patty Pertman**, Micros, on the loss of their son, Chris.

BOARD MEMBER SPOTLIGHT: *Tom Tawney*



Having been born and raised in Worcester County, Tom Tawney has been surrounded by hospitality his entire life. His family owned and operated the George Washington Hotel on 10th Street and during his high school and college years he worked at General's Kitchen and Captain's Table. Upon graduation from Worcester Country School (Worcester Prep), Tom left for Randolph Macon College where he majored in Business & Economics. After college he spent a decade in Texas, managing a bar before returning home in 2008 to help with another family business, the Cayman Suites Hotel. Today, Tom is the General Manager of this oceanside property and still occasionally helps out the Captain's Table when needed. In his spare time, you'll find him running, kayaking, playing guitar and selling on e-bay.



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VISIT OUR WEBSITE BY CLICKING HERE



BE PART OF DELMARVA'S SPACE COAST

NASA's Mid-Atlantic Regional Space Port (MARS) at Wallops Island, Virginia is launching more rockets and attracting more visitors than ever before. These visitors are travelling greater distances and staying longer to view these rocket launches. Visitors are educating themselves on the latest space technology and on the facility at MARS. These "space visitors" travel from all over and share the following demographics:

- 80% have attended college or hold a college degree
- 16% are in the \$50K-\$70K income range, 13% are in the \$75K-\$100K income range and
- 13% earn \$100K or more.

Since launches are frequently delayed by weather and other launch conditions, these visitors are spending more days on Delmarva and are seeking side trips and destinations within the region. As a result, NASA in conjunction with tourism offices and other partners in this region have created a website dedicated to the space tourism audience that includes MARS launch schedule, attractions, accommodations, restaurants and rocket launch viewing locations in Delaware, Maryland and Virginia.

The website is www.WallopsIsland.org and your business can be spotlighted on the website by being part of one of the following sponsorship categories:

1. "Find Your Space" Accommodations Sponsors
2. "Where to Fuel Up" Restaurant and Eatery Sponsors
3. "Area Explorations" Attraction Sponsors (or we said "launch your vacation fun")

There are three levels under each sponsorship category, so whatever your budget, you can take advantage of the collective marketing efforts of the tourism partners working to bring you more Wallops Island related tourism business. Your listing will be alphabetical within your level.

1. Orbital Package \$150
2. Sub-Orbital Package \$75
3. Rocket Booster Package \$25

ORBITAL PACKAGE:

\$150/YEAR:

A page that lets you promote ANYTHING you like -- shoot for the stars! You create your own page and link it from one of the relevant primary pages on WallopsIsland.org: hotels, restaurants, events or activities. Promote your hotel space package, a launch viewing party or space themed events and merchandise. Whatever your business, this is the premium package to promote your products and services to this educated and high-income tourists.

You can design your own page -- from the components, to the images, to the dividers and titles. Everything is within your control 24/7.

Your page can include:

- photos & slideshows
- videos - including YouTube
- text
- maps
- surveys
- forums
- links - to sites, emails, and social media accounts
- documents
- polls
- social icons

Your listing will display alphabetically with the other out of this world purchasers of Orbital Packages and before all other advertisers who purchased lower level advertising packages.

SUB-ORBITAL PACKAGE:

\$75/YEAR

While you won't make it into Orbit, you can be sure that all visitors to WallopsIsland.org see your business.

Your listing includes:

- a photo,
- description of your business,
- telephone number,
- address, and
- website link.

Your listing will display alphabetically with other sub-orbital package purchasers and below those who purchased the Orbital package.

Rocket Booster Package:

\$25/Year

If you don't have the funds in your budget to make it into Orbit, don't worry. We can get your promotion off the ground. You will still get a bird's eye view of WallopsIsland.org and all the visitors on this site will be able to see your business with a simple listing in the appropriate categories on WallopsIsland.org.

Your listing includes:

- Business Name
- Business Address
- Business phone number

Your business will be listed with others at the rocket-booster level and will be displayed alphabetically within your advertising level.

To get your business listed, you can contact
Ann McGinnis Hillyer
amh@maryland.com
410-703-1970



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Congrats!



Josh Shores, OC Brewing Company, celebrating their Grand Opening.



Kathleen & Shawn Harman celebrating the renovation of the tackle shop at Bahia Marina.



The Phillips family on their 100 year celebration & the release of their commemorative cookbook! Check it out [here](#).

Congrats to the Ocean City Recreation and Parks Department for receiving a TripAdvisor® Certificate of Excellence award for Northside Park as Top Performing Attraction.



Thank you to Madison Beach for their Hospitality and showing us their newly renovated Beach House!