

JUNE 2021

HOSPITALITY HOTLINE

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

Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

"READY? SO ARE WE." - that's the message from the US Travel Association in the final push for recovery campaign. *Let's Go There* is the campaign created to encourage Americans to not only plan and book a trip, but to start traveling now. I think we can all agree, folks have been traveling to our Shores throughout the winter and spring!

As we continue to prepare for the onslaught of summer vacationers, let's remember to stay **OC Strong and United**. We are a resilient bunch, and we are at the finish line - we made it - together!

At the recent Partners Seminar, lots of information was shared amongst the group. Several called to say they were unable to attend due to staffing shortage (imagine that!) so, be sure to check out the recap in the **Business Briefs** section, along with links to the presentations, and the OC Strong and United Tool Kit Phase 2.

Here's to the summer of '21 - expectations must be realistic, remember to manage your messaging, and communicate to control the narrative. Remind everyone of the importance of patience and posting of the positive! 😊

R E A D Y ? S O A R E W E .

Let's **GO** There

Welcome New Members

ASSOCIATE

Barefoot Beach Bride
Coastal 59/ Thistle
Floral

ALLIED

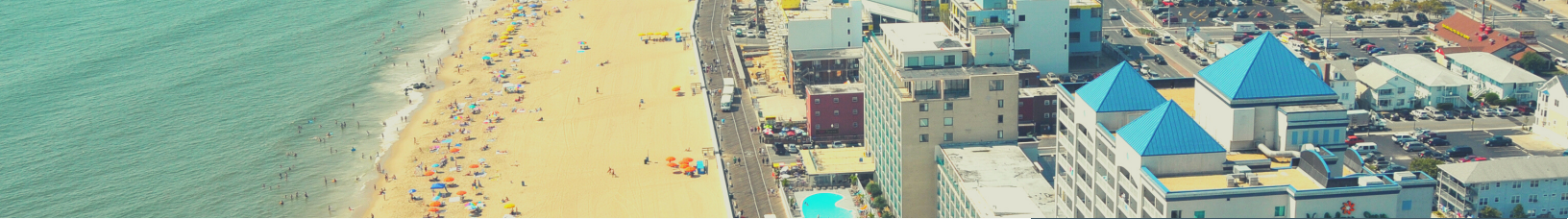
Global Sourcing Solutions

Tactical American
Security Consulting
(USTASC)

MODERNIZING MEMBER BENEFITS

Still open to suggestions - have an idea on how we can better serve you? Let us know, we want to hear from you!

Send us a note:
susanjones@ocvisitor.com



Business Briefs

OC STRONG & UNITED PARTNERS RECAP

Our Partners group (OCHMRA, Chamber, OCDC, OC CVB, OC Art League and Worcester Tourism) were joined by the OCPD and Secret Service to provide helpful tips for the summer.

It's important to be realistic with our expectations and know that there will still be residual activity similar to what we experienced last summer. But, we don't have to let June define us! Remember, managing the message truly matters. Transparency is key and we must be the loudest voice to control the narrative; collectively, we can be! Post the positive stories, share content often and utilize customer generated content – put up the fun stuff!

Here is a glimpse at what we discussed during the seminar:

·OCDC shared the importance of the lighting program.

·Chamber and HMRA briefed everyone on best business practices which included hiring security during June and for large events, along with placing cameras and making an owner designee identifiable. Communication with guests and employees is critical and can go a long way in preventing issues from arising. All details are in the presentation within the orange link below.

·Town of OC Communications shared potential crisis situations and responses as part of Phase 2 Tool Kit.

·OCPD Special Enforcement Unit and Patrol Division provided the benefits of working together to keep our community safe – there have been numerous examples over the last few years of the importance of information sharing. See Something - Say Something! video link: <https://www.youtube.com/watch?v=1jh8EgytT4A>

·Secret Service pointed out the many cyber crimes and shared counterfeit currency tips. Wendy DuShane is the special agent for our area and is available at 202.538.5475 - she's happy to train your staff on counterfeit detection.

·OC Art League Positivity Posters: see end of newsletter for pages you can print and post.

·Worcester County Tourism shared the new training video for your employees - <https://www.youtube.com/watch?v=1DTGMiIEEfo>

VISIT our MEMBERS page for all the handouts and presentation links: <https://ocvisitor.com/membership/>

Unemployment Insurance Work Search Requirements

By now, you should have heard, however, it is certainly worth repeating - Governor Hogan has instructed the MD Department of Labor to reinstate job search requirements for unemployment insurance. REMEMBER - report refusals to return to work on your BEACON portal!

Work & Play at the Beach
MAKE THIS YOUR SUMMER OF FUN

OCHMRA Hospitality Job Board
www.Facebook.com/OCHMRA

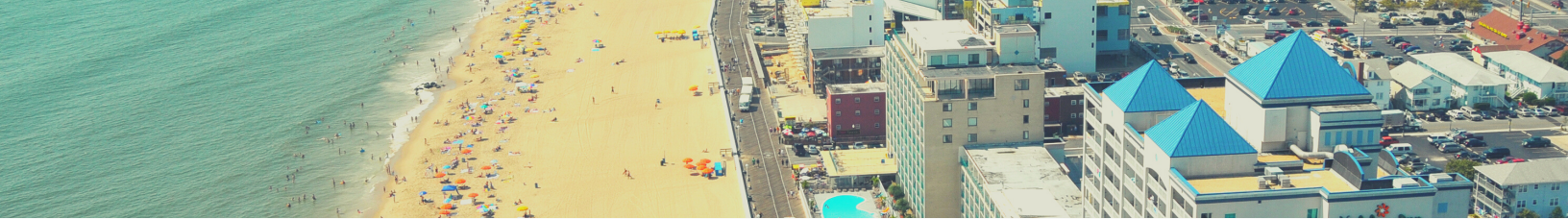


HELP KEEP OC CLEAN

Recently, the OC Green Team has launched the Litter Free OC campaign. Help us spread the message to visitors by posting the logo / message on your marquee.

Also, the Town of Ocean City is requesting individuals, students, businesses and our partners to pledge and commit to taking part in this anti-littering effort.

Check it out at:
OceanCity.Green



Hospitality Highlights

A warm welcome to the new owners of **Casablanca Oceanside Inn** - **Lia & Ervin Gjoni** - we look forward to sending you visitors!

Trimper's Rides has brought on a new Group Sales & Events Coordinator - welcome to **Natalie Romine**.

Chef Tim Monday has joined the **Taustin Group** team and will be creating lots of new dishes for **Pier23**, located along the commercial harbor.

Kudos to the **Harrison Group** on the stunning renovations of the **Holiday Inn 17th St. Suites** and the **Hilton's 32 Palm and 32 Palm Lounge**. Beautiful decor!

The **Hotel Monte Carlo** on 3rd St. recently renovated their guests rooms and the coastal design looks fabulous!

Alexandra Marginean has joined the **Pinnacle Hospitality Group** as the new Regional Director of Sales - congrats Alexandra!

Allied Member, **Affordable Business Systems** has added a couple of new team members - welcome to **Mark Brown and Erin Foy**.

Princess Royale Resort Hotel is adding a new boutique level, coined the **9100 Club**, where 27 oceanfront rooms will offer Club guests a full-service dedicated team, daily housekeeping and turn down service, private ocean front lounge with complimentary coffee and tea service, light breakfast, hors d'oeuvres, and cocktails and complimentary beach amenities. Additionally, the hotel transformed the convenience store, added Royal Roasters serving Starbucks, as well as the additions of Tropical Tiki, Ice Tiki and The Current offering open-air dining options.

The **Tap House group** has added **38.37-75.08 Lookout Lounge**.

Kudos to **Jodie Meeks** on the opening of **Coastal 59** - located on 59th Street, this venue offers 2 areas of event space, along with in house floral options at **Thistle**. Jodie also operates **Barefoot Beach Bride** from this space, one-stop planning at it finest!



COVID CORNER

Hopefully, this is our last COVID update! :)

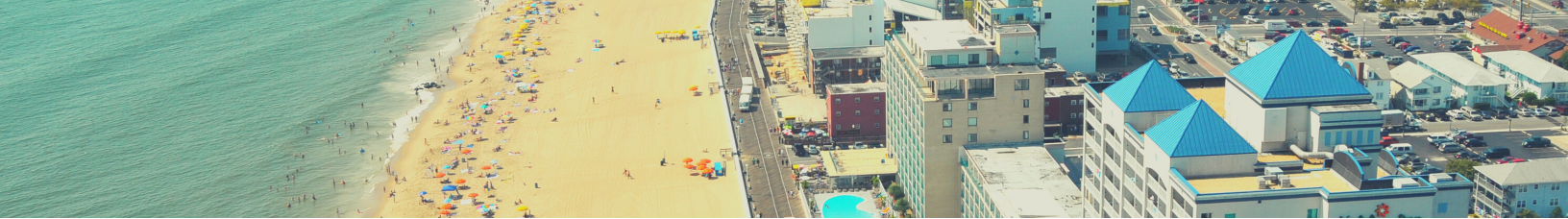
We are in the final phase for vaccinations - anyone over 12 is eligible. The Eastern Shore mass vaccination site is at the Wicomico Civic Center and allows walk-ups. It is open from 12pm - 8pm Tuesday and 9am - 5pm Wednesday through Saturday.

Worcester Health Department continues to offer appointments. For more info, visit GOVAXMD

Whether you're from here or you've come here

**Pack your Patience
&
Post the Positive**

Keep OC Strong & United



Community Connections

OPERATION SAVE-A-LIFE

Worcester Goes Purple
Warriors Against Addiction

Who should participate?

Any business, restaurant, bar or retail establishment that may have an opportunity to save someone who has overdosed.

What will you learn?

Participants will learn how to:

- Recognize opioid medications and the signs of an overdose,
- Respond to an overdose situation, and
- Revive a victim of opioid overdose by administering Naloxone (Narcan).

What is Naloxone?

Naloxone (Narcan) is a medication that reverses an opioid overdose. It cannot be used to get high and it is NOT addictive.

Registration and Free Training

Participating establishments will receive a certificate of completion accompanied by the tools and skills necessary to save a life in the event of an opioid overdose. A lockable wall mount box, instruction poster, Good Samaritan Law poster and one free 2 dose box of Narcan will be provided.

To register, call 410-870-5161 or email wgpwarriors2021@gmail.com



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

Love OC.





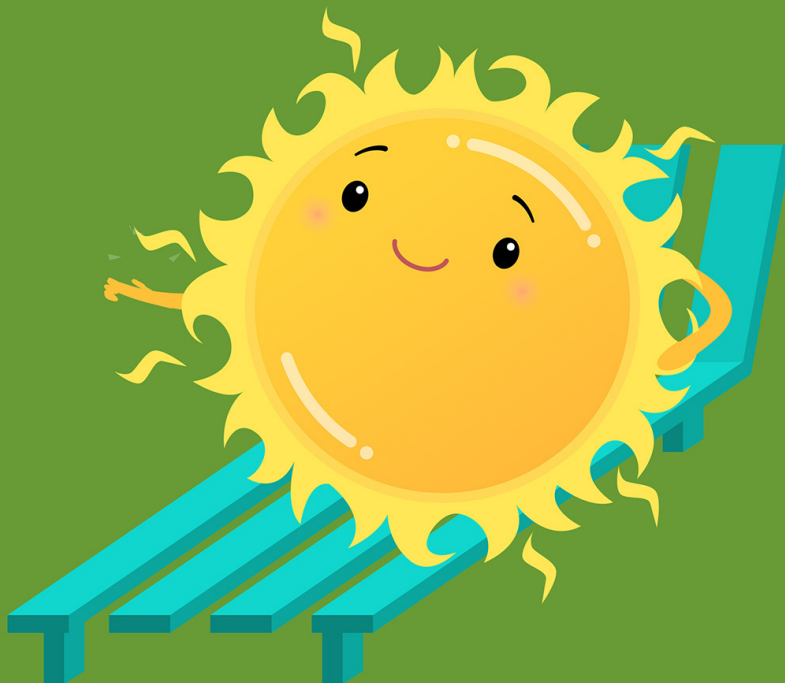
**Kindness
& a smile
always
work.**





Love OC.

Relax & Chill.



ORDINANCE REMINDERS



ALCOHOLIC BEVERAGES

Alcoholic beverages may not be consumed in public. This includes any street, avenue, alley, sidewalk, Boardwalk, parking lot, on the beach or in any vehicle. Possessing an open container of any alcoholic beverage in public is prohibited.

BIKES, SKATEBOARDS AND HOVERBOARDS ON THE BOARDWALK

Bikes and skateboards are permitted on the boardwalk from Saturday of Memorial Day weekend through Labor Day, between 2:00 a.m. to Noon. Hoverboards are not permitted on the boardwalk at any time.

GRILLING & OPEN FIRES

Grilling is prohibited on public property except at designated park grill locations leased for private usage. Open fires are prohibited on public property, except in limited beach locations with a permit from the Fire Marshal's Office. More information can be found at www.ocbonfires.com.

FRESH AIR, CLEAN BEACH

To help keep our beaches clean & our air fresh, OC is proud to offer a smoke-free Boardwalk & designated smoking areas on the beach. Designed to accommodate both smokers and non-smokers, OC's restricted smoking policy provides designated smoking areas on the beach, however, prohibits smoking on the Boardwalk and beach access ways, Beach & Dune Crossings, parks and covered bus shelters. Voluntary compliance is expected, however; citations for violations may be issued by officers if necessary.

PETS ON THE BEACH & BOARDWALK

Pets are not permitted on the beach or Boardwalk May 1-September 30. Visit ococean.com to learn about OC's parks!

There are several other ordinances of which residents & visitors should be aware. For more details & info, visit oceancitymd.gov

Please Pack Your Patience

We're happy to be open and to have you here! With that being said, our operations may look a bit different than normal. We kindly ask you to be patient with us.

