

MARCH 2023

# HOSPITALITY HOTLINE

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



## Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

It's here! I love this time of year when it all comes together; from selling the exhibit space, to coordinating close to 70 volunteers, designing and developing the marketing, the endless to-do list, I could go on and on! It certainly takes a village to make this annual event happen. 49 years ago, the Restaurant Association of Maryland helped us launch our tradeshow and we continue to partner with them today. This year, they've designed the **Battle of the Bridge** being held on the Culinary Showcase Stage. Several exhibitors are offering Show Specials and New Products, check them out at this link: [Specials Link](#). The complete exhibitor list can be accessed here: [2023 Exhibitors](#)

Hotels, Restaurants & Attractions -- last chance to pre-register to attend the Expo for FREE: Click here to register - [ATTEND](#) 😊

## Welcome New Members

**ALLIED**

[Edgemate Pool Chair](#)

[Solair Green Energy](#)

## OCHMRA Calendar

### Installation of Officers Dinner Meeting

**NEW DATE:**

**April 27**

**Carousel Resort Hotel**

Special overnight rates!

Call 410.524.1000 and

Mention:

OCHMRA Dinner

\$85 for OFDN, \$75 for

WVDN, and \$65 for STN



OCEAN CITY  
**RESTAURANT**  
WEEK *a culinary experience*

**Coming**

**April 16 - 30**

See Page 4 for details on how to sign up!



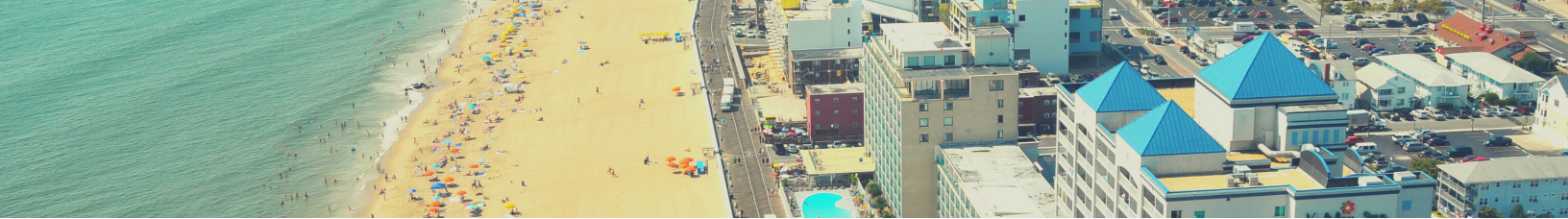
## 49TH ANNUAL TRADE EXPO HOURS

**SUNDAY, MARCH 5**  
**11AM - 5PM**

**MONDAY, MARCH 6**  
**11AM - 4PM**

**OCEAN CITY CONVENTION CENTER**  
**4001 COASTAL HWY**





## OCEAN CITY TRADE EXPO WILL HIT RECORD NUMBER OF EXHIBITORS AND ATTENDEES

The largest hospitality gathering in the Mid-Atlantic region is here! Our 49th Annual Ocean City Trade Expo is Sunday, March 5th and Monday, 6th at the Ocean City Convention Center. This is our largest Trade Expo to date with more than 420 exhibits. The event is designed for hospitality businesses who come to sip, sample, and shop. In addition to exhibits, The Expo offers education, new products featuring the latest trends and timely solutions, as well as a host of other networking opportunities.

OCHMRA has teamed up with the Maryland Tourism Coalition (MTC) to spark attendees' creative appetite for learning by delivering applicable business lessons and best practices through its Solutions Showcase. Participants will engage in insightful discussion, amplify their knowledge, and receive actionable agendas. Full Schedule on the next page. The Keynote "Communication Across Generations" will be on Monday at 9:30am, prior to the Expo floor opening.

The Restaurant Association of Maryland has created **Battle of the Bridge**. West of the Bridge chefs will compete with East of the Bridge chefs for the chance to win \$500 cash and a Golden Ticket to the National World Food Championships. Sundays round will include products from Baywater Farms and The Bay Mushroom, courtesy of the MD Department of Agriculture. Mondays rounds will have chefs shopping on the Expo floor from vendors to develop their menus. Competitions are ongoing from 12pm - 4pm on the Culinary Showcase Stage located close to booth 916.

# BATTLE <sup>OF THE</sup> BRIDGE

MAR. 5-6

TEAM MARYLAND | WFC QUALIFIER

**8 CHEFS**

**2 ELIMINATION ROUNDS**

**1 GOLDEN TICKET + \$500 CASH**

Sponsored by the Maryland Dept. of Agriculture, in partnership with Baywater Farms and The Bay Mushrooms

\*\*Culinary Showcase Stage from 12-4 PM

On Culinary Stage  
by Booth 916



SPRINGTRADEEXPO

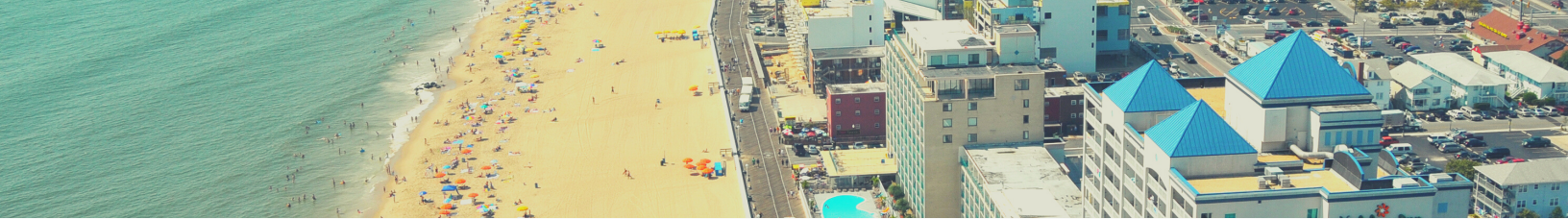


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WORLD FOOD CHAMPIONSHIPS™







## SHOWCASE SOLUTIONS

### Sunday, March 5 Room 210 Second Level

**11:30am - 12:00pm SOLUTIONS SHOWCASE: Questions to Ask and Answer Before Signing Your Restaurant Lease.** Perhaps the document that will have the greatest impact on the success of your restaurant will be your lease. It will also be the document that will determine the extent of your downside if you don't succeed. Sean Morris of *The Morris Law Firm* will discuss some of the questions you must ask – and have answered clearly in your mind–before you sign any restaurant lease.

**12:30pm - 1:00pm - SOLUTIONS SHOWCASE: Why Digital Marketing is CRUCIAL in 2023** - Digital provides a way to showcase offerings to potential customers, build brand awareness & increase bookings and reservations. With the rise of online travel planning and booking, a strong digital marketing strategy can help businesses reach and engage with their target audience, drive website traffic, and ultimately increase revenue. Digital allows you to collect valuable data on your customer preferences and behaviors - informing future marketing efforts and improving the overall customer experience. *Presented by D3*

**2:30pm - 3:00pm - SOLUTIONS SHOWCASE - Maximize Your Direct Bookings: The Guide to Mastering Hotel Metasearch** - Even if your hotel is already using PPC and SEO campaigns to reduce dependence on OTAs and boost direct bookings, that's no longer enough for independent hoteliers to succeed online in today's digital landscape. Metasearch platforms like Google Hotel Ads, Bing, TripAdvisor and Kayak now command a significant share of traveler attention. Could a metasearch marketing strategy be the key to your property's success in 2023? Join *Pete DiMaio from TravelBoom* to learn exactly what metasearch is, why it impacts your hotel marketing plan, and how you can leverage metasearch to achieve maximum direct bookings with an amazing ROAS.

**3:30pm - 4:00pm - SOLUTIONS SHOWCASE: YouTube Marketing** - Learn how to create, organize and promote your video content to grow your brand on YouTube. Develop best practices for creating sharable content - *Sandy Dubai, Platinum PR*

### Monday, March 6 Room 210 Second Level

**9:30am - 10:30am -SOLUTIONS SHOWCASE: KEYNOTE: Communication Across Generations:** The world is changing fast and millennials are the faces of the future. And technology seems to be changing faster than we can keep up with it. Rather than fighting change, the key is to adapt to it — and learn how to work with these changes versus against them. In this talk, you'll learn how to bridge communication across generations so that we're working together with the future generations both in-house and in the marketplace. This session includes tips for ALL generations to communicate more effectively. Presented by *Sandy Dubai, Platinum PR*

**11:30am - 12pm -SOLUTIONS SHOWCASE: How to Snap Incredible Smartphone Photos!** John Dove from *KRR Creative Strategies* will show you how to take phenomenal photos with your smartphone. This quick session will help you discover tips that will take your snapshot game from amateur to Ansel Adams.

**12pm - 12:30pm -SOLUTIONS SHOWCASE: Learn about the Employee Retention Credit (ERC):** Hear from a Maryland CPA firm about the ERC and obtain a free estimate of your ERC. With the ERC, the federal government is paying eligible employers up to \$26,000 per employee to basically reimburse part of the wages paid out during Covid-19. The ERC is not a loan and PPP forgiveness does not disqualify an employer from the ERC  
*Presented by Pauline Stavrou, Licensed CPA, Strategic Tax Planning*



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.

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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: \_\_\_\_\_



# OC FILM FEST MAR 2-5



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

## WELCOME TO OUR 7<sup>TH</sup> 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**



**Ocean City MD**

