

MAY 2021

HOSPITALITY HOTLINE

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

Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

I'm not sure where April went - time is moving so fast it is hard to keep track! What I can keep track of is our industry's resiliency. Our community continues to amaze me, showing signs of strength and determination around every corner. Each May, we celebrate tourism during US Travel's National Travel & Tourism Week. This year, it brings a whole new meaning to celebrate the power of travel. Travel provides the path for economic recovery and the trickle down effects of travel can be felt far and wide. So, now is the time OC, lets "Rally for Resiliency!"

Join MTC in celebrating National Travel & Tourism Week!

May 4, 5:30 pm - Virtual Brewery Tour with **Backshore Brewing Company** and ShoreCraftBeer.com. Find it on [Facebook Live](#) Great prizes to be given away!!!

May 5, 5:30 pm - Face of Tourism Unveiled - Tune into the [MD Tourism Coalition YouTube Channel](#) to see who this weeks FACE will be. You can also watch all the previous interviews. Don't forget to Subscribe to MD Tourism Coalition You Tube Channel while you are there.

May 6, 5:30 pm - Virtual Maryland Trivia Hosted by Chris Riehl, Rent-A-Tour Baltimore. Registration is NOW OPEN - [Register Here](#) Even MORE great prizes!



Welcome New Members

ACTIVE
Tequila Frogs OC

ALLIED

A1 American Group

Family First Restoration

Francis Ford Coppola
Winery

Hawkins Electric

MODERNIZING MEMBER BENEFITS

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

ADVOCATING CONTINUES

Recently, we collaborated with State Hospitality groups to write a letter to the Secretary of Labor requesting the back to work search requirement be reinstated. Additionally, Shore native and newly named House Minority Whip, Delegate Chris Adams, co-authored a letter on behalf of the MD House Republican Caucus requesting the same. While we understand the issue is getting bodies to show up after applying, we believe this move would further provide the perception that it is time to move away from unemployment reliance.

MD WORKFORCE EXCHANGE

Another avenue to find job seekers is the MD Workforce Exchange and the MWEJobs site. Alicia Dennis is the Lower Shore representative and recently, I shared our Hospitality Job Board with job seekers during her recruiting event. Details can be found on the site: MWEJobs

REPORT JOB REFUSAL & RETURN TO WORK DATES

The MD Department of Labor has made it easy to report refusal to return to work and return to work dates. If you haven't already checked it out, just log into your BEACON portal. From the home page, select Benefit Services to begin. If you would like to step-by-step, how to instruction guide, give us a call!

WORCESTER COUNTY OPEN AIR JOB FAIR

As promised, another job fair has been organized. Here is the info from Worcester County Economic Development:

In light of the tremendous need to fill positions in Ocean City and Worcester County, we are holding an Open Air Job Fair in Snow Hill at Sturgis Park **Wednesday, May 19** from 10 am - 2pm. The Park is located right along the Pocomoke River. This event is free for employers to participate and free for job seekers to attend. We just ask that employers sign up, so we are able to assign spots in line with social distancing protocols. Employers may come at 9am to set up. There are a limited number picnic tables at the Park so we encourage you to bring your own table, as well as applications. Please click on the link below to sign up. Please be sure to include your business name and the positions that you are hiring for. Worcester County Open Air Job Fair 2021. [SIGN UP LINK](#)

Please direct any questions to our new Workforce Engagement Specialist Jackie Trieu - jtrieu@co.worcester.md.us.

OC STRONG & UNITED PARTNERS WORKSHOP MAY 12

Mark your calendar for May 12, from 10am-noon - more details will be forthcoming, however, our Partners group (OCHMRA, Chamber, OCDC, OC CVB & Tourism, OC Art League and Worcester Tourism) will be sharing Phase 2 of the OC Strong and United Toolkit to prepare you for the summer. Additionally, OCPD will provide helpful tips.

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

OCHMRA Hospitality Job Board
www.Facebook.com/OCHMRA

Many thanks to Donna Haffer and Susan Dalton **EFFECTV** for the production donation - we're doing all we can to find you employees!

Click here for **VIDEO LINK ON FACEBOOK.COM/OCHMRA**



An extensive resource list for all things covid related is available on the US Travel site. Here you'll find info on the American Rescue Plan, FAQs on PPP and oodles of other useful info. **TRAVEL INDUSTRY RELIEF RESOURCES LINK**



Hospitality Highlights

WARM WELCOMES & SAD GOODBYES

A warm welcome back to **Jackie Trieu** who joined the team at **Worcester County Tourism and Economic Development** as their new Workforce Engagement Specialist.

Fish Tales Boardwalk Inn (formerly Ocean Mecca, still in Harman Family) welcomes **Sally Kneaval** to their team. **Jason D'Amore** joins Fish Tales Bar & Grill in human resources, though surely this jack-of-all tradesmen will fill in where needed.

Gabriel Berecz was named **Clarion Fontainebleau Resort Hotel's** new Food & Beverage Director. Congrats Gabriel!

Congrats to Cole Taustin and family on being granted a liquor license for the new **Pier23**, located along the commercial harbor.

Wor-Wic Community College is inviting prospective students and their families to learn about the college's culinary arts programs. This virtual session will be held on Tuesday, May 4, at 6 p.m. Visit the events section of www.worwic.edu to register. For more information, call 410-334-6906

Condolences to the Wooten family on the loss of **Darin Wooten** and comfort is being sent to his **Comfort Inn Boardwalk** family as he will surely be missed. Condolences to Chris Cannon on the loss of her husband, OC legend, **Wayne Cannon** whose easy going and positive attitude will never be forgotten.

COVID CORNER

Worcester Health Department has arranged Pfizer mass vaccinations for Hospitality Workers on May 4th and 5th at the Convention Center!

Tuesday, May 4

Convention Center

10:00am-4:00pm

<https://www.marylandvax.org/register/5092266001>

Wednesday, May 5

Convention Center

9:00am - 3:00pm

<https://www.marylandvax.org/register/0602621539>

Bring your paystub or business card for proof of industry please

Second dose clinics will be May 26th and 27th.



May
2 - 16



Get your appetites ready as May 2nd marks the beginning of a delicious time of year, Ocean City Spring Restaurant Week. A handful of the area's most celebrated restaurants will be offering savory selections to kick off the summer. Typically, the Restaurant Week concept has been to offer fixed price menus, and some will continue to offer such, however, given that restaurants are in pandemic recovery, this year, there will be a wide range of menu options. From fine dining to breakfast treats, this year's restaurants are looking forward to small steps to getting back to normal, as there were no events in 2020.

To view participating restaurants, visit www.oceancityrestaurantweek.com.



Community Connections



Discover • Connect • Prevent

Workplace Resources

Opioid Prevention Resources to Get the Job Done

Acknowledging the reality of opioid misuse in the workplace is a productive step for any business, and a benefit to every community. With the help of **Operation Prevention**, employers now have the opportunity to empower their staff and strengthen their organization with simple, no-cost workplace resources that give clarity to the opioid epidemic, including perspectives on science, health, society, and the legal system.



OperationPrevention.com



ADDICTION SCIENCE

The Opioid Epidemic

Learn the basics of what opioids are, while discovering the origins of the epidemic and how it has evolved. Employees will gain perspective into how the opioid epidemic affects people on a personal level.



BRAIN AND BODY

The Science of Opioids

Explore the science of opioids, including their impacts on the brain/body, plus practical ways of preventing dependency. Employees will get an idea of what it feels like to physically experience the science of opioids.



STRATEGIES AND AVAILABLE TREATMENTS

The Reality of Opioids

Discover the affects opioids have on communities, and learn methods for supporting those who have been directly impacted. Employees will find out how crucial support and treatment can be located in one's community.

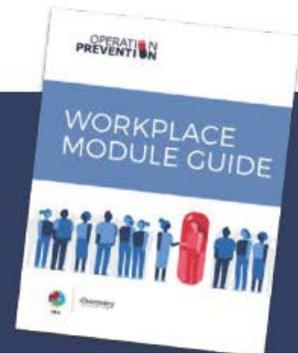


PREVENTION FOR INDIVIDUALS AND COMMUNITIES

The Power of Prevention

Learn more about substance use prevention. Employees identify three types of prevention, and meet an expert who shares how prevention can be applied in our everyday lives and shared with family, friends, co-workers, and youth.

Visit OperationPrevention.com to use the **FREE** resources.





Marketing Opportunities

Brochure

- Distribution to past, present and future participants and community distribution at large!

Social media highlights

- Shout Out – UWLES will highlight and promote businesses and specials throughout the competition on their Facebook, Instagram and Twitter pages.
- Will promote using our social media hashtags: #uwles #TogetherWeLIVEUNITED #DineStayPlayUnited, and can add your hashtags as well!

Joining Facebook Groups

- United Way will join Facebook Groups to promote your business and special.
- Examples – OC Cool, OC Tourism, OceanCity.com, The Dispatch

Facebook Live Videos- Facebook Live videos are more popular than ever. FB LIVE showcases the energy of your venue, allowing you to engage your followers and customers in real time virtually!

- Amanda or a United Way of the Lower Eastern Shore team member will visit your establishment 1-2 times a month to promote your participating via a live social media feed (Facebook or Instagram)

On-site marketing materials

- Public Facing Posters – Personalized poster with your signage!
- Staff Training Posters – Personalized to let your staff know what your promotion is and how the program works, and the local impact being made.
- Laminated Special Cards – Lets your guests know which item(s) you are featuring as a promotional item and your commitment to the local community.
- Window clings – Features the Dine Stay and Play United logo for customers to see.

Print

- Leaderboard – Each month a leaderboard is published showing the top 3 business in each division.
- Campaign Overview – Ads will run prior to kickoff and during the campaign.
- Winners – Additional recognition will be given to the winners from each division.

Radio

- Ads will be run on 6 iHeartMedia Delmarva stations (Froggy 99.9, KISS 95.9, MAGIC 98.9, Q105, WJDY1470 News & Radio and Fox Sports Delmarva AM960).

United Way Website

- <https://www.uwles.org/DineStayPlayUnited> – Customers can find a full list of participating restaurants including their logo with a photo and a description of their specials. Each logo is directly linked to your website to drive customers to their business!

Constant Contact E-Marketing

- E-blast – Over the summer United Way will promote Dine, Stay and Play United to over 15,000 community members.

MARKETING TIMELINE

 April 30th - Deadline to enter and receive full marketing benefits

 May 31st - Official start date of competition

 May 7th - Specials due to Amanda for promotional material

 September 6th- Last day of competition

 May 24th-28th Deliver promotional materials to participants

 January TBD- Awards Celebration for participants

STAY KIND
STAY SAFE
STAY 6 FEET



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.



***Help keep our
beautiful beach &
boardwalk clean!***

***Please be kind &
do not leave your
trash behind.***

