

SEPTEMBER 2022

# HOSPITALITY HOTLINE

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



## Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

Sunny September, at least let's hope so as fall seems to be a favorite for many of us, myself included. Bye bye humidity, hello crisp, fresh air. While September signifies so many things, it also includes the beloved OC Bikefest. I am looking forward to the roar of the engines (not to mention the ring of registers!) Tourism is our economic engine, so it is important we remember to continue to smile and welcome the fall guests! *(keep pushing through the exhaustion, we got this!)*

Not only do we love our fall guests, but Fall also means it's time to start seeing each other again - bring on the networking events - we miss our members! We've added a couple of new components to continue in our goal of uniting the industry, so make sure you take a moment to put the dates on the right on your calendars. Happy September everyone! 😊

## WELCOME NEW MEMBERS

### ACTIVE

**Piezano's Pizza**  
Dorchester St & 7th St  
[www.piezano.com](http://www.piezano.com)

## DATES FOR YOUR CALENDARS

### October 18

Restaurant Managers  
Roundtable

### October 26

Hotel Managers Roundtable

## OCHMRA Networking Dinners

### November 10 Dunes Manor

Guest Speaker:  
OC Tourism Director  
Tom Perlozzo

### December 15 Captain's Table Holiday Gathering

### January 19 Location TBD

### February 16 Location TBD

### April 20 Harrison's Harbor Watch Installation Dinner





## Hospitality Highlights

### WARM WELCOMES

We are pleased to announce that **Laura Blair** has joined the OCHMRA team as the new Business Development Director.



Laura will work to assist in the Association's mission to connect industry interests through advocacy, education and partnerships with the goal of serving as the hospitality connector. Specifically, Laura will be assisting with the Association's annual Trade Show, all other OCHMRA events and marketing efforts. Laura brings a myriad of experience and education to her new position including working with the National Association of Life Underwriters (NALU) in DC as the national community relations director helping it's 140,000 members to conduct charitable work in their respective communities. Laura won accolades for a program called "Our America Matters" and received letters from two sitting U.S. Presidents for her work in volunteerism. She also worked for a cable company as community relations director where she focused on channel launchings and related charitable tie-ins. Laura moved to OC four years ago and more recently has been working for the Chamber of Commerce assisting with membership efforts.

Laura is a graduate of The American University in Washington, D.C. where she received her graduate degree in Public Communications.

**Please join us in welcoming Laura!**

You can find her at [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com) or directly @ 410.723.8607

The **Princess Royale** has hired a new Catering Sales Manager - welcome to **Melania Anton!** **Castle in the Sand's Adam Showell, Jr** and his wife **Leticia** have welcomed their second child, Maxwell - congrats to the Showell family! Another baby boy arrived too - congrats to **Ray Shields**, GM at the **Cambria** who welcomed little Sam.

### SAD GOODBYES

Our sincere condolences to the crew at **Holt Paper** on the loss of longtime employee **Abby Disharoon**.

## Member Mentions

Each June, the **Maryland State Fireman's Association** holds their annual conference in Ocean City. They are already in the planning stages for their 131st convention taking place June 17-22. While they are not booking traditional room blocks, they are eager to share your hotel/motel info with their families who travel here for the convention. Please take a moment to connect with MSFA to share your rates - free promotion of your property on their conference page!

The MSFA is also looking for attractions and restaurants who are interested in offering specials for their members. They'll even stuff your promotional info in the conference attendee welcome bags!

Contact John Denver to participate - [jdenver@msfa.org](mailto:jdenver@msfa.org) / 443.945.3316

## Tips for the Trade



Maryland Hotel Lodging Association

### BED HEIGHT

The MD Hotel & Lodging Association recently sent out a reminder regarding accessible bed heights. Beginning December 31, 2022, at least 25% of lodging establishments accessible rooms must have beds that meet the requirements:

*measures at least 20 inches, but not more than 23 inches high from the floor to the top of the mattress, whether or not the mattress is compressed; and has at least a 7-inch vertical clearance under the bed for lift access.*

December 31, 2023 - 50% must comply

December 31, 2024 - 75% must comply

December 31, 2025 - all accessible rooms must comply

### HUMAN TRAFFICKING TRAINING BY OCT 1

Effective October 1st, all new hires must be trained within 90 days and effective October 1, 2023, all incumbent employees must be trained. The MD Governors Office of Crime Prevention is reviewing the AHLA free class for possible approval for training. [Trafficking Training Link](#)

*If you are a MDHLA lodging member, they have links/codes for training on another site. Additionally, the Office of Crime Prevention also said to check back in mid-September on their page for training links. I'll post that in next newsletter too.*

### PER DIEM INCREASES

See the GSA site for the new per diem rates which have increased for Worcester!

**Click Here - GSA site**



## Business Briefs

### Industry Roundtables Announced

As a result of our recent Strategic Planning Sessions, OCHMRA is planning to further unite the industry by offering managers roundtables for hotels and restaurants. Our Board of Directors chat regularly about industry issues, and now we believe it's time to formalize the opportunity for industry managers to gather. Carl Bozick of Macky's will guide the first Restaurant Managers Roundtable on October 18th and Ryan Wilde BEST Motel Group will lead the Hotel Managers Roundtable on October 26th. More details forthcoming on location.

### Oceans Calling Festival Seeking Volunteers

If you are interested in working during the Oceans Calling Festival please complete the sign-up at this link: [SIGN UP](#)

Once you submit your information, it will be automatically sent to the festival promoters who will contact you directly until their employment spots are filled. All questions regarding Oceans Calling employment opportunities (including rate of pay, position openings and schedule) can be directed to the festival promoters.

### OC AdventureFest

A new event will take place at the Convention Center the week of September 19th – 25th; OC AdventureFest will include several components - K9 training and demos, Dogs Unleashed TV Host, MD C.O.P.S Support meetings, Cpl Hilliard Memorial Ride & Walk, Mid-Atlantic Sports & Outdoor Expo, Concerts in the Performance Arts Center with police and military interest, and more! FREE Public viewing September 24th of motorcycle rodeo and K-9 exhibitions. To learn more and purchase tickets, go to [OC AdventureFest](#).

### Opportunity to Sponsor Dinners

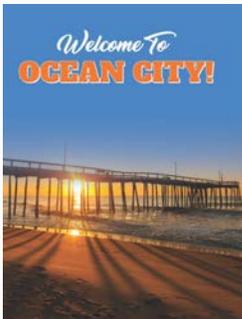
As fall approaches, that means so does planning our networking dinners! If you are an Allied Member and you'd like to sponsor one of the dinners, send Laura a note at [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com) or call us at 410.289.6733. Sponsorships are \$150!

### Be part of the 2023 OC Keycard Holder!

This 24-page 4x6 holder is given complimentary to hotels to insert plastic guest keys (*if you want a supply for your hotel, let me know!*) 300,000 copies were printed in 2022.

If you are a restaurant, attraction, or want to reach hotel guests, be sure to add our OC Keycard Holder to your advertising plans - reach guests directly in this highly effective guide while supporting the OCHMRA!

Call us at 410.289.6733 to reserve your 2023 space!



## Tips for the Trade



### 2023 MD World Food Championships

We've teamed up with RAM to offer another qualifier for the MD World Food Championships. This will once again be held during our Annual Trade Expo, March 5 & 6. If you'd like to be considered to compete, learn more at this link: [RAM MWFC](#)



### OC Tourism Stats

The Town of OC Tourism official recently pushed out their monthly newsletter. Lots of great info and data reports were included. If you didn't have a chance glance through it, here is that link: [OC TOURISM NEWS](#)

### Threshold 360

One of the new products launched by OC Tourism is Threshold 360 which offers web visitors a virtual tour of your business. If you are a marketing partner and haven't scheduled yours yet, simply click the link to schedule your filming, it's that easy and is a fabulous benefit!

[Threshold Schedule Link](#)



**MARYLAND  
TOURISM**



**TRAVEL  
SUMMIT**

EDUCATING, INSPIRING, EMPOWERING

OCEAN CITY • NOVEMBER 14-16, 2022

***WELCOME RECEPTION***

The MTTs returns to OC November 14 - November 16 and is being hosted by the OC Fontainebleau Resort. We are rolling out the red carpet for this statewide gathering of tourism professionals. The welcome reception, "a Taste of OC" will feature area restaurants and we are currently looking for restaurant participants!

**Showcase your restaurant to the tourism gurus - we have big mouths and will talk you up!! If you'd like to learn how to take part and how you can benefit, please let Susan know - 410.289.6733 or [susanjones@ocvisitor.com](mailto:susanjones@ocvisitor.com)**

***LAST CALL FOR AWARD NOMINATIONS***

Nominations are now being accepted until September 7th for the Professional and Marketing Awards. Nominators and recipients of all awards MUST be a member of the Maryland Tourism Coalition and are open to all sectors of the tourism industry. All awards will be announced and presented during the Maryland Tourism & Travel Summit Awards Banquet on November 15th, 2022 at Ocean City Fontainebleau Resort!

The nominating period is from September 2021 thru August 2022. Nominators and recipients of all awards MUST be a member in good standing for the 2022 calendar year.

Nominations will, once again, be an online system. You can nominate once in EACH category and decide how many nominations you would like to send. Any questions can be directed to Awards Chair, Kevin Atticks at [info@mdtourism.org](mailto:info@mdtourism.org) or [kevin@growandfortify.com](mailto:kevin@growandfortify.com)

[Click here for Nominations Criteria](#)

[Click here for Nominations Form](#)

***EDUCATIONAL SESSIONS***

"The Economics of Tourism" is the theme of the summit. Educational and inspiring sessions are being planned. Anirban Basu of Sage Policy Group is a featured keynote speaker whose delivery always has the group laughing. The MD Office of Tourism will share the "State of the State" on the opening day followed by INSights to OUTcomes – Data Dizziness & Relevant Research. The Power of Partnerships - Using Your Neighbors to Grow Your Destination and Drive Your Community Economy and breakout sessions with niche tourism segments providing case studies for proven success are included in the lineup. Changing Travel Technologies - How Visitors Find You and Leveraging Digital Opportunities will offer industry expert opinions on the subject matter. The finale of the summit is a keynote interactive workshop with Rachel DruckenMiller who will explore, What Matters Most? What Employees Really Want from Work.

***Sign up to attend today - click here: [MD Travel & Tourism Summit](#)***



## Community Connections - Diakonia Anniversary Celebration

*50th Anniversary*  
1972-2022 **DIAKONIA** INC.  
Help for Today & Hope for Tomorrow

HELP US CELEBRATE 50 YEARS  
OF SERVING OUR COMMUNITY!

**Friday, November 4th**  
**5:30pm-9pm**  
**Seacrets Morley Hall - 49th St.**

Going back to the 70's, where it all began!!  
Dress to Impress in your best 70's outfit!!  
Crowd Participation Fashion Show  
with prizes for our top 3 winners!!

**Featuring Tranzfusion**  
**Chinese Auction, & Money Boards**

Tickets: \$125pp advance sales only - diakoniaoc.org  
includes 2 drinks, heavy apps & good vibes!

**Click here for tickets - Anniversary Party Link**

## 2023 MAJOR CONVENTIONS, CONSUMER SHOWS, SPECIAL & PRIVATE EVENTS

Combined calendar published by OCHMRA as of 8/29/2022 and is not a complete list (red are tentative)

January 1	Penguin Swim for AGH @ Princess Royale
January 11-16	Maryland Watermen's Association
January 12-15	Bayside Fine Arts Show
January 19-22	Sportworx Production-Gymnastics
January 26-29	Church of God State Office
February 2-5	Volleyball-Eastern Shore Showdown (2000)
February 2-5	Fiberfest
February 9-13	Cheer-Coastal @The Coast Grand Nationals
February 14-20	Berlin Optimist Club Seaside Boat Show (10,000)
February 23-27	RTB Dance & School Cheer (5,000)
March 3-5	Mason Dixon YFC
March 3-7	Ocean City Hotel-Motel-Restaurant Assn. Trade Expo (5,000)
<b>March</b>	<b>OC Film Festival</b>
March 9-13	Volleyball – AAU Grand Prix (1,200)
March 11	St. Patrick's Day Annual Parade
March 16-19	Home, Condo and Outdoor Show
March 17-18	Handbell Musicians of America (800)
March 20-21	Holt Paper
March 23-27	RTB All Stars/College Nationals
April 4-5	Wagner & Sons Foodservice Trade Show
April 6-8	Easter Kids Fun Fair + Art & Craft Show
April 13-16	C.P.R.C., Inc. (9,000)
April 19-23	World Championship Wildfowl Carving Comp
April 28-30	MD International Kite Expo
May 3-6	DE/MD Synod of the ELCA Lutheran Church
May 4-7	Springfest
May 4-7	Beachfest I Volleyball
May 5-7	Market America
May 6	MD Coast Bike Festival
May 11-14	Beachfest I Volleyball
May 18-21	Cruisin' OC
May 20-23	Association of School Business Officials (500)
June 2-3	Seaside Dance
June 3	Raven's Beach Bash & Parade
June 2-4	Premier1 Basketball
<b>June ?</b>	<b>Professional Bull Riding Rodeo</b>
June 6-9	MD Bar Association (1500)
June 11,18,25	Sundaes in the Park
June 10-11	X Squad Dance
June 17-22	Maryland State Fireman Association (10,000)
June 23-28	Maryland Municipal League
June 10-11	Beach Lax Aloha Tournaments
June 10-11	Sand Duels Soccer
June 10-11	OC Air Show
June 24-25	Beach 5 Sand Soccer
June 23-25	Saltwater Fish & Paddle
<b>June 23-25 ?</b>	<b>OC LaxFest</b>
June 29-July 4	Starpower, Inc. Imagine

July & August	Sunset Park Party Nights - Thursdays
July & August	Movies on the Beach – Monday(28 <sup>th</sup> St), Wednesday (Carousel) & Fridays (28 <sup>th</sup> St)
July 2,9,16,23,30	Sundaes in the Park
July 4	Fourth of July Fireworks N. Division St. Beach and Northside Park, 125 <sup>th</sup> St.
July 5-9	Starpower, Inc. Believe
July 10-14	American Legion Department of Maryland (900)
July 10,17,31	OC Beach Dance Party
July 14-20	Starpower, Inc.
<i>July ?</i>	<i>USSSA Softball Series</i>
July 27-30	Ocean Renaissance – Tides & Tempests
July 28-29	Illuminate OC -Mind, Body, Spirit
July 31 - Aug 2	Jesus at the Beach
August 6,13,20,27	Sundaes in the Park
August 7,14,21,28	OC Beach Dance Party
August 7-11	White Marlin Open & MarlinFest
August 10-13	OC Lax Classic
August 15-19	Maryland Association of Counties (1,300)
August 16-19	Poor Girls Open
<i>August 16-20 ?</i>	<i>Art League Plein Art Festival</i>
August 19-20	ArtX Festival (6 <sup>th</sup> Annual)
August 24-27	Ocean City Jeep Week
August 28-Sept 01	Tri-Association Conference
September 3	Sundaes in the Park
September 5-10	Denton Sessions by the Sea
<i>September ?</i>	<i>Winefest on the Beach</i>
September 13-17	OC BikeFest
<i>September ?</i>	<i>AdventureFest – K9s, police rodeo, gun outdoor show</i>
September 26-29	LifeSpan Network
September 29-Oct 7	United Church of God-Feast of Tabernacle
<i>September ?</i>	<i>C3 Presents Oceans Calling Music Festival</i>
October 5-8	Endless Summer Crusin'
October 7	Seagull Century
October 13-15	Autumn Home Show
October 14	Free State Corvette Wknd
October 18-21	MD State Education Association
October 19-22	Sunfest (48 <sup>th</sup> Annual) & OCToberfest
October 19-21	MD School Nutrition
October 21	Making Strides Cancer Walk
October 28	Shore Craft Beer Fest
Oct 26-Nov 1	OC Resort and Gift Expo (2,000)
November 2-5	NHSCA Wrestling Tournament (3,000)
November 4-5	OCBC Elevate Awards
November 15-18	Common Ground
Nov16–Dec 31	Winterfest of Lights (31 <sup>st</sup> Annual)
November 22-27	Holiday Shoppers Fair
Nov 30-Dec 2	Prince Hall Grand Lodge
December 2	OC Christmas Parade 100 <sup>th</sup> – 115 <sup>th</sup> Street (40 <sup>th</sup> Annual)
December 1-2	Cheer & Dance Extreme
December 8-9	Ocean City Comic Con
December 26-29	Governor's Challenge Basketball – Wicomico Civic Center
December 31	New Year's Eve Fireworks Party Northside Park (Sunday)



# First Annual



## MEMORIAL RIDE & WALK

HONORING THE LIFE & SERVICE OF CPL GLENN HILLIARD

BENEFITTING:



Police escorted ride from Rommel Harley-Davidson Salisbury to Ocean City, ending at the Roland E. Powell Convention Center

*At the conclusion of the ride, join us for a walk to the Boardwalk, which will depart the convention center at 11:45 a.m. Following the walk, participants can view Motorcycle Games in the convention center parking lot, as well as a memorial service featuring Dave Bray USA singing the National Anthem & a Mac FM (Fleetwood Mac Tribute) concert!*

Don't walk to ride? Ask us about our walk!



### Meet:

Rommel Harley-Davidson Salisbury | 9:00 a.m.

### Date & Time:

Saturday, September 24, 2022

### Registration:

9:00 a.m. | \$20/rider (Includes Memorial T-Shirt)  
Ride leaves at 10:30 a.m.

### For More Information:

240.832.5148  
hogsheroesfoundation.com





# First Annual



## MEMORIAL WALK

HONORING THE LIFE & SERVICE OF CPL GLENN HILLIARD

BENEFITTING:



The walk will depart from the convention center at 11:45 a.m for the Boardwalk before returning to the convention center.

Following the walk, participants can view Motorcycle Games in the convention center parking lot, as well as a memorial service featuring Dave Bray USA singing the National Anthem & a Mac FM (Fleetwood Mac Tribute) concert

Have a motorcycle? Ask us about the Memorial Ride!



### Meet:

Roland E. Powell Convention Center  
10:30 a.m.

### Date & Time:

Saturday, September 24, 2022

### Registration:

10:30 a.m. | \$20/donation  
Includes Memorial T-Shirt

### For More Information:

240.832.5148  
hogsheroesfoundation.com



# Maryland Small Business Retirement Savings Program: everything you need to know

The Maryland Small Business Retirement Savings Program, or “MarylandSaves”, was signed into law in 2016<sup>1</sup>. All Maryland businesses, including private sector, for-profit, or nonprofit businesses, who either have been in business for at least 2 years or pay employees through a payroll system or service, will be able to opt in and enroll their employees into MarylandSaves<sup>2</sup> or offer a retirement plan. The Maryland Saves Small Business Retirement Savings Program will launch enrollment on June 6, 2022<sup>3</sup>.

This guide provides an overview of what the program means to employers once it’s required, and how it might compare to other retirement savings options.

## What Maryland employers need to know to find the right savings plan for their business:

### What is the Maryland Small Business Savings Program?

The Maryland Small Business Savings Program mandates that employers with an automatic payroll system are required to establish a payroll deposit retirement savings arrangement for employees. If businesses fail to offer one of their own, they will be required to enroll employees in MarylandSaves, the state-run trust.

### Which small businesses are required to participate?

Any private sector, for-profit, or nonprofit business operating in the state of Maryland that meets the following criteria must participate in the plan:

- Those that pay employees through a payroll system or service
- Small businesses in operation at least two years
- Companies that do not currently offer an employer-sponsored retirement savings arrangement to employees
- Businesses that have not provided a retirement savings plan in the last two years

It’s important to note that small businesses that meet these criteria may opt to establish their own retirement savings program for employees as an alternative to MarylandSaves.

### Is the Maryland Small Business Savings Program mandatory?

Employees enrolling in the Maryland Small Business Savings Program is not mandatory. However, it WILL be mandatory for all employers to offer a qualified retirement plan, or potentially face fines.

### When does enrollment open?

June 6, 2022 will mark the pilot launch of the program, while September 6, 2022 will mark the full launch of MarylandSaves<sup>3</sup>.

## What's the difference between a Human Interest 401(k) and the Maryland Small Business Savings Program?

In short, compared to the Maryland Small Business Savings Program, there are two differences to note with Human Interest's 401(k) plans:

- The state-mandated programs typically rely on an IRA model, which allows a fraction of the possible yearly contribution limit (\$6,000), compared to a 401(k) (\$20,500), impacting the overall saving potential for your business and employees
- Human Interest 401(k) plan participants have access to 7,000 mutual funds, whereas most state-mandated programs offer a very limited number of investments to choose from

## What retirement plan is right for my company?

Employers have options when it comes to choosing a retirement savings plan for their employees, and the best place to start is by identifying what is most important to you and your employees, from the total amount you and employees can save each year, to the time and effort to set up and manage a plan, to plan costs, to specific features in a plan, etc.

## Now is the time to start a 401(k)

With Maryland's enrollment period quickly approaching, now is a great time to start a 401(k) plan. Currently, the small employer plan startup credit<sup>4</sup> offered by the IRS via the SECURE Act of 2020 is up to \$5,000 for the first three years making it more affordable than ever to launch a plan when you take advantage of tax incentives. Set up your business – and your employees – for success: ensure your retirement plan provider integrates with your payroll and seamlessly handles other tedious tasks.

## Why launch a Human Interest 401(k)?

With Human Interest rebates and IRS tax incentives, you can launch a 401(k) today at little to no cost. Our automated plans make the ongoing administration of your 401(k) easy and affordable. Human Interest's plans also offer:

- ✓ Transparent pricing and zero transaction fees
- ✓ "No-Touch" integration with Payroll Network
- ✓ Affordable, low cost investment options
- ✓ Easy to set up and administer
- ✓ Ongoing support and plan management
- ✓ High (70+%) employee participation rates – twice the industry average of 34%<sup>5</sup>

## Get started today

Take the first step to offering a modern retirement plan today.  
Email Todd "Freddie" Wolters at [twolters@payrollnetwork.com](mailto:twolters@payrollnetwork.com).

Human Interest is an affordable, full-service 401(k) provider that makes it easy for small and medium-sized businesses to help their employees save for retirement. Founded in 2015 and headquartered in San Francisco, Human Interest helps employees in all lines of work access retirement benefits and a path to financial independence. For more information please visit [humaninterest.com](http://humaninterest.com) or follow us on LinkedIn.

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<sup>1</sup> Maryland State Senate Bill 1007, Maryland Small Business Retirement Savings Program and Trust 2018.

<sup>2</sup> Source: Human Interest, What small businesses need to know about MarylandSaves, 2022.

<sup>3</sup> Source: MarylandSaves ([marylandsaves.org/pilot-program-information](http://marylandsaves.org/pilot-program-information)).

<sup>4</sup> Source: IRS (<https://www.irs.gov/retirement-plans/retirement-plans-startup-credits-tax-credits>).

<sup>5</sup> Source: Human Interest data, 2020, U.S. Census Bureau, 2017.

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For more information, contact  
[twolters@payrollnetwork.com](mailto:twolters@payrollnetwork.com) or call 443 286-3442

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1972-2022

50th Anniversary

# DIAKONIA INC.

Help for Today & Hope for Tomorrow

Since the summer of 1972, when a group of Mennonite young people volunteered their lives to live and serve the homeless, Diakonia has been acting out its name "serving" the homeless. What began as one house, and four little cottages is now two buildings providing up to 50 beds including family units that allow for families to stay together when needing emergency shelter. We are excited to share this special milestone with the community and we hope you will join us in celebrating the past, the present, and our exciting plans for a bright future.

## SPONSORSHIP LEVELS

Deadline October 15th

### SUSTAINER \$15,000 - only one available

- Featured in press releases, emails and boosted social media posts
- Logo featured on 50th Anniversary Donation website & Program Sponsor page
- Center spread (full page) in the Anniversary Program
- Logo inclusion on Celebration Event invitation
- During Celebration Event, your company featured prominently on screen
- Verbal acknowledgement during Celebration Event
- Your 60-second video to play on main screen at Celebration Event
- 10 tickets to Celebration Event

*Sold*  
*Belfast Valley*  
*Contractors*

### CULTIVATOR \$10,000 - only two available

- Featured in press releases, emails and boosted social media posts
- Listed as sponsor on 50th Anniversary Donation website & Program Sponsor page
- Full page ad in the Anniversary Program
- Logo inclusion on Celebration Event invitation
- Featured in rotation on screen
- Verbal acknowledgement during celebration event
- 8 tickets to Celebration Event

### ADVOCATOR \$5,000

- Inclusion in press releases, emails and boosted social media posts
- Listed as sponsor on 50th Anniversary Donation website & Program Sponsor page
- Half-page ad in the Anniversary Program
- Featured in rotation on screen
- Verbal acknowledgement during event
- 4 tickets to Celebration Event

### HELPER \$2,500

- Inclusion in press releases, emails and boosted social media posts
- Listed as sponsor on 50th Anniversary Donation website & Program Sponsor page
- Featured in rotation on screen
- 2 tickets to Celebration Event

### PARTNER \$1,000

- Listed in Anniversary Program as Partner
- Name listed on screen at event

12747 Old Bridge Rd. Ocean City, MD 21842

410-213-0923

www.diakoniaoc.org

50th Anniversary  
1972-2022 **DIAKONIA** INC.  
Help for Today & Hope for Tomorrow

**SPONSORSHIP RESERVATION FORM**  
*DEADLINE OCTOBER 15TH*

**RESERVE YOUR SPOT TO SUPPORT OUR COMMUNITY!**  
**YOUR SUPPORT IS GREATLY APPRECIATED!**

**Sponsorship Levels**  
SUSTAINER: (only one available) \$15,000 \_\_\_\_\_ SOLD \_\_\_\_\_  
CULTIVATOR: (only two available) \$10,000 \_\_\_\_\_  
ADVOCATOR: \$5,000 \_\_\_\_\_  
HELPER: \$2,500 \_\_\_\_\_  
PARTNER: \$1,000 \_\_\_\_\_

**Sponsorship Reservation Information**

Name of Business: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Contact Cell#: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Payment Information**

I will be mailing Check # \_\_\_\_\_  
Mail Form and Check to: Diakonia Anniversary Committee / Bank of Ocean City  
PO Box 4100  
Ocean City, MD 21843

**To reserve sponsorship - contact Kim Mumford (410)430-2145 [kimmmfrd@comcast.net](mailto:kimmmfrd@comcast.net)**

**Questions: Amy Ginnavan - [seasidecounseling@gmail.com](mailto:seasidecounseling@gmail.com) / Susan Jones [susanjones@ocvisitor.com](mailto:susanjones@ocvisitor.com)**

50th Anniversary  
1972-2022 **DIAKONIA** INC.  
Help for Today & Hope for Tomorrow

## ANNIVERSARY PROGRAM

CELEBRATING 50 YEARS!

### RESERVE YOUR SPACE TO SUPPORT OUR COMMUNITY!

THE ADS WILL BE SOLD BY OC TODAY AND BE PLACED IN PROGRAM THAT WILL BE GIVEN OUT TO ALL ATTENDEES OF THE ANNIVERSARY CELEBRATION EVENT ON NOVEMBER 4TH. ADDITIONALLY, THE PROGRAM WILL REMAIN ONLINE ON THE DIAKONIA WEBSITE, DIAKONIAOC.ORG.

#### ADVERTISING OPTIONS:

**FULL PAGE:** \$350 - non-bleed 5.25" wide x 8.25" deep

**HALF-PAGE:** \$200 horizontal - 5.25" wide x 4" deep

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**PREMIUM INSIDE FRONT & BACK COVER:** \$500- ALL BLEEDS  
6 .5" WIDE X 9.5" DEEP WITH IMAGE AREA NO LARGER THAN  
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#### Space Reservation Information

Name of Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Cell#: \_\_\_\_\_ Email address: \_\_\_\_\_

AD Size: (circle one) FULL PAGE    HALF-PAGE    INSIDE FRONT COVER    INSIDE BACK COVER    OUTSIDE BACK COVER

\_\_\_\_\_ AD will be supplied to OC Today by October 1, 2022

\_\_\_\_\_ AD to be created by OC Today with a proof supplied to Advertiser

#### Payment Information - 3 ways to donate!

1). I will be mailing Check # \_\_\_\_\_ mail to: Diakonia Attn: Anniversary Committee/BOC PO Box 4100 Ocean City MD 21843

2). Please charge my credit card for the full amount:

Card # \_\_\_\_\_ Expiration \_\_\_\_\_ VCode \_\_\_\_\_

Signature: \_\_\_\_\_

3). Scan QR Code below to donate directly on Diakonia site:



To reserve space or ask questions, contact OC Today Ad Sales -  
Mary Cooper mcooper@oceancitytoday.net 410-723-6397

12747 Old Bridge Rd. Ocean City, MD 21842

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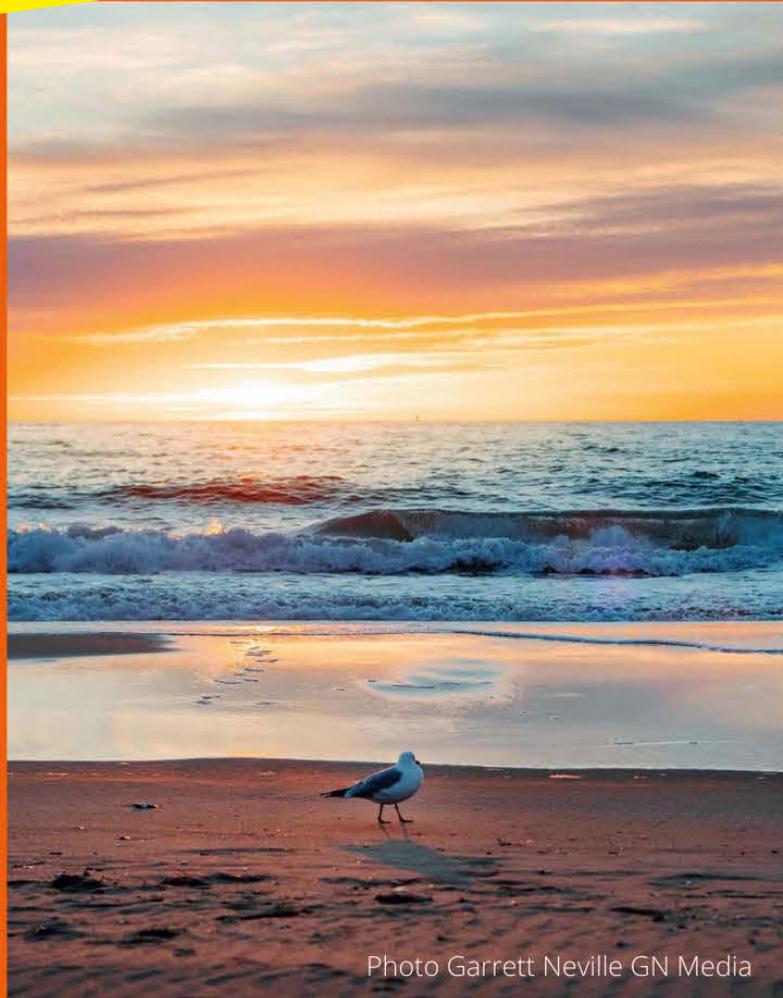


Photo Garrett Neville GN Media

UP TO  
**\$26,000** PER EMPLOYEE  
FOR 2020/2021 COMBINED

# ERC

## EMPLOYEE RETENTION CREDIT

A CREDIT THAT, FOR ELIGIBLE BUSINESSES,  
PROVIDES A VERY SIGNIFICANT CASH BENEFIT

The Employee Retention Credit (ERC) is a fiscal incentive created by Congress in the form of a payroll tax credit. The intent of the credit is to combat the negative impact on the economy caused by the COVID-19 Pandemic. More specifically, it is meant to help employers retain their employees.

The potential maximum combined credit for 2020 and 2021 is \$26,000 per employee. Receiving a Paycheck Protection Program (PPP) loan does not instantly exclude you from qualifying.

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 +1 (202) 455-6010

 [Info@SmarterTaxPlanning.com](mailto:Info@SmarterTaxPlanning.com)

 [SmarterTaxPlanning.com](http://SmarterTaxPlanning.com)

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### WAYS TO QUALIFY FOR THE CREDIT:

**WAS YOUR BUSINESS IMPACTED BY A GOVERNMENT MANDATE DURING 2020 OR 2021?**

**YES**

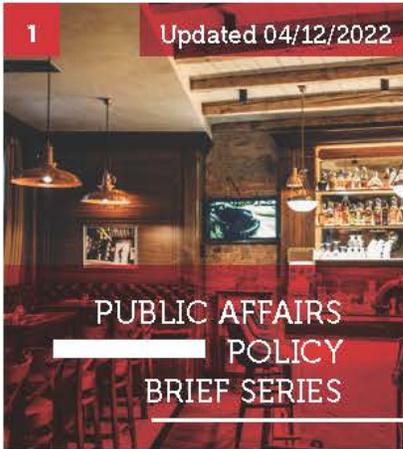
Businesses impacted by closures and restrictions on hours or capacity automatically qualify. This provision also extends to suppliers of a business. If a business can prove its operations were impacted as a result of the inability to obtain goods or materials from its suppliers, it may qualify for the ERC. If any aspect of your business was impacted by a government mandate, please reach out to us so that we may determine if you qualify.

**DID YOUR BUSINESS HAVE A REDUCTION IN GROSS RECEIPTS OF AT LEAST 20% FOR ANY QUARTER IN 2021 OR 50% IN 2020 WHEN COMPARED TO THE SAME QUARTER IN 2019?**

**YES**

The second way to qualify is based on a significant reduction of gross receipts. This is measured on a quarter by quarter basis. To qualify for a quarter in 2021, you need at least a 20% reduction of gross receipts compared to the same quarter in 2019. For 2020, you need at least a 50% reduction.

Strategic Tax Planning, LLC is a Maryland licensed CPA firm (license #44976) with professionals around the country. This is an advertisement for services to claim a refund for the Employee Retention Tax Credit.



PUBLIC AFFAIRS  
POLICY  
BRIEF SERIES

**Small business tax credits, such as the ERTC, that are used for payroll, debt servicing, and other expenses, do NOT increase consumer demand for goods and services, and therefore do not increase inflation. Reinstating the ERTC would not increase inflation.**

Since being introduced in the House and Senate in December 2021 and February 2022, respectively, the ERTC Reinstatement Act has gained broad bipartisan support in both chambers.

**LEARN MORE**

Visit  
**[Restaurant.org](https://www.restaurant.org)**

NATIONAL  
**RESTAURANT**  
ASSOCIATION



POLICY BRIEF: ERTC REINSTATEMENT ACT

## RESTORING TAX CREDITS WILL HELP RESTAURANTS IN PERIL

A valuable COVID-19 relief tool that helped to keep many restaurants afloat during the pandemic, the Employee Retention Tax Credit (ERTC) was cut short in the fall of when COVID-19 variants drastically altered consumer demand, decreased sales and reversed the restaurant recovery. Restoring the badly needed program for Q4 (Oct.-Dec) 2021 will help struggling small businesses now facing extensive refund delays and unexpected tax penalties.

### RESTAURANTS ARE UNIQUELY ELIGIBLE FOR ERTC

To be eligible for ERTC, businesses must have experienced a 20% or more loss in gross receipts for a calendar quarter or a government-ordered capacity restriction. The first to close in the pandemic, restaurants have been the last to reopen. **Approximately 60% of restaurants experienced losses of 20% or more in Q4 (Oct.-Dec.) 2021 according to a January 2022 National Restaurant Association survey.**

### DELAYS PUT RESTAURANTS IN A DANGEROUS POSITION

IRS delays in processing approximately 440,000 amended Form 941 applications are putting restaurants in a perilous position, with many waiting 9 months or more for funds. Because of this, **during the 2021 tax season, small business restaurants that applied for ERTC lost standard tax deductions for payroll and benefits, creating a severe cash on hand shortfall.**

### SMALL BUSINESSES NOW FACE A TAX CLAWBACK

The ERTC program allowed small businesses to withhold tax payments. Restaurants that did so or budgeted for a credit payment, but have not received it, now face an unexpected federal tax liability. For example, one family-owned restaurant in Texas that has yet to receive ERTC refunds now owes more than \$1.14M in unexpected taxes.

### POLICYMAKERS CAN HELP SMALL BUSINESSES WITH TAX CREDITS

Delays from unprocessed filings and mounting tax penalties could serve as the final blow to small business restaurants on the verge of permanent closure unless Congress acts. **The restaurant industry urges Congress to pass the bipartisan ERTC Reinstatement Act (H.R. 6161, S. 3625).**

***“We kept on our 100+ team through the worst of the pandemic. The ERTC was a life saver, flowing right through our restaurants and to their wages. However, too many restaurants are still struggling and need this targeted support.”*** - New Hampshire Restaurateur