

SEPTEMBER 2021

# HOSPITALITY HOTLINE

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

## Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

Happy September - we made it through summer (well, almost) - keep your heads above the water, there is light at the end of the tunnel - i promise!

While September will continue to bring visitors, there is lots of work being done behind the scenes to find the *right* visitors. I'm super excited that the Town is in the midst of branding, perception surveys and advertising agency reviews. You can learn more about this by joining us on September 22nd at the EDC meeting - mark your calendars!

I'd be remiss if I didn't mention the dreaded c-word as we're going on 18 months of it being in the daily news. Though we may be tired of hearing about it, we've got to remain diligent; many thanks to the National Restaurant Association who recently released excellent information regarding the pandemic and employment law. This is certainly worth the read - [click here to see the full article](#).

Have a Happy & Safe Labor Day weekend!



## Welcome New Member ALLIED

### NSG Contract

Wholesale restaurant  
& hotel furniture

### DATES FOR YOUR CALENDARS

Make plans to attend the **Economic Development Committee** meeting on Wednesday, September 22nd at 8:30am at Convention Center. OC's Director of Tourism & Business Development, Tom Perlozzo, will give an overview of his first couple of months in the new position and will highlight all upcoming activity planned for tourism.



MTC is planning a "**Mix & Mingle**" for Ocean City businesses on **October 4th**. The Residence Inn will be the host - more details forthcoming!



# Business Briefs

## OCMD Visitor Surveys Underway - Help Collect Info

The Town is collecting visitor 'intercept' information to garner baseline perceptions to better understand our visitors: What attracts them to Ocean City? What do they enjoy doing while they're here? How do they make travel decisions? And, how can we best communicate our town's many assets and opportunities?

Your participation is valuable in helping create the ultimate Ocean City experience for future visitors. **Please print and display the infographic on page 6** in a visible location and encourage your patrons to complete the survey online. The infographic includes a QR code to [www.OCMDSURVEY.com](http://www.OCMDSURVEY.com). Everyone who completes the survey will be automatically entered into a drawing for a chance to win a randomly selected \$50 Amazon gift card each week.

Surveys will be collected beginning today through September 30. We are confident that this questionnaire will provide us with valuable insight and look forward to sharing the findings with you. We hope to receive a strong response and your partnership is key to its success.

Please don't hesitate to reach out to the Department of Tourism & Business Development at any time. Jenna, our Marketing Coordinator, can help answer any questions and is at 410.723.8616 or [jeknight@oceancitymd.gov](mailto:jeknight@oceancitymd.gov). Thank you for helping us obtain important information about OC visitors!

## OCHMRA Member Portal Now Available

In an effort to streamline the office, we have set up a new Member Portal so you can access your listing, make changes to your profile and register and pay for events online. Susan will be emailing you the log-in information after Labor Day, so be sure to look out for it, or feel free to send a note to request log-in credentials. The Member Login is accessible on [OCVisitor.com](http://OCVisitor.com) at the "Member Login" tab located in the top right header beside the Facebook logo.

## Maryland Restaurant Week

RAM is hosting its 2nd annual statewide Restaurant Week this year from September 17 - 26. RAM invites restaurants from across the state to participate after the tough year our industry has faced. The ten-day event will encourage the public to patronize their favorite local restaurants, new and old! Participating restaurants will once again be able to submit their MDRW specials, menus or restaurant week-specific deals with no participation fee (prix fixe menus are not required, but are allowed!). To participate, visit: [MDRW](http://MDRW.com)

## KARI'S LAW UPDATE

Kari's Law which implemented the requirement that multi-line telephone systems allow for direct dialing of 9-1-1 now has a fine schedule. The schedule calls for a \$100 fine for the first violation and a \$250 fine for each additional violation.

## UNEMPLOYMENT REMINDER

Federal programs created in response to COVID, which include extended and enhanced benefits for claimants and temporary funding of some employer unemployment insurance (UI) costs, expire after the week ending Saturday, September 4, 2021! If you did not receive the email from DOL, or need further detail, let us know - happy to send!



## Fun Fact about Signage

MD Tourism guru, Rich Gilbert recently shared this story with me on the history of the famous Rt 50 Ocean City / Sacramento signage. <https://www.youtube.com/watch?v=nFOZYnvHDys>



## Hospitality Highlights

Congrats to **Sara Simon**, Senior Sales Manager with **Harrison Group**, who gave birth to a baby girl, Talula, last month. And, a belated congrats to **Steve Silberman** of **MPI Mercantile Processing** on the birth of his first daughter earlier this year!

**Bluewater Hospitality** has named **Shawn McMahon** their Regional Director of Operations for Campgrounds - you may remember Shawn from his time at the Courtyard and Residence inn. Welcome back Shawn!

The **Clarion Resort Fontainebleau Hotel** has brought on **Dante Iacona** as their new Food and Beverage Director. Welcome back to the area **Christine Dunstan** who has joined the **Princess Royale** as the new Catering Sales Manager.

Allied member **Electric Motor Repair Company (EMR)** promoted **Jamison Johnson** as the Baltimore Operations Manager. Johnson is very familiar with the foodservice industry where he started at age of 15. Congrats Jamison!

*Condolences to the Lewis family on the passing of **Mr. Lloyd Lewis**, the one-of-a-kind, leader of **Talbot Street and MR Ducks**.*

## Member Announcements

The **Art League of OC** recently unveiled artist Randy Hofman's paintings in a new exhibit at the OC Convention Center. The centerpiece of the Hofman exhibit is a group of eight large paintings depicting family life at the beach over generations, from a child's first steps in the sand to a senior couple supporting each other in the surf. The majority of Hofman's paintings are located on the 2nd floor of the Convention Center, with the newly-installed painting of former Ocean City mayor Roland "Fish" Powell at the foot of the stairs on the main level. Check it out from 8 am-4 pm.

Director of the **Beach to Bay Heritage Area**, Lisa Challenger, would like to extend an invitation to OCHMRA members to participate in her Annual Luncheon on October 28th. New York Times best selling author Kate Larson. For details: [click Beach to Bay link](#).

**Outlets Ocean City** announced the Grand Opening of its newest retailer, **Spirit Halloween - welcome!**



Volunteers of the OC Fire Dept have established a traditional memorial ceremony built around the theme, "We Vowed Never to Forget", 20th Anniversary- September 11th. The iconic twin beams of light, that first appeared on one of the early anniversaries of September 11th, in New York City are known worldwide. For the first time, OC will be shining our own "**Remembrance Beams of Light**" into the night sky. These lights will be positioned at the Fire Fighter Memorial at North Division Street.

The formal lighting ceremony will be Thursday evening, September 9th, to mark the beginning of this 3-day tribute. Mayor, VFC President, Jay Jester, and Lt. Joseph (Joe) Dimartino, F.D.N.Y. (Retired) and North Tower Survivor will all be speaking at this service. Lt. Dimartino, will also be delivering the Keynote address at Saturday mornings memorial service. These lights will illuminate the Ocean City skyline and video tributes will be shown on the beach movie screen.

**Details at this link: 9/11 Memorial**



## BAND LINEUP

KID ROCK	FOGHAT
BRANTLEY GILBERT	KIX
GEORGE THOROGOOD AND THE DESTROYERS	GREAT WHITE
BRET MICHAELS	JARED JAMES NICHOLS
TESLA	JASMINE CAIN
	KRIS BELL





**MARYLAND  
TOURISM**



**TRAVEL  
SUMMIT**

EDUCATING, INSPIRING, EMPOWERING

HANOVER • NOVEMBER 8-10, 2021

### **MAKE PLANS TO ATTEND - MTTs - November 8-10 at MD Live!**

Presented by the Maryland Tourism Coalition in partnership with the Maryland Office of Tourism, the Maryland Travel & Tourism Summit (MTTs) is Maryland's annual tourism industry conference that brings together all sectors of the hospitality industry where business and public sector leaders convene, network, and learn new strategies to advance MD's Tourism industry.

The summit attracts more than 250 attendees who engage with a variety of keynote speakers on industry trends and professional development, legislative representatives during a tourism town hall, participate in interactive learning sessions including off-site educational tours of the destination. This year we are celebrating our 40th Anniversary but we are also celebrating the resiliency of the tourism industry! This event is the first major industry event for the state of Maryland since the pandemic. We hope you will join us for this spectacular event!

**We are TOURISM STRONG!!!**

### **NOMINATIONS FOR STATE AWARDS**

Nominations are now being accepted until **September 24th** 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 Awards Banquet on November 9th, 2021 at Live! Casino & Hotel. Due to COVID, this year the nominating period is from October 2019 thru September 2021.

**NEW: Special Judges Award:** COVID Frontline Hospitality Hero Award

Nominations will once again be online system. *Categories are on this link - Categories Form.*

*Click here for Nominations Form Link.* 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 MD Travel & Tourism Summit Site with all the details.](#)**

## Community Connections

# **WORCESTER BACKS THE BLUE, INC.** **Support our "HOMETOWN HEROES"**

**Purchase your Yard Sign for \$15**



**All proceeds go to support our local  
First Responders. (Police, Fire, EMS,  
DNR, Dispatchers, & Corrections)**

**Contact: Melissa Mather [mtmather@msn.com](mailto:mtmather@msn.com)**

**Or stop by HMRA office 830-430 M-F to pick up  
office is at 5700 Coastal Hwy #302**

YOUR FEEDBACK MATTERS!

# OCEAN CITY VISITOR SURVEY



SCAN THIS QR CODE  
OR VISIT

[WWW.OCMDSURVEY.COM](http://WWW.OCMDSURVEY.COM)

TO COMPLETE THE SURVEY TO  
BE ENTERED FOR A CHANCE TO  
WIN A \$50 AMAZON GIFT CARD!  
WINNERS WILL BE DRAWN RANDOMLY  
EACH WEEK UNTIL SEPTEMBER 30.



# 50<sup>th</sup> Anniversary Gala

1971



2021

OCEAN CITY HOTEL MOTEL RESTAURANT ASSOCIATION  
UNITING HOSPITALITY SINCE 1971

## SAVE THE DATE

FRIDAY, NOVEMBER 19th  
DINNER & DANCING

CLARION RESORT CRYSTAL BALLROOM

BLACK TIE OPTIONAL



OCEAN CITY HOTEL MOTEL RESTAURANT ASSOCIATION  
UNITING HOSPITALITY SINCE 1971

We are excited to celebrate our 50th year of existence and are planning a black-tie Anniversary Gala. The celebration will include dinner and dancing on November 19th at the Clarion Resort. Additionally, an evening program will highlight our journey with ads and sponsorships to help offset Gala costs. Thank you for considering participation!

## 50th Anniversary Gala Sponsorships

<b>PRESENTING SPONSOR</b>	<b>\$3,500</b>
<ul style="list-style-type: none"> <li>• Reserved table of 10</li> <li>• Company signage at entrance</li> <li>• Company logo on screen</li> <li>• Full page ad in program</li> </ul>	
<b>COLLABORATOR SPONSOR</b>	<b>\$2,500</b>
<ul style="list-style-type: none"> <li>• Includes 6 event tickets</li> <li>• Company logo on screen</li> <li>• Full page ad in program</li> </ul>	
<b>ADVOCATOR SPONSOR</b>	<b>\$1,500</b>
<ul style="list-style-type: none"> <li>• Includes 4 event tickets</li> <li>• Company logo on screen</li> <li>• Half-page ad in program</li> </ul>	
<b>PARTNER SPONSOR</b>	<b>\$750</b>
<ul style="list-style-type: none"> <li>• Includes 2 event tickets</li> <li>• Company logo on screen</li> <li>• Half-page ad in program</li> </ul>	
<b>SUPPORTING SPONSOR</b>	<b>\$500</b>
<ul style="list-style-type: none"> <li>• Includes company logo on screen</li> <li>• Half-page ad in program</li> </ul>	

## 50th Anniversary Program Ads in 6 x 9 Booklet

_____ Double Center spread	\$ 500
_____ Inside front cover- bleed 6.5 x 9.5 with image area 5.5 x 8.5	\$ 350
_____ Inside back cover- bleed 6.5 x 9.5 with image area 5.5 x 8.5	\$ 250
_____ Full page- bleed 6.5 x 9.5 with image area 5.5 x 8.5	\$ 100
_____ ½ page Vertical: 2.5 x 8.25 (no bleeds on half page ads)	\$ 75
_____ ½ page Horizontal: 5.25 x 4 (no bleeds on half page ads)	\$ 75

### CONTACT & PAYMENT INFO:

I would like to purchase: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Address: \_\_\_\_\_

Payment Type (check one): Check in mail \_\_\_\_\_ or Credit Card \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ V-code: \_\_\_\_\_

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

Return via email [susanjones@ocvisitor.com](mailto:susanjones@ocvisitor.com) or mail to OCHMRA 5700 Coastal Hwy #302 OC, MD 21842



# ALWAYS

## SWIM IN FRONT OF A

# *Lifeguard*



Fall season means  
Increased distance  
between guard stands.  
Please only swim in  
front of a guard!

ON DUTY  
10AM-5:30PM  
THROUGH  
OCTOBER 3RD



*Locate the nearest  
lifeguard*

[WWW.OCEANCITYMD.GOV/OCBP](http://WWW.OCEANCITYMD.GOV/OCBP)





*An Evening at the Barn at  
Sandy Point Farm*



*Saturday, October 2, 2021  
6:00pm*



TO BENEFIT THE CRICKET CENTER  
WORCESTER COUNTY'S ONLY CHILD ADVOCACY CENTER

\$125/PERSON  
CATERING BY PAUL SUPLEE AND BOXCAR 40  
ENTERTAINMENT BY THE BILENKI DUO

FOR DETAILS, TICKETS & DONATIONS VISIT  
[WWW.THECRICKETCENTER.COM](http://WWW.THECRICKETCENTER.COM)

*Ocean City Museum Society*

# LOUIS PARSONS III MEMORIAL PHOTO CONTEST

Online entries will be accepted  
from August 3 - October 1, 2021

A winner will be announced for each category  
along with a grand prize winner:

- Ocean City/Assateague Bay Sunsets: \$250
- Ocean City Boardwalk: \$250
- Ocean City Beach: \$250
- The Grand Prize Winner will win an additional \$750 for a total prize of \$1,000

For my information please visit  
[OCMUSEUM.ORG](http://OCMUSEUM.ORG)



**CELEBRATING  
7 YEARS!**

### Event Details

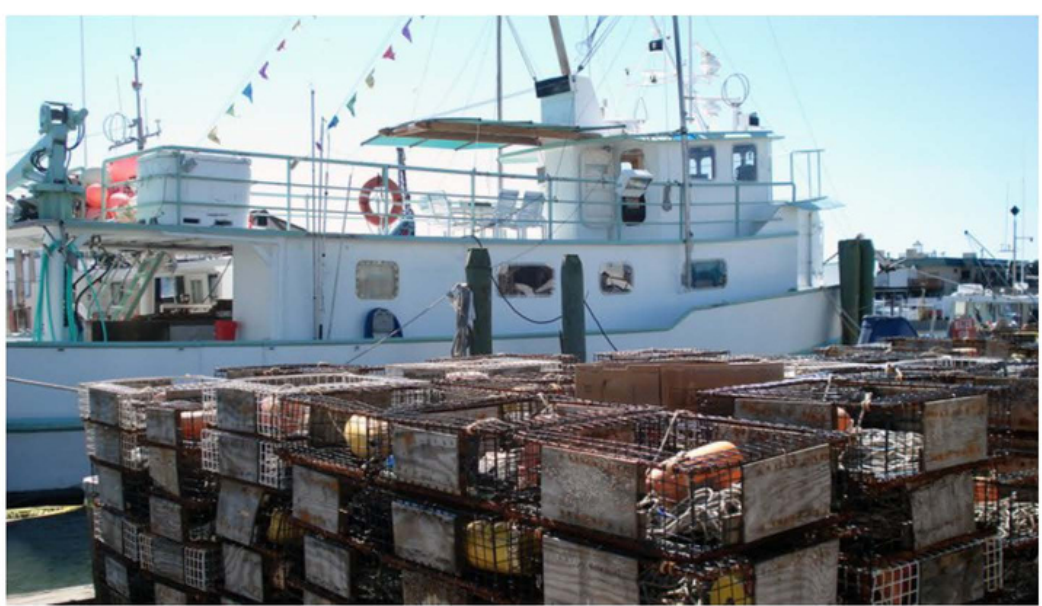
- October 16, 2021
- 10am - 5pm
- West Ocean City Boat Ramp
- [www.harbordayoc.com](http://www.harbordayoc.com)

### Highlights

- Largest Maritime Heritage Festival in the region
- 2,000+ average reach per social media blast across Facebook and Instagram
- Email list of over 3,000 addresses

### Demographics

- Great opportunity to target:
- Wide age range from children to older adults
  - All income levels
  - Annual attendance of 2,500+
  - 75% from the Eastern Shore
  - 25% tourist



### SPONSORSHIP OPPORTUNITIES

	Presenting <b>\$4,000</b>	Area <b>\$1,500</b>	Supporting <b>\$350</b>	Banner <b>\$250</b>	Program <b>\$150</b>
Naming Rights	Event	Stage, Marketplace, Ed. Tent, etc.			
Space in Event Program	Full Page	1/2 Page	1/4 Page		1/4 Page
Banner On-Site	Entrance	Area Chosen	✓	✓	
Social Media Blasts	✓	✓	✓		
Press Releases & Email Blasts	✓	✓			
Vendor Spot during Event	✓	✓			

**BRIANNA DIX | 410-632-3110 | [BDIX@MARYLANDSCOAST.ORG](mailto:BDIX@MARYLANDSCOAST.ORG)**

**Kindness  
& a smile  
always  
work.**

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

**Love OC.  
Relax & Chill.**