

HOSPITALITY HOTLINE

June 2025



Susan Jones
Executive Director



Kaylee Payne
Business Development &
Marketing Associate

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Dates For Your Calendar

Miles of Smiles Customer Service Training

with HMRA / Chamber / UMES

June 3rd - 2 sessions (10am-12pm or 6-8pm)
Holiday Inn - 67th St.

Seacrets Hideaway Ribbon Cutting

June 5th - 5pm to 7pm
Seacrets Hideaway

Small Business Development Workshops

June 5th & 12th - 6pm to 8pm
Salisbury, MD

OCMD Summer Safety Training 2025

June 11th - 11am to 1pm
Howard Johnson's on 12th St. & Boardwalk

SWT Welcome Events

June 18th (12 - 2pm) & 25th (6 - 8pm)
Residence Inn - 300 Sea Bay Ln.

Member Message

From Executive Director, Susan L. Jones

Summer's here – bring on the longer days and busier shifts – and the visitors! Let's give visitors an experience to remember – **wow them with Miles of Smiles!**

Thank you in advance for the hard work, hustle, and heart you will bring to this season. Whether you're leading staff, greeting guests, cooking up amazing food, managing bookings, or keeping everything running behind the scenes—**you're the heart of hospitality!** Let's keep supporting each other and making every guest feel welcome. With so many beaches to visit, **collectively, we can make ours shine!**

You'll soon receive your OCHMRA dues invoices, and we'd be honored to continue serving as your voice for hospitality; something we've led since 1971! We are always open to suggestions; have an idea on how we can better serve you, let us know! 410.289.6733 / susanjones@ocvisitor.com.

Hope to see you on June 3rd - for Miles of Smiles Hospitality Training - let's make OCMD stand out from other beaches! 😊



Hospitality Highlights

Whats new in the industry?

WARM WELCOMES & CELEBRATIONS

Congratulations to **Gary Leach, Sodexo**, on the birth of his newest granddaughter, Grace. **Nellie Shaffer, Comfort Inn Gold Coast**, was recently promoted to Assistant General Manager - way to go, Nellie! Congrats to **Maddie Wise, Aloft Hotel** who was promoted to Sales Manager.

Congratulations to BOTH **Hotel Monte Carlo** and **Monte Carlo Boardwalk** on winning the TripAdvisor Travelers' Choice Award for 2025. This honor places them among the top 10% of hotels worldwide, based on consistently great reviews from their guests.

Chef Phillip Cropper, the high school culinary instructor at **Worcester Technical High School**, has been named the 2025 James H. Maynard Teacher of the Year by the **National Restaurant Association Education Foundation**. Way to go Chef - national recognition!!!

Two Harrison Group properties have recently renovated their lobbies — and they look absolutely stunning! Be sure to check out the beautiful updates at **Hilton Suites Ocean City Oceanfront** and **Courtyard by Marriott**.



FEATURED PARTNERS:



SAD GOODBYES

Our sincerest condolences to **Troy & Austin Purnell, Purnell Properties**, on the loss of his father and grandfather, George Purnell. We want to also express our condolences to **Heather Ward, The Spinnaker**, on the loss of her father.

Miles of Smiles

HOSPITALITY TRAINING FOR EMPLOYEES

This workshop gives managers and employees the tools to deliver a consistent, exceptional customer experience at every stage of a visitor's trip. With clear standards, friendly service, and a focus on kindness and compassion, **we can set Ocean City apart from other destinations.**

Join us in making every guest feel welcome - [CLICK HERE](#) to sign up



Tuesday, June 3, 2025

Holiday Inn - 67th St.

FREE
Registration Required

Choose from 2 sessions
10am - 12pm OR 6pm - 8pm



Business Briefs



Maryland's Coast Job Board Update

Maryland's Coast Worcester County's job site, workmarylandscoast.org, has recently been retired and will no longer be updated with new job listings.

To continue your job search or hiring efforts, we encourage you to explore the following trusted resources:

Job Seekers:

- *Maryland Workforce Exchange (MWE)* – Statewide job search, resume building, and training tools.
- *Indeed* – Broad-based job listings for local and national opportunities.
- *LinkedIn Jobs* – Career networking and job openings by industry and location.
- *Lower Shore American Job Center* – Regional employment services and workforce programs.

Employers:

- *Maryland Workforce Exchange (MWE)* – Employer Services – Post jobs, find candidates, and access hiring support.
- *Lower Shore Workforce Alliance* – Business services and workforce development assistance.

Maryland's Coast remains committed to supporting the workforce and employers. For ongoing workforce development services or questions, please contact Nancy Schwendeman, Workforce Development Specialist, at nschwendeman@marylandscoast.org or call (410) 632-3112, ext. 2120.

Resources

OCHMRA Member Portal Guide

Quickly update your listing on OCVisitor.com, pay dues, update contacts, and register for events.

Use this step-by-step guide to get started!

Hospitality Hiring Resources

Are you in need of hiring resources that are either **FREE** or **LOW-COST**? These resources may be able to guide you or provide the support you need.

Innkeeper's Guidelines

Your Rights & Duties for the Upcoming Season

Service Animals

Remember to review ADA rules to ensure your staff does not discriminate against someone with a disability who uses a service animal.

Human Trafficking Info & Law

Spot the signs of Human Trafficking: Resource Guide

Business Development Center Workshop

The Small Business Development Center helps business entrepreneurs already in operation accelerate profits & maximize available resources.

American Travel Sentiment Study

Kim Mueller from OC Tourism recently shared the latest American Travel Sentiment Study, offering key insights into what's driving and limiting leisure travel for Summer 2025.

Take a look at the [full report](#) →



Upcoming 2025 Tax Changes - Resources from the State Comptroller's Office

Courtesy of our friends at MHLA — thanks for the great info!

During the 2025 legislative session, the Maryland General Assembly passed the Budget Reconciliation and Financing Act (BRFA), which makes several changes to Maryland's tax laws beginning in the 2025 tax year and beyond. Those changes include a 3% sales and use tax on "data or information technology service as described under NAICS Sector 518, 519, or 5415" and "a system software or application software publishing service described under NAICS Sector 5132," 2022 Edition.

The Maryland Comptroller's office has developed [this page](#), which will be updated regularly with detailed information, official guidance, and resources to assist taxpayers, businesses, and tax professionals to understand and comply with these changes. We encourage members to utilize this resource to assist with compliance.



MHLA "End of Session" Report

MHLA has been working hard on your behalf as this was one of the toughest legislative sessions in many years. The entire 90 days were overshadowed by the State's more than \$3 billion deficit. To balance the budget, the Governor had to make substantial cuts to departmental funding, as well as find significant new revenue. As you will see below, MHLA engaged in a significant number of issues, ranging from labor to environmental to short term rentals and more, and had to fight off a lot of taxes on our industry.

[Click here](#) to view their "End of Session" report.



Restaurant Association of Maryland

RAM Legislative Wrap-Up 2025 Maryland General Assembly Session

The Restaurant Association of Maryland (RAM) engaged on many bills of concern to the foodservice industry. RAM's Legislative Wrap-Up summarizes some of those bills and the legislative outcome.

[Click here](#) to view the Wrap-Up!

FTC Rule on Unfair or Deceptive Fees Now in Effect ([Hotel Junk Fees](#))

Effective May 12, 2025 the Federal Trade Commission rule requires providers of short-term lodging (e.g., hotels, short-term rentals, and third-party online sellers) to include certain price information when displaying, advertising, or marketing reservations for lodging.

Specifically, such providers must:

- Display the total service price, including the base price and any service fees, if a price is displayed in an advertisement, marketing material, or a price list.
- Disclose the total services price at the time the services are first displayed to an individual seeking to purchase such services and anytime thereafter during the purchasing process
- Disclose, prior to the final purchase, any tax, fee, or assessment imposed by any government entity (or quasi-government entity) on the sale of such services.

The bill provides for enforcement by the Federal Trade Commission and state attorneys general (or other authorized state officials). Bottom line, the rule is enforceable.



Member Mentions

J1 Student Work Travel Information

Employers, help us enhance the J-1 student experience by ensuring they are aware of summerworktravelocmd.com—a valuable resource packed with helpful information to make their stay in Ocean City as enjoyable and successful as possible!

2nd Job Points to Remember

- All primary and “second” or “replacement” jobs MUST be vetted/verified by the U.S. Sponsor Agency before the participant may begin work.
- Jobs must be seasonal or temporary in nature - cannot displace American workers
- “3rd shift” night jobs are not permitted (work hours that fall predominantly between 10pm - 6am)
- Participants, just as their American counterparts, are employees “At-Will”
- Cannot threaten with visa cancellation or deportation
- The host employer cannot hold participants’ D.S. Form, Passport, SS Card, or any other legal documentation
- Participants are expected to return home at the end of their program. Host employers should not encourage participants to stay longer than their program end date.

Welcome Events - Post the Flyer on Page 9

The Ocean City Chamber Community Support Group has organized two Welcome Events for Student Exchange Visitors at the Residence Inn by Marriott—encourage your students to attend and meet other students!

- June 18th from 12–2 PM
- June 25th from 4–6 PM

Helpful Links to Share

- Onboarding Video / Area Information - <https://www.youtube.com/watch?v=hjTVW4EEhf0&t=2s>
- Financial Information - summerworktravelocmd.com/helpful-info/
- Free Meals - summerworktravelocmd.com/free-meals/

Hideaway



Secrets Hideaway Ribbon Cutting

Congratulations to OCHMRA Past President (82-83) Leighton Moore on the exciting new addition to the Secrets family — **Hideaway!**

They invite you to come celebrate this milestone at the Ocean City Chamber of Commerce’s Business After Hours and Ribbon Cutting Ceremony, taking place on Thursday, June 5, from 5pm - 7pm at Hideaway, located behind Area 51/Bev Center.

This free event will include complimentary hors d'oeuvres, drink specials, raffles, and a 50/50 drawing. Be sure to bring your business cards to enter the giveaways!



HOTEL SUCCESS ISN'T LEFT TO CHANCE.

It's built on expertise, proven performance, and hands-on leadership.

When experience matters, we deliver.



Jaimie
Grazioso

AVALON
HOSPITALITY GROUP

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robin@avalonhg.com

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Marketing Opportunities

Ways to promote your businesses

Midweek Smiles Campaign

We recently launched our Midweek Smiles campaign — designed to give your business a Midweek boost during the slower Sunday through Thursday stretch.

All OCHMRA members are invited to participate by submitting a special offer or deal that encourages visitors to Stay, Play & Dine — Midweek!

This is a year-round campaign, so you can submit your Midweek offer anytime — no deadlines, just ongoing promotion! To get started, email kaylee@ocvisitor.com!

Sponsorship Opportunities & Team Registration Sign Ups

3RD ANNUAL
JAMES R. KYGER JR. MEMORIAL GOLF TOURNAMENT



Tuesday, August 5, 2025
Ocean City Golf Club - Newport Bay Course 11401 County Club Drive, Berlin, MD 21811
7:30 a.m. - Registration | 9 a.m. - Tee Off

SPONSORSHIPS AVAILABLE!	
EVENT	+ \$5,000
LUNCH	+ \$2,500
GOLF CART	+ \$1,500
DRINK CART	+ \$1,500
BIG BALL DROP	+ \$1,000
PUTT-A-PALOOZA	+ \$1,000
INTERACTIVE HOLE	+ \$1,000
TEE BOX POP-UPS	+ \$750
HOLE SIGNS	+ \$250

TEAM REGISTRATION \$800

INCLUDES: REGISTRATION FOR FOUR GOLFERS
BREAKFAST & GIFT BAGS
LUNCH & AWARDS RECEPTION
16 DRINK TICKETS PER TEAM
ENTRY IN BIG BALL DROP CONTEST

BONUS ADD-ON PACKAGES AVAILABLE AT CHECK-IN
SCRAMBLE FORMAT
PICK UP AFTER NOBODY

REGISTRATION DEADLINE: JULY 14, 2025

For more information or questions contact:
Chris Wolfe chris@allstatesconst.com 202.236.8030
Jamie Heater jheater@ggibuilds.com 410.430.2861

Online Registration www.KygerGolf.com or scan QR Code →

Proceeds to Benefit Contractors For A Cause (501c3), whose programs provide Critical Home Repairs, Ramp Access, and Scholarships in Maryland.

GOOD CONTRACTORS... DOING GOOD THINGS... FOR GOOD PEOPLE

WE NEED YOUR HELP
OCMHRA

THE THIRD ANNUAL
MILITARY VETERANS CHARITY GOLF TOURNAMENT



Helping Us Help Others
Yesterday, Today, and Tomorrow

HOSTED BY
American Legion
Post 166
Leathernecks

WHEN
Monday
June 16
Ocean City Golf Club

SUPPORTING
Semper Fi &
America's Fund,
Believe in Tomorrow
and other
Community Charities

The Third Annual Military Veterans Golf Tournament is already a success and it won't be held until June 16. We have been overwhelmed that so many golfers registered this year to support our veterans, their families, and local charities.

To make the tournament an even greater experience for them, we need your help.

Because of the numbers of players we can use **MORE OF YOUR COMPANY LOGO ITEMS** for the traditional goody bags golfers receive.

Because of the numbers we can use **MORE GIFT CARDS** from our great restaurants for our golfers to enjoy and become your regular patron.

Because **OCMHRA** members have always responded generously to support our community, we are turning to you. If you can provide any of the above, here's how.

Call me at 703-901-5544.
Leave a message if I don't pick up.
Or email Post166Leathernecks@gmail.com
Ed Pinto, Commander, Post 166 Leathernecks

If you would have liked to have played, we are sorry that we do not have room for more golfers

Destination Maryland 2025 - 26 Business Listing Update

The Maryland Office of Tourism Development is collecting business listings for the **2026 Destination Maryland Magazine**. As the *official travel guide of the state's marketing campaigns*, it is distributed to actively engaged travelers with 200,000 printed copies annually and a digital version accessible year-round on VisitMaryland.org.

BUSINESS LISTINGS ARE FREE! Deadline is July 25, 2025

- Destination Maryland business listing information is collected through this [Google form](#).
 - If you're having trouble accessing the form or have questions, contact Brandon Chan at brandon.chan@maryland.gov or Florence Brant at florence.brant@maryland.gov.

FOR ADDITIONAL EXPOSURE - Advertising reservations will be accepted through August 20. Download the [2026 Destination Maryland Media Kit](#) for full details and rates.

- To learn more or to inquire about advertising opportunities, please connect with Carly Stedman Norosky with Miles Partnership Carly.Stedman@milespartnership.com / 202-681-8169

Visit our [Tourism Industry Website](#) for more information on how the Maryland Office of Tourism can help you.

Community Connections

Official Kickoff to the State Cocktail of Maryland - The Original Maryland Orange Crush

The Original Maryland Orange Crush will be formally designated as the State Cocktail of Maryland on June 1, 2025. Delegate Hartman is proud to have worked with his colleagues in the General Assembly to pass legislation creating this designation and recognizing the **Harborside Bar and Grill** as the birthplace of the Orange Crush.

To celebrate the effective date of the official state cocktail, Delegate Hartman and the Harborside Bar and Grill will host a kickoff event on Sunday, June 1st at 1:00 p.m. Please join us to show our Maryland pride and celebrate the Original Maryland Orange Crush with live music, Orange Crush specials, and more.

- **What:** State Cocktail of Maryland Kickoff Event
- **When:** Sunday, June 1st, 2025 at 1:00 p.m.
- **Where:** Harborside Bar and Grill - 12841 Harbor Rd., Ocean City, MD. 21842
- **Who:** Delegate Wayne Hartman, Owners of the Harborside Bar and Grill, Chris Wall & Lloyd Whitehead



Delmarva Rebate Opportunities with EmPOWER Maryland

Delmarva Power offers cash rebates to customers who take action to reduce their energy consumption. Their incentive program supports a variety of energy-saving upgrades and maintenance projects, including lighting and HVAC improvements. Last year alone, their EmPOWER program provided \$38.8 million in incentives to help offset the cost of these upgrades.



[DELMARVA Customer Success Stories](#)

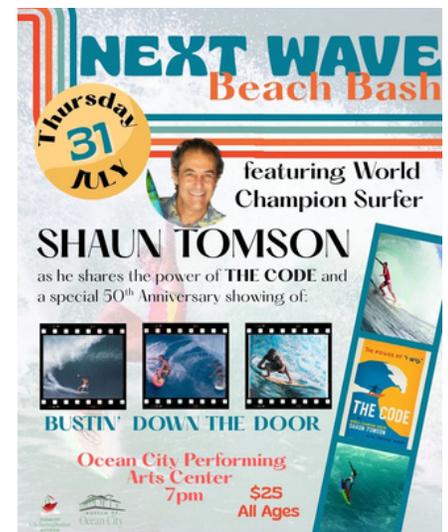
Ocean City Museum Society to Hosting Beach Bash Fundraiser

Featuring World Champion Surfer Shaun Tomson

Ocean City, MD – The Ocean City Museum Society, a local non-profit organization, will host an exciting new fundraiser, the Next Wave Beach Bash, on Thursday, July 31, 2025, at 7 p.m. in the Ocean City Performing Arts Center. The evening's headliner is Shaun Tomson — World Champion Surfer, best-selling author, motivational speaker, entrepreneur, and environmentalist.

Event Details

- **Date:** Thursday, July 31, 2025
- **Time:** Doors open at 6:15 p.m. | Event begins at 7:00 p.m.
- **Location:** Ocean City Performing Arts Center
- **Tickets:** \$25 per person | Available beginning May 15
- **More Info:** Visit ocmuseum.org for updates





Ocean City, Maryland
Chamber of Commerce



SUMMER WORK TRAVEL

welcome EVENTS

for exchange visitors

HELPFUL INFO!

GIVEAWAYS!

PIZZA & DRINKS!

WIN A BIKE!!!

MUST BE PRESENT TO WIN!

JUNE 18 ~ 12-2 PM

BIKE WINNER CHOSEN AT 1PM

JUNE 25 ~ 4-6 PM

BIKE WINNER CHOSEN AT 5PM

**RESIDENCE INN BY MARRIOTT
300 SEABAY LANE (61ST STREET BAYSIDE)**

GROWING *Gratitude*

Hello Ocean City!

Ruthie and Judie here from *Growing Gratitude*.

Ocean City Summer Safety Training 2025 🤗 Keeping Our Community and Visitors Safe This Season

As Ocean City, Maryland prepares to welcome thousands of visitors for Summer 2025, we're coming together to prioritize safety and save lives.

Join us for a free comprehensive harm reduction training focused on:

- **Recognizing and responding to drug overdoses**
- **Prevention strategies that work**
- **Distributing and using Narcan (naloxone)**
- **Access to harm reduction supplies**

📅 **Date:** Wednesday, June 11th

🕒 **Time:** 11AM-1PM

📍 **Location:** Howard Johnson's on 12th St and the Boardwalk – enter from the alley and parking garage. The room is downstairs.

🍴 **Catered Lunch provided by Grateful Grub Food Truck**

We have a team coming from the Daniel Carl Torsch Foundation to present. This training is essential for service providers, business owners, hospitality staff, first responders, and community members who want to be part of the solution.

Together, we can make Ocean City safer for everyone.

➡ **RSVP by June 8th – mrs513@comcast.net or call 410-513-4892 and leave a message**



**Daniel Carl Torsch
Foundation**
New day. New beginning.



WE NEED YOUR HELP OCMHRA



THE THIRD ANNUAL MILITARY VETERANS CHARITY GOLF TOURNAMENT

**Helping Us Help Others
Yesterday, Today, and Tomorrow**

HOSTED BY
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Leathernecks

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