

Winter 2011

Message from the President

Happy New Year everyone!

As you are making your advertising plans for 2011, please keep in mind our newest project with targeted distribution. We've partnered with *Maryland Life Magazine* and are producing an insert in their March/April, May/June and Sept/Oct issues.

We continue to make great strides partnering the private and public sector. Over the last couple of months, the newly formed Tourism Advisory Board has launched. This group is comprised of Chamber of Commerce, HMRA and the Economic Development Committee representatives. We will continue working with Town leaders to define the marketing direction. I encourage you to contact our office with any ideas or opinions you'd like to share. Our goal is to best represent our members.....we can only do that through constant communication.

Be sure to Mark Your Calendars ~ our annual fundraiser, the 37th Annual OCHMRA Spring Trade Expo will be March 6 & 7. This Expo represents a large chunk of our operating budget. So please talk it up to all your vendors, who are potential exhibitors, and promote it within your business.

Free VIP Pre-Registration for hospitality attendees...register now at www.oceancitytradeexpo.com.

Cheers to a prosperous 2011.

Malcolm VanKirk, OCHMRA President
Sea Bay Hotel/Best Western Ocean City Hotel & Suites



Ocean City Takes Home Awards at the Maryland Tourism & Travel Summit

Congratulations to Reba Felty of the Comfort Inn Gold Coast on her well-deserved, Audrey Davenport Hospitality Award. The award is named in honor of a Maryland Tourism Council past president legendary for exceptional customer service. Great job Reba!

Congratulations also to Deb Turk (OC Tourism) & Donna Abbott (Communications Director, Town of Ocean City) for receiving the award for Best Continuing Campaign for the Rodney the Spokesguard campaign.



Ross Peddicord (Maryland Tourism Council Chair) presenting the award to Reba Felty.

LAST CALL FOR FIRST MARYLAND LIFE INSERT



Don't miss out on the chance to promote your business to the affluent readers of *Maryland Life Magazine*. In place of our seasonal brochures, our association is now putting together a brochure-size insert for the March/April, May/June and September/October issues of *Maryland Life Magazine*. **Ads start at \$555.** Call Amy or Susan at 410.289.6733 for more information about this new opportunity!

BOARDWALK TRAM RATES FOR 2011

•Tram fare is \$3.00 per person, per ride. Discount fare punch cards are available at \$20 for 8 rides. Inquire at either Tram Station or with a Tram Conductor.

•**New unlimited ride pass**, which costs \$6. A passenger can get on and off the Boardwalk tram as much as they like between the hours of 11 am and 4 pm daily. The unlimited ride pass will not be available during Springfest, Sunfest, OC Air Show weekend or July 4th weekend. Unlimited ride passed will be sold at both north and south ticket booths and on any tram.



Welcome new members

Active

Captain Adam

136th St. & Coastal Hwy.

Dead Freddie's Island Grill

64th St. & Coastal Hwy.

Allied

AK Neckwear & Banner Productions

BBSI

Booking.com

Eastern Shore Coffee

Genesis Golf Trips

Hale-Miller Group at

Morgan Stanley Smith Barney

Dinner Meetings

JANUARY 20

Fresco's Fine Dining

FEBRUARY 17

Holiday Inn Oceanfront

67th St.

APRIL 14

(*PLEASE NOTE DATE CHANGE)

Princess Royale

Installation of Officers

Lodging, Dining & Attractions...

Register online to attend!

If your business is not in these categories, call us to exhibit. **Booths starting as low as \$495**

MARK YOUR CALENDAR!

37th Annual



SPRINGTRADEEXPO

Ocean City Hotel-Motel-Restaurant Association

**Where hospitality
buyers & sellers meet**

**March 6 & 7, 2011
Ocean City, Maryland**



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open to the trade only • no one under 21



As we close the books on 2010, according to leading travel guru, Peter Yesawich, Americans remain cautious about travel spending services in the year ahead. Their planning and purchasing behavior continues to reflect a frugal attitude that is likely to prevail. Demand from leisure travelers looks slightly more encouraging than business travel. However, according to surveys, the incremental demand for leisure travel services will primarily be more upscale clientele.

Travel planning and purchasing will continue to be characterized by a new resourcefulness. Travelers will continue to demand more in exchange for their travel dollar: more leg room, an upgraded guest room, a more bountiful breakfast included with their hotel room rate and free Internet. Value remains in vogue.

Here's what Peter has to say:

2011 TRENDS FROM PETER YESAWICH'S "Y PARTNERSHIPS" PREDICTIONS:

- 1** The New Frugal will continue to direct the majority of travelers' planning and shopping behavior and the implication is clear: most travel suppliers (except airlines that do not replenish their already reduced seat capacity) will meet resistance when trying to achieve greater pricing power. This is likely to translate into a higher incidence of **comparison shopping** and further challenge the fragility of brand loyalty.
- 2** More travelers will discover the appeal of **comparison shopping sites** (meta search engines) as they pursue what they consider to be rightfully theirs in the current economic environment: a good deal. This is inevitable given the fact that only one out of every five travelers has ever visited a meta search engine.
- 3** The "collective buying" craze (thanks to GroupOn) will begin to re-shape demand for travel services, particularly for those travel service suppliers who are long on inventory on selected dates and disinclined to spend scarce marketing dollars to drum up demand the old-fashioned way. So keep a close eye on **how consumers discover, embrace and share the spoils of collective buying** on innovative websites such as www.tripalertz.com.
- 4** Although travel with one's spouse or another adult will continue to represent the highest incidence of leisure travel (eight out of ten leisure travelers will take at least one such trip in the year ahead), family travel (adults who travel with children) will continue to grow because of the burgeoning popularity of multi-generational leisure travel: **one third of all leisure travelers are now grandparents**, and three out of ten took at least one vacation with their grandchildren last year. This incidence will continue to grow as the population continues to age.
- 5** **Air fares** for both business and leisure travel **will continue to escalate** as demand improves from the return of business travelers and carriers adjust their capacity to maximize yield.
- 6** **Hotel rates will rise modestly** in the majority of U.S. markets, and aggressively in a few such as New York and Miami, driven by the combined impact of growing demand from business travelers and the hiatus observed in new hotel construction during the past two years.
- 7** **Cruises will continue to gain popularity** (almost six out of ten leisure travelers are now interested in taking a cruise during the next two years, more than the proportion who express interest in visiting even the most popular states in the U.S.!), because of the inherent appeal of the experience (great value, grander ships, fabulous entertainment, attentive service, etc.) and very alluring pricing due to the lingering oversupply of new cruise product (and the thousands of new cabins that must be filled before the bon voyage party gets underway).
- 8** Interest in **condominium and vacation home rentals will demonstrate robust growth** (almost half of all leisure travelers are now interested in a vacation home rental as an alternative to conventional lodging when on vacation), particularly among family travelers seeking more space and better value.
- 9** **Mobile applications** that facilitate the planning and purchasing of travel services **will continue to proliferate** as more consumers migrate to smart phones (an estimated four out of ten now have one, and roughly 20% of those who do have downloaded a travel app). And their usage of these devices will extend well beyond GPS functionality to include searching for schedule delays, comparison shopping fares and rates, and downloading mobile coupons.
- 10** Interest in and usage of **social media** will continue to **display explosive growth** in terms of theoretical reach (the ability to connect and engage sheer numbers of active travelers): almost half of all travelers now have a page posted on a social site, 91% of which are posted on facebook. The extent to which the content of information on social sites truly influences the selection of travel service suppliers remains elusive, however. Watch for greater clarity on this conundrum from us in the year ahead.
- 11** **Flash sales** (the use of unsolicited emails to liquidate what would otherwise be distressed inventory) will assume their rightful place in the arsenal of tactics **embraced by travel service marketers** because of their demonstrated effectiveness (and modest cost to implement).
- 12** American's sustained sense of wanderlust will translate into an **increase in U.S. citizen departures to international destinations**, with the Caribbean and Western Europe [Italy] topping the list of "dream destinations."
- 13** And, finally, the **bed bug problem will continue to pose challenges** for hoteliers in selected urban destinations (you know who you are!) as it is now clearly on the minds of all travelers: a remarkable 31% of U.S. travelers are "very/extremely" concerned about an encounter with bed bugs on a future hotel stay; another 29% are "somewhat" concerned.

THE DISH:

TRENDS TO WATCH in the restaurant industry



MAKING THE MOST OF THE GRAND FINALE

Opportunities abound when you have a planned approach to desserts, after-dinner drinks, and coffee. Here are some tips, tactics, and techniques.

1. Don't mix desserts with appetizers, soups, salads, and entrees. Too often, after a tour of the menu, servers say, "Oh, and don't forget to save room for our Chocolate Bomb Cake." This leads to, "I'll skip the appetizer and save room for your fabulous suggestion"

2. Not too fast-not too slow. If you rush diners, they'll camp out for an hour, nursing the chamomile they made with their own tea bag. Or if you lollygag, the message is, "If it takes this long to hear about desserts, I'll have to wait an eternity to get them. Check please!"

3. Don't bring your dessert menu to a dirty table. Guests feel full when their space is littered with dirty glassware, crumb-laden side plates, sip sticks, and cracker wrappers. Clear everything first, clean the table, and reset with a fork and spoon. Now guests are relaxed and receptive. The more you clear, the more you sell!

4. Don't open with "Did you save room for dessert?" Instead, present your dessert selections and leave it up to the guests to resist your delicious offerings. Feel free to suggest pairings of dessert and after dinner drinks or coffees.

Source: *Sequence of Success*

Part 5: *Making the Most of the Grand Finale.*

Bob Brown

November 2010 *Foodservice Monthly*



"There are 500 million consumers on Facebook now and the vast majority become fans of a brand to get deals or offers."

-Reggie Bradford, Chief Executive of Vitruv

11 FOR '11

TECHNOMIC NAMES LEADING RESTAURANT TRENDS

1. Action in adult beverages. As Americans decide they're once again ready to celebrate, we'll be seeing lots of action in "Mad Men" style retro cocktails, high-cachet gin and bourbon, craft beers and punch (including sangria).

2. Beyond bricks-and-mortar. Food trucks were an L.A. and Manhattan fad a year ago; now they're proliferating around the country. "Land-based" restaurants are using food trucks as brand extensions and catering aids.

3. Farmers as celebrities. Back-to-the-source mentality sends farmers and producers into the spotlight. Restaurants will feature their celebrity suppliers by offering special menus, inviting them to comment on blogs, even hosting visits.

4. Social media and technology: evolutionary spurt. Kiosk ordering, wine lists on iPads, tableside payment system-which technologies will revolutionize operations? Couponing website and location-based social media will grow, while the apps fad will continue to evolve. Technology and social media are evolving so fast that rewards and risks are high-but the biggest risk of all is failure to innovate.

5. Korean and beyond. The Korean taco, an only-in-America synthesis of Korean-style fillings and a Mexican format, signals the rise of Korean BBQ and Korean food in general; multicultural tacos with world ingredients, sometimes in surprising combinations; and portable street food and small plates from around the planet.

6. Frugality fatigue. Penny-pinching was a novelty when the recession began; now it's gotten old. Anyone who can afford it will dip back into luxury dining in 2011. Meanwhile, the middle class will gravitate to reasonably priced but high-experience-value, thrill-a-minute concepts with memorable menus. Pricey, full-service concepts will continue to push bar menus, bringing in new customers at a lower price point, and gastropubs will proliferate.

7. How low can you go? Customers will continue to demand price deals everywhere they eat. As food input prices heat up next year, sustaining the bottom line will continue to be a crucial issue for operators.

8. Carefully calibrated brand action. More ultra-niche eateries with narrowly focused menus and high-concept ambiance. Investments in brand refreshes and remodels instead of new growth.

9. Back to our roots. The durable hunger for comfort food develops an appetite for home-style Southern fare, retro Italian, family-style service formats and family-size portions.

10. New competition from c-stores. Retailers have been encroaching on restaurant turf for some time, but now the hottest action is among convenience-store operators upgrading their foodservice. Consumers are responding positively to upgraded offerings, variety and ambiance.

11. Healthful vs. indulgent: the little angel says one thing, the little devil another. As federal menu labeling requirements take effect in 2011, the issue of healthful vs. indulgent fare gets complicated. Look for more items and detailed descriptions on "healthy" menus as well as more "under x calories" items. Limited-time offers will trend up, not only because they attract attention but also because they don't require posting nutrition data.

Source: *Chris Urban, Technomic.com*



Congratulations to **Rose Brous** of **The Flamingo Motel** who was recently honored by the The Republican Women of Worcester County for her dedication and service to the community.

Kudos to **Horizons Oceanfront** and **F&B Manager Richard Huebeck** for receiving the **Wine Hospitality Award for 2010** from Santé, the Magazine for Restaurant Professionals.

Congratulations to **Nicole Zapata**, of **CIEE**, and her husband on the birth of their son Kieran.

Best wishes to newlywed **Amy Titanski** of **Seacrets Hotel** on her recent nuptials.

Kudos to **DCCA member Paul Suplee** who recently earned **American Culinary Federation** gold and silver medals for his culinary dishes.

Congratulations to **Dr. Bill Allen** of **Fenwick Dental Associates** on his recent engagement to Shelby Thomas.

It's a girl! Congratulations to **John Gehrig** of **D3Corp** and his wife Amy on the arrival of their second child, Ava.

Great job to allied member **BBSI** on being named the **2010 National Employer of the Year** by the National Association of State Workforce Agencies.



Welcome to **Matt Sessa**, new general manager for the **Quality Inn Beachfront**

Congratulations to the new management staff of **Phillips Seafood Restaurants**: **Mike Caggigo**, Executive Chef of **Phillips Seafood House**; **Suzanne Jackson**, new General Manager of **Phillips Beach Plaza Hotel**; **Mike Meekins**, new General Manager of **Phillips Seafood House**; **Randy Stanley**, Executive Chef for **Phillips Crab House**.



CONDOLENCES

Our sincere condolences to the following families on their loss...

MICHAEL & MARILYN JAMES (Carousel Resort Hotel & Condos) on the loss of their daughter Meg.

COLEMAN BUNTING (Kate Bunting Family Partnership) on the loss of his sister Pauline Bunting Carey.

JOHN TRADER (Liquid Assets) on the loss of his mother, Joan Crawford Bailey.

REESE CROPPER III (Insurance Management Group) on the loss of his grandmother, Margaret "Peggy" Calhoun.

THANK YOU! to the following businesses who generously offered free meals and services to the Pennsylvania Writers' Association

Bahia Marina (Judith M)
Conner's Beach Cafe

Eden Roc Motel (bike rentals)
Fish Tales

Happy Jack Pancake House
Harrison's Harbor Watch

OC AIRPORT TO ACQUIRE HUEY HELICOPTER

The Town of Ocean City and the Ocean City Aviation Association are in the process of acquiring a Huey helicopter from the U.S. army surplus. Since the aircraft was the work horse for the Vietnam War, the Ocean City Aviation Association intends to set it up at the Ocean City Airport as a memorial to all who served in that conflict. The Aviation Association is accepting donations to offset the costs of installing the helicopter. Donations of \$500 or more will be acknowledged with an engraved plaque at the site.

If you know of any local member of the military who lost their life in the Vietnam War, please submit their name to ocaainfo@cs.com so they can be honored at the memorial.

PAYROLL TAX CUT TO BOOST TAKE-HOME PAY FOR MOST WORKERS

New Withholding Details Now Available on IRS.gov

The Internal Revenue Service has released instructions to help employers implement the 2011 cut in payroll taxes, along with new income-tax withholding tables that employers will use during 2011. Millions of workers will see their take-home pay rise during 2011 because the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act Of 2010 provides a two percentage point payroll tax cut for employees, reducing their Social Security tax withholding rate from 6.2 percent to 4.2 percent of wages paid.

This reduced Social Security withholding will have no effect on the employee's future Social Security benefits. The new law also maintains the income-tax rates that have been in effect in recent years. Employers should start using the new withholding tables and reducing the

amount of Social Security tax withheld as soon as possible in 2011 but not later than Jan. 31, 2011. Notice 1036, released today, contains the percentage method income tax withholding tables, the lower Social Security withholding rate, and related information that most employers need to implement these changes. Publication 15, (Circular E), Employer's Tax Guide, containing the extensive wage bracket tables that some employers use, will be available on IRS.gov in a few days.

The IRS recognizes that the late enactment of these changes makes it difficult for many employers to quickly update their withholding systems. For that reason, the agency asks employers to adjust their payroll systems as soon as possible, but not later than Jan. 31, 2011.

For any Social Security tax over withheld during

January, employers should make an offsetting adjustment in workers' pay as soon as possible but not later than March 31, 2011. Employers and payroll companies will handle the withholding changes, so workers typically won't need to take any additional action, such as filling out a new W-4 withholding form. As always, however, the IRS urges workers to review their withholding every year and, if necessary, fill out a new W-4 and give it to their employer. For example, individuals and couples with multiple jobs, people who are having children, getting married, getting divorced or buying a home, and those who typically wind up with a balance due or large refund at the end of the year may want to consider submitting revised W-4 forms. Publication 919, How Do I Adjust My Tax Withholding?, provides more information to workers on making changes to their tax withholding.

THE DOLLARS & SENSE OF ENHANCING COMMUNITY CHARACTER

In this informative presentation, Ed McMahon of the Urban Land Institute discusses the importance of good urban design, signage regulations, and efforts to creating a sense of place as important economic development strategies for communities.

The full presentation is available for free at www.ocdc.org.

DRYWALL & PAINTING PRE-APPRENTICESHIP TRAINING

Have you had difficulties filling building maintenance positions? Looking for an opportunity to hire a trained worker? Classes start in January and end in March.

For more information, contact SACC Foundation Workforce Development Coordinator, Joe Giordano at 410.860.6664 or email tjgiordano_2000@yahoo.com

CPR TRAINING

The Ocean City Fire Department is pleased to offer American Heart Association CPR/AED Training for the members of the Ocean City Business Community. This training takes approximately 3 to 4 hours and those who successfully complete the training will receive an American Heart Association CPR/AED Course Completion Card.

CPR training will be offered on the following dates and times. All classes will be held in the 2nd Floor Training Room of the Ocean City Public Safety Building on 65th St.,. There is a non-refundable fee of \$15 per person for the class. Pre-registration is required. For more information or to register, please call 410.723.6616, Monday-Friday between the hours of 8:30am and 4:30pm.

Tuesday, January 11, 2011

6pm until 10pm

Deadline to register: 1/5/11

Saturday, April 16, 2011

9am until 1pm

Deadline to register: 4/11/11

Saturday, February 19, 2011

9am until 1pm

Deadline to register: 2/14/11

Tuesday, May 17, 2011

6pm until 10pm

Deadline to register: 5/11/11

STAFF

Susan L. Jones, Executive Director

Amy S. Tingle, Event Manager

Jayne Sawyer, Sandy Patrick; Part-time Tourism Coordinators

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