September 13, 2011
Work Session
Mayor and Council
Town of Ocean City

In attendance: Mayor Rick Meehan, Council President James S. Hall, Council Secretary Lloyd Martin, Council Members Margaret Pillas, Mary Knight, Doug Cymek, Joe Hall and Brent Ashley, City Solicitor Guy Ayres, Interim City Clerk Wayne Pryor, Public Works Director Hal Adkins, City Engineer Terry McGean, Members of the Press and Interested Parties.

Council President Jim Hall called this Work Session to order at 12:00 p.m., in the Council Chambers of City Hall, 301 Baltimore Avenue, Ocean City, Maryland 21842; then **Council Member Knight moved to convene into closed session to: (1) consult with counsel to obtain legal advice; and, (2) discuss a matter directly related to a negotiation strategy or the contents of a bid or proposal if public discussion or disclosure adversely impacts the public body's ability to competitively bid or make proposals; seconded by Council Secretary Martin. The vote was 5-0 with Council Members Cymek and Pillas absent.**

1. **REPORT ON CLOSED SESSION:** Council President Hall re-opened this meeting at 1:00 p.m. to report that legal and contractual matters were discussed in the closed session. Persons present were Mayor Rick Meehan, Council President James S. Hall, Council Secretary Lloyd Martin, Council Members Margaret Pillas, Mary Knight, Doug Cymek, Joe Hall and Brent Ashley, City Solicitor Guy Ayres, Internal Auditor Susan Childs, Private Events Director John Sullivan, OC Air Show LLC Bryan Lilley and Steve Webster and Executive Office Associate Diana Chavis. Council President Hall reported that the motion to close the closed session was unanimous.

2. **BID OPENING**

   A. Police/EMS/Fire Department Uniforms
   (Budget Allocation: $313,860.00)
   - Bicycle Patrol Outfitters
   - F&F&A Jacobs & Sons, Inc.
   - Municipal Emergency Services
   - Maryland Police Supply
   - Howard Uniform Company
   - Southeastern Emergency Equipment
   - Downtree Medical
   - Graves Uniforms

   Council Member Knight moved to acknowledge the bids with remand to Staff for review; seconded by Council Member Pillas. The vote was unanimous.

   B. Two Factor Authentication Systems
   City Engineer Terry McGean explained that the FBI requires secondary verification of user authorization to access police software. **Council Member Joe Hall moved to open the single bid with remand to Staff for review; seconded by Council Member Knight. The vote**

was unanimous. That bid was from Imprivita for the amount of $57,646.00 which includes a three-year maintenance plan and update. **Council Member Joe Hall moved to acknowledge Imprivita as the sole bidder with remand to Staff for review; seconded by Council Member Knight. The vote was unanimous.**

3. **RECOGNITION OF FIRE MARSHALL SAM VILLANI'S RETIREMENT:** Mayor Meehan presented Sam Villani with a Key to the City and issued a Proclamation in Appreciation of his 35 years of service.

4. **REPORT ON 2011 OCEAN CITY AIR SHOW:** OC Air Show LLC President Bryan Lilley and Internal Auditor Susan Childs presented an audit of the 2011 OC Air Show LLC. Mrs. Childs reported that Mr. Lilley issued the Town a check for $13,875.29. She said a second check reimbursing the Town for unspent funds will follow.

5. **PRESENTATION OF VISITOR SURVEY RESEARCH RESULTS**: Tourism Director Debbie Turk introduced Chris Burk of Equations Research who presented results of a benchmark OC Visitor survey (see Attachment A).

6. **PRESENTATION OF VISITOR RETENTION CAMPAIGN:** Andy Malis, President of MGH Advertising presented his ideas on a Citywide Thank You Campaign in 2012 (see Attachment B).

7. **RECOMMENDATION OF BID AWARD FOR WASTEWATER ELECTRICAL UPGRADES:** Public Works Director Hal Adkins made a recommendation to award John W. Tieder in the amount of $241,502.00 (Budget Allocation: $250,000.00). **Council Secretary Martin moved to approve; seconded by Council Member Joe Hall. The vote was unanimous.**

8. **PERMISSION FOR VEHICLE DONATION TO WORCESTER COUNTY TECHNICAL HIGH SCHOOL:** Director Hal Adkins said that Public Works has a 2001 Chevrolet Pickup Truck with 125,000 miles with many service issues and is not worth the cost of repair. **Council Member Pillas moved to approve; seconded by Council Secretary Martin. The vote was 6-0 with Council Member Knight out of the room.**

9. **PERMISSION TO PIGGYBACK OFF WASHINGTON SUBURBAN SANITARY COMMISSION (WSSC) SEWER LINING CONTRACT #11-30 SEWER LINING EFFORTS PERTAINING TO OUR FALL/SPRING PAVING PROGRAM:** Director Adkins explained that Dory Road and Salt Spray Road are scheduled for resurfacing and sewer upgrades are necessary. He said AM Liners East is the government contractor for the Washington Suburban Sanitary Commission and he would like to piggyback off their contract to do the work. **Council Member Ashley moved to approve; seconded by Council Secretary Martin. The vote was unanimous.**

10. **RECOMMENDATION OF AWARD FOR 83RD STREET SUBMERGED GRAVEL WETLAND PROJECT:** Environmental Engineer Gail Blazer recommended a bid award to McGinty's Marine Construction for the amount of $19,747.71 (funded by the Stormwater Mitigation Account). **Council Member Knight moved to approve; seconded by Council Member Cymek. The vote was unanimous.**

11. **REQUEST TO USE FUNDS FROM CONVENTION CENTER CAPITAL IMPROVEMENT ACCOUNT FOR CONVENTION CENTER IMPROVEMENT PROJECTS:** City Engineer Terry McGean requested permission to use up to $650,000.00 for Convention Center repairs and upgrades (see Attachment C). **Council Secretary Martin moved to approve; seconded by Council Member Knight. The vote was unanimous.**

12. **APPROVAL OF TAXI MEDALLION TRANSFERS:** Mayor Meehan recommended approval for the transfer of medallion number 124 from Fleet Operator Hassan Hassan of Safari Taxi to new Independent Operator Aboubida E. Osman; and, medallion number 125 from Hassan Hassan of Safari Taxi to new Independent Operator Abdalla Yousif, for the amount of $4,100.00 each. **Council Secretary Martin moved to approve; seconded by Council Member Knight. The vote was unanimous.**

13. **APPROVAL OF 2012 REGULAR SESSION AND WORK SESSION MEETING DATES: Council Secretary Martin moved to approve; seconded by Council Member Knight. The vote was unanimous.**

Mayor Meehan advised that Bike Fest is coming up this weekend, and the Inlet Parking lot will be closed from 10:00 a.m. to 8:00 p.m. after which time the Inlet Lot will be open to the public. Secondly, he has met with all Department Heads as acting City Manager. Thirdly, he said the hired third-party auditors are doing their routine annual audit in City Hall this week. Lastly, he presented, for approval, a request from DeLazy Lizard asking for permission to pay a lump sum amount for Cale Parking in front of their restaurant during Bike Fest Weekend. **Council Member Knight moved to $1100.00; seconded by Council Member Pillas. The vote was unanimous.**

Council Secretary Martin moved to adjourn; seconded by Council Member Knight. The vote was unanimous.

ATTACHMENT A

Ocean City, MD
Travel Trends
– September 2011 –

Prepared by

Methodology/Sample

Who we talked to:

- **General Market (n=1,745)**
  - Live in one of the following DMAs: Baltimore, Harrisburg-Lancaster-Lebanon-York, New York, Philadelphia, or Washington DC
  - Planning at least one trip in the next 12 months that includes an overnight stay
  - Must be open to taking a drivable summer beach vacation
  - Open to visiting Ocean City, MD (screened out anyone who said "Not a place I'd ever visit")
  - Primary or shared decision maker

- **Inquirers/Socials (n=1,336)**
  - Inquired through the ococean.com website, or follow Ocean City through Facebook or Twitter
  - Planning at least one trip in the next 12 months that includes an overnight stay
  - Must be open to taking a drivable summer beach vacation
  - Open to visiting Ocean City, MD (screened out anyone who said "Not a place I'd ever visit")
  - Primary or shared decision maker

Key Findings

Summary of Key Findings

Key Finding #1

Among the competitive set, visitation to Ocean City is second only to Atlantic City

70% of the General Market have visited Ocean City at some point in the past (compared to 79% for Atlantic City).

46% have visited within the past 3 years (2009-present).

Summary of Key Findings

Key Finding #2

Ocean City ad awareness is high, and the Rodney campaign is very well-received

Among the General Market, at 61%, Ocean City generates more ad awareness than any of its competitors.

The majority of the target market perceive Rodney to be a likeable character (76%), consider the ads to be attention-getting (69%) and a good "fit" for Ocean City (67%). A fair proportion also agree that the ads are motivating (50%).

About one-third of people say that they "had no idea Ocean City had so much to offer" after viewing the ads. With the high incidence of familiarity, it is likely that most people are well aware of Ocean City's offerings.

Summary of Key Findings

Key Finding #3

Ococean.com plays a dual role – it is both an integral part of the planning process and a destination advertisement – it's critical it does both well (and by the way – it is shown to <u>do both well)</u>

43% of visitors use ococean.com during the trip planning stage.

Among those that use it, 9 out of 10 consider it useful as an information source.

A considerable proportion – over one-third – say that the site had some influence on their decision to visit.

Summary of Key Findings

Key Finding #4

On average, travel parties spend more at Ocean City than they do on a 'typical' beach vacation.

The typical beach vacation (to beach destinations in general), lasts 4.9 days, while the average expenditure for the typical beach trip is $1,100, or $225 per day.

On average, Ocean City travel parties have a slightly shorter stay, at 3.8 days, but spend $1,459 over the length of that stay. This comes to about $384 per party, per day.

Ocean City visitors spend an average of $160 more per day than they do on a typical beach trip.

Summary of Key Findings

Key Finding #5

Ocean City's Net Promoter Score of 44 could use improvement

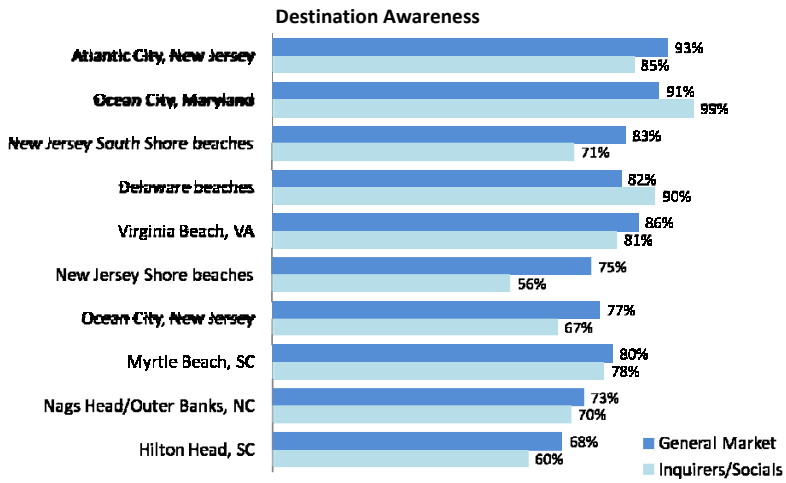
Only a moderate proportion of visitors would recommend Ocean City.

This is average performance among the competitive set.

Ocean City
Awareness & Visitation

Destination Awareness

Among the General Market, Ocean City is on par with Atlantic City in terms of overall awareness.

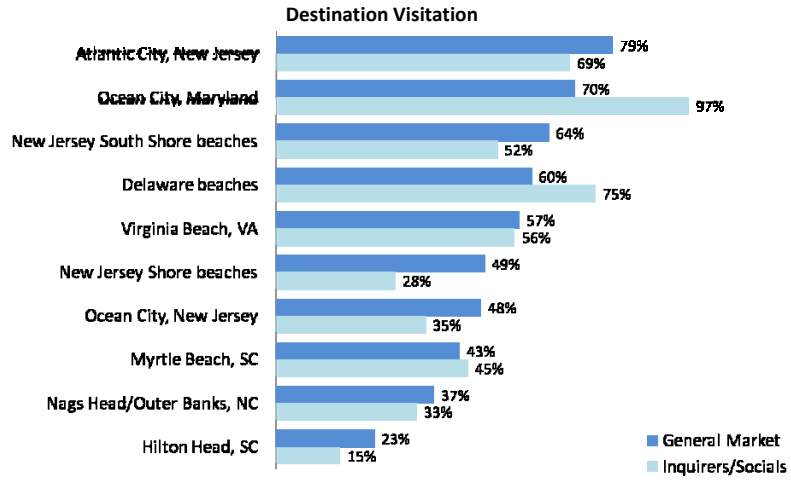


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. How familiar are you with each of the following destinations: [Visited more than once, Have visited once, Am familiar with but have not visited]

Destination Visitation

Ocean City visitation is high among the General Market, second only to Atlantic City.

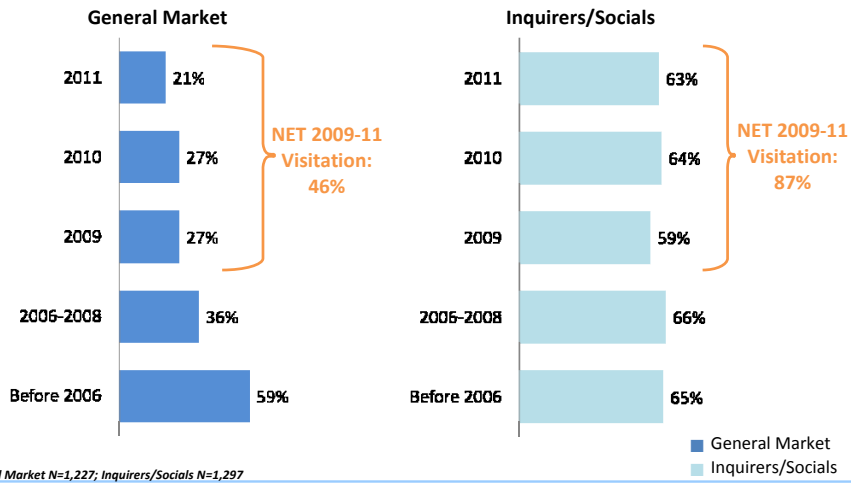


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. How familiar are you with each of the following destinations: [Visited more than once, Have visited once]

Visitation to Ocean City

Nearly one-half of the General Market have visited Ocean City within the past three years.



Base: General Market N=1,227; Inquirers/Socials N=1,297

Q. Please indicate when you vacationed overnight in each of the following destinations: Ocean City, Maryland

Perceptions of Ocean City

Ocean City is rated highly for its free beach access. It is also perceived as offering a lot to do, including family and outdoor activities, and being worth multiple visits.

Ocean City Attributes - Top-2-Box (4-5 Rating)

	General Market	Inquirers/ Socials
Free beach access	86%	98%
Lots to do there	82%	95%
Worth more than one visit	81%	97%
Family activities	81%	94%
Lots of outdoor activities	79%	94%
Good restaurants	78%	94%
Easy to get around once there	78%	90%
Alive/active nightlife	78%	90%
Easy to get to and from	77%	91%
Safe place to walk around	77%	91%
Friendly place	76%	93%
Great beaches	75%	95%
Good hotel options	75%	89%
Beautiful scenery	63%	88%
Good value for the money	62%	75%
Opportunity to visit friends/family	62%	81%
Good shopping	59%	80%
Festivals	58%	82%
Travel packages available	55%	69%
Romantic/great for couples	52%	79%

Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. Based on anything you may have experienced, seen, read or heard, please rate Ocean City, Maryland on a scale of 5-1 where 5 means "excellent" and 1 means "very poor."

Perceptions of Ocean City & Competitors

Ocean City outperforms primary competitors on most attributes. The areas where it doesn't excel are friendliness, great beaches, and beautiful scenery. Note that it still performs well, it just doesn't blow the competition away as it does on most other measure (such as free beach access).

Destination Perceptions (Top-2-Box)

	Ocean City, MD	Ocean City, NJ	NJ Shore	NJ South Shore	Virginia Beach
Free beach access	**86%**	32%	31%	47%	85%
Lots to do there	**82%**	68%	64%	77%	70%
Worth more than one visit	**81%**	75%	73%	84%	75%
Family activities	**81%**	78%	68%	81%	75%
Lots of outdoor activities	**79%**	74%	64%	78%	65%
Good restaurants	**78%**	66%	60%	73%	71%
Easy to get around once there	**78%**	77%	70%	77%	75%
Alive/active nightlife	**78%**	43%	60%	60%	63%
Easy to get to and from	**77%**	74%	63%	83%	72%
Safe place to walk around	**77%**	79%	70%	74%	78%
Friendly place	**76%**	79%	70%	83%	75%
Great beaches	**75%**	73%	69%	81%	76%
Good hotel options	**75%**	50%	39%	62%	75%
Beautiful scenery	**63%**	65%	60%	77%	73%
Good value for the money	**62%**	60%	50%	61%	69%
Opportunity to visit friends/family	**62%**	62%	60%	62%	58%
Good shopping	**59%**	58%	43%	59%	57%
Festivals	**58%**	53%	42%	50%	49%
Travel packages available	**55%**	44%	28%	42%	56%
Romantic/great for couples	**52%**	41%	41%	63%	59%

Ocean City is virtually untouched on these attributes

Ocean City could perform better in these aspects

Base: Visited respective destination in 2009-2011. General Market N=563, base varies by destination.

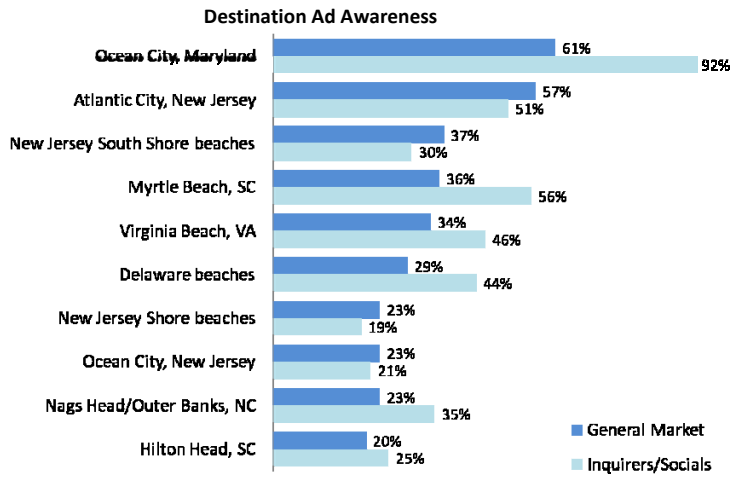
Q. Based on anything you may have experienced, seen, read or heard, please rate [DESTINATION] on a scale of 5-1 where 5 means "excellent" and 1 means "very poor."

Ocean City Ad Performance

Ad Awareness

Among the General Market, Ocean City generates more ad awareness than any of its competitors. Not surprisingly, Inquirers/Socials are almost universally aware of Ocean City advertising.

Destination Ad Awareness

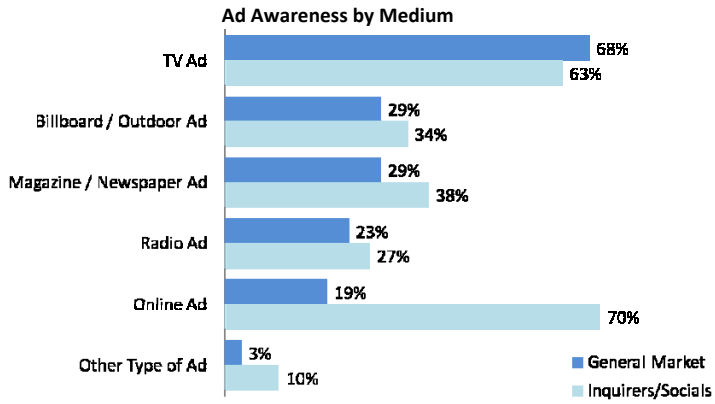


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. In the past 6 months, have you seen any advertising for the following destinations?

Ad Awareness by Type

Of those who have seen an Ocean City ad, two-thirds have seen one on TV—overall the medium generating the most awareness.
Inquirers/Socials, by virtue of their origin, have a tremendous recall of online ads.

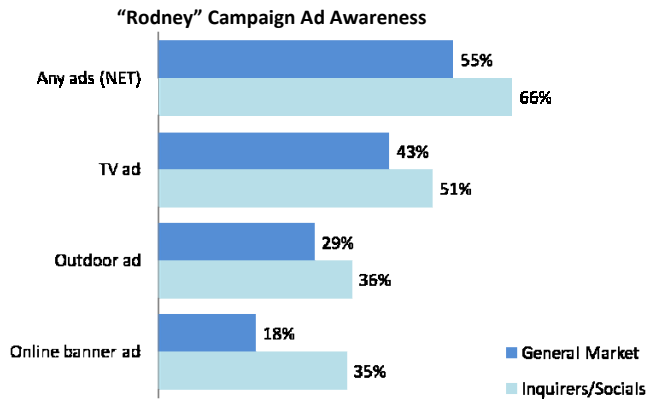


Base: Have seen an Ocean City ad in past 6 months. General Market N=1,064; Inquirers/Socials N=1,230

Q. Please indicate which types of ads you have seen/heard for each of the following destinations: Ocean City, Maryland

Campaign Awareness (Aided)

Over half of the General Market have seen at least one of ads from the Rodney campaign. TV ads generate the highest recall, followed by outdoor ads.



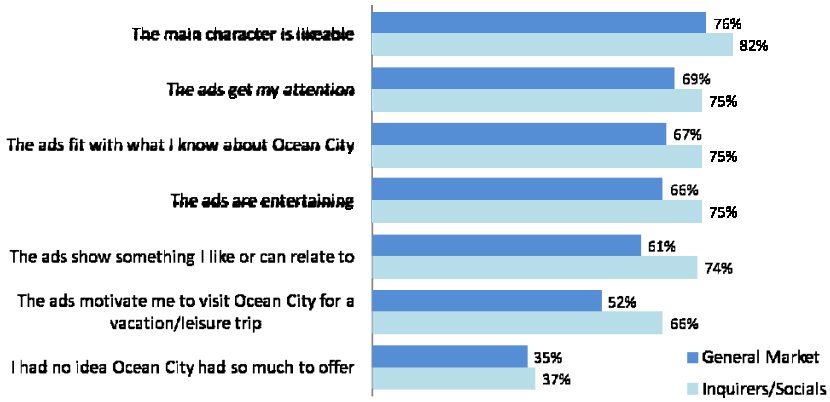
Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. Before this survey, how many times have you seen these ads? [Repeated for TV, outdoor, and online ads]

Campaign Perception

The Rodney Campaign is considered by most to have a likeable main character, with an attention-getting and entertaining execution. The ads are also motivating to a fair proportion of the market. About one-third of people say they "had no idea Ocean City had so much to offer" after viewing the ads (most likely because they are already aware of Ocean City's offerings).

Campaign Perceptions (Top-2-Box, Strongly/Somewhat Agree)



Base: General Market N=1,745; Inquirers/Socials N=1,336

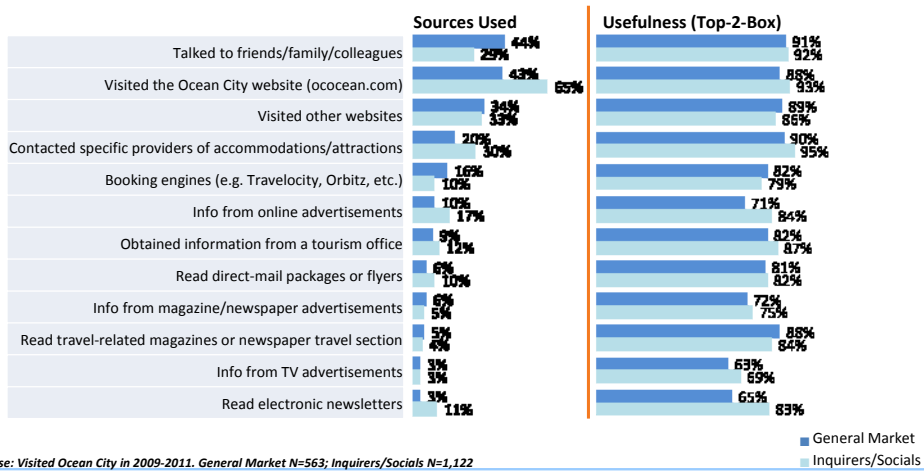
Q. Please rate your level of agreement with each of the following statements based on the ads you just reviewed:

Ocean City Vacation Planning & Information Sources

Information Source Use & Usefulness

Although people rely on a variety of sources for trip planning, the Internet is one of the most popular. In particular, Ococean.com is an outstanding resource for visitors – it is used by 43% of the General Market. This is on par with word-of-mouth as an information source.

Although friends/family are considered the most useful information source for planning, online sources such as Ococean.com rank nearly as high.

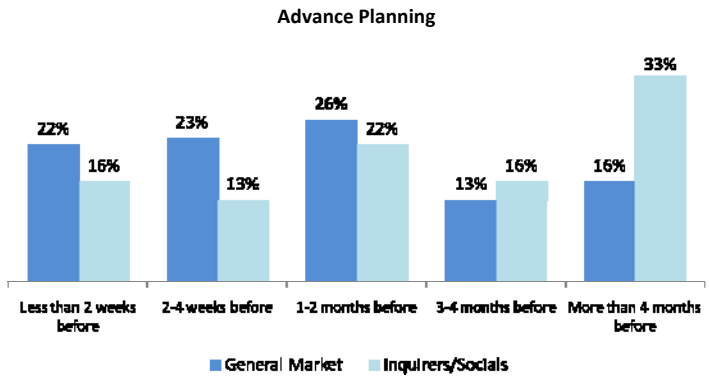


Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. What sources did you use in planning your vacation to Ocean City, Maryland (please select all that apply)?
Q. How useful were each of the following in planning your vacation to Ocean City, Maryland:

Vacation Planning

For most, planning begins within 3 months of visitation, with the average being approximately 2 months – this is a considerable window of opportunity for engaging potential visitors.

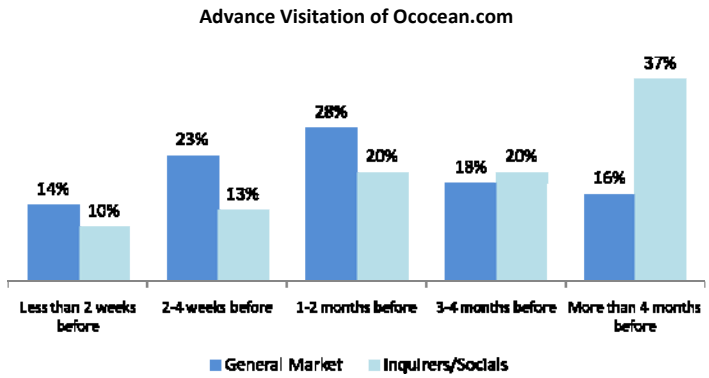


Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. How far in advance did you begin planning your most recent trip to Ocean City, Maryland?

Vacation Planning and Ococean.com

Initial Ococean.com use coincides with overall advance trip planning, demonstrating the site is an initial step in the planning process.

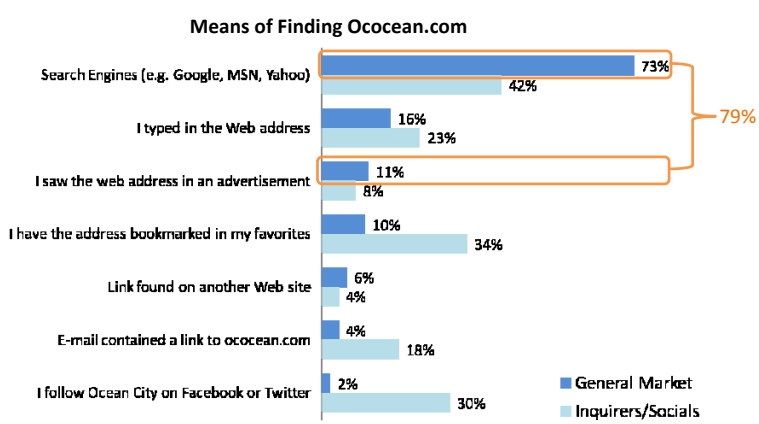


Base: Used ococean.com in planning. General Market N=240; Inquirers/Socials N=728

Q. How far in advance of your most recent trip to Ocean City, Maryland did you first go to the Ocean City website?

Means of Finding Ococean.com

Among the General Market, four out of five ococean.com visitors are finding the site through your online efforts (search engine placements and web advertisements).

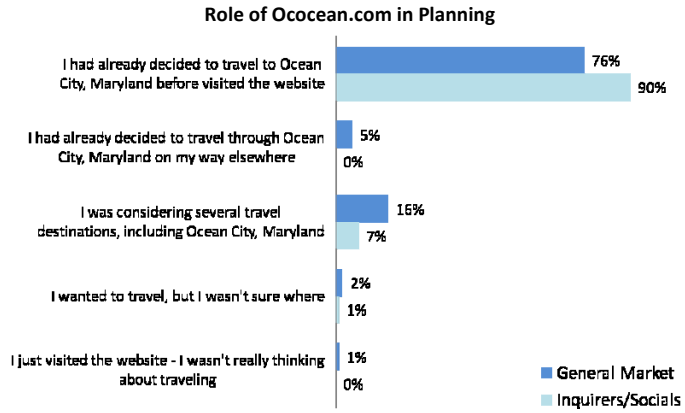


Base: Used ococean.com in planning. General Market N=240; Inquirers/Socials N=728

Q. How did you locate the ococean.com website?

Ococean.com Role in Planning

The website is playing a dual role – as a planning instrument and as a destination selector. It is critical it does both well and people find it very useful.



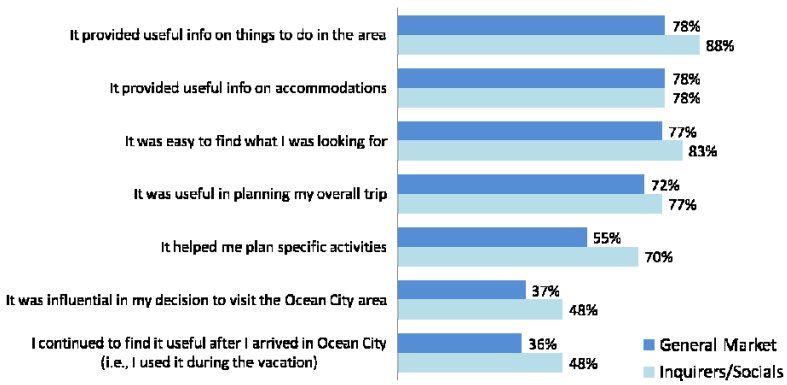
Base: Used ococean.com in planning. General Market N=240; Inquirers/Socials N=728

Q. Which of the following best describes the role of the Ocean City website in terms of your decision to visit Ocean City, Maryland?

Ococean.com Attributes

Three-quarters of visitors who used the site agree that the Ococean.com is useful, easy to understand and easy to navigate.

A considerable proportion–over one-third–say that the site had some influence on their decision to visit Ocean City.



Base: Used Ococean.com in planning. General Market N=240; Inquirers/Socials N=728

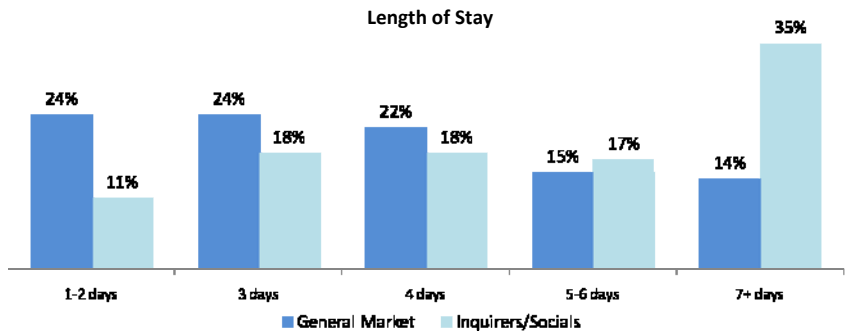
Q. Please indicate your level of agreement with the following statements about the Ocean City website:

Ocean City
Visitation Patterns

Visitation Patterns

Among the General Market, the average length of stay is 3.8 days. Inquirers/Socials tend to stay much longer at 5.2 days.

Average Length of Stay (in Days):
General Market: 3.8
Inquirers/Socials: 5.2



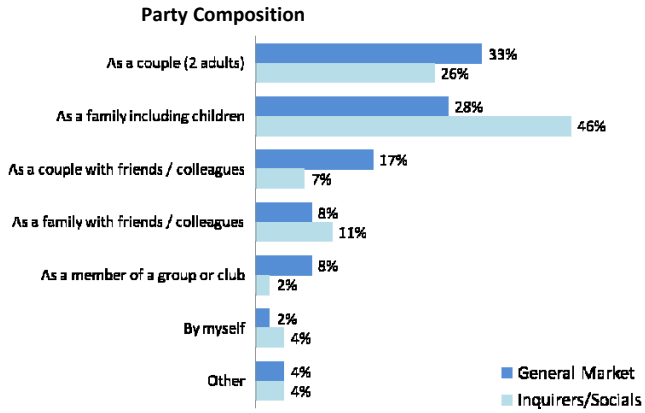
Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. How long was your most recent stay in Ocean City?

Party Composition

Among the General Market, one-third of parties are couples, and a quarter are families. Inquires/Socials tend to be more comprised of families.

Median Party Size:
General Market: 3
Inquirers/Socials: 4



Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

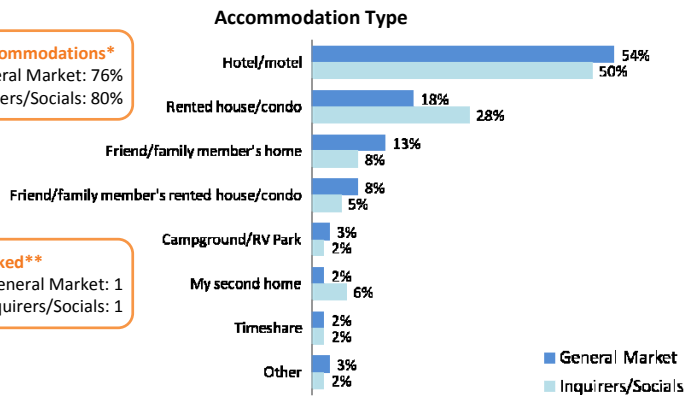
Q. Which of the following best describes the travel group you were with on your most recent stay in Ocean City?
Q. How many were in your travel party?

Accommodations

The majority of visitors stay in paid accommodations. Half stay at a hotel, while the remainder is divided more or less evenly between rented condos/houses and friend/family members condos/houses.

Stayed in Paid Accommodations*
General Market: 76%
Inquirers/Socials: 80%

Median Units Booked**
General Market: 1
Inquirers/Socials: 1



Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. Where did you stay on this most recent visit to Ocean City (please check all that apply)?
Q. How many [rooms/units/houses] were booked per night for the accommodations you stayed at?
* Paid Accommodations include: hotel/motel, rented condo, rented house, and timeshare. ** Among those staying in paid accommodations.

Visitor Spending Patterns

The average party spent $1,459 in total – accommodations were the largest single chunk at $411 ($157/night on average).
Note that travelers spend more on an Ocean City vacation than they spend on the typical beach vacation (i.e., to beach destinations in general).

Expenditures Per Party, Per Trip to Ocean City

	General Market	Inquirers/ Socials
Accommodations	$411	$685
Restaurants/ Groceries	$340	$516
Golf	$27	$26
Entertainment/ Attractions	$198	$305
Shopping	$216	$351
Daily transportation (excluding rental car)	$87	$90
Rental car	$28	$11
Miscellaneous	$152	$249
Total Ocean City Expenditure:	**$1,459**	**$2,232**
Total 'Typical' Beach Expenditure:	**$1,100**	**$1,431**

Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. Still thinking about your most recent leisure trip to the Ocean City area, approximately how much did you spend on each of the following items per day:

Destination Attributes

Free beach access is the most attractive attribute to visitors. The great beach, restaurants, and convenient location are also highly rated.

Ocean City Attributes

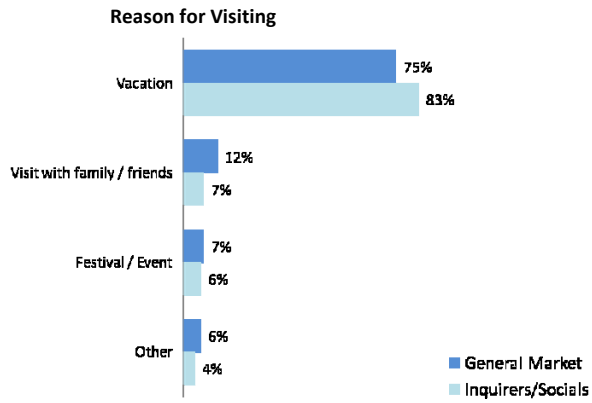
	General Market	Inquirers/ Socials
Free beach access	64%	81%
Great beach	59%	82%
Good restaurants	57%	72%
Easy to get to and from	55%	69%
Easy to get around once there	50%	67%
Safe place to walk around	48%	68%
Lots to do there	46%	66%
Good value for the money	45%	50%
Friendly place	44%	67%
Worth more than one visit	40%	68%
Beautiful scenery	36%	57%
Good hotel options	32%	44%
Opportunity to visit friends / family	29%	33%
Good shopping	27%	42%
Family activities	27%	48%
Lots of outdoor activities	26%	45%
Alive / active nightlife	25%	32%
Romantic / great for couples	16%	29%
Festivals	12%	22%

Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. What attributes attracted you to visit Ocean City (please check all that apply)?

Reason for Visiting

The primary reason for visiting Ocean City is for a leisure vacation.



Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. What was your primary purpose of travel to the Ocean City Area?

Net Promoter Score
&
Interest in Visiting

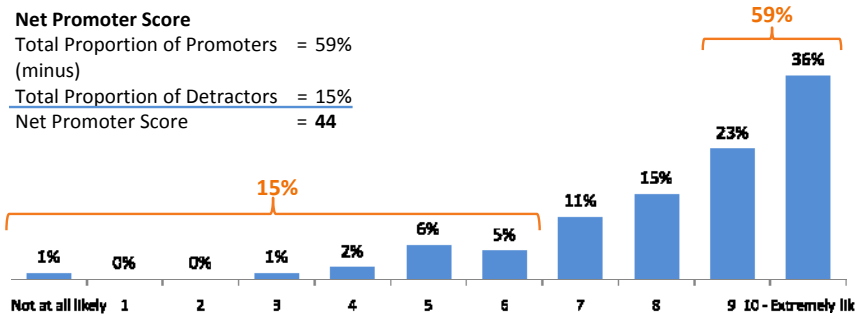
Net Promoter Score Index Explained

How likely is it that you would recommend Ocean City as a vacation destination to your family/friends?

- The Net Promoter Score (NPS) is a brand in and of itself and correlates extremely highly with satisfaction but is a more sensitive measure to high and low scores.
- 'Recommendations' are what every destination should aim for.

Net Promoter Score

Total Proportion of Promoters	= 59%
(minus)	
Total Proportion of Detractors	= 15%
Net Promoter Score	= **44**



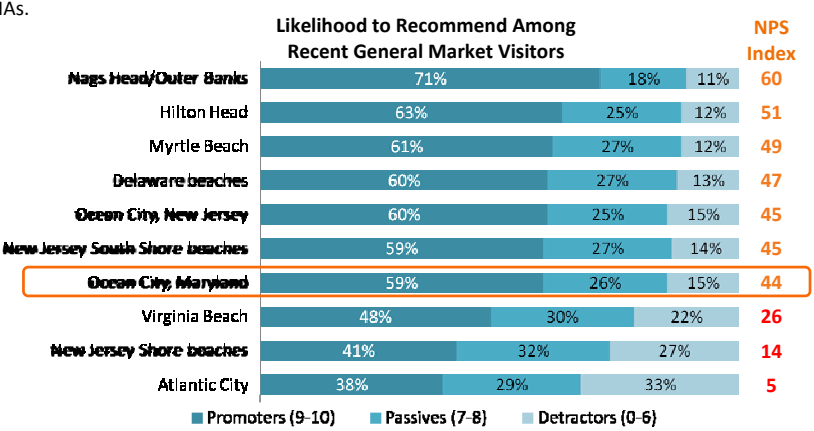
Base: Visited Ocean City in 2009-2011. General Market N=563.

Q. How likely is it that you would recommend each of the following areas as a vacation destination to your family/friends: [Ocean City, Maryland]

Net Promoter Score Index

Ocean City has a fair Net Promoter Score – 44 among the General Market. This is on par with most of the competitive set. Note that this is still a strong lead over primary competitors, Virginia Beach and New Jersey Shore.

Though the Carolina destinations score the highest, they are geographically distant from the target DMAs.

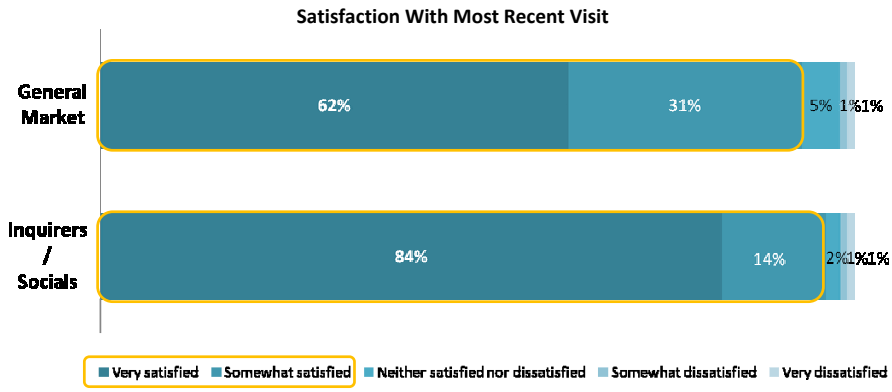


Base: Visited respective destination in 2009-2011. General Market N=563.

Q. How likely is it that you would recommend each of the following areas as a vacation destination to your family/friends:

Satisfaction With Visit

Despite the lackluster Net Promoter Score, most people claim to be satisfied with their visit.

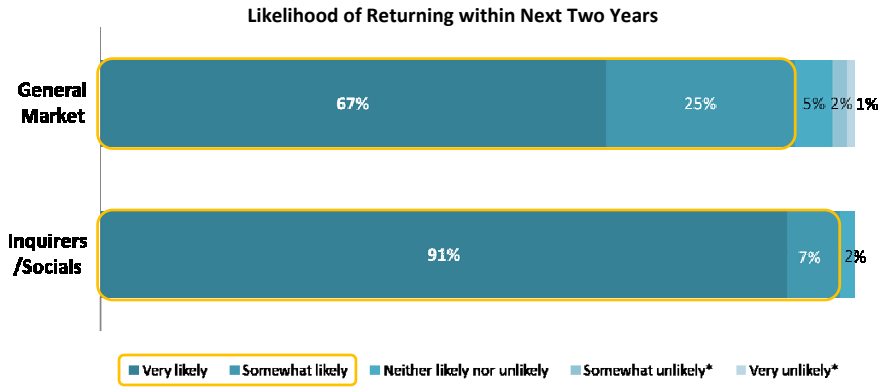


Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. Overall, how satisfied were you with your visit to Ocean City?
*Note: 0% of Inquirers/Socials were "Very dissatisfied."

Likelihood of Returning

Furthermore, an overwhelming majority plan to return to Ocean City within 2 years.



Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. How likely are you to visit Ocean City in the next two years?
*Note: 0% of Inquirers/Socials are "Somewhat/Very unlikely" to return.

By the numbers …

46%	Of the General Market has visited recently (since 2009).
$1,459	spent per travel party over the length of their stay.
44	Net Promoter Score, which is only average among the competitive set.

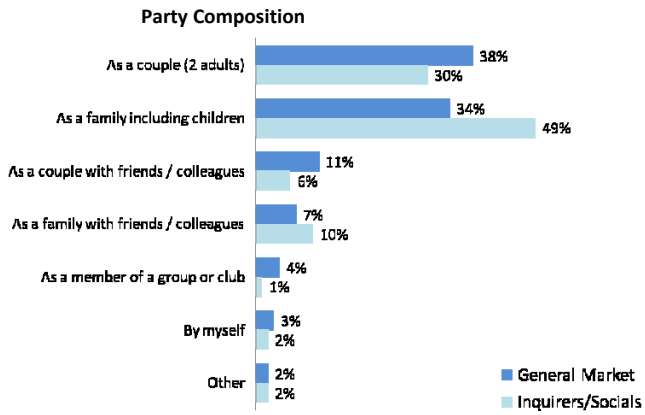
Base: Visited Ocean City in 2009-2011. General Market N=563.

General Beach Vacation Trends

Please note: This section covers general beach-going trends.
It is <u>not</u> specific to Ocean City visitation.

Party Composition

General Market travelers are most likely to travel as a couple or with their children. Half of Inquirers say that they usually travel as a family including their children.

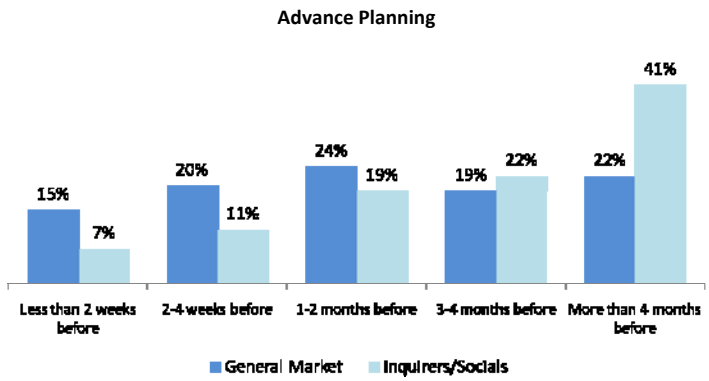


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. For beach vacations, with whom do you normally travel?
Q. And, excluding yourself, how many people do you normally travel with on beach vacations?

Vacation Planning

Most Travelers typically begin planning their vacations at least 1-2 months ahead of time, if not more. 2 out 5 Inquirers say they start organizing trips more than 4 months in advance.

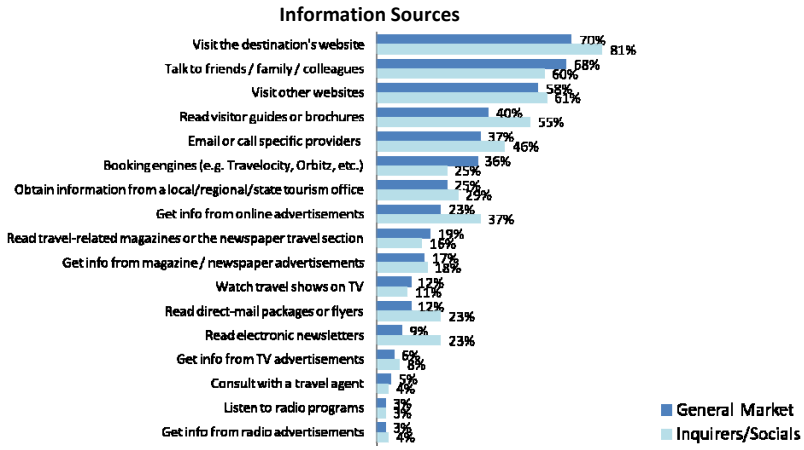


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. How far in advance do you typically start planning a beach vacation?

Information Sources

Visiting a destination's website is the most popular source of information among Travelers. Inquirers also read visitor guides, direct mail and e-newsletters as well as pay attention to online ads.

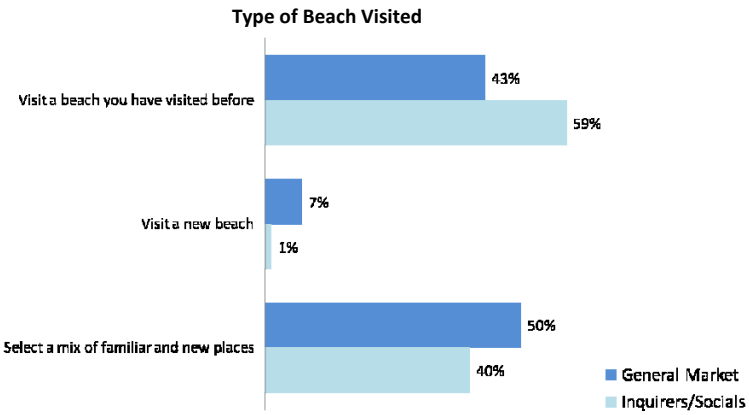


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. Which of the following do you usually do to help you plan for a beach vacation (please select all that apply)?

Type of Beach Visited

Nearly all Travelers either visit a usual beach destination or a mix of new and old beaches. Inquirers are more likely to visit the same beach multiple times.

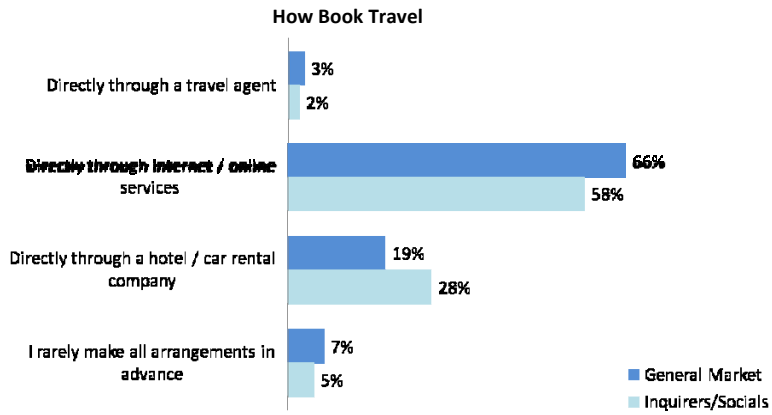


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. When you are choosing a beach destination for a vacation, are you more likely to...?

How Book Travel

Two-thirds of the General Market are booking their travel through an online service. Over a quarter of Inquirers go directly to a hotel or car rental company.



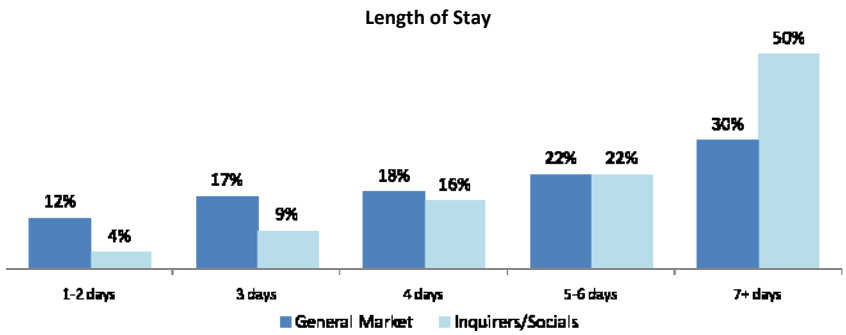
Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. Which of the following best describes the way you typically book your beach travel arrangements?

Length of Stay

General Market Vacationers typically go to the beach for less than a week.
Half of Inquirers, however, take a week or more for their beach vacations.

Average Length of Stay (in Days):
General Market: 4.9
Inquirers/Socials: 5.9

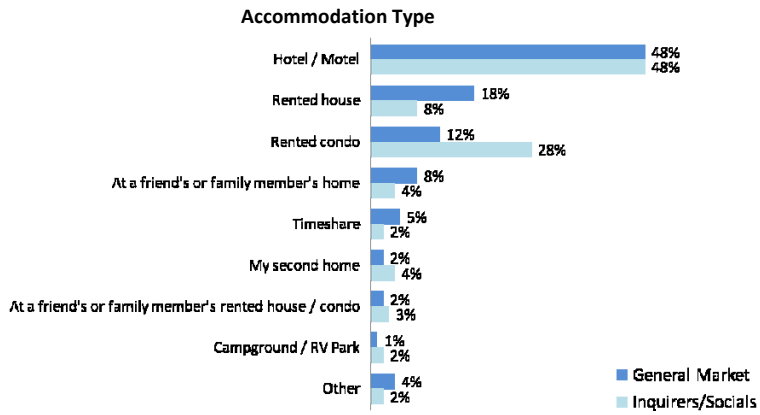


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. In general, how many days do you take for your beach vacations?

Accommodations

Hotels are the most typical accommodations among Travelers. Over a quarter of Inquirers enjoy staying at rented condos when traveling to the beach.



Base: General Market N=1,745; Inquirers/Socials N=1,336

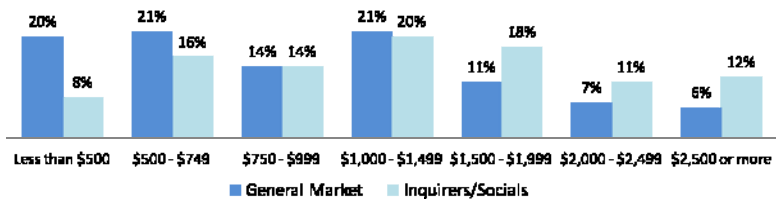
Q. When you vacation at the beach, what is your lodging preference?

Typical Amount Spent

The typical General Market beach-goer spends an average of $1,100 on a beach vacation.

Total Amount Spent per Beach Vacation (Over Length of Visit)

Average Beach Vacation Expenditure
General Market: $1,100
Inquirers/Socials: $1,430



Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. What is the average amount of money you spend on your typical beach vacation (including transportation, food, lodging, tickets, etc.)?

Miles Traveled & Maximum Willing to Travel

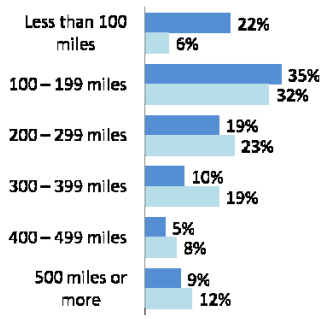
Most beach goers drove less than 300 miles one way for their last beach vacation. The average distance driven by the General Market was 225 miles.

Average Distance Driven on Last Beach Trip:
General Market: 225
Inquirers/Socials: 280

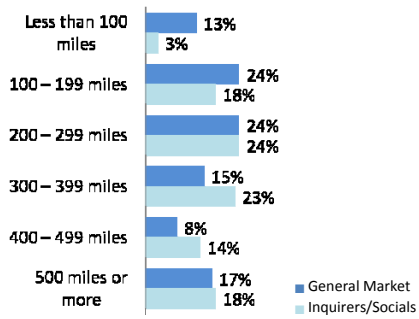
At 285 miles, the average maximum distance beach goers say they are willing to drive is somewhat greater than their last trip.

Average Max Distance Willing to Drive for a Beach Trip:
General Market: 285
Inquirers/Socials: 330

Miles Driven on Most Recent Beach Trip



Maximum Miles Willing to Drive for a Beach Trip



Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. How far would you say you drove to reach your most recent beach vacation destination?
Q. Given current gas prices, what is the maximum distance that you would be willing to drive to reach a beach vacation destination?

Miles Traveled by DMA

Travelers from DC and the HLLY DMAs are more likely to drive greater distances for a beach vacation.

Miles Driven on Most Recent Beach Trip

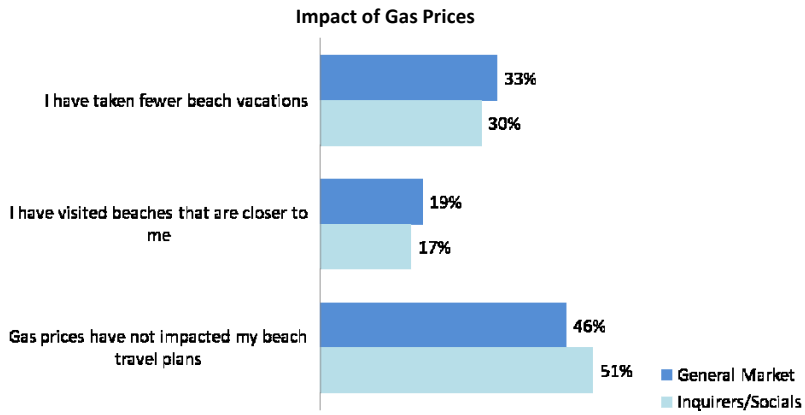
	New York	Philly	DC	Baltimore	HLLY
	a	b	c	d	e
Less than 100 miles	36%cde	39%cde	9%e	12%e	3%
100 – 199 miles	28%	35%a	29%	48%abce	36%a
200 – 299 miles	16%b	9%	25%ab	19%b	29%abd
300 – 399 miles	8%	7%	17%abde	10%	11%b
400 – 499 miles	3%	4%	9%abd	5%	7%a
500 miles or more	10%	7%	10%	6%	14%bd
Mean	201	183	270abd	219b	277abd

a, b, c, d, e = significantly higher than corresponding column at 95% confidence
Base: General Market N=1,745

Q. How far would you say you drove to reach your most recent beach vacation destination?
Q. Given current gas prices, what is the maximum distance that you would be willing to drive to reach a beach vacation destination?

Impact of Gas Prices

Nearly half of Travelers say their beach travel has not been affected by gas prices in the past year. A third, however, claimed to have taken fewer beach vacations due to increased costs.

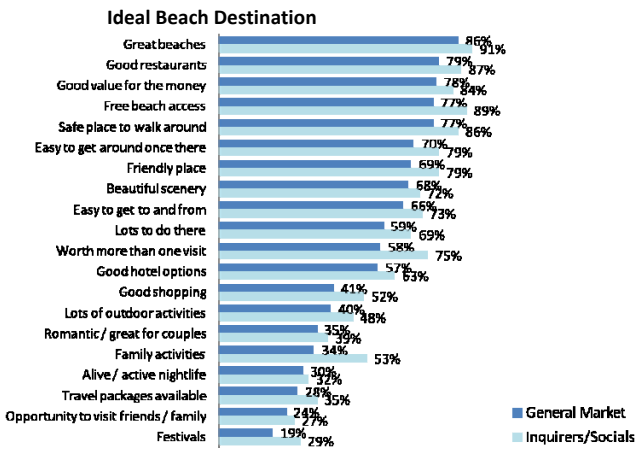


Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. How has the price of gasoline impacted your beach vacation travel plans over the past 12 months?

Ideal Beach Destination

Travelers are looking for great beaches, good restaurants, great value and free beach access when looking for the ideal beach vacation.



Base: General Market N=1,745; Inquirers/Socials N=1,336

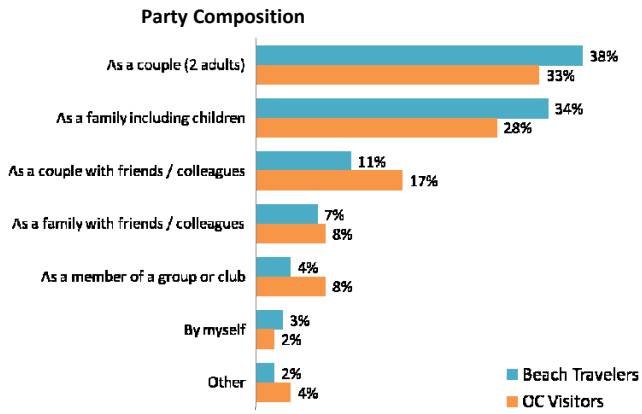
Q. The following words and phrases can be used to describe beach destinations. Please select the phrases below that would apply to your ideal beach destination (please select all that apply).

General Beach & Ocean City Trends Comparison

This section compares general beach-going trends to Ocean City visitation. Results are among the General Market only, it excludes Inquirers/Socials.

Party Composition

Party composition of Ocean City visitors is similar to beach travelers overall, however those who visited Ocean City are somewhat more likely to travel with friends, colleagues or a group.

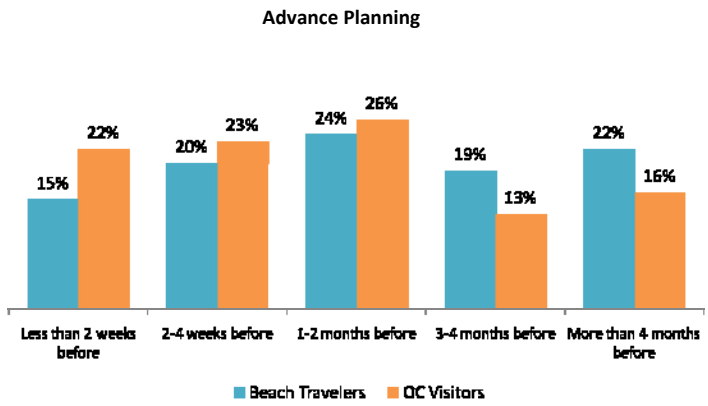


Base: Beach Travelers N=1,745; OC Visitors N=563

Q. For beach vacations, with whom do you normally travel?
Q. Which of the following best describes the travel group you were with on your most recent stay in Ocean City??

Vacation Planning

Compared to beach travelers in general, Ocean City visitors start the planning process a bit later, with more than two-thirds starting to plan two months before or less.



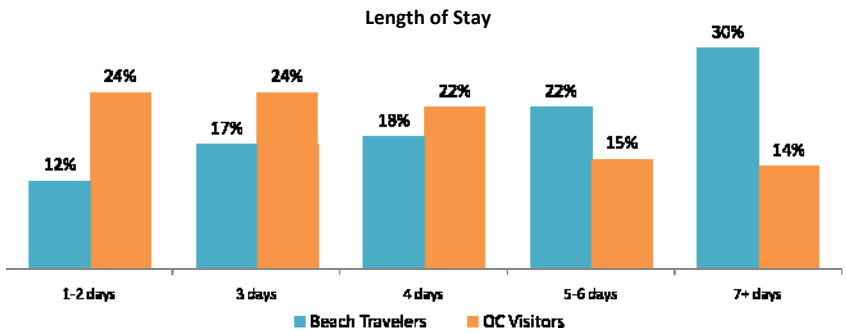
Base: Beach Travelers N=1,745; OC Visitors N=563

Q. How far in advance do you typically start planning a beach vacation?
Q. How far in advance did you begin planning your most recent trip to Ocean City, Maryland?

Length of Stay

On average, Ocean City visitors stay about a day less than beach travelers in general.

Average Length of Stay (in Days):
Beach Travelers: 4.9
OC Visitors: 3.8

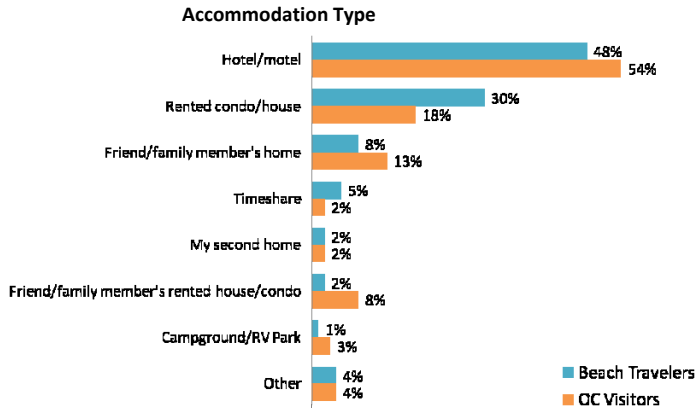


Base: Beach Travelers N=1,745; OC Visitors N=563

Q. In general, how many days do you take for your beach vacations?
Q. How long was your most recent stay in Ocean City?

Accommodations

A majority of Ocean City visitors stay in a hotel/motel and they are slightly less likely to rent a condo or house compared to all beach travelers.

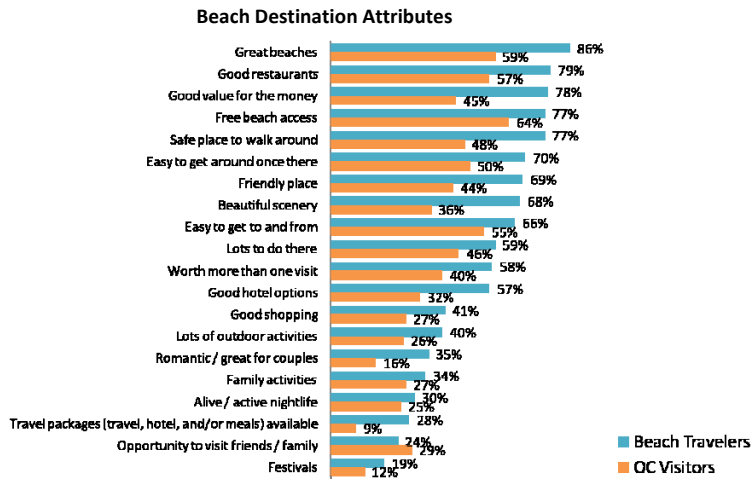


Base: Beach Travelers N=1,745; OC Visitors N=563

Q. When you vacation at the beach, what is your lodging preference?
Q. Where did you stay on this most recent visit to Ocean City?

Beach Destination Attributes

The reasons people are attracted to Ocean City generally conforms to the hierarchy of important beach attributes.



Base: Beach Travelers N=1,745; OC Visitors N=563

Q. The following words and phrases can be used to describe beach destinations. Please select the phrases below that would apply to your ideal beach destination (please select all that apply).
Q. What attributes attracted you to visit Ocean City (please check all that apply)?

Respondent Profile

Respondent Profile

	General Market	Inquirers/ Socials
Age		
18 to 24	9%	4%
25 to 34	23%	14%
35 to 44	18%	26%
45 to 54	21%	31%
55 to 64	21%	21%
65+	7%	4%
Gender		
Male	34%	26%
Female	66%	74%

Base: General Market N=1,745; Inquirers/Socials N=1,336

Respondent Profile

	General Market	Inquirers/ Socials
Marital Status		
Married	65%	72%
Single	25%	13%
Separated/Divorced/Widowed	10%	14%
Annual Household Income		
Less than $50,000	16%	21%
$50,000 - $74,999	20%	20%
$75,000 - $99,999	21%	17%
$100,000 - $124,999	16%	13%
$125,000 - $149,999	10%	6%
$150,000 or more	18%	6%
Children at home		
Yes	37%	53%
No	63%	45%

Base: General Market N=1,745; Inquirers/Socials N=1,336

Respondent Profile

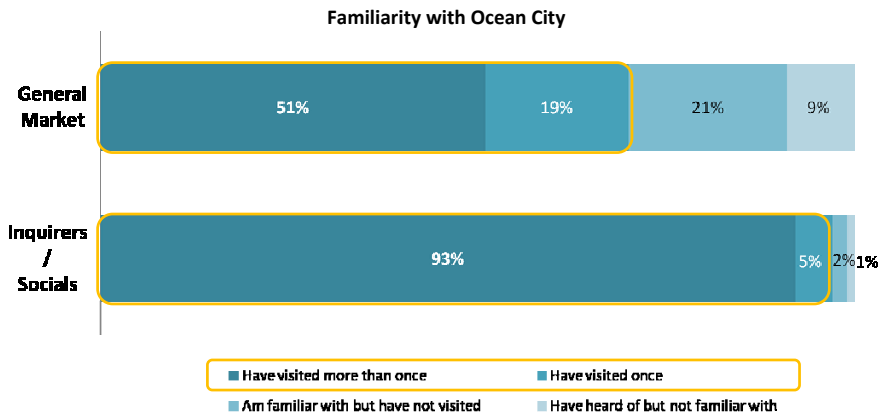
	General Market	Inquirers/ Socials
Employment Status		
Employed full-time	63%	65%
Employed part-time	11%	11%
Retired	12%	9%
Other	14%	16%
Education		
HS graduate or less	9%	22%
Some college/technical/trade school	18%	28%
Associate degree	7%	12%
Bachelor degree	30%	21%
Post-graduate study/degree	35%	14%
DMA		
Philly	23%	18%
Baltimore	18%	34%
HLLY	18%	19%
New York	23%	6%
DC	18%	23%

Base: General Market N=1,745; Inquirers/Socials N=1,336

Appendix

Familiarity with Ocean City

Fully 100% of General Market respondents have at least heard of Ocean City, Maryland.



Base: General Market N=1,745; Inquirers/Socials N=1,336

Q. How familiar are you with each of the following destinations: Ocean City, Maryland.
Note: 0% of respondents selected "Not at all familiar with."

Destination Perceptions

Ocean City outperforms most competitors on most attributes. However, it lags behind on a few items, such as friendliness, beautiful scenery, value for the money, and romance.

Destination Perceptions (Top-2-Box)

	Ocean City, MD	Atlantic City	Ocean City, NJ	NJ Shore	NJ South Shore	Delaware beaches	Virginia Beach	Nags Head/ Outer Banks	Myrtle Beach	Hilton Head
Free beach access	**86%**	68%	32%	31%	47%	81%	85%	88%	81%	69%
Lots to do there	**82%**	74%	68%	64%	77%	70%	70%	67%	81%	64%
Worth more than one visit	**81%**	74%	75%	73%	84%	79%	75%	86%	83%	85%
Family activities	**81%**	30%	78%	68%	81%	77%	75%	76%	80%	64%
Lots of outdoor activities	**79%**	42%	74%	64%	78%	71%	65%	80%	77%	82%
Good restaurants	**78%**	82%	66%	60%	73%	76%	71%	73%	79%	79%
Easy to get around once there	**78%**	69%	77%	70%	77%	75%	75%	68%	68%	72%
Alive/active nightlife	**78%**	88%	43%	60%	60%	54%	63%	31%	61%	41%
Easy to get to and from	**77%**	33%	74%	63%	83%	84%	72%	86%	78%	90%
Safe place to walk around	**77%**	74%	79%	70%	74%	76%	78%	47%	61%	46%
Friendly place	**76%**	49%	79%	70%	83%	86%	75%	85%	82%	87%
Great beaches	**75%**	38%	73%	69%	81%	76%	76%	86%	85%	79%
Good hotel options	**75%**	81%	50%	39%	62%	60%	75%	47%	74%	67%
Beautiful scenery	**63%**	37%	65%	60%	77%	74%	73%	85%	80%	87%
Good value for the money	**62%**	48%	60%	50%	61%	68%	69%	69%	69%	54%
Opportunity to visit friends/family	**62%**	39%	62%	60%	62%	65%	58%	57%	50%	44%
Good shopping	**59%**	72%	58%	43%	59%	76%	57%	55%	68%	62%
Festivals	**58%**	36%	53%	42%	50%	43%	49%	28%	44%	23%
Travel packages available	**55%**	68%	44%	28%	42%	39%	56%	38%	62%	59%
Romantic/great for couples	**52%**	57%	41%	41%	63%	56%	59%	69%	58%	72%

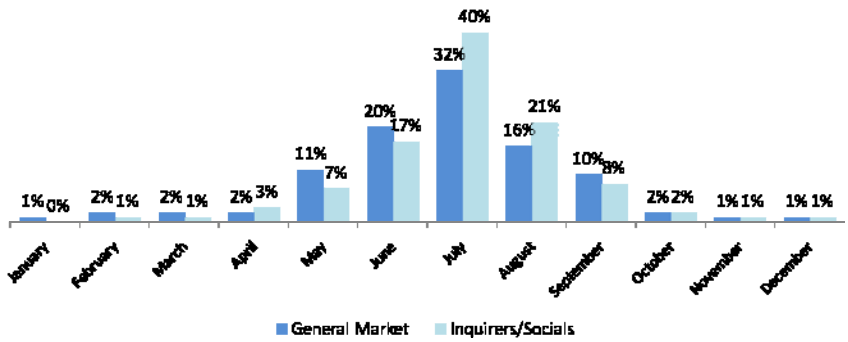
Base: Visited respective destination in 2009-2011. General Market N=563, base varies by destination.

Q. Based on anything you may have experienced, seen, read or heard, please rate [DESTINATION] on a scale of 5-1 where 5 means "excellent" and 1 means "very poor."

Visitation Patterns

As a beach destination, it should be no surprise that visitation peaks in the summer.

Month of Visit



Base: Visited Ocean City in 2009-2011. General Market N=563; Inquirers/Socials N=1,122

Q. In what month did you visit Ocean City?

Respondent Profile: Promoters vs. Detractors

	Promoters	Detractors
Age		
18 to 24	10%	8%
25 to 34	20%	25%
35 to 44	19%	19%
45 to 54	21%	22%
55 to 64	22%	19%
65+	8%	7%
Gender		
Male	33%	33%
Female	67%	67%

Note: Tested for statistically significant differences at 95% confidence; no significant differences found.
Base: General Market Promoters N=579; Detractors N=654

Respondent Profile: Promoters vs. Detractors

	Promoters	Detractors
Marital Status		
Married	65%	64%
Single	23%	28% ↑
Separated/Divorced/Widowed	13% ↑	9%
Annual Household Income		
Less than $50,000	18%	15%
$50,000 - $74,999	20%	16%
$75,000 - $99,999	22%	20%
$100,000 - $124,999	16%	15%
$125,000 - $149,999	10%	11%
$150,000 or more	14%	23% ↑
Children at home		
Yes	40% ↑	34%
No	60%	66% ↑

↑ =significantly higher than corresponding group at 95% confidence
Base: General Market Promoters N=579; Detractors N=654

Respondent Profile: Promoters vs. Detractors

	Promoters	Detractors
Employment Status		
Employed full-time	62%	63%
Employed part-time	12%	9%
Retired	13%	12%
Other	12%	16%
Education		
HS graduate or less	14% ↑	6%
Some college/technical/trade school	23% ↑	15%
Associate degree	9% ↑	5%
Bachelor degree	26%	33% ↑
Post-graduate study/degree	28%	42% ↑
DMA		
Philly	25% ↑	24%
Baltimore	24% ↑	13%
HLLY	20%	14% ↑
New York	17%	30% ↑
DC	14%	20%

↑ *=significantly higher than corresponding group at 95% confidence*

Base: General Market Promoters N=579; Detractors N=654

ATTACHMENT B

City Council Meeting

September 13, 2011

Citywide Thank You Campaign

with Special Thank You Deals and a Unique Contest

SUMMER of THANKS

OCEAN CITY, MD

THANKS FOR VISITING!
Find great deals you can use today at
ococean.com/thanks
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OCEAN CITY, MD

THANKS FOR VISITING!
Find great deals you can use today at
ococean.com/thanks
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OCEAN CITY, MD
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Maryland
LG 82889

THANKS FOR VISITING!
Find great deals for your next trip at
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SUMMER of THANKS
OCEAN CITY, MD
ococean.com/thanks
Thanks.

Book Your GETAWAY NOW!

This is where the fun starts. From a classic family vacation to a weekend golf or fishing getaway, or even a seaside wedding, our interactive map will help guide you to the dining, activities and accommodations you're looking for. Whether you're a frequent vacationer in OC, or a first-time visitor, just click on the map (at left). We'll show you everything you need to help you plot the perfect OC Maryland Getaway ASAP!

And if you're looking for Rodney, click here to see him in action and to find out everything you've always wanted to know about OC's legendary lifeguard.

RADIO DISNEY CONCERTS!

Grab the kids and hit the beach for free concerts all summer long from your favorite Radio Disney artists. The Ocean City, Maryland Sizzlin' Summer of Stars has everything your summer needs: The beach, the sun and free live performances that are fun for the whole family. Click to learn more.>>

SUMMER of THANKS
OCEAN CITY, MD

Freebies and deals all summer!

To thank all of our loyal Ocean City beach-goers, we're introducing the Summer of Thanks — great money-saving deals on accommodations, dining, amusements, entertainment and more. All summer long!

Click here to save money!

Visit OC for less!

Rodney doesn't just save you from the mundane. He saves you money on lodging and more!

Click here for the latest deals! »

WELCOME TO OCEAN CITY Maryland

Visitors | Meetings & Conventions | Group Travel | Weddings | Members

79° Search GO WEBCAMS

The Official Site of Ocean City, MD • 1-800-OC-OCEAN

HOME | EXPLORE OC | THINGS TO DO | ACCOMMODATIONS | DINING & NIGHTLIFE | EVENTS | GOLF | MAPS | TRAVEL TOOLS | HELPFUL INFO

Share this page! Share Tweet

SUMMER of THANKS

OCEAN CITY, MD

Our way of saying thanks – with sweet beach savings!

WHAT BETTER WAY TO THANK BEACH-GOERS THAN WITH A TON OF AWESOME DEALS?

Introducing the **Summer of Thanks** in Ocean City, Maryland. It's our way of giving something back to everyone who spends their summers in our beach town.
All summer long, you'll get freebies and discounts (like the ones below) for your favorite shops, restaurants and attractions throughout OC. It's just a little something for the people who love our town as much as we do.

ACCOMMODATIONS | DINING & NIGHTLIFE | THINGS TO DO

ATLANTIC HOUSE BED & BREAKFAST
5th St. & Baltimore Ave.
Ocean City, MD 21842

SUMMER THANKS OCEAN CITY, MD

Summer of Thanks Special!
Summer of Thanks description goes here.
Description goes here and here and here and more here too!

Valid Dates: May 28, 2012 - Sept. 3, 2012

READ MORE

PRINCESS ROYALE FAMILY RESORT & CONDOMINIUMS
9100 Coastal Hwy.
Ocean City, MD 21842

SUMMER THANKS OCEAN CITY, MD

Summer of Thanks Special!
Summer of Thanks description goes here.
Description goes here and here and here and more here too!

Valid Dates: May 28, 2012 - Sept. 3, 2012

READ MORE

QUALITY INN BOARDWALK
17th St. Oceanfront
Ocean City, MD 21843

SUMMER THANKS OCEAN CITY, MD

Summer of Thanks Special!
Summer of Thanks description goes here.
Description goes here and here and here and more here too!

Valid Dates: May 28, 2012 - Sept. 3, 2012

READ MORE

Enter the Sweepstakes!

You could win a week-long family vacation in Ocean City! Every time you use the Official Ocean City App to check-in at any OC shop, restaurant or attraction, you'll be entered to win.

Download the app and enter today!

Available on the App Store | Market

Sign up for future e-deals!

Get next summer's deals before everyone else — so you can start planning your OC vacation early!

Fill out the form below.

First Name *
Last Name
Email *
Phone
Address *
Address
City *
State * --- Choose A State ---
ZIP *
Birthday *

Submit

INCREDIBLE FREEBIES AND DISCOUNTS, ALL SUMMER LONG, ALL OVER OC.

Introducing the Summer of Thanks in Ocean City, Maryland. It's our way of giving back to our loyal OC beach-goers. So, all summer long, you'll find freebies and discounts on accommodations, dining, entertainment and more. When was the last time your vacation said "thank you?"

Find all the deals at
OCOCEAN.COM/THANKS

PLUS!
Win a week-long OC vacation!

Next time you're in Ocean City enjoying the deals from the Summer of Thanks, check in at your favorite spots using the Official OC App. Every time you check-in, you'll be entered to win a week-long OC family vacation!

Don't have the FREE Official OC App?
Scan this QR code with your smartphone to download now!

For more information on freebies and discounts, sweepstakes and more, visit **ococean.com/thanks**.

Return Address
If needed If needed
OC, MD XXXXX

PSRT STD
US POSTAGE
PAID
OC, MD
PERMIT #XXX

SUMMER of THANKS
OCEAN CITY, MD

Our way of saying thanks – with sweet beach savings!

Front

Back

Share on facebook

NEWS YOU CAN USE FROM OCEAN CITY, MARYLAND.

BOARDTALK

WE WANT TO THANK YOU FOR COMING TO OC.

By saying more than "thanks."

Introducing the Summer of Thanks in Ocean City, Maryland. It's our way of giving something back to everyone who spends their summers in OC. So, all summer long, you'll find freebies and discounts on accommodations, dining, entertainment and more. It's just a little something for the people who love our town as much as we do.

GET DEALS NOW!

PLUS!

Win a week-long OC vacation!

Next time you're in Ocean City enjoying the deals from the Summer of Thanks, just check in at your favorite spots using the Official OC App. Every time you check-in, you'll be entered to win a week-long OC family vacation!

CLICK HERE FOR MORE INFO!

Download the app and enter today!

Available on the App Store

Available in the Android Market

SUMMER of THANKS

OCEAN CITY, MD

Our way of saying thanks – with sweet beach savings!

UPCOMING EVENTS

APRIL 22
Susan G. Komen Race for the Cure

MAY 3–6
Springfest

JUNE 16-17
Art's Alive

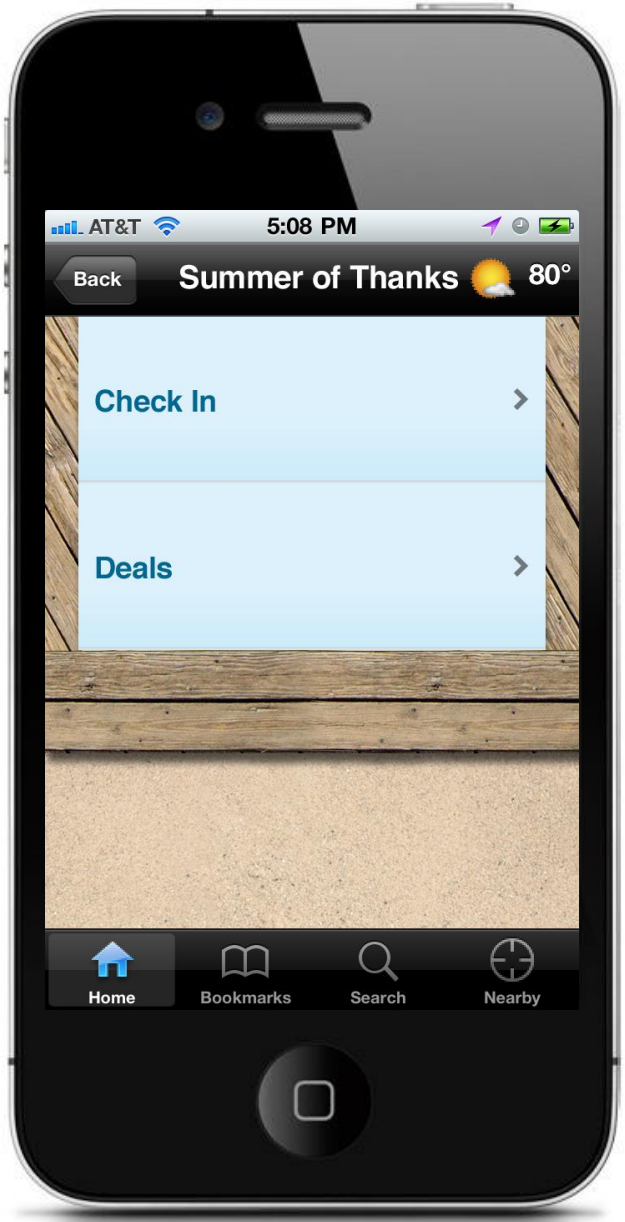
JULY 8, 15, 22, 29
Sundaes in the Park

JULY 11, 18, 25
Concert on the Beach

See more upcoming events...

OC Maryland

OCOCEAN.COM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Summer of Thanks
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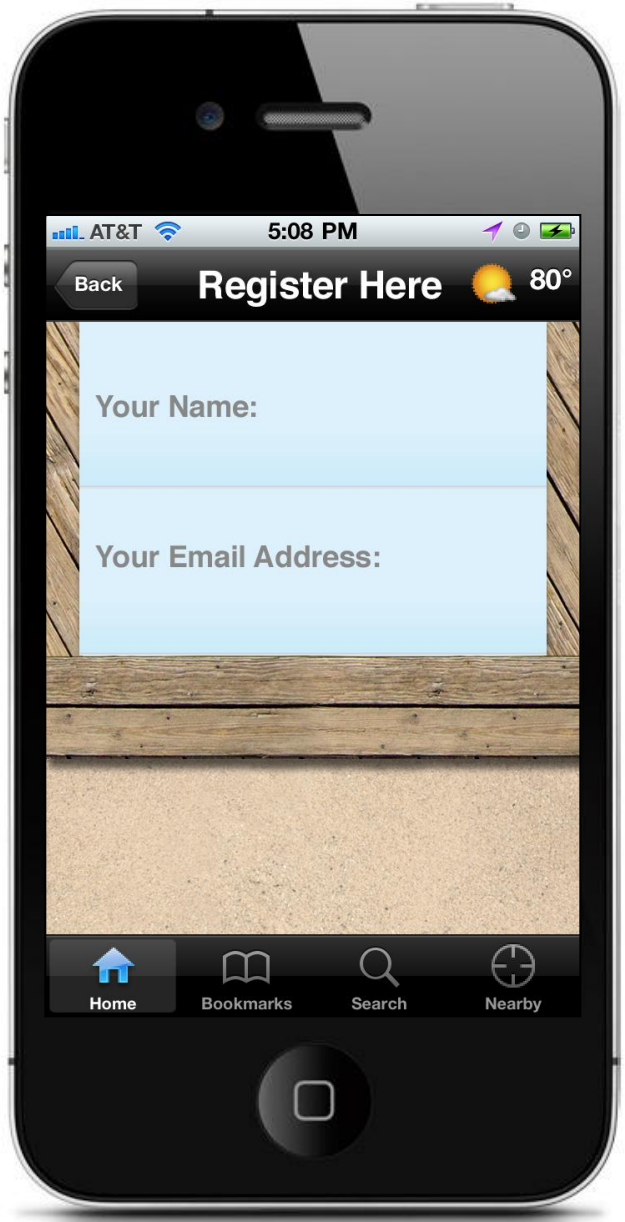
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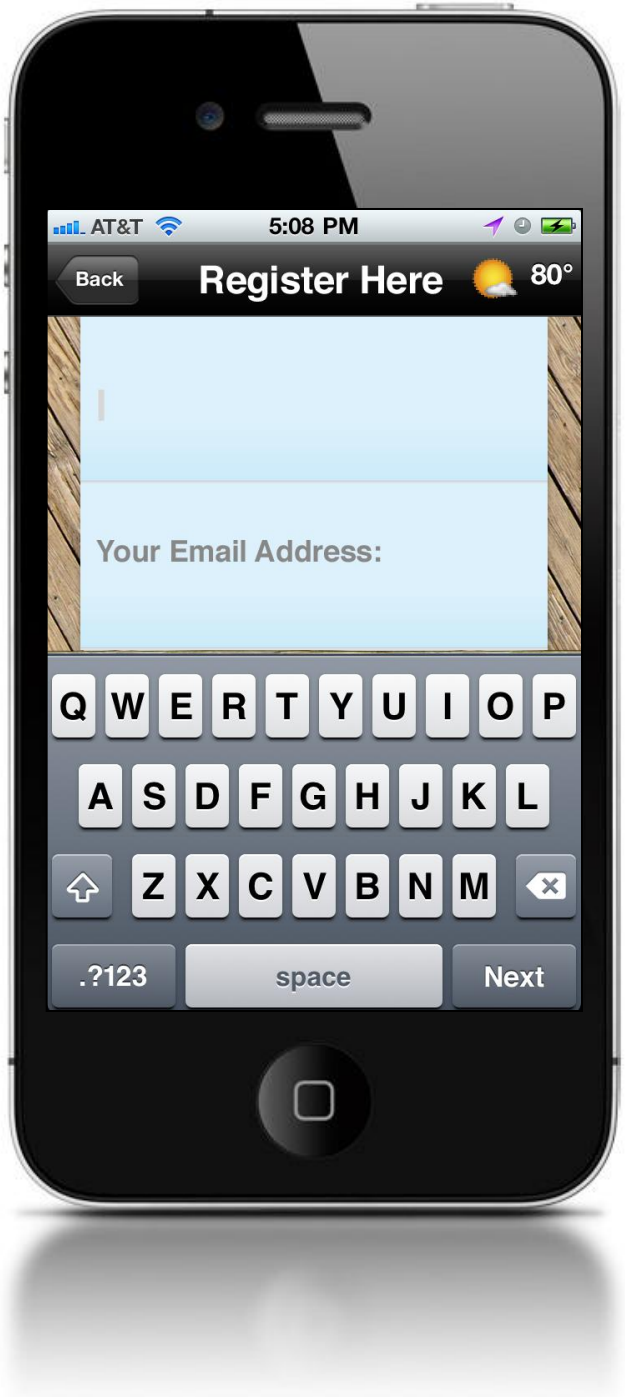
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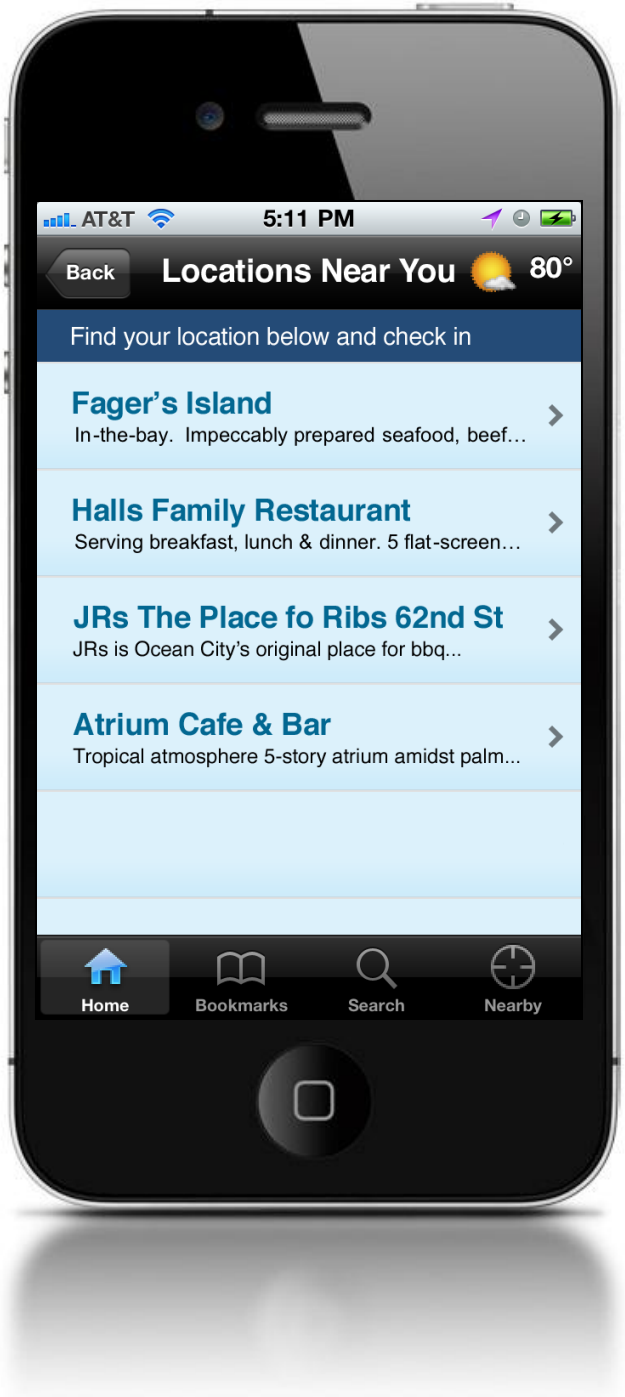
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Locations Near You
80°
Find your location below and check in
Fager's Island
In-the-bay. Impeccably prepared seafood, beef…
Halls Family Restaurant
Serving breakfast, lunch & dinner. 5 flat-screen…
JRs The Place fo Ribs 62nd St
JRs is Ocean City's original place for bbq...
Atrium Cafe & Bar
Tropical atmosphere 5-story atrium amidst palm...
Home
Bookmarks
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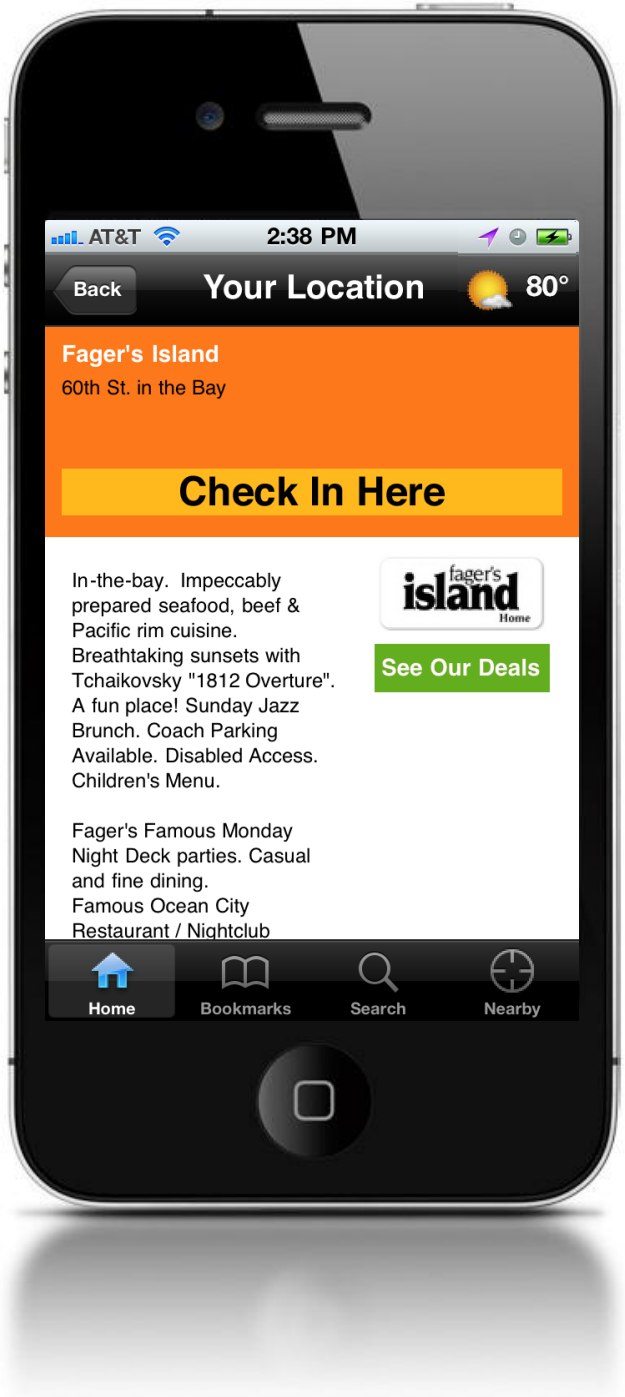
Nearby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Your Location
80°
Fager's Island
60th St. in the Bay
Check In Here
In-the-bay. Impeccably prepared seafood, beef & Pacific rim cuisine. Breathtaking sunsets with Tchaikovsky "1812 Overture". A fun place! Sunday Jazz Brunch. Coach Parking Available. Disabled Access. Children's Menu.
Fager's Famous Monday Night Deck parties. Casual and fine dining.
Famous Ocean City Restaurant / Nightclub
fager's island Home
See Our Deals
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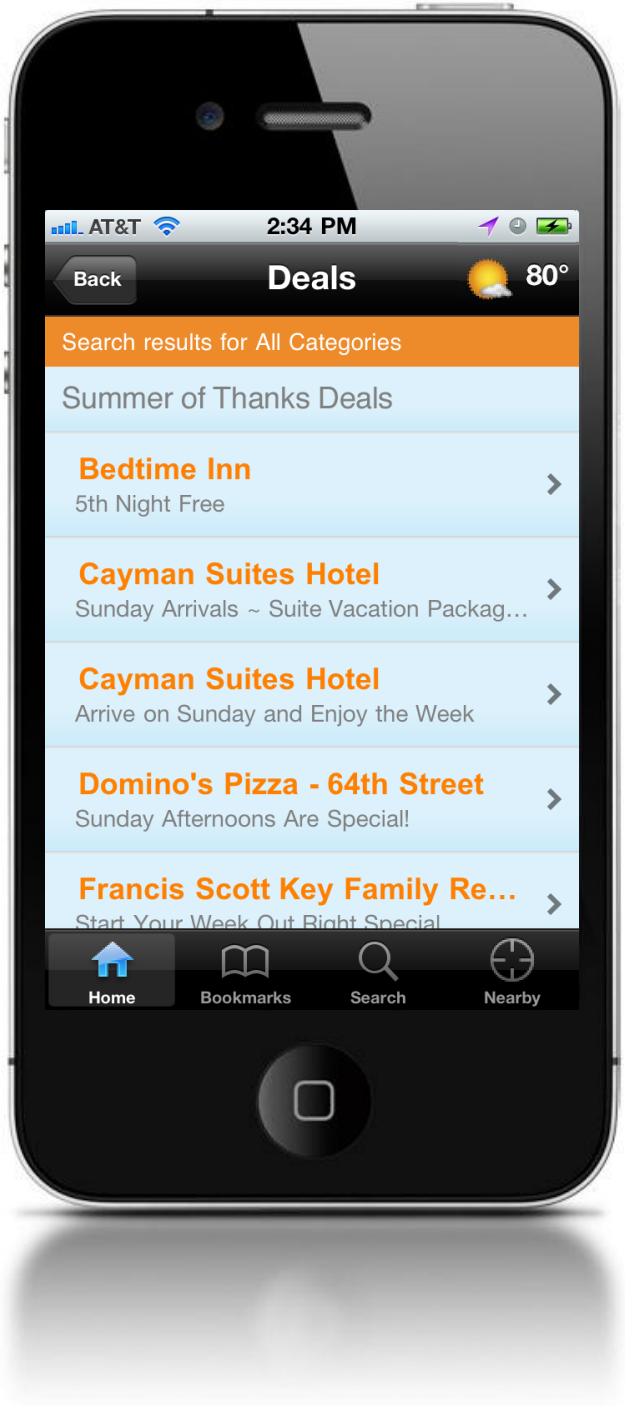
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Deals
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Search results for All Categories
Summer of Thanks Deals
Bedtime Inn
5th Night Free
Cayman Suites Hotel
Sunday Arrivals ~ Suite Vacation Packag…
Cayman Suites Hotel
Arrive on Sunday and Enjoy the Week
Domino's Pizza - 64th Street
Sunday Afternoons Are Special!
Francis Scott Key Family Re…
Home
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SUMMER of THANKS
OCEAN CITY, MD

Our way of saying thanks – with sweet beach savings!

FIND INCREDIBLE FREEBIES AND DISCOUNTS AT
OCOCEAN.COM/THANKS

Check out great summer deals.

To thank all of our loyal beach-goers for coming to OC, we're giving you some awesome deals for your favorite shops, restaurants, attractions and more – all summer long!

Win a week-long family vacation.

It's easy to enter. Just use the Official Ocean City App to check in at your favorite locations throughout OC. Every time you check-in, you'll be entered to win!

Download the App.

To view deals and check in, scan the QR code below with your smartphone and download the App now!

View all the summer deals at:
OCOCEAN.COM/THANKS

Summer of Thanks Tool Kit for HMRA & Chamber Members

- **Logo**
  - For print ads, flyers, posters, websites, t-shirts
- **Counter card design**
  - Re-purpose for flyers, posters
- **E-blast materials**

SUMMER of THANKS
OCEAN CITY, MD

Thank You Ambassadors

- **Coordinate a group of volunteers to circulate throughout town and thank visitors for choosing OC**
  - Retired police officers, Parrot Head Club, O.C. Recreation Boosters
- **Create a yearly schedule from Springfest through Sunfest**
    - 1 – 2 days / nights per week, pre-determined times, scheduled locations
- **Surprise visitors with an unexpected, in-person thank you from the town**

ATTACHMENT C

INTEROFFICE MEMORANDUM

TO: DENNIS DARE

FROM: TERENCE MCGEAN

SUBJECT: CONVENTION CENTER CAPITAL IMPROVEMENT FUND

DATE: 8/31/2011

CC: RICK HAMILTON, MARTHA LUCY, ROGER BASKERVILLE, JENNIE KNAPP, DIANA CHAVIS, GARY MCGUIGAN, TIARA ROBERTSON

As we begin expansion of the convention center expansion, we are identifying a number of capital improvement projects that would make sense to do while construction is in progress. I have discussed these projects with the Maryland Stadium Authority and they have agreed that they are necessary and that funding should come from the Capital Improvement Fund. Each year the City and Stadium Authority contribute $50,000 each into this fund. The current fund balance is $959,000.

The Stadium Authority has also agreed to include these projects under the scope of work for Whiting Turner, the Construction Manager. This means that Whiting Turner will handle all bidding and construction quality control. The projects identified are as follows:

- Repairs and upgrades to large freight elevator to meet current code requirements.
- ADA modifications to existing building
- Upgrade to existing ballroom sound systems
- Upgrade to existing lighting control systems
- Upgrades to existing HVAC Control systems
- New paint and carpet in portion of ballroom not included in expansion
- Replacement of deck boards on bayside boardwalk and pier.
- Repairs to existing exterior concrete deck coating.

Doing these projects now has a number of advantages;

- the work can be done while other construction is in progress, thereby minimizing impacts to existing building users.
- most of the projects are immediately adjacent to the expansion areas and will prevent us from having a space with new finishes and equipment right next to a space with old.

- Using sub-contractors already on the project should provide a cost savings

I would like permission from the Mayor and City Council to use up to $650,000 from the Capital Improvement fund for this work.