



November 1, 2011
Work Session
Mayor and Council
Town of Ocean City

Attendance: Mayor/Interim City Manager Rick Meehan, Council President Jim Hall, Council Secretary Lloyd Martin, Council Members Mary Knight, Margaret Pillas, Doug Cymek, Joe Hall, Brent Ashley, City Solicitor Guy Ayres, Finance Director Martha Lucey, Public Works Director Hal Adkins, City Engineer Terry McGean, Interim City Clerk Wayne M. Pryor, Executive Office Associate Diana Chavis, Members of the Press and interested Parties.

Council President Hall called this Work Session to order at 1:00 p.m., in the Council Chambers of City Hall, 301 Baltimore Avenue, Ocean City, Maryland; then, **Council Member Mary Knight moved to convene into closed session to: (1) discuss the appointment, employment, assignment, removal or resignation of appointees employees or officials over whom it has jurisdiction, or, any other personnel matter that affects one or more specific individuals; (2) consult with counsel to obtain legal advice; seconded by Council Secretary Lloyd Martin. The vote was 5-0 with Council Member Margaret Pillas and Joe Hall absent.**

1. Council President Jim Hall reopened the meeting at 1:00 p.m. and reported that legal and personnel matters were discussed in the closed session. Persons present were Mayor/Interim City Manager Rick Meehan, Council President Jim Hall, Council Secretary Lloyd Martin, Council Members Mary Knight, Margaret Pillas, Doug Cymek, Brent Ashley, City Solicitor Guy Ayres, Chief Bernadette DiPino and Executive Office Associate Diana Chavis. **Council Member Mary Knight moved to close the executive session; seconded by Council Secretary Lloyd Martin. The vote was 6-0 with Council Member Joe Hall absent.**
2. Mayor/Interim City Manager Rick Meehan, Maryland State Senator Jim Mathias, Maryland State Delegate Mike McDermott and Police Chief Bernadette DiPino presented commendations to Ocean City Police Officer Retirees Victor Bunting, Robert Noll, Charles Bean Jr., Brasure Lynch and Barry Neeb.
3. Chief Bernadette DiPino requested permission to: (1) sell outdated pistols @ \$250.00 a piece to patrol officers within the Department; and (2) use the proceeds of this sale to purchase new weapons for incoming officers. She explained that traditionally, the Department allows retirees to keep their weapons as retirement gifts. **Council Member Cymek moved to approve; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Joe Hall absent.**
4. Chief DiPino presented General Order 100 P-1 Reserve Police Officer Program and Proposed Ordinance to Change Name of Volunteer Reserve Police to Volunteer Auxiliary Police **Council Member Brent Ashley moved to proceed with the first reading of an ordinance to change the name of the volunteer reserve police to Volunteer Auxiliary Police in the next Regular Session; seconded by Margaret Pillas. The vote was 6-0 with Council Member Joe Hall absent.**

Also, **Council Member Mary Knight moved to approve General Order 100 P-1; seconded by Council Member Brent Ashley. The vote was 6-0 with Council Member Joe Hall absent.** The Mayor concurred with the vote.

Lastly, Chief DiPino assured the Council that the Police Department is working on stricter enforcement of the 50cc Scoot Coupe Law.

5. Bid Opening: Robin Drive Shoreline Protection Project
(Budget Allocation = \$328,000.00, Bid Bond Required)

Bidders	Total Bid
Shoreline Design, LLC	\$339,500.00
Edwin A. & John O Crandell	\$444,616.00
Baltimore Pile Driving	\$341,460.00
Walter Higgins	\$315,000.00
McGinty Marine	No Bid

Council Member Doug Cymek moved to accept the apparent lowest bid from Walter Higgins; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Joe Hall absent.

6. **State Highway Administration (SHA) Fall Meeting** SHA's District Engineer Donnie Drewer and Assistant District Engineer for Traffic Ken Cimeno was present to respond to the following Staff questions [*SHA's responses is in italics.*]:

- Will the draw span on the RT50 Bridge ever be repainted blue? When the last renovation was completed, in which the expanded decking and subsurface beams were replaced, the new parts were never painted. They were left with what appears to be a red oxide primer. If you view the draw span from the bay via boat the sides are still blue. [*Mr. Drewer advised that the SHA plans to repaint the draw span in three years.*]
- Similar to the draw span, will they ever be repainting the black chain link fencing? When the concrete deck on the bridge was water blasted and replaced, concrete paste from the blasting operation got all over the fence. Though most of that has since washed off, thanks to rainfall, the fencing still needs to be repainted. [*Mr. Drewer advised that the fence will be repainted when funding becomes available.*]
- For whatever reason, the weeds along Coastal Highway, both the sidewalks and the center island median, grew extremely fast this past year. SHA did a great job in mobilizing a crew to spray them. Staff is curious to know at what interval should we expect this to be done starting in the spring of 2012. Monthly? Twice a season? I realize the answer should be based on the characteristics of the chemical used, but we don't know what was used. [*Mr. Drewer advised that the SHA will assess and spray as needed.*]
- SHA indicated the willingness to assist the Town in replacing the landscaping in the center median at 128 1/2 Street in front of the Montego Bay Shopping Center. The landscaping is basically non-existent at this time and needs attention. What is the

status/plan? *[Mr. Drewer advised that the SHA will assist the Town with planning but has no intention of funding the effort.]*

- What is the status of SHA installing the Corporate Limit Sign on the RT50 Bridge as requested by OCPD? *[Mr. Drewer advised that all signs will be installed by the end of November.]*
- Has SHA completed all the restaining of the stamped crosswalks they intend to complete? *[Mr. Drewer advised that they have completed their plan for this year and has enough material leftover for seven more crosswalks which will be done before summer.]*
- What locations, if any, will SHA be completing sidewalk replacements for handicap accessibility concerns AND removal of median depressions where no adjoining crosswalk exists? What is the timing of this work? *[Mr. Drewer advised that 52-62nd Street, 72-81st Street, 100-131st Street, and 136-141st Streets should be completed before Memorial Day 2012.]*
- Confirmation that SHA still intends to mill and resurface all lanes, southbound, 26th to 9th this spring behind our sewer main project AND what is the projected timing of this effort in comparison to the Hot Rod Car event that is slated for May 17 - 20, 2012 (though cars start showing up in Town as early as May 14). *[Mr. Drewer advised that the milling and resurfacing will continue and should be done before next summer.]*
- What is the status of the installation of the "Emergency Info" signage that was agreed to? Final selected locations? *Job commenced. [Mr. Cimeno advised that the anticipated completion date is November 30th. The signal will be placed on northbound Coastal Highway at 15th Street, northbound Coastal Highway at 60th Street and southbound Coastal Highway at 74th and southbound Coastal Highway at 8th Street.]*
- Are traffic signals at both 30th and Pacific still slated for renovations/replacement this fall? *[Mr. Cimeno advised that the Pacific Avenue installation is underway. 30th Street will be completed by December 8, 2011.]*
- Councilwoman Knight raised a question concerning the availability of a web cam being installed on the Bridge Tender's Booth on the RT50 Bridge. Please advise. *[Mr. Drewer advised that the SHA already has a camera, with live feed, in place and can be viewed on SHA's website. Council Member Knight clarified that her initial request for a webcam was for monitoring the migration of seals into the bay. City Engineer Terry McGean further clarified that if permitted, the Town would install a webcam next to the SHA's camera and hook into the SHA's broadband service (if permitted) to provide live feed on the Town website. Mr. Drewer said they will investigate.]*
- Repair storm drain grates and frames this fall from 8th Street to 13th Street on Baltimore Avenue, east side. *[Mr. Drewer advised that this project will be finished before next summer.]*
- The timing of the St. Martins Neck Rd signal at RT 90 may be a factor in causing major backups INTO Ocean City for those trying to exit Town on the hotel changeover on

Saturdays from about 10 a.m. to 1 p.m. If SHA could modify the signal timing for that intersection for Saturdays from 9:00 a.m. to 2 p.m., by giving FAR less green time for those exiting St. Martins Neck Road onto 90, it would speed up dumping of the Town. *[Mr. Cimeno advised that the lights are already synced to provide maximum traffic flow.]*

- Discuss the pedestrian signal phase on Coastal Highway in general and 94th Street in particular. *[Council Member Margaret Pillas said this signal does not allow pedestrians to finish crossing Coastal Highway, especially when large trucks use both two lanes to turn left. City Engineer Terry McGean explained that pedestrians must press the crosswalk button to extend the crosswalk phase. Mr. Cimeno advised that SHA will monitor this intersection.]*
- Update on signal reconstructions. *[Mr. Cimeno advised that this project is ongoing.]*
- Issues Beyond the Corporate Limits Of Ocean City
What is the status of the construction of the parallel access road along RT50 from Holly Grove Road west? Will the new traffic signal at Holly Grove Road be installed as part of the effort before the summer of 2012 AND do you anticipate the light currently serving Wal-Mart will be removed at that time? *[Mr. Drewer advised that the left turn signal out of Walmart will be eliminated but the left turn signal into Walmart will remain for observation.]*

Lastly, Mr. Drewer advised that the SHA is replacing the guard rails on Rt. 90 because the posts are disintegrating. He advised that the project will be done in December.

7. Joanne Throwe, Director, University of Maryland Environmental Finance Center gave a presentation of Stormwater Financing Study (See Attachment A). Mayor Meehan made a recommendation to discuss funding options in next year's budget meetings.
8. Tourism Director Deb Turk updated the Council on the Tourism Departments initiatives (see Attachment B).
9. Human Resource Director Wayne Evans presented options for the Town's contribution to the Health Savings Account. **Council Member Brent Ashley moved to make a lump sum contribution before the first of January; seconded by Council Member Margaret Pillas. The vote was 6-0 with Council Member Joe Hall absent.**
10. City Engineer Terry McGean advised that he continues his search for the origin of water leaks in the Public Safety Building.
11. Architect Dave Quillen presented a three-dimensional model of the proposed Caroline Street restroom and stage Design. **Council Member Mary Knight moved to proceed with the Caroline Street Comfort Station project with a reconfiguration to the building plans to more closely resemble the "mid-Atlantic architecture" of Downtown Ocean City; seconded by Council Member Doug Cymek. The vote was 6-0 with Council Member Joe Hall absent.**

12. Public Works Director Hal Adkins requested permission to extend the Direct Media Transit Advertising Contract to October 31, 2012 to allow Direct Media to complete sales obligations made for the summer season. **Council Member Brent Ashley moved to approve; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Joe Hall absent.**
13. Public Works Director Hal Adkins requested permission to extend the George & Lynch paving program contract to June 30, 2012 under the current terms of the agreement. **Council Secretary Lloyd Martin moved to approve; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Joe Hall absent.**
14. Mayor/Interim City Manager Rick Meehan presented, for approval, the transfer of: Taxi medallion #'s 089,091 and 092 from Dave's Taxi to Taxi Taxi, and, (2) the transfer of Taxi medallion # 120 from Magid Abdul Aziz Mohame Ozman to Lutfi Babikr Elhassan. **Council Member Brent Ashley moved to approve the transfers; seconded by Council Secretary Lloyd Martin. The vote was 6-0 with Council Member Joe Hall absent.**

Deputy City Clerk Kelly Allmond asked the Council for direction on an ongoing dispute between Kenneth Ethridge (aka "The Cab Guy") and Norman W. Karolenko (aka "The Cab Guys LLC") regarding the true ownership of their medallions. Council President Jim Hall directed Deputy City Clerk Allmond to request all parties involved to appear before the Mayor and Council to discuss the matter in the next Regular Session.

Council Secretary Lloyd Martin moved to adjourn at 4:40 p.m.; seconded by Council Member Margaret Pillas. The vote was 6-0 with Council Member Joe Hall absent.

Executive Summary

In November 2009, city engineers with the Town of Ocean City, Maryland met with representatives from the Maryland Department of Natural Resources (DNR) and the University of Maryland Environmental Finance Center (EFC) to discuss their concerns about managing stormwater runoff in their town. Among their concerns were an aging stormwater conveyance system, flooding impacts, water pollution concerns (due to unfunded mandates imposed by the Clean Water Act), and inadequate system maintenance. Their main concern was not lack of technical expertise in addressing these concerns but lack of funding. Because the municipal budget did not include dedicated funding for stormwater management activities in Ocean City, funds were being drawn on an as-needed basis from the general fund. Consequently, there were gaps in the current stormwater management strategy that were leading to public health and safety concerns.

In September 2010, the Environmental Finance Center (EFC) at the University of Maryland was contracted by the Town of Ocean City to conduct a stormwater financing feasibility study. To pay for the study, the Town of Ocean City was awarded a grant from the Maryland Department of Natural Resources (DNR) Chesapeake & Coastal Program in partnership with the National Oceanic and Atmospheric Administration (NOAA). The Town of Ocean City also contributed funding toward this project. The DNR and EFC-led Project Team believed that these concerns could be addressed if the Town of Ocean City was able to embrace alternative strategies for financing stormwater management.

The goal of this study was to provide a recommendation (or set of recommendations) to Ocean City officials for how the town might implement a long-term strategy for financing stormwater management. Other outputs included outreach and educational activities targeted to the general public, community leaders, and elected officials. Thus, the recommendations contained in this document are intended to guide the Town of Ocean City toward implementing a self-sustaining stormwater management program. Such action will achieve community and watershed protection priorities in an efficient and effective manner and will take full advantage of the dollars invested.

This year-long study incorporated information from various sources including Ocean City staff and officials, Worcester County staff, a Stormwater Workgroup, business leaders, and staff in five communities in Delaware, Maryland, and Virginia who have been working toward sustainable stormwater financing. Information was collected on Ocean City's stormwater management needs and current stormwater activities, other taxes and fees charged to Ocean City businesses and residents, budget allocations, and the monetary costs of improving the stormwater program.

Throughout the project period, the Project Team also engaged citizens through a series of public meetings, presentations to key business associations and homeowner associations, and a presence at the Home, Condo, and Garden Show. A page was added to the town website to provide more information on the financing feasibility study and a survey was made available to solicit public comment. Finally, promotional materials were developed and distributed including posters and a prominent bus wrap.

As part of the study, the Project Team evaluated a series of funding options in terms of what would best fit Ocean City's needs for a fair, equitable, dedicated, and sustainable revenue source to pay for stormwater management. Considerations included general fund allocation, bond financing, grants, blended funding, a stormwater utility, and a stormwater tax. At the end of this evaluation, the Project Team felt comfortable recommending a stormwater utility for the Town of Ocean City.

Based on the needs assessed by the Project Team in this study, the Town of Ocean City will need to expend close to \$12 million in stormwater expenses over the next ten years for repairs and improvements to the stormwater system. This report recommends distributing the costs of paying for repairs and improvements in proportion to the types of land uses that are contributing to the problem. Just as a building owner or tenant is responsible for paying its share to process the wastewater and potable water it uses, or to provide the electricity it consumes, the Project Team recommends that building owners and tenants recognize and be accountable for the stormwater that is created from their built environment.

A stormwater utility fee allows for the assessment of the amount of impervious surface contributing to the stormwater problem on a per property basis. Since 79% of the town is covered in impervious surface, we believe that it is appropriate to charge properties that contribute significant runoff more and properties that contribute insignificant runoff less. Specifically, creating a stormwater utility will allow Ocean City to:

- Allocate the costs of stormwater management in a manner that is fair and equitable;
- Assist in the reduction of stormwater runoff to address flooding and water quality issues;
- Generate adequate revenues for stormwater management activities;
- Have stronger accountability for stormwater management spending; and
- Address and reduce water quality stressors.

The Project Team recommends the use of a rate structure based upon Equivalent Residential Unit (ERU) (also known as an Equivalent Runoff Unit) where 1 ERU equals 2,500 square feet. It is further recommended that each ERU on a property be assessed \$35 per year.

The Project Team calculated revenue based on an ERU-based flat rate fee for residential properties and a fee structure for non-residential units based on impervious surface.

Residential --The residential fee is based on the assumption that an average property has about 2,500 square feet of impervious surface and, therefore, all properties are billed for 1 ERU per year. Thus, it is recommended that all residents will be charged \$35 per year regardless of property size or amount of impervious. Revenue from residential properties will yield a total of \$982,975 per year based on \$35 multiplied by 28,085 properties.

Non-residential --The non-residential fee is based directly on the amount of impervious surface on a property. For example, if a commercial property is estimated to have an impervious surface of 10,000 square feet and each ERU is equal to 2,500 square feet, the property will be billed for 4 ERUs. If each ERU is worth \$35 a year, the total bill per year for this business is \$140. All commercial properties, regardless of status (governmental, non-profit, etc.) should be assessed a

stormwater utility fee based on its contribution to the problem. Revenue from all non-residential properties will yield an estimated total of \$229,950 per year based on 1,080 non-residential properties each paying an average fee of approximately \$213 per year.

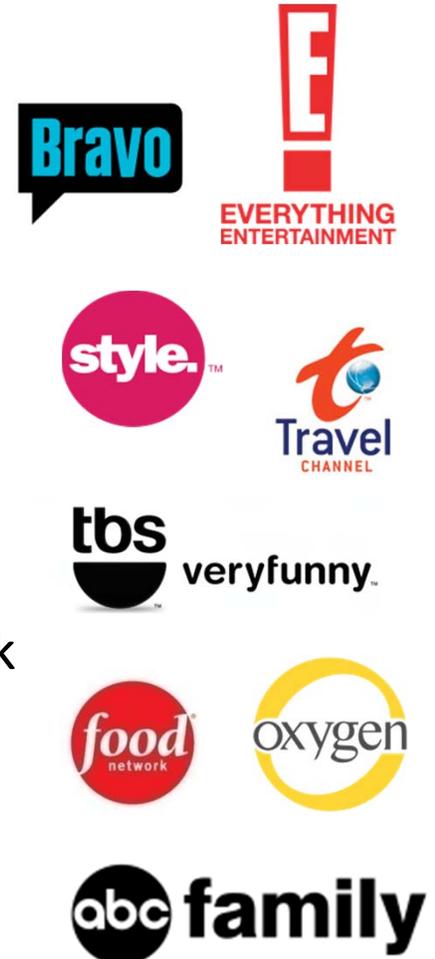
The report concludes that Year 1 revenue will total \$1,212,925. The Project Team projects that, assuming a slight reduction starting in Year 3 after a credit system is established, the utility will be able to collect the necessary \$12 million by the end of Year 10 in order to properly repair and maintain the stormwater system.

Ocean City Department of Tourism

Update to Mayor and Council
November 1, 2011

TV / Cable Buy

- Total Campaign Summary
 - 12 Total Weeks On-Air
 - May 9 - June 26; July 5 – August 21
 - 17,969 Total Spots across 5 markets
 - Baltimore, DC, HLLY, Philadelphia & New York
 - 8,518 Total Adults 25-49 GRPs
 - 187,776,000 Total Impressions
 - 87.2% Reach & 9.7x Frequency



WBOC

An annual agreement to create a powerful synergistic marketing campaign that will reach all of Delmarva and increase traffic throughout the entire year for events, concerts, golf and/or any elements that needs to be promoted through Ocean City tourism. This will allow us to introduce Rodney and future campaigns to a more local audience.

- *WBOC will utilize all of their 3 three greatest tools – TV, WBOC.com and Outdoors Delmarva to promote Ocean City*

Monthly TV spots

“Shore Things” landing page on WBOC.com

8 two minute segments on Outdoors Delmarva

- *WBOC viewers come from 10 counties in three states here on Delmarva. Wicomico, Worcester, Dorchester, Somerset, Sussex, Kent, Caroline, Talbot, Accomack and Queen Anne's*

- *Create a donut spot driving a consistent message, by season, inserting upcoming events that are important to the town*

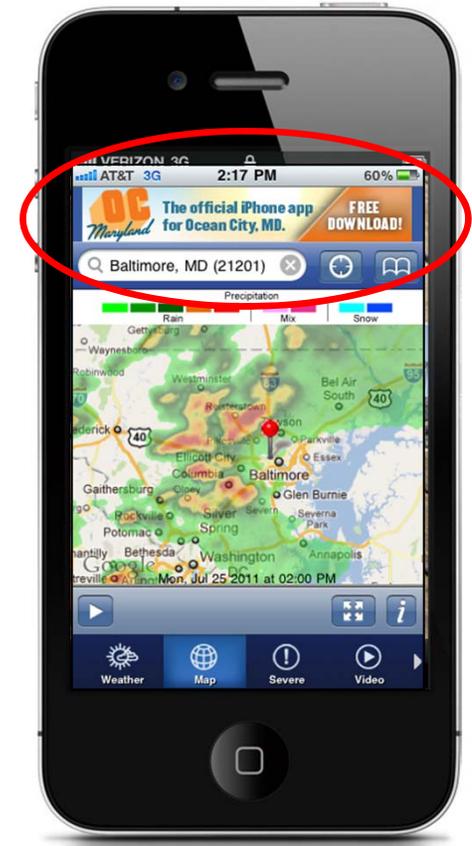
St. Patrick’s Day Parade, Komen Race, Springfest, Air Show, Summer Events, Golf, Restaurant Week, Sunfest, Winterfest, New Year’s Eve and more

Radio Buy

- Total Campaign Summary:
 - “Seize the Day” spot promoted deals & discounts, free beach and family activities, Radio Disney, etc.
 - 3 Total Weeks On-Air
 - July 25 - August 14
 - 4,102 Total Spots across 5 markets
 - Baltimore, D.C., HLLY, Philadelphia, NY/NJ
 - 2,644 Total Adults 25-49 GRPs
 - 43,797,000 Total Impressions
 - 62.7% Reach & 11.2x Frequency

Interactive Media Buy

- Display Banners
 - 49,919,537 total Impressions; 119,795 total clicks
 - “How to Vacation For Free” was top performing banner with a CTR of .18%
- Mobile Banners
 - 51,749 total visits
 - Drove 3,503 clicks to download the app
- Overall Campaign CTR = .24%
 - Above industry average .09%



Interactive Media Buy - Search

- Campaign highlights:
 - 2,347,202 Total Impressions
 - 50,329 Total Clicks
 - Overall CTR of 2.14%

- Above SEM benchmark of 1.0%

Top keywords include:

1. Dew Tour 2011
2. Rodney Save
3. Dew Tour Ocean City, MD
4. Ocean City Buses
5. OCocean

Top Markets include:

1. Philadelphia
2. Baltimore
3. HLLY
4. DC
5. New York

Outdoor Buy

- 73 Outdoor Billboards in 4 markets
 - Balto, HLLY, Phila & NJ/NY
 - Heavy traffic highways & expressways
 - I-95, I-83, I-76, NJ Turnpike & Rte 30
- 147,542,500 Total Impressions



I-95 Baltimore



I-95 Philadelphia



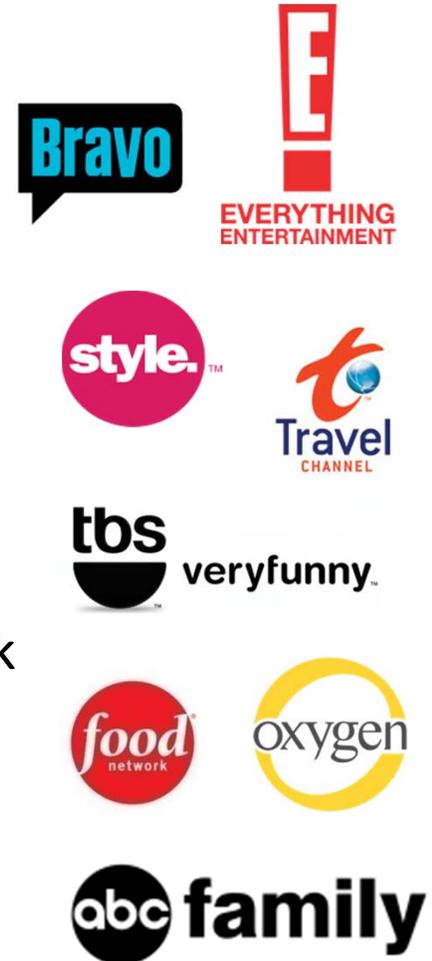
I-78 Newark, NJ

Added Value Recap

- \$461,369+ in TV Added Value (May-Aug)
 - Bonus Spots, Sponsorships, Contests, Trip Giveaways
 - 1,203 bonus spots ran on Philadelphia Cable
 - Comcast DC Outdoor Film Festival Sponsorship
 - 1,697 bonus spots ran on DC Cable
 - \$123,000+ in bonus spots in NY/NJ
- \$52,000+ in Radio Added Value (Jul-Aug)
 - Bonus Spots, News/Weather Billboards, Sponsorships

TV / Cable Buy

- Total Campaign Summary
 - 12 Total Weeks On-Air
 - May 9 - June 26; July 5 – August 21
 - 17,969 Total Spots across 5 markets
 - Baltimore, DC, HLLY, Philadelphia & New York
 - 8,518 Total Adults 25-49 GRPs
 - 187,776,000 Total Impressions
 - 87.2% Reach & 9.7x Frequency





- 46,000+ downloads*
- 215,400 sessions April-Sept '11
- 3,200 phone calls directly to businesses from the app

*Since launch on 6/3/10



- 17,000+ downloads
- 55,448 sessions April-Sept '11
- Phone call data tracking will be available with 3.0 launch

*Since launch on 8/27/10

WELCOME TO **OCEAN CITY** Maryland

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

64° Search GO WEBCAMS E-NEWS f t

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

The Ocean City, Md FREE-FOR-ALL

A huge collection of fun events, all for the unbeatable price of FREE!

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!

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! »](#)

FREE fun in OC!
Get the most out of your vacation with The Ocean City Free-For-All – a huge collection of concerts, festivals, parades and more! All for the unbeatable price of FREE!
[Click here for free fun!](#)

MEMBERS TO

6,279 postcard clicks

5,990 home page clicks
3,632 interior page clicks

Radio Disney

- 6 Concerts, 2 Disney Channel star events
- 3 Radio Disney Road Crew events
- Heavy traffic on ococean.com
 - More than 4,000 clicks to banner on ococean.com
 - 26,186 views to the Summer of Stars landing page



See the stars of Radio Disney

ALL SUMMER LONG!

Radio Disney AM 640

THE STARS OF RADIO DISNEY!

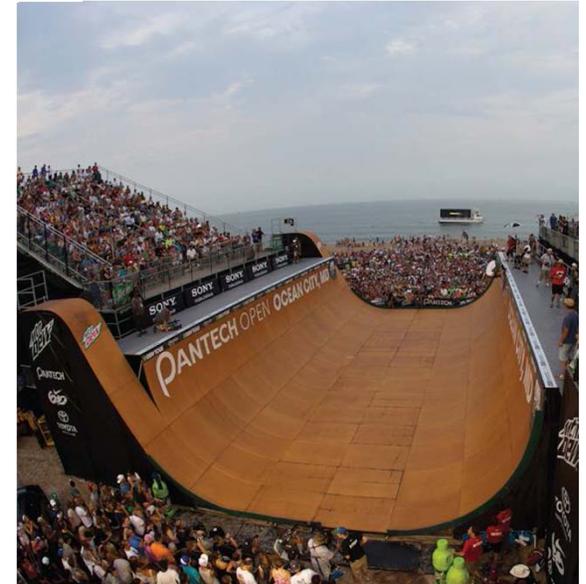
It's Ocean City's Sizzlin' Summer of Stars! Come see live performances by your favorite stars heard on Radio Disney - Coco Jones, Allstar Weekend, Greyson Chance, Shane Harper, Tiffany Thornton, and The Ready Set. [Click to learn more>>](#)

The banner features a yellow background. At the top, it says "See the stars of Radio Disney" in a light orange font, with a photo of four young people. Below that is a blue ribbon with the text "ALL SUMMER LONG!". To the right is the Radio Disney AM 640 logo. At the bottom, it says "THE STARS OF RADIO DISNEY!" in blue, followed by a paragraph of text and a link.

DEW TOUR PANTECH OPEN

July 21 – 24, 2011

- **900,000 media impressions** for the kickoff event in OC, including ESPN, USA Today, and the NY Times
- **73,000 in attendance** - highest attended event in Dew Tour History!
- More than **1.2 million** Facebook impressions the week of the Pantech Open



Springfest



- Cable/TV
 - 917 spots in Baltimore, D.C. & Salisbury
- Radio
 - 142 local spots; 65 spots on WPOC (Baltimore)
- Print
 - Baltimore Sun post-it note & local newspapers
- Interactive Media
 - 958,000 impressions in Baltimore, D.C. and OC
 - 2 e-blasts sent to all OC e-news subscribers
 - Home page graphic on ococean.com
- Local Outdoor Boards
- Social Media
 - Content posted on OC's Facebook & Twitter profiles

Sunfest



- Cable
 - 880 spots in Baltimore, D.C. & Salisbury
- Print
 - Baltimore Sun Beach Guide / page post-it note; local newspapers
- Interactive Media
 - 900,000 impressions in Baltimore, D.C. and OC
 - E-blasts
 - Home page graphic on ococean.com
- **Radio**
 - 426 Spots ran on Ocean City, Salisbury & Delaware stations
- Local Outdoor Boards
- Social Media
 - Content posted on OC's Facebook & Twitter profiles

Additional Events & Promotions

- In addition to the Town's signature events, marketing plans are executed for the following events and promotions
 - Art's Alive
 - 4th of July
 - Sundaes in the Park
 - Concerts on the Beach
 - White Marlin Open
 - Harbor Day
 - Restaurant Week
 - Winterfest



2011 Golf Advertising Support

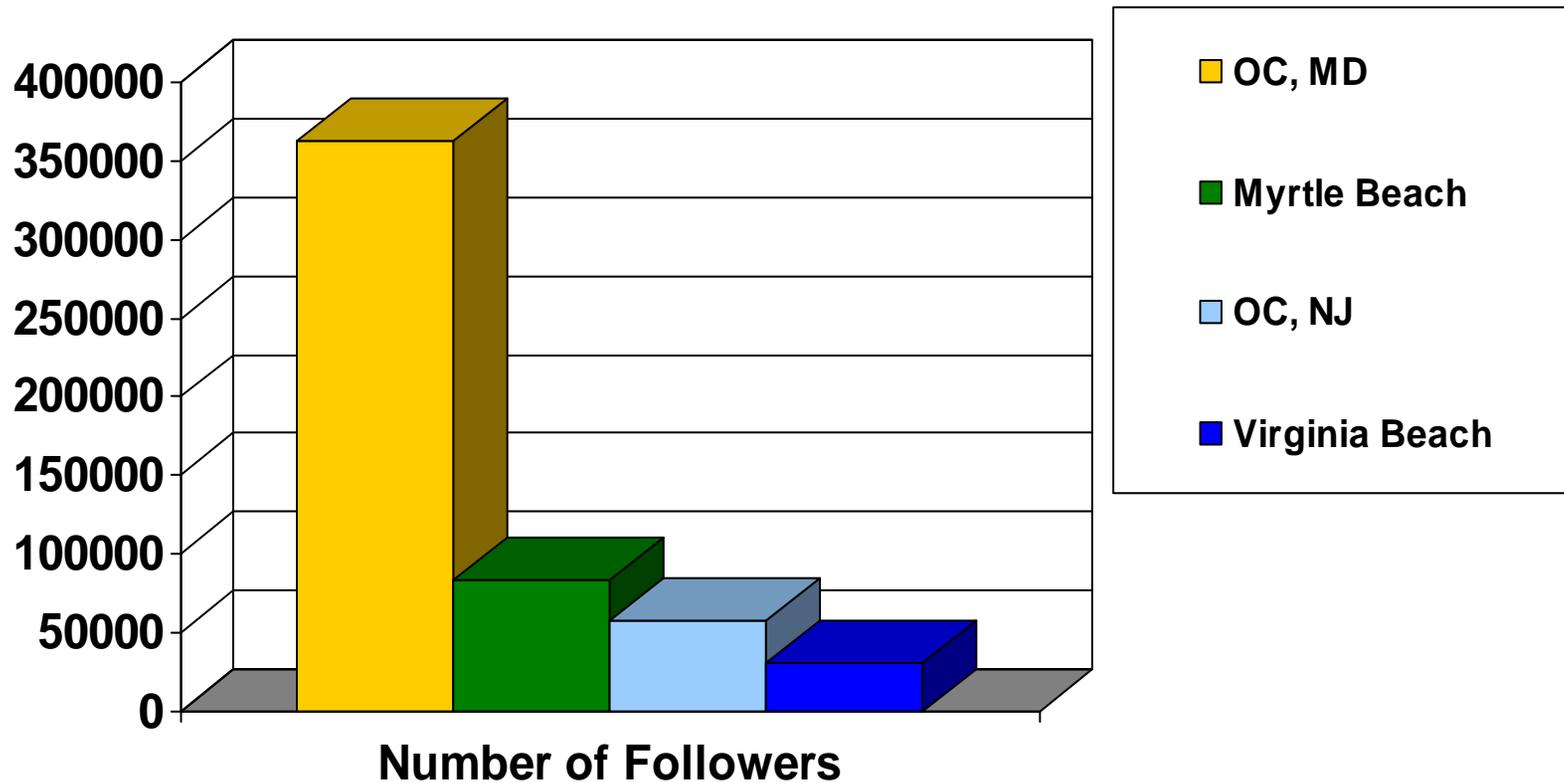
- Spring and Fall marketing plans
 - Print
 - Radio
 - Outdoor
 - Interactive Media
 - Banners
 - Search
 - E-blasts
 - Social Media



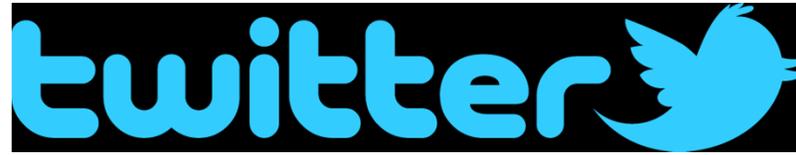
Social Media



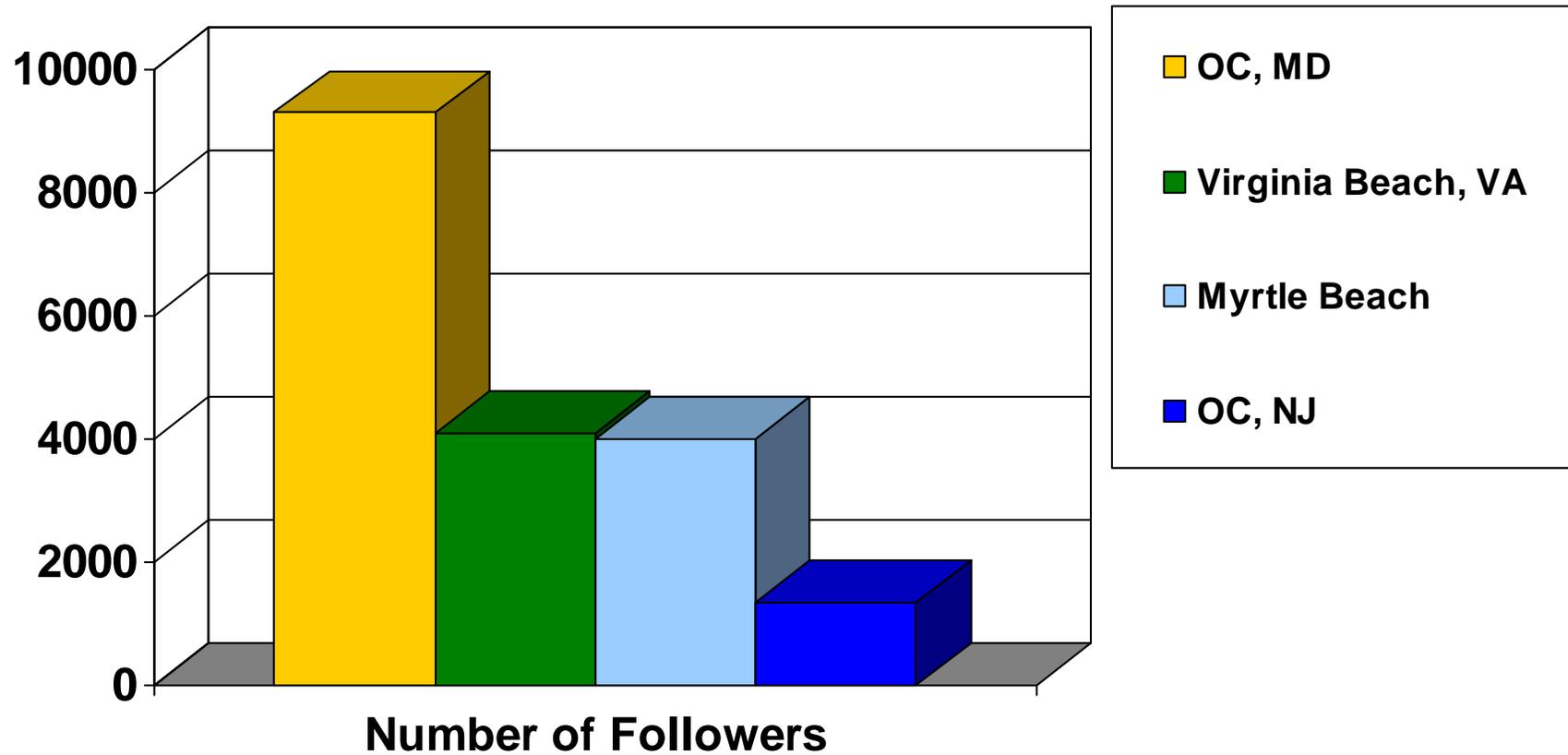
Way ahead of the competition...



268,625 new fans acquired between October 2010 and today.



Ahead of the competition...



Group Tour & Travel

- Market Ocean City at Eleven Travel Shows and Marketplaces
 - ABA, NBA, PBA, Ontario Motor Coach Summit, Going on Faith, NY Travel Expo, MD on the Road, Friendship Tours, Group Leaders of America, Mini-MD on the Road
- Targeted Advertising in Print and Online
 - Black Meetings and Tourism, Student Travel Planner, Membership Directories, Leisure Group Travel, Reunion Publications, Motor Coach Operators Brochures
 - Landing Page on ococean.com
- Host FAM Tours for Operators Interested in Ocean City
- Quarterly Electronic Newsletter to Tour Operators and Other Subscribers that includes various SMERF (Social, Military, Educational , Religious and Fraternal Organizations) groups
- Events like Springfest, Sunfest, Winterfest, Air Show and Dew Tour are heavily marketed to all groups
- Charter Bus Permitting
 - Permit Season is May 15-September 10 (recommend year round)
 - Permit process season misses the high travel season for groups of April and September and Winterfest
 - 2011 361 permits 13% increase
 - 42% are overnight trips

Looking Ahead

Citywide Thank You Campaign with Special Thank You Deals and a Unique Contest

SUMMER
**THANKS**
OCEAN CITY, MD



Opportunity for Growth

- Capitalize on success and learnings from Dew Tour
- Promote Ocean City as a premier sporting event destination
- Reach sports event organizers and owners and representatives of sports governing bodies and associations via
 - A Sports Marketing page and/or user path on ococean.com
 - Targeted print publications (Sports Destination Management, Sports Travel Magazine)
 - Continued outreach to event organizers and responses to RFPs



LOOKING FOR A BETTER SPOT TO HOST YOUR SPORTS EVENT? JUST ADD WATER.

A little salt water and sand is just what your sporting event needs. Ocean City, MD, has year-round indoor and outdoor facilities and venues perfect for all sports and events of any size. And with 9,500 hotel rooms and 29,000 condos, we have accommodations for everyone. Plus, there's our FREE 10-mile white sand beach, a three-mile, award-winning boardwalk, nightlife, 200+ restaurants, shopping and more. There's no end to the excitement when the competitions and games are over.

Ocean City is home to a number of regional tournaments as well as national events, such as the Seaside 10 Miler/5K, the Susan G. Komen Race for the Cure and the July 2011 Dew Tour.



**SPORTS ARE
MORE FUN
IN OC MD.**

From Northside Park to the Convention Center, Ocean City, Maryland, has the venues to host any indoor or outdoor sporting event. And when you're not competing—well, there's the boardwalk, 10-mile beach, amusement parks, swimming, fishing, antiquing and shopping, accommodations, restaurants and fresh seafood, nightlife and a whole lot more.

- 38-acre Northside Park with lighted fields, 14,209 sq. ft. gymnasium and 21,000 sq. ft. sports arena
- 160,000 sq. ft. convention center with customizable space
- 17+ golf courses for tournaments
- FREE 10-mile beach
- 3-mile award-winning boardwalk

OC Maryland
ocean.com

2012

- Susan Komen Race for the Cure
- Big Shots Basketball Tournament Memorial Day weekend Northside Park
- Big Shots Basketball Tournament May
- Raven's Beach Bash
- Dew Tour
- EVP Volleyball Tournament
- Watercross Event
- Firefighter's Combat Challenge
- Half Marathon (night)
- Fireworks
- New Hampton Inn and Grotto Pizza
- Exploring other opportunities to fill the calendar – get back to 100 full days of summer in Ocean City!

Rodney's Back!

- http://share.cerebral.tv/files/client28/OCMD/OCMD_AIRTRAVEL_FINAL_24.mov
- http://share.cerebral.tv/files/client28/OCMD/OCMD_THANKYOURODNEY_FINAL_24.mov

FY12 Maryland Tourism Grant

- The formula for the grant changed last year and became a performance based model
- Awards are based on certain tourism tax codes as determined by the comptroller
- \$18,594,300 in tax revenue to the state from those codes
- 4.3% increase over last year
- Our grant for this year will be increased by \$21, 750 for total of \$348,132