

Fall/Winter 2010-2011

OCEAN CITY NEWSLETTER

Semi-annual newsletter from the Town of Ocean City, Maryland to keep you, the citizen, informed on activities within the resort • www.ococean.com & www.oceancitymd.gov

Tourism efforts move forward with marketing initiatives

Ocean City's efforts to boost tourism continued this year with an aggressive destination marketing campaign that included the addition of new radio and television commercials produced by the Town's agency, MGH, promoting the resort as the premiere family-friendly vacation destination.

Two new television spots featured Ocean City's "spokes-guard," Rodney the Lifeguard, rescuing the East Coast and bringing them to Ocean City. One spot featured Rodney rescuing workers from an office building and loading them onto a Boardwalk tram to bring them to the beach. The other commercial sees Rodney bringing people out of a suburban neighborhood. To view the new ads, visit www.youtube.com/user/ococeandotcom.

New radio creative included Mayor Rick Meehan promoting the free events and activities available to vacationers including concerts and bonfires on the beach. Another spot promoted the new Ocean City Hotel Week promotion with the aim to boost tourism in the latter part of August and early September.

"We have been receiving a lot of feedback from citizens who have heard or seen the ads and are now planning trips



A scene from one of the new Rodney television spots, which was filmed in Baltimore.

to Ocean City," said Mayor Meehan. "MGH put together a very aggressive campaign and we are now reaching more people than ever."

Both radio and television spots aired in Baltimore, Washington D.C./Northern Virginia, Harrisburg-Lan-

caster-Lebanon-York, PA and Philadelphia markets. The television spots also aired in New Jersey and New York markets.

Another new addition this year was Radio Disney, an eight-week line-up of Disney's Sizzlin' Summer of Stars performances in Ocean City promoted on Philadelphia AM 640 Radio Disney and on three Disney web sites. The weekly entertainment was free and concluded with the popular band Allstar Weekend. Jason Earles, who plays Hannah Montana's brother on the popular show, plus singer and songwriter Josh Golden also made appearances.

The 2010 campaign included numerous billboards located along major traffic corridors in Baltimore, Harrisburg-Lancaster-Lebanon-York, Philadelphia, New Jersey and New York. Internet advertising was also in the five markets, on such popular web sites as the Weather Channel, Fodor's and Trip Advisor among others.

Ocean City's destination marketing initiatives also include social media and public relations efforts. Ocean City conducted media tours thus far this year in Baltimore,

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Design work continues on Convention Center expansion



The first phase will enclose the existing back deck.



An expanded bayview hall will be on the second floor.

Design work continues on the first phase of expansion of the Roland E. Powell Convention Center.

This phase of the project will enclose the existing back deck of the Convention Center to create an expanded bayview hall on the second floor and will also enclose the area below the deck, creating an additional 12,000 square feet of bayfront exhibit space on the first floor.

The State of Maryland will fund 50 percent of the project's phase one projected cost. The total cost for the project is estimated at \$9 million, with incremental state tax revenues projected to be \$1.1 million to \$1.6 million per year. The Town's portion of the project will be paid for by the one-half percent food tax.

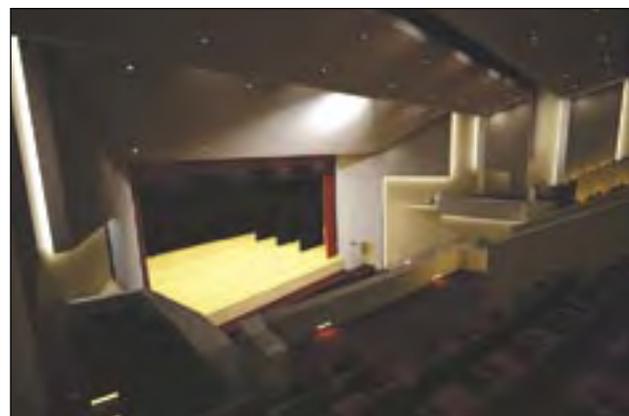
Construction is expected to begin by the end of the year. Completion of the first phase is estimated in the spring of 2012.

The second phase of the project will convert a portion of the building now known as lower hall C and half of the existing ballroom into a fixed-seat auditorium with a new state-of-the-art stage facility.

The new auditorium would be used for a variety of special events including concerts, plays, dance competitions and lectures.

The Town is currently investigating funding alternatives for this phase and would like to begin work on the auditorium as soon as the first phase of improvements are completed. This will ensure that no existing events will be displaced during the construction of the new auditorium.

Project updates will be posted on the Town's web site, www.oceancitymd.gov.



A fixed-seat auditorium with a new state-of-the-art stage facility is proposed for the second phase.

Sign up to receive newsletter online

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to receive the next newsletter online instead of in the mail, please visit the Town's website at www.oceancitymd.gov/news.html and sign up today.



Sept. 23-26, 2010

Join the fun! Sunfest has entertainment, arts and crafts and food under four big-top tents at the Inlet Parking Lot. See Page 5 for more information.