



# Ocean City Tourism Commission

## TOURISM VISION 2030

OCEAN CITY 2030 *is a* YEAR ROUND SEASON FAMILY-FRIENDLY RESORT COMMUNITY *which is a* DESTINATION FOR THE MID-ATLANTIC REGION

OCEAN CITY 2030 *is the ideal destination for:* WATER BASED ACTIVITIES, AMATEUR SPORTS, CONFERENCES/CONVENTIONS CULTURAL ARTS AND PERFORMANCE *and* SPECIALTY WEEKEND CELEBRATIONS AND EVENTS.

OCEAN CITY 2030 *offers:* WORLD CLASS BEACH AND BOARDWALK; ATTRACTIVE, WELL MAINTAINED AND MODERN HOTELS AND CONDOS, *a* CHOICE OF QUALITY, AFFORDABLE RESTAURANTS *and* ABUNDANCES OF LEISURE CHOICES

*In 2030, our OCEAN CITY Tourists leave with TRULY ENJOYABLE EXPERIENCES AND LIFELONG MEMORIES (M) and look forward to their return visit.*

## OCEAN CITY TOURISM GOALS 2020

EXPAND TOURISM YEAR ROUND PRIMARY SEASON AND 2<sup>nd</sup> SEASON

IMPROVE THE " CURB APPEAL" OF OCEAN CITY – MORE ATTRACTIVE, MORE INVITING

ENHANCE THE TOURISTS’ EXPERIENCES – MORE ENJOYABLE, MORE MEMORABLE

BECOME A MAJOR SPORTS DESTINATION – MORE TOURNAMENTS AND COMPETITIONS

MAINTAIN/ENHANCE THE BEACH AND BOARDWALK – WORLD CLASS DESTINATION

## ACTIONS FOR 2015

### Top Priority

- Tourism Marketing Plan
- Planning Convention Center Expansion Phase III
- State Tourism Dollar Advocacy
- Tourist Data Collection System/Media Purchase Evaluation Report
- School Year Advocacy (Start of School Year After Labor Day)
- Model Block Development

### High Priority

- Halloween Event Expansion
- Sport Tournaments Expansion Strategy and Action Plan
- New York/New Jersey Marketing Program
- New Smoking Policy For Beach and Boardwalk
- Northside Park Report

### Moderate Priority

- 3<sup>rd</sup>/4<sup>th</sup> Streets Public Lot Parking/Beach Area: Maintenance
- Boardwalk Enhancements
- 50 + Events Expansion

## TOWN OF OCEAN CITY: TOURISM MISSION

Our Primary Mission is to

*MARKET OCEAN CITY FOR TOURISM, MAINTAIN/ENHANCE THE BOARDWALK, MAINTAIN A TOP QUALITY BEACH, PROVIDE FREE/PAY FOR EVENTS/ACTIVITIES, BUILD/MAINTAIN AN ATTRACTIVE CITY, OPERATE/MAINTAIN/PROGRAM CONVENTION CENTER, and*

*DEVELOP/PROVIDE RECREATIONAL PROGRAMS/CAMPS/ACTIVITIES.*

Our Secondary Mission is to

*BUILD FACILITIES THAT SUPPORT TOURISM, GATHER TOURISM RELATED DATA, ASSURE A SAFE TOURIST EXPERIENCE, PROVIDE TRANSPORTATION AND PARKING and PARTNER WITH OTHERS FOR RECREATIONAL/SPORTS FACILITIES.*