

TOURISM NEWSLETTER

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT



SPRING EXCITEMENT IS IN THE AIR

Looking ahead, Ocean City is buzzing with excitement for the upcoming Springfest, a cherished tradition that promises a fusion of free and ticketed big-name concerts that showcase an array of musical variety and talent. With over 200 artisan vendors adding their unique flair, the festival is set to be a vibrant celebration of creativity and community.

As we gear up for the festivities, anticipation mounts for the myriad of springtime events that await, each adding its own charm to the coastal atmosphere. And of course, let's not forget the grand finale – Memorial Day Weekend, our summer kick-off, promising a burst of energy and excitement that sets the stage for a season of unforgettable experiences.

We extend our deepest gratitude for your continued partnership as we work together to make Ocean City the ultimate destination for memorable moments and cherished memories.

WHAT'S INSIDE

01 Tourism & Business Development

Country Calling was just announced for October 4th and 5th! Get excited for this country music weekend with free summer shows & PAC concerts.

02 Convention Center

Our refresh has been completed in many spaces as we move into the final steps. March and April keep the Convention Center busy with events.

03 Convention Sales

We want to welcome our new Sports Marketing Manager to the team. Learn about upcoming conference opportunities and print resources.

04 Special Events

Springfest is right around the corner. Do not miss these four days of music, fun and artisan gifts! Reserve your ticket for our big-name performances.

05 Marketing & Communications

We're looking ahead to our 2024 marketing efforts. Catch a Ride will be back larger than ever, as well as activations and influencer campaigns.

SOMEWHERE TO SMILE ABOUT

This spring is brimming with excitement as Ocean City kicks into high gear for the season. Our latest announcement, **“Country Calling Festival,”** shall add additional nationwide attention to Ocean City as the best East Coast place to live, work and play.

As you can tell within, there’s no shortage of ways to embrace the season. I am particularly thrilled about our tourism plan and the inclusion of **Catch a Ride 2.0** with our new 1972 Volkswagen! It should be a real attention getter!

Additionally, there’s a line-up of private events and performances within the Performing Arts Center to add rhythm and color to the season. Be sure to keep your eyes out for continued development of the proposed sports complex, shows, updated Convention Center news and more!

We hope you enjoy our sunshine and thank you for helping Ocean City be **“Somewhere to Smile About.”**

NOTABLE REPORTS

**January
Tourism
Report**

**Monthly
STR
January**

**The
Value of
DMO’s**

UPCOMING EVENTS

April 1st
The Price is Right

April 8th
Come From Away

April 15th
Dino World LIVE

May 16th
Jay Leno

May 22nd
Menopause 2



Tom Perlozzo

Director of Tourism &
Business Development



Leslie Raven

Tourism Administrative Assistant

BUSY SPRING SCHEDULE AHEAD

“ Can you believe that spring has arrived already? What an active winter! Our January/February groups included the **MD Watermen Assn.; Sportworx Productions; The Mayor’s Prayer Breakfast;** and the three concerts (all of which were very well attended); the **Blood Bank of Delmarva, Joe Gatto** (sold out) and we concluded January with **Church of God and State Office.** Groups in February included the **Delaware Volleyball Academy; Mid-Atlantic Championships** (cheerleading); **Seaside Boat Show; Cheerleading Grand Nationals;** the **OC Chamber of Commerce Awards Dinner** and a few more. We kicked-off March with the **OCHMRA Show,** always a great event. The remainder of March and all of April are busier than ever.

As of this writing, the remaining artwork is being installed in the Welcome Center and Main Level. Carpeting is complete with the exception of the Bayfront Ballrooms which should be complete by mid-May. More artwork is coming in daily. We’re now in the process of outfitting all our meeting rooms with built-in projectors and screens.

Until next time, we’ll keep you posted... ”

By Larry Noccolino



**Convention
Center
Refresh**



2024 CC CALENDAR

Meet our Team



Larry Noccolino
Executive Director



Reatta Tate
Operations Manager



Sharon Bradford
Convention Center
Fiscal Manager



Melanie Collins
Box Office Administrator



Shianne Yeager
Event Coordinator



DJ Lockwood
Maintenance Manager



Matt Mansfield
Events Coordinator



Derek Godwin
Operations Supervisor



Richard O'Hanlon
Welcome Center



Gloria Enis
Welcome Center



Lynda Donaldson
Welcome Center



CONVENTION CENTER SALES

WELCOME TO THE TEAM!

Please join us in welcoming Chip Woytowitz to the Tourism Sales Team! Chip has worked in the sports world for the past seven years. He started in 2017 with Minor League Baseball with the Norfolk Tides and Delmarva Shorebirds. Over his four years in Minor League Baseball, he worked in the Stadium Operations Department, Ticket Sales, and Community Relations. In 2021, he crossed over to sports tourism when he took the Sports and Events Sales Manager position with Wicomico County Tourism.

Chip was born in Annapolis and moved to Virginia Beach, where he graduated from Old Dominion University with a Bachelor of Science in Sports Management. He has a passion for all sports and is excited to represent Ocean City in one of the fastest-growing sectors in the travel industry. He's been a great addition to the team, and we are excited to have another Raven and Orioles fan on board!

We want to thank the Ashore and the Harrison Group for joining us at MPI Meets in Atlantic City on March 4th and 5th, which was hosted by the NJ Chapter. It was a good event that brought together over 55 meeting planners for educational sessions, networking opportunities, and a tradeshow floor.

UPCOMING CONFERENCES

April 8th/9th

MPI Potomac Networking Event Derby Days

Join our team! We would like to encourage your sales teams to get involved - \$100 covers your salesperson plus a meeting planner guest.

SIGN UP

April 28th/30th

Smart Meeting

Appointment based

May 22nd/23rd

Small Market Meetings Summit

Planners focused on Tier 2 & 3 destinations. Appointment based



Kim Mueller

Director of Sales



Norma Dobrowolski

Inside Sales Coordinator



Ashley Johnson

Convention Sales Manager



Nicole Olson

Sales & Partner Relations Manager



Chip Woytowitz

Sports Marketing and Events Manager

BECOME A CVB MEMBER

Market • Network • Referrals

Become a CVB Member and experience the benefits! Inclusion on ococean.com, member's only info, free Threshold 360 Tour, Exclusive Referral Service & More!

CLICK HERE TO SEE THE MPI NJ MEETS Attendees Final List



2024 BEYOND THE BEACH FLYER

Feel free to share this flyer of activities and places your guests can visit that take them beyond the beach! [Click to download.](#)

SPRINGFEST AND MORE SPRING EVENTS

Spring is almost here and the Ocean City's event season just opened with the **St. Patrick's Day Parade** and **5K run!** Take a deep breath in April before we dive into May with several events including **Springfest, Jeep Week, Cruisin'**, the **MD International Kite Expo, Summer Kick-Off Celebration** and **Memorial Day Recognition Ceremony.**

Springfest has three great concert options that won't break the bank – Thursday evening: The Olivia Show: a special stage show tribute to Olivia Newton-John; Friday evening: coming direct from the Grand Ole Opry House, Lauren Elaina. You will see more of this "Thicc As Thieves", chart-topping gifted American Idol runner-up as she continues her rise to stardom in Country music; Saturday evening: Everclear – you know their alternative rock songs: Santa Monica, Father of Mine, I Will Buy You a New Life and more. With so much diversity in opportunity, how can you not find something to smile about!

By Frank Miller



7:00 PM
Starting at \$20



7:00 PM
Starting at \$25



7:00 PM
Starting at \$35



Frank Miller
Special Events Director



David Rohman
Operations Manager



Lisa Mitchell
Private Event Coordinator



Heather Willes
Special Event Coordinator



Brenda Moore
Special Event Coordinator

WHAT'S HAPPENING

FREE FAMILY FUN

SPRINGFEST

May 2nd - 5th

Greet the warmer weather with us at Springfest! It's four days full of tasty treats, lively music and awesome handmade crafts.

[Learn More](#)

OC Beach Dance Party

Starts July 8th | Every Monday

Movies on the Beach

Starts June 5th | Every Wednesday

Sunset Park Party

Starts July 11th | Every Thursday

Sundaes in the Park

Starts June 9th | Every Sunday

SUMMER EVENTS

OCEAN CITY GRAND PRIX: Offshore Powerboat Races

June 7th - 9th
Offshore from Beach & Boardwalk

WHAT'S IN THE WORKS FOR 2024?

As spring excitement rolls in, we're thrilled to share some updates from the Ocean City Tourism Marketing team! Our destination campaign is active, with paid social, paid search, and print advertisements captivating audiences near and far. But hold onto your beach hats because, in the weeks ahead, we're kicking things into high gear! Get ready for an ocean of excitement as we dive into broadcast, display, Digital Out of Home (OOH), and captivating video content.

But that's not all – we're not just riding the waves of paid mediums. Our team is collaborating with our ad agency to breathe new life into our brand activation, Catch A Ride, with an extended schedule and more tour stops planned. And remember our wildly successful influencer campaign? Well, it's making a splash again this spring! We're finalizing talent and eagerly seeking partners to join us as we host them in-market this April/May. So, grab your sunglasses and join us for an unforgettable season of sun, sand, smiles and Ocean City adventures!

Warm regards, Jessica Waters

WELCOME FIONA O'BRIEN TO THE TEAM!

We are thrilled to welcome Fiona O'Brien to the Marketing Team. Born and raised in the OC area, Fiona recently joined the Town of Ocean City in the Department of Tourism as their Marketing Coordinator. Fiona graduated from Radford University in Virginia with degrees in Music Business and Dance. She recently relocated from Washington, DC, back to her roots on the Eastern Shore (just in time for the Summer season!). She is a choreographer and filmmaker in her spare time and has a passion for local arts and culture!



**SXSW
CONFERENCE
NOTES
& MARKETING/
DESIGN ADVICE**



Jessica Waters

Marketing & Communication Director



Bill Funkhouser

Digital Communications Coordinator



Jennifer Evans

Social & Digital Media Specialist



Molly Wooten

Graphic Designer



Erin Jones

Advertising Specialist



Fiona O'Brien

Marketing Coordinator

LOOKING AHEAD AT TRENDS

- Mar 29 - Good Friday
- Mar 31 - Easter
- Apr 1 - April Fools Day
- Apr 4 - National Jeep Day
- Apr 7 - National Beer Day
- Apr 11 - National Pet Day
- Apr 22 - National Earth Day
- May 1 - May Day
- May 4 - National Fitness Day
- May 4 - National Star Wars Day
- May 5 - Cinco De Mayo
- May 7 - National Tourism Day
- May 11 - National Mini Golf Day
- May 12 - Mother's Day
- May 18 - Armed Forces Day
- May 24 - National Road Trip Day