

TOURISM NEWSLETTER

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

Photo Credit: Dusana Risovic / C3 Presents



A GREAT BACK-TO-BACK FESTIVAL SCHEDULE

What a perfect time to be in Ocean City! We kicked off our second season with the excitement of dual-weekend music festivals, and there's plenty more to come. We used Oceans Calling & Country Calling as our successful launch date for our new tourism planning app called Visit Ocean City, MD.

Fall brings a fantastic lineup at the Performing Arts Center, from Sun Records Live to a family-friendly Christmas showcase of 3 different shows. Enjoy even more fun at Sunfest, Winterfest, and our improved Winterfest train garden in the Dockside exhibit hall at the Convention Center. We're also sprucing things up at the Convention Center with new art, fresh landscaping, and even bigger plans ahead.

As we look forward to 2025, there's so much to smile about here in Ocean City for the remainder of 2024!

WHAT'S INSIDE

01 Tourism & Business Development

The excitement continues with more fall shows, Sunfest and Winterfest, Convention Center upgrades, and plans for 2025 media.

02 Convention Center

Several high-profile groups have visited, more are scheduled, and we're continuing renovations, including roof work, elevators, and escalators.

03 Convention Sales

We won a Gold Stella Award for our Convention Center! Download our new Visit OC planning app and see our recent trip notes.

04 Special Events

Mark your calendars for the 49th Annual Sunfest this October. Gear up for OC Running Festival or make holiday plans for winterfest.

05 Marketing & Communications

Organic coverage this past September continues to amaze! We hosted a foodie influencer and plus made 2 Best Of lists!



TOURISM & BUSINESS DEVELOPMENT

SOMEWHERE TO SMILE ABOUT

Wow!

What a great time to be in Ocean City and a great beginning to our second season. We are coming off two historic events—Oceans Calling and Country Calling. These events are not only festivals but catalysts for future vacationers and considerations for living, working, and playing in our beautiful resort.

The fall fun continues with a great lineup of shows at the Performing Arts Center. On the horizon are performances by Sun Records Live, Rudolph and Charlie Brown Live, Jim Curry's John Denver Tribute, and Neil Diamond's Tribute. We also kick off the year with our 2nd Annual Dreamfest featuring Boarded Teachers, Morgan State Choir, Who's Bad – Michael Jackson Tribute, and the funky sounds of WAR.

Our Special Events team is working hard to prepare for Sunfest, Winterfest, and so much more. Remember our newly planned train garden during Winterfest at the Convention Center, Hobby Show, and the Holiday Shoppers Fair. Our Convention Center and Sales staff are also busy with many great groups coming to the resort, bringing much-needed business to town. We are continuing to improve our look and feel inside with a new art display hanging from the ceiling in the main entrance, new benches, painting. Finally, we will refresh outside with an update to the main sign on Coastal Highway and new landscaping along Convention Center Drive.

Last but not least, our marketing team is ramping up planning for 2025. Stay tuned for great things to come, as we will provide a date for the unveiling of the 2025 media plan for stakeholders in the next few months. There's so much more to tell you, but not enough room to share the great things to come. Thank you for being our partners, our supporters, and our friends. It sure is an awesome time to be in Ocean City, MD.

August Tourism Report

UPCOMING EVENTS

November 17th
Rudolph the Red-Nosed Reindeer Live

December 14th
A Tribute to John Denver by Jim Curry

December 21st
Charlie Brown Christmas Live

December 27th
So Good! The Neil Diamond Experience



Tom Perlozzo

Director of Tourism & Business Development



Leslie Raven

Tourism Administrative Assistant

BUSY SPRING SCHEDULE AHEAD

“ Since we last “met”, many high profile groups have come and gone: **MACo, JEEPFEST, Tri-Association, Sessions, BIKEFEST, Realtors, Lifespan/Beacon** and several more. Yet to come are the **Diocese of Wilmington, United Church of God, Autumn Home and Garden Show, MSEA, MD School Nutrition Association, the OC RV Show, Urban Gift Show** (not open to the public) and several more throughout November. We’re also looking forward to hosting **Rudolph, Jim Curry, Charlie Brown Christmas** and more.

We’re still chipping away at what seems like our never-ending Refresh (which has been received very well) with artwork still being added. Roof renovations started in September and will not be completed until mid-December. Renovations start on our elevators and escalators in mid-October with completions scheduled for mid-winter. That’s it for now, until next time we’ll keep you posted! ”

By *Larry Noccolino*



**MML
2024**



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

BUSY MEETING MONTH

GOLD STELLA AWARD

I am excited to share some incredible news with you all—the Roland E. Powell Ocean City Convention Center has been awarded the prestigious Gold Stella Award for Best Convention Center in the Northeast! This recognition is a testament to the hard work, dedication, and collaboration that have shaped our convention center into a premier destination for meetings, conventions, and events.

As many of you know, we have continuously strived to enhance the facilities and services at the Ocean City Convention Center to ensure every event we host is memorable and seamless. This award highlights not just the outstanding service and offerings at the convention center but also the strong partnerships we've cultivated within our town.

Thank you for your ongoing collaboration and commitment to helping us make Ocean City the top choice for events and meetings. We look forward to continuing this momentum as we build on this success together!

“VISIT OCEAN CITY MD” APP

Nicole Olsen spearheaded the Ocean City Visit Widget App project and did an amazing job! It was launched the week before Ocean Calling, and hundreds of downloads were made during the two weeks of the festivals. The app is the official & central resource for visitors to enhance their experiences in the resort town. The app offers convenient access for booking your stay, planning meals, exploring attractions & discovering tours & trails. With real-time notifications all synchronized with Ococean.com, you can plan & share your ideas & itineraries before you arrive. The app promotes visitor engagement with features like check-in challenges and real-time rewards. The app is a great way for both visitors and locals to stay informed & connected to the community and make the most out of their time in Ocean City.

Download on [Apple](#) or [Google Play](#) Today! Please contact Nicole for more information or steps to ensure your business is positioned to take full advantage of all the app has to offer.

THE TEAM IS ON THE ROAD

The OC Sales Team has been on the road. Ashley did the Association track at Connect Market Place out in Milwaukee this past August. “Ocean City definitely felt the love from planners at Connect Marketplace in August!” With 31 association appointments, Ashley found that planners were eager to learn more about the destination and truly appreciated the reinvestment our partners have made in their properties. Many planners shared that they discovered something new that will prompt them to include Ocean City in their future RFPs, solidifying our place as a top contender for meetings and conventions in the Northeast. On the sports side, Chip received the same: “Overall, the experiences at Connect Marketplace and the TEAMS Conference were great. The interest in Ocean City is very high within the sports community, with many individuals from across the country expressing familiarity or fond memories of Ocean City. This feedback confirms our position as the ultimate playcation destination.”

MEETING CONNECT MARKETPLACE

SPORTS CONNECT MARKETPLACE

STUDENT YOUTH TRAVEL LEADS

VA/NC/SC MOTOR-COACH LEADS

2024 TEAMS RECAP

BECOME A CVB MEMBER!



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



Nancy McMenamin
Contract Administrator & Sales/Finance Support

UPCOMING MEETINGS

PCM/MPA Fall Networking Event | Oct 15
Destination East | Oct 21-23
Connect DC | Nov 20-22

US Sports Congress | Dec 8-11
RCMA | Jan 6-8, 2025
IPEC Independent Planner Con | Jan 26-28

49TH ANNUAL SUNFEST & MORE FALL EVENTS

It has been an amazing start to our end-of-season event line up! With that said, the end of October brings us into the 49th production of Sunfest. Ocean City's "Thank you for the Season" festival offers guests four days of free live musical entertainment, delicious food and 300 vendors with art, crafts and more! Sunfest focuses on family fun with plenty of interactive Halloween activities, special opportunities for dogs and animal lovers as well as bicycle enthusiasts. Saturday reaches special heights with an end-of-the-evening fireworks display and bonfires on the beach.

And the season continues on with OC Running Festival, Corvette Weekend and the traditional holiday favorite – Winterfest of Lights! We do hope you will join us for these great Ocean City event offerings!

By Frank Miller



WHAT'S HAPPENING

FREE FAMILY FUN

SUNFEST

October 24th - 27th

Four-day arts, crafts, music, and food. Sunfest offers visitors a chance to browse a variety of goods and enjoy food, music, and other alfresco activities along the Atlantic Oceanfront at the south end of Ocean City's famous boardwalk. fest.

MORE INFO

WINTERFEST

November 21st - December 31st

FALL EVENTS

Bronco Beach Bash

October 18th - 20th
Inlet Lot

Ocean City Running Festival

November 2nd
Boardwalk to Assateague



Frank Miller
Special Events
Director



David Rohman
Operations
Manager



Lisa Mitchell
Private Event
Coordinator



Heather Willes
Special Event
Coordinator



Brenda Moore
Special Event
Coordinator

SEPTEMBER HIGHLIGHTS

- OCMD generated 132 placements and 971 million in reach.
- To note, we removed coverage regarding the medical waste situation from the overall report, but we do have a separate coverage report with this coverage on hand if needed.
- BVK + OCMD hosted our Fall FAM September 18 – 20, which was a great success!
- BVK continued to itinerary plan for the fall influencer program, as well as host our first fall influencer, @dmvbite!
- Organic coverage highlighted the anticipation of Oceans Calling, as well as Country Calling. We also saw great organic placements come through from [Forbes](#) and [Eater!](#)

Congrats on another successful month. Cheers to fall!



Jessica Waters
Marketing &
Communication Director



Bill Funkhouser
Digital Communications
Coordinator



Molly Wooten
Graphic Designer



Erin Jones
Advertising Specialist



Fiona O'Brien
Marketing Coordinator



Kathryn Bethard
Social & Digital Media
Manager

LOOKING AHEAD AT TRENDS

- Oct 13th - Breast Cancer Awareness Day
- Oct 14th - Columbus Day
- Oct 26th - National Trick-Or-Treat Day
- Oct 26th - National Pumpkin Day
- Oct 28th - First Responders Day
- Oct 29th - National Cat Day
- Oct 31st - Halloween
- Nov 4th - National Candy Day
- Nov 5th - National Doughnut Day
- Nov 11th - Veterans Day
- Nov 28th - Thanksgiving
- Nov 29th - Black Friday