

# **Facts about the Ocean City Development Corporation (OCDC)**



**108 Dorchester Street  
Ocean City, Maryland 21842  
Tel. # (410) 289-7739**

**Website: [www.ocdc.org](http://www.ocdc.org)**

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General Information

- The OCDC was incorporated in 2000 as a nonprofit organization and is a 501(c)(3) charitable organization. The Mayor and City Council appointed a group of 34 people to start the organization. The OCDC is comprised of 15 Board of Directors and has over 152 dues-paying members. In order to be considered for membership, one must only have an interest in Downtown Ocean City.
- The OCDC employs a full time Executive Director and an Administrative Assistant. The OCDC has 13 Committees and draws members of these committees from its membership as well as other organizations. The current committees of the OCDC include: Executive Committee, Boardwalk Committee, Marketing Committee, Public Committee, Revenue/Parking/Land Acquisition Committee, Downtown Cleanup Committee, Downtown Design Committee, Nominating Committee, Business Recruitment/Retention Committee, Membership Committee, Sustainable Communities Plan, and Golf Committee. Other OCDC Committees are set up for temporary items.
- The OCDC is charged with revitalizing downtown Ocean City. In 2000, OCDC targeted the area from 4<sup>th</sup> Street to the Inlet for its efforts, but expanded this area to 17<sup>th</sup> Street in 2006. In March 2012 the OCDC absorbed the Boardwalk Development Association (BDA) and has now moved its programs onto the Boardwalk. This area is also classified as a Sustainable Communities Area (2013), and a Main Street Maryland community (Inlet to 4<sup>th</sup> Street in 2012) by the State of Maryland.
- As of the end of 2016, over 11,104 volunteer hours by OCDC members in committee meetings and volunteer time at OCDC events.
- Increase in taxable values of downtown property  
In 2000 the total taxable value of downtown property south of 4<sup>th</sup> Street was \$210,450,830. In 2016 the total taxable value of property south of 4<sup>th</sup> Street was \$392,284,700; an increase of 86% since 2000.

The 2016 property tax revenue generated by this incremental increase (\$181,833,870) was as below using the 2016 ad valorem tax rates:

Town of Ocean City (rate of .478)	\$ 869,165
Worcester County (rate of .84)	\$1,527,404
State of Maryland (rate of .112)	<u>\$ 203,653</u>
<b>Total additional revenue for 2016</b>	<b>\$2,600,222</b>

Funding

- The OCDC receives funding from the Town of Ocean City, Worcester County, membership dues, OCDC Golf Tournament, private contributions, housing management, parking lot management, fundraising events, and grants.
- The OCDC has received a total of 41 grant awards from Maryland Department of Housing & Community Development (DHCD) for a total of \$2.6 million as well as numerous other smaller grants.
- In 2001, acquired its 501(c) (3) status from the IRS allowing the OCDC to be classified as a charitable organization and allowing contributions to be tax

deductible. This IRS status also allows it to apply for specific grants and tax credits from the State of Maryland and other entities.

- The OCDC has received Maryland tax credits which were sold and proceeds used towards special events in the downtown area.

#### Design Standards, Planning, and site plan review

- Completed the design standards for the Downtown area. Such standards were approved and codified by the Mayor and City Council in November 2002. There was a major revision to the downtown codes in 2014.
- Completed the design standards for the Upper Downtown Area (3<sup>rd</sup> to 17<sup>th</sup> Streets). These standards were approved in 2006.
- The OCDC and Town of Ocean City have completed a new Sustainable Communities Plan which replaced the former Community Legacy Plan. This plan was approved by the State of Maryland in 2013.
- The OCDC works with developers in the design of site plans submitted for review and approval by the Town of Ocean City. The OCDC comments on all submitted site plans in the Downtown area.

#### Land Acquisition

- The OCDC and Town of Ocean City have acquired a majority of the properties on the Somerset/Dorchester Street block between S. Baltimore Avenue and S. Philadelphia Avenue. The two entities have worked out a Memorandum of Understanding in 2014 and amended in 2015 on redeveloping these properties.
- In early 2011 the OCDC purchased three lots at 110 Dorchester Street, and 107 & 109 Talbot Streets for future redevelopment. On these properties the OCDC constructed and managed an interim public parking lot that it manages. These properties were conveyed to the Town of Ocean City for construction of the new OC Beach Patrol facility on these properties completed in summer 2015.

#### New Ocean City Beach Patrol facility

- The OCDC assisted with the design and financing costs through the Inlet Parking Lot Fund of the new facility located at the corner of Philadelphia Avenue and Talbot Street. This building contains the headquarters of OCBP as well as the storage of bicycles for the Ocean City Police Department. Construction on this facility commenced in October 2014 and was completed for the summer of 2015.



### OCDC Façade Program

- 186 façade projects have been completed to date. The \$962,512 expended of State grant funds has produced a total investment of \$5.7 million into the Downtown area. This is an average of 5.9:1 leverage ratio of private dollars per public dollars!
- Over 750 construction jobs have been generated as a result of these façade projects.



Before



After

The Ambassador Inn at Philadelphia Avenue and 5<sup>th</sup> Street



Before



After

104 Philadelphia Avenue – residential property



Before



After

505 Atlantic Avenue – residential properties

#### OCDC Green Building Initiatives Program

- This program started in 2011 and is used to improve the energy efficiency of downtown commercial and multifamily rental properties. Thirty-eight projects have been completed to date. Over \$726,000 of private funds have been expended in these projects resulting in a private to public dollar ratio of 5.6:1.
- Eligible improvements include Energy Star Rated windows and doors, insulation, wind turbines, solar panels, and “cool roofs.”

#### OCDC Business Assistance Program

- In 2013 the OCDC began implementation of its new Business Assistance Program which allows financial assistance for fixed interior improvements to downtown businesses looking to start or expand their business operations.
- There have been fifteen new businesses assisted in this new program. There was almost \$1.5 million invested in physical improvements for these fifteen businesses. This represents a tremendous leveraging ratio of 19:1 of private to

public dollars. In addition, \$25,000 of these funds was used toward decorative streetlights on St. Louis Avenue.



Interior improvements for Sweet Frogs Yogurt Shop at 605 Atlantic Avenue



Interior improvements for Juice Shack/ OC Wasabi Express at 1607 Philadelphia Avenue

### Public Art Program

- The OCDC's Public Art Program has raised over \$400,000 in private contributions for 15 art projects in the Downtown area: White Marlin Sculpture, Ocean City library sculpture, Eagle sculpture at 142<sup>nd</sup> Street, Seahawk Sculpture at 4<sup>th</sup> Street, Dorchester Street wall mural, Caroline Street enlarged postcards, OC Beach Birds, paver art on west side of Philadelphia Avenue, wall mural on Talbot Street, Washington Lane mural, and 3<sup>rd</sup> Street mural.

- The most recent major public art project by OCDC is the Dolphin Plaza located near the OC Tennis Center at Route 90 entrance into Ocean City. A dedication ceremony will be held in April 2017.
- There have been over 25 utility boxes painted by volunteers from the Art League of Ocean City and area schools. Private businesses and the OCDC have sponsored painting of boxes, too.

This painted Delmarva utility box is located at the northeast corner of S. Philadelphia Avenue and Talbot Street. Painted by Katelyn Millison.



This painted utility box is located along 1<sup>st</sup> Street between the Boardwalk and Baltimore Avenue. Painted by located artist, Gerilyn Gaskill, (on right) and sponsored by Jeff and Jamie Albright (on left).





The White Marlin Sculpture was completed by Eastern Shore artist, Paul Lockhart, in 2002 and is located at Entry Park at the base of the Route 50 Bridge in Ocean City. This sculpture was the OCDC's first public art project.

The OCDC recently completed another public artwork called "Dance with the Dolphins". This artwork, completed by noted sculptor, David Turner, is located at the southeast corner of Route 90 and Coastal Highway. This has been a major fundraiser for the OCDC. This sculpture and plaza will be dedicated at a ceremony held in April 2017.



## Main Street Maryland Program



In April, 2012 downtown Ocean City was designated a new Main Street Maryland community. The OCDC is the administering agency for this program. The OCDC follows the Five Point Approach (Design, Organization, Promotion, Economic Restructuring, and Clean, Safe and Green) for implementing this redevelopment program.

### Capital Projects

- The OCDC worked with the Town of Ocean City and property owners and business owners on the design of Somerset Plaza. Constructed in 2002. A grant from DHCD paid for the benches, receptacles and gazebo band stand.
- The OCDC worked with the Town of Ocean City and adjacent business on the design of South 1<sup>st</sup> Street. Constructed in 2006. A portion of the improvements were paid for through a grant from DHCD.
- Installation of a new Downtown Ocean City Entranceway Sign and passive park in 2009. Such park improvements were paid for by a grant from DHCD.
- The OCDC worked with Town of Ocean City on design of Sunset Park which was completed in 2007.
- Decorative street lighting project as part of comprehensive improvements for Phase I and II of St. Louis Avenue project between 4th and 17<sup>th</sup> Streets in 2013 and 2014. Decorative street lighting was completed for Phase III of this project that was completed in 2015. Street lights were paid by a grant from DHCD.



Somerset Plaza is a semi-pedestrian walkway located between the Boardwalk and Baltimore Avenue. Music and car shows are held here throughout the summer.



Sunset Park has become a favorite location for summer concerts and great views on the Bay.

#### Employee Housing Program

- The OCDC, Town of Ocean City, and Maryland Department of Housing & Community Development renovated the Tarry-A-While Guest House located at 108 Dorchester Street. This 1897 building contains first floor office space for the OCDC and upper floor workforce housing. This building houses 13 lifeguards. The OCDC has managed this building for the past 8 years.
- In 2008, the OCDC renovated and became responsible for the property management of a second building at 110 Somerset Street which houses 10 additional lifeguards. This building was demolished in 2014 to provide for a interim public parking lot managed by OCDC.
- In 2012, the Town of Ocean City purchased 2 additional buildings at 105 Dorchester Street. These buildings consist of 5 apartments which house approximately 20 seasonal City employees. These buildings were demolished in 2015 to allow for expansion of interim public parking lot to be managed by OCDC in 2016. The long term plan is to seek a redeveloper for these properties.



The Tarry-A-While Guest House was constructed in 1897 and fully renovated.

#### Walking tour guides and plaques

- Completion of downtown walking tour brochure with the Downtown Association.
- Purchase and installation of bronze plaques on 20 buildings in downtown area.
- Completion of a walking tour brochure for the upper downtown area of Ocean City between 3<sup>rd</sup> and 15<sup>th</sup> Streets.
- Shared purchase and installation of 50 plaques on buildings in the upper downtown area.
- Installation of 8 wayfinding signs throughout the Downtown area.

#### Marketing

- Provide walking tours and presentations to various organizations and homeowner associations.
- The OCDC provides various press releases to the local media to keep the public informed of its activities.
- Annual completion of OCDC Newsletter and distribution to 28,000 property owners in Ocean City. Two thousand newsletters distributed to others.
- To date, the OCDC has held fifteen golf tournaments. All proceeds of these fundraisers are placed in the redevelopment fund. This golf tournament has been renamed the OCDC/Art Davis Memorial Golf Tournament.
- The OCDC maintains its website at [www.ocdc.org](http://www.ocdc.org) as a means to inform the public and local businesses of downtown revitalization news and efforts.

- Completion of OCDC video highlighting accomplishments and shown on Comcast Spotlight on regular basis.
- Since 2010, a special insert in the OC Today newspaper (weekly circulation of 20,000) highlighting OCDC activities and special events as well as advertising of downtown businesses. Insert runs throughout summer months and has been expanded to 24 pages for the 2014 season. This special insert continued in 2016.
- Annual information booth at the popular Mayor & City Council Open House at City Hall held January 1<sup>st</sup> of each year.
- The OCDC advertises its Sunset Park music series on local Irie Radio (98.1FM).

#### Awards

- Since 2006, the OCDC has received five awards from the Maryland Downtown Development Association's Pride-In-Places for the following projects: Façade Program, Upper Downtown Design Standards, Sunset Park, South 1<sup>st</sup> Street, and the OCDC marketing video. In 2013 it received a Worcester Green Award for its OCDC Green Building Initiatives Program.
- In 2015 the OCDC received the State's Sustainable Community Award for its Façade Improvement Program.
- In 2015, the Ocean City Chamber of Commerce provided the Non-Profit of the Year award OCDC.
- In 2016, the Community Development Network provided the OCDC its annual Award for Significant Community Development Impact.

#### OCDC Programs

OCDC programs that provide financial assistance to downtown property owners:

- OCDC Façade Programs (pays 1/3 the cost of eligible exterior improvements) up to \$5,000 per property.
- OCDC Green Building Initiatives Program (pays 1/3 the cost for eligible energy saving improvements for commercial properties) up to \$5,000 per property. In 2014 this program was combined with the OCDC Façade Program.
- OCDC Business Assistance Program (pays 1/3 the cost for fixed interior improvements for new and expanding businesses) up to \$5,000 per property.
- OCDC Fence Program (pays up to 1/2 the cost of a fence in front yard area) up to \$2,000 per property. To date fifteen fences have been completed under this program.
- OCDC Roof Replacement Program (pays up to 1/3 the cost of roof replacement on select buildings) up to \$2,000 per property. To date twelve roofs have been replaced with OCDC assistance under this program.

In addition, the OCDC has sold State of Maryland tax credits. The sales of such tax credits have been applied towards special events and public art in the downtown area.



A new fence was completed under the OCDC Fence Streetside Program at the Ocean Terrace Family Vacation Apartments owned by the Candeloro family located at 1211 Baltimore Avenue.

#### Boardwalk items

- In 2013 the OCDC Boardwalk Committee installed 5 business directory panels along the full length of the Boardwalk. This directory lists all Boardwalk businesses and highlights OCDC member businesses. In 2015 two new business directory signs were installed. In 2016 an additional panel was installed at 18<sup>th</sup> Street on the Boardwalk. The OCDC Boardwalk Committee updates this business list on these directories each summer.
- The OCDC and Town of Ocean City sponsor an Employee Appreciation Day on Labor Day recognizing the efforts of City Public Works Department employees.
- The OCDC Boardwalk Committee, working with City Planning staff reviews all outdoor display applications for the Boardwalk each year.

#### Special events

- The OCDC in partnership with the Town of Ocean City and various other nonprofit organizations provides concerts at Sunset Park during the summer season. This program, “Sunset Park Party Nights” provides concerts on each Thursday evening in July and August. These concerts are free to the public. The OC Recreation Boosters sell beverages with all funds going to youth programs in Ocean City.
- Car Shows and music events are provided at Somerset Plaza throughout the summer season starting in June. The car shows are provided by the OC Cruzers, a local car show organization. These events are free to the public.
- The OCDC has provided funds for various downtown special events such as the Shakespeare plays, Winterfest, Crab Soup Cook-off, and Vintage Car Tag Rally.

- In October 2016, the OCDC in partnership with ShoreCraft.com and the Town of Ocean City sponsored the first ever craft beer festival in downtown Ocean City at Sunset Park. This event was very successful and a second craft beer festival was held on October 29, 2016, which was even greater attended. A third event is planned for October 28, 2017.



2016 craft beer festival held at Sunset Park



Ocean City's popular band, Randy Lee Ashcraft and the Saltwater Cowboys, performing at Sunset Park's "Sunset Party Nights".

### Ocean City Clean Sweep

In November, 2016 the OCDC held its fourth annual clean-up program, called “Ocean City Clean Sweep.” This event included 40 volunteers who walked the full downtown area picking up trash, cigarette butts, and many other items. Supplies and prizes were provided.



OC Clean Sweep volunteers in 2016

### Strategic Demolition and Smart Growth Project

In 2013 the OCDC was awarded grant funds from the Maryland Department of Housing & Community Development’s newest program. This grant was used towards the demolition of the former Fat Daddy’s restaurant at 216 S. Baltimore Avenue. The property owners have constructed a mixed use project with a larger Fat Daddy’s restaurant, one retail bay and second floor housing for seasonal employees. The project represents a very noticeable building in downtown Ocean City. The project was completed and opened for business in July 2014. This project was the first ever project completed under the DHCD Smart Growth and Impact Fund (SGIF) in the State of Maryland.



In 2016 OCDC received another Strategic Demolition grant from DHCD and applied it towards the demolition and predevelopment costs for the new Royalton Hotel mixed use project (that will be renamed The Monte Carlo OCEANFRONT Hotel. This project is expected to be completed for summer 2017 and will contain 54 hotel suites, 3 commercial bays and employee housing units.



#### Highlighted New Development Projects

Since 2000, there have been numerous new private sector projects constructed in downtown Ocean City. Many of these projects have been completed by people and families who have been in the downtown area for many years and several generations. Each new project has added to the excitement of the downtown area as well as increased the tax base and employment opportunities.



Dolle's mixed use project on Wicomico Street near Boardwalk.



Breakers Hotel/Dough Roller Restaurant at Boardwalk and 3<sup>rd</sup> Street.



Elliott's On The Avenue mixed use project on Baltimore Avenue north of Wicomico Street.



Dumsers Dairyland located on Philadelphia Avenue and Wicomico Street.



Boards Edge Villas mixed use project located at Baltimore Avenue and Talbot Street.



Belmont Towers mixed use project at Boardwalk and Dorchester Street.



New residential building constructed in 2013 on 12<sup>th</sup> Street.



Island View Townhouses completed in 2015 at Edgewater Avenue and 5th Street.



Bayview Condominiums completed in 2016 located at Edgewater Avenue and 5<sup>th</sup> Street

# 2016 – 2017

## OCEAN CITY DEVELOPMENT CORPORATION

### LIST OF OCDC EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS

#### Executive Committee

Chris Trimper, President

Igor Conev, Vice President

Reid Tingle, Secretary

John C. Lewis, Treasurer

Robert Givarz, Immediate Past President

#### Board of Directors

Charlie Barrett

Anna Dolle Bushnell

Buddy Dykes

G. Hale Harrison

C. Terry Hough

Jesse C. Houston

Patricia Ilczuk-  
Lavanceau

Jay Knerr

Stephanie Meehan

Bill Sieg

OCDC staff:

Glenn Irwin, Executive Director

Dawn Bear, Administrative Coordinator

Lauren Martin, Accountant

#### Past OCDC Presidents:

Walter “Buck” Mann            2000 - 2003

C. Terry Hough                 2003 – 2005

Jay Knerr                         2005 – 2007

Greg Shockley                 2007 – 2010

Todd Ferrante                 2010 – 2012

Bob Givarz                      2012 - 2015