

Facts about the Ocean City Development Corporation (OCDC)



**108 Dorchester Street
Ocean City, Maryland 21842
Tel. # (410) 289-7739
Website: 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 153 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 Coordinator. The OCDC has 14 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 Art 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 4th Street to the Inlet for its efforts, but expanded this area to 17th 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 4th Street in 2012) by the State of Maryland.
- As of the end of 2019, over 13,000 volunteer hours by OCDC members in committee meetings and volunteer time at OCDC events.
- In 2018, Downtown Ocean City south of 34th Street was designated as an Opportunity Zone by the State of Maryland.
- Increase in taxable values of downtown property
In 2000 the total taxable value of downtown property south of 4th Street was \$210,450,830. In 2019 the total taxable value of property south of 4th Street was \$432,606,700; an increase of 105% since 2000.

The 2019 property tax revenue generated by this incremental increase (\$222,155,870) was as below using the 2019 ad valorem tax rates:

Town of Ocean City (rate of .4656)	\$1,034,357
Worcester County (rate of .845)	\$1,877,217
State of Maryland (rate of .112)	<u>\$ 248,816</u>
Total additional revenue for 2019	\$3,160,390

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 50 grant awards from Maryland Department of Housing & Community Development (DHCD) for a total of over \$3.6 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 (3rd to 17th 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.
- The OCDC worked with the Town of Ocean City to complete the Comprehensive Plan.
- The State's Sustainable Communities Plan was updated in 2018 and submitted to DHCD in 2019 for review.

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

- 235 façade projects have been completed to date. The \$1,02,785 expended of State grant funds has produced a total investment of more than \$6.6 million into the Downtown area. This is an average of 6.6:1 leverage ratio of private dollars per public dollars!
- Over 900 construction jobs have been generated as a result of these façade projects.



Before



After

605 Edgewater Avenue



After
407 St. Louis Avenue



After
506 St. Louis Avenue



Before



After

107 8th Street



Before



After

1201 Baltimore Avenue – residential property



Before
After
104 Philadelphia Avenue – residential property



Before
After
15 St Louis Avenue – residential property



After (new raised awning and screening of mechanical equipment)
200 S. Atlantic Avenue – commercial property



After (new trellis and siding improvement)
7 and 9 Baltimore Avenue – commercial property

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. Sixty-seven (77) projects have been completed to date. Over \$1,023,370 of private funds have been expended in these projects resulting in a private to public dollar ratio of 5.5:1.
- Eligible improvements include Energy Star Rated windows and doors, insulation, wind turbines, solar panels, and “cool roofs.”



209 16th Street – commercial property

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 thirty (30) new businesses assisted in this new program. There was more than \$2.1 million invested in physical improvements for these thirty (30) businesses. This represents a tremendous leveraging ratio of 13:1 of private to public dollars. In addition, \$25,000 of these funds was used toward providing decorative LED streetlights on St. Louis Avenue.



Interior improvements for Shotti's restaurant at 607 Atlantic Avenue



Interior improvements for India Emporium at 109 S. Baltimore Avenue

Public Art Program

- The OCDC's Public Art Program has raised over \$450,000 in private contributions for 16 art projects in Ocean City: White Marlin Sculpture, Ocean City library sculpture, Eagle sculpture at 142nd Street, Seahawk Sculpture at 4th 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 Dolphin Plaza sculpture.

- 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 was held in April 2017.
- There have been 35 utility boxes painted by volunteers from the Art League of Ocean City, community organizations and area schools. Private businesses and the OCDC have sponsored painting of boxes, too.



This painted Delmarva Power utility box is located at the corner S. Division Street and S. Philadelphia Avenue. Painted by volunteers from the Ocean City Lioness Club, and assistance with TC Studios.



This painted utility box is located on the corner of Somerset Street and S. St. Louis Avenue. Sponsored by White Marlin Condominium, painted by local artist, Bill Cioccio.



This painted Delmarva Power utility box is located at Washington Lane, north 25th Street. Painted by Haile Torres of the Art League of Ocean City, and sponsored by the Crystal Beach Oceanfront Hotel.



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 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 was 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 Main Street district is located between the Inlet and 4th Street. 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. OCDC has applied for several grants from the State Main Street Improvement Program fund for various projects.

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 1st 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 17th 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 12 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 an 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 starting 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 3rd and 15th Streets.

- Shared purchase and installation of 55 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 nineteen golf tournaments. All proceeds of these fundraisers are placed in the redevelopment fund. In 2007 this golf tournament was renamed the OCDC/Art Davis Memorial Golf Tournament to honor long time OCDC Treasurer and business man Art Davis.
- The OCDC maintains its website at 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 was expanded to 24 pages for the 2014 season. This special insert continued in 2019.
- Annual information booth at the popular Mayor & City Council Open House at the Convention Center held January 1st of each year.
- The OCDC advertises its Sunset Park music series on local Irie Radio (98.1FM).
- At this time, OCDC has partnered with OceanCity.com to provide free live stream music program called Ocean City Dreaming. This promotional program runs each Thursday night through May, 2020.

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 1st 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 to the OCDC.
- In 2016, the Community Development Network provided the OCDC its annual Award for Significant Community Development Impact.
- In 2017 the OCDC received the Commitment to Excellence Award from the Maryland Department of Housing and Community Development.

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 \$7,500 per property.
- OCDC Green Building Initiatives Program (pays 1/3 the cost for eligible energy saving improvements for commercial properties) up to \$7,500 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 ½ the cost of a fence in front yard area) up to \$2,000 per property. To date twenty-five 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 thirty roofs have been replaced with OCDC assistance under this program.
- OCDC Light Up Alley Program (pays up to 50% of the cost to purchase and install light fixtures) up to \$500 per property. To date 3 business have improved the lighting in the alley behind their businesses.
- OCDC Development and Assistance Program is OCDC's newest program. This program will assist private developers with predevelopment and demolition assistance to projects that will increase and improve the quality of employee housing units. In specific cases, this program can be used to assist property owners to demolish structures in poor condition. The first approved project under this program is at 104 Dorchester Street. This project will be completed for the summer of 2021. Projects under this program are considered on a case by case basis.

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 1101 St. Louis 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 18th Street on the Boardwalk to bring the total to eight business directory signs. The OCDC Boardwalk Committee updates this business list on these directories each summer.
- The OCDC and Town of Ocean City had sponsored 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.
- The OCDC Boardwalk Committee also works with area schools in sponsoring shirts for school children who walk the boardwalk each year. The shirts are paid for by boardwalk businesses.

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, Light Up Downtown Festival, Crab Soup Cook-off, and Vintage Car Tag Rally.
- In October 2019, the OCDC in partnership with ShoreCraft.com and the Town of Ocean City sponsored the 5th annual craft beer festival in downtown Ocean City at Sunset Park. This event was very successful with over 1,500 in attendance. The 6th annual event is planned for October 24, 2020.



2019 craft beer festival held at Sunset Park



2019 craft beer festival held at Sunset Park



2019 Sunset Park Party Nights

- Love On Tap beer fest

On February 29, 2020 OCD partnered with Shorecraft.com to provide the first craft beer festival at the Ocean City Convention Center. There were 1,500 people in attendance.

Ocean City Clean Sweep

In November, 2017 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 2017

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 was renamed The Monte Carlo Oceanfront). This project was completed in September 2017 and contains 54 hotel suites, first floor 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 3rd 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 12th Street.



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



Bayview Condominiums completed in 2016 located at Edgewater Avenue and 5th Street



Proposed Cambria Hotel rendering Opening 2020 – 126 rooms with restaurant



Cambria Hotel Currently under construction – to open in summer 2020



Beach Bum Inn located at Baltimore Avenue and 3rd Street. Opened in summer 2019.



Island Time townhouses at St. Louis Avenue and 12th Street – scheduled for completion in late Spring 2020

2019 – 2020

OCEAN CITY DEVELOPMENT CORPORATION

LIST OF OCDC EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS

Executive Committee

Blaine Smith, President

Igor Conev, Vice President

Stephanie Meehan, Secretary

Anna Dolle Bushnell, Treasurer

Kevin Gibbs

Board of Directors

Spiro Buas

Buddy Dykes

G. Hale Harrison

Patrick McLaughlin

Danny Robinson

Bill Sieg

Nick Tekman

Reid Tingle

Bob Torrey

Joe Wilson

OCDC staff:

Glenn Irwin, Executive Director

Joslyn Harman, 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

Chris Trimper 2015- 2018