



# SPOTLIGHT

THE NEWSLETTER OF  
THE OCEAN CITY DEVELOPMENT CORPORATION,  
A NOT FOR PROFIT ORGANIZATION.

## OCDC PURCHASES 3 PROPERTIES

The OCDC has purchased three downtown properties along the east side of Philadelphia Ave. between Dorchester and Talbot Streets. The three properties will be converted into a public parking lot for the immediate future, but the long term goal is to sell them to a developer to create an attractive mixed use project to complement the OCDC's downtown revitalization efforts. In addition, a new building will increase the tax base benefitting the Town of Ocean City, Worcester County, and the State of Maryland. The purchase of the properties included grant monies from the Maryland Department of Housing and Community Development (DHCD) and loan financing from the Bank of Ocean City.

## FAÇADE PROGRAM & 100<sup>th</sup> FAÇADE PROJECT

The completion of the façade project of the Buckingham Hotel, at 1405 Baltimore Ave., represents the 100th completed façade project. The OCDC Façade Program has had a tremendous impact on the appearance of many buildings. To date, due to this program and the renovation of many of its oldest buildings, over \$3.6 million has been invested into downtown Ocean City. Façade funding is provided by DHCD.

## Sunset Park MUSIC EVENTS

The OCDC looks forward to partnering with the Town of Ocean City to bring another summer of Sunset Party Nights to Sunset Park. These events will be held each Thursday night in July and August, starting at 7:00 pm. These events are free and open to the public. The Ocean City Recreation Boosters will be selling beverages and beer at each event. Proceeds from such sales go to youth programs in Ocean City.



Popular local band Randy Lee Ashcraft and the Saltwater Cowboys performing at Sunset Park

# HELP EXPAND DOWNTOWN

## *Special* EVENTS

The OCDC has received State of Maryland tax credits to market to Maryland businesses and individuals who contribute towards downtown special events for the next two years. Special events, like the free Sunset Park concerts, are a great way to attract people to the downtown area and offer another fun event in Ocean City. These tax credits and the tax savings they provide are a great way to support the OCDC special events. For more information please contact the OCDC office at (410) 289-7739.

## COMMUNITY LEGACY GRANTS TO OCDC FOR 3 PROJECTS

For the 2011 year, the OCDC was awarded a total of \$225,000 in grants from the Maryland Department of Housing & Community Development. These funds will be used towards land acquisition, OCDC Façade Program, and the new OCDC Green Building Initiatives Program. The Green Building Initiatives Program will provide financial assistance to downtown businesses and property owners looking to install new energy efficient improvements to reduce their long term business costs. The OCDC has funds still left for the Façade Program and Green Building Initiatives Program. Call the OCDC office at (410) 289-7739.

# STATEMENT FROM THE OCDC

# *President*

## GREETINGS.

THIS IS AN EXCITING TIME FOR DOWNTOWN OCEAN CITY AND THE OCDC.

WE HAVE JUST ENTERED OUR SECOND DECADE OF EXISTENCE AND WE HAVE A LOT TO SHOW FOR IT. THE OCDC FAÇADE IMPROVEMENT PROGRAM CONTINUES ITS SUCCESS IN RENOVATING MANY DOWNTOWN BUILDINGS AND PROMOTING PRIVATE INVESTMENT. WE HAVE ALSO CREATED A GREEN BUILDING INITIATIVES PROGRAM TO INCREASE ENERGY EFFICIENCY AND CLEAN ENERGY. THIS PAST YEAR HAS SEEN OUR MARKETING EFFORTS PAY OFF AS RESIDENTS AND VISITORS GET MORE FAMILIAR WITH OUR VARIOUS PROGRAMS AND SPECIAL EVENTS AT SUNSET PARK AND SOMERSET PLAZA.

WE CONTINUE TO FOSTER PARTNERSHIPS WITH BUSINESSES, PROPERTY OWNERS, AND OTHER ORGANIZATIONS SO THAT WE CAN CONTINUE THE REVITALIZATION OF DOWNTOWN OCEAN CITY. AS THE NATIONAL ECONOMY COMES OUT OF ITS DIFFICULT FINANCIAL PERIOD, WE ARE PLANNING FOR NEW DEVELOPMENT AND PUBLIC PROJECTS TO BRING DOWNTOWN OCEAN CITY INTO A NEW ERA. WE APPRECIATE THE CONTINUED SUPPORT OF THE TOWN OF OCEAN CITY, WORCESTER COUNTY, AND STATE OF MARYLAND IN OUR REVITALIZATION EFFORTS. WE WILL CONTINUE TO MAKE DOWNTOWN OCEAN CITY AN EXCITING PLACE TO VISIT AND ENJOY.

TODD FERRANTE  
OCDC PRESIDENT



401 Philadelphia Avenue ( Before and After)

# OCDC 2010 ANNUAL Awards

At its May 2010 Annual Meeting, the OCDC provided several awards for actions and projects promoting and enhancing the downtown area of Ocean City:

1. Façade project at 1009/1011 Baltimore Avenue to Jeffrey & Deborah Kidwell and Daniel & Darlene Kwiatkowski.
2. Façade project at 808 St. Louis Avenue (Buildings A and B) to English Condominium Association.
3. Façade project at 1003 Baltimore Avenue to Ken and Linda Nysmith.
4. Special event award presented to Ocean City Cruzers for their semimonthly car shows on Somerset Plaza for the past seven summers.
5. Upper Downtown Walking Tour Brochure: Sara Hambury (design assistance), David Quillin (architectural assistance) and Bill Sieg (architectural assistance).

## OCDC/ART DAVIS MEMORIAL GOLF TOURNAMENT

In October 2010 the OCDC held its 10th annual golf tournament to raise funds for its downtown redevelopment program. Sysco Eastern Maryland, LLC was once again the prime sponsor of our golf tournament. This year's golf event was the OCDC's most successful fundraising tournament.



Comcast Spotlight Team

## Employee HOUSING

For its fourth year, the OCDC has provided and managed housing for Ocean City Beach Patrol employees. Since 2007, each summer, thirteen employees have resided at the Tarry A While Guest House that was constructed in 1897 and fully renovated in 2007. Ten additional Beach Patrol employees are provided housing at 110 Somerset Street.



Tarry-A-While Guest House Resident Lifeguards  
Summer 2010



### NEWLY REVISED OCDC VIDEO

The OCDC has updated its popular video. This video highlights the successes and mission of the OCDC. The new video can be accessed on the OCDC website at [www.ocdc.org](http://www.ocdc.org).

# UPPER DOWNTOWN PLAQUE PROGRAM

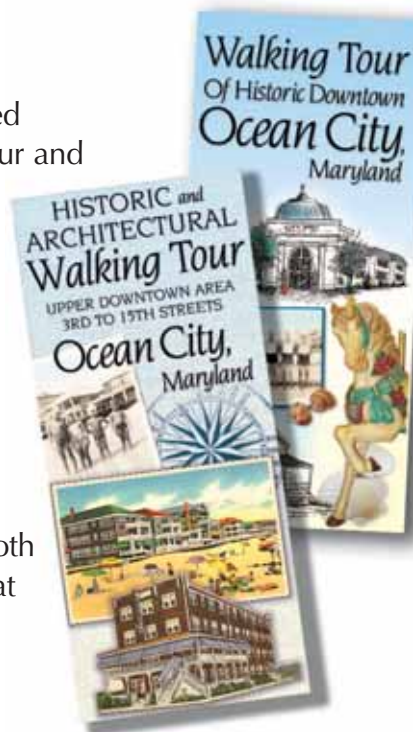
During 2010 the OCDC partnered with various property owners between 3rd and 15th Streets to purchase and install historic marker plaques on 49 buildings. This area of Ocean City continues to retain much of its original charm. Most of the buildings in this area were constructed in the 1920's and 1930's.



June Regan, owner of Sand Dollar at 5 11th Street

# SELF GUIDED WALKING TOURS

Copies of the self guided Downtown Walking Tour and Upper Downtown Walking Tour are available at the OCDC office, Boardwalk information cottage at Caroline Street, City Hall, Ocean City Lifesaving Station Museum, and other locations. A copy of both tours can be accessed at the OCDC website at [www.ocdc.org](http://www.ocdc.org).



# DOWNTOWN WAYFINDING SIGNS

Coming for the 2011 summer season are the installation of eight new wayfinding signs to be located throughout the downtown area. These directional signs will be found along the Boardwalk and interior streets to inform visitors of important sites in the downtown area such as the Ocean City Lifesaving Station Museum, Sunset Park, and public parking lots. A portion of these signs was paid through a grant from the Lower Eastern Shore Heritage Council.



# *New* DOWNTOWN PROJECT

The DeLazy Lizard Bar and Grille opened in June 2010. This new downtown hotspot is located on the Bay at 1st Street. Its construction adhered to the downtown design standards.



*DeLazy Lizard Bar and Grille*

# PUBLIC *Art* PROJECT

Old Ocean City pictures painted on the Farmers Bank of Willards ATM, located at 200 S. Philadelphia Ave.



*The murals were painted by an artist that the bank contracted through Bethany Resort Furnishings.*

## INSERT IN OC TODAY

For the summer of 2010 the OCDC teamed up with OC Today newspaper and downtown merchants to create an attractive and affordable marketing insert into each weekly newspaper. This insert ran throughout the summer season and included articles about the OCDC and downtown special events. This insert will be continued for the 2011 summer season and will be more pages.

## FREE WALKING TOURS

The OCDC continues to provide free walking tours of the downtown area to homeowner, civic, and business associations. For more information about these free tours contact the OCDC office at (410) 289-7739.

## MAYOR AND CITY COUNCIL'S OPEN HOUSE

On January 1, 2011 the OCDC was the highlighted organization at this always popular Open House event. Besides numerous literature and pictures of OCDC accomplishments and programs, the OCDC featured four "storytelling" sessions with OCDC volunteers.



# SPOTLIGHT



## INTERESTED IN OPENING A BUSINESS IN DOWNTOWN?

If you are interested in a new business venture in downtown Ocean City, contact the OCDC for assistance with locations and availability.

# THE OCDC

108 Dorchester Street, Ocean City, Maryland 21842  
410-289-7739 • [www.ocdc.org](http://www.ocdc.org)

The Ocean City Development Corporation is a nonprofit organization that was formed in 2000 and charged with revitalizing downtown Ocean City. The Town of Ocean City, Worcester County Commissioners, private contributions, membership dues, grants, and fundraisers fund the OCDC. The OCDC's fifteen member Board of Directors is elected by its membership, and is comprised of business owners, residents, and property owners of the downtown area and surrounding areas. The OCDC employs a full time executive director and a part time administrative assistant. The OCDC also has 10 committees comprised of members who provide countless hours of volunteer hours and remain the core of the OCDC organization.

## OCDC OFFICERS

**Todd Ferrante**, President  
**Bob Givarz**, Vice President  
**Charles Barrett**, Secretary  
**Jay Knerr**, Treasurer  
**Greg Shockley**, Past President

**Marion H. Chambers**  
**Igor Conev**  
**Louise Gulyas**  
**G. Hale Harrison**  
**Wayne Hartman**  
**C. Terry Hough**

**John C. Lewis**  
**Geoffrey Robbins**  
**Macky Stansell**  
**Chris Trimper**  
**Glenn Irwin**,  
Executive Director

## MEMBERSHIP

Membership in the Ocean City Development Corporation is open to any resident of Ocean City, Maryland or any person or entity having an interest in the economic or community development in Downtown Ocean City.

Membership is for one (1) fiscal year from July 1 – June 30 and Annual Dues are based on submission of application during OCDC'S fiscal year and are as follows:

- \$100.00 - July to Sept.
- \$ 75.00 - Oct. to Dec.
- \$ 50.00 - Jan. to March
- \$ 25.00 - April to June

Membership with the OCDC allows one to vote for Board members, an invitation to our annual meeting, sit on committees as they become established, and receive updates on the activities of the OCDC.

**An application can be obtained by calling our office at (410) 289-7739, or by visiting our website at [www.ocdc.org](http://www.ocdc.org).**

Financial information about OCDC can be accessed through our website.

## OCDC VISION

- Pedestrian Friendly Corridors*
- Attractive buildings, which reflect a traditional theme and are properly designed and maintained*
- Mixed-use buildings*
- Buildings that are adaptable with an architectural variety*
- A distinct character separate from the rest of Ocean City*
- Landscape used as a space definer in public spaces for shade and air quality*
- Perceivable neighborhoods or districts*
- An incentive system for preserving special and historic buildings*
- Attractively screened parking*
- Multiple means of transportation*
- A fee in lieu of parking program to create centralized parking facilities*

