



SPOTLIGHT

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

COMMUNITY LEGACY GRANTS TO HELP WITH 2 PROGRAMS

For the 2012 year, the OCDC was awarded a total of \$100,000 in grants from the Maryland Department of Housing & Community Development. These funds will be used towards the OCDC Façade Program and the new OCDC Green Building Initiatives Program. The Green Building Initiatives Program will provide financial assistance to downtown businesses, south of 17th Street, looking to install new energy efficient improvements to reduce their long term business costs.

For additional information about the Façade Program and the Green Building Initiative Program please call the OCDC office at 410-289-7739.

TOWN OF OCEAN CITY PURCHASES DOWNTOWN PROPERTY

The Town of Ocean City, with the recommendation of OCDC, has purchased two buildings at 105 Dorchester Street. The short term use of both of these buildings will be for seasonal housing of City employees. The OCDC will manage these 5 apartments for such employees. The eventual project will involve soliciting for a developer to purchase these lots and other adjacent City lots to develop a medium sized project. In addition, a new building will increase the tax base benefitting the City, County, and State of Maryland. Funding for this purchase came from the Inlet Parking Fund that was established in 2002 to fund downtown revitalization projects including land acquisition.

FAÇADE Program 100th PROJECT

In August 2011 the OCDC celebrated the completion of its 100th façade project of the Buckingham Hotel at 1405 Baltimore Avenue. As of March 1, 2012 a total of 120 buildings have been renovated using the OCDC Façade Program. The OCDC Façade Program has had a tremendous impact on the appearance of many older buildings. To date, due to this program, over \$4.3 million has been invested into downtown Ocean City. These newly renovated

projects also greatly increase the taxable value thus benefitting all Ocean City residents.

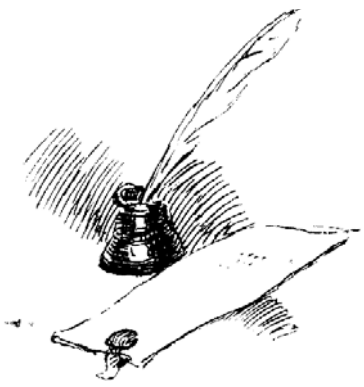


*(Left to Right)
OC Mayor Rick Meehan,
Governor Martin O'Malley
Spiro Buas, owner of Buckingham Hotel
Todd Ferrante, President of OCDC*



*100th Façade Project -
The Buckingham Hotel at 1405 Baltimore Avenue*





STATEMENT FROM THE OCDC

President

Greetings,

As the OCDC completes its 12th year of existence one thing remains constant; we are continually finding ways to revitalize downtown Ocean City. When we celebrated our 100th facade project last year at the Buckingham Hotel Governor Martin O'Malley declared, "The OCDC has completed more facade projects using the State's Community Legacy Program than anyone in the State of Maryland and that is something to be proud of." The OCDC Façade Program has enhanced downtown Ocean City and spurred new development thus increasing the tax base in Ocean City and Worcester County. It has also created numerous construction jobs for local contractors. Our new Green Building Initiatives Program has also allowed us to help make older buildings more energy efficient and resulted in the first "cool roof" project in Ocean City that was recently completed.

The Town of Ocean City was awarded a Main Street Maryland (MSM) designation. MSM is a comprehensive downtown revitalization program created in 1998 by the Maryland Department of Housing and Community Development. MSM selects communities which have made a commitment to succeed and helps them improve the economy, appearance and image of their traditional downtown business districts. We are very excited to have become a MSM community and the opportunities that it will offer Ocean City.

We have also absorbed the Boardwalk Development Association into the OCDC and will look to help improve the Boardwalk as it undergoes its renovations over the next year. The OCDC, working with the City's Recreation & Parks Department and local nonprofit organizations, will continue the free concerts at Sunset Park this summer on every Thursday evening in July and August. Please come down and enjoy the music, the beautiful view, and relax.

The OCDC would like to thank the Town of Ocean City, Worcester County, and the State of Maryland in helping us advance our revitalization efforts in downtown Ocean City.

Kind Regards,
Todd Ferrante, OCDC President



SUNSET PARK

Music EVENTS

The OCDC looks forward to partnering with the Town of Ocean City to bring another summer of Sunset Park 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.



"Back to the Beatles" band performing at Sunset Park in August 2011



OCEAN CITY RECEIVES Main Street Maryland

DESIGNATION

Main Street Maryland is a comprehensive revitalization program created in 1998 by the Department of Housing & Community Development and is a national model of Smart Growth strategies. On Feb. 27, 2012 the State of Maryland designated Ocean City as a Main Street Maryland community. This prestigious designation will allow Ocean City numerous benefits from grant priority, networking opportunities, and training.

The Main Street district will be located between the Inlet and 4th Street including the Boardwalk.



At its May 2011 Annual Meeting, the OCDC provided several awards for actions and projects promoting and enhancing the downtown area of Ocean City:

1.

FAÇADE PROJECTS AT
1405 BALTIMORE AVENUE AND
104 PHILADELPHIA AVENUE
TO SPIRO BUAS

2.

FAÇADE PROJECT AT
105 2ND STREET
TO OAK-KWANG PARK

3.

FAÇADE PROJECT AT
413 BALTIMORE AVENUE
TO BRUCE & VICTORIA HAMILTON

4.

ANNUAL ORGANIZATION AWARD
TO THE ART LEAGUE OF OCEAN CITY
FOR ITS SUPPORT OF
PUBLIC ART PROJECTS IN
DOWNTOWN OCEAN CITY

5.

PROFESSIONAL AWARD TO
KAY STROUD OF
THE TOWN OF OCEAN CITY'S
PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

6.

VOTED "TOP FAÇADE PROJECT"
BY OCDC MEMBERSHIP TO
105-107 11TH STREET



(Left to Right)
Craig Lynch
Jack Curry
Tom Perlozzo
John Gehrig

In October 2011 the OCDC held its 11th 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. The 2011 golf event was the OCDC's most successful fundraising tournament. This year's golf tournament will be held on October 10, 2012 for anyone interested in playing.

PUBLIC *Art* CONTINUES IN DOWNTOWN AREA

In 2011 the OCDC working with a downtown property owner and local artist, Denny McLeod, completed a new wall mural on Talbot Street, east of Baltimore Avenue. In addition, two utility boxes were painted by volunteers; one by the Ocean City Beach Patrol and another by Most Blessed Sacrament Catholic School. The Art League of Ocean City held its popular plein aire event in July. The judging and art show was held on Somerset Plaza in July. This year's plein aire event is being held between June 22 and 24, 2012 with the judging on June 24th on Somerset Plaza.



Wall Mural on Talbot Street

DOWNTOWN WAYFINDING SIGNS

Eight new wayfinding signs are located throughout the downtown area. These directional signs are 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 grant from the Lower Eastern Shore Heritage Council assisted in funding this project.



108 Dorchester Street • Tarry-a-While • OCDC Office

Employee HOUSING

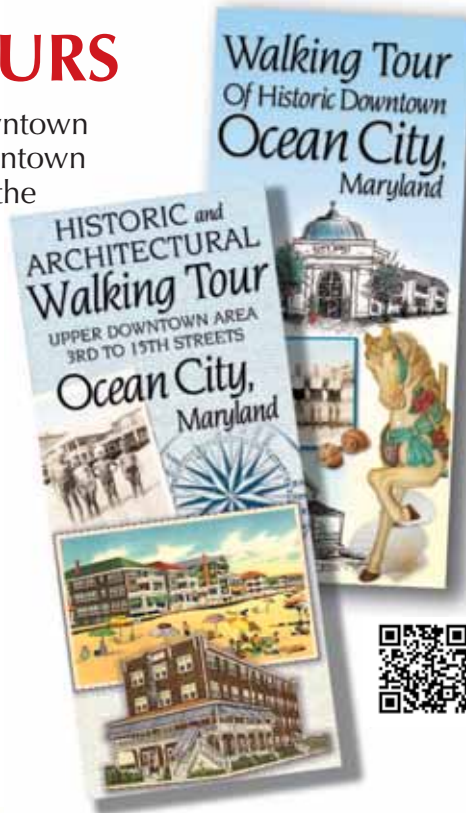
For its fifth year, the OCDC has provided and managed seasonal housing for Ocean City Beach Patrol employees. Since 2007 thirteen employees have resided at the Tarry A While Guest House that was constructed in 1897 and fully renovated in 2007. Ten additional Beach Patrol employees are provided housing at 110 Somerset Street. The OCDC expects to provide additional employee housing for seasonal City staff for up to 26 people at the recently purchased residential buildings on Dorchester Street. Between its four managed buildings the OCDC will manage about 50 beds.



110 Somerset Street
Employee Housing

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 brochures can be accessed at the OCDC website at www.ocdc.org. The newly revised Downtown walking tour guide also includes QR coding that allows smart phones users to access a video of various buildings on the tour path.



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.

INSERT IN OC TODAY

For the summer of 2011 the OCDC teamed up with OC Today newspaper and downtown merchants to create an attractive and affordable marketing insert for downtown businesses 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 2012 summer season and will be more pages.

TAX CREDITS TO 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. 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.*



OCDC PARKING LOT & REDEVELOPMENT OPPORTUNITY

The OCDC managed its new temporary parking lot at Philadelphia Avenue and Talbot Street for the summer of 2011. The parking lot provides 17 public parking spaces and 16 leased spaces. The OCDC is looking for a developer to construct an attractive mixed use development on this 15,000 sq. ft. property. *Interested developers should contact the OCDC at (410) 289-7739.*





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

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 11 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
John Gehrig
Louise Gulyas
G. Hale Harrison
Wayne Hartman

C. Terry Hough
John C. Lewis
Geoffrey Robbins
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.

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*

