

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



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

Website: www.ocdc.org

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 102 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 a part time Administrative Assistant. The OCDC has 11 Committees and draws members of these committees from its membership as well as other organizations.
- The OCDC is charged with revitalizing downtown Ocean City. It has targeted the area from 4th Street to the Inlet for its efforts, but has expanded this area to 17th Street. This area is also classified as a revitalization area and Community Legacy Area by the State of Maryland.
- To date, over 7,000 volunteer hours by OCDC members.
- 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 2010 the total taxable value of property south of 4th Street was \$559,534,950; an increase of 166% since 2000.
The 2010 property tax revenue generated by this incremental increase (\$349,084,120) was:

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|-----------------------------------|-------------------|
| Town of Ocean City (rate of .395) | \$1,378,882 |
| Worcester County (rate of .70) | \$2,443,589 |
| State of Maryland (rate of .112) | <u>\$ 390,974</u> |
| Total additional revenue for 2010 | \$4,213,445 |

Funding

- The OCDC receives funding from the Town of Ocean City, Worcester County, membership dues, OCDC Golf Tournament, private contributions, and grants.
- The OCDC has received a total of 20 grant awards from DHCD for a total of over \$1.3 million as well as numerous other smaller grants.
- 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.

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.
- Completed the design standards for the Upper Downtown Area (3rd to 17th Streets). These standards were approved in 2006.
- Completed a Community Legacy Plan for the Downtown area that has been approved by the Town of Ocean City and State of Maryland for future grant opportunities.

- 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 purchased two properties slated for future redevelopment. These properties are 110 Somerset Street and 111 Dorchester Street.

OCDC Façade Program

- 98 façade projects have been completed to date. The \$575,000 expended of State grant funds has produced a total investment of \$3.5 million into the Downtown area.



Before After
The Ambassador Inn at Philadelphia Avenue and 5th Street



Before After
104 Philadelphia Avenue – residential property

Public Art Program

- The OCDC's Public Art Program has raised over \$290,000 in private contributions for 9 art projects in the Downtown area: White Marlin Sculpture, Ocean City library sculpture, Seahawk Sculpture, Dorchester Street wall mural, Caroline Street enlarged postcards, OC Beach Birds, paver art on west side of Philadelphia Avenue, and utility box painting project with the Art League of Ocean City, local area high schools and private sponsors.



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.



There have been 18 utility boxes painted by volunteers from the Art League of Ocean City and area schools. This painted utility box is located at the southeast corner of Baltimore Avenue and Talbot Street.

Capital Projects

- The OCDC worked with the Town of Ocean City and property owners and business owners on the design of Somerset Plaza.
- The OCDC worked with the Town of Ocean City and adjacent business on the design of South 1st Street.
- Installation of a new Downtown Ocean City Entranceway Sign.
- The OCDC worked with Town of Ocean City on design of Sunset Park which was completed in 2007.



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 3 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.



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



110 Somerset Street managed by the OCDC provides housing for 10 OCBP employees.

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 50 plaques on buildings in the upper 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. Four thousand newsletters distributed to others.
- To date, the OCDC has held ten 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 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 Resort Video Guide on regular basis.
- A special insert in the weekly OC Today newspaper highlighting OCDC activities and special events as well as advertising of downtown businesses.

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.

OCDC programs that provide financial assistance to downtown property owners:

OCDC Façade Programs (pays 1/3 the cost of eligible exterior improvements)

OCDC Green Building Initiatives Program (pays 1/3 the cost for eligible energy saving improvements for commercial properties)

OCDC Fence Program (pays up to 1/2 the cost of a fence in front yard area)

OCDC Roof Replacement Program (pays up to 1/3 the cost of roof replacement on select buildings)

In addition, the OCDC will be selling State of Maryland tax credits. The sales of such tax credits will be to fund additional special events in the downtown area.

Coming for the 2011 summer:

A new wayfinding signage program to be located in various locations

Sunset Park concerts
Somerset Plaza concerts and car shows

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 Party Nights” provides eight concerts in July and August. These concerts are free to the public.
- 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.



Ocean City’s popular band, Randy Lee Ashcraft and the Saltwater Cowboys performing at Sunset Park’s “Sunset Party Nights” in 2010.