

the Worcester County
SAND PAPERS

ISSUE 15

NEWS FROM THE BEACH AND BEYOND IN WORCESTER COUNTY

FALL 2009

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Holiday charm in Worcester

Berlin plans Victorian Christmas all season long

The modern day Victorian town of Berlin returns to its roots to offer locals and visitors alike a true holiday experience. With its dozens of events and attractions, Berlin's Victorian Christmas fills downtown with the stuff from which classic Christmas movies are made. Elaborate window displays, holiday arts night, and horse and carriage rides are just a few of the holiday favorites. The celebration begins in late November and continues through the holidays. Highlights in 2009 include:

Weekly visits from Santa: 12-2pm Saturdays and Sundays, Dec. 5-20, on Main Street. Don't forget your camera!

Horse and carriage rides: 11-3pm Saturdays and 12-4pm Sundays, Dec. 5-20. Depart from the Atlantic Hotel.

Ghost Tour: Spirits of Christmas Past. 7pm Saturdays, Nov. 7-Dec. 19. Depart from the Atlantic Hotel.

Christmas Parade: Christmas floats, marching bands, fire trucks, Santa, and more. 7pm, Dec. 3.

Moonlight Madness Party: 8pm, Dec. 11. Visit participating merchants (indicated by a poster in their window/door). Every \$25 dollar purchase enters you into a drawing. Must be present to win. Also, several merchants will stay open until 8pm on Fridays in December.

Pet Parade: Dress the four-legged ones up in holiday finery. 2pm, Dec. 13. Registration in front of the Atlantic Hotel.

For a full listing of events, go to visitworchester.org.

Host Our Coast partners win big

The Host Our Coast partners won big at this year's Maryland Tourism & Travel Summit held in Ocean City on November 4-6.

Host Our Coast won the Visit Maryland Award, which recognizes outstanding investment and performance in improving and promoting



Paul Cox and Melanie McLean (seated) celebrate the awards with (from left) Emmet McGovern, president, Full City Media; Lisa Challenger, director, Worcester County Tourism; Ann Hillyer, OceanCity.com; and Jim Rapp, director, DLITE.

Maryland's image as a travel destination, use of new and innovative interactive media and other unique activities with measured proof of performance. In addition to the Visit Maryland award, Host Our Coast won the Impact Award for a group or individual who has made a major impact with an important project or product. Those recognized included Jim Rapp, director, DLITE; Lisa Challenger, director, Worcester County Tourism; Ann Hillyer, OceanCity.com; and Emmet McGovern, president, Full City Media.

The Host Our Coast program involved an online contest and the use of new and innovative interactive media. More than 70 applicants from around the U.S. competed to become a seasonal travel journalist for

Delmarva Low-Impact Tourism Experiences (DLITE), and win \$10,000 and a free condominium for the summer in Ocean City, MD.

The contest winners, Paul Cox and Melanie McLean, spent the summer exploring parks, small towns, museums, and heritage sites on the Eastern Shore of Maryland and in Southern Delaware. Trips included kayaking, cycling, hiking, wildlife watching, beachcombing, and fishing. Each day, they posted stories of their travels on YouTube, Flickr, Twitter, and the Host Our Coast blog. All of this rich travel content was hosted on the interactive website, www.hostourcoast.com.

In between their adventures, Paul and Melanie lived for free in the luxurious Makai Condominiums on 42nd Street in Ocean City. They were also paid \$10,000 for their services thanks to the Host Our Coast sponsors: Worcester County Tourism, the Rural Development Center at the University of Maryland Eastern Shore, the Town of Berlin, and Southern Delaware Tourism. Website hosting for www.hostourcoast.com was provided for free by Ocean City-based Full City Media and OceanCity.com.

By the end of August 2009, Host Our Coast had more than 3,000 regular online followers and 616 Facebook fans. Articles written about Host Our Coast were valued at more than \$50,000. Host Our Coast was a wonderful success in its first year, and the partner organizations look forward to Host Our Coast II in 2010! 🍷



Saving a loggerhead sea turtle

On September 19, a loggerhead sea turtle was released at Assateague State Park after needing extensive rehabilitation. Read about his recovery process and follow his journey at www.aqua.org/oceanhealth_flightandrelease.html. The turtle was last tracked off the coast of North Carolina. We're rooting for him!

The Top 50 travel bloggers and tweeters

As shared by travel expert Chris Elliott of www.elliott.org

NAME	BLOG	TWITTER
AOL's Gadling	gadling.com	@Gadling twitter.com/gadling
Away blog	blogs.away.com/travel	@awayblog, twitter.com/awayblog
BookingBuddy Blog	blog.bookingbuddy.com	@BookingBuddy, twitter.com/bookingbuddy
Budget Travel's This Just In	current.newsweek.com/budgettravel	@BudTravel, twitter.com/budtravel
Conde Nast's Perrin Post	conciierge.com/cntraveler/blogs/perrinpost	@wendyperrin, twitter.com/wendyperrin
Cool Travel Guide	cooltravelguide.blogspot.com	@laradunston, twitter.com/laradunston
Elliott.org	www.elliott.org	@ElliottDotOrg, twitter.com/ElliottDotOrg
Facing the Street	facingthestreet.blogspot.com	@FacingTheStreet, twitter.com/FacingTheStreet
Farsighted Fly Girl	rosalindcummingsyeates.blogspot.com	@FarsightedGirl, twitter.com/FarsightedGirl
Galavanting.TV	www.galavanting.tv	@Galavanting, twitter.com/Galavanting and @KimMance, twitter.com/KimMance
GoVisitHawaii.com	www.govisithawaii.com	@GoVisitHawaii, twitter.com/govisithawaii
Helium	heliumblog.wordpress.com	
HotelChatter.com	hotelchatter.com	@HotelChatter, twitter.com/HotelChatter
IntelligentTravel by National Geographic	blogs.nationalgeographic.com/blogs/intelligenttravel	@Marilyn_Res, twitter.com/Marilyn_Res
Jaunted.com	jaunted.com	@Jaunted, twitter.com/jaunted
Jetsetters Magazine Blog Network	jetsettersblog.com	
Johnny Jet's Travel Blog	johnnyjet.com/blog/myblog.html	@JohnnyJet, twitter.com/JohnnyJet
L.A. Times' Daily Travel & Deal Blog	travel.latimes.com/daily-deal-blog	@LATimesTravel, twitter.com/LATimesTravel
LoriHenry.ca	lorihenry.ca	@LoriHenry, twitter.com/LoriHenry
Miami Herald's Travels with Jane	miamiherald.typepad.com/travels_with_jane	@JaneWooldridge, twitter.com/janewooldridge
Orbitz Travel Blog	blog.orbitz.com	
PeterGreenberg.com's Travel Detective Blog, Daily Travel Tips	petergreenberg.com	@PeterSGreenberg, twitter.com/PeterSGreenberg
SmarterTravel.com's Today In Travel and Up Front with Tim Winship	smartertravel.com/blogs/today-in-travel , smartertravel.com/blogs/up-front-with-tim-winship	
Southern Byways	southernbyways.com	@travelinggal, twitter.com/travelinggal
St. Louis Post-Dispatch's Hit the Road, Jack	stltoday.com/blogzone/hit-the-road-jack	
Taking the Kids blog	takingthekids.com/blog.htm	@takingthekids, twitter.com/takingthekids
The Inland Traveler	blogs.pe.com/inland_traveler	@CarolynBurnsBass, twitter.com/CarolynBurnsBass
Uptake Blogs	uptake.com/blog	uptake.com/uptake-bloggers.html
Travel Babel	travel-babel.blogspot.com	@ClaireWalter, twitter.com/clairewalter
Travel Channel's Worldhum	worldhum.com	@worldhum, twitter.com/worldhum ; @jbenning, twitter.com/jbenning ; @myessiss, twitter.com/myessiss ; and @vmconnors, twitter.com/vmconnors
TravelByDeals.com	travelbydeals.com	
TravelingMamas.com	travelingmamas.com	@Cajun_Mama, twitter.com/Cajun_Mama ; @DesertMama, twitter.com/DesertMama ; @karasw, twitter.com/karasw ; and @MudslideMama, twitter.com/MudslideMama
TravelMuse Blogs	travelmuse.com/community/blogs	@TravelMuse, twitter.com/TravelMuse
TravelSavvyMom	travelsavvymom.com	@travelsavvymom, twitter.com/travelsavvymom ; @TravelSavvyKayt, twitter.com/TravelSavvyKayt ; @JaneECR, twitter.com/JaneECR ; @TSRebecca, twitter.com/TSRebecca ; @Sascha_Zuger, twitter.com/Sascha_Zuger
Tripso.com	tripso.com	
USA Today's Cruise Log	cruises.usatoday.com	@CruiseLog, twitter.com/CruiseLog
USA Today's Hotel Hotsheet	blogs.usatoday.com/hotelhotsheet	
Wall Street Journal's Middle Seat Terminal	blogs.wsj.com/middleseat	@MiddleSeat, twitter.com/MiddleSeat
Wanderlust and Lipstick	wanderlustandlipstick.com/blogs	@Wanderluster, twitter.com/wanderluster
Washington Post's Travel Log	voices.washingtonpost.com/travellog	@travellog, twitter.com/travellog
WeJustGotBack.com	WeJustGotBack.com	@CarolynWJGB, twitter.com/CarolynWJGB ; @WeJustGotBack, twitter.com/WeJustGotBack

MAIN STREET CORNER

Berlin sees new 'Day' in economic development


Berlin's first economic development director has glided into his job quite smoothly. Michael Day, who had been the town's part-time Main Street coordinator for the past few years before starting the new position, said, "I feel more committed and entrenched in Berlin than ever before."

Day split his Main Street duties between the towns of Berlin and Pocomoke, where he promoted the downtown areas and helped with special events and projects. As of July 1, he has been working full time for the town of Berlin.



His first goal is to inventory all properties in Berlin that would be suitable for commercial use. He had already worked on inventorying such properties in the downtown area and now he will expand that list to include sites outside the downtown area.

He hopes to talk with CEOs of green companies about locating their businesses in Berlin. Money for green initiatives could be available in stimulus grants, he said. "We'll look at everything," Day said.


Another early goal he has already achieved is an online presence for economic development, www.chooseberlin.org. The website name was chosen because it fits with www.choosemaryland.org, the website for the Maryland Department of Business and Economic Development. 

Grow Berlin Green is finalist for award

Grow Berlin Green's Neighborhood Green Teams project was selected as one of 50 finalists competing for a \$20,000 Tom's of Maine Community Sponsorship award. Grow Berlin Green is a campaign managed by Assateague Coastal Trust, Lower Shore Land Trust, and the Maryland Coastal Bays Program to educate, engage, and activate the community of Berlin to meet pressing environmental and conservation challenges.



"The project will spur neighborhoods and the community as a whole to improve the town's environmental health and protect the surrounding fragile landscape," said Steve Farr, coordinator and mastermind behind the effort. "It will sow the seeds of a citizens' movement to establish and sustain environmentally sound policies and practices."

Winners are based on the total number of votes cast on the Tom's of Maine website. Voting was held daily through the end of October. Stay tuned to Tom's of Maine to see who won. Go to www.tomsofmaine.com. 

**Holiday Arts Night in Berlin on Nov. 7**

Celebrate the holidays and the arts with the Holiday Arts Night in historic Berlin on Friday, Nov. 7, 6–9pm. Shops will stay open until 9pm. There will be music in the streets. The event features the works of local artists in the galleries and shops. Come early for the annual tree lighting at 5:30pm. For details, go to www.berlinmdarts.org or www.berlinmainstreet.com.

Berlin, Snow Hill part of new arts promotion

Starting in September, nine Eastern Shore communities—including Berlin and Snow Hill—teamed up to encourage Marylanders in the Baltimore and Washington areas to “Eat, Drink, and Buy Art” on Maryland’s Eastern Shore.

A program unique in its development in that it has allied nine different Eastern Shore towns, organizations, and businesses within each town, “Eat. Drink. Buy Art.” encourages Marylanders to explore the galleries, restaurants, and one-of-a-kind shops up and down the Eastern Shore.

The program was organized by a coalition of businesses, Main Street organizations, arts organizations, tourism officials, and economic development officials—known collectively as Tourism, Arts and Downtown Development

(TADD). The promotion includes nine communities—Berlin, Cambridge, Chestertown, Easton, Elkton, Denton, Princess Anne, Salisbury, and Snow Hill.

“We’re very excited about this program,” said Ann Coates, owner of Bishop’s Stock, a gallery in Snow Hill, and one of TADD’s organizers. “Towns

up and down Maryland’s Eastern Shore have some of Maryland’s finest artists and, indeed, some of the finest galleries for selecting this art. By teaming up, we all realize that all of us benefit by promoting the Eastern Shore as an artistic destination.”

The “Eat. Drink. Buy Art.” program features several components:

A 16-page brochure, available in every town at participating businesses and organizations and as a special insert in the September-October issue of *Maryland Life* magazine. The brochure conveys a taste of each town’s unique character.

A website that complements the brochure: EatDrinkBuyArt.com. The site provides a searchable database, allowing visitors to research artists, restaurants, galleries, shops, and events in each of the participating towns. You can also download the brochure on this site.

A “Passport Contest” that encourages people to visit as many towns as they can—and the galleries, restaurants, and shops within that town. The last page of the brochure acts as the passport. Complete rules—and the passport page—can be found at EatDrinkBuyArt.com. The contest runs through the end of December.

Weekly contests on EatDrinkBuyArt.com that encourage people to answer some of the questions in the brochure or post photos and/or comments about their trip to the Eastern Shore.

For more information on “Eat. Drink. Buy Art.” visit EatDrinkBuyArt.com.



THE BALTIMORE SUN

Reeling in the news coverage

The *Baltimore Sun* ran a feature on fishing at Pocomoke River State Park, 25 miles south of Ocean City, on the front page of the travel section in August, as part of a series called the “Best of the Beach.”

The *Washington Examiner* ran a story on Sept. 27 on Assateague Island National Seashore, including a question-and-answer with Worcester County Tourism Director Lisa Challenger.

Spokes magazine featured a story on biking around Delmarva, highlighting the map of the the Great Delmarva Bicycling Trail. “You knew Delmarva had crabbers, clams, cornfields and chicken houses,” the story read. “Get to know it as a cyclist’s dream.”

Will the travel industry catch swine flu?

The U.S. Centers for Disease Control and Prevention is reporting the H1N1 virus is now "widespread" in 46 of 50 states. Numerous schools have been closed and public events canceled as a result. Physician visits to evaluate flu-like symptoms are also reported to be higher now than the level typically recorded at the peak of the winter flu season.

We have vivid memories of the devastating impact of the Swine Flu on tourism to and within such popular destinations as Mexico and Argentina just a few short months ago. Airlines and attractions (both domestically and internationally) also felt the pain, as travelers were fearful of finding themselves in confined spaces conducive to the spread of the virus. So what impact is the specter of further spread of the disease likely to have on the travel industry?

The October 2009 travelhorizons survey, co-authored by Ypartnership and the U.S. Travel Association, included several questions on this subject in order to gauge the potential impact of an extensive outbreak on the travel intentions of Americans.

The results suggest the impact could be significant, as revealed below:

- Fully two-thirds of U.S. adults expect the incidence of Swine Flu in the U.S. to be higher this fall and winter compared to last spring;
- Among respondents who intend to take a leisure trip during the next six months (from now through the end of April 2010), more than one-third would be "very/extremely likely" to alter their travel plans should their intended destination experience a widespread outbreak of the H1N1 virus.
- When asked how they would change their travel plans, almost half (45 percent) said they would postpone their trip until the outbreak subsided; fully one-third stated they would visit a different destination, and three out of ten (31 percent) said they would cancel their trip.

These results clearly underscore the importance of having a comprehensive public information campaign/contingency plan "at the ready" to deal with the expected consequences of the spread of the virus should it appear your destination is likely to be affected. And given the speed with which the disease is known to spread, the time to do so is now. 🌐

Port of Snow Hill is newest 'Clean Marina'

The Port of Snow Hill has been named the newest certified Maryland Clean Marina Partner by the Maryland Department of Natural Resources (DNR).

The Clean Marina Program is a voluntary program for marine facilities that want to reduce their impact on Maryland's waterways by implementing "best management practices." Certification also includes passing a site inspection by DNR staff. Approximately 23 percent of marinas in the state are now certified Clean Marinas. 🌐



Mar-Va Theater offers fall events

Plan a visit to the wonderfully restored Mar-Va Theater in Pocomoke City. Upcoming shows include the movie, *The Informant*, starring Matt Damon at 7pm on Nov. 6 and 7 (all shows and seats \$5). On Friday, Nov. 13, the UMES Concert Choir performs under the direction of Dr. Sheila Harleston. The performance begins at 7pm. Admission is \$10.

In its heyday, the 720-seat Mar-Va Theater was the largest theater south of Wilmington, Delaware.

The theater closed due to extensive water damage in 1993. But it was thanks to the collective efforts of the Pocomoke community that the theater was restored to its former glory. For a complete listing of current performances and films call 410.957.4230 or visit www.mar-vatheater.org.

CALENDAR

NOVEMBER

- Nov.-Dec. Country Christmas Memories, OC Jamboree. 410.213.7581
- Nov. 11 *We Gather Together*; a play by the Holiday Readers Theater, Ocean Pines Library. 410.208.4014
- Nov. 13 Second Friday Art Stroll, Berlin. 443.735.0957
- Nov. 19- Jan. 2 Winterfest of Lights, Ocean City. 800.OC.OCEAN
- Nov. 27-29 Holiday Shopper's Fair, OC Convention Center. 800.OC.OCEAN
- Nov. 30 Pocomoke Christmas Parade. 410.957.1919

DECEMBER

- Dec. 3 Holiday Wreath Making, Ocean City Library. 410.524.1818
- Dec. 3 Berlin Christmas Parade. 410.641.4775
- Dec. 4 Arts on the River, First Friday, Snow Hill. 410.632.3555
- Dec. 5 Ocean City Christmas Parade. 410.524.9000
- Dec. 5-6 19th-Century Christmas, Furnace Town, Snow Hill. 410.632.2032
- Dec. 7 Snow Hill Christmas Parade, 7pm. 410.632.1700

Worcester Tourism redesigns website

Worcester County Tourism has a newly redesigned website at visitworcester.org. The site now features a blog, the latest "tweets" from Twitter, as well as a link to the geocache sites in the county. Geocaching has you use your GPS or map knowledge to look for treasures. When you find a cache, take out a treasure and put in one of your own. Visit www.geocaching.com to find out more.

Visitor kiosks to be installed throughout Worcester County

The Worcester County Tourism Department, in partnership with the Lower Eastern Shore Heritage Council (LESHC), is offering a free service to tourism businesses and attractions that will spread the word about things to do and places to eat and stay in Worcester and the tri-county region.

LESHC is installing touch-screen information kiosks throughout the tri-county region. A free listing to businesses and attractions will be available on the website and kiosks. Listings will include the business or attraction's logo, detailed description, complete contact information, upcoming events, up to two photos and a link to their existing website.

Please email your business contact information to worcester@bluecrabmd.com.



SAND PAPERS

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800.852.0335
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To subscribe to the quarterly *SandPapers* newsletter or to share story ideas, drop us a line at econ@ezy.net or call us at 800.852.0335.

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Virgil Shockley: District 4 Western
Judy Boggs: District 5 Ocean Pines
Linda Busick: District 6 Northern
Louise Gulyas: District 7 Ocean City

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Annemarie Dickerson: Ocean City, *Chair*
Linda Glorioso: Berlin
Ron Pilling: Bishopville
Diana Purnell: Berlin
Barbara Tull: Pocomoke City
Gary Weber: Snow Hill

Send us your story ideas!

Have news to share? Drop us an e-mail at econ@ezy.net or call us at 800.852.0335.