

the Worcester County

SAND PAPERS

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NEWS FROM THE BEACH AND BEYOND IN WORCESTER COUNTY

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Delmarva Discovery Center opens 10 years in the making, interactive museum is for all ages

A huge beaver dam to clamber through, touch tanks with underwater life to explore, a sailboat to try out, and oyster-tonging to attempt. It's all at the Delmarva Discovery Center, an interactive museum in Pocomoke City that celebrated its grand opening in late June.

The museum has been in the works for a decade as a way to draw more people to the area and to share stories of the Pocomoke River and Delmarva. Many of the exhibits are interactive, providing an interesting and engaging experience to visitors of all ages. The exhibits cover a range of Delmarva heritage: Native American culture, river ecology, the steamship era, shipbuilding, market hunting, commercial fishing, decoy carving, and sailing. The center also includes a sizable gift shop.



"It's a community and economic development project at its core. It's a revitalization tool for downtown as well as a cultural attraction," said Brian Garrett, executive director of the center, who said the center has seen a large increase in attendance since the grand opening.

The Delmarva Discovery Center, at 2 Market Street in Pocomoke City, is open Wednesday through Saturday, 10am–4pm and Sunday, 12pm–4pm. Admission is \$10 for adults, \$8 for seniors and students, and \$5 for children 4–17. For more information, visit www.delmarvadiscoverycenter.org.



[PHOTOS BY CARRIE SAMIS]

High school and university students are working as Coastal Stewards this summer, helping with public outreach and education—while working at “green jobs.”

Coastal Stewards reaching out, educating

[STORY BY JIM RAPP, DIRECTOR, DELMARVA LOW IMPACT TOURISM EXPERIENCES, INC. (DLITE)]

Delmarva Low-Impact Tourism Experiences (DLITE) and the Maryland Coastal Bays Program (MCBP) have recruited and hired 11 local high school and university students to work as Coastal Stewards for the summer of 2009. These youth interns are developing job skills and receiving special training in interpretation, public outreach, and natural resource restoration. Coastal Stewards are gaining work experience—in green jobs—conducting programs and projects at local parks, natural areas, museums, and heritage sites in the coastal bays watershed. In addition to DLITE and MCBP, partner organizations include Assateague Island National Seashore, Assateague State Park, the Berlin-Ocean City Optimist Club, Worcester County Tourism, and the Lower Shore Workforce Alliance.

Coastal Stewards are educating and involving the community about Maryland’s Coastal Bays through public outreach and education efforts at our parks, local festivals, and official meetings of local and state elected leaders. Teams are outfitted with mobile exhibits featuring information, literature, games, and live animal displays about the nature and heritage of Maryland’s coastal bays, and efforts that local citizens and tourists can make to conserve and restore our land and water. Coastal Stewards are also promoting the variety of nature-based and heritage tourism

experiences that exist in the coastal bays watershed, as well as “leave no trace” practices for boaters. Public outreach programs are being conducted at several locations at Assateague Island National Seashore, Assateague State Park, Berlin, Ocean City, and Ocean Pines.

Coastal Stewards are being paid with federal stimulus funds from President Obama’s 2009 American Recovery and Reinvestment Act (ARRA), which is administered by the Lower Shore Workforce Alliance. All teams are provided with uniforms, equipment, and interpretation supplies through a National Park Service grant secured by Assateague Island National Seashore.

Working with partner agencies, Coastal Stewards are also assisting with marsh and forest restoration projects, installing native plant gardens and rain barrels, and conducting clean-ups of natural and public areas in the coastal bays watershed. They are also helping with community projects at our local museums and heritage sites, such as the Germantown School and Community Center near Berlin. And they are helping the Town of Berlin with projects that support the “Grow Berlin Green” initiative sponsored by MCBP, the Assateague Coastal Trust, and the Lower Shore Land Trust.

Be on the lookout for Coastal Stewards when visiting our beaches, bays, towns, and festivals this summer!

SPIRITS OF BERLIN

The spirits are doing well in Berlin! It's not libations we're referring to, but rather a ghost tour on the Main Street of Berlin. Peggy Schmidt and Andrea Martin have created a unique walking tour, "Spirits of Berlin," highlighting ghostly legends and lore of historic Berlin.

Just a month old, the business is hopping. The tours are regularly sold out. The Pink Box Bakery, on Main Street, is even open later in the evening to satisfy the sweet tooth of the participants.

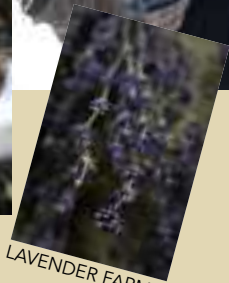
The "Spirits of Berlin" walking tour begins every Wednesday at 8pm, gathering at the Atlantic Hotel. The 90-minute tour is an easy walk with frequent stops. Space is limited; reservations recommended. Walk-ups welcome with availability. The cost is \$13 for adults and \$7 for children under 10. Private tours available with a minimum of 12 people. For more information, go to www.spiritsofberlin.com.



TRACTOR DISPLAY



STINGRAY BLOOD!



LAVENDER FARM

Host our Coast winners share Delmarva's wonders

The Host Our Coast winners were announced on June 17 and began their video and photo journaling (see some of their photos above) of the beaches, bays, and inland attractions. Paul Cox and Melanie McLean beat out 71 other applicants for the Delmarva "dream job." The job included two months pay at \$10,000 and a bayfront condominium at the Makai. "It was a dream job when we found out about it," says Cox. "Now that we're here doing it, it's still completely mind-blowing. We're actually doing this and getting paid for it."

"The kinds of things we're showcasing through this venture are all the things you don't see on websites and travel brochures. . . . We want to showcase the authentic local stuff," says Jim Rapp, director of DLITE, the sponsoring organization, along with Worcester and Sussex Tourism, the Rural Development Center, Maryland.Com, and Full City Media. To follow Paul and Melanie go to www.hostourcoast.com.



MAIN STREET CORNER

Berlin Main Street celebrates first year

[STORY BY MICHAEL DAY]

Berlin's Main Street recently celebrated its first year as a Maryland Main Street Community by unveiling a new logo and positioning statement and giving out two new annual Main Street awards. The logo, along with the statement "historically charming, artistically alive," were both designed and developed by MidFin Multimedia, under the guidance of the Berlin Main Street Design Committee. Amy Wood, creative director of MidFin, identified architectural elements unique to Berlin and tied them together in a sign treatment alluding to the old fashion street and shop signs found in the downtown business district.



The first annual award given by the Berlin Main Street Program was for "Business Partner of the Year." The award winner was Elaine Brady and the *Bayside Gazette*. Ms. Brady has served as a member of the Main Street promotion committee for the past year, donating countless hours of time in addition to in-kind ad space and graphic design from the *Bayside Gazette*, all promoting the Main Street vision. Ms. Brady's tireless efforts have been appreciated by both coworkers and the community alike.

Terri Sexton, chairman of the Main Street Program, as well as chairman of the Main Street Organization Committee, was flabbergasted to receive "Volunteer of the Year Award." Ms. Sexton has worked diligently to ensure a successful first year for the Berlin Main Street Program. Her hard work has certainly paid off. Not only has the program been successful with local efforts, but also won the Maryland Main Street 2009 Award for Organization, a rare occurrence for a first-year Main Street Program. 🍷

Atlantic Hotel offers culinary getaway package

The Atlantic Hotel, an 1895 historic hotel in Berlin, is offering a three-day culinary country getaway package. Day 1 includes a wine-tasting reception, an hors d'oeuvre preparation demonstration, and meeting the chef. Day 2 includes a morning cooking class (how to prepare a simple gourmet luncheon), afternoon wine classes on how to choose and pair wines and food, and cocktails and dinner at Fager's Island restaurant. Day 3 includes Chef Leo's Classic Country Brunch, where you can learn the secrets of a successful brunch and taste the results. Before departing, grab a quick class on the proper table settings, tea preparation, and some little tidbits to customize your every event. Starting at \$678, per couple, plus taxes. Package includes two nights in a deluxe guest room and all food and beverage functions as noted in the package. Call 410.641.3589 or e-mail info@atlantichotel.com.



Costa Ventosa to become Worcester's first winery

Worcester will soon have its very first winery—Costa Ventosa in Whaleyville, where the tasting room is now under construction (see www.costaventosa.com.)

Costa Ventosa will become part of the new Chesapeake Wine Trail, which includes 10 existing and soon-to-open wineries throughout the Eastern Shore. The trail will officially open during an August 4 launch event and wine tasting from 2–3pm at Cassinelli Winery, 2820 Church Hill Road in Church Hill.

State and county representatives have been invited to discuss the importance of the wine trail to the region's agriculture and tourism sustainability efforts. The trail (www.chesapeakewinetrail.com) is a partnership among Eastern Shore county offices of tourism, the Maryland Department of Agriculture, and the Maryland Wineries Association.

1st Annual Peach Festival is Aug. 9

The Berlin Heritage Foundation is sponsoring a Peach Festival on Sunday, August 9, from noon to 6pm on the grounds of the Calvin B. Taylor House Museum. Celebrating the rich agricultural heritage of Berlin and loosely based on the Great Horticultural Meetings hosted by Harrison's Nurseries in the early days of the 20th century, the Peach Festival promises to be both educational and fun.



Poster for the Berlin Peach Festival August 9.

Free family activities will feature a talk by nationally renowned organic gardener and National Public Radio personality Mike McGrath, America's favorite gardening guru, basketmaking and quilting demonstrations, a peach pie-eating contest, a peach pie bake-off, and games and crafts for the kids. Exhibits will feature memorabilia from what was once the largest mail-order nursery in the country: Harrison's Nurseries, J. G. Harrison & Sons, Proprietors. The Taylor House Museum also will be open for tours.

Frank Nanna will provide music during the day, with Backfin Banjo taking over the entertainment at the Foundation's monthly Concert on the Lawn at 6pm. Locals and tourists alike are encouraged to bring lawn chairs and blankets and enjoy the evening. 410.641.1019. 🍑

Delmarva Almanac website debuts

The Delmarva Almanac is a monthly internet magazine celebrating the Delmarva Peninsula, its natural rhythms, and community life. The mission of this publication is to help connect us to the world just outside our doors, to our roots, and to each other. Worcester County Tourism and Delmarva Low-Impact Tourism Experiences (DLITE) are partners with this new project. The new website is up and running at delmarva-almanac.com. 🍑



THE WASHINGTON POST

Host Our Coast captures the limelight

The Host Our Coast contest (see page 3) drew a lot of media attention, including stories in the *Baltimore Sun*, the Mindful Tourist blog (mindfultourist.com), the *Bayside Gazette*, *News Journal*, *Ocean City Today*, and the *Daily Times*.

The *Washington Post* ran a July 1 story on the newly reopened Victorian-era Atlantic Hotel in Berlin.

The *Worcester County Times* ran a July 2 story on the grand opening of the Delmarva Discovery Center (see page 1). News of the center also appeared on associatedcontent.com.

Coastal Bays Report Card grades bays in Worcester County

In June the Maryland Coastal Bays Program released a report card on the health of Maryland and Virginia's Atlantic coastal bays. The grades were given to six coastal bays in Worcester and Accomack counties. The overall grade for the bays was a C+. The Sinepuxent Bay scored the best with a B. The Saint Martin's River and Newport Bay scored the lowest with a D+.

The report looked at factors including sea grass, hard shell clam populations, and water quality. They say one of their biggest concerns is the over-harvesting of hard shell clams. Scientists say those shell fish help to filter the bays. Run-off from septic systems, and continued population growth are also to blame for the dwindling health of some bays. Read the full report at www.mdcoastalbays.org.

New campaign promotes art, dining

The Tourism, Arts & Downtown Development (TADD) organization is partnering with *Maryland Life* magazine on a new campaign, "Eat. Drink. Buy Art." designed to get visitors shopping in local galleries and dining in local restaurants. The nine participating communities on the Eastern Shore are Berlin, Snow Hill, Salisbury, Cambridge, Easton, Princess Anne, Denton, Elkton, and Chestertown. Each of these communities is either a Maryland Main Street or an Arts & Entertainment District.

Maryland Life has proposed a "passport" program with print and Internet activities intertwined. Under the "Eat. Drink. Buy Art." banner, the program consists of a 16-page booklet that will appear in the September/October 2009 issue of *Maryland Life*. The booklet will also be available digitally, and have its own Internet microsite on MarylandLife.com. The microsite will provide expansion of the program and all partners, while also providing for interactivity and contests, which will allow for capturing names, addresses, and e-mail addresses. Visitors will use the passport to get "stamped" from the participating areas. People who participate can enter their passport for a "grand" prize, to be given away at the end of the program. See the website and join the mailing list at www.eatdrinkbuyart.com.

Worcester County is fortunate enough to have two towns participating, with a total of 14 galleries to be showcased.

eat.
drink.
buy art.

Ocean City entrepreneur named Tourism Board chief

Gov. Martin O'Malley announced the appointment of Greg Shockley, an Ocean City restaurateur, as chair of the Maryland Tourism

Development Board, effective July 1. The 24-member board provides oversight of the Maryland Tourism Office.



Greg Shockley

"As a successful entrepreneur in one of Maryland's largest tourist destinations, Greg understands the significant impact that tourism has on Maryland's economy and on our quality of life," said Gov. O'Malley. "We are fortunate to have someone with Greg's insights guiding our tourism efforts and continuing the growth of this \$13.6 billion industry in Maryland."

Shockley is owner/operator of Shenanigan's Irish Pub and Restaurant in Ocean City. He is president of the Ocean City Development Corporation and a founding member of the Ocean City's Boardwalk Development Association.

CALENDAR

AUGUST

- Aug. 1 Blessing of the Combines, Snow Hill.
- Aug. 4 Sunset Park Jazz Night, Ocean City.
- Aug. 7 First Friday, Arts on the River, Snow Hill.
- Aug. 7-9 Worcester County Fair, Snow Hill.
- Aug. 9 Peach Festival, Berlin.
- Aug. 14 Second Friday Arts Stroll, Berlin.
- Aug. 20-22 Great Pocomoke Fair.
- Aug. 26 Heritage Arts for Kids, Snow Hill.

SEPTEMBER

- Sept. 19 Charles Albert Tindley Fest, Berlin.
- Sept. 25-27 Berlin Fiddlers Convention.



[PORTRAIT BY PATRICK HENRY]

The Charles Albert Tindley Fest celebrates the life and music of the father of gospel music with song, history, food, vendors, horseshoe tournament, and more. Saturday, Sept. 19, at the Germantown School Community Heritage Center on Trappe Road in Berlin.

Gas prices have likely hit summer peak

U.S. retail gasoline prices most likely have peaked and won't go higher during this year's summer driving season, AAA said. The average price for regular gasoline probably won't rise above the June 21 high of \$2.693 a gallon, said Geoff Sundstrom, a spokesman for AAA. The nation's biggest motoring organization, AAA estimated after the Memorial Day holiday in May that summer prices would reach \$2.75 a gallon. "When you see consumer confidence sliding again and no improvement on the job front, barring any major geopolitical or catastrophic event like a hurricane, it looks like prices have topped," said Sundstrom.

Family time inspires U.S. vacationers

American travelers want to use the Internet to find the lowest possible price on their vacation. And, while on vacation, they want to spend as much time with their family as they can. These were key takeaways offered by Peter Yesawich, chairman and CEO of Ypartnership, during his keynote address to some 500 travel agents at the 27th Annual Travel Trade Show. Americans are actually willing to spend more to travel with their family. The National Travel Monitor found that Americans are more interested in spending quality time with their families, and family and intergenerational travel are among the hottest trends. "There is a growing sense of parental guilt," Yesawich said.

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