



## Ocean City Regional Chamber of Commerce

### Letter from the President

Dear Chamber Members,

Following one of the hottest summers on record, it's hard to believe the summer season is behind us already and we are in the "second season". We hope you all had a profitable summer.

The Chamber hosted the Annual Business Summit again at Adelene's in Port O Call Hotel. Each of the business segments were asked for a report on the 2016 season. We are happy to say, all reports indicated it was a successful season! Thank you to everyone who participated in this worthwhile and important event.

The Farmer's and Crafter's Market and the Historic Tours, ran again this year during the season. The Farmer's and Crafter's Market had a great turn-out again and provided Jersey Fresh fruits and vegetables to our residents, visitors and local restaurants and businesses. Chamber staff members, Rose and Nancy, did a great job and I want to thank them for their hard work with the market and Duane for his work with the Historic Tours.

The Chamber worked closely again with the Boardwalk Merchant's Association to organize and manage Sunday Character Nights, Tuesday Mummies Nights and Thursday Family Nights. Staff also assisted the Downtown Merchants Association with scheduling the entertainment for Funtastic Tuesdays and Market Days on Thursdays. These weekly events build many memories for the families visiting that they

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### Dates to Remember

#### Welcome Night

Wednesday, October 26th  
6-8pm  
Ocean City Civic Center

#### Citizen of the Year and Business Beautification Awards

Tuesday, November 15  
6pm  
Ocean City Yacht Club

#### Earlier Than the Bird

Saturday, November 19th  
8am-12pm  
Downtown Ocean City

#### Our Miracle on Asbury Avenue Christmas in

will remember for years to come.

Chamber staff also worked with the Downtown Merchants Association lining up crafters and entertainers for the Fall Block Party that was held on October 8th. While the day was a bit wet, it was another successful event and everyone enjoyed themselves.

Arrangements are in place for First Night 2017. The staff works with the First Night Organization to help with this Ocean City tradition. First Night brings in 10,000 people to attend more than 70 events located at 21 different venues throughout the island on New Year's Eve.

We are wrapping up the 2017 Visitors Guide for next season. 70,000 copies are produced and distributed throughout the area. It is the Official Ocean City Visitors Guide and very popular amongst guests making their vacation preparations. Advertising opportunities within the guide are still available for a short time so be sure to contact the office to reserve your space.

In September, the Chamber held our Annual Roast. This year's roastee was Ocean City's most interesting attorney, Jon Batastini. The event was held at The Flanders Hotel and was full of laughter. Thank you to all involved!

Wednesday, October 26th we will be holding Welcome Night at the Ocean City Civic Center from 6-8pm. Please note this is a new location due to the Boardwalk construction. This is a wonderful event for local businesses, organizations and residents to gather. It is a great way to network with the community. Display tables are only \$25 for Chamber members and non-profits.

I'm happy to announce we will be honoring Bill McMahon, III as Citizen of the Year. The Citizen of the Year and Business Beautification Awards Dinner will be held at Ocean City Yacht Club on Tuesday, November 15<sup>th</sup>.

We hope to see our members participate in all the great events and please remember to shop locally during this holiday season!

Sincerely,  
Carol Heenan  
President, Ocean City Regional Chamber of Commerce

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**Still Time to Get a Table for Welcome Night**

**the Downtown**

Friday, November 25th  
2pm-5pm  
Downtown Ocean City

**Holiday Mixer**

Friday, December 2nd  
5pm-6:30pm  
Jon & Patty's

**Christmas Parade**

Friday, December 2nd  
6:30pm  
Downtown Ocean City



Join Our Mailing List!

**Stay Connected**



The Ocean City Regional Chamber of Commerce is continuing their proud tradition of hosting "Welcome Night". This year, "Welcome Night" will be held on Wednesday, October 26th from 6:00 P.M. to 8:00 P.M. Please note that Welcome Night will be held at Ocean City Civic Center located on 6<sup>th</sup> Street by the Boardwalk due to Boardwalk construction. Admission is free and all area residents are encouraged to attend. Fabulous door prizes provided by local businesses will be given out throughout the evening.

Every year the Chamber of Commerce hosts "*Welcome Night*" to introduce new and current residents to Community, Civic and Social Organizations, Community Leaders and City Officials, as well as local businesses including restaurants, financial and insurance services, retail stores and medical offices.

Tables are only \$25 for non-profits, local organizations and OC Chamber members or \$100 for non-members. Anyone who wishes to participate should contact the Chamber at 609-399-1412 or [info@oceancitychamber.com](mailto:info@oceancitychamber.com).

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**First Night Ocean City**



DECEMBER 31st \* 4pm - midnight

Ocean City, NJ's  
New Year's Eve Celebration  
is jam-packed with family-friendly excitement!

Only \$15 per person if purchased before 12/15  
or \$20 after 12/15

To purchase your First Night admittance button,  
visit [FIRSTNIGHTOCNJ.COM](http://FIRSTNIGHTOCNJ.COM)  
or call 609-399-1412.

A complete schedule of events is available  
on the website. First Night offers FREE  
parking at City lots and a FREE jitney  
service to entertainment spots.

Continue the fun with  
**First Day At The Beach**  
Jan. 1 \* 2pm \* Music Pier

Featuring Ocean City's first dip in the ocean for  
the New Year.

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**New Members**

**6th Street Pizza & Grill** - Jay Gillian  
6th & Boardwalk  
Ocean City, NJ 08226  
609-525-0022  
<http://www.gillians.com/6th-st-pizza.aspx>

**Bob's Bikes & Surrey Rentals** - Joyce Cromarty  
1368 Boardwalk  
Ocean City, NJ 08226  
<http://www.bobsgrilloceancity.com>

**Bob's Donuts & Sticky Buns** - Joyce Cromarty  
1368 Boardwalk  
Ocean City, NJ 08226  
<http://www.bobsgrilloceancity.com>

**Bob's Grill** - Joyce Cromarty  
1368 Boardwalk  
Ocean City, NJ 08226  
<http://www.bobsgrilloceancity.com>

**Garden State Valuation & Consulting Service** - Carol Heenan  
P.O. Box 1405  
Ocean City, NJ 08226  
609-391-8862  
<http://www.gardenstatevaluation.com>

**Hearth & Sole** - Mim Schreck  
636 Asbury Avenue  
Ocean City, NJ 08226  
609-545-8562  
<http://www.hearthsole.com>

**Katrina's** - Min Yang  
501 E. 9th Street  
Ocean City, NJ 08226  
609-399-9922  
<http://www.katrinasofoods.com>

**Ocean City Beach Portraits** - Jeanie Weber  
634 Pleasure Avenue  
Ocean City, NJ 08226  
609-525-4057  
<http://www.ocean-city-beach-portraits.com>

**Ocean City Chevrolet** - Jessica Sandfort  
1601 Simpson Avenue  
Ocean City, NJ 08226  
609-399-0500  
<http://www.oceancitychevy.com>

**Quality Electric** - Jim Rowland  
601-603 DeHirsch Avenue  
Woodbine, NJ 08270  
<http://www.qualityelectricservice.com>

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## Survey

Please take a minute to answer a brief survey about how the 2016 season has been so far. Your responses will help us in planning for the future. Thank you!

[Click Here For Survey](#)

## 6 Simple Ways To Improve Retail Customer Experiences

Contra Rba uc theedl bCyr a ig , Head of Con f  
f Rapid Formations Limited.

A successful business relies on something we all know for sure: ways to entice and encourage people in a retail store, but one of the most effective ways to ensure regular customer loyalty, encourage repeat business, and increase brand loyalty is to provide a positive shopping experience for each customer who walks through your door.

Chances are, the products or services you offer can be found in a multitude of other places, both in-store and online. Very few products are entirely unique these days, so creating a competitive advantage and acquiring a loyal customer base is a significant hurdle and a challenge. However, if you can implement effective strategies to create a unique shopping experience that is second to none.

### 1. Friendly customer service

This tactic should be a given, but it's often overlooked. Terrible customer service is a common complaint. Personally, I've stopped frequenting stores that I love, simply because the staff (and owners on occasion) doesn't provide a warm welcome. When a customer walks through the door, the staff members should be a warm and genuinely warm greeting. Depending on the store, you may wish to introduce your staff to new customers in some pleasant ways.

If you're occupied on the telephone or at a computer, a customer when someone new enters the store, at least take a brief moment to acknowledge their presence and greet them with a friendly smile. Don't ignore them because you're too busy. If you're able, approach them and offer assistance, but don't be pushy. He or she may not need it, but it's an opportunity to accept or decline.

Upon leaving the store, regard

purchase has been made, be sure the customer and wish them well. Gestures can really make all someone's mood and impression. They may leave empty handed, likely to return and speak positively if they enjoyed their time in your store.

## 2. Store temperature

The temperature of your store should be what's comfortable for your employees. If it's warm outside, don't turn it down to arctic degrees - your customers will be dressed for hot weather and will find it uncomfortably chilly. If it's cold outside, turn it up. Making your store into a comfortable environment is to be inside your customers are likely to have a positive experience.

## 3. Product packaging

Eliminating excess packaging is important, but it doesn't mean the presentation of customer purchases should be less than beautiful. Provide beautifully packaged goods that enhance the customer experience whilst being environmentally friendly. Less is more, and consider packaging options produced from eco-friendly materials.

No matter how small the purchase, consider wrapping the item (or items if applicable) and placing inside a cotton carrier bag. Every visit should feel like a treat. It's also a good idea to wrap items if you know the customer is someone else. Consider using bubble wrap to seal the package, or include a note inside to promote your store to the recipient as a gift.

## 4. Delivery assistance

Where feasible, it's a lovely gesture to offer your customers' purchases to be delivered to their homes. Showing your way to build rapport and show your customers that home delivery service is also appreciated. If you're in a small town and the customer is elderly or disabled, consider offering home delivery service. In other situations, you

a fee, but it's still a valuable increase sales - for example, in passing through and is unable item with them at that time.

## 5. In-store refreshments

It's such a great treat to wand meet with the offer of a delicious you think? On a warm day, the glasses of home-made lemonade or skip the Long Island aspect) in During the fall or in the midsc cranberry apple punch or hot ch a cookie, too) can really lift t

As we enter the autumnal seas o Thanksgiving and Christmas on perfect time to implement this drink with your patrons, you ar relax, stay for longer and real the store. This is a really effe your customers and create a l experience. What's more, the n warm, spiced brew will no doub emotional response which could

## 6. Honesty

We all appreciate honesty (with it's important to individually g determine the most appropriate needs. If they ask for your opin a purchase, don't simply lie to can backfire and lead to retur experience. Your aim should be don't be deceitful just to make

If you think an item is unsuita why and suggest something more genuinely believe a certain pro need, compliment them on their reasoning and perhaps suggest would appeal to them. The cus reassured by your honesty and purchase decision, both at the after leaving the store.

Contributed by Rachel Craig, f oRrapid Format it d h e s U L K i ' m s i t # e 1 d company formation agency. An e Rachel provides in-depth guida corporate compliance, workplac



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## OceanCityVacation.com

Sessions +78%

Users +77%

Pageviews +45%

### Top States

New Jersey

Pennsylvania

New York

District of Columbia

Michigan

### Top Pages

Calendar of Events

Where to Stay

Things to Do

Where to Shop

Places to Eat

Facebook = 134,017 Likes

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## Chamber Photos



**Grand Opening  
6th Street Pizza and Grill at 6th & Boardwalk**



**Grand Opening  
Starbuck's at 820 Boardwalk**



**Annual Business Summit  
at Adelene's in Port O Call Hotel**



**2016 Fall Block Party  
Downtown Ocean City**



**Ribbon Cutting**  
**Attilis Gym located at 1214 West Avenue**

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