

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

Agenda

Meeting, Thursday March 12, 2026 – 9:30 am

Council Chambers, City Hall

Meeting Call to Order

Open Public Meetings Act Announcement

Roll Call

Approval of Minutes of the February 12, 2026 Meeting

Staff Reports

Resolutions:

TC26 - 10 Authorizing a Professional Services Contract Between the Ocean City Tourism Development Commission & Universal Media, Inc. for a Television Media Buy and Digital Streaming Advertising

TC26 - 11 Authorizing Financial Support for a Contest Promotion in Partnership with the Ocean City Regional Chamber of Commerce

New Business

Public Comment

Adjournment

CITY OF OCEAN CITY
CAPE MAY COUNTY, NEW JERSEY
RESOLUTION

TC26 - 10

**AUTHORIZING A PROFESSIONAL SERVICES CONTRACT BETWEEN THE
OCEAN CITY TOURISM DEVELOPMENT COMMISSION & UNIVERSAL
MEDIA, INC FOR A TELEVISION MEDIA BUY AND
DIGITAL STREAMING ADVERTISING**

WHEREAS, the Ocean City Tourism Development Commission (OCTDC) requires a media campaign to promote vacationing in Ocean City, New Jersey; and

WHEREAS, Universal Media, Inc. has the required expertise to perform these services for the OCTDC and has successfully done so in the past; and

WHEREAS, this contract is awarded through an alternative, non-advertised process, pursuant to N.J.S.A. 19:44A-20.4 et seq.; and

WHEREAS, Universal Media, Inc. has completed and submitted a Business Entity Disclosure Certification which certifies that Universal Media, Inc. has not made any contribution to a political or candidate committee for an elected office in the City of Ocean City, New Jersey in the previous one (1) year period, and that this contract will prohibit Universal Media, Inc. from making any contributions through the term of this contract; and

NOW THEREFORE, BE IT RESOLVED, by the Ocean City Tourism Development Commission that it does hereby award a professional service contract to Universal Media, Inc., 4999 Louise Drive, PO Box 1159, Mechanicsburg, PA 17055 for a television media buy and streaming in the amount of \$200,000.00; and

A copy of this resolution shall be available for inspection in the Ocean City Tourism Development Commission's office.

Burton Wilkins, Chairman
Ocean City Tourism Development Commission

CITY OF OCEAN CITY
CAPE MAY COUNTY, NEW JERSEY
RESOLUTION

TC26 - 11

**AUTHORIZING FINANCIAL SUPPORT FOR A CONTEST
PROMOTION IN PARTNERSHIP WITH THE OCEAN CITY
REGIONAL CHAMBER OF COMMERCE**

WHEREAS, the Ocean City Tourism Development Commission (OCTDC) has appropriated funds in their 2026 Budget for promotional purposes including Vacation Contest Giveaways; and

WHEREAS, a plan has been established in partnership with the Ocean City Regional Chamber of Commerce (Chamber) to conduct said contest online for a free one week vacation in Ocean City, NJ; and

NOW THEREFORE, BE IT RESOLVED by the OCTDC that the secretary is authorized to prepare a purchase requisition to the Ocean City Regional Chamber of Commerce for \$2,350.00 for contest related costs for condo/accommodations.

Burton Wilkins, Chairman
Ocean City Tourism Development Commission

OCTDC 3-12-26