

# 2021 STATE OF THE TOWN

PRESENTED BY

Mayor Mike Benton



*The Jewel of the Chesapeake Bay*  
North Beach, Maryland

*Brooke Kiatta*

# 2021 in Review

## Mayor Mike Benton

Continued to err on the side of caution for the safety for residents and guests.



Continued outreach and updated residents on steps to take to protect themselves and others.



301.855.6681 | info@northbeachmd.org | www.northbeachmd.org

**Resident Update: February 22, 2021**

Go to [www.northbeachmd.org](http://www.northbeachmd.org) to subscribe to NEWS and TEXT NOTIFICATIONS to stay informed of regular news and Coronavirus-related news.

**CONTINUE TO BE VIGILANT**  
While COVID-19 vaccinations continue, all Marylanders must work together to keep slowing the spread of COVID-19. Keep on wearing your mask, watching your distance and washing your hands. Get tested and quarantine if you expect exposure or have symptoms. Learn more at <https://covidlink.maryland.gov/content/vaccine/>

**COVID-19 VACCINE PRE-REGISTRATION**  
The Calvert County Health Department is working hard to ensure they are able to vaccinate as many interested residents as possible. If you have not pre-registered for your COVID-19 vaccination, please do so at [www.CalvertCountyMd.gov/Vaccine](http://www.CalvertCountyMd.gov/Vaccine).

**MARYLAND RELIEF ACT**  
The Maryland General Assembly recently passed Governor Hogan's RELIEF Act of 2021 and the bill was officially signed into law on February 15. Comptroller Franchot's Office began issuing more than \$200 million in stimulus payments to struggling Maryland taxpayers, unemployment insurance claimants, small businesses and non-profit organizations affected by the COVID-19 pandemic. Taxpayers can go to [www.MarylandTaxes.gov/ReliefAct](http://www.MarylandTaxes.gov/ReliefAct) to see if they qualify and check the status of their payments.

They can also call 1-833-345-0787 or send an email to [ReliefAct@marylandtaxes.gov](mailto:ReliefAct@marylandtaxes.gov) for more assistance. Those who qualify for a RELIEF Act stimulus payment will be automatically processed either via direct deposit or paper checks unless their address on file is not verifiable with the U.S. Postal Service.

**SENIOR CALL CHECK**  
The Maryland Department of Aging is excited to share the news about a recently launched program called Maryland Senior Call Check. Maryland is the first state in the country to start a FREE, opt-in, telephonic service to check on Maryland's older residents, all across the state. More information: <https://aging.maryland.gov/Pages/senior-call-check.aspx> or call 1.866.50.CHECK.

**HEALTH INSURANCE**  
The Maryland Health Connection has extended the emergency special enrollment period for uninsured Marylanders. You can enroll in a private health insurance plan now through Saturday, May 15, 2021. Coverage start dates follow:

- Enroll February 16–March 15, coverage starts March 1
- Enroll March 16–April 15, coverage starts April 1

• Enroll April 16–May 15, coverage starts May 1

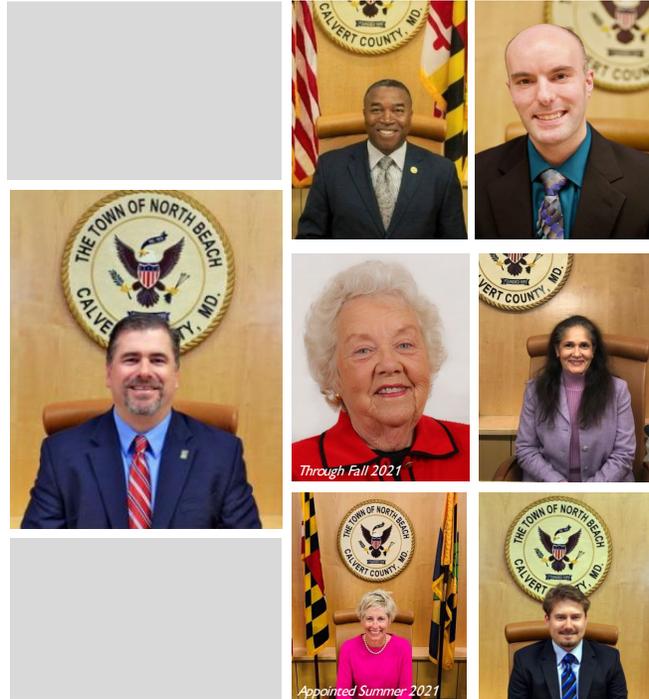
Visit the [Maryland Health Connection online](http://MarylandHealthConnection.org) or download the free "Enroll MHC" mobile app. When enrolling, consumers should request or select "Coronavirus Emergency Special Enrollment Period." Help is available by calling 855-642-8572 weekdays from 8AM-6PM.

**CALVERT PREPARE APP**  
Calvert Prepare is an interactive app that includes alerts regarding emergencies, weather-related issues, traffic updates and closures. Citizens are encouraged to download "Calvert Prepare" for iOS (Apple) and Android devices for free through the Apple App Store or Google Play.

**CALLING TOWN HALL**  
For routine calls or to reach an employee's direct line, remember to call 301.855.6681, press 1 and then press the number that corresponds to the staff member you are trying to reach. To make a payment on your water/sewer account, press 6. To make a bulk pick-up appointment, press 1. Do not call the Department of Public Works for water/sewer account inquiries or payments or to request a bulk pick up.

**Eat local. Spend local. Shop local. Enjoy local.**  
**NORTH BEACH**

Continued conducting all public meetings virtually by way of Zoom



# Proclamations

## Word Bullying Prevention Month



**Town of North Beach, Maryland Observes World Bullying Prevention Month 2021**

**WHEREAS**, bullying is physical, verbal, sexual, or emotional harm or intimidation intentionally directed at a person or group of people; and

**WHEREAS**, bullying occurs in neighborhoods, playgrounds, schools, and through technology, such as the Internet and cell phones; and

**WHEREAS**, various researchers have concluded that bullying is the most common form of violence, affecting millions of American children and adolescents annually; and

**WHEREAS**, thousands of Maryland children and adolescents are affected by bullying annually; and

**WHEREAS**, targets of bullying are more likely to acquire physical, emotional, and learning problems and students who are repeatedly bullied often fear such activities as riding the bus, going to school, and attending community activities; and

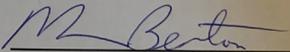
**WHEREAS**, children who bully are at greater risk of engaging in more serious violent behaviors; and

**WHEREAS**, children who witness bullying often feel less secure, more fearful, and intimidated.

**WHEREAS**, October is recognized as World Bullying Prevention Month.

**NOW, THEREFORE BE IT RESOLVED**, that I, Mayor Mike Benton, proclaim October as the Town of North Beach Bullying Prevention Month; and

**BE IT FURTHER RESOLVED**, that the citizens of North Beach, schools, students, parents, recreation programs, religious institutions, community organizations and business owners be encouraged to engage in a variety of awareness and prevention activities designed to make our community safer for all children and adolescents.



Mike Benton, Mayor

## COVID-19 Day of Remembrance

*The Town of North Beach*

PROCLAMATION  
 COVID – 19 DAY OF REMEMBRANCE  
 MARCH 5, 2021



*WHEREAS, More than 7,700 Marylanders have lost their lives due to COVID- 19, including 62 deaths in Calvert County, creating a global pandemic, and having catastrophic effects on human life, our community, and our economy; and*

*WHEREAS, Each life lost to COVID-19 leaves behind loved ones; taking a toll on our lives, our County, our Town, and we will never forget those whom we love and lost; and*

*WHEREAS, As we continue working to eradicate this pandemic, it is important to set aside a time to reflect on the devastation COVID 19 has caused globally and locally; and*

*WHEREAS, Please join me in honoring the memory of those who have lost their lives to COVID-19 and their families; and*

*THEREFORE, I MIKE BENTON, MAYOR OF THE TOWN OF NORTH BEACH, do hereby proclaim MARCH 5, 2021 AS COVID-19 DAY OF REMEMBRANCE in THE TOWN OF NORTH BEACH and do commend this solemn observance to all our citizens.*

Mike Benton, Mayor

## Honoring Councilwoman Jane Hagen



**Town of North Beach, Maryland Honors Councilwoman Jane Hagen**

**WHEREAS**, Jane Hagen was elected to serve on the Town Council from 2006 to 2010; served as an Election Judge for the 2014 election; appointed to fill a vacant seat on the Town Council in 2016; was re-elected to serve on the Town Council in 2018; and, served as the Vice President of the Town Council in 2020; and

**WHEREAS** Jane Hagen had significant involvement in many aspects of North Beach’s positive transformation over the last decade, including serving as the founding member of the North Beach Bayside History Museum; serving as Council Liaison to the North Beach Environmental Committee and assisting the Town achieve the Sustainable Maryland Designation; and, was a proud member of the North Beach House and Garden Club always graciously hosting the *After House Tour Party*; and

**WHEREAS**, in addition to being heavily involved in North Beach’s committees, Jane passionately served on the Legislative Committee of the Maryland Municipal League and was very involved with the Southern Maryland Municipal Association, serving as their President twice; and

**WHEREAS**, in Jane’s non-political life she enjoyed her many friends and activities at the North Beach Senior Center, her church and her Wednesday night Dinner Group; and

**WHEREAS**, Jane’s love for her husband, children and grandson were evident in each memory she shared of them; and

**NOW, THEREFORE BE IT RESOLVED** that I, Mayor Mike Benton, Town Council and Staff honor and thank Jane Hagen, Councilwoman for the Town of North Beach for her untiring service to the Town of North Beach. May she rest in eternal peace.



Mike Benton, Mayor

# Long-Time Employee Retirements

Isaac Harris, 32 years  
Department of Public Works

Scott Maulden, 18 years  
Department of Public Works

Marsha Stiner, 14 years  
Receptionist/Administrative Assistant



# New Employees

There was a complete turnover of DPW staff. Three new employees were hired to replace four employees; two retired and two moved on to other companies. A learning and adjustment period was required due to the loss of long-term personnel. To the credit of the three new employees, the Department of Public Works has been able to effectively continue the daily essential functions of the town. The new employees have received training and continue to be educated on a multitude of duties such as water and sewer maintenance and repairs; storm drain maintenance; building inspections and maintenance, snow removal; and clean up of flood debris and downed trees.



*Jim Crocker*

*Christopher Hardisty*

*Seth Walker*

New Front Desk Administrative Assistant was hired to replace employee that retired. Shannon has been busy addressing questions and concerns from town residents, performing administrative duties such as typing correspondence, retrieving and distributing mail, scanning documents, receiving water payments and bulk trash pick up inquiries, just to name a few tasks!



*Shannon Buckler*

# Notable Losses of the North Beach Community

Senate President  
Emeritus Thomas V.  
Mike Miller Jr.



Former Town Councilman  
Warren Callis



Lifelong Resident  
Junior Lubbes



Former Town Engineer  
John Hoffman



Town Councilwoman  
Jane Hagen



Mary Frazer,  
Wife of Former  
Mayor Mark R. Frazer



# North Beach Victim of Ransomware Attack

On July 2, 2021, the Town of North Beach internal network server and computer workstations were affected by a worldwide ransomware attack.

The attack originated through a third-party software, known as Kaseya, which is installed on the town systems and used by our IT service provider.

Town staff were able to continue day-to-day tasks via cloud-based software programs and could access files via cloud-based file storage.

On July 12, 2021, all computer workstations were returned to staff and servers were brought back online.

Town of North Beach  
301.855.6681  
info@northbeachmd.org

8916 Chesapeake Avenue  
North Beach, MD 20714  
www.northbeachmd.org



## PRESS RELEASE

### Town of North Beach Network Server Affected by Ransomware Attack

**July 6, 2021:** On Friday, July 2, 2021 at approximately 12:30 pm, the Town of North Beach staff became aware of issues with the internal network server and computer workstations. After making contact with our IT service provider, town staff took immediate action and shut down the network server and all workstations. By Friday evening, it was determined that the Town of North Beach was impacted by a ransomware attack. The attack originated through a third-party software, known as Kaseya, installed on the town systems and used by our IT service provider to remotely manage computer systems. This is a wide-spread incident as Kaseya is installed on 40,000 networks across the globe.

At this time, there is no indication that any information was stolen, but the impact of the incident is still being assessed by our IT service provider. In addition, the town's water system, phone system, backup server and website have not been affected. Resolution of this incident is expected to take approximately one week and your patience is appreciated while our IT service provider works to reinstate the network server and workstations.

Please call Town Hall at 301.855.6681 with any questions or concerns.

For Immediate Release

## North Beach Hit by Ransomware Attack

### Mayor Says Impact is Minimal

By Dick Myers and  
Guy Leonard  
Staff Writers

A nationwide ransomware attack that hit thousands of businesses and organizations claimed the Town of North Beach as one of its victims. But Mayor Mike Benton says the impact will be minimal because of computer conversions initiated two years ago when he took office.

Benton said the town has converted to a web-based Microsoft 365 for most of its computer operations and they were not affected by the ransomware attack.

Benton said the town's billing system for water and sewer customers was affected but the bills had just gone out when the attack hit. Benton said the town would be able to recover before the next billing cycle begins.

Chesapeake Beach Town Manager Holly Wahl said they were not affected by the attack.

The neighboring municipality in St. Mary's County, Leonardtown, was not so lucky. As of press deadline, Leonardtown's computers were still down and many services that rely on internet connectivity, such as bill payment, were unavailable.

Ransomware attacks demand monetary payments to the perpetrators of the attack, or they retain the files in an encryption lock or release those files to the dark web.



North Beach Mayor Mike Benton

Leonardtown and North Beach use the same computer services company, called JustTech. An email to Leonardtown said, "To confirm, neither JustTech servers nor your network were directly hacked or breached. The intrusion came through the remote monitoring and security software we utilize from an industry leading provider."

Russian-based computer hackers could be to blame for the cyberattack, the e-mail stated. Cybersecurity experts are speculating that the most recent attack could be the largest in history.

The ransom demanded by the hackers was reportedly \$45,000 per computer.

dickmyers@countytimes.net and  
guyleonard@countytimes.net

LA PLATA, Md. – On July 2nd, JustTech and their clients were victims of the recent cyber-attack that has been reportedly attributed to a criminal gang in Russia known as REvil. In this attack, REvil actors utilized a vulnerability in an industry leading security tool (Kaseya), which JustTech utilizes for our clients. A popular security tool that keeps bad actors out of clients' networks everyday was hijacked and used to deliver ransomware to hundreds of our clients and thousands of users. Many other managed service providers were affected as well.

JustTech keeps offsite encrypted backups for our clients and JustTech and our clients are recovering and will fully recover.

By the end of the day Monday, we are estimating 90% of clients will be functional to conduct business. It is our goal that by Wednesday, 100% of our clients will be functional to conduct business. This has been a challenging task to bring up over a hundred networks and over a thousand of devices (computers, laptops and servers) in such a short amount of time. Our goal from the beginning is to bring all clients to an operational/functional state as data is ready and transferred from the backup drives, address urgent/critical needs and then take care of any outstanding issues for full recovery as soon as possible.

The impact from the ransomware attack on the Town of North Beach systems was minimal, and no ransom was paid.



# Town of North Beach Receives Sustainable Maryland Certified Award

The Environmental Finance Center at the University of Maryland announced the twelve municipalities that achieved Sustainable Maryland Certified status for 2021.

The certifications were bestowed at the Sustainable Maryland Certified awards ceremony during the annual Maryland Municipal League Conference on October 12 in Annapolis, Maryland.

A few highlights include installing a Native Pollinator Garden; creating a Seed Library; maintaining a green roof on Town Hall to slow run-off of water to reduce potential for local erosion and lessens pollutants to be carried to the Chesapeake Bay.

**Mayor Mike Benton --** *“The Town of North Beach is committed to conserving valuable resources and protecting the environment, especially because of our location on the western shore of the Chesapeake Bay.”*

*“During the renewal process of our Sustainable Maryland certification, we have set policies and procedures in place from recycling and green purchasing to improvements in our stormwater management. Together with the community, we will continue to focus our efforts on raising awareness of sustainability and to conserve valuable natural resources. North Beach is proud to receive this re-certification.”*



# MPCA Recognized Citizen Planners

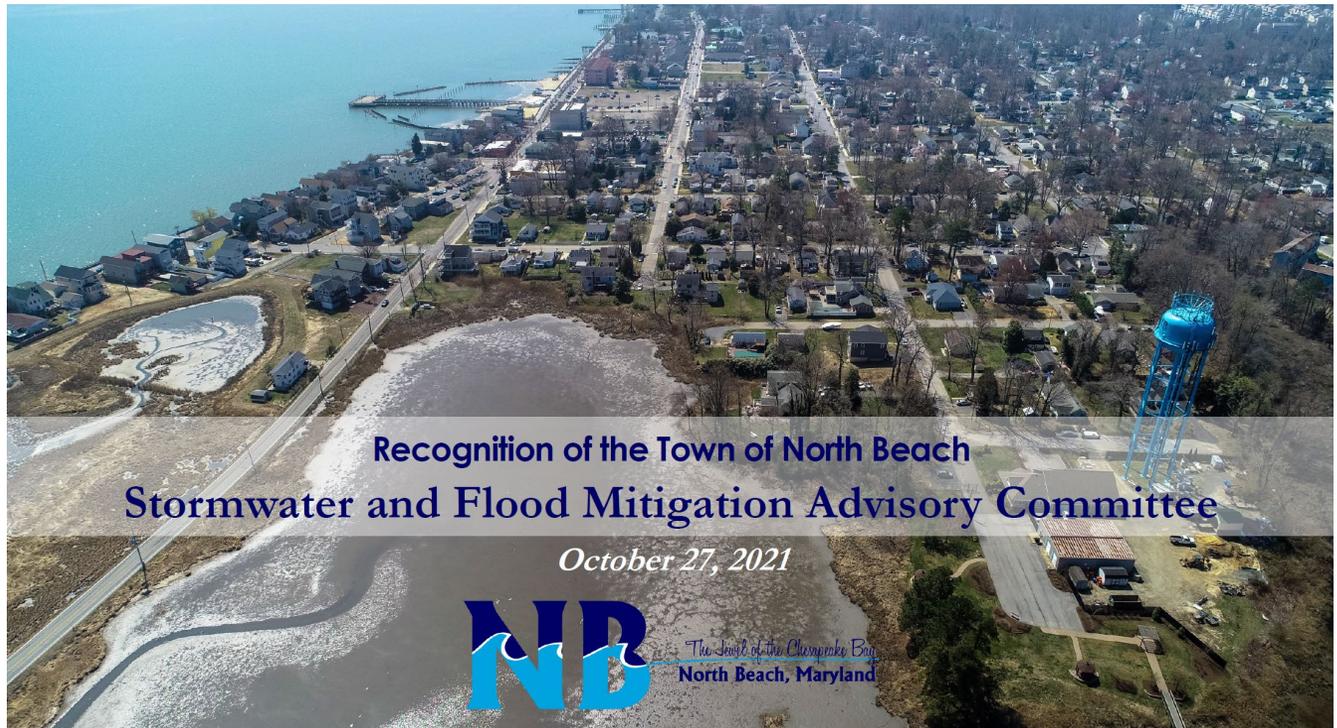
## Mayor Mike Benton nominated the North Beach Stormwater and Flood Mitigation Advisory Committee

Our town is fortunate to have many volunteers with a wide variety of expertise.

The SFMAC is comprised of town staff and residents who work together to address flooding issues and to help sustain mitigation efforts over time.

These volunteers bring a wealth of knowledge that increases the chances of successfully addressing storm and coastal flooding.

It's a team with complementary skills—and they've been delivering great results.



# Calvert Library Twin Beaches Branch

January 2021  
Governor’s budget includes \$2 million requested by the library as matching funds for the first half of construction.

May 2021  
The library applied for a State Library Capital Grant for \$2.5 million to complete construction.

December 2021  
“Future Home of Calvert Library Twin Beaches Branch” went up on the site

December 28, 2021  
Bid documents went out to Maryland Marketplace.  
February 11, 2022  
Bids are due.



## Project Schedule

*Schedule is preliminary and subject to change.*

### Design Schedule

Project Kick-off: 02.07.2020  
Schematic Design Submission: 04.22.2020  
Design Development Submission: 07.31.2020  
Construction Document Submission: 11.06.2020

### Bidding (tentative schedule)

Bid advertisement for Construction: October 2021  
Bid Opening: February 11, 2022  
Construction Award: February/March, 2022  
Pre-construction Meeting/Notice to proceed: March 2022

### Building Construction (18 months duration)

Beginning of site work: April 2022  
Building Envelope Completion/Climate Control Established: April 2023  
Beginning of Interior work: May 2023  
End of Construction: November 2023

# Department of Public Works

## Accomplishments

MD Rt. 261 roadway reconstruction project was completed, and the road was open on March 29, 2021

The Greenwood Avenue pump station upgrade was completed, and two new higher capacity pumps and a new inline flow meter were installed.

Waiting for state review process to be completed for the grant to fund the upgrade of the 5<sup>th</sup> Street Stormwater Station. Thank you to Senator Jackson for his assistance in facilitating this.

DPW staff made several improvements on daily maintenance operations. The staff uses a cloud-based system to utilize and update checklists and spreadsheets for town buildings, pump stations and related systems.

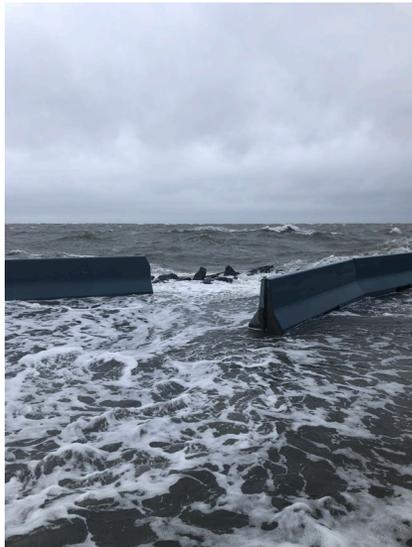
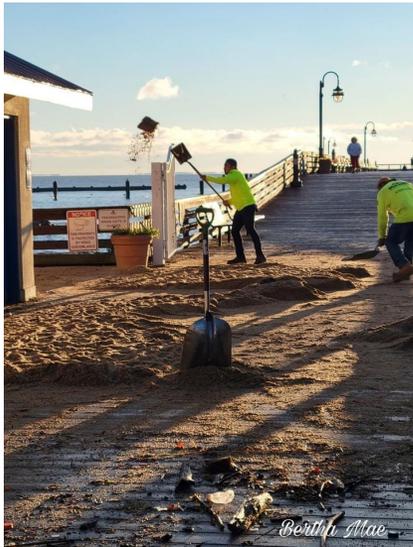


# Department of Public Works

## Major Storm Damage in October

Made repairs to the town pier and boat slips and cleaned all areas that were damaged from October storm damage. Inspected the storm drain line on 9<sup>th</sup> Street and found it to be working properly. Reset the jersey walls that shifted during the storm.

Replaced rocks at the north end of Atlantic Avenue. Inspected and jetted sewer lines on Atlantic Avenue and 9<sup>th</sup> Street. A contractor replaced the railing and made repairs to the boardwalk in front of the homes between Hatch's Corner and 7<sup>th</sup> Street.



# Financial



Net assessable real property base increased from **\$260,153,320** on July 1, 2020 to **\$268,370,607** on July 1, 2021



The town's Constant Yield Rate of **0.6034** per **100** of assessed value was adopted



Trash Rate is **\$414.00** annually



Minimum water usage was reduced from **5,000** gallons to **4,000** gallons per quarter



Minimum quarterly water and sewer bill remained at a rate of **\$183.20**.



Healthy Living Grant/Maryland Energy Administration:  
**\$100,000 Total**  
**\$58,642 Spent**  
**\$41,537 Remaining**



Critical Areas Grant: **\$1,900**



DNR Parks & Playground:  
**\$110,000** for Educational Center



Keep Maryland Beautiful:  
**\$3,000**



# Highlights of 2021 Healthy Homes Program

## HELPED 17 HOUSEHOLDS



- in Calvert County
- 3 in North Beach
  - 4 in Lusby
  - 6 in Chesapeake Beach
  - 1 in St. Leonard
  - 1 in Prince Frederick
  - 1 in Huntingtown
  - 1 spot still being considered for final project.



## SAVINGS PER HOUSEHOLD

Ranged from \$106 to \$1,020 per year depending on services provided.



## ENERGY BURDEN AVERAGE

Per household lowered by 2% which means cost of utility compared to income. Homeowners don't spend 2% of their income on electricity now. That's a great number!



## OVER 1,163 HOURS



- worked on these projects
- 2 marked for revisit in 2022 for HVAC
  - 6 received new Water Heater
  - 1 AC replaced with Energy Star unit

# Planning & Zoning



**11**

Construction Projects  
Presented to  
Planning Commission



**13**

Board of  
Appeals Cases  
Presented



**58**

Miscellaneous  
Zoning Permits  
Issued



Completed the  
Re-Write of  
Chapter 3 in the  
Zoning Ordinance

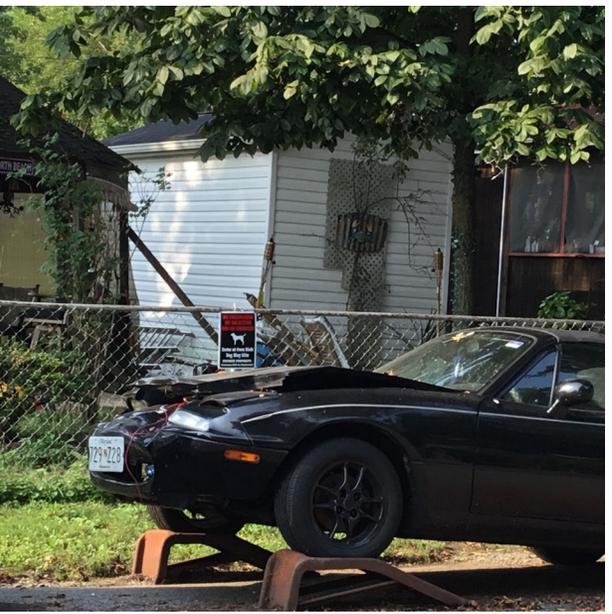
# Code Enforcement Violations & Inspections

Abandoned/inoperable vehicles	2
Accessory structure	4
Business Inspection	40
Container	1
Dangerous tree or limbs	3

Exterior Walls	2	1
Gas and Liquid Storage Tanks	1	1
Loud/Unnecessary Noise	1	1
Parking restrictions	8	1
Protective Treatment	3	1

Rental Inspection	1	20
Roofs and Drainage	1	1
Sanitation	1	1
Stopping, standing, parking prohibited in specified places	2	1

Trash/Rubbish	23
Throwing glass, refuse upon the street	1
Unregistered vehicles, parking prohibited	14
Vacant Land and Structures	1
Weeds/grass/plants	31



40 Door Tags Issued

# Beach, Boardwalk & Welcome Center

Open May 28 through October 3, 2021

After being closed for the 2020 season, the beach reopened on May 28, 2021.



The town launched a new online ticking system where daily passes could be obtained. Beach passes were issued from the Welcome Center instead of Town Hall.



Reduced guest capacity and adjusted operating hours.



- > BEACH SPACE IS LIMITED.
- > CHECK BEACH FEES & AVAILABILITY ON CLICK TICKETS PRIOR TO ARRIVAL.
- > PARKING IS LIMITED.
- > NO CASH ACCEPTED.

**NB**  
The Jewel of the Chesapeake Bay  
North Beach, Maryland

NORTHBEACHMD.ORG  
TOWN HALL  
301.855.6681  
WELCOME CENTER/PIER  
410.286.3799

**THE BEACH IS OPEN FROM 8 AM TO 8 PM AND WILL CLOSE FOR INCLEMENT WEATHER, WHEN NECESSARY.**  
 The following items are not permitted on the beach, boardwalk or parking areas: pop-up tents, canopies, large coolers, fires/grills, smoking/vaping, alcohol or amplified music. Visit [www.northbeachmd.org](http://www.northbeachmd.org) or visit the Welcome Center for a complete list of rules.  
**RESIDENTS OF THE TOWN OF NORTH BEACH:** Bring beach pass to Welcome Center for entry to the beach.



# Community Conservation

Keep Maryland Beautiful Grant was completed with Adopt A Tree Program in May

Celebrated the Calvert Birding Trail Kickoff at JPPM on May 8, 2021

Teamed up with NBHGC to organize a native plant sale with plants from Chesapeake Natives Nursery

Designed and planted a Pollinator Pathway Garden with volunteers at Sunrise Garden in June

Owl-O-Ween and Pumpkin Glow event in October

Earth Day Event at Wetlands Overlook Park on April 24, 2021

Attended Farmers' Market twice a month



# New Businesses

The Bakist / January 2021



Curtis Real Estate / January 2021



The Community Mat / July 2021



Vaughan Cheese / September 2021



Team Stueckler / December 2021



# Promoting Town Businesses

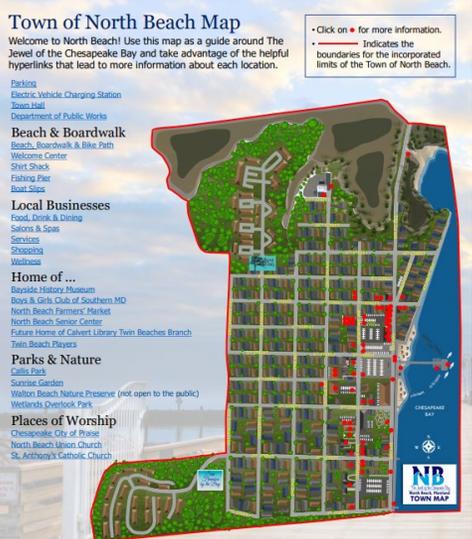
Provided a table every Saturday at the farmers' market for town businesses to display specials, sales, brochures, flyers, etc. to promote business.

Created an interactive, hyperlinked map to help connect users to businesses and attractions in town. The map is also linked to a QR code that is placed on signage around town.

Installed decals on the boardwalk that include wording and a QR code that leads to the Business Directory on the town website. Business information can be quickly and easily accessed.

Encouraged businesses to get the word out early and often to promote Small Business Saturday shopping for November 27.

Promoted a special holiday shopping night for December 4 to coincide with the Christmas Campfire on the Beach..



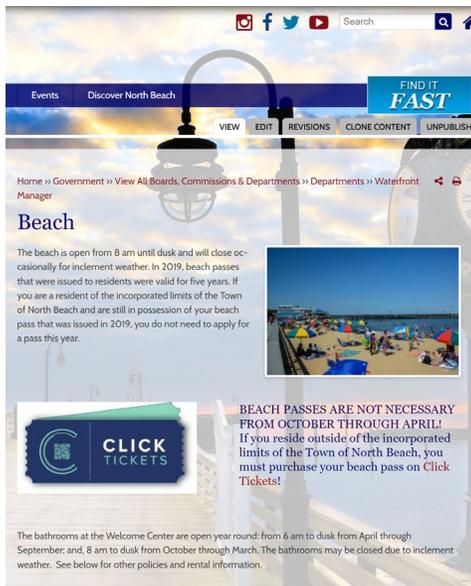
# Website Statistics for www.northbeachmd.org

## Site Content / Top 5 Pages Visited in 2021

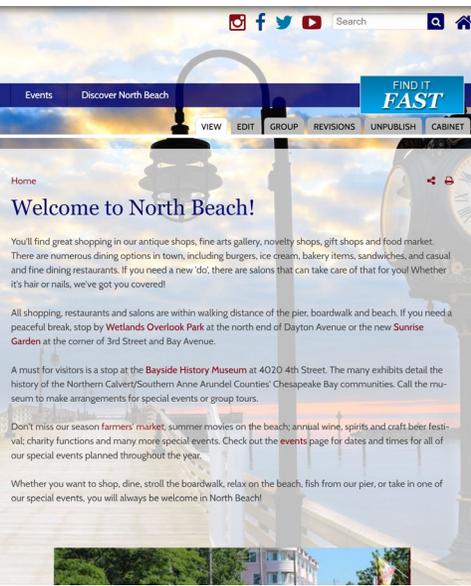
Homepage:  
87,901 pageviews



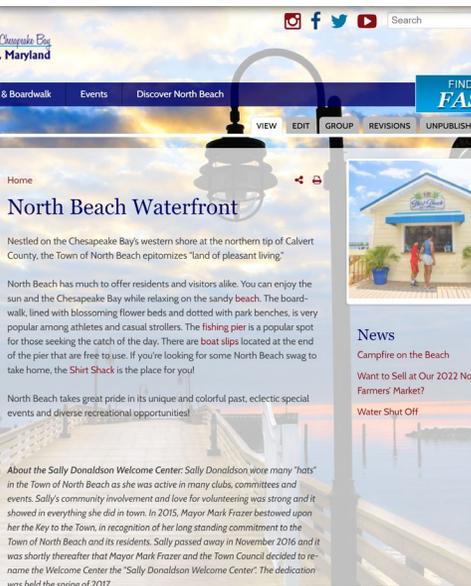
Beach:  
65,845 pageviews



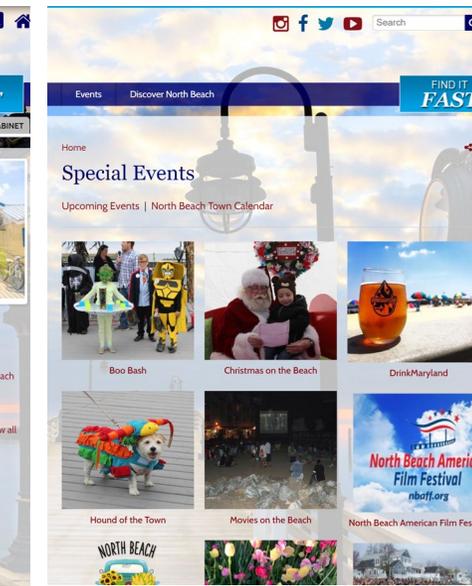
Welcome to North Beach:  
17,568 pageviews



North Beach Waterfront:  
16,479 pageviews



Special Events: 10,763 pageviews



## Audience Overview



Users 144,379	New Users 144,012	Sessions 194,093	Number of Sessions per User 1.34	Pageviews 398,868	Pages / Session 2.06
Avg. Session Duration 00:01:32	Bounce Rate 50.26%				



# Social Media

Followers at the end of 2021

 12,848
  4,238
  1,397

## facebook

### TOP POSTS AND REACH

Reach: The number of people who saw your post at least once.

**REACH: 16,203**  
October 29, 2021: Road Closures Due to Hazardous Weather



**REACH: 15,378**  
Augusts 25, 2021: Endless Summer Photo



**REACH: 10,136**  
November 18, 2021: 2021 Christmas on the Beach Events

**2021 Christmas AT THE BEACH**  
 It's the most wonderful time of the year! The Town of North Beach will be transformed for the season with twinkling lights and Christmas displays. You can enjoy the magic of the holidays all season long! From cocktails and appetizers to movie and the major treat Santa will bring, Christmas shines brightest in North Beach!

- NOV 21** Light Up the Town | 4pm | Position on the Boardwalk  
 Dressing and wine tastings. Join us for the first look to arrive the arrival of Santa and his team. Celebrate the festive season of the Carolers from North Beach and a very special live performance. After a quick countdown, Santa will flip the switch to light up the town. Christmas tree lighting for your favorite North Beach you will have a chance to chat with the jolly old guy and snap a photo.
- DEC 1** Christmas Comedy | 6:30-7pm | On the Beach  
 Residents and their guests will be invited to make up around the Christmas and enjoy hot chocolate while you relax.
- DEC 11** How the Grinch Stole Christmas Movie | 5:30-7:30pm | On the Beach  
 Dress for cold weather by wearing your cozy holiday shades. We bring and provide bring your own or blanket to get comfy on the beach to watch this classic Christmas movie.
- DEC 18** Santa Claus's Club | 11-1pm | Around Town  
 Santa will bring the best gift for a day to gift cart around town. Come out to the party for 100 bags and gifts for your little.
- DEC 18** Christmas Comedy | 6:30-7pm | On the Beach  
 Residents and their guests are invited to ward up around the Christmas and enjoy hot chocolate.
- ALL SEASONS**  
 The Town Christmas Tree and receive displays. Santa is the perfect backdrop for your photos. Meet Santa and his team. Refreshments and drinks. Holiday shopping at our Christmas shops. Santa is here for you.

**REACH: 8,108**  
December 16, 2021: Thanking sponsors the 2022 Polar Bear Plunge

**Special Thanks to the 2022 Polar Bear Plunge Sponsors**

- North Beach Dental Care
- the Bakerist
- NovaCare REHABILITATION
- FERRANTE, DILL & HISLE, LLC Attorneys at Law
- Hook & Vine kitchen + bar
- LONG CUT LANDSCAPING
- TRITONS GARAGE
- RAUSCH FUNERAL HOME
- Poland's
- Friendship Community Baptist Church
- the INN at Herrington Harbour
- RAFAEL'S HAIR STYLERS
- PLAZA MEXICO
- Garage Doors
- Home Towne Real Estate
- HERRINGTON ON THE BAY
- STEVE BRIEN, REALTOR
- 1st CHOICE TAXES
- BOSS
- TEAM STUECKLER
- FASTOP THE FOOD STORES
- WEAR YOUR SPIRIT WAREHOUSE
- K&H ELECTRIC

**REACH: 7,211**  
September 24, 2021: Extending the Farmers' Market Season

**SEASON EXTENDED**

**NORTH BEACH FARMERS' MARKET**  
BUY FRESH • SUPPORT LOCAL

EVERY SATURDAY AT THE SENIOR CENTER PARKING LOT

8:00 AM TO 11:00 AM	NORTHBEACHMD.ORG 301.855.6681	MAY 1 TO OCT 23
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ENJOY YOUR FAVORITE PRODUCTS FROM THE FOLLOWING VENDORS  
EVERY SATURDAY THROUGH OCTOBER 23, 2021!

- Cardinal Creek Plant Farm
- Nalvo Condiments & Seasonings
- Beachin Bay Bakery
- Breakfast by the Bay
- My Mustard Seed
- Baked by the Bay
- Will & Veronica's Produce
- White Oak Point Farm
- Foggy Forest Mushrooms

## Instagram



Continue to promote and maintain a favorable public image of the Town of North Beach on social media sites. Use social media as a communication tool to share general information about the town, event details, and photos.

# Outreach & Public Relations

Home

## Assistance with Storm Damage Cleanup

POSTED ON NOVEMBER 3, 2021 - 5:04PM

Crisis Cleanup, in partnership with Maryland VOAD and MDEM, have developed a process for submitting unmet needs and other residential damages following the Chesapeake Bay Tidal Flooding event on October 28-30.

Local jurisdictions and impacted residents can call 410-449-5415 to request assistance. This hotline will remain open through November 19, 2021. The Crisis Cleanup team will then collect the information and work to connect those in need to the appropriate resources, such as volunteers from local relief organizations, community groups, and faith communities who may be able to assist with:

- "Mucking and Gutting" of flooded houses
- Limited removal of fallen trees
- Drywall, flooring, and appliance removal
- Tarping roofs
- Mold remediation
- Minor repairs



Home

## Residential Recycling Guide & Schedule

POSTED ON OCTOBER 15, 2021 - 11:00AM

Just a reminder for town residents, recycling is picked up every Wednesday. Items do not need to be bagged or separated. Place curbside by 6 am on recycling days for collection. For your information and use, the Residential Recycling Guide may be found [here](#) and the 2021 Trash, Bulk and Recycle schedule may be found [here](#). If you have any questions, please call Town Hall at 301855.6681.



Home

## New Water and Sewer Rates

POSTED ON JUNE 15, 2021 - 9:00AM

July 2021

Dear Resident:

The 2018 budget process included a comprehensive Water and Sewer Conservation Plan. Based on this plan each year, there has been a change to the rates. The gradual change in rates and to the rate structure is to promote conservation and to achieve a rate structure similar to what Calvert County uses. The following three areas were pertinent to this decision:

1. Balancing the Budget- Prior to implementing the Water and Sewer Conservation Plan, the last time water and sewer rates were increased in North Beach was 2007. While rates have remained consistent, the cost to operate the two utilities has increased. A rate increase is necessary to cover the current costs of operating the utilities. The sewer fund base amount will increase from \$91.00 per quarter to \$126.00 a \$35.00 increase, due to operation cost of pump stations and WWTP.
2. Conservation of Water- Over the last decade, North Beach has seen significant growth resulting in increased water usage. As indicated in the W&S conservation plan the region has seen a decline in the aquifer that supplies water to this area. The Town of North Beach is trying to be proactive in conserving the aquifer that is so vital to everyone.



Home

## Courtesy Reminder

POSTED ON JANUARY 25, 2021 - 11:36AM

Quarterly water bills have been sent out. Payments are due by February 24, 2021. You may view/download your bill by enrolling in the online payment system at [www.northbeachmd.org](http://www.northbeachmd.org)



Home

## Have you used the Access North Beach app?

POSTED ON FEBRUARY 19, 2021 - 3:25PM

Access North Beach allows you to contact town staff directly with your comments, compliments, suggestions, or concerns. This system will allow you to track your submittals as they are addressed by town staff. We hope this direct access will help us, together as a town, achieve the ambitious vision we have for our community. We believe this direct access to staff and services will help us maintain the charm and character that makes North Beach the "Jewel of the Chesapeake Bay".

We look forward to hearing from you and hope that this service provides you with the timely responses and services you deserve.

To use Access North Beach, go to the website [here](#) or if using your phone, download the app from the iOS App Store or the Google Play Store. Follow the steps below to use Access North Beach:

1. Select the department, topic, subtopic of your inquiry.
2. Review the FAQ's in those areas.
3. If you still need assistance, create an account which allows you to track your submittal.
4. Enter the details of your request and submit pictures, if applicable.



Home

## Important Weather Update

POSTED ON FEBRUARY 17, 2021 - 7:07PM

Consider following NOAA on Facebook, visiting their website and creating a shortcut on your smartphone so you will have all the details necessary for this weather event and any future weather events.

Visit the Town of North Beach's [Emergency Preparedness](#) page and [Snow Removal](#) page for tips on how to prepare for impending weather.

Please read the following WINTER WEATHER ADVISORY and HAZARDOUS WEATHER OUTLOOK for our area from the National Oceanic and Atmospheric Administration (NOAA) / National Weather Service:

URGENT - WINTER WEATHER MESSAGE National Weather Service Baltimore MD/Washington DC 311 PM EST Wed Feb 17 2021



Home

## Prepare Now for Impending Weather

POSTED ON JANUARY 29, 2021 - 2:06PM

With snow in the forecast, it's an ideal time to review the Town of North Beach Winter Readiness guide and the Snow Removal Plan. Follow the links in this message or go to the Residents tab at [www.northbeachmd.org](http://www.northbeachmd.org) and click on A Guide to Resident Services. Prepare now to ensure you are ready for the impending weather.



Home

## Healthy Homes Program

POSTED ON MARCH 3, 2021 - 5:38PM

The Healthy Homes Program was made possible through funding from the Maryland Energy Administration. This program was created to assist seniors, low-to-moderate income residents and citizens that are the most vulnerable in saving money on their energy bills. Funding is currently available and applications are being accepted. An energy audit on your home will determine the eligible activities. Although the funding is limited, the Healthy Homes Program is extended beyond the boundaries of the Town of North Beach so that residents of Calvert County may apply. The application is attached to this email and can also be downloaded from the Town of North Beach website [here](#). If you have questions or need additional information, please call 301-855-6681 or send an email to [info@northbeachmd.org](mailto:info@northbeachmd.org).



Home

## Safety in the Heat

POSTED ON JULY 16, 2021 - 8:56AM

With the high temperatures we have been experiencing, the Town of North Beach would like for its residents and guests to use extreme caution while taking part in outdoor activities. Take breaks during your walks, drink plenty of fluids and try to avoid the sun as much as possible. This message is also for pet owners. If you can't keep the back of your hand on the pavement or boardwalk for longer than 7 seconds it's too hot for your pets. Lastly, check on your neighbors and stay cool!




Text notification system:  
**704 subscribers**  
at the end of 2021



Sent out 186 email blasts to **website subscribers**



Sent out 106 texts notifications to **text subscribers**



# 2021 Events

Farmers' Market every Saturday May 1 through October 23 from 8 to 11 am

Rebranded with a traditional, small-town market.



All local vendors with items such as plants, farm vegetables, baked goods, meats, cheeses, eggs and other fresh goods.



Tables were provided for the entire season for Town of North Beach Businesses and community groups.

Market Bag Giveaways



# 2021 Events

DrinkMaryland on June 26, 2021



Rebranded with a traditional small-town market.

# 2021 Events

## Movies on the Beach

June 26, 2021

August 21, 2021

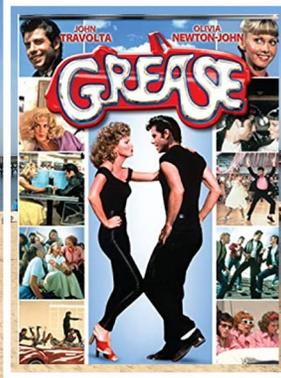
September 18, 2021



20 **NB** 21  
The Best of the Chesapeake Bay  
North Beach, Maryland  
Events

# MOVIE

on the beach



**JUNE 26, 2021 @ DUSK** Free!

NORTHBEACHMD.ORG 301.855.6681 410.286.3799

20 **NB** 21  
The Best of the Chesapeake Bay  
North Beach, Maryland  
Events

# MOVIE

on the beach



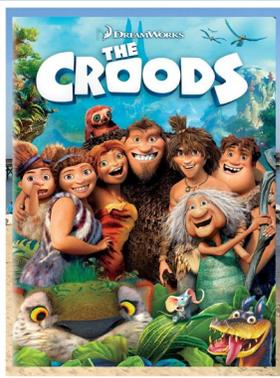
**AUGUST 21, 2021 @ DUSK** Free!

NORTHBEACHMD.ORG 301.855.6681 410.286.3799

20 **NB** 21  
The Best of the Chesapeake Bay  
North Beach, Maryland  
Events

# MOVIE

on the beach



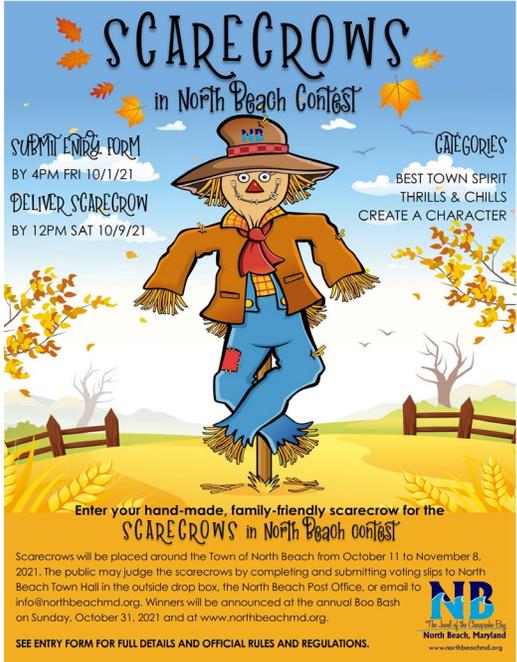
**SEPT 18, 2021 @ DUSK** Free!

NORTHBEACHMD.ORG 301.855.6681 410.286.3799

Cancelled due to the weather: July 17 Finding Nemo & December 11 How the Grinch Stole Christmas.

# 2021 Events

## Fall Fun in North Beach



**SCARECROWS**  
in North Beach Contest

**SUBMIT ENTRY FORM**  
BY 4PM FRI 10/1/21

**DELIVER SCARECROW**  
BY 12PM SAT 10/9/21

**CATEGORIES**  
BEST TOWN SPIRIT  
THRILLS & CHILLS  
CREATE A CHARACTER

Enter your hand-made, family-friendly scarecrow for the SCARECROWS in North Beach contest

Scarecrows will be placed around the Town of North Beach from October 11 to November 8, 2021. The public may judge the scarecrows by completing and submitting voting slips to North Beach Town Hall in the outside drop box, the North Beach Post Office, or email to info@northbeachmd.org. Winners will be announced at the annual Boo Bash on Sunday, October 31, 2021 and at www.northbeachmd.org.

SEE ENTRY FORM FOR FULL DETAILS AND OFFICIAL RULES AND REGULATIONS.

**NB**  
The Town of the Chesapeake Bay  
North Beach, Maryland  
www.northbeachmd.org



📷 David Chase



TOWN OF NORTH BEACH  
**Halloween Decorating Contest**  
Houses & Businesses

Judging for businesses will take place on  
**October 31, 2021** between 6:00 and 8:00 pm

Judging for houses will take place on  
**October 31, 2021** between 6:00 and 8:00 pm

Prizes for  
**MOST SPIRITED HOUSE** and **MOST SPIRITED BUSINESS**  
will be delivered on November 1, 2021 and also announced at the November Town Council Meeting on Thursday, November 11, 2021 at 7:00 pm.

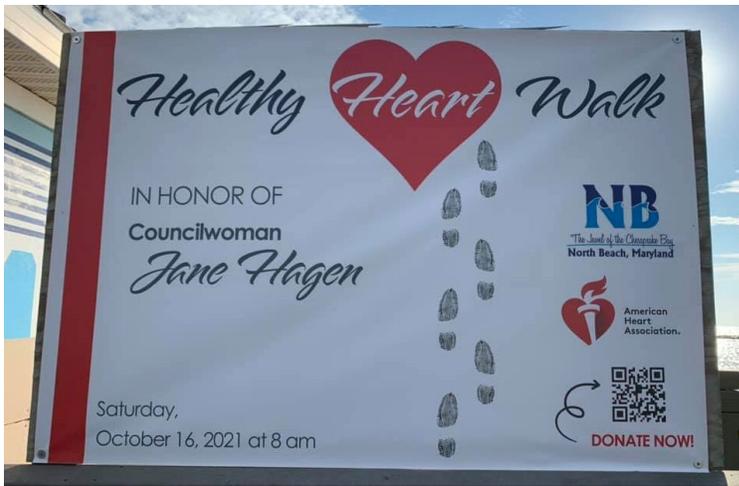


📷 Ron Muko

# Walktober

## Healthy Heart Benefit Walk on October 16, 2021

We got moving for "Walktober!"



Donations were collected and given to the American Heart Association.



Organized a joint American Heart Association benefit walk in honor of Councilwoman Jane Hagen and North Beach Mail Carrier Chester Bourne.



# 2021 Events

Calvert County Relay for Life / Relay by the Bay on October 23, 2021



# 2021 Events

## Hound of the Town on October 31, 2021

All proceeds benefit  
Calvert Animal Welfare League!

# HOUND of the Town

October 31, 2021  
1:00 to 3:00 PM

**A costume parade just for dogs and dog lovers!**  
This dog costume parade will take place on the boardwalk. Owners will walk their furry friends along the parade route where they will be introduced and judged by our panel of judges. The prize categories include:

- > BEST DOG COSTUME
- > FUNNIEST COSTUME
- > BEST DOG/OWNER COSTUME COMBO
- > SCARIEST COSTUME
- > BEST OVERALL HOUND OF THE TOWN

Prizes will be awarded at the end of the parade. ONLY DOGS CAN BE ENTERED IN THE DOG PARADE!

**How to enter.**  
Register the day of the event starting at 12 pm. Fee to enter is \$10 PER DOG. Donations to CAWL are graciously accepted in addition to the registration fee.

**Questions.**  
Call 410.535.9300 / CAWL  
or 443.646.2415 / TOWN OF NORTH BEACH




# 2021 Events

## Boo Bash on October 31, 2021



# 2021 Events

## Christmas at the Beach

Light Up the Town



Peter Moreno

Santa Claus is Cruisin' the Town



Holiday Decorations



Brooke Kiatta

Christmas Campfires

### 2021 Christmas AT THE BEACH

It's the most wonderful time of the year! The **Town of North Beach** will be transformed for the season with twinkling lights and Christmas displays. You can enjoy the magic of the holidays all season long! From caroling and campfires, to a movie and the magic that Santa will bring, **Christmas shines brightest in North Beach!**

<b>NOV 26</b>	<p><b>Light Up the Town   6pm   Pavilion on the Boardwalk</b></p> <p>RESIDENTS AND THEIR GUESTS WILL GATHER ON THE PAVILION TO AWAIT THE ARRIVAL OF SANTA AND MRS. CLAUS! ENJOY THE FESTIVE SONGS OF THE CAROLERS FROM UNION CHURCH AND A VISIT FROM THE GRINCH. AFTER A QUICK COUNTDOWN, SANTA WILL FLIP THE SWITCH TO LIGHT UP THE TOWN CHRISTMAS TREE! BRING YOUR LETTER FOR SANTA BECAUSE YOU WILL HAVE A CHANCE TO CHAT WITH THE JOLLY OLD GUY AND SNAP A PHOTO.</p>
<b>DEC 4</b>	<p><b>Christmas Campfire   5:30-7pm   On the Beach</b></p> <p>RESIDENTS AND THEIR GUESTS ARE INVITED TO WARM UP AROUND THE CAMPFIRE AND ENJOY HOT CHOCOLATE WHILE YOU ROAST MARSHMALLOWS!</p>
<b>DEC 11</b>	<p><b>How the Grinch Stole Christmas Movie   5:30-7:30pm   On the Beach</b></p> <p>DRESS FOR COOL WEATHER BY LAYERING YOUR COZY HOLIDAY SHADES LIKE RED AND GREEN, BRING YOUR CHAIR OR BLANKET TO GET COMFY ON THE BEACH TO WATCH THIS CLASSIC CHRISTMAS MOVIE.</p>
<b>DEC 18</b>	<p><b>Santa Claus is Cruisin' the Town   1-3pm   Around Town</b></p> <p>SANTA WILL TRADE IN HIS SLEIGH FOR A DAY TO GOLF CART AROUND TOWN! COME OUT TO VISIT WHEN YOU SEE HIM MAKING HIS WAY DOWN YOUR STREET!</p>
<b>DEC 18</b>	<p><b>Christmas Campfire   5:30-7pm   On the Beach</b></p> <p>RESIDENTS AND THEIR GUESTS ARE INVITED TO WARM UP AROUND THE CAMPFIRE AND ENJOY HOT CHOCOLATE WHILE YOU ROAST MARSHMALLOWS!</p>
<b>ALL SEASON</b>	<p>THE TOWN CHRISTMAS TREE AND FESTIVE DISPLAYS SERVE AS THE PERFECT BACKGROUND FOR YOUR FAMILY'S CHRISTMAS PHOTOS. INDULGE IN SAVORY DELICHTS, SWEET TREATS AND HOLIDAY BEVERAGES AROUND TOWN. AND DON'T FORGET TO START AND FINISH YOUR HOLIDAY SHOPPING AT OUR CHARMING SHOPS. SCAN QR CODE FOR MAP OF THE TOWN.</p>

**NB**  
The Jewel of the Chesapeake Bay  
North Beach, Maryland  
www.northbeachmd.org



Raymond Dade



Theresa Poston



*Hello* **2022**

