



# FOCUS<sub>on</sub>

March E-Newsletter  
2019

**Rehoboth Beach-Dewey Beach Chamber of Commerce**  
Mission: To promote business, tourism and civic responsibility.



## Chamber Board Opposes Additional Rehoboth Beach & Dewey Beach Municipal Lodging Tax

The following correspondence was provided stating the Rehoboth Beach - Dewey Beach Chamber of Commerce opposition points regarding additional municipal lodging tax for Hotel and Motels for both the Town of Dewey Beach and the City of Rehoboth Beach.

The Chamber is in opposition to any additional municipal accommodation tax for a number of reasons including the following:

- Current contributions – hotels and motels contribute directly to both the City's well-being and general fund in addition to the 8% lodging tax that has been collected for decades by all the hotels and motels in Sussex County for the State.
  - Through City license fees, hotels pay a base rate plus a per room fee which contributes a higher rate to the City compared to other businesses in Rehoboth Beach.
  - Per requirements by the Fire Marshal, Board of Health, OSHA and Workplace Safety, etc., hotels and motels employ staff and security to monitor and serve guests. The efforts made by hotels and motels to maintain a safe and friendly environment for visitors reduces the need for police and other City services.
  - The 8% lodging tax is returned to the State and provides funding for beach replenishment, the State's General Fund, State Tourism, Southern Delaware Tourism, and tourism advertising/ marketing and fulfillment for both Rehoboth Beach & Dewey Beach. No part of the 8% is allocated to be retained by the hotels or motels; they are a collection partner only.
- Unfair disadvantage – the hotels and motels within the municipality will be at a disadvantage versus those beyond the municipality (i.e. Route One) as well as short-term rentals within City limits.
  - Short-term rentals can charge a lower rate to the customer, have less enforcement and less regulation, and require more City services.
- Detrimental timing - the timing of any increased accommodation tax is critical since collaboratively our hotel and motels have thousands of guest reservations on the books for the summer and fall of this year. Postponing the implementation of any tax is of critical importance.
  - Any new tax or fee needs to be properly explained to guests prior to making a reservation so that the guest can decide if they can afford their stay. Calling a guest to tell them their vacation will be more expensive is unfair to business operators as well the guests.

---

**The Chamber also stated the following:** the City of Rehoboth's proposal to increase the water consumption at 30% and water sewer at 60% is of critical concern to the entire business community. Without prior knowledge that these could be implemented beginning on April 1, 2019, there was no opportunity for businesses to budget or plan for the increases. Many leases clearly state that any governmental fee or increase is passed on from the landlord to the lessee, which means the business operator will have to cover the cost of these increases.

**Rehoboth Beach-Dewey Beach**  
Chamber of Commerce & Visitors Center

**“The Nation’s Summer Capital”**

P.O. Box 216 (Mailing Address)  
501 Rehoboth Avenue (Visitors Center)  
306 Rehoboth Avenue (Administrative Offices)  
Rehoboth Beach, DE 19971-0216  
302-227-2233 · 800-441-1329  
**Member Hotline · 302-227-6446**  
Fax · 302-227-8351  
rehoboth@beach-fun.com  
www.Beach-Fun.com

**Chairman of the Board** ..... Steve Montgomery  
**First Chair** ..... Carrie Lingo  
**Second Chair**..... Vince DiFonzo  
**Third Chair/Treasurer** ... Susan Townley-Wood  
**Immediate Past Chair** ..... Jay Becker  
**Board of Directors**  
Marvin Carney            Michael Meoli  
Jerry Esposito\*\*        Mitch Resnick  
Ben Gray                 Scott Swingle  
Chip Hearn                Rachel Webster\*\*  
Bill Klemkowski        Chris Weeks  
Dale Lomas              Kay Wheatley  
Rob Marshall  
Keith Martin              \*\*At Large Directors

**CEO/President**.....Carol Everhart  
**Legal Counsel** ..... Jay Becker  
**Legislative Representative**..... Lincoln Willis

**Chamber Staff Contact Information**

Mariella Trosko, Visitors Center Supervisor.....Ext. 10  
Visitors Center Staff .....Ext. 10  
Liz Leshine, Susan Maclary, Karen McMahan,  
Nancy Stewart  
Emily Grothey, Event Coordinator..... Ext. 11  
Carol Everhart, President/CEO ..... Ext. 13  
Lisa Newnom, Administration..... Ext. 14  
Sophia Sawicki, Membership ..... Ext. 15  
Meghan McCalley, Office Manager/Graphics.. Ext. 16  
Distribution .....Ext. 19  
Zach Babbie, Nick Passannante

© 2019 Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center. The information printed in this newsletter is true to the best of our knowledge at the time of print.



# 2019 Upcoming Calendar

**DATE..... MEETING or EVENT ..... TIME/PLACE**

- Mar 15.....City of Rehoboth Beach Mtg .....3:00 pm/Commissioners Room
- Mar 21.....Executive Board of Directors Mtg..... 10:30 am/Jake's Seafood
- Mar 21.....Full Board of Directors Mtg ..... 11:00 am/Jake's Seafood
- Mar 23.....Merchants' Attic .....Begins at 10:30AM/Cape HS
- Mar 29.....General Membership Mtg.....Noon/Cultured Pearl  
See page 3 for details!
- Apr 13.....Town of Dewey Beach Mtg .....9:00 am/Life Saving Station
- Apr 18.....Executive Board of Directors Mtg..... 10:30 am/Jake's Seafood
- Apr 18.....Full Board of Directors Mtg ..... 11:00 am/Jake's Seafood
- Apr 19.....City of Rehoboth Beach Mtg .....3:00 pm/Commissioners Room

For Resort Area Events, visit [www.Beach-Fun.com](http://www.Beach-Fun.com)

# 2019 Business After Hours

**Members are invited to attend monthly Business After Hours! These popular mixers are a great opportunity to meet and network with your fellow Members.**

A \$1.00 donation is collected at the door which creates the funds for the 50/50 raffle. Business card drawings are also held and door prizes are given out to the lucky winners!



**5:00  
to  
7:00  
PM**

**Thursday, April 11 · CUVÉE Ray Wine Bar**

**Thursday, May 16 · DiFebos, Rehoboth Beach**

**Thursday, June 6 · Crooked Hammock Brewery**

**Thursday, September 19 · Azzurro Italian Oven + Bar**

**Thursday, October 10 · Hyatt Place/Lighthouse Cove Event Center**

**Thursday, November 14 · The Pines Rehoboth Beach**

**Thursday, December 19 · Chamber Holiday Party at Jake's Seafood**

# General Membership Meeting



Join us Friday, March 29, 2019 at 12:00 PM at the Cultured Pearl Restaurant for a General Membership Meeting.

Guest speakers will be: John Sisson, Chief Executive Officer of DART and Julie Theyerl, Chief Customer Experience Officer for DART, giving an Employee & Employer "Parking & DART to the Beach Update" plus "1 minute of fame" speakers: Jonathan Parker from Jonathan L. Parker & Associates, LLC and Maryanne Kauffman, Director of International Student Outreach Program (ISOP).

Lunch will be buffet style, \$22 per person. Menu includes assorted sushi rolls, House salad with ginger dressing, Edamame, Korean barbecue with Kim Chee and fried rice, Tempura vegetables, Green curry chicken, Jasmine rice, and Dessert. To RSVP, please contact Lisa at 302-227-6446 ext. 14 or [lisa@beach-fun.com](mailto:lisa@beach-fun.com).

## Shredding Day

Shred Your Documents For Free!



The Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center in partnership with WSFS will host the 10th Annual Shredding Day!



**Friday, May 3, 2019 • 10AM-2PM**

(Rain Date: Friday, May 10, 2019 • 10AM-2PM)

**WSFS • 19335 Coastal Highway, Rehoboth Beach**  
(Lighthouse Plaza Shopping Center by Giant)

No Charge; Donations are appreciated!  
Call the Chamber for more info! 302-227-6446





# BRAG BOARD

## Thanks for the Postcard

Dear Sophia,

Thank you for the postcard from Delaware. I would like to visit Delaware some day. My class won a pizza party from the postcard challenge. I was third place in my class for getting the most post cards.

Colin from California



## Congrats to Local Chef

According to its website, StarChefs Rising Stars Awards celebrate up-and-coming chefs and culinary professionals, who represent the vanguard of the contemporary American dining scene.



With that in mind, a(Muse.) owner and chef Hari Cameron was recently named a 2018 D.C.-Chesapeake Rising Star by the culinary publication that prints quarterly. He was one of 18 culinary professionals from the region recognized, and the only one in Delaware. (Photo & article from CapeGazette.com).

## City of Rehoboth Welcomes New Dispatchers

The Rehoboth Beach Police Department recently welcomed two new dispatchers. Rehoboth dispatch answers local 911 calls and sends the necessary emergency service assets – ambulance, police, and fire department. They also communicate with the county dispatch center where multiple agencies are working together. The new dispatchers are Kaitlyn Carpinone and Micheline Senzamici. "Dispatchers must have the ability to handle more than one task at a time and operate efficiently in critical and stressful situations. They must be able to communicate with callers, police, fire and ambulance crews, and other dispatchers in a team atmosphere in both emergency and non-emergency situations," said Chief Keith Banks. "I'm excited to welcome Kaitlyn and Micheline. They are great assets to the City of Rehoboth Beach and our department."



Micheline & Kaitlyn

## TKo Hospitality Recognizes Knockout Award Winners

TKo Hospitality Management hosted its annual Knockout Award recognition ceremony Tuesday, February 19, 2019 at the Hyatt Place Hotel in Dewey Beach. TKo partners E. Thomas Harvey III, Kostas Kalogeropolous and Vince DiFonzo recognized managers and associates who actively embraced the company culture of C.A.R.E: Community service, Accountable to partners, Respect for each other and Excellence in all we do.

The TKo Knockout Award is a way to recognize associates who go above and beyond in fulfilling company culture with guests, owners, fellow associates and the communities they serve. Among those recognized with Knockout Awards were Michael Schlegel, Hotel Manager at the Hyatt Place Dewey Beach, Annie Benjamin, Housekeeping attendant at the Hyatt Place Dewey Beach, Phyllis Smith Tiller, Guest Service Agent at the SpringHill Suites Newark, Maria Rodriguez, Executive Housekeeper at the SpringHill Suites Newark, Corinne Harrington, Front Office Manager at the Surf Club Oceanfront Hotel, Patty Jackson, Asst. General Manager at the Hotel Monte Carlo Ocean City and Philippe Lespangol with TKo Hospitality. Also recognized at the celebration were Jeffrey Straub and Kathy Quimby who recently were recognized as "Front of the House" Associates of the year for the Delaware Hotel and Lodging Association. Both Jeffery and Kathy are associates at the Hyatt Place Dewey Beach.

For more information, visit [www.TKoHospitalityMgt.com](http://www.TKoHospitalityMgt.com).



TKo Knockout Award Winners shown are (top row l-r) Patty Jackson, Kathy Quimby, Corinne Harrington, Michael Schlegel. (bottom row l-r) Philippe Lespangol, Jeffrey Straub, Annie Benjamin, Maria Rodriguez, Phyllis Smith Tiller

# MEMBER UPDATE

## Longtime Member - KINfolk - Says Goodbye!

Since 1999, **KINfolk** has provided, for free, laptop computers and internet access to children who are hospitalized or homebound with illnesses or injuries. Young patients have been connected to family, friends, even schoolwork, thanks to the service. Students have been able to graduate with their classmates even though they could not attend class. Friends could encourage and cheer up patients without exposing them to potentially harmful germs. And families could share news, good and bad, without having to repeatedly tell the story.

Children across the United States, but particularly here in Delaware, benefitted from KINfolk. At Al DuPont Hospital for Children (Al), KINfolk's flagship hospital, dedicated volunteers delivered a computer to the patient's room, helped them set it up and navigate the internet (with proper safeguards, of course!). At KINfolk's inception, most young clients did not have an internet address, and KINfolk provided that. KINfolk also provided and maintained computers in the waiting rooms at Al, helping ease the anxiety and boredom attendant to waiting to see a medical professional. Over the years, conservative estimates are that KINfolk helped more than 65,000 children and their families.

Times have changed. Today, you can hold more technology in your hand than KINfolk's original computers offered. No longer is "dial up" used and wireless access is nearly universal. The cost and availability of technology has also changed.

When I founded KINfolk, I thought technology would pass us by in about 10 years. It has taken 19, but it has happened. So, with mixed emotions, KINfolk is closing its laptop screen. It is hard to feel regret, having done so much good, and we all leave with fondness for the mission and love for those we served.

But, in leaving, I want to express gratitude on behalf of all the KINfolk KIDs, to our long term and steadfast supporters - Al, AstraZeneca, Verizon, Wilmington Trust, and Grotto Pizza; to the members of the Board of Directors over the years; to the Executive Directors who served; to the incredible, dedicated volunteers whose commitment continues to move me; and to you, who attended our events, donated to our auctions, donated money, requested donations in lieu of gifts at your weddings and birthdays and spread the word to family and friends who needed our services. And, of course, thanks to the brave young patients and their families, whose courage inspired us.

While you should probably never single out individuals when doing this, special acknowledgements to Kathy McNamara, Board member, and founder of our Sussex County Wine Tasting and Art Auction, and Don Hobson, Board member, team leader of the volunteer band, and so much more. They were integral to KINfolk's success.

When I named KINfolk, I envisioned an organization of people ("folk") helping Kids In Need. I also wanted to convey a sense of family, ("kin"). As KINfolk closes, I want you all to know that you will always be part of the wonderful, welcoming and warm family that was KINfolk.

*Thank you, Jane Brady (Founder)*



## Reach Resort Area weekly renters through Memorial Day to Labor Day Weekend!!

For just 10 cents per single product piece, Chamber members can have their product placed in up to 11,000 Realtor Bags. The bags are delivered once a week from May through August to the majority of the local realtors. Product placement can be purchased either for the entire season or in four to five week consecutive periods (first-fourth quarters).

**Contact Sophia for more information!**  
**302-227-2233 x15 or [sophia@beach-fun.com](mailto:sophia@beach-fun.com)**





# WELCOME New Members!

The following businesses have been approved or are pending approval for Chamber Membership. Please keep these businesses, as well as other Chamber Members, in mind when purchasing goods or services.

## **Breakfast Guru Restaurant & Bar**

Dennis Kangayl  
19 Wilmington Avenue  
Rehoboth Beach, Delaware 19971  
www.breakfast-guru.com  
Restaurant/Eatery

## **Delaware Prosperity Partnership**

Christina McGinty  
1201 N. Orange Street, 1st Floor  
Wilmington, Delaware 19801  
302-477-7497  
www.deprosperitypartnership.com  
Service - Non-Profit

## **Fells Point Surf Co**

Alison Schuch  
23 Bellevue Street  
Dewey Beach, Delaware 19971  
302-212-2005  
www.fellspointsurf.com  
Retail - Apparel & Accessories

## **GCFL Productions**

Natalee DeHart  
6 Baker Street  
Berlin, Maryland 21811  
443-844-5178  
www.gcflproductions.com  
Service - Business Services

## **Jetset Travel American Express Travel Representative**

Angela Armutcu  
19470 Coastal Highway  
Rehoboth Beach, Delaware 19971  
302-678-5050  
www.jetsettravel.biz  
Service - Travel

## **T.E.A.M. Productions LLC**

Robert A. Rothermel, Jr.  
3 Dorchester Street  
Ocean City, Maryland 21842  
410-289-8230  
www.team-productions.com  
Service - Advertising/Marketing



## Thank You Monthly Renewing Members

The Chamber wishes to thank the following Members who recently renewed their membership investment. The list below represents Members who renewed during the period of February 7 - March 13, 2019. Thank you for your continued support!

All States Construction Company · Anchorage Motel · Applied Bank · Artisans' Bank · Atlantic Oceanside Resort  
Atlantis Inn · Bad Hair Day? · Baird Mandalas Brockstedt LLC · Bay Coast Realty · Bayside Homes Delaware  
Beach Retreat LLC · Bethany Blues · Big Fish Grill & Seafood Market · Bling Salon & Spa · Blue Hen Disposal  
Bluecoast Seafood Grill & Raw Bar Rehoboth · Carolyn Watson Photography · CertaPro Painters  
Clendaniels Plumbing, Heating & Cooling · Community Bank Delaware · Debbie Reed Team of Re/Max Realty Group  
Delaware Association of Realtors · Delmarva Board Sports & Discovery Tours · Diehl Foraker CPA's LLC · Egg  
Envirotech Environmental Consulting, Inc. · Epworth United Methodist Church · The Evergreene Companies  
Ferris Home Improvement · Fino, Inc. · Gold Leaf Hotel of Dewey-Rehoboth Beach · Hyett Refrigeration, Inc.  
Intellicor · Irish Eyes Pub & Restaurant · Jungle Jim's · Junior Achievement of Delaware · Kings Creek Country Club  
Law Office of Susan Pittard Weidman, PA · Leisure Point · The Local Buzz @ Joe Maggio Realty  
M.L. Lichtenberg & Associates LLC · Mark Showell Interiors · Marshall, Wagner & Associates, P.A. · McDonald's  
Meals on Wheels of Lewes & Rehoboth, Inc. · Megalodon Shark Teeth · Midway Speedway · The Olive Orchard  
One Day At A Time Gifts, LLC · Pet Wants Rehoboth Beach · Piccard Homes · RB Convenience  
Read Aloud Delaware · Rehoboth Ale House · Rehoboth Beach Animal Hospital · Rehoboth Beach Running Company  
Rehoboth Toy & Kite Co. · The Ruff Life by Sara England Designs · Ryan Homes · Schagrin Gas Co. · ShoreEasy.com  
The Sleep Emporium · South Moon Under · Statera Homes · Tiffany Caldwell Photography · VegRehoboth  
Ward & Taylor LLC · Weis Markets



# Beach Goes Red, White & Blue



The Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center, USO Delaware and Delaware's First Responders invite you to join us as we salute Police Officers, Firefighters, Paramedics, Lifeguards, our Military and ALL those who serve!

★ ★ **Saturday, June 8, 2019 · Begins at 11AM** ★ ★  
**Rehoboth Beach & Dewey Beach · Some Activities Weather Dependent**

USO Show Troupe Evening Performance on Friday, June 7th at the Starboard Restaurant in Dewey Beach

Join us Saturday, June 8th at the Rehoboth Bandstand for Free Musical Entertainment and the following:  
Demonstrations & Displays by USO Delaware and Local, County & State First Responders  
Retro & Historical Displays by Ft. Miles & Others · Family Fun Activities & Balloon Twisting



More info @ [Beach-Fun.com](http://Beach-Fun.com) 

# 2019 Event Sponsors To Date

**The Chamber of Commerce is proud to have our Members as sponsors!**

We greatly appreciate your support of the Sea Witch® Festival, Beach Goes Red, White & Blue, Spring & Fall Sidewalk Sales, Dewey Beach Movies and Bonfires, and the Sandcastle Contest.

Information was mailed in February! Sponsors to date include . . .

WRDE NBC Coast TV · Seaboard Hotels · The Bellmoor · County Bank  
Fairfield Inn & Suites · Clear Space Theatre Company · Mudslingers of Rehoboth Beach  
The Ice Cream Store · Mug & Spoon · Geico Local Office Delaware  
Hyatt Place Dewey Beach · Peninsula Pave & Seal · Rehoboth Bay Realty, Co.

See Next page for sponsorship opportunities! .....

Plus, turn to pages 20 & 21 for additional sponsorship info!

## DEWEY BEACH MOVIES & BONFIRES

### Rehoboth Beach-Dewey Beach Chamber of Commerce

#### FREE MONDAY NIGHT MOVIES

Bring your family & beach chair for a family friendly movie shown on a giant screen on Dewey Beach at Dagsworthy Avenue. Movies begin at 8:30 PM (dusk) and are shown on Mondays.

#### 2019 MOVIE SCHEDULE (AS OF MARCH 2019)

- June 24 · Lego Movie 2
- July 1 · Trolls
- July 8 · Beauty & The Beast (2017)
- July 15 · Finding Nemo
- July 22 · Ralph Breaks the Internet
- July 29 · Peter Rabbit
- August 5 · Mary Poppins Returns
- August 12 · Incredibles 2
- August 19 · Hotel Transylvania 3



**FREE PARKING**  
between 5-11PM  
on Mon, Tues &  
Wed evenings!



**Sponsor a Movie Slide!**  
Contact Emily at  
302-227-6446

#### FREE WEDNESDAY NIGHT BONFIRES

Bring your family & beach chair to a bonfire & marshmallow roasting on Dewey Beach at Dagsworthy Avenue. Bonfires are held from 7:00 PM to 9:00 PM on Wednesdays. The 2019 Schedule is June 26, July 3, 10, 17, 24, 31 and August 7, 14, 21.

Movies and Bonfires are donation based activities; contributions sustain these activities and are appreciated! Activities are subject to weather cancellations: lightning or unsafe conditions. Updates will be posted on the Chamber's Facebook Page.





# 2019 Bundle Sponsorships

Your business can be a part of all the Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center events. Pick your sponsorship below!



**Beach Goes Red, White & Blue!**  
June 8



**Dewey Beach Movies & Bonfires**  
Summer 2019



**Sandcastle & Sculpture Contest**  
September 7



**Spring & Fall Sidewalk Sales**  
May 17-19 · Oct. 4-6



**Sea Witch Festival®**  
October 25-27

Official Sponsor **WRDE**

## Official Sponsor of Any One Major Event\* • \$10,000

Includes everything listed in the Perfect Wave Sponsorship, PLUS marketing and promotion as Official Sponsor of that event! WRDE NBC Coast TV has returned as the Official Sponsor of the Sea Witch Festival®! \*Only one Official Sponsor per event.

## Perfect Wave Sponsor • \$8,000 (Actual Value \$10,277)

- General Press Release for Each Event...\$750
- Press Release w/ Check Presentation Photo...\$100
- Logo/Listing on Event TV Commercial...\$2,000
- Banner Production & Placement at Designated Events...\$600
- Prominent Logo on Event T-Shirts/Product...\$550
- Balloon for Sea Witch® Parade...\$600
- (2) Event Trophy Sponsorships...\$500
- (1) Sea Witch® Festival Activity Sponsor...\$300
- Full Page Color Ad in Sea Witch® Program...\$750
- (3) Beach Goes Blue Radio Spot Tag Ons...\$150
- (2) Beach Goes Blue TV Commercial Tag Ons...\$200
- (3) Dewey Beach Movie Preview Slides...\$300
- Full Page Color Ad in Visitor's Guide...\$1,650
- Full Page "Focus On" Newsletter Ad...\$175
- (2) Website Banners for 1 Year...\$700
- (3) Chamber Member Blasts...\$297
- (2) Chamber Beach Blasts...\$300
- (2) Product Placement at Business After Hours or General Membership Meetings...\$200
- (4) Sea Witch® T-shirts...\$100
- (1) Ticket to a Awards Recognition Event...\$55

## Tidal Wave Sponsor • \$6,000 (Actual Value \$7,553)

- General Press Release for Each Event...\$750
- Press Release w/ Check Presentation Photo...\$100
- Logo/Listing on Event TV Commercial...\$2,000
- Banner Production & Placement at Designated Events...\$600
- Prominent Logo on Event T-Shirts/Product...\$550
- (1) Event Trophy Sponsorship...\$250
- 1/2 Page Color Ad in Sea Witch® Program...\$450
- (2) Beach Goes Blue Radio Spot Tag Ons...\$100
- (1) Beach Goes Blue TV Commercial Tag Ons...\$100
- (2) Dewey Beach Movie Preview Slides...\$200
- 1/2 Page Color Ad in Visitor's Guide...\$1,250
- Full Page "Focus On" Newsletter Ad...\$175
- (1) Website Banner for 1 Year...\$350
- (2) Chamber Member Blasts...\$198
- (2) Product Placement at Business After Hours or General Membership Meetings...\$200
- (1) Chamber Beach Blast...\$150
- (3) Sea Witch® T-shirts...\$75
- (1) Ticket to a Awards Recognition Event...\$55

## Barrel Wave Sponsor • \$4,000 (Actual Value \$5,153)

- General Press Release for Each Event...\$750
- Press Release w/ Check Presentation Photo...\$100
- Logo/Listing on Event TV Commercial...\$2,000
- Banner Production & Placement at Designated Events...\$600
- Logo on Event T-Shirts/Product...\$225
- (1) Event Trophy Sponsorship...\$250
- (1) Beach Goes Blue Radio Spot Tag On...\$50
- (1) Beach Goes Blue TV Commercial Tag On...\$100
- (2) Dewey Beach Movie Preview Slides...\$200
- 1/4 Page Color Ad in Sea Witch® Program...\$350
- 1/2 Page "Focus On" Newsletter Ad...\$125
- (2) Chamber Member Blasts...\$198
- (1) Product Placement at a Business After Hours or a General Membership Meeting...\$100
- (2) Sea Witch® T-shirts...\$50
- (1) Ticket to a Awards Recognition Event...\$55

## Swell Wave Sponsor • \$2,000 (Actual Value \$2,823)

- General Press Release for Each Event...\$750
- Press Release w/ Check Presentation Photo...\$100
- Banner Production & Placement at Designated Events...\$600
- Logo on Event T-Shirts/Product...\$225
- 1/4 Page Color Ad in Sea Witch® Program...\$350
- (1) Beach Goes Blue Radio Spot Tag On...\$50
- (2) Dewey Beach Movie Preview Slides...\$200
- (2) 1/4 Page "Focus On" Newsletter Ad...\$200
- (2) Chamber Member Blast...\$198
- (1) Product Placement at a Business After Hours or a General Membership Meeting...\$100
- (2) Sea Witch® T-shirts...\$50

## Rip Wave Sponsor • \$950 (Actual Value \$1,800)

- General Press Release for Each Event...\$750
- Press Release w/ Check Presentation Photo...\$100
- Logo on Event T-Shirts/Product...\$225
- Banner Production & Placement at Designated Events...\$600
- (1) Dewey Beach Movie Preview Slide...\$100
- (1) Sea Witch® T-shirt...\$25



Contact **Emily** at **302-227-6446!**

# REPORTS *and* STATISTICS



## Accommodation Occupancy Chart | 2018 vs. 2019

Weekend	Room Count	Weather	Event
January 5-7, 2018	1,356	10's Snowy	No Event
January 4-6, 2019	1,254	50's Rain	No Event
January 12-14, 2018	1,781	30's Cloudy	No Event
January 11-13, 2019	1,204	30's Cloudy	No Event
January 19-21, 2018	1,671	40's Sunny	No Event
January 18-20, 2019	1,396	40's Cloudy	No Event
January 26-28, 2018	1,786	40's Sunny	No Event
January 25-27, 2019	1,302	40's Sunny	No Event
February 2-4, 2018	2,051	40's Sunny	Polar Bear Plunge
February 1-3, 2019	1,738	40's Sunny	Polar Bear Plunge
February 9-11, 2018	1,738	50's Cloudy	No Event
February 8-10, 2019	1,537	30's Cloudy	No Event
February 16-18, 2018	2,399	50's Sunny	Holiday/Merchants' Attic
February 15-17, 2019	2,167	50's Rainy	No Event
February 23-25, 2018	2,030	40's Cloudy	None
February 22-24, 2019	1,672	40's Rain	None
March 2-4, 2018	2,049	40's Sunny	None
March 1-3, 2019	1,837	40's Rainy	Gumbo Crawl
March 9-11, 2018	1,998	50's Sunny	None
March 8-10, 2019	1,672	40's Rainy	None

Wednesday	Room Count
January 3, 2018	1,003
January 2, 2019	901
January 10, 2018	1,044
January 9, 2019	958
January 17, 2018	1,095
January 16, 2019	960
January 24, 2018	1,034
January 23, 2019	994
January 31, 2018	1,001
January 30, 2019	954
February 7, 2018	1,061
February 6, 2019	993
February 14, 2018	1,183
February 13, 2019	1,002
February 21, 2018	1,074
February 20, 2019	1,025
February 28, 2018	1,173
February 27, 2019	1,086
March 7, 2018	1,095
March 6, 2019	1,025

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - March 11, 2018 · 18,859

January - March 10, 2019 · 15,779



#### WEDNESDAY

January - March 7, 2018 · 10,763

January - March 6, 2019 · 9,898



Calls to accommodations are made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,886 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Friday/Saturday/Sunday.

*You will never follow your own inner voice until you clear up the doubts in your mind.*

*Roy T. Bennett*

# REPORTS and STATISTICS

## Website Results for www.Beach-Fun.com | 2018 vs. 2019

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
January	21,740	22,354	6,892	7,390	6,347	6,733	53.38%	57.30%	1:47	1:55
February	33,479	22,442	10,437	9,253	9,665	8,427	49.54%	61.00%	1:56	1:41
<b>YTD Totals</b>	<b>55,219</b>	<b>44,796</b>	<b>17,329</b>	<b>16,643</b>	<b>16,012</b>	<b>15,160</b>	<b>51.46%</b>	<b>59.15%</b>	<b>1:51</b>	<b>1:48</b>

\* YTD Total Average

### Top Pages Viewed - February 2019

Page on Site	Page Views
1 Order a Visitors Guide	2,897
2 Events	1,680
3 Thank You Page (Visitors Guide)	1,097
4 Merchants' Attic	809
5 Area Activities	673
6 Sea Witch Festival®	557
7 Dewey Beach Activities	551
8 Attractions	397
9 Photo/Video Tour	382
10 Accommodations	379

### Top 10 States to Visit Website - February 2019

State	Visits
1 Delaware (partly Member driven)	2,223
2 Pennsylvania	1,992
3 Maryland	987
4 New Jersey	824
5 New York	707
6 Virginia	506
7 District of Columbia	348
8 Ohio	244
9 Tennessee	216
10 Florida	145

## Delaware Labor Force Trends

(January 2019); Delaware's seasonally adjusted unemployment rate in January 2019 was 3.5%, down from 3.6% in December 2018. There were 16,900 unemployed Delawareans in January 2019 compared to 19,800 in January 2018. The US unemployment rate was 4.0% in January 2019, up from 3.9% in December 2018. In January 2018 the US unemployment rate was 4.1%, while Delaware's rate was also 4.1%.

Source: Delaware Department of Labor - Monthly Labor Review; published March 8, 2019. <https://lmi.delawareworks.com>

## Visitor Center Visitation

	2019	2018	2017	2016	2015
FEB	103	157	401	358	307

Feel free to drop off business cards, brochures, coupons and menus to the Chamber's Visitors Center located at **501 Rehoboth Avenue**. For more details, call Mariella at 302-227-6446!





## JOIN THE CONVERSATION



**DELAWARE STATE CHAMBER OF COMMERCE**

### 5<sup>TH</sup> ANNUAL SMALL BUSINESS DAY IN DOVER

**THURSDAY, MAY 9, 2019**

10am - 2pm

Fraizer's Restaurant • 9 E. Loockerman St. • Dover, DE 19901

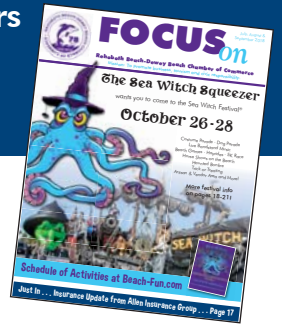
All Delaware chambers of commerce are coming together for this half day, immersive experience in Delaware's capital. You will learn about current issues that could impact your business and interact with the legislators who can pass or vote down this bills.



- Meet us at Fraizer's for a focused workshop on the most important issues this legislative session. Learn why you need to be involved.
- We are bringing the House Small Business Caucus meeting to us. Participate in an open forum and discuss all things small business. A lunch buffet will be provided.
- Put your advocacy skills to work. Meet your organization's legislator one-on-one.
- Tour the historic Legislative Hall.
- Attend session and watch your legislators in action.

Admission is \$25  
**REGISTER** online today at [www.DSCC.com](http://www.DSCC.com)

## Reach your fellow Members by advertising in the Focus On Newsletter!



Four printed issues with a minimum of 24 pages. A total of 4,400 copies are printed for each issue and are mailed to the Membership, elected officials, and inserted into the Cape Gazette newspaper. There will be three electronic newsletters emailed to 1,100+ Members & contacts. All ads are full color and include ad design.

### Ad Size ..... Price Per Ad ..... Ad Dimensions

Business Card Ad .....	\$50.00 .....	3.6" wide x 2.15" high
Front Page Footer .....	\$100.00 .....	7.4" wide x 1.5" high
Quarter Page Ad .....	\$100.00 .....	3.6" wide x 4.3125" high
Half Page Ad .....	\$125.00 .....	7.4" wide x 4.3125" high
Full Page Ad .....	\$175.00 .....	7.4" wide x 9.125" high

**Contact Sophia to reserve your spot!**  
302-227-6446 x15 or [sophia@beach-fun.com](mailto:sophia@beach-fun.com)



### Beginning Monday, May 20, 2019, DART offers Employee Discounted Parking Program.

Employees can park at the Rehoboth Park & Ride on Shuttle Road at a discounted rate of \$4 (regular price is \$10) and they'll receive a daily pass to ride DART's frequent, daily Beach Bus services. The discounted rate applies only during the staff's scheduled work hours and the hangtag must be displayed on their rear view mirror. Hangtags are available for pick up by employers only beginning May 20, at the Rehoboth Park & Ride office Monday to Friday, 8 AM to 5 PM. Please bring a business card or some other type of identification. For information, visit [DartFirstState.com](http://DartFirstState.com) or call 302-226-2001.

**Additional \$2 Subsidy Provided by City of Rehoboth:** If you are located and licensed in the City of Rehoboth Beach, your employees can park for just \$2 per day and they'll receive a daily bus pass. Call the Rehoboth Beach City Manager's office at 302-227-4641 for more information.

The Lewes Park & Ride continues to offer free parking with frequent, daily Beach Bus service.

**DART will once again offer parking for tour & bus operators at the Rehoboth Beach Park & Ride!** After dropping off passengers, motorcoaches can park at the Rehoboth Park & Ride for \$20/day, and the Driver will receive a DART Daily Bus Pass to "DART" to the Beach, Shops, Boardwalk...and More! After September 8, 2019, parking is free. To reserve your space, call 302-226-2001.

# 2019 REGIONAL ADVERTISING PLACEMENT

(as currently approved)

Publication .....	Run Date
AAA World Magazine .....	March/April
Better Homes & Gardens .....	May
Calkins Media.....	January
Comcast/Xfinity.com Web .....	2019
Country Living.....	May
Facebook/Social Media.....	2019
Family Circle.....	May
Good Housekeeping .....	May
Guest Quest .....	Spring/Summer/Fall
I-95 Presence/Welcome Center.....	2019
Interfuse, Online.....	Spring
Pocket Ranger App.....	2019-2020
Recreation News .....	2019
Southern Living .....	April & September
WBOC .....	Ongoing
WBOC Digital .....	June
WMDT .....	Ongoing
Woman's Day .....	May
WRDE .....	Ongoing

Make plans to stay in the Resort Area for an  
*event or just because!*

## Rehoboth Beach and Dewey Beach, Delaware

- Tax-Free Shopping at Boutique and Factory Stores
- Award Winning Festivals
- Fun, Outdoor Recreation
- Cozy Accommodations
- Culinary Delights at 150+ Restaurants & Eateries

**Beach-Fun.com**

800-441-1329



*Sample Ad*

2019 Regional Advertising Budget - \$100,000. 2019 Local Advertising Budget - \$11,000. Sample local advertising includes: Discovery Map, Jolly Trolley, etc. Additional advertising is taken as sponsorship becomes available.



# BUSINESS *after* HOURS PICTURES

## THANKS to our March Host!

2009 Highway One, Dewey Beach · 302-227-4600  
www.thestarboard.com





# BUSINESS *after* HOURS PICTURES

## THANKS to our March Host!

2009 Highway One, Dewey Beach · 302-227-4600  
www.thestarboard.com





# MEMBERS IN THE SPOTLIGHT

## GCFL Productions

GCFL utilizes content strategy, social media strategies, video production, and digital marketing to help businesses create consistent and successful branding messages. By helping businesses tell their story, they are able to showcase their unique perspectives, personal profiles, and impassioned involvement in the local community. Their approach is personal, detailed, and unique. The team doesn't believe in cookie cutter branding or stale marketing; rather, they strive to discover the underlying magic of your business, and let it shine through video creation, content marketing, and digital promotion. Every business has a story to tell, let GCFL help you tell your story. More info at [www.gcflproductions.com](http://www.gcflproductions.com) or 443-844-5178. ♦



## Highway One - Ten Sisters Road Race Series

For the 17th year, the Highway One Companies and Races2Run want to quote NASCAR with a familiar-kind-of mandate: "RUNNERS START YOUR ENGINES," for a healthy summer of great fun, staying in shape, and remarkable camaraderie with visiting runners from around the country and with our local athletes who just love to run. Ten walk/runs are held from May 27th until September 7th at well-known establishments in Dewey Beach.



Beginning in 2002 the "Sisters" events have taken place each year in Dewey Beach thanks to the sponsorship of the Highway One Companies. As the Companies expanded, the races expanded from 7 Sisters to 10. There were also a couple of "brothers" races for a few years. Proceeds from the races go to local charities. Races begin on Memorial Day weekend and end with the coveted Gary P. Lister Bottle and Cork 10 mile/5 K runs (now in its 43rd year) on the first Saturday after Labor Day. Visit [www.races2run.com/dewey-beach-series](http://www.races2run.com/dewey-beach-series) for details on each of the Ten Sisters events and to register early and get a discount. ♦



### Shop Our Sidewalks!

36th Annual Spring  
Sidewalk Sale  
May 17-19, 2019

[www.beach-fun.com/sidewalk-sale.html](http://www.beach-fun.com/sidewalk-sale.html)

## Mason's Famous Lobster Rolls

Located on the ocean block of Rehoboth Avenue, Mason's Famous Lobster Rolls kicked off its third season with a Ribbon Cutting ceremony on March 7th (see picture below). To celebrate its re-opening, Mason's is offering all guests \$1 off of any of their famous lobster rolls for the month of March only.



This year, Mason's will be introducing its Bar Harbor roll, where guests can get the meat equivalent of a 1 ¼ lb. lobster, including a lobster tail, on any of their favorite lobster rolls (i.e. Classic, Connecticut, Lobster Salad or Lobster BLT). The Bar Harbor roll is 50% larger than its standard lobster roll and only costs \$5 more.

Mason's is located at 67B Rehoboth Avenue in Rehoboth Beach, Delaware. For more information visit their website, [www.masonslobster.com](http://www.masonslobster.com) or call 302-727-0411. ♦



## Signature Property Management

Signature Property Management provides management and maintenance services for residential condominium communities and their homeowner associations, or HOAs. Founded in 2014, it is locally-owned and operated in Sussex County, DE, with real estate, finance and accounting, community management and maintenance professionals on staff and a focus on partnerships to protect and enhance the value of the managed communities, complete transparency and accountability using state-of-the-art industry specific technology.



For more information, please visit them at their new location at 20375 John J. Williams Highway (Route 24) in Lewes. The company can also be reached at 302-260-9595 or [www.spmde.com](http://www.spmde.com). ♦



# DELAWARE Beach Life

## WELLNESS GUIDE

A look at how coastal Delaware residents are embracing healthy living

Look for Delaware Beach Life's Wellness Guide in the June issue, featuring content on a variety of health and fitness topics, a directory of wellness providers and more!

For advertising opportunities call 302-227-9499 or email [info@delawarebeachlife.com](mailto:info@delawarebeachlife.com)

[delawarebeachlife.com](http://delawarebeachlife.com)



# 2019-2020 Chamber Coupon Book



The Chamber created and distributed 50,000 Coupon Books and is printing the same for 2019! 50,000 Coupon Books will be printed & distributed locally by the Chamber during the last week of May to the Boardwalk Kiosk, Visitors Center, Realtors, and Accommodations. The books are also included in 11,000 Summer Realtor Bags and placed in some Resort Area bins. The duration of the Coupon Book is May to May.

**Cost per coupon is \$125 and includes free coupon design!**  
**The deadline for payment and coupon is April 12, 2019.**

Coupon Dimensions - 3.5" wide x 1.375" tall; Full Color; Min. of 300 dpi.  
 Email to Meghan as a pdf file to [meghan@beach-fun.com](mailto:meghan@beach-fun.com).

For More Information, Contact Sophia!  
**302-227-6446 • [sophia@beach-fun.com](mailto:sophia@beach-fun.com)**

## Don't Miss Out...Complete the form below!

**Please check:**

- I will email a camera-ready coupon by April 12th (specs listed above)
- I would like the Chamber to create my coupon (info required to create coupon below; also email high resolution logo and/or picture to [meghan@beach-fun.com](mailto:meghan@beach-fun.com))

Business Contact Name \_\_\_\_\_

Business Contact Email \_\_\_\_\_

**Information below to be shown in print:**

Business Name \_\_\_\_\_

Business Phone Number \_\_\_\_\_

Business Address \_\_\_\_\_

Business Website \_\_\_\_\_

Coupon Offer (i.e. 10% off any one single item) \_\_\_\_\_

Coupon Disclaimer & Expiration Date (i.e. Must present coupon at time of purchase. Valid till 5/31/2020) \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Act Now...Only 80 Coupons Available on a First Come, First Serve Basis!!!**

**2019-20 Sample Page**

5 coupons per page with perforation between each coupon

**PEPPERS.COM**  
 17601 Coastal Highway  
 Lewes at Five Points  
 302-644-6900  
[www.peppers.com](http://www.peppers.com)

Must present coupon at time of purchase. Expires 5/31/19

**FREE Bottle of Hot Sauce with \$20 Purchase**

---

**PET WANTS**  
REHOBOTH BEACH

**10% Discount**  
 on a single item & receive a **Free Tail Bangers** dog treat.  
Must present coupon at time of purchase. Exp 5/31/19

146 Rehoboth Ave · Downtown Rehoboth Beach  
 302-569-9080 · [PetWantsRehobothBeach.com](http://PetWantsRehobothBeach.com)

---

**BUY ANY 2 LARGE PIZZAS, GET \$2 OFF**

With this coupon. Not valid with other offers. Expires 5/21/19

**Steak Shop**  
The Ultimate Cheese Steak

**BUY ANY 2 X-LARGE PIZZAS, GET \$4 OFF**

302-226-3000 | 19287 Miller Road, Unit 1A  
 302-227-8000 | Rehoboth Beach, DE 19971  
[PeteSteakShop.com](http://PeteSteakShop.com) | [RehobothMarketplace.Cc](http://RehobothMarketplace.Cc)

---

**PHILLY PRETZEL FACTORY**

**BUY 6 Salted Pretzels, GET 3 Salted Pretzels FREE!**

18701 Coastal Hwy · Rehoboth Beach  
 302-645-2271  
Exp. 5/31/19

---

**10% Off Any Purchase**  
\*excluding coffee beans. Expires 5/31/19.

37140 Rehoboth Avenue  
 Rehoboth Beach  
[ThePointCoffee.com](http://ThePointCoffee.com)  
 302-260-9734

**THE POINT Coffee Beans**  
Open Daily

Fresh Baked Goods · Breakfast · Lunch · Coffee · Hot & Cold Beverages

As of 1/18/19

**18** Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center

March E-Newsletter · 2019

# 2019 Dining Guide

Cooked Up By The Rehoboth Beach - Dewey Beach  
Chamber of Commerce & Visitors Center

Reserve your spot by contacting Sophia at  
302-227-6446 · sophia@beach-fun.com



A minimum of 25,000 guides will be printed & distributed locally by the Chamber during the last week of May to the Boardwalk Kiosk, Visitors Center, Accommodations, and Realtors. Restaurant menus will be included in the printed Dining Guide and at Beach-Fun.com.

**Deadline for ad & payment is April 12, 2019.**

The cost remains at **\$800** which is offset by advertisers receiving an added value choice of either a half page color ad in the 2020 Visitors Guide (a \$1,250 value) or insertion of 11,000 pieces of product in the 2019 Realtor Bag Season (a \$1,100 value).

#### File Requirements:

- 2 full color separate pages, dimensions per each page: 7.875" wide x 10.25" high (Please note that there's no bleed)
- Send as a pdf file(s), minimum of 300 dpi, include all fonts
- Email to Meghan at meghan@beach-fun.com

**Reserve your space by completing the information below & faxing to 302-227-8351.**

Restaurant Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please check which added value advertising service you want to participate in:

- 2019 Realtor Bag Season       2020 Visitors Guide

Note: Realtor Bag product is due by April 17, 2019 (11,000 pieces). If product is not received for the 2019 Realtor Bag season, a half page ad will automatically be placed in the 2020 Visitors Guide.

**Don't forget to have your coupon in the 2019-20 Coupon Book...\$125!**

- Check if you want to do a coupon! Deadline for payment & coupon is April 12, 2019.



Contact Sophia at 302-227-6446!



# 2019 Individual Event Sponsorships

Your business can be a part of any of the **Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center** events. Mark your selection(s) from the options below.



## 4th Annual Beach Goes Red, White & Blue

June 8, 2019

Join us as we salute Police Officers, Firefighters, Paramedics, our Military and ALL those who serve! Activities will take place in Rehoboth Beach & Dewey Beach. Enjoy free musical entertainment on the Rehoboth Bandstand as well as demonstrations and displays from Local, County and State Police, First Responders, USO Delaware and Fort Miles.

- Kid's Activity Sponsorship** ..... \$300  
*(balloon twist, craft, face painting, etc.)*
- Bandstand Entertainment Sponsor** ..... \$3,000  
*(only one sponsor permitted)*



## 40th Annual Sandcastle & Sculpture Contest

September 7, 2019

Teams and individuals of all ages will express their artistic flare in the sand on Rehoboth Beach. The contest will be held on the beach off of Delaware Avenue in front of Funland. Spectators are invited to vote for their favorite creations and join in on the fun with kids craft activities and a community sandcastle.

- Logo on Event T-Shirt** ..... \$100
- Trophy Sponsorship** ..... \$100
- Children's Activities** ..... \$500



## Santa's House & Light Display on the Boardwalk

November & December Weekends

Hundreds of children will line up at Santa's House on the Rehoboth Boardwalk to tell him their wish list. Santa's House will be open during the Rehoboth Beach Tree Lighting and weekends in December. Don't miss the light displays along the boardwalk too!

- Santa Sponsor for the Week** ..... \$200  
*(inclusion on press release, website, Newsletter & Facebook, plus promotional picture)*



## Free Movies and Bonfires in Dewey Beach

June 24 - August 21, 2019

Become a movie slide sponsor and reach the 3,000+ visitors attending the free Dewey Beach Movies on the Beach and Bonfires on the Beach. Movie slides run on a loop for 30 - 45 minutes prior to all 9 scheduled movies.

- Movie Slide Sponsor** ..... \$100  
*(Business logo, picture and contact info on a 5 second slide shown during the pre-movie slide show before every movie for the whole summer)*
- "Featured" Movies & Bonfires Sponsor** ..... \$500  
*(Includes 2 movie slides; approved handout opportunity during events; inclusion on 2 press releases)*
- "Blockbuster" Movies & Bonfires Sponsor** ..... \$1,500  
*(Includes 4 movie slides; approved handout opportunity during events; inclusion on 4 press releases)*



Chamber Recognition Luncheon · November 20, 2019

Installation & Distinguished Awards Banquet · December 2019

The Chamber will hold two events: a Recognition Luncheon on November 20th honoring our 20-Year Members, Sponsors and Scholarship Recipients as well as the Annual Installation and Distinguished Awards Banquet in December recognizing the recipients of the Business of the Year, Mae Hall McCabe and Volunteer of the Year Awards and Installation of the Chamber Board.

Join us for these sell-out events!

- Advertising Slide during Pre-Show Presentation** ..... \$50  
*(Business logo, picture and contact info on a slide; to be shown during the Pre-Show Photo Presentation at both events)*
- Event Sponsor (Per Event)** ..... \$500  
*(Placement and distribution of your businesses' promotional product or gift at each place setting; product/signage placement at each table; advertising slide included in the pre-show photo presentation; promotion on press when applicable; First right of Refusal; Non-Compete with fellow Members)*



# Contact Emily at 302-227-6446!



# 30th Anniversary of the Sea Witch® Festival · October 25-27, 2019

The Sea Witch® Festival is a multi-award winning festival that continues to draw crowds of 195,000+ over the 3 day weekend. Festival goers can participate in the costume parade, dog parade, trick or treating, haunted bonfire, 5K, live entertainment, beach games and more!



**Your business can be a part of the Sea Witch® fun!**  
Mark your selection(s) from the options below!

### Costume Parade - Saturday

- Parade Trophy Sponsorship..... \$150
- Parade Balloon (subject to availability) ..... \$600

### Dog Costume Contest & Parade - Sunday

- Co-Sponsor of Dog Parade..... \$500
- OFFICIAL Dog Parade Sponsor ..... \$1,000

### Official Bandstand Sponsor

- Bandstand Sponsor (banner & amenities)..... \$5,000

*\*only one Bandstand Sponsor permitted*

### Festival Gear Sponsorship

- Festival Event T-Shirt (min. of 1,000 printed)
  - Logo on t-shirt ..... \$125
  - Logo on (1) sleeve of t-shirt..... \$2,000

### Official Sea Witch® Vittle

- Official Vittle (i.e. crab cake, donut) ..... \$500

*\*only one vittle per category*

### Website - Beach-Fun.com - Advertising

- Web Banner on Sea Witch® Page ..... \$350

### Fun Activities & Beach Games Sponsorship

*Recognition as sponsor in program & press; logo on event ribbon (if applicable)*

- Broom Toss on the Beach..... ~~\$300~~ **Sold Out!**
- Hula Twist Off ..... \$300
- Peanut on the Nose Race ..... \$300
- Slippery Swords ..... ~~\$300~~ **Sold Out!**
- Knee Knob Wobble..... ~~\$300~~ **Sold Out!**
- Monster Stomp ..... \$300
- Noggin Joggin ..... \$300
- Choo Choo Express ..... \$300
- Tyke Bike on the Boards ..... \$300
- Kid's Treasure Hunt..... \$600

*\*some activity names subject to change; one sponsor per event*

### Festival Program Advertising

- Program Advertising (full color; 10,000+ copies)
  - 1/8 page (3.625" w x 2.28125" t)..... \$300
  - 1/4 page (3.625" w x 4.8125" t) ..... \$350
  - 1/2 page (7.5" wide x 4.8125" t) ..... \$450
  - Full page (dim. below; No Bleed only) ..... \$750
  - Outside Back Cover (dim. below) ..... \$850
  - Inside Front Cover (dim. below) ..... \$850

*No Bleed: 7.5" w x 9.875" t; Covers With Bleed: 8.125" w x 10.75" t*

Reserve  
Your Space  
By 8/30



Tyke Bike on the Boards



Balloon Sponsor



Kid's Beach Games



Parade Trophies



Costumed Dog Parade

**For additional information or questions,**  
contact Emily Grothey at 302-227-2233 ext. 11 or [events@beach-fun.com](mailto:events@beach-fun.com)

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Business Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Contact Signature \_\_\_\_\_ Date \_\_\_\_\_

By signing this agreement, you agree to the sponsorship as completed on this sheet. Completed forms can be sent to the Rehoboth Beach-Dewey Beach Chamber of Commerce, Attn: Emily Grothey. PO Box 216, Rehoboth Beach Delaware 19971. Email to [events@beach-fun.com](mailto:events@beach-fun.com) or fax to 302-227-8351.



# Contact Emily at 302-227-6446!

If it is important to **YOU** it is important to us!



From simple electrical outlets, ceiling fans, generators, home entertainments to complicated electrical installations.

**GUARANTEED  
RELIABLE**



**645-5105**



**Rehoboth Beach-Dewey Beach  
Chamber of Commerce & Visitors Center**

P.O. Box 216 · Rehoboth Beach, DE 19971

PRESORT STANDARD  
U.S. POSTAGE PAID  
REHOBOTH BEACH DE  
PERMIT NO. 24