



FOCUS *on*

July/August
2016

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Beach Goes Blue A Success...Let's Do It Again!



Visitor's Comment on Beach Goes Blue ...

"Good Time! Our family visits all the time. We tried places that we never tried before because they offered a special during Beach Goes Blue". Maryann Massari

**Thanks To Our Official
Beach Goes Blue Sponsor**

WBOC 16

Wrap Up & Pics on Page 14!



Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

P.O. Box 216 · 501 Rehoboth Avenue
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

Download the Chamber's FREE App!

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Legal Counsel Jay Becker
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Chamber Staff Contact Information

Sophia Sawicki, Visitors Center Manager..... Ext. 0
Visitors Center StaffExt. 0
Phyllis Fischer, Sue Krick, Susan Maclary,
Karen McMahan and Nancy Stewart
Kate Bell, Events Ext. 11
Carol Everhart, President/CEO Ext. 13
Joy Kidd, Administration Ext. 14
Patty Burkentine, Membership Ext. 15
Meghan McCalley, Finance/Marketing Ext. 16
Elsa Muñoz, Distribution.....Ext. 25

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2016 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
July 8.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
July 15	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
Aug 12.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
Aug 19.....	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
Sept 8.....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Sept 8.....	Full Board of Directors Mtg	11:30 am/Jake's Seafood
Sept 9.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
Sept 16	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room

For more Resort Area Events, visit www.Beach-Fun.com

2016 Business After Hours

Members are invited to attend monthly Business After Hours! These mixers are a great opportunity to meet and network with your fellow Members. Each event runs from **5-7 PM**. A \$1.00 donation is collected at the door which creates the pot for the 50/50 raffle. Business card drawings are held and door prizes are given out to the lucky winners!

- Thursday, July 21** · Nassau Valley Vineyards
- Thursday, September 15** · Hyatt Place, Dewey Beach
- Thursday, October 13** · Dewey Beer Co.
- Thursday, November 17** · Arena's Deli & Bar, Coastal Highway
- Thursday, December 8** · Jake's Seafood House, Coastal Highway

Sandcastle Contest

New Location! New Date!

September 10, 2016
at the Beach in
front of Funland!

More info
on page 6!



YOU ARE INVITED

WINE TASTING & "ART" AUCTION

(INCLUDING ITEMS SUCH AS ORIGINAL LOCAL ART, JEWELRY, PHOTOGRAPHY, ATTRACTION TICKETS, PAINTED ITEMS, METAL WORK PLUS A VARIETY OF OTHER GREAT ITEMS)

TO BENEFIT



THE CORDREY CENTER

LOCATED AT THE EAST COAST GARDEN CENTER

30366 CORDREY ROAD, MILLSBORO, DE 19966

WEDNESDAY, JULY 20, 2016 -- 5:30 PM TO 8:30 PM

ADMISSION IS \$30

KINfolk supplies free laptop computers and Internet access to hospitalized and homebound children to keep them in touch with family, school, and friends and to help them fight the stress of their illness.

For Tickets or Info call Kathy at 302 645-6971 (Tickets available at the door)

Service at the Beach

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¹Securities and Insurance Products.

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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 May 16 - June 22, 2016. Thank you for your continued support!

AAA Storage · Accent on Travel · Ace Sportfishing INC/Katydid Charters · Activ Pest Solutions
Active Adults Realty · Affinity Energy Management · Alley Oop Skim · American Classic Golf Club
Anglers Fishing Center · Arena's Famous Deli Bar · Atlantic Horizons · Bear Industries · Becker Morgan Group
Bella Terra Landscapes · Blooming Boutique · Blooming Boutique Too · Cafe Azafran · CLAWS Seafood House
Clearent · Coastal Concerts · Coastal Point · Coldwell Banker Resort Realty · The Cordrey Center
Crosswinds Motel · Del-Coast Design & Build · Delmarva Digital · Delmarva VoIP · Dewitt & Associates
Discover Bank · F&M Sand Art · Faw, Casson & Co. · Fisherman's Wharf
Fuqua, Yori and Willard, PA Law Firm · Girl Scouts of the Chesapeake Bay Council · Good Earth Market
Hazard Auto Parts · Holland Jewelers · Home Media One · Hyatt Place Dewey Beach - Bay Center
i Heart Media · Ice Cream Store · Indian River Lifesaving Station · Jam Bistro · Johnson Orthodontics
Karl Richeson Photography · Kitchen & Company · Marisa Chaves & Chiqui Gavilan
McDonnell & Associates, P.A. · Midway Par 3 Golf Course · Monograms Unlimited · NaturaLawn of America
northbeach Restaurant · Oceanwild Design · Operations and Safety Solutions · Outlet Liquors · Palate
Pot - Nets Homes · Queenstown Premium Outlets · Rehoboth Summer Childrens Theatre · Rodeway Inn
Rookery Golf Club · Sheets at the Beach · Shell We Bounce · Shrimpy's Snack Shack · Stick It! Gymnastics
Storage Solutions · T.H. White General Contractor · Tangier Island Cruises · Taylor Termite & Pest Control
WDMS Entertainment & Promo. · Wilmington Insurance Co. Renewals from May 16 - June 22, 2016.



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.

360 Virtual Services

Carla Palavecino
19601 Manchester Drive
Rehoboth Beach, Delaware 19971
717-614-7513
www.360virtualseervices.com
Service - Advertising/Marketing

Capitol Buildings Shed Outlet

Steven Fender
30511 Cave Neck Road
Milton, Delaware 19968
302-994-1896
www.shedcrazy.com
Retail - Sheds/Outdoor Accessories

The Fresh Market

Ricky Sprinkle
30098 Veterans Way
Rehoboth Beach, Delaware 19971
302-227-3401
www.thefreshmarket.com
Retail - Grocery/Convenience Store

Martel, Inc.

Dave Donaldson
4608 S DuPont Highway, Suite 1
Dover, Delaware 19901
302-855-0900
www.martelinc.com
Service - Telecommunications

McDonnell & Associates, PA

Meghan Kelly
34026 Coastal Highway
Bethany Beach, Delaware 19930
302-313-9955
www.mcdonnelllawfirm.com
Service - Law Office

Say "I Do" at the Delaware Beach

Barbara A. Brown
36492 Warwick Drive
Rehoboth Beach, Delaware 19971
302-521-0134
www.debeachweddings.com
Service - Officiant

Twist Juice Bar

Julie Harrigan
Wilmington Avenue & First Street
First Street Station
Rehoboth Beach, Delaware 19971
302-212-2605
www.twistjuicesrehoboth.com
Restaurant/Eatery

Sandcastle Contest: New Date, New Location, New Activities...WHY?

The Sandcastle Contest is a wonderful family fun event, which for 38 years has been held on the first weekend in August. While the first weekend in August is already a very heavy visitation time with thousands of spectators to view the completed sculptures, the visitation has not translated to the number of those who actually participate in the building of sandcastles or sculptures (despite additional cash prizes). The number of participants has decreased dramatically over the years and continues to decrease. We hope we can keep the event going by moving the date to a weekend that will allow more room on the beach for kid's activities, as well as allow moving the location of the registration and awards to the beach in front of the ever popular Funland (which will be their last open weekend for 2016) to draw more attention and encourage more families to join the fun.

Saturday, September 10th On the Beach in front of Funland

(Funland's Last Open Weekend for 2016)

Registration at 8:30AM · Judging at 3PM

More info at www.Beach-Fun.com/sandcastle-contest.html



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BUSINESS *after* HOURS PICTURES

THANKS to our May host: **Fairfield Inn & Suites**



Chamber President/CEO Ties The Knot!!

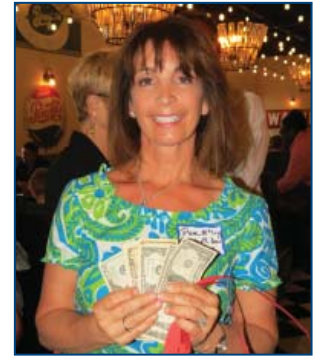
Carol Everhart and Larry Lanouette tied the knot on May 19th during Business After Hours hosted by the Fairfield Inn & Suites.

The couple met on the dating website, Match.com and had their first date at Arena's on Rehoboth Avenue. Whether by land, at sea or even in the air...this fun loving pair have been together ever since! Carol and Larry say they are slow learners, late bloomers and a perfect match!

The newlyweds thank everyone for helping them tie the knot!

BUSINESS *after* HOURS PICTURES

THANKS to our June host: Jimmy's Grille, Rehoboth Beach



REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2015 vs. 2016

Weekend	Room Count	Weather	Event	Wednesday	Room Count
April 3-5, 2015	2,186	50's Cloudy	Easter	April 1, 2015	1,322
April 1-3, 2016	2,356	50's Rain	Chocolate Festival	March 30, 2016	1,365
April 10-12, 2015	2,710	70's Cloudy	Get Down in Town	April 8, 2015	1,340
April 8-10, 2016	2,203	50's Rain	Dewey Music Festival	April 6, 2016	1,147
April 17-19, 2015	2,927	70's Sunny	Pop Fest	April 15, 2015	1,303
April 15-17, 2016	2,676	50' Sunny	Dewey Music Festival	April 13, 2016	1,284
April 24-26, 2015	2,789	50's Cloudy	Beach Goes Camo	April 22, 2015	1,294
April 22-24, 2016	3,117	70's Sunny	Coastal DE Running Festival, Bacon Fest, & Dewey Music Festival	April 20, 2016	1,075
May 1-3, 2015	3,227	50's Cloudy	Coastal DE Running Festival	April 29, 2015	1,188
April 29-May 1, 2016	2,393	60's Cloudy	None	April 27, 2016	1,286
May 8-10, 2015	3,602	70's Sunny	Mother's Day	May 6, 2015	1,218
May 6-8, 2016	2,621	60's Cloudy	Mother's Day, Dewey Arts Fest	May 4, 2016	1,411
May 15-17, 2015	3,352	60's Rain	Sidewalk Sale *	May 13, 2015	1,494
May 13-15, 2016	3,140	70's Sunny	No Event	May 11, 2016	1,426
May 22-24, 2015	3,549	70's Sunny	No Event	May 20, 2015	1,762
May 20-22, 2016	3,064	60's Sunny	Sidewalk Sale *	May 18, 2016	1,608
May 29-31, 2015	3,201	70's Sunny	Memorial Day Weekend	May 27, 2015	1,598
May 27-29, 2016	3,515	80's Sunny	Memorial Day Weekend	May 25, 2016	1,791
June 5-7, 2015	3,163	70's Rain	No Event	June 3, 2015	1,474
June 3-5, 2016	3,215	70's Cloudy	Beach Goes Blue	June 1, 2016	1,606
June 12-14, 2015	3,483	80's Sunny	Restaurant Week	June 10, 2015	1,864
June 10-12, 2016	3,397	70's Sunny	Restaurant Week	June 8, 2016	2,209

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - June 14, 2015 · 58,406
 January - June 12, 2016 · 57,994

WEDNESDAY

January - June 10, 2015 · 29,571
 January - June 8, 2016 · 30,495

*Note: The Spring Sidewalk Sale is always held on the third full weekend in May (Fri/Sat/Sun).

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.

Visitor Center Visitation

	2016	2015	2014	2013	2012
MAY	2,028	2,321	2,207	1,719	1,777



DE Dept. Of Labor Statistics

(May 2016); Delaware's seasonally adjusted unemployment rate in May 2016 was 4.1%, down from 4.2% in April 2016. There were 19,900 unemployed Delawareans in May 2016, compared to 22,700 in May 2015. The U.S. unemployment rate was 4.7% in May 2016, down from 5.0% in April 2016. In May 2015, the U.S. unemployment rate was 5.5%, while Delaware's rate was 4.9%.

Source: DE Monthly Labor Review; published June 17, 2016.
<http://lmi.delawareworks.com>

REPORTS and STATISTICS

Website Results for www.Beach-Fun.com | 2015 vs. 2016

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
January	40,846	36,863	9,625	10,299	8,690	9,415	42.37%	49.39%	2:51	2:22
February	43,396	45,436	10,743	13,358	3,065	3,755	43.81%	49.42%	2:41	2:07
March	62,043	54,147	15,562	15,909	14,499	14,530	44.33%	50.88%	2:30	2:08
April	74,574	66,091	18,042	18,447	16,782	17,036	43.85%	50.39%	2:33	2:12
May	105,675	81,709	25,947	22,044	24,209	20,808	43.53%	47.92%	2:26	2:12
YTD Totals	326,534	284,246	79,919	80,057	67,245	65,544	43.58%	49.60%	2:36	2:12

* YTD Total Average

Top Pages Viewed - May 2016

Page on Site	Page Views
1 Events	6,617
2 Area Activities	5,816
3 Dewey Beach Activities	4,468
4 Attractions	4,282
5 Accommodations	4,242
6 Dining	1,885
7 Sea Witch Festival	1,766
8 Beach Goes Blue	1,561
9 Photo/Video Tour	1,400
10 Order a Free Visitors Guide	1,351

Top 10 States to Visit Website - May 2016

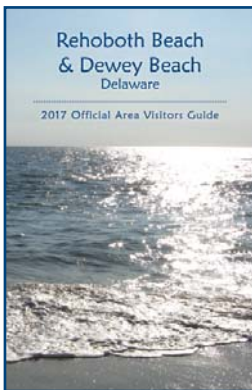
State	Visits
1 Pennsylvania	5,090
2 Delaware (partly Member driven)	4,161
3 Maryland	3,302
4 District of Columbia	2,909
5 New Jersey	2,283
6 New York	2,281
7 Virginia	1,528
8 Ohio	562
9 Massachusetts	343
10 Texas	253

Visitors Guide YTD Distribution 2015 vs. 2016 (Jan-May)

2015: 59,043 · 2016: 61,758



2017 Official Area Visitors Guide for Rehoboth Beach & Dewey Beach



The Visitors Guide is a Member purchased advertising publication. The 132+ page booklet is mailed to potential visitors in direct response to advertisements and is distributed locally. 140,000 copies are scheduled to be printed!

Visitor Guide Sections Include:
Attractions, Activities & Fun Stuff
Accommodations · Real Estate
Restaurant & Eateries · Retail
Services · Weddings, Groups & Parties

Advertising Pricing

Listing	\$160
1/8 Page Color Ad	\$375
1/4 Page Color Ad	\$675
1/2 Page Color Ad	\$1,250
Regular Full Page Ad	\$1,650
Priority Full Page Ad	\$1,850
Signature Full Page Ad	\$1,950

Don't Miss Out! Contact Meghan at 302-227-6446 or meghan@beach-fun.com

MEMBERS IN THE SPOTLIGHT

Rehoboth Ale House

Located at 15 Wilmington Avenue in Downtown Rehoboth Beach, the Rehoboth Ale House has new EVERYTHING - new owners, new look, and new menu! Ale House now features 20 rotating craft draft beers, special cocktail list focusing on fresh ingredients, and selective wine list. The restaurant has gone gastropub with a higher scale bar food menu. Their food is hearty and delicious - great food to pair with drinking! Rehoboth Ale House will feature weekly food specials and happy hour. They will showcase their complete interior renovation with live music every week and DJ every Saturday night!



For more information, visit www.rehobothalehouse.com. ♦



The Elegant Plate

Serving Sussex County and the surrounding areas, "The Elegant Plate" offers a variety of options and services. Your personal chef will come into your home and prepare elegant meals for you/your family to enjoy. Prepared meal services are perfect for busy families, couples, individuals, athletes, and anyone on a special diet. In-home classes are designed to teach individuals or groups who want to begin or expand their culinary abilities. Allow Chef Jay D. Allen to create a special occasion with an intimate dinner for two or relax with a small group of friends while enjoying a fine dining experience in your own home.

For more information, visit www.theelegantplate.com or call Chef Jay at 443-955-4927 for a consultation. ♦



Jimmy's Grille - Rehoboth Beach

Almost 10 years from the day Jimmy's Grille Bridgeville was purchased by Highway One, the third Jimmy's was opened in Rehoboth Beach on Coastal Highway, next to Outlet Liquors. Jimmy's Rehoboth will be open year round, 7 days a week for breakfast, lunch and dinner. Jimmy's has an exceptionally large kitchen with full bakery and ample space for catering and party functions. The Rehoboth location will feature all of the public's Jimmy's favorites including their famous homemade rolls, bread, pies, cakes, candy and, of course, fried chicken.



For hours and more information call 302-227-4888 or visit www.jimmysgrille.org. ♦



Twist Juice Bar

TWIST Juice Bar is now open First Street Station at the corner of Wilmington Avenue & First Street. Founder Julie Harrigan has a passion for raw food, eating healthy, and juice.



TWIST juices are all-natural, raw, never heated, and never pasteurized. Made using Cold Press machinery, juice is literally squeezed out of the produce. The juice never touches a blade so friction and oxidation never occur. All the vitamins, minerals, and living enzymes remain intact, providing you with a raw juice that is as nutritious and delicious as eating the fruit or vegetable itself. Every juice is blended to be a perfect balance of flavor and nutrition. Just as nature intended it.

TWIST also offers nutritionally blended smoothies as well as raw vegan snacks, gluten free kale Caesars, & acai bowls.

TWIST Juice Bar is open daily, 7AM-3PM. For more info, call 302-212-2605 or email twistjuices@gmail.com. ♦



RIBBON CUTTINGS & CELEBRATIONS



Crooked Hammock



Blackwall Hitch



The Fresh Market



Dewey Vacation Rentals



The Resort at Massey's Landing



Delaware Beach Storage Center



Join The Fun! Contact Kate at 302-227-6446 to join the Meet & Greet Committee.

Beach Goes Blue Wrap Up!

What really worked....What we don't need to do....What we need to do more of!

The inaugural Beach Goes Blue weekend drew 125 runners for the 5K, scattered but not prominent numbers during the day for light activities and an increasing number of visitors after 4PM for the Bandstand entertainment, blue beach glow, and the grand finale light show choreographed to music on the beach and boardwalk. Several restaurants reported increased customers before and after the light show.

The second Beach Goes Blue will be scheduled again for the normally soft weekend after Memorial Day, June 3, 2017. Entertainment on the Bandstand is planned to begin late afternoon, followed by one extended light show with music. During the day, the focus will be on all that the businesses can offer that is Blue (blue drinks/food/blue tag specials, etc). We had never seen blue salt on pretzels, or blue funnel cakes until this year...very creative!



The Chamber Chicks thank all of the volunteers, sponsors, entertainment and businesses for making Beach Goes Blue a success!

..... Beach Goes Blue Volunteers, Businesses & Entertainment

MERR Institute · Races2Run · Sandcrab Beach Bar · Atlantic Sands Hotel · Blue Cat Blues Band · Lower Case Blues
Cape Henlopen High School Jazz Band · John Remy · Nothin' But Trouble · Chris Mal · Light Action Productions
City of Rehoboth Beach & Staff · City of Rehoboth Beach Police Department · Sky Lights Aerial Advertising · BJs
Etched in Time · Logo Motive · Walmart · Giant · Bethany Blues · Philly Pretzel Factory · Kate Bell · Keith Betts
Jackie Conklin · Carol Everhart · Linda Federman · Ian Friedland · Zeina Jeha · Brenda Jordon · Joy Kidd
Rick Kidd · Joe Kupchinski · Larry Lanouette · Caroline Lindauer · Meghan McCalley · Peggy McCloskey
Elsa Muñoz · Diane Pringle · Zeke Przygocki · Judy Rorer · Polly Smale · Chris Somers · Jere Stephano
Barbara Thompson · Suzanne Thurman

Thanks to all of the businesses who offered a "Blue Special or Discount"...We plan to include more for next year's event!

..... Beach Goes Blue Sponsors

WBOC · M & T Bank · Schell Brothers · Adams Radio Group · Bewitched & BEDazzled B&Bs · DISCOVER Bank
The Resort at Massey's Landing · Asset Management Alliance · Arena's Deli & Bar · Atlantic Liquors
Crosswinds Motel · Atlantic Sands Hotel & Conference Center · Berkshire Hathaway HomeServices Gallo Realty
County Bank · Custom Mechanical · Fulton Bank - Delaware National Division · Seaboard Hotels
Tanger Outlet Center · Affinity Energy Management · 7 Eleven · Beach Boutique · Buffalo Wild Wings
Cape May - Lewes Ferry · Clear Space Theatre Co. · Hyatt Place Dewey Beach · Jake's Seafood House
Jeanine O'Donnell - State Farm Insurance Lewes · Painting with a Twist Lewes · Pieces of Time · Trinity Logistics
Beauty and the Beach Hair Boutique · Coastal Kids Pediatric Dentistry · Dos Locos · Made Ya Look! Salon & Spa



Party with the Best

2016 Best of Delaware Party!

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THURSDAY

July 21

DOVER DOWNS HOTEL & CASINO • DOVER, DE

Presented by:

DelawareToday

BENEFITING:

Delaware Guidance Services for Children and Youth

Big Brothers Big Sisters of DE

Music by:

BACK2LIFE

Custom Sponsorships are available at a variety of price points.
For sponsorship information, call 302.504.1326



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

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QUOTE OF THE MONTH

"Problems are not stop signs,
they are guidelines".

Robert H. Schuller