



FOCUS ON

September ·
October 2016

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

SHARKENSTEIN RULES SEA WITCH!!!



**Sharkenstein Stalks
Rehoboth & Dewey Beach!**

October 28-30, 2016

**Turn to pages 12-15 for new,
important festival information!**

New costume parade registration and
line-up area, road closures and
free satellite & pick-up/drop-off location.

**Get your event gear at
www.beach-fun.com/souvenir-shop.html**



SMILE

You Could Be On TV!



**WRDE NBC Coast TV, Official Mega Monster Sponsor,
will be airing the Costume Parade again on TV!**

**Saturday, October 29th on WRDE NBC Coast TV:
10-10:30AM Look Back at the 2015 Parade and
the Costume Parade Live from 10:30AM-1PM.**

Sunday, October 30th on My CoziTV: 10:30AM-1PM.

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!

Chairman of the Board Paul Kuhns
First Chair Jay Becker
Second Chair..... Steve Montgomery
Third Chair/Treasurer Vicki Tull
Immediate Past Chair Keith Martin
Board of Directors

Barbara Brewer	Kyle Morgan
Marvin Carney	Scott Swingle
Jerry Esposito*	Rachel Webster*
Chip Hearn	Chris Weeks
Bill Klemkowski	Kay Wheatley
Dale Lomas	Susan Townley-Wood
Rob Marshall	*At Large Directors
Michael Meoli	

CEO/President.....Carol Everhart
Legal Counsel John M. Murray
Legal Counsel Jay Becker
Legislative Consultant Mark Lally

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Visitors Center StaffExt. 0
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and Nancy Stewart
Kate Bell, Events Ext. 11
Carol Everhart, President/CEO Ext. 13
Joy Kidd, Administration Ext. 14
Patty Burkentine, MembershipExt. 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
Oct 8	Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
Oct 19	General Membership Mtg..... with Gov. Jack Markell, Fee	12:00 pm/Kings Creek C. C.
Oct 21	City of Reh. Bch. Restaurant	7:00 pm/Fire Station, 2nd Floor Ordinance Public Hearing followed by Commissioners Meeting
Oct 27	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Oct 27	Full Board of Directors Mtg	11:30 am/Jake's Seafood
Nov 10	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Nov 10	Full Board of Directors Mtg	11:30 am/Jake's Seafood
Nov 12	Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
Nov 18	City of Rehoboth Beach Mtg	7:00 pm/Fire Station, 2nd Floor

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, October 13 · Dewey Beer Co.

Thursday, November 17 · Arena's Deli & Bar, Coastal Highway

Thursday, December 8 · Jake's Seafood House, Coastal Highway

Salute to Local Favorites!

Small Town Salute to big time hero! Who hasn't Cheryl given a smile to? An entire community showed appreciation on Cheryl's ride through Downtown Rehoboth Beach on July 13, 2016.

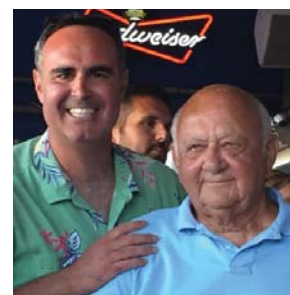
(Pictured are Carol Everhart, Cheryl Blackman and Larry Lanouette).



Ed Riggins...thanks for great chicken, great crabs and great times! Ed's Chicken and Crabs was a Dewey Beach icon known throughout the State and beyond. The restaurant employed teenagers and locals and was a popular get-together spot.

Thank you Ed for all you have done and for being the type of individual who brought out the entire Town of Dewey Beach to show how much they care!

(Pictured are Senator Ernie Lopez and Ed Riggins).



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¹Securities and Insurance Products.

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Service at the Beach

CLENDANIEL'S PLUMBING & HEATING

Residential and Commercial, Registered Master Plumber

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- Sewer & Drain Cleaning
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www.clendanielplumbingheating.com

MILTON - LEWES - REHOBOTH



BRAG BOARD

Funland Patriarch To Be Inducted Into Delaware Business Leaders Hall of Fame

Junior Achievement of Delaware has announced the 2016 inductees into the Delaware Business Leaders Hall of Fame. One of the honorees at the 27th annual ceremony will be Allen Fasnacht, patriarch/co-founder of family-owned Funland in Rehoboth Beach. Allen will be honored at induction ceremonies at the University of Delaware in Wilmington on October 5, 2016.



Visit www.funlandrehoboth.com for more information.

Beebe Healthcare Announces New Members Of Board Of Directors

The Beebe Healthcare Board of Directors announces that local business leaders and Chamber members, Michael Meoli and Eric Sugrue, have recently been welcomed to the Board of Directors.



Michael Meoli

Michael Meoli serves on the Chamber Board of Directors, has been a McDonald's franchisee for 22 years and owns/operates 14 restaurants. Eric Sugrue is president and managing partner of the Big Fish Restaurant group which is comprised of 10 restaurants.



Eric Sugrue

Local FedEx Delivery Employee Retires

Always making his deliveries with a smile, Greg Whaley of FedEx will be retiring after 32½ years of service in the Rehoboth Beach Area. The Chamber Chicks take a photo with Greg!



Thanks For The Opportunity

This went great! He was really interested in the 5K's and was kind enough to keep me on for 10 minutes! Great exposure.



Ryan Kennedy, Delaware Kids Fund

Visit www.dekidsfund.com for more info!

(The Chamber arranges for members to speak on Bob Steele's WGMD radio show that airs on Wednesdays.)

Visitor Has Positive Experience In Dewey Beach

I just wanted to thank you for providing my daughter, Lillian, with the opportunity to learn how to skim board yesterday. The free clinic was great for her. Evan was the perfect instructor for her to learn from; he was patient, positive, and encouraging. Thank you for working with me and our schedule to fit her in for a private lesson on our last day there. I wish we had more time for more opportunity for her to take a mini camp or lessons, but I am thankful that she had that time. I appreciate Evan being able to come down & give her a lesson despite the constraints of time, space, rules, etc.

I know that we are only up in Dewey for a week each year, but it is experiences like this that keep us coming back there. We will be sure to be in touch when we return next year. I also like to support smaller, locally owned businesses. Maybe my younger daughter will be ready to learn as well.

Please be sure to thank Evan again as well for us.

I wish you well in your business and hope it continues to grow.

Thanks, Cara Waller

This note was received by Jason Wilson of Alley Oop. The business offers free skimboard lessons during the summer in addition to camps and lessons. The instructor, Evan is part of the Ulsh family from the Dewey Beach Market.



Thanks For The Support

Thank you for all the help and support you give.

The Staff at AmericInn Rehoboth



preserve your presence



*your ad gets noticed
by the beach lover in*

Delaware
Beach Life

302-227-9499/delawarebeachlife.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.

ABI Security Group Inc.

Gordon D. Bowers
PO Box 1471
Rehoboth Beach, Delaware 19971
281-906-1438
www.intensitysecurity.com
Service - Security Systems

Axiom Escape Room

Bill Wright & Vanessa Espinal
19266 Coastal Highway
Rehoboth Beach, Delaware 19971
302-278-7679
www.axiomrehaboth.com
Attraction/Amusement

Beach House Logos

Steve Zimmerman
17415 Venables Drive
Lewes, Delaware 19958
302-200-9997
www.beachhouselogos.com
Service - Advertising & Marketing

Beebe Medical Center Auxiliary, Inc.

Nancy Tartaglione
424 Savannah Road
Lewes, Delaware 19958
302-645-3100 ext. 5522
Service - Non-Profit

Care Patrol

Amy Feger
PO Box 7
Selbyville, Delaware 19975
302-524-8237
www.carepatrol.com
Service - Senior Service

Dawn Patrol Cafe

Rob Marshall
1700 Coastal Highway
Dewey Beach, Delaware 19971
302-227-8811
www.dawnpatrol.cafe
Restaurant/Eatery

DE Dept of Labor, Vocational Rehab

Stacey Bragg and Stanley Mifflin
20793 Professional Park Blvd.
Georgetown, Delaware 19947
302-856-5730
https://dvr.delawareworks.com
Service - Employment Contractors

DG Welding & Design, LLC

Dan Halliburton
Location Coming Soon
Rehoboth Beach, Delaware 19971
330-472-9580
www.dgwdusa.com
Retail - Gifts & Specialty Shops

Delaware KIDS Fund

Ryan Kennedy
405 E. Marsh Lane
Newport, Delaware 19804
302-323-9300 ext. 17
www.dekidsfund.org
Service - Non Profit

EDiS Company

Melinda McGuigan
17527 Nassau Commons Blvd.
Lewes, Delaware 19958
302-421-5700
www.ediscompany.com
Service - Builder/Contractor

Friends of Delaware Veterans, Inc.

David Skocik
802 Silver Lake Blvd., Suite 100
Dover, DE 19904
302-739-2792
www.delawareveteranstrustfund.com
Service - Non-Profit

gettaPIZZAthis

Susan Pawlikowski
Serving the Rehoboth Beach, Dewey Beach
& Lewes Area
302-345-0768
www.gettapizzathis.com
Restaurant/Eatery

Give Something Back Foundation, Mid-Atlantic Chapter

Allison Price
43 S. Main Street
Pennington, NJ 08534
609-281-5518
www.giveback.ngo
Service - Non-Profit

Judith A. Hannan

Lewes, Delaware 19958
Patron Member

Ignite Yoga

Missy Radcliffe
176 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-841-5841
www.igniteyoga3.com
Service - Yoga

Lefty's Alley & Eats

Jenny Barto
36450 Plaza Drive
Lewes, Delaware 19958
302-503-0033
www.iloveleftys.com
Attraction/Amusement

Mobile Cloud Video Game Party

Troy Boxton
260 Northdown Drive
Dover, Delaware 19904
302-531-5858
www.delawaregameparty.com
Attraction/Amusement

Olive & Jules Hair Company LLC

Jessica Norwood
34428 Retz Lane
Lewes, Delaware 19958
302-644-1000
www.oliveandjules.com
Service - Beauty Services

Outstanding Lawncare

Gustavo Mazariegos
20100 Donovans Road
Georgetown, Delaware 19947
302-864-0873
Service - Landscape

RISE Fitness + Adventure

Jen Kaufmann
35770 Airport Road
Rehoboth Beach, Delaware 19971
302-567-2112
www.trainatrise.com
Service - Exercise & Fitness

Winswept Stables

Dawn Beach
24376 Winners Circle
Millsboro, Delaware 19968
302-645-1651
Attraction/Amusement



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

208 Social · A Day in a Life Designs Photography & Photo Booth · Alarm Engineering · APPI Energy
Architectural Marketing · Atlantic Boardwalk Grille · Atlantic/Smith, Cropper, & Deeley · Atlantic View Hotel
Avenue Apothecary and Spa · Avenue Inn · Avon-Wendy McGehrin, Individual Avon Rep
Awnings by Coastal Sunrooms · Bake Shoppe · Baywood Greens · Beach View Hotel · Beauty and the Beach
BestBus Beach Bus · Betterliving of Delmarva · Boulevard Ford-Lincoln · Cancer Support Community Delaware
Cape Water Tours & Taxi · Casa DiLeo Italian Restaurant & Caterer · Clean Energy, USA
CIEE - Seasonal Staff Solutions · Clear Space Theatre Company · Coastal Kids Pediatric Dentistry
Colonial East · Comcast Spotlight · Communications Cont. Corp. · Jeffrey Cooper, DMD, PA · Crown Trophy
Cultured Pearl Liquor Company · Delaware Beaches, Yogi Bear's Jellystone Park Camp & Resorts
Delaware PC Services · Delaware State Chamber of Commerce · Dewey Beer Co. · Discover Bank
Dogfish Head Brewings & Eats · Driftwood Motel & Efficiency Apartments · Dunkin' Donuts/Baskin Robbins
Econo Lodge · Eden Restaurant · Embrace Home Loans · Etched In Time
Extreme Heat Pest Control · Factory Sports · Fairfield Inn and Suites Rehoboth Beach
Farmer Girl Exotic Gardens · Fehrenbach's Flooring · First Light Charters · Fisherman's Wharf
Fork + Flask at Nage · G. Fedale Roofing & Siding · Garrison Homes · Go Fish!
Good News Natural Foods · Group J Design · Hammerheads · Handy One · Harbor Linens
Harry K Foundation · Heritage Antique Market · Hooked On Plants · IFS Benefits
Indian River Marine, Delaware Seashore State Park · Inn at Rehoboth Beach Apartments
The Insurance Market · J. Matthew Meiers Photography · just COMFORT shoes · Karen and The Nut
Kick n' Chicken · Kids Cottage · KINFolk · L3 Homes · La Red Health Center
Lavender Fields at Warrington Manor · Lazy L Bed & Breakfast · Anna Legates, Patron Member
Leo's Modern Mixture · Lewes Historical Society · The Lighthouse · Lily Thai Cuisine · Little House Candles
Little League Sr. Softball World Series · Logo Motive · Lyons Companies · MacIntosh Engineering
McGregor Custom Homes · Megee Plumbing & Heating Co. · Merestone Consultants
Meridian Home Watch · Mid-Shore Electrical Services · Murphy Electric · Nassau Valley Vineyard
Nemours Children's Health System · Odysea · Oil Creations by Gail · Old World Breads
One Spirit Massage Studio · On the Rebound Bulldog Rescue · Onix Group · Party Decor & More
Pasqualini's Bakery · Patio Systems · Peninsula Dry Cleaners a Bizzy Bee Division · Peninsula Pave & Seal
Penny Lane Mall Partnership · Peppers · Petco Animal Supplies · Pete's Steak Shop · The Pickled Pig
PNC Bank · Portraits In The Sand · Premier Physical Therapy and Sports Performance
Procino-Wells & Woodland, LLC · Que Pasa · Realty Executives Bay Coast · Rehoboth Bay Marina
Rehoboth Beach Boys & Girls Club · Rehoboth Guest House · Rehoboth Home Services
Resort at Massey's Landing · Response Computer Group · Right Property Management · Rogers Graphics
Ryans · Randi Sadogur, Patron Member · SALADWORKS · The Sand Crab Beach Bar
Save Our Lakes Alliance · Scott Dostal Mortgage Team · Seashore Striders · Security Instruments Corporation
Seniors Helping Seniors · Shademakers Eyeware · Southern Delaware Therapeutic & Recreational Horseback
Sposato Landscape · Surf Side Limousine Services · Sussex Eye Center · Sweet Frog Frozen Yogurt
Tidewatch Accommodations · Tidewater Utilities · Tomato Sunshine · Tommy Hilfiger
Top Notch Heating, Air Conditioning & Refrigeration · Touch of Italy · Town of Dewey Beach
Trinity Logistics · USO Delaware · Virden Conference & Retreat Center · Walgreens · Wertz and Co.
Wilmington University · Winding Beam · Yesteryears Old Time Photos.
Renewals from June 22 - September 22, 2016.

BUSINESS *after* HOURS PICTURES

THANKS to our July host: Nassau Valley Vineyards



BUSINESS *after* HOURS PICTURES

THANKS to our August host: Paradise Grill



THANKS to our September host: Hyatt Place Dewey Beach



REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2015 vs. 2016

Weekend	Room Count	Weather	Event	Wednesday	Room Count
June 19-21, 2015	3,343	80's Sunny	No Event	June 17, 2015	2,364
June 17-19, 2016	3,564	70's Sunny	Father's Day	June 15, 2016	2,258
June 26-28, 2015	3,356		No Event	June 24, 2015	2,700
June 24-26, 2016	3,487	70's Sunny	No Event	June 22, 2016	2,609
July 3-5, 2015	3,476	70' Sunny	4th of July Holiday	July 1, 2015	2,222
July 1-3, 2016	3,462	80' Sunny	4th of July Holiday	June 29, 2016	2,540
July 10-12, 2015	3,556	80's Cloudy	Dewey Running of the Bull	July 8, 2015	2,396
July 8-10, 2016	3,402	90' Sunny	Dewey Running of the Bull	July 6, 2016	2,421
July 17-19, 2015	3,596	80's Cloudy	No Event	July 15, 2015	2,468
July 15-17, 2016	3,500	90's Sunny	No Event	July 13, 2016	2,724
July 24-26, 2015	3,619	80's Sunny	No Event	July 22, 2015	2,598
July 22-24, 2016	3,621	90's Sunny	No Event	July 20, 2016	2,743
July 31-August 2, 2015	3,452	80's Sunny	Sandcastle Contest	July 29, 2015	2,811
July 29-31, 2016	3,536	80's Sunny	No Event	July 27, 2016	2,921
August 7-9, 2015	3,558	70's Mix	Summer Vibes Fest	August 5, 2015	3,041
August 5-7, 2016	3,619	80's Sunny	Art League Show	August 3, 2016	2,972
August 14-16, 2015	3,559	80's Sunny	Art League Show	August 12, 2015	3,039
August 12-14, 2016	3,614	90's Sunny	Art League Show	August 10, 2016	3,109
August 21-23, 2015	3,671	80's Sunny	No Event	August 19, 2015	2,825
August 19-21, 2016	3,625	80's Sunny	No Event	August 17, 2016	3,245
August 28-30, 2015	3,404	70's Sunny	No Event	August 26, 2015	2,524
August 26-28, 2016	3,567	80's Sunny	No Event	August 24, 2016	2,744
September 4-6, 2015	3,584	80's Sunny	Labor Day	September 2, 2015	1,898
September 2-4, 2016	2,837	70's Storm	Labor Day & Tropical Storm Hermine	August 31, 2016	2,070
September 11-13, 2015	3,562	80's Cloudy	Pow Wow	September 9, 2015	2,385
September 9-11, 2016	3,571	70's Cloudy	Sandcastle Contest	September 7, 2016	2,241

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - September 13, 2015 · 104,142
 January - September 11, 2016 · 103,399

WEDNESDAY

January - September 9, 2015 · 62,842
 January - September 7, 2016 · 65,092

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
JUNE	1,953	2,355	2,559	2,335	2,368
JULY	2,260	2,750	2,758	2,988	2,511
AUG	2,332	2,619	2,404	2,908	2,472



DE Dept. Of Labor Statistics

(August 2016); Delaware's seasonally adjusted unemployment rate in August 2016 was 4.3%, unchanged from July 2016. There were 20,700 unemployed Delawareans in August 2016 compared to 22,900 in August 2015. The U.S. unemployment rate was 4.9% in August 2016, unchanged from July 2016. In August 2015, the U.S. unemployment rate was 5.1%, while Delaware's rate was 4.9%.

Source: DE Monthly Labor Review; published September 16, 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
June	135,928	128,917	31,393	36,583	29,234	34,960	42.62%	50.63%	2:31	1:59
July	172,621	146,498	41,988	39,388	39,134	37,295	43.98%	47.55%	2:23	2:04
August	138,070	113,298	34,583	31,499	31,814	29,548	46.28%	50.03%	2:22	2:03
YTD Totals	773,153	672,959	187,883	187,527	167,427	167,347	43.85%	49.53%	2:32	2:08

* YTD Total Average

Top Pages Viewed - August 2016

Page on Site	Page Views
1 Area Activities	9,772
2 Sea Witch Festival	8,669
3 Events	7,343
4 Dewey Beach Activities	6,989
5 Attractions	6,029
6 Accommodations	5,343
7 Dining	2,752
8 Parking & Beach Rules	2,318
9 Photo/Video Tour	1,830
10 Shopping	1,601

Top 10 States to Visit Website - August 2016

State	Visits
1 Pennsylvania	7,376
2 Delaware (partly Member driven)	6,251
3 Maryland	5,047
4 New Jersey	4,093
5 District of Columbia	3,711
6 New York	3,023
7 Virginia	2,269
8 Massachusetts	2,019
9 Texas	652
10 Illinois	620

Visitors Guide YTD Distribution 2015 vs. 2016 (Jan-August) 2015: 106,034 · 2016: 123,672

CHAMBER CHICKS IN TRAINING

The Chamber of Commerce would like to thank our summer intern Abbie and her two volunteers Zoe and Brittany!

Abbie assisted with the realtor bag program and headed up the successful Dewey Beach Movie & Bonfire program. Abbie is a junior at the University of Richmond and is studying abroad this semester in Scotland.

Brittany Ritter, a two year Chamber volunteer, is a senior at Sussex Tech and is a Majorette & advanced baton twirler.

Zoe Stayman, a three year Chamber volunteer is a senior at Sussex Tech and likes to design custom shoes.

The Rehoboth Beach-Dewey Beach Chamber of Commerce produces the Monday Night Movies, and the Tuesday and Wednesday Night Bonfires!



Chamber Chicks: Abbie Kaiser, Zoe Stayman and Brittany Ritter.



QUOTE OF THE MONTH

"Don't stop when you're tired... stop when you're finished".



SEA WITCH FESTIVAL®

Looking for a place to park your broom (or car)?

Q & A: FREE Satellite Parking & Shuttle Service

IF TRAVELING FROM THE SOUTH:

Is there free satellite parking and are there free shuttles from the South? Yes, from the south directly off of Route One/Coastal Highway, free parking is available at Oceanside Tower Road in Delaware Seashore State Park with free shuttle service. Marked with a blue flag. (See map below).

Is there any other free pick-up/drop-off service from the South? Yes, free shuttle service will pick-up/drop-off at some of the Jolly Trolley Stops in Dewey Beach on the eastbound side only of Coastal Highway headed north (Dickinson Street, Read Avenue, Dagsworthy Street, Saulsbury Street & Swedes Street). Marked with blue flags.

Where is the Downtown Rehoboth Beach shuttle pick-up/drop-off if coming from the South? Lake Avenue at the north end of the Boardwalk by the Henlopen Hotel. Marked with a blue flag.

Where do I pick up the shuttle in Downtown Rehoboth Beach to return South? Lake Avenue at the north end of the Boardwalk by the Henlopen Hotel. Marked with a blue flag.

IF TRAVELING FROM THE NORTH:

Is there free satellite parking and are there free shuttles from the North? Yes, from the north directly off of Route One/Coastal Highway, free parking is available at the DART Park & Ride, the Rehoboth Little League Field and the Epworth United Methodist Church. Free shuttle service at all locations. Marked with red flags. (See map to right).

Is there any other free pick-up/drop-off service from the North? No.

Where is the Downtown Rehoboth Beach shuttle pick-up/drop-off if coming from the North? Lake Avenue at the north end of the Boardwalk by the Henlopen Hotel. Marked with a red flag.

Where do I pick up the shuttle in Downtown Rehoboth Beach to return North? Lake Avenue at the north end of the Boardwalk by the Henlopen Hotel. Marked with a red flag.

What days, times, and how often do the shuttles operate? Shuttles run approximately every 20 minutes on Saturday only, October 29th from 8AM-8PM.

Are pets allowed on the shuttles? No.

Are there handicap accessible shuttles? Some shuttles are handicap accessible. (There is a 1/2 mile walk down the Boardwalk to the Bandstand from the Downtown Rehoboth pick-up/drop-off location).





SEA WITCH FESTIVAL®

Looking for a place to park your broom (or car)?

New & Important Costume Parade Info

PARKING RESTRICTIONS. Crowd control fencing on Rehoboth Avenue will be in place beginning at 11PM on Friday evening, October 28th. This will prohibit parking in certain median areas on Rehoboth Avenue. 4th Street will also have some parking restrictions.

REHOBOTH AVENUE CLOSURE. ARRIVE EARLY... 9AM or earlier!!! Rehoboth Avenue will be closed to all traffic on Saturday, October 29th at 10AM and will reopen immediately following the costume parade (approximately at 1:30/2PM). Free shuttle service to the Downtown Rehoboth Beach drop-off/pick-up location at Lake Avenue at the north end of the Boardwalk by the Henlopen Hotel will operate on Saturday only, October 29th from 8AM - 8PM.

COSTUME PARADE REGISTRATION AND LINE-UP. Costumed public is welcome to enter the walking section of the Parade and Costume Contest. Registration for the costume parade will take place on Saturday, October 29th beginning at 9AM. Registration will be held on the Grub Grocery parking lot at 305 Rehoboth Avenue. (People Only: No pets, livestock, wild animals or reptiles).

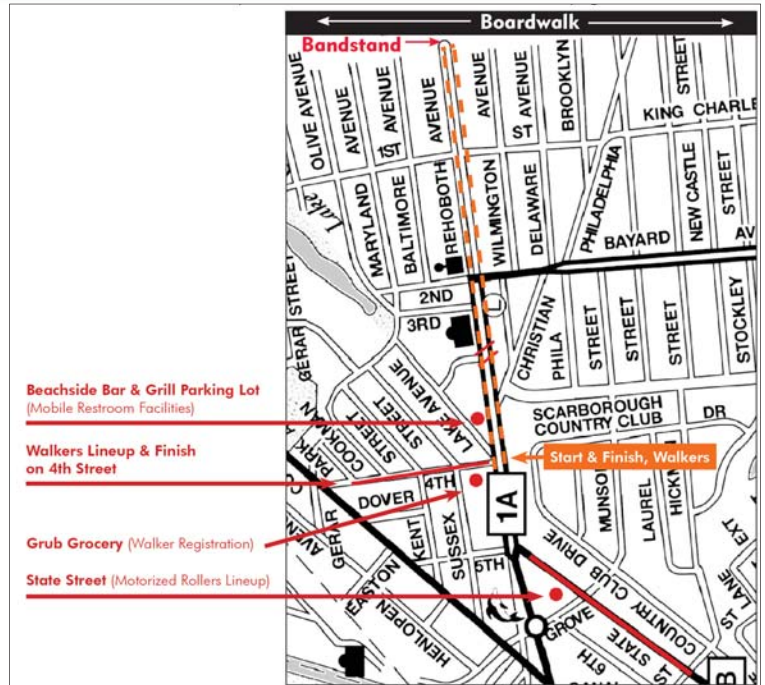
Costumed parade walkers will register and line up on 4th Street (adjacent to Grub Grocery). The costume parade will begin and end at 4th Street. The parade steps off at 11AM. Mobile restroom facilities will be available during registration and until the end of the parade on the Beachside Bar & Grill parking lot at 251 Rehoboth Avenue. (See map above).

PARADE ROUTE. The walkers will lead the parade turning left out of 4th Street adjacent to the Grub Grocery parking lot, heading east on Rehoboth Avenue. Walkers will cross into the eastbound lanes of Rehoboth Avenue at Christian Street walking towards M&T Bank & Jack Lingo Realtor and will proceed east on the Avenue towards the Bandstand turning in front of the Bandstand and continue on the Avenue westward; finishing at the start location of 4th Street. Parade balloons will return to start point at M&T Bank. (See map above).

MOTORIZED PARADE FLOATS/VEHICLES & GROUPS. A maximum of fifty (50) pre-registered motorized vehicles, floats, and groups of 20+ will begin lining up at 330 Rehoboth Avenue and State Street at 9AM. Pre-registered entries will follow the walkers. For safety reasons...candy, beads, etc. may not be thrown from rolling/motorized vehicles, but may be handed to spectators. The merged groups will proceed east on Rehoboth Avenue (toward) the Bandstand and continue on the Avenue westward. The motorized vehicles will follow Rehoboth Avenue out of town to Route 1. (See map above).

PARADE BAD WEATHER PLAN. In the event of unsafe weather, causing cancellation of the costume parade on Saturday, a costumed walkers parade only will be held at 11AM on Sunday, October 30th on the Boardwalk. ONLY WALKING PARTICIPANTS who can meet the requirements of the Boardwalk size, safety, etc. may participate in the costume walking parade. Registration and Line-Up is at the north end of the Boardwalk by the Henlopen Hotel. The costume walking parade will proceed down the Boardwalk and disperse at the Bandstand. THERE IS NO SCHEDULED RAIN DATE OR LOCATION FOR FLOATS OR MOTORIZED VEHICLES.

WEATHER DEPENDENT. Any cancellation/postponement will be announced on the radio stations: WGMD 92.7 FM, BIG Classic Rock 98.5 & 103.5, The B 95.3 & 101.7 and Hot Country 107.7. Also call the Chamber's Visitors Center at 302-227-2233 ext. 12 for recorded updates.





SEA WITCH FESTIVAL®

2016 Festival Highlights

- **OFFICIAL MEGA MONSTER SPONSOR** for a second year is **WRDE NBC Coast TV!** The station will air the Costume Parade LIVE beginning at 10:30AM on Saturday, October 29th. Plus, a look back at the 2015 parade from 10-10:30AM on Saturday. The Costume Parade will air again on My CoziTV on Sunday at 10:30AM.
- **It's Official.** Sea Witch® Festival and the Sea Witch® balloon are registered trademarks.
- **New Registration Location & Costume Parade Route.** Due to the construction of the Rehoboth Beach Convention Center...registration and parade start have moved! Registration for the costume parade will take place on Saturday, October 29th beginning at 9AM. Registration will be held on the Grub Grocery parking lot at 305 Rehoboth Avenue. Costumed parade walkers will register and line up on 4th Street (adjacent to Grub Grocery). The costume parade will begin and end at 4th Street. The parade steps off at 11AM. Mobile restroom facilities will be available during registration and until the end of the parade on the Beachside Bar & Grill parking lot at 251 Rehoboth Avenue. See page 13 for more details.
- **Improved Satellite Parking & Shuttle Service.** Shuttles will provide transport between free satellite parking locations and Downtown Rehoboth Beach on Saturday, October 29th. See page 12 for satellite locations. There will be only one drop off location in Downtown Rehoboth Beach this year: Lake Avenue at the north end of the Boardwalk by the Henlopen Hotel.
- **Enhanced Bandstand Schedule.** Check out Nothing But Trouble, Sons of Pirates, Glass Onion Band, Touch of Brass, Threetles, Neon Swing X-perience, No Spare Time, Jimi Smooth & HitTime and Smooth Sound Dance Band...all live on the Rehoboth Bandstand!
- **Two Trick or Treating Opportunities.** Enjoy Trick or Treating in the resort area two nights in a row! Trick or Treat in **Dewey Beach on Friday, October 28th** from 6:30 – 7:30 PM and again with the **Rehoboth Beach Downtown Merchants on Saturday, October 29th** from 6:30-7:30 PM.
- **Fiddlers' Festival: New location and time.** Due to the construction of the Rehoboth Beach Convention Center, the Fiddlers' Festival will be held on the Bandstand from 10 AM - 2 PM on Saturday, October 29th!
- **Shark Tooth Treasure Hunt.** Young Sea Witchers can collect shark tooth parts while walking through downtown Rehoboth Beach. Participants can begin their collecting on Sunday, October 30th at the Information Table located in front of the Bandstand anytime between 10 AM - 3:00 PM.
- **Mobile Cloud Video Game Truck.** Calling All Gamers...The Sea Witch Festival® goes high tech! Show off your gaming skills in Delaware's BEST Mobile Video Game Truck. The truck offers seven large 3D High Definition TV screens with the latest gaming systems and huge game library. The fun takes place on Saturday and Sunday from 10 AM - 5 PM at the Grub Grocery parking lot, 305 Rehoboth Avenue.
- **Paranormal Paddle.** Delmarva Board Sport Adventures will offer a Night SUP Excursion (90 minutes) at the Bay Resort Motel located 135 Dagsworthy Street, Dewey Beach. The paddle will be held all three nights of Sea Witch®, Friday, Saturday and Sunday. \$99/person. Must be a minimum of 12 years old and know how to swim to participate. Pre-registration prior to 10/20/16 required. Call 302-260-9008 or book online at www.delmarvaboard-sportadventures.com/make-reservation.



The complete schedule of activities can be viewed at:

www.beach-fun.com/sea-witch-halloween-fiddlers-festival.html

The Sea Witch® program will be in house the beginning of October. All members will receive a copy in the mail and deliveries will be made the week of the festival.



SEA WITCH FESTIVAL®

Official Vittles

The Chamber is seeking products to be named an "Official Sea Witch® Vittle". The stand alone sponsorship fee is \$500 and provides the following: individual picture and promotion in press, inclusion in all other press, inclusion on dedicated Sea Witch program page & dedicated Chamber website area, and a banner at the festival or on one of the Sea Witch® Shuttles. The additional sponsorship funding will help cover the cost of increased crowd control fencing, security, and shuttles.

For more details, call Kate at 302-227-6446!

2016 Official Sea Witch® Vittles so far:

Chip Hearn of the Ice Cream Store:
Official Sea Witch® Ice Cream

Tom Ibach of Dolles Candyland:
Official Sea Witch® Caramel Popcorn

Jimmy O'Connor of Woody's:
Official Sea Witch® Crab Cake

Jody & Diane Smith of Fractured Prune:
Official Sea Witch® Donut

John Wallden & David Dietz of
Beachside Bar & Grill:
Official Sea Witch® Ribs

Susan & Rob Wood of Cultured Pearl:
Official Sea Witch® Sushi



REMEMBER...we had many visitors looking for places to have breakfast during the festival!

On Saturday, people were in town early for the Costume Parade and were hungry for breakfast. Brunch on Sunday was a popular request too.

DEADLINE LOOMING...2017 Visitors Guide

The Official Area 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
- Service
- Weddings, Groups & Parties

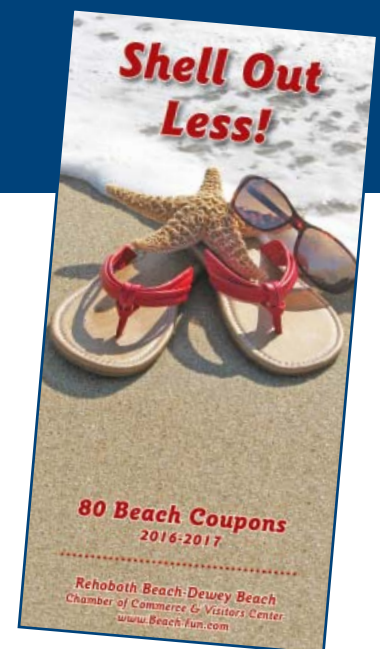
Advertising Pricing

Signature Full Page Ad	\$1,950
Priority Full Page Ad	\$1,850
Regular Full Page Ad.....	\$1,650
1/2 Page Color Ad	\$1,250
1/4 Page Color Ad	\$675
1/8 Page Color Ad	\$375
Listing.....	\$160
Extra Listing Lines.....	\$5

Don't Forget About the Retail Special!

Retail businesses who purchase a coupon for \$125 in the upcoming 2017 Chamber Coupon Book will receive a FREE listing in the 2017 Visitors Guide!

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





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DOWNSTATE LUNCHEON



THURSDAY, DECEMBER 1st

11am - 2pm
Heritage Shores Club
Bridgeville, DE

KEYNOTE SPEAKER:

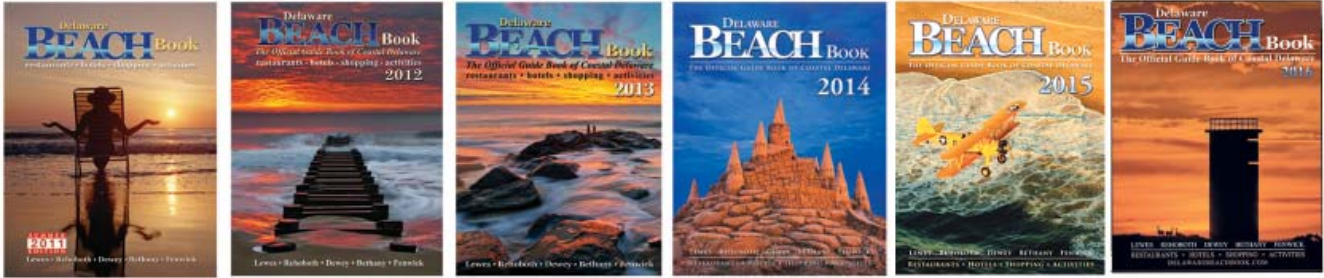
Marnie Oursler

Founder & President, Marnie Custom Homes

For Tickets & Information, visit DelawareToday.com



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THE SANDCASTLE CONTEST'S NEW LOCATION & NEW DATE WERE A BIG SUCCESS!!!

Special thanks to Funland, Mariner Middle School's AVID Program, judges and volunteers!



We had a blast at the competition again this year. Glad we could bring a little Moment of Remembrance. Looking forward to next year!!

Justin Chimics



Mark your calendars for next year's event . . . **Saturday, September 9, 2017!**

MEMBERS IN THE SPOTLIGHT

Dewey Vacation Rentals

After opening a branch office in Dewey Beach four years ago, 360 Property Solutions, a full service real estate brokerage with its main office located at Nassau Commons, Lewes, has expanded their rental department with the opening of a new office in Dewey Beach. The office is located at 1904 Coastal Highway in the Surfriider Condominium building on the corner of New Orleans Street.



Dewey Vacation Rentals is a deeply rooted family business striving to provide personalized service with added value for their customers. With a genuine care for the town and its citizens, the business recognizes how important a robust tourism industry is for the future of Dewey Beach.

Whether its rentals, sales, or property management, Dewey Vacation Rentals has the service you deserve and the people you can trust for all of your Real Estate sales and rental requirements.

360 Property Solutions and Dewey Vacation Rentals work hard to make all clients and customers happy by getting the most value out of their investment. Vacationers and property owners interested in their total Package services can contact them at 302-227-6202 or go to www.deweyvacationrentals.com. ♦

Friends of Delaware Veterans

Dave Skocik, president of The Friends of Delaware Veterans, Inc., is welcomed aboard the Chamber on August 25. The Friends, a 501(c)3, supports the Delaware Veterans Trust, which was signed into law in 2013 under the auspices of the Commission of Veterans Affairs. The Friends' board is made up of community leaders from across the state who volunteer their time, effort and resources to help fellow veterans through fundraising activities for the Veterans Trust Fund. The Trust Fund provides emergency financial assistance to honorably-discharged Delaware veterans of all generations but relies on private funding. One hundred percent of tax-deductible donations to the Friends are returned to the Trust Fund.



Visit www.DelawareVeteransTrustFund.com for more information on the coming November 4 dinner at Dover Downs Rollins Center. Contact Dave Skocik at 302-736-8500 or ds kocik@aol.com for more information and a presentation. ♦

360 Virtual Services

Take your real estate sales to a new level! Allow potential buyers and renters alike the ability to virtually walk thru your space from the comfort of their home. Target sales outside the local region by showcasing your property via an interactive HD Virtual Tour and floor plans.



360 Virtual Services provides interactive HD Virtual Tours of physical space and environments using the latest HD technology. They collaborate with realtors, developers, architects, interior designers, investors, & both general and sub-contractors. They provide clients with a new dimension in property showcases, lease previews, and real-time tours. 360 Virtual Services will immediately separate your premier listing from the 2D standard of commonplace browsing.

They look forward to capturing the beauty in the Delaware in a new technological perspective!

Carla Palavecino, owner, can be reached at 717-614-7513 or carla@360virtualseervices.com. Member discounts and group rates available! Visit www.360virtualseervices.com. ♦

Bayside Homes

Bayside Homes, formerly known as Colonial East Homes, has been a family-owned & operated manufactured housing construction business in the Lewes/Rehoboth Beach area for over 40 years and has added more than 1,500 customers to our growing family of satisfied homeowners. Bayside Homes takes great pride in their commitment to offer excellent quality that meets or exceeds your standards with service that sets them apart from competitors. Continual high goal-setting and an expanding knowledge & experience base has enabled the company to not only survive but thrive.

Visit their Sales & Design Center located at 18389 Olde Coach Drive, Suite 6 in Rehoboth Beach to look over the options, color choices, and potential upgrades that give you the ability to custom design your own home. If you are interested in a home at the Delaware Shore, you owe it to yourself to learn more about what Bayside Homes has to offer. They would love to add you to our Bayside Family.

The sales center is open Monday through Friday 9 AM–5 PM, Saturday 10 AM–4 PM, and Sunday 12–3 PM. For more information, email rclass@baysidehomesales.com or call 302-645-2030. ♦

RIBBON CUTTINGS & CELEBRATIONS



Clean Delaware - New Luxury Mobile Restrooms!



Axxiom Escape Rooms



Beebe's Treasure Chest Thrift Shop



Paradise Grill



Friends of Delaware Veterans



Bayside Homes



360 Virtual Services



Quakertown Wellness Center

MEMBERS IN THE SPOTLIGHT

Quakertown Wellness

Quakertown Wellness was founded in 2007 by Sally Laux, L.Ac., and has grown to include several talented and experienced healers. In May 2016, the group has transitioned into a cooperative business model, led by Karyn Jennings, LMT, Lauren Mund, L.Ac., and Dr. Kim Furtado, N.D. There's a designated space for group work. The group clinical space will host a wide array of classes and clinical services, and is also available for use by the community upon request.

Clinical services in the new space will include group acupuncture sessions with Lauren Mund, L.Ac. Serving patients with group/semi-private sessions is an effective way to increase access to care while reducing cost to clients for frequent recommended treatment sessions. Group counseling sessions will also be available, led by Catrina Stiller, LPCMH.

In addition to clinical services, there will be an ongoing calendar of classes and informational sessions. Starting this summer as well as this fall, Rev. Sue Greer, O.M. will be holding a six week series on meditation. The classes will be on various forms of meditation, including chanting. Kim Blanch, L.M., R.N. will also offer classes on Ayurvedic medicine in the fall.

The practitioner team is as follows: Catrina Stiller, LPCMH; Kim Blanch, LMT - RN; Kim Furtado, N.D.; Rev. Sue Greer, Healer and Spiritual Consultant; Karyn Jennings, LMT, NCTMB; Sally Laux, BSN, L.Ac.; Lauren Mund, L.Ac., Dipl. O.M.; and Bonnie Schuyler, LMT.

The Center is located at 1307 Savannah Road in Lewes. To learn more, visit www.quakertownwellness.com or call 302-644-0130. ♦

Give Something Back Foundation

The Give Something Back Foundation provides mentoring and full college scholarships to qualified kids of modest means so then can attend the University of Delaware and graduate in four years with no debt for tuition and fees or room and board. Give Back is recruiting adult volunteer mentors for high school students in Kent and Sussex counties — many of whom are the first in their families to go to college. With our program, and your support as a mentor, these well-deserving students have the opportunity to change the course of their lives.

Apply to be a mentor today at giveback.ngo/mentors/. For more information, email deinfo@giveback.ngo or call 609-281-5315. ♦



McDonnell and Associates

Sussex County native, Meghan M. Kelly, Esquire recently accepted a position with McDonnell and Associates in Bethany Beach, exclusively practicing real estate settlements.

Meghan attended LB Elementary, Selbyville Middle and Indian River High Schools before continuing her education at the University of Delaware. She received her juris doctorate from Duquesne School of Law in Pittsburgh, PA. After finishing law school and passing the Pennsylvania and Delaware bar exams, Meghan gained vast experience working for several law firms. She has acquired a vast knowledge of the law, representing clients in hearings and mediations, as well as in corporate law, bankruptcy, insurance defense, litigation, wills and estates and general litigation. She also worked as In-House Counsel to a home builder where she discovered her desire to pursue real estate law. "Most law suits are not about adult misbehavior, they're merely about misunderstandings and mistakes. Performing real estate settlements is a more enjoyable way of helping people, although law suits have their place." Meghan explained. She is delighted to find her dream job at McDonnell and Associates, P.A.

Meghan looks forward to serving Delaware Homebuyers and all of their real estate closings needs. McDonnell & Associates does have mobile capabilities and is happy to offer alternative settlement locations as an option at no additional fee. In addition, McDonnell and Associates, P.A. can provide settlement checks when done in the Bethany Beach office.

Visit the new McDonnell & Associates office in the Bennett and Realty Building at 34026 Coastal Highway, Bethany Beach or for more information call 302-362-6551. ♦



McDonnell & Associates

Service Recognition Day

Beach Goes Blue . . .

Red & White Too!!

Ed Serembus Photo

The Rehoboth Beach-Dewey Beach Chamber of Commerce and USO

invite you to join us as we salute Police, Firemen, Paramedics, the Military and all those who serve!

Mark your calendars for **Saturday, June 10, 2017!**

Service & Recognition Day activities will take place in Rehoboth Beach & Dewey Beach, Delaware. Enjoy free musical entertainment at the Bandstand, Light Show set to music on the Beach & Boardwalk . . . and lots more!



Stay Tuned for more information . . .

Beach-Fun.com

Remember To **Fall Back** • **November 6th**



\$99 Fall Safety Special



Apple Electric will change the **BATTERIES** in every smoke detector in your home and ensure they are in proper working order!



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