



FOCUS_{on}

May/June
2015

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

NEW SIDEWALK SALE COMMERCIAL

WBOC, Members and Chamber staff were busy filming for a new spring and fall Sidewalk Sale television commercial as well as a DelmarvaLife Segment! If you missed it on WBOC, you can view it on www.Beach-Fun.com.

Special thanks to Heather Cannon and Jenny Roberts with WBOC, Pat Selvaggio and Tammy Orledge of Beach Boutique (plus Charlie & Chester, the official dog greeters), Linda and Al Abrams of Sea Finds and Deb Wilkins-Schiffer of Josephine's Daughter.



Pictured from left to right; top row: Tammy and Meghan; Linda, Al and Pat; Deb. Bottom row: Jenny and Meghan.



Mark your calendars for the
Fall Sidewalk Sale · October 2-4, 2015

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Source: Nielsen Fall 2014 Ratings. Salisbury-Ocean City Metro.
Adults 25-54, Adults 35-64. Mon-Sun. 6am-12am.

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 John M. Murray
Legal Counsel Jay Becker
Legislative Consultant Mark Lally

Chamber Staff Contact Information

Katie Bragg, Visitors Center Manager Ext. 0
Visitors Center StaffExt. 0
Sue Krick, Susan Maclary, Karen McMahon
and Daria Rowe
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
Linda Mills, Administration.....Ext. 18
Elsa Muñoz, Distribution.....Ext. 25

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2015 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
June 11	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
June 11	Full Board of Directors Mtg	11:30 am/Jake's Seafood
June 12.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
June 19.....	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
June 23.....	General Membership Mtg.....	12:00 pm/Kings Creek C. C. with State Treasurer Kenny Simpler
July 10	Town of Dewey Beach Mtg	TBA/Lifesaving Station
July 17	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room

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

2015 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. **Bring & show your Member Key Tag for a free raffle ticket!** Business card drawings are held and door prizes are given out to the lucky winners!

- Thursday, June 18** · North Beach
- Thursday, July 16** · Nassau Valley Vineyards
- Thursday, September 10** · Atlantic Boardwalk Grille
- Thursday, October 8** · FINS Alehouse & Raw Bar, Coastal Hwy
- Thursday, November 19** · The Greene Turtle, Rehoboth Boardwalk
- Thursday, December 10** · TBA; **75th Chamber Anniversary and Holiday Party** (Registration or proof of membership required...stand by)

SADLY WE REPORT . . .

Sadly we report the passing of Jean Abplanalp in April 2015. Jean, 87, served on the Rehoboth Beach-Dewey Beach Chamber of Commerce Board of Directors from 1997-2000. Jean will be missed by all!

Jean grew up in Pennsylvania and received both her bachelor's and master's degrees from the University of Delaware. She was a teacher, counselor and coach primarily in the Brandywine School District. After retiring, she volunteered at Beebe Hospital and provided education and counseling outreach services for victims of domestic violence. Jean had many passions, one of which was local history. She was president and owner of Seaside Tours Inc., and was one of the originators and writers of the book "Dewey Beach, History and Tales," as well as a contributing writer to Delaware Beach Life magazine.

In lieu of flowers, donations can be made to Wounded Warrior Project (support.woundedwarriorproject.org) or the Lewes Public Library (www.leweslibrary.org). (Info adapted from obituary in Cape Gazette).

CHAMBER WELCOMES SUMMER INTERN



Chamber staff is happy to have summer intern Mallory Laird on board!

Mallory's main focus will be coordinating the Dewey Beach Movies and Bonfires. She will also assist in the Visitors Centers by staffing and help the Administration Office with Realtor Bags and miscellaneous tasks.

Mallory is in the Scripps School of Journalism at Ohio University in Athens, Ohio and is a Strategic Communication major with a focus in Public Relations and Marketing. Outside of school, she enjoys volunteering, being outdoors and spending time with family and friends. She and her family have vacationed every summer in Rehoboth Beach for 20+ years. They enjoy long relaxing days at the beach and exploring the town at night. Rehoboth holds a special place in Mallory's heart and she is very excited to be working with the Chamber of Commerce this summer!

Monday Night Movies & Wednesday Night Bonfires Start Soon!

The FREE Monday night movies and Wednesday night bonfires in Dewey Beach start the week of June 15th. For the complete schedule, visit www.beach-fun.com/dewey-beach-info/dewey-beach-activities.html.

For \$100, Members can purchase a slide that will be shown repeatedly during the movie pre-show. The 5 second slide includes your logo/picture/contact info. The slide show runs continuously for approximately 30-45 minutes before the movie starts. There are 12 movie showings. **Contact Mallory to be included: 302-227-6446 or intern@beach-fun.com!**



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MILTON - LEWES - REHOBOTH



BRAG BOARD

Delaware Hospice's President and CEO Won State Award

Delaware Hospice congratulates President and CEO Susan Lloyd, MSN, RN as she received The Excellence Award for Administrator from the Delaware End-of-Life Coalition.

Each year, the Delaware End-of-Life Coalition awards individuals in several categories, Administrator, Nurse, Unsung Hero, and Volunteer with The Excellent Awards which honors those who provide extraordinary care in our community. The vision of the Delaware End-of-Life Coalition is to stimulate public and professional awareness, share knowledge, and create change so that every Delawarean is aware of issues and choices related to the end-of-life. Delaware Hospice salutes all our nominees for their hard work and dedication to Delaware Hospice and the patients and families that they serve: Nurse, Debbie Taylor, RN, BA, OCN Clinical Supervisor of Inpatient Services; Unsung Hero, Duane "Van" Van Newkirk, Maintenance; and Volunteer, Judy Goldhammer.

For more information about Delaware Hospice's programs and services, upcoming events, or employment opportunities, call 800-838-9800 or visit delawarehospice.org.



Susan Lloyd & Debbie Taylor

Congratulations!

Congrats to Chamber Board Member - **Chip Hearn** - for being a 2015 Inductee to the National Hot Sauce Hall of Fame! Chip stopped by the office to show off his ring to the Chamber Chicks.



FAM TOUR

On May 11th, Visitors Center staff toured several properties in the Resort Area. Stops were at: AmericInn, Fairfield Inn & Suites, Surf Club Hotel, Hyatt Place, Residences at Lighthouse Cove, Atlantic Sands Hotel, and the Cellar Door. Thanks for giving us the tour!





Project Management Boot Camp at the Beach

Attend this intensive
four-day workshop
July 21–24, 2015
in Lewes, DE

Learn the essentials of project management in four days

Today's challenging business environment of tight budgets, fierce competition, demanding customers and a tight labor market make project management more complex than ever. Learn effective techniques to:

- **Align with strategic objectives**—The first step to achieving meaningful business results
- **Organize and plan**—"By failing to prepare you are preparing to fail"
- **Manage tasks and people**—Gain buy-in and make the most of your project team's capabilities
- **Control risks and costs**—Stay within budget and avoid costly failures

REGISTER NOW! Get the early bird rate until May 15!
www.pcs.udel.edu/project/beach • 302-831-7600
continuing-ed@udel.edu



Professional &
Continuing Studies

FO050015

Improving Health Care Processes

Tools to improve service and increase capacity in the health care environment

- An intensive four-day seminar on process improvement tools for health care
- Valuable for health care leaders and quality improvement team members
- Aligns with Robust Process Improvement™ methodology of the Joint Commission Center for Transforming Healthcare

REGISTER NOW!
Get the early bird rate until June 15!



Professional &
Continuing Studies



August 11–14, 2015

Four full-day sessions
8:30 a.m.–4:30 p.m.
in Lewes, DE

FO050015

www.pcs.udel.edu/healthcare/process-improvement • 302-831-7600 • continuing-ed@udel.edu



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.

208 Social

Nate Leonard
208 Second Street
Rehoboth Beach, Delaware 19971
302-227-6700
www.208social.com
Restaurant & Eatery

A Smarter Clean

Donald Layton
21 Pinewater Drive
Harbeson, Delaware 19951
302-841-1063
www.asmarterclean.com
Service - Cleaning Services

ASAP Screenprinting

Darrell Meade
22536 Sussex Highway
Seaford, Delaware 19973
302-262-3394
www.asapstuff.com
Service - Monograms/Screenprinting

Beachview Electrical Services Inc.

Katie Handy
37169 Rehoboth Avenue Ext., Unit 9
Rehoboth Beach, Delaware 19971
302-227-3280
Service - Electrical Services

CrossFit Rehoboth

Bill Klemkowski
37395 Oyster House Road, Suite 3
Rehoboth Beach, Delaware 19971
302-227-3636
www.crossfitrehoboth.com
Service - Exercise/Fitness

Dewey Beach Lions Club

Jimmy O'Connor
115 McKinley Street
Dewey Beach, Delaware 19971
www.dblions.org
Service - Non-Profit Organizations

Grandpa Mac

Hari Cameron
33A Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-727-5509
www.grandpamac.com
Restaurant & Eatery

Home Instead Senior Care

Larry DeFrancisco
17577 Nassau Commons Blvd.
Lewes, Delaware 19958
302-645-8270
www.homeinstead.com/179
Service - Health Services

HydroShield of Delmarva

Denise Bateman
30723 Molly B Road
Lewes, Delaware 19958
302-542-5923
www.hydroshielddmv.com
Service - Home Services

Kaisys Delights

Thierry Langer
70 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-448-5319
www.facebook.com/kaisysdelights
Restaurant & Eatery

Kelly J. Fritchman Swimming Scholarship 5K

Laurie J. Leary
27 Shinnecock Road
Dover, Delaware 19904
302-222-5139
Attraction/Recreation

Palate

Gary and Lorraine Papp
19266 Coastal Highway
Rehoboth Beach, Delaware 19971
302-249-8489
www.tastepalate.com
Restaurant & Eatery

Precision Paintball, LLC

Steven James
18181 Asketum Branch Road
Georgetown, Delaware 19947
302-462-1948
www.precisionpaintball.net
Attraction - Amusement

Saladworks

Ginny Stanley
19266 Coastal Highway
Rehoboth Beach, Delaware 19971
302-CARROTZ
www.saladworks.com
Restaurant & Eatery

Seagreen Bicycles

Frank Cole
54 Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-226-2323
www.seagreenbicycle.com
Attractions - Bike Sales/Services

Mid Atlantic Vending.com

ATM - SODA - SNACK - ARCADE

410-200-8527

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SPONSORSHIP OPPORTUNITIES AVAILABLE

The Sandcastle Contest is August 1, 2015!
Members can have their logo on the back of the t-shirt and name on a Top 10 trophy for \$100!

Sea Witch Festival & Event Bundles available too!

Call Kate for details...302-227-6446



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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 April 1 - May 14, 2015. Thank you for your continued support!

a (muse.) Restaurant · Aerosoles · Active Pest Solutions · Affinity Energy Management · Alarm & Communication Systems Group
All Saints' Parish Thrift Shop · All States Construction Company · Ameriprise Financial · Applebees Neighborhood Grill & Bar
Atlantic Horizons · Automated Copy Systems · Bayhealth Medical Center · Baywood Greens · Beach Boutique · Bethany Blues
Bike To Go · Bottle & Cork · Budget Blinds · Buffalo Wild Wings · Cafe Azafran · Cape Henlopen Senior Center · Capital One Bank
Capstone Homes · Carlton's · Chick-fil-A Rehoboth Beach · Coastal Kayak · Coastal Point · Coldwell Banker Resort Realty
Comfort Inn & Suites - Georgetown · Community Pride Financial Advisors · Cordrey Center · Crab House of Rehoboth
Crabby Dick's Marketplace & Grill · Creative Impressions · David H. Fiske, Writing & Editing · Delmarva Printing · Dewey Beach House
Dewson Construction · Do It Rite · Dolles Candyland · Envision · Epworth United Methodist Church · Fino
FlipKey Vacation Rentals in Rehoboth Beach · The Fractured Prune - The Donut Shoppe · Fuqua, Yori and Willard, PA Law Firm
Garden Shack Farm · Geico-Local of Delaware · Handy One · Henlopen City Oyster House · Home Media One · Homewatch Concierge
Hudson, Jones, Jaywork, & Fisher · Hyatt Place · Ibach's Candies by the Sea · IHOP · J. Conn Scott · Jane and Georgie
Joan and Michael Devaney - Glass Artists · Kilwin's Rehoboth Avenue · Kitchen Solutionz · Paul Kuhns/Patron Member · LC Homes
Lighthouse Ministries · Lily Thai Cuisine · Lingo's Market · Lupo Italian Kitchen · Lutheran Church of our Savior · MacIntosh Engineering
Made Ya Look! · Maryland House · Merrill Lynch · Milton Family Practice · Minuteman Press · Miss Pixie's by the Sea · O'Reilly Electric
Odyssey · One Spirit Massage Studio · Papa Grande's Rehoboth · The Peninsula · Pepsi Cola Bottling Co.
Phillips, Goldman & Spence, P.A. · The Pickled Pig · The Pink Crab · Pirate's Cove Motel · Prime Lending · Pot-Nets Communities
Realty Executives Bay Coast · Rehoboth Art & Framing · Rehoboth Beach Farmer's Market · Rehoboth Beach Film Society
Rehoboth Beach Homeowners Assoc. · Rehoboth Products Co. · Rehoboth Toy & Kite Co. · Ron Krajewski-State Farm Insurance
Rookery Golf Club · Rusty Rudder Restaurant · Sea Glass Originals · Shell We Bounce · Starboard · Storage Solutions · Super G
Sussex Family YMCA · Sussex Tree · Tidewater Physical Therapy · Tomato Sunshine · Troops Barbecue & Catering · Turnstone Builders
University of Delaware Professional/Continued Studies · Westminster Presbyterian Church. Renewals from April 1 - May 14, 2015.

"Hire Character. Train Skill". *Peter Schutz*

MEMBERS IN THE SPOTLIGHT



CrossFit Rehoboth



Palate



Mercantile Processing Inc.



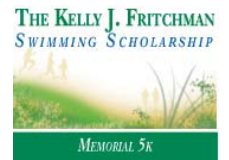
Dewey Beach Lions Club



Ecobay Kayak & S.U.P.

Kelly J. Fritchman Memorial 5K

The 6th Annual Kelly J. Fritchman Memorial 5K is scheduled for Saturday, July 11th in Lewes, DE. The race benefits the Kelly J. Fritchman Swimming Scholarship. This endowed scholarship, which was started in March, 2010, was established in memory of Kelly J. Fritchman, beloved daughter, sister, wife and mother. Kelly was 32 when she passed away from cystic fibrosis. She swam competitively for UD's swim team for all four years while she was a student there. This unique scholarship is awarded to the most deserving member of the Varsity swim team, male or female, who, as Kelly did, displays the characteristics of courage, spirit, competitiveness and inspiration.



Race registration opens at 7:15 AM and the race begins at 8 AM. There will be a Kiddie K, free to all kids 8 and under. Awards will be given. There will also be T-shirts, post-race refreshments featuring beer and a Bloody Mary bar for those 21 years of age and older, a massage therapist on site, and raffles for local restaurants.

Tax deductible donations can be made directly to the Kelly J. Fritchman Swimming Scholarship in two ways. If you choose to mail in a check, please make it out to UDAF and note in the memo section: Kelly J. Fritchman Swimming Scholarship. Mail your check to: University of Delaware Athletic Fund, 239 Bob Carpenter Center, Newark, DE 19716. If you would like to make an online donation to the Kelly J. Fritchman Swimming Scholarship, please go to www.udaf.udel.edu and click on "donate". After entering your personal information, scroll down to gift information and specify that you are making a gift in the memory of Kelly J. Fritchman.

Visit www.Races2Run.com for 5K info including registration. For additional info, contact event organizer Laurie at kjfscholarship@comcast.net. ♦

MEMBERS IN THE SPOTLIGHT

BAKED Coffee Bar

BAKED makes fresh food everyday with enthusiasm to fill and fulfill their customers. They are a small batch bakery, where everything is made from scratch. Menu includes breakfast sandwiches, sweet and savory crepes, waffles, deli sandwiches, and a mouth watering variety of baked goods. They roll pecan sticky buns, cinnamon buns and cheesy buns every day and even roast their own deli meats.

BAKED is located at 2000 Coastal Highway in Dewey Beach and is open daily from 7AM – 7PM. Beginning Memorial Day weekend they will extend service until 2 AM with a limited late night breakfast menu. Complimentary WI-FI.

BAKED's philosophy is grounded in the thought that people and food matter; fueling the spirit and sharing moments are priority. At BAKED it's OK to eat dessert first; take a seat and enjoy!

Check out www.bakedindewey.com for more information or call 302-212-5202. ♦



Tupperware Home Parties

Sussex County's Tupperware main stay has relocated next door to their previous location at the intersection of Routes 9 and 5 in Harbeson at 26454 Lewes-Georgetown Highway. This allows for more product storage, larger showroom floor, and consultant training center. At Tupperware's new home, they not only sell all of your favorite Tupperware brand products, but can also book your Tupperware parties and fundraisers. They are consistently looking for new recruits and can train consultants in the business on premise. They are happy to help customers with all their baking and storage needs. For store hours and information, call 302-664-1071. ♦



The Dough Roller

After 35 successful years in Ocean City, Maryland, The Dough Roller is excited to open a new location in downtown Rehoboth Beach at 44 Rehoboth Avenue.

Bill Gibbs, founder and owner of The Dough Roller, and Kevin Gibbs, Bill's son, felt that expanding to Rehoboth Beach was a natural fit for a new location. "The Dough Roller has always been a family-friendly restaurant; Rehoboth Beach is a family-friendly town. When looking for a location for my new restaurant concept, I knew Rehoboth Beach was perfect."

The new restaurant concept still features The Dough Roller's award-winning fresh dough pizza, but has a slimmed down menu to offer quicker table-side service. Open daily at 11AM, The Dough Roller on Rehoboth Avenue serves pizza, subs, grinders and salads, and offers select craft beers and wines. Pizza slices are available dine-in and at their carry-out window. Due to space limitations, Gibbs was unable to offer breakfast but hope to find a way to add it to the menu in the future.

For additional information, call 302-227-1141 or visit www.doughrollerrestaurants.com. ♦



Garden Shack Farm

Garden Shack Farm recently reopened for their second spring season at 19884 Beaver Dam Road in Lewes. They are currently growing and selling annual and perennial flowers, vegetable plants, herbs, hanging baskets, garden supplies, decor, and eggs. Visit www.gardenshackfarm.com to check availability. Sign up for their weekly email and you'll be entered for a chance to win a \$10 gift certificate. Spring hours are Tuesday-Thursday 9AM-4PM, Friday-Saturday 8AM-6PM, and Sunday 12PM-4PM. For more information, call 302-249-8330. ♦



REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2014 vs. 2015

Weekend	Room Count	Weather	Event	Wednesday	Room Count
March 7-9, 2014	1,823	40's Cloudy	None	March 5, 2014	1,049
March 6-8, 2015	1,756	40s Sunny	Chocolate Festival	March 4, 2015	958
March 14-16, 2014	2,385	40's Sunny	Merchants' Attic	March 12, 2014	1,207
March 13-15, 2015	2,015	50's Rainy	None	March 11, 2015	1,118
March 21-23, 2014	2,225	50's Cloudy	None	March 19, 2014	1,113
March 20-22, 2015	2,318	50's Cloudy	Merchants' Attic	March 18, 2015	1,090
March 28-30, 2014	1,931	60's Cloudy	None	March 26, 2014	1,142
March 27-29, 2015	2,151	40's Rain	None	March 25, 2015	1,213
April 4-6, 2014	2,250	50's Sunny	Get Down in Town	April 2, 2014	1,167
April 3-5, 2015	2,186	50's Cloudy	Easter	April 1, 2015	1,322
April 11-13, 2014	2,897	60's Sunny	No Event	April 9, 2014	1,224
April 10-12, 2015	2,710	70's Sunny/Cloudy	Get Down in Town	April 8, 2015	1,340
April 18-20, 2014	2,423	50's Sunny/Cloudy	Easter	April 16, 2014	1,519
April 17-19, 2015	2,927	70's Sunny	Pope Fest/Treasure Fest	April 15, 2015	1,303
April 25-27, 2014	2,852	60's Sunny/Cloudy	No Event	April 23, 2014	1,311
April 24-26, 2015	2,789	50's Cloudy	Beach Goes Camo	April 22, 2015	1,294
May 2-4, 2014	2,955	60's Sunny	Pop Fest	April 30, 2014	1,246
May 1-3, 2015	3,227	50's Cloudy	Coastal DE Running Festival	April 29, 2015	1,188
May 9-11, 2014	2,906	60's Sunny/Cloudy	Mother's Day	May 7, 2014	1,419
May 8-10, 2015	3,602	70's Sunny/Cloudy	Mother's Day, Treasure Fest	May 6, 2015	1,218

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - May 11, 2014 · 40,658

January - May 10, 2015 · 41,658

WEDNESDAY

January - May 7, 2014 · 20,454

January - May 6, 2015 · 19,889

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 4,006 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Fri/Sat/Sun.

Visitor Center Visitation

	2015	2014	2013	2012	2011
APRIL	1,153	1,234	1,021	1,025	1,109



DE Dept. Of Labor Statistics

(March 2015); Delaware's seasonally adjusted unemployment rate in March 2015 was 4.6%, down from 4.8% in February 2015. There were 21,000 unemployed Delawareans in March 2015, compared to 26,700 in March 2014. The U.S. unemployment rate was 5.5% in March 2015, unchanged from February 2015. In March 2014, the U.S. unemployment rate was 6.6%, while Delaware's rate was 6.0%.

Source: DE Monthly Labor Review; April 17, 2015.
www.delawareworks.com/oelmi



REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

April 2014 vs. 2015

2015	74,574 pageviews/hits
	18,042 users/visits
	16,782 absolute unique visitors
	43.85% bounce rate
	2:33 average time on site
2014	53,093 pageviews/hits
	13,218 users/visits
	12,091 absolute unique visitors
	43.18% bounce rate
	2:41 average time on site

Top 5 States to Visit Site - April 2015

1	Pennsylvania	4,953
2	Delaware (partly Member driven)	3,312
3	Maryland	2,563
4	New York.....	2,014
5	New Jersey.....	1,926

Top Pages Viewed - April 2015

Page on Site	Page Views
1 Current Events	6,258
2 Area Activities.....	4,614
3 Accommodations.....	4,182
4 Attractions Category Page	3,944
5 Order a Free Visitors Guide	3,518
6 Dewey Beach Activities Page.....	2,719
7 Dining	1,747
8 Sea Witch Festival.....	1,515
9 Photo/Video Tour	1,317
10 Plan My Trip.....	1,144

Official Area Visitors Guides Distributed

	2015	2014
JAN	7,906	N/A*
FEB	9,223	N/A*
MAR	11,042	N/A*
APR	15,584	12,752
YTD	43,755	28,551



*Note: 2014 1st quarter grand total: 15,799

REALTOR BAG UPDATE

This year, the Chamber offered our Realtor Members additional services that included: pricing, ordering, designing, storage and weekly product stuffing & delivery of their individual bags to their office. It's a hit!

Remember, the bags go into the hands of visitors who are here for a week and Members can have their coupon, sale or special info in the bags for 10¢ per product piece.

A Member can select the dates and number of bags the piece goes into. For example, 100 pieces at 10¢ per piece = \$10.00. The estimated number of Realtor Bags to be assembled through Labor Day is 14,270.

For more info, contact Elsa at 302-227-6446.

Visit www.beach-fun.com/site-index/104.html to view the order form that includes deadlines and estimates.

It's Working . . .

"These bags are a great gift to give out and the guests really seem to appreciate them!"

"Thanks so much Elsa, you are really a pleasure to work with!"

Emails received from Sheila and Jo-Ann with Jack Lingo



Special thanks to Billy and the staff at Logo Motive for design and ordering of the bags. They came out great!

www.logomotivede.com
302-645-2959



6th Annual Shredding Day a Success!

On Friday, May 1st, the Chamber held the **6th Annual Shredding Day** in partnership with WSFS and assisted by Bethany Blues. Members and residents brought thousands of pounds of paper to be shredded. Donations were accepted for Destination Station Center.

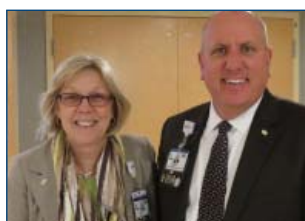
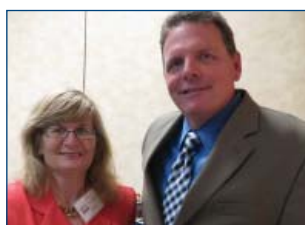


SECRETARY SMALL SPEAKS TO MEMBERSHIP



On April 20th, Department of Natural Resources Secretary **David Small** spoke at the General Membership Meeting held at the Atlantic Sands Hotel.

Pictured from left to right: Paul Kuhns (Chairman of the Board), Senator Ernie Lopez, David Small, Carol Everhart (Pres./CEO), and Representative Pete Schwartzkopf.



BUSINESS *after* HOURS PICTURES

THANKS to our March Host: Papa Grande's Rehoboth Beach





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