



FOCUS_{on}

July/August
2015

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Chamber Position on the City of Rehoboth Beach's Pool Ordinance



Mayor and Commissioners heard both sides . . .

Letter sent to Mayor and Commissioners on June 16, 2015:

On behalf of the Rehoboth Beach-Dewey Beach Chamber of Commerce Board of Directors, our realtor and/or rental realtor members and our general membership, we submit this correspondence and request that it be read into the June 19, 2015 City meeting record.

The complaints that have been publicly stated and received by the City relating to noise and occupancy levels, as well as the increase in the number of large scale homes being built in the City of Rehoboth Beach, clearly presents a multi-faceted dilemma to be solved.

... continues on page 21

Chamber Announces First Ever Official Mega Monster Sponsor

The Rehoboth Beach - Dewey Beach Chamber of Commerce is thrilled to announce that WRDE Coast TV (NBC Affiliate) will be the first ever **Official Mega Monster Sponsor** for the 26th Annual Sea Witch Festival scheduled October 23 – 25, 2015.



Bob Backman of WRDE Coast TV takes a photo with Carol Everhart

Celebrating 75 Years of service, the Chamber's mission statement remains "To Promote, Business, Tourism and Civic Responsibility", which can often make the Chamber a catch-all for just about everything. 26 Years ago, in 1989, the Chamber took its mission seriously and decided to try producing a fall event. At the time this did not seem like the most logical thing to do since after Labor Day the area pretty much rolled up the sidewalks and sand. Today the Festival has expanded to include activities in the City of Rehoboth, the Town of Dewey Beach, Delaware State Parks, many civic organizations and local schools.

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Thanks to You! ...for making Delaware 105.9 the most listened to News-Talk Station in Downstate Delaware.



Dan Gaffney



Susan Monday



Jared Morris



Kelli Steele



Mark Fowser



DELMARVA BROADCASTING COMPANY

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!

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

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

CEO/President.....Carol Everhart
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, Membership Ext. 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
July 10	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
July 17	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
July 28	Reh. Bch. Candidates' Forum	9:30am/Reh. Bch. City Hall
Aug 1	Sandcastle & Sculpture Contest	Begins at 8:30 am/Reh Bch
Aug 10.....	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
Aug 14.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
Aug TBA....	General Membership Luncheon with....	To Be Determined Attorney General Matt Denn, Fee
Sept 10	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Sept 10	Full Board of Directors Mtg	11:30 am/Jake's Seafood

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, 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)

Candidates' Forum

The Rehoboth Beach-Dewey Beach Chamber of Commerce is pleased to announce it will host a City of Rehoboth Beach Commissioner's Candidates' Forum on **Tuesday, July 28th**. The Forum will begin at 9:30 am and take place at Rehoboth Beach City Hall. The forum will last approximately an hour and a half based on a full slate of candidates' participation. Candidates are: Patrick Gossett, Paul Kuhns, Richard Perry and Bill Sargent.

The election will take place on August 8th from 10:00 am until 6:00 pm in the Convention Hall located at 229 Rehoboth Avenue. For election details, visit www.cityofrehoboth.com.



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 15, 2015 -- 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 door)

For more Info on KINfolk go to www.KINfolkKids.org

Service at the Beach

CLENDANIEL'S PLUMBING & HEATING

Residential and Commercial, Registered Master Plumber

"Over 70 Years Of Service"

HYDRONIC HEATING • ALL CREDIT CARDS ACCEPTED

- Water Heaters
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- Repairs
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- New Construction
- Water Pumps
- Sewer & Drain Cleaning
- Remodeling
- High Pressure Jetting
- TV - Pipe Inspections

CUSTOMER EMERGENCY SERVICE

PROMPT, RELIABLE SERVICE, BONDED & INSURED, LIC #283

227-1944, 644-1952, 684-3152

www.clendanielpumbingheating.com

MILTON - LEWES - REHOBOTH



BRAG BOARD

Thanks For Working With The Chamber Chicks!

May is a busy month for deliveries of printed materials at the Chamber! Special thanks to **Delmarva Printing** and **Times Printing** for providing great customer service through the process of printing the annual Chamber Dining Guides and Coupon Books. Additional thanks to the muscle that delivers and gets the product into the Chamber's warehouse!



Thanks For Picking Rehoboth!

Rehoboth Beach was chosen as "Favorite Beach" by listeners of local radio station, Eagle 97.7. The award was presented by radio personalities Petch & Amy and was a part of the Eagle 97.7's 1st Annual Local Awards.

Petch and Amy present the award to Carol Everhart.



Congratulations To Local B&B!

Chamber Member, The Lighthouse Inn Bed & Breakfast, is a five-time Hospitality winner and received a 2015 Hall of Fame award from Tripadvisor!

July 31, 2015 will start the B&B's 20th season. For more information, visit Lighthouseinn.net.



Thanks For The Assist And Scissors!

Hi Kate! Just a note to say thanks you so very much for allowing us to use the Ribbon Cutting scissors and the ribbon as well. The Staples event was very successful with over 100 people in attendance. Thank you for supporting the businesses and going the extra mile. You were most generous and we truly appreciate you!



Yvonne with the Rehoboth Art League

Thanks For The Ribbon Cutting!

Hi! I just want to say Thank You for the ribbon cutting and the great write up in your monthly newsletter. You did a great job.

Thanks again, Marilyn Robinson of Tupperware

For more information, visit www.MarilynTup.com.

WSFS Bank Presents Helpful Seminar

On June 2, WSFS Bank provided an informational breakfast seminar on computer security in partnership with the Chamber. Helpful tips on how to be smart while using the internet and viewing emails were presented.



Pictured from left to right: Latisha Scott, WSFS Fraud Prevention Analyst; Carol Everhart, RBDBCC; Ray Abbott, WSFS SVP and Cash Management Manager; & Rob Eastwood, WSFS VP and Information Security Officer.



QUOTE OF THE MONTH

"Depend on the rabbit's foot if you will, but remember it didn't work for the rabbit".

R.E. Shay

Fulton Bank

*President's
Award*

LISTENING IS JUST THE BEGINNING.®

Kathy Ara

Branch Manager, Rehoboth Beach Office
NMLS #615317

20281 Coastal Highway, Rehoboth Beach DE 19971
office: 302.227.0330 fax: 302.227.7972
email: kara@fultonbank.com web: fultonbank.com

Calling individuals, businesses, organizations & teams...

Compete for Prizes, Prizes, Prizes!!!



BUILDING SANDCASTLES IS EXHAUSTING!

Saturday August 1

Weather Dependent

.....

North End of Rehoboth Beach Boardwalk
Registration begins at 8:30 AM
Judging begins at 3:00 PM
Winners announced at 5:00 PM
Chance to win prizes and trophies
Vote for your favorite People's Choice
Help build a community sand sculpture

Prizes will be awarded to Top 10 Judges' Favorites in both adult and children's divisions.
One Judges' Favorite will be awarded in the business category.
Special awards are given to all in the 6 and under children's division.

**For sponsorship and event info, call Kate at 302-227-6446
or visit Beach-fun.com/sandcastle-contest.html**



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.

Alex and Ani

Brianna DePetrillo
36470 Seaside Outlet Drive, Suite 1420
Rehoboth Beach, Delaware 19971
www.alexandani.com
Retail - Apparel & Accessories

eFactor Vape

Rick Lucchetta
18701 Coastal Highway
Rehoboth Beach, Delaware 19971
302-212-5954
www.efactorvape.com
Retail - Gifts & Specialty Shops
M2M Discount: 10% off purchases

Beachside Bar and Grill

David Dietz
251 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-864-2251
www.beachsiderehoboth.com
Restaurant & Eatery

Bon Worth

Deborah Trammell
19477 Coastal Highway, Unit 1
Lighthouse Plaza
Rehoboth Beach, Delaware 19971
302-227-2187
www.bonworth.com
Retail - Apparel & Accessories
M2M Discount: 10% off regular price items

British Invasion Experience

Jon Pheasant
7790 Gumboro Road
Pittsville, Maryland 21850
443-880-4103
www.thebritishinvasionexperience.com
Attraction - Theatrical/Entertainers

Fish Hawk Sport Fishing Charters

John W. Stewart
Anglers Marina
Lewes, Delaware 19958
302-249-9206
www.charterthefishhawk.com
Attraction - Boat

Haute Interiors

Travor Payton
17370 Coastal Highway
Lewes, Delaware 19958
302-270-9411
Service - Interior Design

New Covenant Church PCA

Pastor Robert Dekker
16796 Kings Highway
Lewes, Delaware 19958
302-644-6800
www.ncpchurch.com
Service - Church

Pierpont's Creations

Ron Pierpont
459 Plymouth Road
Felton, Delaware 19943
302-670-8205
Retail - Gifts & Specialty Shops

Stoneworks Lapidary

Debbie Navecky
40 Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-448-9219
Retail - Gifts & Specialty Shops
M2M Discount: 10% off purchase



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 14 - June 26, 2015. Thank you for your continued support!

AAA Storage LP · Accent on Travel · Ace Sportfishing INC/Katydid Charters · Active Adults Realty · Alarm Engineering
Anglers Fishing Center · Arena's Famous Deli & Bar · Atlantic Horizons · Avenue Apothecary and Spa · Bear Industries
Becker Morgan Group · Bill Rust Plumbing · Bottle & Cork · Budget Blinds · Canalside Inn-Rehoboth · Cape Water Taxi
Casa di Leo · Cellar Door · Children & Families First · CLAWS Seafood House · The Closet Works · Coastal Concerts
Crosswinds Motel · Cultured Pearl Liquor Company LLC · Delaware Technical · Delaware Today Magazine
Delmarva Board Sports · Delmarva VolP · Dewitt & Associates · Discover Bank · Discovery Map · Econo Lodge
Embrace Home Loans · Extreme Heat Pest Control · Faw, Casson & Co. · Hammerheads · Hampton Inn · Hazzard Auto Parts
Hooters Rehoboth · i3a · IFS Benefits · Indian River Lifesaving Station · Jake's Seafood House · Jam Bistro · JC Ehrlich Pest Control
Jersey Mike's Subs · Johnson Orthodontics · KINFolk · Anna L. Legates/Patron Member · Lessard Builders · Lighthouse Inn B&B
Little House Candles · Marisa Chaves & Chiqui Gavilan · McQuade Consulting · Midway Par 3 Golf Course
Monograms Unlimited · NaturaLawn of America · Nemours · New Covenant Church PCA · New Penn Financial
Nike Factory Store · northbeach Restaurant · Nucar's Lewes Auto Mall · Odyssea · Operations and Safety Solutions
Outlet Liquors · Peninsula Pave & Seal · Petco Animal Supplies · The Pond Bar & Grill · Precision Door Service
Rehoboth Beach Variety · Rodeway Inn · Rogers Graphics · The Sand Dollar · Sea Air Village · Seashore Striders
Shademakers Eyewear · Sheets at the Beach · Shrimpy's Snack Shack · Sleep Inn & Suites · Spice & Tea Exchange of Rehoboth
Sposato Landscape · Stick It! Gymnastics · T.H. White General Contractor · Tangier Island Cruises · Taylor Termite & Pest Control
The Residences at Lighthouse Cove · The Salvation Army, Developmental Disability · Sterling Optical
The Wellnet Foundation EDEN Project · Tidewater Physical Therapy · Tommy Hilfiger
Top Notch Heating, Air Conditioning & Refrigeration · U.S. Small Business Administration/DE District · WaWa Food Markets
Wertz & Co. · Westminster Presbyterian Church · Wilmington Insurance Co. · Wings To Go · WSFS · Yesteryears Old Time Photos.
Renewals from May 14 - June 26, 2015.

WHAT'S DEWIN' IN DEWEY!!!

FREE Parking

between the hours of 5-11PM on Mon, Tues & Wed evenings!

FREE Chamber Monday Night Movies

Bring your family, a blanket, and some popcorn to Dewey beach on Monday for family movie night! Movies will start at approximately 8:30 PM on the beach at Dagsworthy Street in Dewey.

July 6 - Alexander and the Terrible, Horrible, No Good, Very Bad Day; **July 13** - The Little Rascals; **July 20** - Big Hero 6; **July 27** - The Goonies; **August 3** - Annie (2014); **August 10** - Jumanji; **August 17** - Maleficent; **August 24** - Muppets Most Wanted; **August 31** - TBA

FREE Chamber Wednesday Night Bonfires

Want "S'MORE" fun? Bring your family, beach chair and some marshmallows to the beach at Dagsworthy Street in Dewey on Wednesdays for a bonfire! Bonfires will be held every Wednesday from 7:30-10 PM, July 8th through September 2nd.

SPECIAL THANKS...As always, the Chamber can't continue great family events without the help of our Members!! Thanks to all the businesses who sponsored a movie slide. Plus, BJ's and Walmart for providing marshmallows for the bonfires.

Pictured to right is Lonnie Brown with Walmart's donation of marshmallows.



Community Service

The Chamber was happy to continue their partnership with the **Sussex Family YMCA** to provide community service opportunities for their youth programs!

Pictured are YMCA staff and students!



MEMBERS IN THE SPOTLIGHT

Seniors Helping Seniors

Seniors Helping Seniors has come to town and apparently not a moment too soon - they have been very busy since opening their doors last year. Seniors Helping Seniors (SHS) is a licensed in-home care service that helps people age with grace and dignity in the place they call home. Something extraordinary happens when seniors help other seniors: A special connection develops, a unique friendship forms.

Created in 1998 SHS was founded to help provide seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve. Across the country, Seniors Helping Seniors® business owners have been highly successful with their non-medical home-based service formula designed to assist seniors in navigating the aging process. "We are highly committed to helping others and that adds to our own purpose in life," said Amy McDermott, who along with her husband, Bob own the areas' Seniors Helping Seniors organization.

From the very beginning Amy McDermott said that the concept of one senior helping another age at home resonated with her, "it just makes sense on every level. These seniors, my clients, and my service providers bring so much joy to each another. Their happiness makes what we do all the more rewarding. In other words, what we give is independence; what we get is purpose." SHS helps clients with daily activities such as cooking, cleaning, transportation to doctor appointments, a drive to the movies, a trip to the beach and much more. The organization also offers respite care for those family members who are caregivers and need a break.

"The rapidly growing population of aging citizens has combined with more of our seniors determined to remain independent in their own homes. "It's a much better alternative to being in a long-term care or assisted living facility," said McDermott, "and at lower health care and personal costs too."

Amy also said she is grateful to have met and forged relationships with her customers and her providers. "We are here to stay, helping our seniors live a more enjoyable, comfortable and safe lifestyle as they age in their own homes right here at the seashore."

Contact them for a free consultation if you are looking for support at a reasonable price. Call 302-858-7330 or visit www.seniorshelpingseniors.com. ♦



Mercantile Processing Inc.

Mercantile Processing Inc. celebrated several changes and an anniversary for



**MERCANTILE
PROCESSING INC.**

the locally-owned business. Formerly located in Roxana, MPI expanded to a new location in Millville that will allow them to better serve customers on Delmarva. "I'm incredibly pleased with how much Mercantile Processing Inc. has grown over the past nine years," said Kyle Morgan, founder of MPI and head of business development, "and more so, I'm proud that I was able to start a local business that, although it serves clients nationally, remains local at heart. Growing up in Sussex County, it was important to me to give back and contribute to our great state. A very special thanks to our local chambers, who have supported MPI from a local college grad's small credit card processing company to a now national reseller of multiple merchant services."

Today Mercantile Processing Inc. partners with industry leading vendors to offer some of the best service in the nation at an affordable rate for small businesses, restaurants, hotels and seasonal merchants. On a nationwide scale, MPI now proudly serves merchants in fourteen states as it moves into its ninth year in business handling services from credit card and check processing to payroll solutions, POS systems, gift and loyalty card programs, on-site ATMs and more.

For more information on MPI, visit www.mpiprocessing.com or call 877-508-2831. ♦

Ecobay Kayak and S.U.P.

Located in the quiet resort area of Ocean View on a 150 acre nature preserve known as The James Farm Ecological Preserve, Ecobay is proud to say they are a partner of the Center for the Inland Bays, providing an educational yet fun experience on our back



bays and marshland. Experience the James Farm Ecological Preserve over 3 miles of secluded white sand beaches, shallow water perfect for kids, and observation towers. Observe a horseshoe crab, nesting baby osprey, terrapin turtles, dolphins, and series of marsh islands that act as a bird nesting ground. Ecobay offers guided trips on kayak or SUP in the morning as well as hour long sunset paddles. Full moon paddles and children camps are some of their specialty paddles. Rentals available any time of day with no age requirement. Experience isn't necessary, a mini lesson is included with every paddle.

For more information, visit www.ecobaykayak.com or call 302-841-2722. ♦

RIBBON CUTTING CEREMONIES



Run & Tri Rehoboth Beach



Beachview Electrical Services, Inc.



Kaisy's Delights



Kitchen Solutionz



Lula Brazil



Murph's Beef & Ale



Delaware Paddlesports



Beach Boutique

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2014 vs. 2015

Weekend	Room Count	Weather	Event	Wednesday	Room Count
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
May 16-18, 2014	3,162	60's Cloudy/Rain	Sidewalk Sale	May 14, 2014	2,792
May 15-17, 2015	3,352	60's Cloudy/Rain	Sidewalk Sale	May 13, 2015	1,494
May 23-25, 2014	3,320	70's Sunny	Memorial Day	May 21, 2014	2,911
May 22-24, 2015	3,549	70's Sunny	Memorial Day	May 20, 2015	1,762
May 30-June 1, 2014	2,869	70's Sunny	Nascar	May 28, 2014	2,553
May 29-31, 2015	3,201	70's Sunny	Nascar	May 27, 2015	1,598
June 6-8, 2014	3,165	70's Sunny	No Event	June 4, 2014	2,945
June 5-7, 2015	3,163	70's Rain	No Event	June 3, 2015	1,474
June 13-15, 2014	3,214	70's Sunny	No Event	June 11, 2014	2,996
June 12-14, 2015	3,483	80's Sunny	Restaurant Week	June 10, 2015	1,864
June 20-22, 2014	3,285	70's Sunny	No Event	June 18, 2014	2,446
June 19-21, 2015	3,343	80's Sunny	No Event	June 17, 2015	2,364

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - June 22, 2014 · 59,673

January - June 21, 2015 · 61,749

WEDNESDAY

January - June 18, 2014 · 37,097

January - June 17, 2015 · 30,445

- 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 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

Visitor Center Visitation

	2015	2014	2013	2012	2011
MAY	2,321	2,207	1,719	1,777	1,687



DE Dept. Of Labor Statistics

(May 2015); Delaware's seasonally adjusted unemployment rate in May 2015 was 4.6%, up from 4.5% in April 2015. There were 21,100 unemployed Delawareans in May 2015, compared to 26,600 in May 2014. The U.S. unemployment rate was 5.5% in May 2015, up from 5.4% in April 2015. In May 2014, the U.S. unemployment rate was 6.3%, while Delaware's rate was 5.9%.

Source: DE Monthly Labor Review; June 19, 2015.
www.delawareworks.com/oelmi



REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

May 2014 vs. 2015 Comparison

2015	105,675 pageviews/hits 25,947 users/visits 24,209 absolute unique visitors 43.53% bounce rate 2:26 average time on site
2014	69,259 pageviews/hits 17,188 users/visits 15,987 absolute unique visitors 43.24% bounce rate 2:35 average time on site

Top 5 States to Visit Site - May 2015

1	Pennsylvania	6,573
2	Maryland	3,775
3	Delaware (partly Member driven)	3,628
4	Washington DC.....	2,848
5	New Jersey.....	2,759

Top Pages Viewed - May 2015

Page on Site	Page Views
1 Area Activities.....	7,956
2 Current Events.....	7,334
3 Attractions Category Page	6,491
4 Accommodations Hotel/Motel	6,340
5 Dewey Beach Activities Page.....	3,732
6 Order a Free Visitors Guide	3,557
7 Dining	2,824
8 Sea Witch Festival.....	2,060
9 Photo/Video Tour	2,010
10 Plan My Trip.....	1,653

Official Area Visitors Guides Distributed

Year to Date Comparison

2015 - 57,709
2014 - 50,258



MAIL ROOM IS BUSY!

The Chamber's mail room has been non-stop since the start of the year!

Elsa and the crew have been busy distributing Visitors Guides, Dining Guides, Coupon Books and event ticklers! Plus, assembling Realtor Bags that are put directly in the hands of our week long renters.

Need to send a mailing & want to save money, but don't want the hassle? The Chamber can help! Just provide us with the product and mailing list and the Chamber will do the rest. Mailings sent through the Chamber result in postage savings and can be sent either by first-class or bulk.

Contact Elsa for more details!
302-227-6446 or elsa@beach-fun.com.

In order to keep up with demand, the Chamber has added a few temporary helpers to the bunch!



Macey Jones

Mailings and Realtor Bag Assembly

Joe Kupchinski

Mailing and Realtor Bag Deliveries



Donna Welsh

Chamber Publication's Deliveries



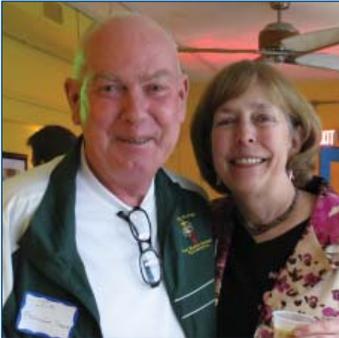
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52K+ people already do!

Like the Chamber on Facebook today!



BUSINESS *after* HOURS PICTURES

THANKS to our May Host: **Lula Brazil**



BUSINESS *after* HOURS PICTURES

THANKS to our June Host: Northbeach



SENATOR LOPEZ SPEAKS TO MEMBERSHIP



On May 18th, Delaware Senator **Ernie Lopez** spoke at the General Membership Meeting held at Kings Creek Country Club.

In addition, Eric Sugrue and Holly Monaco accepted the 2014 Business of the Year Award Plaque for Big Fish Restaurant Group.



KEN SIMPLER SPEAKS TO MEMBERSHIP

On June 23rd, Delaware Treasurer **Ken Simpler** spoke at the General Membership Meeting held at Kings Creek Country Club. Event sponsors were also recognized.





Party with the Best

Custom sponsorships available: 302.504.1326 | Sales@DelawareToday.com



THURSDAY

July 30

CHASE CENTER ON THE RIVERFRONT
WILMINGTON, DE

Music by: Jellyroll

BENEFITING:

Big Brothers Big Sisters of DE
Delaware Guidance Services
for Family & Youth

DelawareToday

Visit BestofDE.com for tickets and information.
Get tickets early and save!



It's true. Together, we're building a town.



MEMBERS IN THE SPOTLIGHT

ADORN

ADORN Period, Fine, Estate Jewelry & Treasures celebrates their one year anniversary! Located at 46 Baltimore Avenue in Downtown Rehoboth Beach, ADORN offers a variety of antique, estate, and fine jewelry; watches; appraisal services and custom accessory design work. From original paintings to exquisite heirloom jewelry, ADORN has many one-of-a-kind treasures. Owner Carolyn DePrince has worked in New York City at some of the finest jewelry houses including Tiffany & Co. and Harry Winston. She is a Colored Stones Graduate, Diamond Graduate and Graduate Gemologist from the Gemological Institute of America also known as G.I.A. in New York, NY. Moving closer to home and family to take over the family business, Carolyn decided to open her own unique fine jewelry store. Admiring the quaintness of Baltimore Avenue, she thought it seemed like a perfect fit for ADORN.

Open 7 days a week, call 302-227-2791 or email Carolyn at adornwithdeprince@gmail.com for more information and store hours. ♦



Haute Interiors

Located at 17370 Coastal Highway in Lewes, Haute Interiors is a monthly design sale that is open the last full Thursday - Sunday of every month. Using the combination of both new and old, Haute Interiors pulls together stylish spaces that encourages shoppers to embrace originality in their design.

For more information call 302-270-9411 or email HauterInteriorsDE@Gmail.com. ♦



Fairfield Inn & Suites Rehoboth Beach

The Fairfield Inn and Suites Rehoboth Beach is the ideal choice for business and pleasure. With 94 guest rooms and suites and an array of amenities to compliment your stay, they guarantee you will be satisfied. The hotel is located on Coastal Highway just minutes to the Beaches and central to all Outlet Shopping. They offer complimentary breakfast, a lower lobby lounge, indoor pool, free Wi-Fi, outside decks with scenic views, and the customer service you can expect from a Marriott Hotel!

To book your stay or for more info, call 302-645-7766 or visit www.marriott.com/rehfs. ♦



The Sand Dollar Dewey Beach

Owned and operated by United States Coast Guard licensed Captains Harry Caswell and Donald Tollett; The Sand Dollar is the premier private cruise boat in Rehoboth Bay. It offers daily sunset cruises and eco tours the last Friday of each month; and can be booked for private events and weddings!

Pack a lunch and come aboard for an ecological tour across Rehoboth Bay to the island of Lynch Thicket. Explore the island, pick up shells with the kids, and enjoy a picnic on the beach before cruising back to the mainland. End your day at the beach with a calm, relaxing sunset cruise on Lewes-Rehoboth Canal. Watch the sunset while listening to a live narration by The Captain. Sail past nature scenes, waterfront restaurants, draw bridges, marinas, and multimillion dollar beach homes.

Reservations are recommended, to book your cruise or for more information on The Sand Dollar Dewey Beach, call 302-858-7030 or email thesanddollar@live.com. ♦



MEMBERS IN THE SPOTLIGHT

Dewey Beach Watersports

Come ride with the Eastern Shore's premier watersports location! Located in Dewey Beach beside the Rusty Rudder, Dewey Beach Watersports offers Jet Ski, boat, SUP, and kayak rentals. Get on a Jet Ski and go for the water ride of a lifetime! It's the perfect way to speed things up during your vacation. Be your own captain for a day; and cruise around the bay with your friends or family enjoying the sun and water. Get away from the crowded beaches and paddle around solo or with friends on the bay with either a SUP or Kayak. Dewey Beach Watersports is your source for fun on the Delaware Bay!

For more information, email DBWatersports@gmail.com. Open at 8 AM daily from May - September, reservations recommended. For reservations, call 302-227-1113. ♦



Rehoboth Beach Volunteer Fire Company

Rehoboth Beach Vol. Fire Co. held the dedication of their new Fire Station #2 on Coastal Highway and Airport Road on Saturday, May 16th with many local dignitaries and supporters on hand to celebrate the official opening of the complex. The Station replaces a old airplane hanger that was donated many years ago and had outgrown its use. This new complex which took 2 years to design and build is estimated to serve the area for at least 30 years. Congrats, job well done!

For more info, visit www.rehobothbeachfire.com.



Bon Worth

Looking for that new look for the season? Bon Worth has all your favorite fashions, styles and accessories at HUGE discounts. Your favorite women's clothing outlet store continues to bring you great deals on your wardrobe. Located in Lighthouse Plaza at 19477 Coastal Highway, Bon Worth carries Petite, Regular and Women Sizes. With a full variety of tops, sweaters & cardigans, blouses and pants, you're sure to find just the right look for you.

Featuring countless designs for any occasion, Bon Worth has many elegant and delightful tops and blouses. Their assortment of women's woven blouses, in both short and long sleeve, feature vivid and bright colors and a fine quality that will last. Their lovely women's knit tops can accompany any look with colors that are sure to find a worthy spot in any wardrobe. They carry a wide variety of button front cardigans, open front cardigans, long sleeve and three quarter sleeve cardigans and more! Whether you're in the mood to relax at home in our ladies sweat pants or petite casual pants, they've got the right fit and attractive options for any outfit. Bon Worth has all your daily wear with a selection of cotton Capri pants, denim cargo pants, denim trouser pants and so much more, all at an amazing value.

Consumer Reports has recently named Bon Worth one of the top outlet stores earning the highest marks of the 53 stores reviewed in quality, price, customer service, availability of product, and overall customer satisfaction. At BonWorth, pricing is always at least 40% less than major department store prices. Bon Worth's superb staff look forward to seeing you this summer!

Open Monday thru Saturday, 10 AM to 7 PM and Sundays, Noon to 5 PM. For more information call 302-227-2187 or visit www.bonworth.com. ♦



More Member spotlights and ribbon cutting pictures on page 20!

THANKS FOR THE SUPPORT!

Continued from front cover . . .

This year the Festival is planned to expand again both in activities and geographic area. Delaware Seashore State Park will play host to a Sea Witch Brew 'n' Que Kansas City BBQ sanctioned competition. Competitors will vie for the State Champion title and bragging rights. Also, the Governor's Council on Health Promotion and Disease Prevention is expanding their partnership with the Chamber and Festival to promote documented physical activity while raising money for Special Olympics and the Boys and Girls Clubs of Delaware. During the Festival, Gov. Markell will announce the status of his one million mile challenge issued to all Delawareans. This is another example of the positive effect Sea Witch has had on Delaware especially in the promotion of healthy living.

The Festival's first year was deemed a success with approximately 5,000 visitors; today the event draws between 175,000 and 200,000 visitors over the 3 day extended weekend. In measuring the economic impact, the Chamber uses traffic count and a conservative per person formula - every day visitor contributes a minimum of \$100 per person per day and every overnight guest contributes a minimum of \$200 per person per day. Based on a 50/50 split of day and overnight visitors on a total visitation of 175,000, the resulting economic impact measures over \$30,000,000.

With success comes expenses; the expansion has created a need for tens of thousands of dollars. Last year major expansion expenses alone totaled over \$30,000 for fencing, shuttles and safety personnel. As a non-profit, the Chamber could not succeed without the support of our sponsors. While the Chamber has launched a sponsorship outreach that will offer opportunities for official product sponsors, such as official ice cream, official French fry etc, there is only one Official Mega Monster Sponsor. The Chamber is thrilled to announce the 2015 first ever Official Mega Monster Sponsor - WRDE Coast TV (NBC Affiliate).



The 2014 Sea Witch Festival saw a record attendance of **195,000+** over the 3 day weekend event!

Want to be the official Sea Witch sponsor for Pizza, Crabcake, Ice Cream, French Fries, etc.?
Call Kate to find out how!



DON'T BE A SCAREDY CAT...Call Kate!
302-227-6446

EVENT SPONSORS TO DATE

The Chamber continues to produce fun events because of our Membership's generous sponsorships!



Group shot of sponsors who attended the General Membership Meeting on July 23, 2015. Individual check presentation pictures will be featured in the Cape Gazette over the coming weeks!

List of sponsors to date:

Official Mega Monster Sponsor: WRDE Coast TV

Perfect Wave Sponsor: Delaware Today

Tidal Wave Sponsors: Adams Radio Group, LC Homes

Frankendude Sponsors: Custom Mechanical, Maplewood Dental Associates

Swell Sponsors: Arena's Deli, Atlantic Sands Hotel & Conference Center, Big Fish Grill, Berkshire Hathaway HomeServices Gallo Realty, County Bank, Delmarva Power, Grand Rental Station, Jack Lingo, Inc. Realtor, M & T Bank plus a t-shirt sleeve sponsor, Tanger Outlet Center

Ghostbuster Sponsor: WSFS Bank

Rip Wave Sponsors: 7 Eleven, Affinity Energy Management, Beach Boutique plus a trophy sponsor, Boulevard Ford, Clear Space Theatre Company, Coastal Kids Pediatric Dentistry, Fulton Bank, Delaware National Division, Grotto Pizza, Jake's Seafood House, Johnson Orthodontics, Monograms Unlimited, PNC Bank, Rita's of Rehoboth

Supporting Roles Sea Witch Event Sponsors: AmericInn Lodge & Suites, Barrows and Associates/Ocean Atlantic Sotheby's International Realty (Event Transportation Sponsor); Brandywine Senior Living at Seaside Point (Event Transportation Sponsor); Delaware Beach Book, Jiffy Lube Lewes/Jiffy Car Wash (Event Transportation & Festival Bag Sponsor); Sussex Eye Center (Costume Parade Balloon Sponsor); Sussex Family YMCA (Friday Night Movie Sponsor)

Sandcastle Contest Sponsors: Jiffy Lube Lewes/Jiffy Car Wash, Star of the Sea Condominium



MEMBERS IN THE SPOTLIGHT

Stoneworks Lapidary

Stoneworks Lapidary has opened a Delaware location at 40 Baltimore Avenue in downtown Rehoboth Beach. Eight years ago, Frank and Debbie Navecky transformed Frank's lapidary hobby into a family run business, opening their first store in East Springfield, Pennsylvania. Within two years they out grew their first location and moved into a much larger space in Erie, Pennsylvania. The Navecky's have always loved the Delaware beaches and thought it would be a great place to showcase their passion for the Lapidary Arts. Frank hand makes the majority of the items for sale in both stores. Stoneworks Lapidary carries a full line of artwork including stone oil candles, both stone and Himalayan salt lamps, stone tea light candles, jewelry, fossils, mineral specimens, crystals, beautiful display pieces, home decor and much more. Their shop is fun for the whole family; kids love the dinosaur "poop", bones and teeth they have in stock!

Open Monday thru Sunday during the summer season, 10 AM - 9 PM. For more info, call 302-448-9219. ♦



The Surf Club Hotel

Located in Dewey Beach, The Surf Club Hotel is an ocean-front hotel boasting 48 kitchenette efficiencies and a private, three-bedroom, Surf Club Beach House. Both the hotel and beach house include ample amenities and facilities for all your vacationing needs, whether you're on a romantic week-end getaway, vacationing with friends or traveling with the whole family.

The Surf Club Hotel and Beach House offers guests ample amenities ensuring that each guest enjoys their stay to the fullest. From their relaxing hot tub to the free on-site WiFi, you'll discover why so many of their guests return year after year. In addition to on-site amenities, they also offer guests free, full family use of the Sussex Family YMCA, located just a mile and a half from the Surf Club! All Surf Club guests also receive 50% off beach chair rentals. Upgrades this year include NEW bedding on the entire property and enhancements to the property's exterior.

The Surf Club Hotel truly has the best of both worlds, patrons can enjoy the relaxing environment of beach resort life coupled with numerous activities and night life adventures to discover. Both properties are open year-round, with events, specials, dining, and night life to be enjoyed all year long in Dewey Beach and the neighboring towns of Bethany Beach, Rehoboth Beach, Lewes and Fenwick Island, Delaware. Visit www.surfclubhotel.com or call 302-227-7059 to book your stay! ♦



Chamber and Community support leads to Rehoboth Beach Board of Adjustments approval of Dogfish Head application!



Below is the Chamber's letter of support:

" This is to advise that the Rehoboth Beach-Dewey Beach Chamber of Commerce is supportive of granting a hearing of the request of the Dogfish Head application for a variance to build a new 9,820 square foot building at the prewpub's flagship Rehoboth Avenue location. We believe that the City of Rehoboth Beach would benefit greatly from an updated appealing building that is capable of being sustained.

Dogfish Head is a prior recipient of the Chamber's Business of the Year Award. The award is only presented to a business that, among other criteria, is an example of ethical operation, best business practices and commitment to community. We believe this is the quality of business that deserves both extra consideration and variance".

Hearing was granted and Dogfish received approval!

CHAMBER POSITION CONTINUED . . .

Continued from front cover . . .

We respectfully request that before voting for a pool ordinance that has a limited solution for a very broad based issue, the following be considered:

- Consider an alternative solution that offers balance utilizing occupancy capacity limits
- Consider heavy fines or loss of a rental license for violators of noise or occupancy
- Regarding the proposed ordinance, consider total negative impression and impact on all business, as well as property values
- Consider the potential health, safety and legal ramifications of pool closings
- Consider that noise can emanate from porches, patios, decks and yards – not just pools
- Consider and remember that economically, a vibrant destination always welcomes a mixture of visitors, while understanding the importance of continuing to attract the affluent and extended-stay vacationer
- Consider that this issue has generated negative local, regional and national media attention, which will require a balanced solution that will be viewed as being good and fair for the community as a whole.

Given all of these factors, we appeal to the Mayor and Commissioners to allow an opportunity for alternatives to reveal their strengths or weaknesses prior to any vote on the pool ordinance. If there is no opportunity to measure other solutions, the Rehoboth Beach-Dewey Beach Chamber of Commerce cannot support the pool ordinance as currently presented.

Whether you are a resident, a member of the business community, a visitor or a leader, the common thread that ties us together is a desire to see Rehoboth Beach be the best it can be.

We thank you for your consideration.

Sincerely,
Carol A. Everhart
President/CEO

On June 19, 2015 . . . the Mayor and Commissioners voted on the proposed pool ordinance and amendment with the following outcome:

Rehoboth Beach Commissioners voted on June 19th to reject the amendment to the pool ordinance to ban rental homeowners from operating pools. Commissioners only approved a new pool ordinance with regard to new regulations on pools for licensing, safety, inspections, lighting and drainage, etc.

The passage of the pool ordinance ends the nine month moratorium on pool construction.

2016 Visitors Guide

The Official Area Guide for Rehoboth Beach & Dewey Beach



The Visitors Guide is a Member purchased advertising publication.

The 124+ 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

Inside Front and Back Covers	\$2,050
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

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

So Far . . . Our distribution team - Elsa, Linda, Donna, Joe and Macey have distributed 60,000+ Visitors Guides through the mail and around town!

Remainder of 2015 Regional & Local Advertising

Cape Gazette
Coast Press
Delaware Beach Life
Delaware Today
Facebook Ads
Getaways on Display
Miscellaneous Sea Witch Ads

Oprah Magazine
ParksByNature Mobile App
Tanger Outlet Center Board
WBOC Event Commercials
Web Presence Campaigns
WMDT Event Commercials



IN MEMORIAM

Evelyn Thoroughgood -- "Delaware Born, Delaware Bred, and Scrapple Fed"

Evelyn Dick Thoroughgood, 94, of Rehoboth Beach, passed away on May 26, 2015.

Evelyn graduated from Rehoboth High School in 1938 and married George "Bugs" Thoroughgood Jr. in 1946 and assisted with the operation of the Thoroughgood Lumber Company on Rehoboth Avenue.

Evelyn truly loved Rehoboth Beach, serving three years on the Rehoboth Beach Planning & Zoning Commission, and 10 years as city treasurer. After serving on the committee to rebuild the Cape Henlopen Light Replica, Evelyn was named co-chairman of the Rehoboth Railroad Preservation Society. She was determined to preserve the original railroad station which was moved to its present location at the entrance of Rehoboth Avenue, and is now the offices of the Rehoboth Beach-Dewey Beach Chamber of Commerce.

Evelyn served two terms as vice president of the Rehoboth Beach Homeowners' Association and chairman of the Memorial Tree Fund. The water fountain at the foot of Rehoboth Avenue on the Boardwalk became a project of Evelyn's. It was erected in 1929, and there was a possibility that it would be removed during the streetscape renovation. She contacted several agencies, and received assistance from the National Register of Historic Places, which preserved the fountain as it stands today.

Evelyn served as the president and treasurer of the Rehoboth Beach Historical Society. An avid reader, she served on the board of the Friends of the Rehoboth Beach Public Library and director of the board of the Friends of the Delaware Archives, and Friends of Delaware Libraries Board. Evelyn was honored to receive the Mae Hall McCabe Award for community service in 2002 from the Rehoboth Beach-Dewey Beach Chamber of Commerce.

Evelyn shared her collection of photographs of Rehoboth Beach in the early days, along with her experiences, by designing a slide show and lecture which she proudly presented to several organizations, including Elderhostel. Her sharp wit and sense of humor remained, as she closed each presentation with "Delaware Born, Delaware Bred, and Scrapple Fed."

Evelyn suggested contributions be made to the Rehoboth Beach Historical Society Museum Fund, 511 Rehoboth Avenue, Rehoboth Beach, DE 19971, or Delaware Hospice, 100 Patriots Way, Milford, DE 19963.



Georgia Lewis Leonhart -- "Cape Region Writer"

Georgia Lewis Leonhart, 62, of Rehoboth Beach, passed away April 18, 2015, at her home. She was born March 24, 1953, in Baltimore, Maryland.

Georgia received her bachelor's degree in art from Towson University and received her jurist doctorate in law from the University of Maryland. Georgia was always motivated and embarked on many different successful paths in her lifetime. Georgia passionately showed dogs, competitively jumped horses, ran sled dog races, and loved her art. Professionally, she was a passionate lawyer for 28 years before retiring to become a full time writer almost a decade ago.

Georgia is survived by her daughter, Elena Leonhart. A fund has been created to help Georgia's daughter complete college. Contributions can be made online at <http://j.mp/ForElena> or deliver your contribution to Browseabout Books (make checks payable to "Susan Kehoe", Manager), 133 Rehoboth Avenue, Rehoboth Beach, DE, 302-226-2665.

Above text and photos from Obituaries posted on www.capegazette.com.



Beau Biden -- "Beloved Delawarean"

Former Delaware Attorney General Beau Biden passed away on May 30, 2015 of brain cancer. Carol Everhart attended the Dover viewing service to represent and express the condolences from the Rehoboth Beach-Dewey Beach Chamber of Commerce.

APPLE ELECTRIC

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Chamber of Commerce & Visitors Center**

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