



FOCUS_{on}

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Make a Splash!



Businesses are encouraged to put out their Halloween/fall themed decorations for the Sea Witch® Festival.

If you want to be judged, send pictures of your decorations along with your business name to events@beach-fun.com by 5 PM on October 21st. Judging will take place on October 22nd and winners receive bragging rights for a year and special recognition & promotion.

Don't forget to promote the festival with your business marquee!

Karen did a great job getting the Visitors Center and Chamber Administration Building ready for the Festival!



Sea Witch Festival® Programs

Programs will be available after October 21st!

Members will be mailed a copy October 11th.

Select Deliveries scheduled for the week of October 21st.



Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

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

Chairman of the Board Steve Montgomery
First Chair Carrie Lingo
Second Chair..... Vince DiFonzo
Third Chair/Treasurer... Susan Townley-Wood
Immediate Past Chair Jay Becker
Board of Directors

Marvin Carney	Michael Meoli
Jerry Esposito**	Mitch Resnick
Ben Gray	Scott Swingle
Chip Hearn	Rachel Webster**
Bill Klemkowski	Chris Weeks
Dale Lomas	Kay Wheatley
Rob Marshall	
Keith Martin	**At Large Directors

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

Chamber Staff Contact Information

Mariella Trosko, Visitors Center Supervisor.....Ext. 10
Visitors Center StaffExt. 10
Linda Knotwell, Liz Leshine, Susan Maclary,
Karen McMahon, Nancy Stewart
Emily Grothey, Event Coordinator..... Ext. 11
Carol Everhart, President/CEO Ext. 13
Lisa Newnom, Administration..... Ext. 14
Sophia Sawicki, Membership Ext. 15
Meghan McCalley, Office Mgr/Publications .. Ext. 16
Distribution & Hourly Staff
Justin Babbie, Zach Babbie, Katie Bragg,
Alec Stanton, and Liz Vitella



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2019 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
Oct 12.....	Town of Dewey Beach Mtg	9:00 am/Life Saving Station
Oct 16.....	General Membership Mtg.....	Noon/Cultured Pearl Speaker TBA; Luncheon Fee; RSVP to 302-227-2233 x14
Oct 17.....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Oct 17.....	Full Board of Directors Mtg	11:00 am/Jake's Seafood
Oct 18.....	City of Rehoboth Beach Mtg	3:00 pm/Commissioners Room
Nov 9.....	Town of Dewey Beach Mtg	9:00 am/Life Saving Station
Nov 14.....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Nov 14.....	Full Board of Directors Mtg	11:00 am/Jake's Seafood
Nov 15.....	City of Rehoboth Beach Mtg	3:00 pm/Commissioners Room

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

2019 Business After Hours

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



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

Thursday, October 10 · Hyatt Place/Lighthouse Cove Event Center
Thursday, November 14 · The Pines Rehoboth Beach

Awards Luncheon & Dinner...see page 3

Make sure the Chamber's Holiday Party is on your list!

Thursday, December 19th
from 5:00-7:00 PM at
Jake's Seafood House
in Rehoboth Beach.

\$5.00 at door
and five 50/50 raffle
tickets to members with
membership key tag.





So Many Awards...So Little Time

The Chamber of Commerce will recognize numerous Members, volunteers and special community supporters during two separate events.

Wednesday, November 20th

Luncheon at the Cultured Pearl in Rehoboth Beach

Wednesday, December 4th

Evening Banquet at the Hyatt Place in Dewey Beach

RSVP required...Stay tuned for details!

Awards to be presented: Mae Hall McCabe, Business of the Year, Volunteer of the Year, Scholarship Awards, 20 Year Members, Dewey Beach Lifeguard of the Year and Sponsor Recognition



Downtown Rehoboth Beach Advisory Task Meeting

Over the summer, the Visitor Center and Chamber staff received numerous comments from business owners, business customers, and visitors regarding current parking regulations and policies in Downtown Rehoboth Beach.

A Chamber Downtown Advisory Task Force meeting was held on September 19, 2019 at the Bellmoor Inn in order for businesses to bring forth their concerns and suggestions.

Members of the Rehoboth Beach City Parking Advisory Committee were invited. Several committee members were in attendance along with Chamber staff and 40+ local businesses.

The September 19th meeting comments and list of those who attended are posted at www.beach-fun.com/site-index/2-uncategorised/125-downtown-rehoboth-beach-advisory-task-force.html

Please keep in mind that businesses can attend Parking Advisory Committee meetings to voice concerns. For dates and info, go to www.cityofrehoboth.com and click on the Civic Web Legislative Portal icon on the right hand side of the page.



Thanks to those who attended the meeting!

TOO CUTE!

The Chamber's Facebook received a comment and this cute picture. The Chamber Realtor Bag was re-fashioned into a puppy raincoat! Too cute and clever!

"We love our pups & we love Rehoboth Beach! Thanks to the Chamber of Commerce for the handy bags!" - Pup's owner



General Membership Meeting

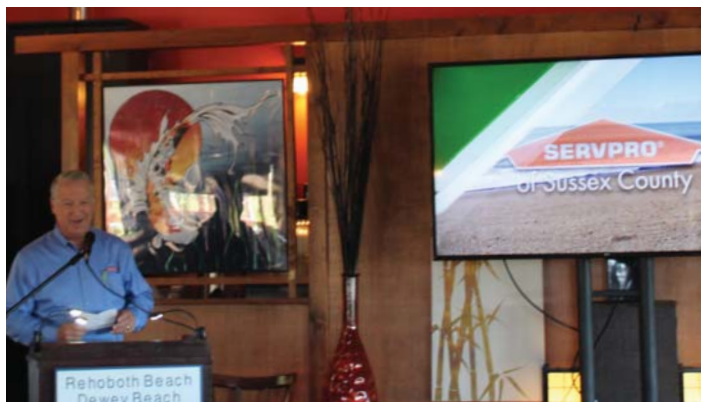
The Chamber of Commerce held a General Membership Meeting on September 25th at the Cultured Pearl.

The Guest Speaker was Representative Pete Schwartzkopf, Speaker of the House. Representative Pete talked about what was on the Legislative Horizon, including topics on road construction, allowing dogs at restaurant patios and more. Dave Zeigler with Servpro of Sussex County provided the 2 Minutes of Fame while Chamber President/CEO, Carol Everhart gave a Chamber update.

The next General Membership Meeting is scheduled for October 16th at Noon at the Cultured Pearl. Chamber Member insurance savings news will be presented by Allen Insurance Group. RSVP to Lisa at 302-227-2233 x14 or lisa@beach-fun.com.



Pete Schwartzkopf pictured with Chamber Board Members, Dale Lomas and Rob Marshall.



Two Minute of Fame speaker provided by Member Dave Zeigler with Servpro of Sussex County.

Meeting Room Available at Chamber

The Chamber can now offer the meeting room for rent thanks to sponsorship, which provided funding for furniture and equipment, by Alex Pires, Highway One Companies & the Community Matters Foundation!

The meeting room is located in the Administration Office at 306 Rehoboth Avenue in downtown Rehoboth Beach. There is seating for 10-12 people and the room is available Monday-Friday between 9:30AM - 4:30PM. Use of HDMI connection to smart tv and dry erase board included.



Reserved Room Rental Fee:

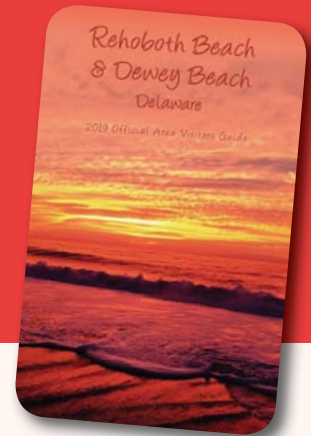
Member \$10 per hour
Non-Member \$20 per hour

For more info & to check availability, contact Lisa at 302-227-2233 x14 or lisa@beach-fun.com.



Don't Miss this Advertising Opportunity . . .

in the 2020 Rehoboth Beach & Dewey Beach Official Area Visitors Guide!!



The Official Area Visitors Guide for Rehoboth Beach & Dewey Beach

is a Member purchased advertising publication. The 132 page Guide is mailed to potential visitors in direct response to Chamber placement advertisements and limited Area Bins & Realtor Bags. 140,000 copies are scheduled to be printed!



Zach with Realtor Bags



Mariella with Bulk Mailings

90+% of the Visitors Guide are mailed to leads gathered through regional advertising, with 11,000+ distributed in Realtor Bags that are passed out to weekly renters from Memorial Day to Labor Day.

The Guide contains the categories of: Attractions, Fun Stuff & Calendar of Events, Accommodations, Real Estate, Restaurant & Eateries, Retail, Service and Weddings & Groups, plus a map of the Resort Area.

Available ad sizes are:

- Listing (6 Lines) - \$160
- One Eighth Page plus Listing - \$375
- Quarter Page plus Listing - \$675
- Half Page Ad plus Listing - \$1,250
- Full Page Ads plus Listing starting at - \$1,650

For More Info, Contact Sophia!

302-227-6446 · sophia@beach-fun.com



WELCOME New Members!

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

Blue Dragonfly

Gil Rosen
Delaware Beaches
301-980-1139
@bluedragonflybracelets
Service - Org./Assoc./Agency

The Coffee Mill

Bob Cartwright
127B Rehoboth Avenue (The Mews)
Rehoboth Beach, Delaware 19971
302-227-7530
www.coffeemillrehoboth.com
Restaurant/Eatery

Delaware Roofing & Gutter Pros

Bill Fay
21250 N. Street
Rehoboth Beach, Delaware 19971
302-236-3704
www.delawaregutterpros.com
Service - Roofing/Gutters

Fifth Avenue Jewelers

Pam Brittingham
19323 Lighthouse Plaza, Unit 1
Rehoboth Beach, Delaware 19971
302-227-1423
Retail - Jewelry

Foxx Electric Incorporated

Todd C. Sauer
Millsboro, Delaware 19966
302-250-3440
Service - Electrical Contractor

Janney Montgomery Scott, LLC

Jason Bentley
12001 Old Vine Blvd., Suite 106
Lewes, Delaware 19958
302-313-0408
www.janney.com
Service - Financial Services

Office Pride

Shareen Vele
141 Hunters Run Blvd.
Felton, Delaware 19943
302-316-2999
www.officepride.com
Service - Cleaning Services

Race 4 Warriors

Michael Bellerose
PO Box 778
Millsboro, Delaware 19966
603-351-8685
www.race4warriors.org
Service - Org./Assoc./Agency

ScuBee's CBD Boutique

Stephen Provost
216 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-278-7550
www.scubees.com
Retail - Gifts & Specialty Shops

Stockley Materials, LLC

Ken Adams
32416 Lewes-Georgetown Highway
Lewes, Delaware 19958
302-856-7601
www.stockleymaterials.com
Service - Landscape Contractors



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 August 20 - September 30, 2019. Thank you for your continued support!

ABI Security Group.com · Allen Insurance Group · American Heart Association in Delaware · Angler's Fishing Center · APPI Energy
Atlantic Boardwalk Grille · Atlantic View Hotel · Avenue Inn · Bay Resort Motel · Beach View Hotel · Bear Trap Dunes
Bellinger's Jewelers · Bewitched & BEDazzled B&Bs · Blue Moon Restaurant · Brandywine Senior Living at Seaside Pointe
Care Patrol · Century 21 Home Team Realty · Children's Beach House · Children & Families First · Cilantro Cocina De Mexico
Circle D Properties LLC · Clean Energy, USA, LLC · Clear Space Theatre Company · Jeffrey, M. Cooper, DMD, PA
Country Club Estates Property Owners Association · Delaware Beaches, Yogi Bear's Jellystone · Delaware Hospice, Inc.
Delaware PC Services LLC · Element Design Group · Gourds-N-More Country Store · Group J Design, Inc
Henlopen Overhead Door · Homestead Bed & Breakfast at Rehoboth Beach · Indian River Life-Saving Station Museum
Jiffy Lube Lewes/Jiffy Car Wash · just COMFORT shoes · La Red Health Center, Inc. · Merestone Consultants Inc.
Meridian Home Watch Inc. · Mid-Shore Electrical Services, Inc. · Stan Mills (Patron Member) · Murphy Electric, Inc.
On The Rebound Bulldog Rescue · Patio Systems, Inc. · Rehoboth Beach House Rentals · The Resort at Massey's Landing
RISE Fitness + Adventure · Save Our Lakes Alliance 3 (SOLA 3) · Seniors Helping Seniors · Sirvida · Something Comfortable LLC
Southern Delaware Therapeutic and Recreation · Stitch-Stash · Sussex Eye Center, PA · Tidemark Federal Credit Union
Town of Dewey Beach · USO - Delaware · Winswept Stables · Yoder & Sons Construction, LLC

DELAWARE BEACH BOOK

The Official Guide Book of Coastal Delaware

“Tourism Partner of the Year”



featuring photography by local photographers

*Distributed to and enjoyed by
locals, newcomers, businesses and visitors*

RESERVE YOUR SPACE NOW FOR 2020

**CONTACT BECKY 302. 228. 1672
becky@delawarebeachbook.com**

Get the 2019 edition on line www.delawarebeachbook.com



BUSINESS *after* HOURS PICTURES

THANKS to our September Host!

210 2nd Street, Rehoboth Beach · 302-212-2409
www.azzurrehoboth.com





DelawareToday® DELAWARE BUSINESS TIMES

WOMEN *in* BUSINESS

Downstate Luncheon

Wednesday, December 4, 2019 | 11 a.m. - 2 p.m.
Lighthouse Cove Event Center, Dewey Beach, DE



KEYNOTE SPEAKER

Judy Aliquo
President & CEO
Beebe Medical Foundation

TICKETS: VISIT DELAWARETODAY.COM/WIB



Custom Sponsorships available at a variety of price points. Contact Advertise@DelawareToday.com or 302.504.1326

REPORTS *and* STATISTICS



Accommodation Occupancy Chart | 2018 vs. 2019

Weekend	Room Count	Weather	Event
July 6-8, 2018	3,305	70's Sunny	None
July 5-7, 2019	3,274	80's Sunny	4th of July Fireworks
July 13-15, 2018	3,494	80's Sunny	None
July 12-14, 2019	3,146	80's Sunny	None
July 20-22, 2018	3,396	80's Rainy	None
July 19-21, 2019	3,256	90's Sunny	None
July 27-29, 2018	3,511	80's Rainy	None
July 26-28, 2019	3,283	80's Sunny	None
August 3-5, 2018	3,557	80's Cloudy	Art League Show
August 2-4, 2019	3,307	80's Cloudy	Art League Show
August 10-12, 2018	3,561	80's Sunny	Art League Show
August 9-11, 2019	3,307	80's Sunny	Art League Show; Summer Vibes Fest
August 17-19, 2018	3,565	80's Sunny	Summer Vibes Fest
August 16-18, 2019	3,308	80's Sunny	None
August 24-26, 2018	3,548	80's Sunny	None
August 23-25, 2019	3,146	80's Sunny	None
August 31-September 2, 2018	3,527	80's Cloudy	Labor Day
August 30-September 1, 2019	3,318	80's Sunny	Labor Day
September 7-9, 2018	3,181	80's Rainy	Sandcastle Contest
September 6-8, 2019	3,123	80's Cloudy	Sandcastle Contest
September 14-16, 2018	2,491	70's	Hurricane Florence Threat
September 13-15, 2019	3,104	80's Cloudy	Polkamotion
September 21-23, 2018	3,200	70's Sunny	Garlic Fest/Dewey End of Season Party
September 20-22, 2019	3,239	70's Sunny	Dewey End of Season Party
September 28-September 30, 2018	3,074	70's Sunny	Chilli Fest
September 27-29, 2019	3,273	70's Sunny	Alzheimer's Walk; Dewey Golden Jubilee

Wednesday	Room Count
July 4, 2018	3,003
July 3, 2019	2,783
July 11, 2018	2,633
July 10, 2019	2,572
July 18, 2018	2,812
July 17, 2019	2,699
July 25, 2018	2,534
July 24, 2019	2,797
August 1, 2018	2,660
July 31, 2019	2,603
August 8, 2018	2,870
August 7, 2019	2,926
August 15, 2018	3,029
August 14, 2019	2,857
August 22, 2018	2,748
August 21, 2019	2,697
August 29, 2018	2,418
August 28, 2019	2,358
September 5, 2018	2,357
September 4, 2019	2,334
September 12, 2018	2,156
September 11, 2019	2,341
September 19, 2018	2,018
September 18, 2019	2,062
September 26, 2018	1,819
September 25, 2019	1,916

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - September 30, 2018 · 106,975 ↓
 January - September 29, 2019 · 102,124 ↓

WEDNESDAY

January - September 26, 2018 · 70,203 ↓
 January - September 25, 2019 · 69,008 ↓

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.

REPORTS and STATISTICS

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

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
January	21,740	22,354	6,892	7,390	6,347	6,733	53.38%	57.30%	1:47	1:55
February	33,479	22,442	10,437	9,253	9,665	8,427	49.54%	61.00%	1:56	1:41
March	41,473	30,960	12,770	10,955	11,899	10,111	52.02%	60.78%	1:51	1:44
April	40,053	41,736	12,720	14,378	11,887	14,315	53.51%	63.17%	1:48	1:32
May	54,949	49,959	16,086	18,388	15,270	17,442	50.67%	62.93%	1:59	1:37
June	96,793	50,408	27,207	18,919	26,201	18,094	50.54%	63.75%	1:53	1:34
July	73,562	60,792	27,458	23,350	25,706	22,393	66.39%	65.97%	1:25	1:31
August	56,551	57,464	21,852	21,722	20,211	20,707	65.97%	64.25%	1:29	1:31
September	43,698	66,174	16,993	27,569	15,645	26,193	65.82%	67.32%	1:29	1:18
YTD Totals	462,298	402,289	152,415	151,924	142,831	144,415	56.43%	62.94%	1:44	1:35

* YTD Total Average

Top Pages Viewed - September 2019

Page on Site	Page Views
1 Sea Witch® Festival Page.....	10,814
2 Sea Witch® Festival/Calendar of Events Pages ..	6,802
3 Sandcastle Contest Page	4,301
4 Events	2,630
5 Sidewalk Sale Page.....	2,517
6 Sea Witch® Program Request	2,496
7 Sandcastle Contest/Calendar of Events Page ...	1,418
8 Area Activities.....	1,320
9 Thank You Page.....	1,084
10 Dewey Beach Activities	1,047

Top 10 States to Visit Website - September 2019

State	Visits
1 Delaware (partly Member driven)	6,632
2 Pennsylvania	5,682
3 New Jersey.....	3,298
4 Maryland	3,017
5 District of Columbia.....	2,731
6 Virginia	2,062
7 New York.....	1,901
8 Ohio	349
9 Tennessee	196
10 Florida.....	177

As of October 2, 2019, the Chamber has 70,759 Facebook Followers & 844 Instagram Followers!

Follow the Chamber at: www.facebook.com/RehobothDeweyChamber/ · www.instagram.com/rbdbcc

Delaware Labor Force Trends

(August 2019); Delaware's seasonally adjusted unemployment rate in August 2019 was 3.4%, up from 3.3% in July 2019. There were 16,600 unemployed Delawareans in August 2019 compared to 17,700 in August 2018. The US unemployment rate was 3.7% in August 2019, unchanged from July 2019. In August 2018 the US unemployment rate was 3.8%, while Delaware's rate was 3.7%. Source: Delaware Department of Labor - Monthly Labor Review; published September 20, 2019. <https://lmi.delawareworks.com>



"Productivity is never an accident. It is always the result of commitment to excellence, intelligent planning, and focused effort."

Paul J. Meyer

MEMBERS IN THE SPOTLIGHT

VisitRehoboth.com

VisitRehoboth.com is a website dedicated to information on the Delaware Beaches and surrounding areas. For more information, go to www.visitrehoboth.com or check out their Instagram, [visitrehoboth](https://www.instagram.com/visitrehoboth). ♦



Office Pride

Office Pride is a commercial cleaning company providing full-service cleaning for the Delaware Beaches and the surrounding areas. For more information visit, www.officepride.com or call 302-316-2999. ♦



The Great STEMporium

The Great STEMporium is serving up science in a unique family fun way at their new location at 18388 Coastal Highway (next to Verizon and Go Brit!). They completely renovated Bill's Sports Shop to feel like a steampunk gastro pub with rich colors and intriguing décor.

The Great STEMporium recently added 20 new menu items, events, and programs. Some of their programs include options for birthday parties, field trips, Girl Scouts, Odyssey of the Mind spontaneous practice, coding clubs, home school hours, special needs day, corporate team building, holiday parties, lectures, workshops, and free demonstrations. Their main menu caters to children ages 5-12 and families, but they've recently added a "Sip 'n Science" option every Friday night for adults. "Grandparents love bringing their grandkids, but to our surprise, adults are loving it too!" says Cari Miller, co-founder. "Our goals are to offer a lot of options at affordable prices and to take the intimidation out of science so it's just fun, and based on our reviews so far, I think we're meeting those goals." reports David Stobie, co-founder.

For more information and new fall hours and offerings, visit www.GreatSTEM.com. ♦



Planet Smoothie

Len and Renee Reseter have opened their second Planet Smoothie location on Coastal Highway in Rehoboth Beach. They offer real fruit, no syrup smoothies in a variety of flavors, year-round for breakfast, lunch or dinner. Catering, fundraisers, and (soon) online ordering are available.

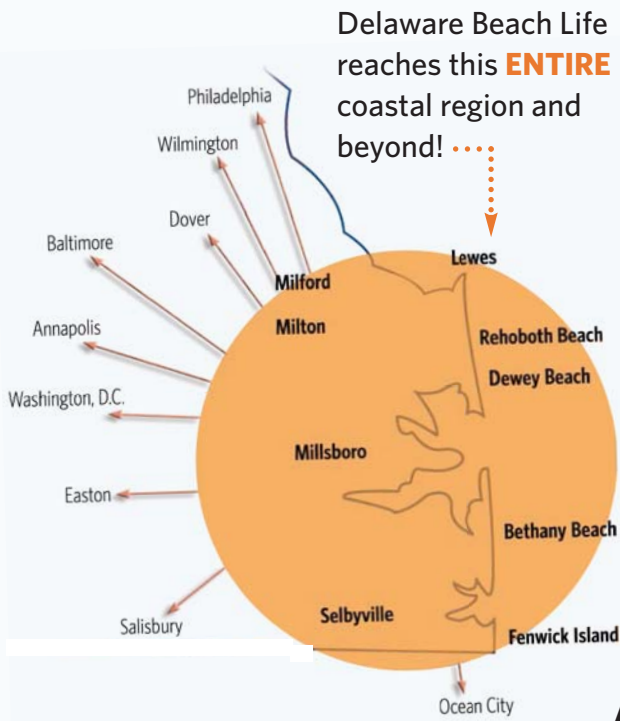
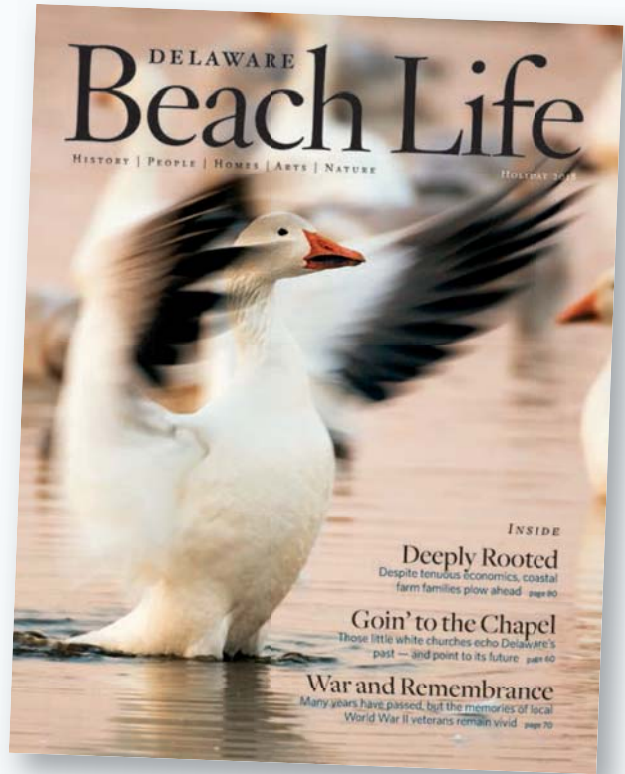
Planet Smoothie is intent on redefining the smoothie category and is among the country's top smoothie concepts. The brand appeals to a demographic of loyal, active and occasion-driven Customers who want to live a healthier lifestyle. Planet Smoothie offers real fruit smoothies with lower calorie, lower sugar, and higher protein options, giving customers a quick, portable snack or meal replacement. The brand's menu is organized into lifestyle categories to assist Customers in finding the smoothie that helps them to achieve their personal goals, including protein, energy and Planet Lite categories.

Planet Smoothie, Rehoboth Beach is located at 19269 Coastal Highway, Unit #1. For more info, call 302-567-5858 or email planetsmoothiedelaware@gmail.com. ♦



BLAST YOUR BRAND!

Don't miss your chance to reach Delaware Beach Life's avid, affluent readers! Reserve your ad space by Oct. 16 for the Holiday issue, which stays on newsstands for three months.



We can deliver your message to thousands of avid, affluent readers throughout **ALL** of coastal Delaware

Ask about our special deals & discount rates!
No payment due until after publication!

Call or email to reserve your space in the Holiday issue. We'll make it easy to get results with the premier lifestyle magazine of coastal Delaware!

(302) 227-9499 • info@delawarebeachlife.com • delawarebeachlife.com



Chamber Business Community Things to Know about the Sea Witch® Festival



WHAT. The **30th Annual Sea Witch® Festival** is an award-winning family event that takes place over a three day weekend. Popular activities include: costume parade, dog parade, live musical entertainment at the Rehoboth Beach Bandstand, trick or treating in both Dewey Beach & Rehoboth Beach, Sea Witch® Hunt, old fashioned beach games, artisans & crafters and more!! **WHEN.** October 25-27, 2019. **WHERE.** The Rehoboth Beach-Dewey Beach, Delaware Resort Area.

DELIVERIES. **SCHEDULE DELIVERIES FOR FRIDAY, OCTOBER 25th.** Rehoboth Avenue will be closed to all traffic on Saturday, October 26th at 2AM and will reopen immediately following the costume parade and fence removal (approximately between 2-3PM). 1st Street and 2nd Street can be utilized to cross over Rehoboth Avenue prior to 9AM.

PROGRAMS. Programs mailed to Members mid-October. During the week of October 21st...programs will be available to the public at the Visitors Center & will be delivered to specific business locations. Program also available at Beach-Fun.com.

BUSINESS CLUE KEEPERS. If you have been a clue keeper in the past, you will remain on the list unless the Chamber has been notified to remove you. There are 100+ clue keepers and clues will be delivered on Friday, October 25th.

BUSINESS DECORATING CONTEST. Businesses are encouraged to put out their Halloween/fall themed decorations for the festival. If you want to be judged, send pictures of your decorations along with your business name to events@beach-fun.com by 5 PM on October 21st. Judging will take place on October 22nd and winners receive bragging rights for a year and special recognition & promotion.

MARQUEES. Help us promote the Festival on your business marquee!!

PARKING RESTRICTIONS. Crowd control fencing on both sides of Rehoboth Avenue will be in place beginning on Saturday, October 26th at 2AM. Posted signage will indicate prohibited parking areas. **Abiding by signage is a must.** Police have the authority to ticket or tow vehicles in non-authorized areas. At the owners expense, cars will be towed to Coastal Towing located at 33012 Cedar Grove Road, Lewes, DE 19958. 302-645-6300. Parking on Rehoboth Avenue is not recommended. Adjacent side streets within the City can be utilized for parking.

NEW & POPULAR FESTIVAL ACTIVITIES.

- Indoor 3-Day Artisans & Vendor Show at the Convention Center (Friday 1-6PM and Saturday & Sunday 10AM-5PM)
- Kid's Corner at the Convention Center (Friday 1-6PM and Saturday & Sunday 10AM-5PM; Kid's Activities)
- Bubble Boo & Puppies Too! around the Bandstand (1-3PM; Kid's Activities and Pet Adoptions)
- Bandstand Music: Friday with Junior Wilson and Chatty (12:30-2:30PM and 3:30-5:30) & Blue Cat Blues Band (7-9PM) plus 3 great band performances each on Saturday and Sunday
- Trick or Treating: Dewey Beach on Friday and Rehoboth Beach on Saturday (both from 6:30-7:30PM)
- Costume Parade: Steps off at 11AM on Saturday down Rehoboth Avenue
- Dog Parade: Steps off at 1PM on Sunday down the Boardwalk

See Reverse Side For More Important Information!

Produced by the Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center
View the complete program at www.Beach-Fun.com
302-227-6446 · 501 Rehoboth Ave (Visitors Center) · Rehoboth Beach



As of 10/4/19



INCLEMENT WEATHER. For information on weather related cancellations and/or postponement of festival events, call the Chamber at 302-227-6446 for recorded updates. Updates will also be posted on the Chamber's Facebook & Instagram pages. Also see schedule of activities on pages 23-29 of the Festival Program for activity rain locations. Don't forget to bring your slickers & umbrellas in case of magic rain. There are no parade rain dates due to logistical, contractual, safety and fencing requirements. **Special Note.** Factors that can lead to costume parade cancellation include: high winds, lightning, heavy rain and flooding. Due to the timeframe needed to place parade safety fencing along Rehoboth Avenue, cancellation must be determined no later than Noon on Friday, October 25th prior to the placement of the fencing. Cancellation of the costume parade does not cancel other festival activities.

SATELLITE PARKING & SHUTTLE INFORMATION.

If travelling from the North,

- Parking will be free at the following DART Park & Ride locations:
 - Rehoboth Beach Park & Ride: Coastal Hwy & Shuttle Road & Lewes Park & Ride: 17616 Coastal Hwy
- Transportation available on Saturday, October 26th from 7AM to 11PM.
- Riders pay \$2.00 for a one-way ride; \$4.20 for a full day pass. Download DART Pass to easily purchase your fare using your phone for quick boarding.
- Pick-up and drop-off location for festival goers will be at Lake Ave by the Henlopen Hotel at the Boardwalk.

If travelling from the South,

- Parking will be free at Tower Road (Oceanside), DE Seashore State Park. Pick-up and drop-off located at restroom pavilion.
- Roundtrip, continuous shuttles on Saturday, October 26th from 8AM to 8PM.
- Stops located at Original Jolly Trolley Stops in Mid-Dewey Beach and anywhere along event route.
- Adults \$3.00 one-way or \$5.00 roundtrip; Kids 5 years and under \$1.00 each way.
- Pick-up and drop-off location for festival goers will be at Lake Ave by the Henlopen Hotel at the Boardwalk.

SATURDAY REHOBOTH AVENUE CLOSURE & STREET CLOSURES. ARRIVE EARLY...before 9AM!!! Rehoboth Avenue will be closed to all traffic on Saturday, October 26th at 2AM and will reopen immediately following the costume parade and fence removal (approximately between 2-3PM). 1st Street and 2nd Street can be utilized to cross over Rehoboth Avenue prior to 9AM. After 9AM, adjacent streets within the City can be utilized for parking and/or drop off for spectators & walking parade participants.

COSTUME PARADE REGISTRATION AND PARADE ROUTE. **NEW!! With Rehoboth Avenue closed to all traffic on Saturday, October 26th there is a new drop-off area for walkers participating in the Sea Witch® Festival's Costume Parade.** The drop off will be at Sussex Street and 5th Street. Walkers will walk from 5th Street to 4th Street and register at the registration tent at Grub Kitchen. Vehicles will follow Columbia Avenue to Sussex Street to drop passengers at 5th Street and Sussex Street before departing for parking availability. The walkers will lead the parade from 4th Street and enter Rehoboth Avenue headed west to State Road then turn left on Rehoboth Avenue headed east and then turn at the Bandstand to return to 4th Street. Motorized vehicles join & follow the walkers on the parade route at State Road. Costumed public is welcome to enter the walking section of the Parade and Costume Contest. Registration for the costume parade is donation based and will take place on Saturday, October 26th beginning at 9AM. Registration will be held on the Grub Kitchen 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 Kitchen). The costume parade will begin at 4th Street. The parade steps off at 11AM.

MOTORIZED/FLOATS/ROLLING PARADE PARTICIPATION. With limited available space for the line up at State Road, there is a limit of 50 pre-registered rolling/motorized vehicles. Many requests to be in the parade have not been accepted in order to alleviate a back-up onto Route One.

PARADE ON TV! The costume parade will air live on Saturday, October 26th starting at 10:30AM on WRDE NBC Coast TV.

RESTROOMS. Public restrooms are located at the Bandstand & Rehoboth Avenue, the Boardwalk & Baltimore Avenue, the Boardwalk & Delaware Avenue, Convention Center and Grove Park. Mobile restrooms are located at the El Jefe Gordo restaurant parking lot, 251 Rehoboth Avenue on Saturday only from 8AM until the end of the costume parade.

Produced by the Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center



View the complete program at www.Beach-Fun.com

302-227-6446 · 501 Rehoboth Ave (Visitors Center) · Rehoboth Beach

As of 10/4/19

NOTICE

NEW!! With Rehoboth Avenue closed to all traffic on Saturday, October 26th there is a new drop-off area for walkers participating in the Sea Witch® Festival's Costume Parade.

The drop off will be at Sussex Street and 5th Street. Walkers will walk from 5th Street to 4th Street and register at the registration tent at Grub Kitchen. Vehicles will follow Columbia Avenue to Sussex Street to drop passengers at 5th Street and Sussex Street before departing for parking availability. (See map below). Rehoboth Avenue will reopen immediately following the costume parade and fence removal (approximately between 2-3PM).

Parade walkers will line up on 4th Street and enter Rehoboth Avenue headed west to State Road then turn left on Rehoboth Avenue headed east, turn at the Bandstand to return to 4th Street. Motorized vehicles follow the walkers on the parade route at State Road and continue out of town at the end of the parade. A portion of 5th Street will be utilized for parade balloon blow-up and for merging into the Costume Parade as it passes.

By the authority of the Rehoboth Beach Police Department,
Parking is not permitted on 4th Street and portions of 5th and Sussex Streets from 10:00 pm on Friday, October 25th to 3:00 pm on Saturday, October 26th.
(See map below)

At the owners expense, cars parked in restricted areas will be towed to Coastal Towing located at 33012 Cedar Grove Road, Lewes, DE 19958. 302-645-6300.



The Sea Witch® Festival Event Staff wants to make sure that you are aware.

If you have questions or concerns, please contact the:

Rehoboth Beach-Dewey Beach Chamber of Commerce
at 302-227-6446
x.13 or x.11
or the Rehoboth Beach Police Department
at 302-227-2577.

As of October 2019



Sea Witch® Festival · October 25-27



Festival Information

NEW to the Festival!

Rehoboth Beach Convention Center Vendor Area and Kid's Corner sponsored by Garrison Homes

- Garrison Homes Kid's Corner will feature: Magic Shows by Jack Noel, Monster Art, Free Trick or Treat Bag Decorating and fall-themed activities by the Great STEMporium
- Expanded Indoor Vendor Area...approximately 30 juried vendors selling handmade items Friday, Saturday and Sunday

"The Dewey Elvis" Frank Raines will be emceeing Saturday's Costume Parade

Parade Grand Marshalls: 2017 Business of the Year Fins Hospitality Group and 2018 Business of the Year Browseabout Books

Back by popular demand!

- DART and Jolly Trolley Transportation into Downtown Rehoboth Beach on Saturday, October 26th.
- Costume Parade safety fencing on the sidewalk and median side of Rehoboth Ave.

Free Musical Entertainment at the Bandstand, sponsored by DISCOVER Bank!

Friday, October 25th

12:30-2:30PM & 3:30-5:30PM · Junior Wilson & Chatty; 7-9PM · Blue Cat Blues Band

Saturday, October 26th

1:30-3:30PM · The British Invasion Experience; 3:45-5:15PM · Nothin' But Trouble
5:30-7:30PM · The Jimmies, 80's Flashback Band

Sunday, October 27th

10:30AM-11:45PM · Paul Zavinsky; 12:00-2:00PM · Trailer Grass Orchestra; 3:00-5:00PM · Glass Onion Band

6 **Featured MEMBERS**

AROUND TOWN



- #1 - Fractured Prune
- #2 - Max Challenge
- #3 - Nassau Valley Vineyards
- #4 - Salt Air
- #5 - Azzurro
- #6 - Cultured Pearl
- #7 - Hyatt Place, Lighthouse Cove

Chamber Staff & Friends *Hit the Road*

The Chamber of Commerce Board of Directors, Administration and Visitors Center staff (plus friends) hit the road and toured several member businesses: Cape Water Taxi & Tours followed by all AUCE Crabs at Jake's Seafood House and Ft. Miles, Battery 519. Thanks to everyone for a great time!



302-644-7334 · capewatertours@gmail.com · www.capewatertaxi.com

Docks: 213 Anglers Road, Lewes · 43 Cape Henlopen Drive, Lewes

113 Dickinson Street, Dewey Beach



302-645-0753 · www.fortmiles.org

Cape Henlopen State Park, Lewes

Battery 519



Thanks to everyone
for a GREAT
40th Annual
Sandcastle Contest!

Winners and pictures at
Beach-Fun.com





Sea Witch® Festival Sponsors



Thank You . . . Thank You . . . Thank You



Sea Witch® Festival Sponsors



Thank You . . . Thank You . . . Thank You



SMILE You Could Be On TV!

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



Saturday, October 26th at 10:30AM



Picture of TV Hosts from the 2016 Costume Parade.

Remember To **Fall Back** • **November 3rd**



\$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!



645-5105



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

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

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