



2023 Sea Witch® Festival

Financial Report

The Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center thanks all those who made the festival possible!

Mark your calendar for the 2024 Festival...**October 25-27** · Info @ 302-227-2233 & Beach-Fun.com

CATEGORY/DESCRIPTION	REVENUE	EXPENSE
ACTIVITIES: Pony Rides, Kid's Games (Brooms, Stickers, Ribbons, etc.), Trick or Treat Bags, Monster Art, 50/50, Kid's Treasure Trail, etc.	\$2,453.69	(\$4,299.79)
ADVERTISING: Newspapers, TV, Radio, Facebook, etc.	\$0.00	(\$7,119.60)
CONTRACTED SERVICES/ENTERTAINMENT*: Bands, Balloon Twisting, Hayrides, City of Rehoboth, Bandstand Usage Fee, Convention Hall Rental, Sound, Photography, etc.	\$899.00	(\$44,742.39)
COSTUME PARADE**: Fencing (\$41,0000 Expense), Parade Numbers, Ribbons, Stickers, Tables, Chairs, Tent, Portable Restrooms, Helium, etc.	\$3,225.00	(\$72,484.99)
DECORATIONS: Straw, Pumpkins, Ribbon, etc.	\$0.00	(\$823.55)
DOG PARADE: Tables, Chairs, Parade Numbers, Prizes, etc.	\$1,030.00	(\$367.08)
ENFORCEMENT/SECURITY***: Police - DE State, DE Dept. of Transportation, Bethany Beach, DE Capital, Clayton, DE River & Bay Authority, Dewey Beach, DE Alcohol & Tobacco Enforcement, Fenwick Island, Milford, Millsboro, Milton, Rehoboth Beach, Smyrna, South Bethany, Townsend, DE Dept. of Corrections Probation & Parole, DE Dept. of Natural Resources, Sussex County Emergency Operations Center, DE Emergency Management Agency (DEMA), DE National Guard, Rehoboth Beach Vol. Fire Co., Sussex County Emergency Medical Services	\$0.00	(\$38,921.28)
PRINT PRODUCT: Programs, Event Stickers, Posters, etc.	\$0.00	(\$17,539.73)
PROMOTIONAL PRODUCT: Pins, T-Shirts, Hats, Masks, etc.	\$34,566.66	(\$9,052.08)
RENTALS/PERMITS: Tables, Chairs, Event Permit Fees, etc.	\$0.00	(\$635.33)
SPONSORSHIP****: Above The Dunes, Accent On Travel, Affinity Energy Management, American Childhood Cancer Assoc., Arena's Deli & Bar, Artisan's Bank, Atlantic Jewelry, Atlantic Liquors, Atlantic Sands Hotel, Barn Hill Preserve, Bayhealth Medical Center, Beebe Healthcare, Blackwall Hitch, Boardwalk Plaza Hotel, Boulevard Ford-Lincoln, Brighton Suites, Browseabout Books, Buffalo Wild Wings, Capano Residential, Cape May - Lewes Ferry, CertaPro Painters, Coast Rehoboth Beach, Coastal Bath, Community Bank, County Bank, Creative Concepts, The Cultured Pearl, DART First State, DE 529 Savings Plan, DE First Health, DE State Parks, DE Today Magazine, DE Beach Book, Devil Dave's Bloody Mary Shop, Dewey Business Partnership, DiFebo's, Discover Bank, Downtown Blues, Family Promise of Southern DE, Faw Casson, First Rate Movers, Forever Media, Fulton Bank, Gaia's Organic Grocery, Grotto Pizza, Henlopen Overhead Door, Hyatt House Hotel, Hyatt Place Dewey Beach, I Heart Media, The Ice Cream Store, Jack Lingo Realty, Jersey Mike's, just COMFORT Shoes, Kilwin's Rehoboth Avenue, Kiwi's Tiki Hut & Kove, LeafFilter, The Link Layers, M&T Bank, M.L. Lichtenberg & Associates LLC, Meghan's Collection, One Day At a Time Gifts, Orsted, Outback Steakhouse, Pirates of Lewes Expeditions, Portraits In The Sand, RE/ MAX Realty Group, RE/ Max Rental Division, Rehoboth Beach Animal Hospital, Renewal by Andersen, Right Balance Pilates, Salt Air, Sandy Surfaces, Sazio, Schell Brothers, Seaboard Hotels, Sirocco, Starboard Stingray, Summit Community Bank, Sussex Eye Center, Sweet Frog Frozen Yogurt, TV Delmarva, U.S. Wind, Vacasa, Victoria's, Vivid Creative Studio, Weis Markets, WGMD, Williams Insurance Agency, Woody's Dewey Beach, WSFS Bank	\$105,050.00	\$0.00
VENDORS: Outdoor & Indoor Vendor Fees	\$16,210.00	(\$0.00)
VOLUNTEERS: Financial Assistance to Groups that Assist (i.e. MERR Institute, Southern Delaware Therapeutic Riding, etc.), Volunteer T-shirts, etc.	\$0.00	(\$3,104.00)
MISCELLANEOUS SUPPLIES/ITEMS	\$0.00	(\$1,489.77)
TOTAL REVENUE/EXPENSE	\$163,434.35	(\$200,579.59)

2023 Fast Facts . . .

- **400+** volunteers, sponsors, groups and businesses helped make Sea Witch® Magic Happen with **1,184** volunteer hours!
- Approximately **621** Walkers, **68** Floats/Motorized Vehicles, **6** Marching Bands & **8** Balloon Handling Teams participated in the Costume Parade
- **206** Dogs wagged their way down the Boardwalk for the Dog Parade

CHAMBER INVESTMENT: (\$37,145.24)

2022 vs. 2023 Notes Below. 2022 Investment - \$25,260.57 vs. 2023 Investment - \$37,145.24

- * Contracted Services Expenses increased by \$11,237.06 due to renting all equipment needed for Bandstand sound; did NOT use any City of Rehoboth equipment or services at Bandstand. Hired more children's entertainers for the Convention Center.
- ** Costume Parade Expenses increased due to increase in the length of street for needed safety fencing.
- *** Enforcement/Security Expenses increased due to delayed fence removal.
- **** Sponsorship increased by \$11,575.00.

Special thanks to DART! On Saturday of the Festival, **6,629** passengers rode on DART buses at no charge! Plus, Saturday passengers donated **650** pounds of food for DART's Annual Stuff the Bus program.