



# FOCUS *on*

April, May and  
June 2017

**Rehoboth Beach-Dewey Beach Chamber of Commerce**

Mission: To promote business, tourism and civic responsibility.

## Beach Goes Blue...

## Red & White, Too!



Military & First Responders Appreciation Day

# ★ ★ June 10 ★ ★

*(some activities weather dependent)*

The Rehoboth Beach - Dewey Beach Chamber of Commerce & USO Delaware invite you to join us as we salute our Military and all First Responders, Police Officers, Firefighters, Paramedics, Lifeguards . . . **ALL those who serve!**

Organizations are participating by offering activities during the event with a multitude of businesses offering discounts for Military & First Responders with ID!

Groups to date are: American Legion Post 5 · Delaware State Police · Ft. Miles Historical Association · USO DE · Chamber of Commerce

Dewey Beach: Beach Patrol · Police Department

Rehoboth Beach: Museum · Police Department · Library · Beach Patrol · Volunteer Fire Company

**Fun Activities Include:** Military Village, SORT & Scuba Exhibits, Free Bandstand Entertainment, Police K-9 Demonstration, Kid's Good Guy Swearing In with Badge, USO Delaware John M. Scharp Geck-Go 5K,

**After Dark Light Show on Rehoboth Beach & more!**



**WBOC 16** Official Event Sponsor



**Book Your Stay**  
& View the Program @ **Beach-Fun.com**



## Look Who Stopped By!



On April 13th, Delaware Senator Tom Carper stopped by the Chamber of Commerce to meet with Chamber of Commerce Legislative Task Force members. Topics such as international student workers were discussed.

Pictured above from left to right are: Mark Lally, Chamber Legislative Rep.; Carrie Lingo, Board Member; Chip Hearn, Board Member; Carol Everhart, RBDBCC President/CEO; Kay Wheatley, Board Member; Jerry Esposito, Board Member; Senator Carper; and Rob Marshall, Board Member.

Senator Carper also took the opportunity to photo with the Chamber Chicks! Pictured with the Senator are Carol, Joy Kidd, Meghan McCalley and Kate VanVorst.

## General Membership Meeting

Lt. Governor Bethany Hall-Long spoke to the Membership on April 19 at Kings Creek Country Club.



## Service at the Beach

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MILTON - LEWES - REHOBOTH



# BRAG BOARD

## Meals on Wheels Ride Along

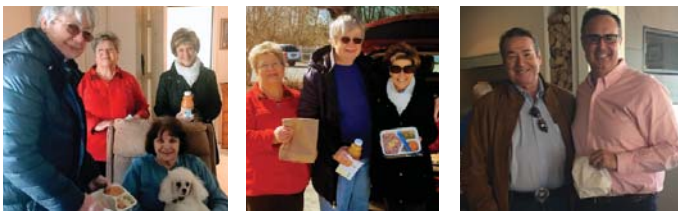
On March 20th, Carol Everhart was invited to assist in the handing out of meals via Meals On Wheels Lewes-Rehoboth. Below is a thank you note!

Carol,

*Thank you for joining us today for Meals delivery. I appreciate you taking the interest in our program and helping our fantastic volunteers on their route. I have attached a couple of pictures. The two volunteer drivers were Linda Welle (red coat) and Donna Hutten. The client is Cora Bush and her dog Annie. Also pictured is John Woffle and Sen. Ernie Lopez.*

*Please let me know if there is anything else I can help with. It was very nice to meet you.*

*Thank you! Katie Leister*



302-645-7449  
mealsonwheelslewesrehoboth.com

## Thanks for the Crab Cakes!

Chamber Chicks enjoyed the delicious crab cakes that Jimmy O'Connor of Woody's Dewey Beach Bar & Grill brought for lunch! Thank you so much, they were out of this world & lumpalicious!



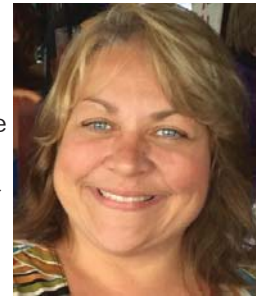
## Many Hands Make Light Work

Special thanks to Mariner Middle School's AVID Program for sticking the City of Rehoboth Beach Beach Ordinance Post-It Notes in the 2017 Visitors Guide!



## Welcome Aboard

Kyle Morgan, President & CEO of Mercantile Processing Inc, is pleased to announce that Stacy Schaffer has joined MPI and will be serving as the Territory Manager for Maryland and Delaware. In her new role Stacy will be responsible for growing and servicing MPI's merchant account portfolio in the region as well as managing bank relations. Stacy Schaffer comes to MPI with vast merchant services, business banking and marketing experience.



MPI's offerings include credit card processing, point of sale systems, payroll services as well as gift card and loyalty programs. For more info, call 877-508-2831 or visit [www.mpiprocessing.com](http://www.mpiprocessing.com).

## Clavette Retires After 33-Year Career With City

After 33 years working for the City of Rehoboth Beach, Janette Clavette has announced its time to retire. Clavette will officially begin her retirement April 1, 2017. After being hired in 1984 as a part-time clerk for the summer season, Clavette accepted the position of full-time billing administrative assistant where she would remain until her retirement. She has seen many changes over the years within the city. "I am proud of my work processing payments and licenses, handling the customer service window, but most of all I have appreciated the people I have worked with," she said. "Janette has been the mainstay of the city's government for over 30 years. She has been a devoted, energetic and selfless employee who always greeted the public with a friendly and helpful demeanor. Janette will be sorely missed by all," said City Manager Sharon Lynn.

Originally from Peekskill, New York, Clavette and her husband purchased property in Harbeson in 1969. They spent summers at their property and in 1978 built a home and relocated to the area full-time. Clavette looks forward to retirement and spending time with her six grandchildren, practicing yoga and attending Rehoboth Art League classes. She has renewed her passport and plans on visiting Estonia with family this summer. "I've enjoyed working here and I'm looking forward to the adventures in this next phase of life," said Clavette.



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### Clear Space Welcomes Director of Development

"We are so excited to welcome Sharon Smith as our new Director of Development and Outreach," says Wesley Paulson, Executive Director of Clear Space Theatre Company. "Sharon brings a wealth of experience to our organization, in areas as diverse – but related! – as fundraising, multi-media communications, and event planning. She has a terrific record of successful fundraising for a non-profit organization, earned during her tenure as Development Director for The ARC of Carroll County, Maryland. We know she'll play a key role in helping Clear Space achieve its mission of inspiring audiences, artists and students through high-quality performances and educational experiences."



Additional information about Clear Space Theatre Company is available [www.clearspacetheatre.org](http://www.clearspacetheatre.org).

### Members Helping Members

The Chamber of Commerce has a booking engine on **Beach-Fun.com**

Visitors to the popular website can search for availability & rates then book their stay with an accommodation located in the **Resort Area.**

A no-cost booking icon (shown below) is now available and will make it easy for our visitors to book directly with our accommodation members. You can post the icon on your website and have it link to the following web address:

[www.beach-fun.com/accommodations.html?view=category](http://www.beach-fun.com/accommodations.html?view=category)



To have the icon emailed to you, please contact Meghan at [meghan@beach-fun.com](mailto:meghan@beach-fun.com)

### Overnight Visitors Help Us All!



# 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.

## All Wheels Bike & Scooter

George Panarello  
37431 Oyster House Road  
Rehoboth Beach, Delaware 19971  
302-227-6807  
www.allwheelsbikeshop.com  
Amusements - Bike Sales/Service/Rentals

## Best Nest Home Furnishings

Nikki Schroeder  
403 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-227-6378  
www.bestnest.net  
Retail - Furniture

## Chesapeake Plumbing & Heating

Greer Stangl  
34913 Delaware Avenue  
Frankford, Delaware 19945  
302-732-6006  
www.chesapeakeplumbingandheating.com  
Services - Plumbing & Heating

## Coastal Wave Realty Group

Mike Montalro, Kim Capano & Ethel Lewis  
18344 Coastal Highway  
Lewes, Delaware 19958  
302-643-9283  
www.coastalwaverealtygroup.com  
Real Estate - Sales

## D.R. Horton Home Builder

Jeremy Martin  
699 South Carter Road  
Smyrna, Delaware 19901  
302-668-7679  
www.drhorton.com/delaware  
Service - Builder/Contractor

## Dewey Beach Club

Tom Treacy  
1205 Coastal Highway  
Dewey Beach, Delaware 19971  
631-662-4242  
www.deweybeachclub.com  
Restaurant/Eatery

## Dewey Beach Yoga

Carole Seibel  
119 Jersey Street  
Dewey Beach, Delaware 19971  
443-250-6770  
Service - Yoga

## Juice Box Cafe

Lisa Daisey  
4 Second Street  
Rehoboth Beach, Delaware 19971  
302-278-7315  
www.myjuicebox.biz  
Restaurant/Eatery

## KK Kan Kare

Karen Kolobielski  
9 Stockley Street  
Rehoboth Beach, Delaware 19971  
302-745-8696  
www.kankare.org  
Service - Waste Management

## Lighthouse Ministries & Photography

Pastor Gary Dierolf  
5 W. Greenwing Drive  
Milton, Delaware 19968  
302-360-8720  
www.rehobothbeachweddings.com  
Service - Officiant

## Makin' Whoopie Pies

Joshua Mellinger  
25 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
717-940-0847  
www.makinwhoopiepies.com  
Restaurant/Eatery

## Mason's Famous Lobster Rolls

Yuriy Fedoriv  
67B Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-727-0611  
www.masonslobster.com  
Restaurant/Eatery

## Norads Aerial Services LLC

Jim Samadi  
Georgetown Airport  
Georgetown, Delaware 19947  
571-233-8328  
www.noradsaerial.com  
Service - Advertising/Marketing

## Pet Wants Rehoboth Beach

Chad Miller  
146 Rehoboth Avenue, Unit 1  
Rehoboth Beach, Delaware 19971  
302-569-9080  
www.petwantsrehobothbeach.com  
Retail - Pet Supplies

## Shorebreak Lodge

Kate Wall  
10 Wilmington Avenue  
Rehoboth Beach, Delaware 19971  
302-227-1007  
www.shorebreaklodge.com  
Restaurant/Eatery

## Silicato Development

Leanne Silicato Prosser  
628 Milford-Harrington Hwy, Suite 4  
Milford, Delaware 19963  
302-422-3350  
www.silicatodevelopment.com  
Real Estate - Commercial Real Estate

## The Vineyard Wine Bar & Bistro

Joe Lertch  
28 Wilmington Avenue  
Rehoboth Beach, Delaware 19971  
302-567-2094  
www.thevineyardwinebar.com  
Restaurant/Eatery

Town of Dewey Beach  
Mayor, Dale Cooke  
presented Donna Parker  
with the Town of Dewey  
Beach Volunteer Award.

The award was presented at  
the May 13th Town of Dewey  
Beach Meeting. Pictured from  
left to right are: Carol Everhart/  
RBDBCC President & CEO,  
Donna and Dale.





## 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 March 16 - May 15, 2017. Thank you for your continued support!

---

a (MUSE.) Restaurant · Activ Pest Solutions · Active Adults Realty · After Hours Heating and Air  
Alesi Builder · All States Construction Company, Inc. · Alley Oop Inc. · American Classic Golf Club  
AmericInn Lodge and Suites · Ameriprise Financial · Applebees Neighborhood Grill & Bar  
ASAP SCREENPRINTING · Atlantic Horizons, LLC · Atlantic Transportation Services  
Automated Copy Systems, Inc. · Bartlett Tree Experts · Bayhealth Medical Center  
Bayside Homes Delaware · Beach Boutique · Beach House Dewey Hotel · Becker Morgan Group Inc.  
Bellbuoy Inn · BesTemps · The Blackwall Hitch · Boardwalk Buddy Walk · Bottle & Cork · Budget Blinds  
Buffalo Wild Wings · Cape Henlopen Senior Center · Capital One Bank · Carltons  
Carolyn Watson Photography · Chick-fil-A Rehoboth Beach · Christmas Tree Hill  
Coastal Concerts Inc. · Coastal Kayak · Coastal Point · Coca Cola Refreshments, Inc.  
Collier's Trim Shop · Community Pride Financial Advisors · Crab House of Rehoboth  
Crabby Dick's Marketplace + Grill · Cracker Barrel · Crooked Hammock Brewery  
Crowley Associates Realty · Custom Mechanical, Inc. · DeBellis & Ferrara - Advertising  
Del-Coast Design & Build, LLC · Delaware Paddlesports · Delaware Seashore Preservation Foundation  
Delaware Tech. Com. College · Delaware Today Magazine · Delmarva Bath, LLC DBA Bathfitter  
Delmarva Printing, Inc. · DEStorage.com · Dewey Beach Lions Club · Diehl Foraker CPA's LLC  
Downtown Cowgirl, Inc. · East of Maui Surf Shop · Econo Lodge · The Elegant Plate · Etched in Time  
Fino, Inc. · Fractured Prune - The Donut Shoppe · Furniture & More · Geico - Local of Delaware  
Gold Leaf Hotel of Dewey-Rehoboth Beach · Ann Hauser/Patron Member · Henlopen City Oyster House  
Homewatch Concierge · Hudson, Jones, Jaywork, & Fisher, L.L.C. · Hyatt Place Dewey Beach  
HydroShield of Delmarva · The Ice Cream Store · IHOP (Silver Five, LLC) · Intrax Work Travel  
Jake's Seafood House · Jersey Mike's Subs · Johnson Orthodontics · Karl Richeson Photography  
Kelly J. Fritchman Swimming Scholarship 5K · KMart · Paul Kuhns/Patron Member · Lewes Cycle Sports  
Light Action Productions · The Local Buzz Group @ Joe Maggio Realty · Lupo Italian Kitchen  
M.L. Lichtenberg & Associates LLC · Maryland House & Cottages · McQuade Consulting · MedTix LLC  
Minuteman Press · Morgan Stanley - David A. Humes · northbeach Restaurant & Bayside Bar · NV Homes  
O'Reilly Electric · Oil Creations by Gail LLC · Operations & Safety Solutions LLC · Papa Grande's Rehoboth  
Peninsula Dental, LLC · Peninsula Pave & Seal · The Peninsula · Peppers · Pepsi of Delmarva  
Pieces of Time Memory Quilts & Specialty · Pierpont's Creations · PKS & Company, P.A. · Pot-Nets Homes  
Prime Lending · Quakertown Wellness Center · Quality Inn & Suites · Rehoboth Art & Framing  
Rehoboth Beach Farmers' Market · Rehoboth Beach Film Society · Rehoboth Beach Sunrise Rotary Club  
Rehoboth Beach Variety · Rehoboth Summer Children's Theatre · The Rehoboth Inn  
Rehoboth Products Co., Inc. · Rigby's Bar & Grill · Rita's Italian Ice of Rehoboth  
Rogers Graphics, a division of Delmarva Printing · The Rookery Golf Club · Rusty Rudder Restaurant  
SCORE - Experienced Business Counselors · Simply Dressed · South Moon Under  
The Spice & Tea Exchange of Rehoboth · Stoneworks Lapidary · Surf Club · Sussex Tree Inc. · Top It Off  
Tull Realty Group/Ocean Atlantic Sotheby' · Turnstone Custom Homes · Twist Juice Bar  
University of Delaware Professional and Continuing Studies · Viridian Energy · VistaGraphics, Inc.  
WaWa Food Markets · Wertz and Co., Inc.

# BEACH GOES BLUE...RED & WHITE TOO! Planned Activities to Date

## TIME ..... Activities Scheduled for Saturday, June 10th

- 8AM..... **John M. Scharp Memorial Geck-Go 5K Run/Walk** begins at the North end of the Boardwalk. 7AM registration.
- 9AM-7PM..... **Dewey Beach Patrol.** Youth and adult recreational activities. Dagsworthy Street and Dewey Beach.
- 10AM-10PM..... **Military Village.** Rehoboth Beach Bandstand. Military equipment, personnel, demonstrations and exhibits plus Kid's Zone.
- 10AM-10PM..... **Military and First Responders Discounts.** Resort Area discounts offered by participating businesses to Military and First Responders with ID. Just look for the patriotic pinwheel!
- 10AM-2PM..... **First Responders Interactive Displays.** Rehoboth Beach Bandstand. Displays and interaction with local and state first responder agencies including the Rehoboth Beach Police Dept., State Police Scuba Team, SORT and various municipal agencies and more. Young first responders in training can visit each agency to pick up some "Good Guys" goodies!
- 10AM-3PM..... **2017: Serving Stories Collection.** Rehoboth Beach Public Library. Calling all Military & First Responders...submit your story of service at the library. Representatives will be on hand to collect memories and photographs (through June 15). Stores will be published in an online catalog at rehobothlibrary.org.
- 10AM-2PM..... **Vintage "Big Red" Fire Truck and Museum.** Rehoboth Beach Volunteer Fire Company Station. Check out the vintage "Big Red" fire truck & ladder truck. Stop into the station museum for a look at the history of fire fighting in Rehoboth Beach. Little firefighters in training can pick up their honorary helmets at Station 86. Also, don't forget to look up on Rehoboth Avenue and marvel at the giant American flag on display.
- 10AM-12PM..... **DJ on Rehoboth Beach Bandstand.**
- 11AM..... **Free Mini American Flags.** Chamber Tents in front of Bandstand Restrooms. Village Improvement Assoc. (VIA) will be handing out FREE mini flags, courtesy of the Rehoboth Beach-Dewey Beach Chamber of Commerce, while supplies last.
- 11AM-2PM..... **Bash at the Bay.** Lighthouse Restaurant, Dewey Beach. USO Delaware will host a family fun event to recognize service members and their families and will include activities and entertainment. Non-service members are welcome to join in the fun and support those who serve! The USO Show Troupe will be performing from 11:30 AM – 12 PM.
- 11AM-3PM..... **"Angry Water" Exhibit.** Rehoboth Beach Museum. Learn about shipwrecks, storms, and Life Saving Stations. Visitors will receive small bags of red, white, and blue M&M's. Kids' activities including a scavenger hunt and selfie photo stations.
- 12PM-9:30PM..... **Authentic WWII Jeeps & Reenactors.** M&T Bank, Rehoboth Avenue. Check out authentic WWII Jeeps presented by the 261st Reenactors and WWII Search Light presented by Ft. Miles Museum.
- 12PM-12:30PM..... **Push Up Contest.** Rehoboth Beach Bandstand. Sponsored by RISE Fitness + Adventure.
- 12:30PM-1PM..... **302 Pro Wrestling.** Beach between the Lighthouse Restaurant and The Rusty Rudder, Dewey Beach. Free show on the beach. Open to the public.
- 12:30PM-1PM..... **Kim Z Magic Show.** Rehoboth Beach Bandstand.
- 1PM-3PM..... **Beach Safety Tips.** Rehoboth Beach Patrol Headquarters. Learn Rip Current Awareness Info & Beach Safety Tips.
- 1PM-2PM..... **USO Show Troupe Performance.** Rehoboth Beach Bandstand.
- 2PM..... **"Good Guy" Swearing in Ceremony.** Rehoboth Beach Bandstand. Young "good guys" can join state and local police agencies for an official "Good Guy" Swearing In, complete with badges and good guy oath.
- 2PM-3:30PM..... **Let's Do Trivia.** Rehoboth Beach Public Library. Let's Do Trivia! will host Beach Goes Blue...Red & White, Too! themed trivia contest.
- 2:15PM-3PM..... **Military Demonstration.** Rehoboth Beach Bandstand.
- 2:30PM..... **Police K-9 Demonstration.** In front of the Atlantic Sands Hotel, end of Baltimore Avenue.
- 3PM-6PM..... **American Legion Post 5 Open House.** Rehoboth Beach. Enjoy some free food and learn about membership.
- 3:30PM-4PM..... **Kim Z Magic Show.** Rehoboth Beach Bandstand.
- 4PM-5PM..... **Karaoke.** Rehoboth Beach Bandstand.
- 5:15PM-6PM..... **Military Demonstration.** Rehoboth Beach Bandstand.
- 6PM-10PM..... **Live Entertainment and Karaoke.** American Legion Post 5, Rehoboth Beach.
- 12:30PM-1PM..... **Kim Z Magic Show.** Rehoboth Beach Bandstand.
- 6PM-6:45PM..... **USO Show Troupe Performance.** Rehoboth Beach Bandstand.
- 7PM-8PM..... **The U.S. Navy Band Country Current.** Rehoboth Beach Bandstand. Hosted by the City of Rehoboth Beach.
- 7:30PM-9:30PM..... **Ft. Miles Historical Assoc. Lights up the Sky.** M&T Bank, Rehoboth Beach. The sky will be lighted up with a WWII Search Light.
- 8:15PM-9PM..... **USO Show Troupe Performance.** Rehoboth Beach Bandstand.
- 9:15PM-10PM..... **Blue Cat Blues Band.** Rehoboth Beach Bandstand. Hosted by the Rehoboth Beach-Dewey Beach Chamber of Commerce.

Show Your Support for Military & First Responders by offering a discount!  
**Call Kate • 227-6446**

**Choreographed Light Show on the Beach!**

★ **10PM at Rehoboth Beach & the Boardwalk** ★

Complete Schedule  
of Activities @  
**Beach-Fun.com**



# 2017 Event Sponsors To Date

The Chamber of Commerce is proud to have our Members as sponsors!  
 We greatly appreciate your support of the Sea Witch® Festival, Beach Goes Blue...Red & White, Tool,  
 Spring & Fall Sidewalk Sales and the Sandcastle Contest.



Thanks to Sponsor DART First State Transit!  
 (more photos to come)



Thanks to Sponsor Berkshire Hathaway!  
 (more photos to come)



Contact Kate For Info!! 302-227-6446 • events@beach-fun.com

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event	Wednesday	Room Count
February 26-28, 2016	2,440	40's Sunny	None	February 24, 2016	1,054
March 3-5, 2017	1,922	40's Cloudy	None	March 1, 2017	1,088
March 4-6, 2016	1,800	50's Sunny	Gumbo Fest	March 2, 2016	1,089
March 10-12, 2017	1,927	40's Rainy	None	March 8, 2017	1,121
March 11-13, 2016	2,169	60's Cloudy	None	March 9, 2016	1,195
March 17-19, 2017	2,387	40's Cloudy	St. Patrick's Day	March 15, 2017	1,128
March 18-20, 2016	2,556	40's Sunny	St. Patrick's Day	March 16, 2016	1,226
March 24-26, 2017	2,518	70's Sunny	None	March 22, 2017	1,161
March 25-27, 2016	2,472	70's Sunny	Easter	March 23, 2016	1,309
March 31-April 2, 2017	2,422	50's Cloudy	Dewey Chili Fest	March 29, 2017	1,190
April 1-3, 2016	2,356	50's Rain	Chocolate Festival	March 30, 2016	1,365
April 7-9, 2017	2,588	60's Cloudy	None	April 5, 2017	1,148
April 8-10, 2016	2,203	50's Rain	Dewey Music Festival	April 6, 2016	1,147
April 14-16, 2017	2,843	50's Cloudy	Easter/Dewey Music Festival	April 12, 2017	1,602
April 15-17, 2016	2,676	50' Sunny	Dewey Music Festival	April 13, 2016	1,284
April 21-23, 2017	2,954	60's Sunny	Coastal DE Running Festival	April 19, 2017	1,439
April 22-24, 2016	3,117	70's Sunny	Coastal DE Running Festival, Bacon Fest, & Dewey Music Festival	April 20, 2016	1,075
April 28-30, 2017	3,413	70's Sunny	Dewey Treasure Fest	April 26, 2017	1,382
April 29-May 1, 2016	2,393	60's Cloudy	None	April 27, 2016	1,286
May 5-7, 2017	2,944	60's Cloudy	Dewey Country Music Fest	May 3, 2017	1,505
May 6-8, 2016	2,621	60's Cloudy	Mother's Day, Dewey Arts Fest	May 4, 2016	1,411
May 12-14, 2017	2,940	50's Rainy	Mother's Day	May 10, 2017	1,827

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - May 8, 2016 · 41,663  
 January - May 14, 2017 · 44,512

#### WEDNESDAY

January - May 4, 2016 · 21,855  
 January - May 10, 2017 · 22,426

Calls to accommodations are made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,886 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Friday/Saturday/Sunday.

### Visitor Center Visitation

	2017	2016	2015	2014	2013
MARCH	438	908	616	558	648
APRIL	867	790	1,153	1,234	1,021



### Delaware Labor Force Trends

(March 2017); Delaware's seasonally adjusted unemployment rate in March 2017 was 4.5%, unchanged from 4.5% in February 2017. There were 21,500 unemployed Delawareans in March 2017 compared to 21,000 in March 2016. The U.S. unemployment rate was 4.5% in March 2017, down from 4.7% in February 2017. In March 2016, the U.S. unemployment rate was 5.0%, while Delaware's rate was 4.4%.

Source: Delaware Department of Labor - Monthly Labor Review; published April 21, 2017. <http://lmi.delawareworks.com>

# REPORTS and STATISTICS

## Website Results for www.Beach-Fun.com | 2016 vs. 2017

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
January	36,863	35,856	10,299	10,682	9,415	9,896	49.39%	45.53%	2:22	2:02
February	45,436	47,246	13,358	14,461	12,031	13,406	49.42%	49.34%	2:07	1:52
March	54,147	54,490	15,909	15,733	14,530	14,697	50.88%	49.61%	2:08	2:07
April	66,091	74,459	18,447	23,564	17,036	22,195	50.39%	54.82%	2:12	1:42
<b>YTD Totals</b>	<b>202,537</b>	<b>212,051</b>	<b>58,013</b>	<b>64,440</b>	<b>53,012</b>	<b>60,194</b>	<b>50.02%</b>	<b>49.83%</b>	<b>2:12</b>	<b>1:55</b>

\* YTD Total Average

### Top Pages Viewed - April 2017

Page on Site	Page Views
1 Current Events	7,406
2 Area Activities	4,723
3 Accommodations	4,383
4 Fun In DE, Top Things To Do Article ...	4,059
5 Dewey Beach Activities	3,453
6 Order a Free Visitors Guide	3,407
7 Attractions	3,139
8 Dining	1,579
9 Sea Witch® Festival Page	1,251
10 Shopping	938

### Top 10 States to Visit Website - April 2017

State	Visits
1 Pennsylvania	5,333
2 Delaware (partly Member driven)	4,031
3 Maryland	3,143
4 New York	2,832
5 New Jersey	2,501
6 District of Columbia	2,400
7 Virginia	1,420
8 Ohio	789
9 Georgia	567
10 Massachusetts	506

### Visitors Guide YTD Distribution Comparison

(based on ad placement response; 2016 vs. 2017 January - April)

**2016: 41,404 · 2017: 38,066**



### 2018 Visitors Guide

Advertise your business in the Guide!!  
140K copies scheduled to be printed.

Contact Patty at 302-227-6446

## TAKE NOTE!

On March 17, 2017, the Rehoboth Beach Commissioners adopted an Ordinance to Amend Chapter 95, Beaches, relating to restrictions on fires, cooking devices, canopies, baby tents, and other fixtures on the beach. The new law defines an acceptable beach umbrella as having "...a circular shade no greater than 8 feet in diameter." In the law, an umbrella is also defined as "...a collapsible circular shade stretched over hinged ribs radiating from a central pole no greater than 7 feet 6 inches in height, and without grounding lines, ropes, or sides are permitted on the beach." Baby tents up to 36" high x 36" wide x 36" deep may be used to shade infants and small children. This means that, with the exception of umbrellas and baby tents, tarps, cabanas, pavilions, tents, sport-brellas or any material mounted on supports are prohibited from being placed on the beach.

More info at [www.cityofrehoboth.com/news/general/city-rehoboth-beach-adopts-new-rules-tents-beach](http://www.cityofrehoboth.com/news/general/city-rehoboth-beach-adopts-new-rules-tents-beach)

In an effort to notify the public, the Chamber is inserting informational post-it notes in the 2017 Visitors Guide on the map insert.

**While you can still enjoy Rehoboth Beach from under umbrellas and protect your little ones in baby tents . . .**

New safety & beach experience rules do not allow grills, fires, cooking/heating devices, canopies, tents, or other fixtures.

Note: Umbrellas with a circular shade no greater than 8' in diameter and a central pole no greater than 7'6" in height are permitted. Baby tents up to 36" high x 36" wide x 36" deep, to shade infants & small children are permitted. City permits for temporary exceptions can be requested for weddings and special events.

**Effective Date: May 15, 2017**

View City of Rehoboth Beach Ordinance at [www.CityofRehoboth.com](http://www.CityofRehoboth.com)

# MEMBERS IN THE SPOTLIGHT

## K. C. Company, Inc. Pella Windows & Doors

K. C. Company, Inc. Pella Windows & Doors of Lewes is proud to announce its newly renovated Pella showroom located off of Coastal Highway at 34382 Carpenters Way, Suite 2. Locally owned and operated for over 85 years, Pella windows and Doors of Lewes has been providing trusted, quality service to Delaware residents since 1931.



Pella's local sales expert, Stephen Didomenico, is available to provide customers all information on Pella products ranging from wood, fiberglass or vinyl windows and doors. The local Lewes showroom provides an extensive collection of ENERGY-STAR certified Pella products backed by the Pella Care Guarantee and Limited-Lifetime Warranties.

Explore their website [www.leweswindowsales.com](http://www.leweswindowsales.com), call 302-241-0464, or stop by the Lewes showroom to ask about any window or door replacement project and enjoy additional savings. ♦

## The Sleep Emporium

50-70 Million Americans suffer from sleep deprivation every single night. Finally, there is now an option for individuals to find a product that has the potential to help them obtain a good night's sleep and dramatically reduce the risk of any number of potential debilitating side effects that stem from sleep deprivation. Located in the Midway Shopping Center on Coastal in Rehoboth Beach, the new The Sleep Emporium is next door to the newly renovated Peninsula Cleaners.



The Sleep Emporium is dedicated to improving your sleep and, as a result, your overall quality of life. Products at the Sleep Emporium are specifically designed to assist those that suffer from sleep deprivation and a variety of sleep related issues with the goal of ensuring a restful night's sleep and improved overall wellness.

Products within the doors of the Sleep Emporium focus on relief from snoring, restlessness, discomfort, anxiety, and discomfort associated with a consistent lack of sleep so individuals can wake refreshed and rejuvenated.

The business is located in Midway Shopping Center at 18675 Coastal Highway in Rehoboth Beach. For more information, call 302-313-5061. ♦

## Boomtank.com (i.e. Boomtank Media, LLC)

Boomtank.com (i.e. Boomtank Media, LLC) is owned by Carolyn Cole - Motivational Speaker, Success Coach, Personal Development Mentor and Online Business Strategist/Coach. Carolyn formerly worked for two decades as a Senior Corporate Trial Attorney for both Fortune 100 and 200 companies in the Maryland/Washington, D.C. Metro Areas and now lives full time in Lewes, DE. She is certified in four coaching specialties and is the Show Host and Founder of The Boomtank Business Show podcast, for sharp female entrepreneurs and cool guys who support them, heard globally on iTunes and Stitcher.



Carolyn is an Organizational Development Consultant for companies, organizations and teams, utilizing her Master of Science degree in Organization Development, from Johns Hopkins University School of Business. She offers both business and personal development workshops, locally and internationally, in person and virtually. She also offers global individual and group success coaching packages as well as, private business masterminds, in person and online.

Contact Carolyn to book her for dynamic speaking engagements on topics suited to your business, professional and/or social audience. Contact Carolyn also to discuss Business Coaching/Consulting, Success Coaching, Leadership Coaching, Organization Development Consulting, Team Building, Personal Development Coaching or any question related to her workshops. She offers private group coaching workshops nationally and internationally, to meet your business and/or personal development needs. For more information or to subscribe to Boomtank's email list visit [www.boomtank.com](http://www.boomtank.com) or email Carolyn at [carolyn@boomtank.com](mailto:carolyn@boomtank.com) for booking and tickets details. ♦

## Accents Fashion Jewelry Outlet

Accents has moved to the Midway Shopping Center on Coastal Highway in Rehoboth Beach! At Accents, they are dedicated to providing the best products at the lowest prices. Accents strives to offer variety and value in the fashion accessory industry. They shop the world-wide and source fashion accessory collections from the Czech Republic, Thailand, the Philippines, China, India, and of course, the good old USA. Accents has an accessory for every person and outfit. Visit them at their new location in the Midway Shopping Center at 18675 Coastal Highway, Rehoboth Beach to enjoy the journey and the hunt for the perfect "ACCENTS" to your wardrobe. Accents is open Monday – Sunday, 10 AM – 5 PM and can be reached at 302-645-6690. ♦

# MEMBERS IN THE SPOTLIGHT

## Mason's Famous Lobster Rolls

Mason's features simplicity at its core—an homage to the Maine culture and tradition the company loves and respects. No bells, no whistles, no pretention; just fresh lobster prepared with care and simple ingredients, Maine style.

Founder and President, Dan Beck is a veteran of the restaurant and seafood business, having owned and successfully operated multiple restaurant concepts over his twenty-year career. His relationships in the seafood and lobster markets make him uniquely qualified in sourcing the best quality lobster at attractive prices. Mason's boasts a very competitive price point for good value that consumers can appreciate, having been recognized by Washingtonian Magazine "Best Cheap Eats" for two consecutive years in 2015 and 2016. Mason's preferred lobster sources are certified sustainable. Their featured product, lobster meat, is a healthy, low cholesterol food, with fewer calories and saturated fat than both chicken and turkey.

Since opening on Main Street in Annapolis, MD in 2014, Mason's has enjoyed a happy stream of regular customers and hopes to have new converts rolling into their Rehoboth location daily. The Rehoboth location will be operated by Yuriy Fedoriv, Director of Operations for Mason's, along with his wife Jasmine. The Rehoboth location features a whole belly clam roll and beach fries. They hope to acquire a liquor license towards the end of summer in order to offer wine and beer with their seafood.

The restaurant is currently open from 11AM–8 PM daily and will extend hours (10AM – 11PM) once the summer season is in full swing. They are currently accepting applications for cashiers and food service. For more information call 302-727-0411 or visit [masonslobster.com/locations](http://masonslobster.com/locations). ♦



## Faw Casson

Faw Casson is excited to announce the expansion of their Rehoboth Beach office!

They have added an additional floor to their Bay Vista Shopping Center location, allowing for more offices, more on-site staff, and additional meeting space. For more information call 302-674-4305 or visit [www.fawcasson.com](http://www.fawcasson.com). ♦



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## Give Something Back Foundation

Give Something Back is a national organization devoted to mentoring and college scholarships for students



facing economic adversity. Attending the ribbon cutting ceremony (pictured on page 14) were Give Back scholars from Sussex Central: Jaylyn Bivens, Jeffrey Roblero, Issac Barnes, Jonathan Strehl, Trinity Amankwa, and Isaiah Barnes. These 10th graders were accepted into the Give Something Back program last spring and upon graduation from high school will attend the University of Delaware for four years at no cost for tuition, fees, room and board. Give Something Back currently has scholars in Sussex County attending Milford High School, Sussex Central High School, Indian River High School, Cape Henlopen High School, and Sussex Technical High School.

Give Back will be selecting their next cohort of students in Delaware on April 15, all of whom will need new mentors! For more information about Give Something Back or to become a mentor for one of its high school scholars in Sussex County, visit [www.giveback.ngo/mentors](http://www.giveback.ngo/mentors) or call 609-281-5749. ♦

## Urology Associates of Dover

The physicians at Urology Associates of Dover are pleased to announce the opening of a new satellite office in Milton, DE. The move was in response to feedback received through their physician outreach program as well as the growing number of patients from Sussex County seeking their urologic services. The new office is located in the Ocean Medical Imaging Building, Suite # 5, at 611 Federal Street in Milton.

Urology Associates of Dover has been operational for over 50 years. They utilize their knowledge, proven experience, and uncompromising dedication to their patients to provide the highest standard of medical care in a friendly and compassionate manner. They offer an array of treatments and procedures for a full range of urologic needs. They accept all major insurances, including Medicare, Medicaid, Aetna, Highmark Blue Cross/Blue Shield, Cigna, Tricare, and United Healthcare.

For more information, visit [www.urologyassociatesofdover.com](http://www.urologyassociatesofdover.com) or call 302-736-1320. ♦

## QUOTE OF THE MONTH

"The key is not to prioritize what's on your schedule, but to schedule your priorities".

~ Stephen Covey



# RIBBON CUTTINGS & SPECIAL CELEBRATIONS



**Peninsula Cleaners**



**The Sleep Emporium**



**Weis Markets · Mega Sponsor of the Dewey Beach Movies & Bonfires**



**Give Something Back Foundation**



**Faw Casson**



**Boomtank.com Boomtank Media, LLC**



**TaCaCo Alpacas of Delaware**

# RIBBON CUTTINGS & SPECIAL CELEBRATIONS



**Farr Engineering-Free Properties**



**Mason's Famous Lobster Rolls**



**Accents Fashion Jewelry Outlet**



**Beach Boutique**



**The Juice Box**



**Urology Associates of Dover**



**Wells Fargo Home Mortgage**



**Luff & Associates, CPA**

# MEMBERS IN THE SPOTLIGHT

## Juice Box Café

A fresh unique juice bar and café is now open on Second Street in Rehoboth Beach! The Juice Box Café has expanded from its original location nestled along the Assawoman Canal trail in Ocean View, Delaware, and now has a downtown Rehoboth Beach shop located at 4 Second Street.

Juice Box Café offers local homemade kombucha, acai bowls, wheatgrass, organic fresh juice, 100% fruit smoothies, frosties, breakfast sandwiches, almond & avocado toast, organic lunches, and Zeke's coffee. They have a full espresso bar complete with cold brew and bullet proof coffee. One of their most popular sandwiches, the Nori wrap, features Nori, quinoa, wasabi aoli, cucumber, daikon, carrots, & their "secret weapon" Asian dressing! New this year - cold press juice to-go will be available for those customers on the run! The staff at the Juice Box love what they do and eat; and they look forward to serving the Rehoboth Beach community!

Both locations are open Thursday thru Sunday, 8AM–3PM. The cafe will open 8AM-6 PM, 7 days a week beginning Memorial Day weekend. For more information visit, [www.myjuicebox.biz](http://www.myjuicebox.biz). ♦

## Wells Fargo Home Mortgage

Wells Fargo Home Mortgage, a division of Wells Fargo Bank, N.A., and the nation's number one retail home mortgage lender, is pleased to announce the remodeling of its Rehoboth Beach branch. Located at 18977 Munchy Branch Rd, Suite 6, in Rehoboth Beach, the branch marked the occasion with a ribbon cutting on May 10, 2017 and will continue to offer a full spectrum of mortgage products and services.

"We're excited to expand in this community, and to have one of the industry's largest selections of financial products, services and opportunities to the residents of Rehoboth Beach," said Erik Weeg, branch manager of the Rehoboth Beach office for Wells Fargo Home Mortgage. "Our consumers want financial solutions to meet their individual lifestyles and they want flexibility and convenience. That's what we're here to provide."

In addition to Erik Weeg, the office houses eight home mortgage consultants to help customers as they plan to buy a home and through the purchasing process. An additional three home mortgage consultants will be hired later this year.

Customers can phone or visit the new branch from 9AM-5PM for product and service information. The main office phone number is 302-277-5700. ♦

## KK Kan Kare's

KK Kan Kare's Karen Kolobielski and Kyle Kolobielski are celebrating one year in business as Rehoboth Beach's only licensed and insured trash valet service.

KK Kan Kare pulls out and puts back trash, recycling and yard waste cans to customers' desired locations (behind gates, in sheds, etc.). KK Kan Kare has multiple customers throughout the downtown Rehoboth Beach area. Their service ensures customers avoid trash ordinance daily fines, missing cans, and forgetful neighbors. No more need to study Rehoboth Beach's ever-changing refuse collection schedule. KK Kan Kare offers flexible service plans on weekly, monthly, seasonal, and annual schedules. They provide double the service and can save homeowners approximately \$100 annually compared to City of Rehoboth trash valet services. For more information visit [www.kankare.org](http://www.kankare.org) or call Karen Kolobielski at 302-745-8696 for an estimate on a trash valet plan that best meets your needs! ♦

## Pet Wants Rehoboth Beach

When Chad Miller started giving his dogs Pet Wants food, he such saw a positive impact on their health that he decided he wanted to bring Pet Wants to other families in his community. Now Chad is pleased to announce the grand opening of Pet Wants Rehoboth Beach.



Pet Wants' carefully developed proprietary pet food is slow-cooked in small batches with fresh, high-quality ingredients once per month, so every kibble is guaranteed to be fresh and packed with nutrition. Pet Wants Rehoboth Beach is located at 146 Rehoboth Avenue in Rehoboth Beach and offers free delivery to Rehoboth Beach, Dewey Beach, Henlopen Acres, Lewes, Milton, Harbeson, Oak Orchard and Millsboro.

In addition to being made fresh monthly, Pet Wants only sources the best salmon, chicken, lamb, brown rice and other ingredients available. There's no sugar added, no fillers and no animal by-products and Pet Wants never uses corn, wheat, soy or dyes, which makes the food great for animals with allergies. Pet Wants Rehoboth Beach – which offers multiple blends of dog and cat food – also offers healing salve, calming balm, anti-itch spray, paw wax and more.

To learn more about Pet Wants or to get a free pet food sample, call 302-569-9080, email [ChadMiller@PetWants.com](mailto:ChadMiller@PetWants.com) or visit [www.PetWantsRehobothBeach.com](http://www.PetWantsRehobothBeach.com). ♦





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## CHAMBER MAILING SERVICE

**Chamber of Commerce Offers New Mailing Service!** Since each member business category differs in many ways, we pride ourselves on being member driven and welcome your suggestions. One suggestion, to create a direct mailing product to assist a majority of members, is available and offers savings that include creation of the product to be mailed, use of Chamber mailing permit, your choice of selected residential and some commercial zip code areas for your product to be mailed to, and we even tote it the Post Office for you. Below is an example of a mailing done for a satisfied member - Ocean View Landscaping.

For more details, contact Patty at 302-227-6446 or [patty@beach-fun.com](mailto:patty@beach-fun.com).



## MEMBERS IN THE SPOTLIGHT

### Peninsula Cleaners

Peninsula Cleaners and The Sleep Emporium have partnered together to lease space and renovate their individual locations to bring their respective services to the Rehoboth Beach community.



Peninsula Cleaners was the first "Dry Cleaner" in the State of Delaware to purchase and solely utilize state of the art "Wet Cleaning" equipment and processes to clean "dry clean only" garments. The business has since made new investments and updated to an energy efficient Hydro carbon technology. This technology can be used to clean garments that may be too delicate for the wet cleaning technology but still provides the health and environmental benefits of not utilizing traditional "Perc" Dry Cleaning Machines. They also have installed a new shirt press to produce a high quality professionally finished shirt at one of the lowest prices in the area.

Peninsula Cleaners offers a full line of laundering products including: Professional Dry Cleaning and Laundry Service; High Quality Laundered Shirts at Low Prices; Free Pickup and Delivery Dry Cleaning service in Sussex County and Southern Kent County; Expert Alterations & Shoe Repair; Drop off Wash and Fold Service; Small Job Carpet and Upholstery Cleaning; and Tuxedo Rentals.

Check out their location in Midway Chopping Center at 18675 Coastal Highway, Unit 7 in Rehoboth Beach or call 302-645-6660 for more information. ♦

**Dogfish Head**, located on Rehoboth Avenue in Downtown Rehoboth Beach geared up for the new restaurant's opening with a media nite. **It's a wowser!**



Congratulations to Dogfish founder, **Sam Calagione** for winning the James Beard Award as the country's most Outstanding Wine, Beer, or Spirits Professional!!!



## LEWES TRANSIT CENTER OPENS

U.S. Representative Lisa Blunt Rochester and Transportation Secretary Jennifer Cohan, joined Delaware Transit Corporation (DTC) CEO John Sisson and other state and local officials to cut the ribbon for the Lewes Transit Center along DE 1, just south of Five Points.

Speaking to those assembled, Transportation Secretary Jennifer Cohan said, "The Lewes Transit Center is a much needed addition to our transportation system, as it will provide a convenient hub for improved transit service, connecting local passengers with job opportunities, recreational activities, medical appointments, shopping, and more throughout the county."

The first phase of the Lewes Transit Center project is complete with a 248-space Park & Ride with security cameras, bicycle racks and repair station, as well as electric car charging stations and temporary passenger amenities, including a ticket booth to sell the newly available 7-Day Pass. A large canopy will be installed this fall equipped with LED lighting and phone charging stations.

The Delaware Transit Corporation, a subsidiary of the Delaware Department of Transportation (DelDOT), operates DART First State. For information on fixed route bus services statewide, please call 1-800-652-DART or visit [www.DartFirstState.com](http://www.DartFirstState.com).



DART's Real-Time bus information is now available on the DelDOT mobile app. Riders can select any bus stop and receive bus arrival times and live updates to plan their trip right down to the minute.

# RIBBON CUTTINGS & SPECIAL CELEBRATIONS



**Pet Wants Rehoboth Beach**



**Karen's Kan Kare**



**The Fractured Prune - 10 Years**



**Norads Aerial Services**



**Good News Natural Foods**



**Dewey Beach Yoga**

The Rehoboth Beach-Dewey Beach Chamber of Commerce presented **Dennard Quillen** of **D.F. Quillen & Sons** with an award for the business's 100 years of sustained operation.

.....

Mr. Quillen stopped by the Chamber on Friday, April 21st to receive his plaque and join RDBCC Board member, Dale Lomas and RDBCC President/CEO, Carol Everhart for a photo. D.F. Quillen & Sons was also recognized during the Chamber's annual Volunteer & Sponsor Recognition dinner this past February.



# DEWEY BEACH MOVIES & BONFIRES

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## Rehoboth Beach-Dewey Beach Chamber of Commerce

### FREE MONDAY NIGHT MOVIES

Bring your beach chair and family for a family friendly movie shown on a giant screen on Dewey Beach. Movies will take place on Mondays and begin at 8:30 PM (dusk) at Dagsworthy Street and the Beach.

#### 2017 MOVIE SCHEDULE (AS OF DECEMBER 2016)

- June 12 ..... The Lego Movie
- June 19 ..... Tomorrowland
- June 26 ..... Alice Through the Looking Glass
- July 3 ..... SING
- July 10 ..... Fantastic Beasts and Where To Find Them
- July 17 ..... The Good Dinosaur
- July 24 ..... The Secret Life of Pets
- July 31 ..... Moana
- August 7 ..... Finding Nemo
- August 14 ..... Finding Dory
- August 21 ..... Zootopia
- August 28 ..... Disney's The BFG (2016 Film)

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



**Sponsor a Movie Slide!**  
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302-227-6446

### FREE TUESDAY & WEDNESDAY NIGHT BONFIRES

Bring your beach chair and family to a bonfire & marshmallow roasting in Dewey Beach at Dagsworthy Street. Bonfires begin June 13th and continue every Tuesday & Wednesday until August 30, 2017. Bonfires are held from 7:00 PM to 9:00 PM. (No bonfire on July 4th).

Movies and Bonfires are donation based activities; contributions sustain these activities and are appreciated! Activities are subject to weather cancellations: lightning or unsafe conditions.

Rehoboth Beach-Dewey Beach Chamber of Commerce's Annual Average Contribution (staffing, financial and promotion) to the Town of Dewey Beach: \$22,000+

## 8th Annual Shredding Day a Success!

Despite rescheduling due to rain, the **8th Annual Shredding Day**, held on May 12th in partnership with WSFS and assisted by Jake's Seafood and original location Bethany Blues was a **great success!**

Members & residents brought thousands of pounds of paper to be shredded.



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