



FOCUSon

June 2017
E-Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Potential State & Local Tourism Budget Cuts on the Horizon



ALERT!



TIME SENSITIVE!!! On Tuesday, May 30, 2017, the Delaware Joint Finance Committee (JFC) voted to eliminate the current 1% allocated funding to all State Convention & Visitor Bureaus (CVB's), which is currently a portion of the 8% lodging tax collected by hotels and motels Statewide. This would also terminate the portion of the same 1% which is currently distributed to all Chambers of Commerce in Sussex County including the Rehoboth Beach-Dewey Beach Chamber of Commerce (RDBDCC). The allocation expenditures to Chambers in Sussex is tied to stringent requirements with regard to marketing expenditures and recorded proof of return on investment. On Wednesday, May 31, 2017, the RDBDCC Legislative Representative, Mark Lally, as well as several of our tourism partners and Carol Everhart, met at Legislative Hall in the hope that there would be an opportunity to address the JFC. The operating procedure in place did not allow that opportunity. Below you will find a list of the current JFC members. We are seeking your assistance in personally contacting members of the JFC and/or your legislators by phone or in person to seek their support. We did not provide e-mails, as legislators are more receptive to personal contact. If 7 of the 12 member JFC vote in favor, the 1% could be placed back into the budget. The loss of this allocated revenue would, at a minimum, deplete or severely cut the marketing ability for Sussex Chambers, and in some cases, could put them out of business. The effect of this loss for the RDBDCC would result in revenues planned for programs and events to be reassigned to marketing efforts and reduce programs and event opportunities, which is a negative for the business community. **Events in jeopardy would include: Sea Witch[®] Festival, Sandcastle Contest, Sidewalk Sale, Movies & Bonfires, and Beach Goes Blue...Red & White, Too!** We know this is a complicated issue, so please feel free to contact Carol Everhart (302-227-6446 - office; 302-542-7547 - cell) at any time . . . we need your help.

JOINT FINANCE COMMITTEE

Rep. Melanie George Smith, Chair · 302-577-8843
Senator Harris B. McDowell, Co-Chair · 302-744-4147
Senator Brian Bushweller · 302-744-4114
Senator Bruce Ennis · 302-744-4310
Senator Nicole Poore · 302-744-4164
Senator Catherine Cloutier · 302-744-4114
Senator Dave Lawson · 302-744-4114
Rep. William Carson · 302-653-8642
Rep. Debra J. Heffernan · 302-762-3478
Rep. James "JJ" Johnson · 302-322-3521
Rep. Harvey R. Kenton · 302-744-4171
Rep. Michael Ramone · 302-584-8601

SUSSEX COUNTY LEGISLATORS

Senator Ernie Lopez · 302-744-4136
Senator Gary Simpson · 302-422-3460
Senator Brian Pettyjohn · 302-858-0694
Senator Gerald Hocker · 302-428-1269
Senator Bryant Richardson · 302-629-9788
Representative Pete Schwartzkopf · 302-227-6252
Representative Steve Smyk · 302-381-5773
Representative Ruth Briggs King · 302-856-2772
Representative Charles Postles · 302-245-1817
Representative David Wilson · 302-422-9270
Representative Ronald Gray · 302-436-7024
Representative Daniel Short · 302-744-4172
Representative Timothy Dukes · 302-280-6344
Representative Richard Collins · 302-381-1610

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

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First Chair Steve Montgomery

Second Chair..... Barbara Brewer

Third Chair/Treasurer Carrie Lingo

Immediate Past Chair Paul Kuhns

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Rob Marshall

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Kyle Morgan

Scott Swingle

Rachel Webster**

Chris Weeks

Kay Wheatley

Susan Townley-Wood

*Board Representative

**At Large Directors

CEO/President.....Carol Everhart

Legal Counsel Jay Becker

Legislative Consultant Mark Lally

Chamber Staff Contact Information

Summer InternsExt. 0

Emily Grothey, Madelynn Correnti & Zoe Stayman

Sophia Sawicki, Visitors Center Manager..... Ext. 0

Visitors Center StaffExt. 0

Sue Krick, Susan Maclary, Karen McMahan

and Nancy Stewart

Kate VanVorst, Events..... Ext. 11

Carol Everhart, President/CEO Ext. 13

Joy Kidd, Administration Ext. 14

Patty Burkentine, MembershipExt. 15

Meghan McCalley, Finance/Marketing Ext. 16

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2017 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
June 20.....	General Membership Mtg.....	12:00 noon/Kings Creek CC with Congresswoman Lisa Blunt-Rochester. Fee.
July 7.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
July 19	General Membership Mtg.....	12:00 noon/Kings Creek CC with Todd Lawson. Fee.
July 21	City of Rehoboth Beach Mtg	7:00 pm/Fire Station, 2nd Floor
Aug 11	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
Aug 18.....	City of Rehoboth Beach Mtg	7:00 pm/Fire Station, 2nd Floor

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

2017 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. Business card drawings are held and door prizes are given out to the lucky winners!

Thursday, July 20 · Nassau Valley Vineyards

Thursday, September 14 · Hyatt Place, Dewey Beach

Thursday, October 12 · The Resort at Massey's Landing

Thursday, November 16 · Cilantro de Cocina Mexico

Thursday, December 7 · Stand By . . . To Be Announced

Sandcastle Contest

September 9
at Rehoboth
Beach in front
of Funland!



YOU ARE INVITED TO A
“WINE TASTING & ART AUCTION”

(INCLUDING SUCH ITEMS AS ORIGINAL LOCAL ART, JEWELRY, PHOTOGRAPHY, PAINTED ITEMS,
ATTRACTION TICKETS, METAL WORK PLUS A VARIETY OF OTHER GREAT ITEMS)

TO BENEFIT



The Virden Center - *“New Event Location”*

LOCATED On The UNIVERSITY Of DELAWARE CAMPUS In LEWES
700 Pilottown Road, Lewes DE 19958

WEDNESDAY, JULY 19, 2017 -- 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 McNamara at 302 645-6971

Tickets will be Available at the Door or check us out at www.KINfolk-Kids.org

Service at the Beach

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MILTON - LEWES - REHOBOTH



BRAG BOARD

Atlantic Sands Hotel Welcomes New Employee

The Atlantic Sands Hotel & Conference Center in downtown Rehoboth Beach is pleased to announce that Joe McDonald has joined their Sales & Marketing team as Catering Sales Manager. Joe's responsibilities include event planning and management and he will work closely with the outstanding Atlantic Sands' Banquet and Food & Beverage staff, and Executive Chef, to meet the needs of bridal couples, corporate clients and social event organizers. Joe's creative eye, customer-service focus and extensive background in banquet, wedding and event management will benefit the many clients of the Atlantic Sands Hotel & Conference Center.

Joe McDonald's previous experience at premier wedding venues on the east coast, including Congress Hall in Cape May, New Jersey, and at Cavaliers Country Club in Newark, as well as his superior graphic arts design skills have enabled him to help bridal couples and other clients better visualize and bring to reality the events they are planning at the Atlantic Sands Hotel & Conference Center, whether on the beach, in the Grand Swan Ballroom, or in one of a variety of event spaces available at the Hotel. Clients have already begun to give Joe high praise for his friendly, professional manner and attention to even the finest details pertaining to their events. A recent wedding tasting event held for several bridal couples, planned and decorated by McDonald, featured samples from several

local photographers, florists, and linen and cake providers in addition to some of the finest catered wedding fare created by the Executive Chef of the Atlantic Sands.



Barbara Brewer, Director of Sales & Marketing, said the addition of Joe McDonald to the sales team will further elevate the already high standards of catering and event planning for which the Atlantic Sands Hotel & Conference Center has become well known in recent years. "By adding a manager of Joe's caliber to our team, we will continue to set the area standard for excellence when it comes to weddings and special events" Brewer remarked as she recently introduced Joe McDonald to both clients and vendors at the Atlantic Sands.

The Atlantic Sands Hotel & Conference Center, with 180 overnight rooms, its Grand Swan Ballroom and several other event spaces, is a highly sought after venue for many of the largest wedding receptions, gala parties, corporate meetings and events in the state, and is located on the boardwalk, oceanfront at 1 Baltimore Avenue, Rehoboth Beach, Delaware. For more information on planning a wedding or event, visit www.AtlanticSandsHotel.com or contact Joe McDonald and the sales team directly for a consultation and site tour at 302-227-2511 or events@AtlanticSandsHotel.com

Scott Swingle and WSFS Bank Honored During Delaware Small Business Awards

WSFS Financial Corporation (NASDAQ: WSFS), the parent company of WSFS Bank, today announced that Scott D. Swingle, Vice President, Business Banking, was named the Small Business Financial Champion of the Year at the Delaware Small Business Administration (SBA) Awards. The event was held on May 3 at the Small Business Development Center (SBDC) in Wilmington. The SBA, alongside several partners, celebrated outstanding small business owners, resource partners and small business lenders. Mr. Swingle was nominated by the SBDC for his commitment to the Sussex County small business community.

"I've been fortunate to have worked in a field that I enjoy, for a company that cares so deeply about the community and lives that mission every day," Mr. Swingle said. "I'm honored that the SBA feels that I've

made a meaningful contribution to the communities we all serve."

In addition to Mr. Swingle's achievement, WSFS Bank was recognized as a top Third Party Lender for providing long-term, fixed-rate financing to approved small businesses in Delaware.

"The 504 Loan Program has been a powerful economic development tool that WSFS is proud to participate in," said Morgan E. Johns, Director of Small Business Operations. "The program has been beneficial for small businesses, communities and participating lenders. It is truly a win, win, win."



Pictured from left to right: John F. Fleming, DE SBA; Scott Swingle, Vice President, Business Banking at WSFS Bank; Bill Pfaff, SBDC; John Banks, DE SBA.

BRAG BOARD

Local 360 Media Wins Prestigious Gold Book Award at Assoc. of Directory Publishers' Convention

Local 360 Media, publisher of The Local Book, was honored with multiple Gold Book Awards at the Association of Directory Publishers' (ADP) 2017 Annual Convention and Partners Trade Show, recently held in Fort Worth, Texas. These Yellow Pages industry awards recognize publishers and partner members for outstanding directory products and mobile, online and marketing innovations.

Local 360 Media was awarded the 2017 Publisher of the Year Award and the 2017 Directory of the Year Award, along with 13 additional awards across the Directory Division and Marketing and Promotion Division. The other awards received were as follows:

1st Place:

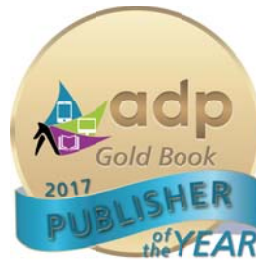
Excellence in Print Directories: 50,000-100,000
Excellence in Print Directories: 100,001 and Above
Excellence in Cover Design and Art – Print
Excellence in Printed Sales Support Collateral
Excellence in Marketing – Event
Excellence in Marketing – Outdoor
Excellence in Marketing – Environmental Initiatives

2nd Place:

Excellence in Print Directories: 25,001-50,000
Excellence in Marketing – Digital Initiatives

3rd Place:

Excellence in Publisher Member IYP Website and/or Mobile App
Excellence in Television Advertising
Excellence in Radio Advertising
Excellence in Marketing – Printed Direct Mail
Excellence in Marketing – Magazine and Newspaper



"Receiving these awards from ADP is a great honor for our company. Our employees worked hard on this endeavor and I'm proud of their well-deserved achievement," said Bryan Willets, CEO of Local 360 Media.

"Local 360 Media winning both Gold Book Publisher of the Year and Directory of the Year, along with 13 other recognitions, is truly an accomplishment and honor," said Cindi Aldrich, ADP President and CEO. "This annual competition celebrates a tradition of 20-plus years that recognizes the innovative directory covers, creative advertising campaigns and the mobile and online content that showcase the strengths of the Yellow Pages industry."

Local 360 Media has been a directory publisher since 1999 and has been awarded the ADP Gold Book Publisher of the Year Award 4 additional times. Local 360 Media takes pride in their ability to help small businesses grow and succeed through the use of Yellow Pages advertising and digital marketing tactics.

The Association of Directory Publishers (ADP), is the oldest international trade association representing the Yellow Pages industry since 1898. ADP membership includes publishers, certified marketing representatives, advertising agencies and suppliers to the print directory, mobile and online publishing industry.

QUOTE OF THE MONTH

"Impossible only means you haven't found a solution yet".

~ Author Unknown



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.

The Blue Hen Restaurant

Chris Bisaha & Joe Baker
33 Wilmington Avenue
Rehoboth Beach, Delaware 19971
302-278-7842
Restaurant/Eatery

Cooter Brown's Twisted Southern Kitchen and Bourbon Bar

Dale Slotter
70 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-567-2132
www.cooterbrownstwisted.com
Restaurant/Eatery

D.R. Horton Home Builder

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

Edible Delmarva

Anne Monti & Carole Whitaker
Delmarva Region
302-858-1947
www.edibledelmarva.com
Service - Publications

Hickman's Meat Market

Brian Tatem
19730 Coastal Highway
Rehoboth Beach, Delaware 19971
302-226-8345
www.hickmansmeats.com
Retail - Grocery

Indigo

Raghu Kumar
44 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-212-5220
www.indigorehoboth.com
Restaurant/Eatery

Mug & Spoon

Aileen Hearn
18 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-212-5163
www.mugandspoonco.com
Restaurant/Eatery

ORECK Vacuums

Matthew McKay
19730 Coastal Highway
Rehoboth Beach, Delaware 19971
302-227-3355
www.myoreckstorerehoboth.com
Retail - Gifts & Specialty Shops

Rehoboth Massage and Alignment

Alina Tudor
19633 Blue Bird Lane, Unit #7
Rehoboth Beach, Delaware 19971
302-727-8428
www.massageandalignment.com
Service - Massage Therapy

Richman Wealth Management, Inc.

Gary Richman
42 Rehoboth Avenue, Suite 24
Rehoboth Beach, Delaware 19971
302-212-5100
www.richmanadvantage.com
Service - Financial Services

Sharon Monaghan Donovan Photography

Sharon Donovan
Rehoboth Beach, Delaware 19971
908-612-2928
Service - Photography

Slam Dunk to the Beach

Matthew Robinson
431 Terra Drive
Newark, Delaware 19702
302-354-1497
www.slamdunktothebeach.com
Service - Non-Profit

COUNTING MORE DAYS OF FUN!



Monday Movies · June 12 -August 28

Tues & Wed Bonfires · June 13-August 30

Sandcastle Contest · September 9

Fall Sidewalk Sale · October 6-8

Sea Witch® Festival · October 27-29

Santa's House on the Boards · Select Weekends in Nov. & Dec.

View multiple events at BEACH-FUN.COM



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 15 - June 13, 2017. Thank you for your continued support!

Accent on Travel · Ace Sport Fishing, Inc./Katydid Charters · Active Adults Realty
Affinity Energy Management, LLC · Alarm Engineering · Baywood Greens · Becker Morgan Group, Inc.
Bella Terra Landscapes · Best Bus Beach Bus · Cape Water Tours and Taxi · Claws Seafood House
Coastal Point · Creative Impressions · Delaware State Chamber of Commerce · Delmarva VoIP
Henry DeWitt (Patron Member) · EDiS Company · F&M Sand Art · Fish On!
Fuqua, Willard, Stevens & Schab, PA · Girl Scouts of the Chesapeake Bay Council · Grandpa Mac
Hammerheads · Hazzard Auto Parts, Inc. · Holland Jewelers, Inc. · Home Media One · i Heart Media
Ignite Yoga · Ivy · Jam Bistro · Kilwin's Rehoboth Avenue · Kitchen & Company
Paul Kuhns (Patron Member) · Anna L. Legates (Patron Member) · MedTix LLC · Monograms Unlimited
NaturaLawn of America · northbeach Restaurant & Bayside Bar · Outlet Liquors
Phippin's Cabinetry + Renovations · Pirates Cove Motel · The Pond Bar & Grill · Pot-Nets Homes
Rehoboth Toy & Kite Co. · Rodeway Inn · Say "I Do" at the Delaware Beach · Sea Finds Home & Gifts
Shell We Bounce · Shrimpy's Snack Shack · Starboard Raw · Stoneworks Lapidary · Storage Solutions
Chris Strong (Patron Member) · The Surf Club · T.H. White General Contractor Inc.
Taylor Termite & Pest Control · Tidewater Physical Therapy and Rehabilitation

Remembering **Joan Caggiano** · Our Community "Mom"



From the Easter Promenade to the Sea Witch® Festival . . . Joan was always a part of the activity and part of the fun. With her winning smile, she volunteered her time and energy to making others happy.

Joan died peacefully, surrounded by close family at her home Friday, May 12, 2017, of complications from diabetes.



1992 Photograph

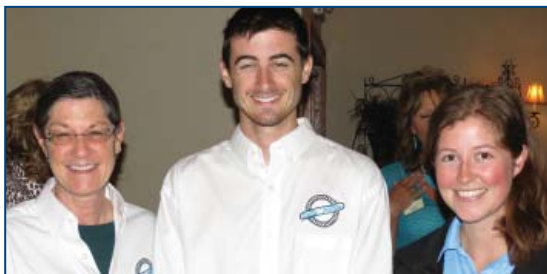
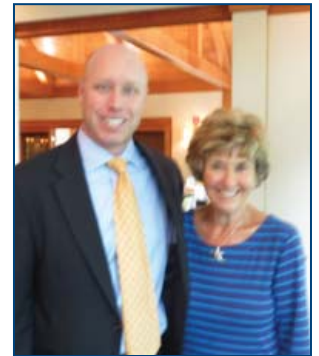
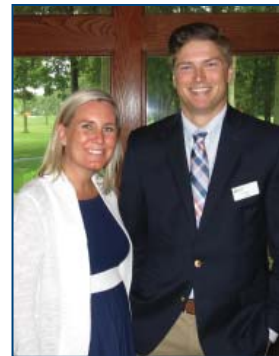
Joan proudly wearing her Easter bonnet!

Sea Witch® was a favorite event for Joan!



General Membership Meeting

Governor John Carney spoke to the Membership on May 24th at Kings Creek Country Club.



2017 General Membership Luncheons held at noon at Kings Creek Country Club in Rehoboth Beach (Fee).
Contact Joy to RSVP! 302-227-2233 x.14 or joy@beach-fun.com.



June 20
Congresswoman
Lisa Blunt-Rochester



July 19
Todd Lawson
Sussex County
Administrator



October 18
Ken Simpler
State Treasurer

DELAWARE Beach Life

THE MAGAZINE OF COASTAL DELAWARE

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

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event	Wednesday	Room Count
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
May 13-15, 2016	3,140	70's Sunny	No Event	May 11, 2016	1,426
May 19-21, 2017	3,415	80's Sunny	Sidewalk Sale	May 17, 2017	1,872
May 20-22, 2016	3,064	60's Sunny	Sidewalk Sale	May 18, 2016	1,608
May 26-28, 2017	3,386	70's Sunny	Memorial Day Weekend	May 24, 2017	1,703
May 27-29, 2016	3,515	80's Sunny	Memorial Day Weekend	May 25, 2016	1,791
June 2-4, 2017	3,068	70's Sunny	None	May 31, 2017	1,696
June 3-5, 2016	3,215	70's Cloudy	Beach Goes Blue	June 1, 2016	1,606
June 9-11, 2017	3,509	70's Sunny	Beach Goes Blue...Red & White, Too!	June 7, 2017	1,635

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - June 5, 2016 · 54,597
 January - June 11, 2017 · 57,890

WEDNESDAY

January - June 1, 2016 · 28,286
 January - June 7, 2017 · 29,332

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
MAY	1,537	2,028	2,321	2,207	1,719



Delaware Labor Force Trends

(April 2017); Delaware's seasonally adjusted unemployment rate in April 2017 was 4.6%, up from 4.5% in March 2017. There were 22,000 unemployed Delawareans in April 2017 compared to 20,900 in April 2016. The U.S. unemployment rate was 4.4% in April 2017, down from 4.5% in March 2017. In April 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 May 19, 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
May	81,709	68,097	22,044	19,648	20,808	18,424	47.92%	49.19%	2:12	1:53
YTD Totals	284,246	280,148	80,057	84,088	73,820	78,618	49.60%	49.70%	2:12	1:55

* YTD Total Average

Top Pages Viewed - May 2017

Page on Site	Page Views
1 Current Events	5,434
2 Area Activities	4,755
3 Accommodations	3,858
4 Attractions	3,358
5 Dewey Beach Activities	3,142
6 Dining	1,638
7 Sea Witch® Festival	1,258
8 Parking and Beach Rules	1,101
9 Beach Goes Blue, Red & White, Too!	1,043
10 Photo/Video Tour	1,023

Top 10 States to Visit Website - May 2017

State	Visits
1 Pennsylvania	4,972
2 Delaware (partly Member driven)	4,186
3 Maryland	3,204
4 District of Columbia	2,218
5 New Jersey	1,983
6 New York	1,856
7 Virginia	1,238
8 Ohio	524
9 Connecticut	208
10 North Carolina	203

Visitors Guide YTD Distribution Comparison

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

2016: 66,627 · 2017: 53,726



2018 Visitors Guide

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

Contact Patty at 302-227-6446

THE RESORT AREA CONTINUES TO MAKE WINNING WAVES!



Rehoboth Beach named one of the "Top 20 Most Popular Summer Destinations in America, Based on Trip Advisor's Hotel Pricing Report", May 2017.

Rehoboth Beach named one of "15 Waterfront Towns You Absolutely Must Visit" by CarRentals.com, May 2017.

Rehoboth Beach featured in "11 Mid-Atlantic Small Towns That'll Charm Your Socks Off" article. March 2017 by wheretraveler.com.

Resort Area featured in USA Today, "Climate, friendly businesses make Delaware beaches a year-round destination". March 2017.

For a complete list, visit Beach-Fun.com.

CHAMBER CHICKS UPDATE

The **Chamber Chicks' Flock** is changing and growing!!!



Kate VanVorst . . . Eight year event coordinator, who began as an intern, has accepted a managerial position with Candy Kitchen and her last day at the Chamber will be June 30th. Kate has done a terrific job in working with the membership and Chamber events such as the Sea Witch® Festival. The Chamber Staff and the Board are sad to see her leave, but wish her much success & growth in her new job! Candy Kitchen is fortunate to snag her! **We will miss you!**



Pictured from left to right: Emily Grothey, Zoe Stayman, Madelynn Correnti, & Sophia Sawicki.

Visitors Center Manager, **Sophia Sawicki**, has been with the Chamber for one year. She graduated from the University of Delaware in 2012 with a Bachelor of Science in Operations Management. Sophia likes to spend time on the beach, go out to eat at one of the many delicious restaurants in the area, go to yoga/exercise classes and is all about trying new things.

Heading up the Chamber's Dewey Beach Movie & Bonfires is intern **Emily Grothey**. She is from York County, PA and graduated this May from Millersville University in PA with a degree in Speech Communication and a concentration in Communication Studies. Emily has been coming to Rehoboth Beach on family vacations for the past 20 years, and this is her fourth summer living and working at the beach. She loves the State Parks & beach and trying new restaurants.

Another intern assisting with the Movie & Bonfires & Realtor Bag fulfillment is **Madelynn Correnti**. She is originally from Delran, NJ and moved to Ocean View, DE in 2015. She is currently a senior at the University of Delaware and will be graduating in the fall of 2017 with a degree in Political Science and a minor in Global Studies. Madelynn's favorite spots in Rehoboth include the Farmers' Market and the beach volleyball court at the Rusty Rudder. She has a four year old English Bulldog named Buttercup and loves biking to the beach in the morning and playing club field hockey.

Last but not least is, **Zoe Stayman**, an intern assisting with the Movie & Bonfires. She has been a volunteer for the past three summers and is excited to be an intern this summer! She graduated from Sussex Technical High School this June and will be attending the University of Florida in the fall to double major in music and telecommunications. She will also be a member of the marching band in the fall and hopes to join a pick-up soccer or volleyball team in the spring. In her free time, she plays her french horn, rides her bicycle and reads the news. Zoe also works at Friendly's.

The Chamber Chicks will be roosting in a new hen house, lol!

The Administration Offices are scheduled to move to 306 Rehoboth Avenue in downtown Rehoboth Beach in January/February 2018. The new location offers expanded member service distribution & storage area and office space.

The Chamber will continue to operate the original Railroad Station Visitors Center at 501 Rehoboth Avenue in Grove Park.



MANY THANKS

The Chamber produces tourism events including: Spring & Fall Sidewalk Sales, Beach Goes Blue...Red & White, Too!, Movies & Bonfires, Sandcastle Contest, and the Sea Witch® Festival. We cannot do the events without our sponsors!!

THANK YOU!

Below are sponsor photos...keep an eye out for more photos!



M&T Bank - Perfect Wave



**Weis Markets
Official Movie & Bonfire Sponsor**



**USO Delaware
Beach Goes Blue...Red & White, Too!**

RIBBON CUTTINGS



The Blue Hen



Oreck Vacuums



Richman Wealth Management, Inc.



Sharon Monaghan Donovan Photo

MEMBERS IN THE SPOTLIGHT

The Blue Hen

The Blue Hen officially opened its doors on Wednesday, March 9th. The new restaurant located within the Avenue Inn on Wilmington Avenue in downtown Rehoboth Beach is the latest brainchild from Henlopen City Oyster House owners Joe Baker and Chris Bisaha.



The Blue Hen features an American style menu serving a variety of meats, seafood, seasonal pasta and vegetable dishes in small plate and entrée portions. The restaurant's bar boasts six drafts, two draft wines, and nitro coffee on tap daily. Patrons can enjoy food and drink on the outdoor patio adjacent to Wilmington Avenue; taking in the salt air while cozying up to the outdoor fire pit.

Happy Hour takes place 4-6 PM daily. Dinner service begins nightly starting at 5 PM. For more information on menu, hours, and specials call 302-278-7842. ♦

Luff & Associates, PA, CPAs

The doors of Luff & Associates, PA, CPAs have been open since 1988. The company has grown to be a respected and knowledgeable firm who looks forward to serving the community's individual, business and organization accounting, tax and payroll needs. Luff & Associates PA, CPAs has three locations to accommodate their vast clientele's geographical needs...Milford, Dover and Rehoboth Beach on the Avenue. They invite you to stop in and look forward to meeting you!

For more information visit www.luffcpas.com or call 302-727-5450. ♦

Beach Boutique

Beach Boutique has MOVED! The Rehoboth Beach retail location has moved from Downtown Rehoboth Beach onto Coastal Highway (19266 Coastal Highway, Safeway Shopping Plaza)! Beach Boutique carries a wide array of women's apparel and accessories. They feature brands including Sole Dione, Gilli, MOA and JoStar, among other designers and collections. Their inventory is constantly changing to reflect the latest trends and styles. They also offer personalized styling services free of charge. Beach Boutique is open Monday – Friday, 10 AM – 6 PM and Saturday, 10 AM – 5 PM.



For more information call 302-227-1480 or visit www.beachboutiquede.com. ♦

Oreck Vacuums

Oreck Vacuums, located on Coastal Highway in Rehoboth Beach (next to Outlet Liquors and Hickman's Meat Market) is celebrating almost 20 years in business and the return of owner, Matthew McKay, to the resort community. After opening the Oreck store with his parents, Carolyn and Beverley McKay, in 1998; Matthew went on to open and run 15 locations in Maryland, Delaware, and Virginia. After the birth of his second daughter, Matthew decided being a dad and husband was a better life plan and started selling locations. Matthew, Gretchen and their 2 daughters are now back in the resort area and happy to be working in the store providing excellent customer service as well as fostering sales of Oreck, Miele, and Shark vacuums. Oreck also repairs all brands including Dyson, Electrolux, Kenmore and many others. Stop by between 10 AM – and 6 PM, Monday through Friday or 10 AM – 5 PM on Saturday. For more information call 302-227-3355 or visit MyOreckStoreRehoboth.com. ♦

Farr Engineering & Farr Real Estate Engineering

Farr Engineering and Farr Real Estate Engineering are excited to announce the opening of our Delaware full service engineering office in Southern Delaware. Farr Engineering and Farr Real Estate Engineering are sister companies providing engineering services tailored to their select client base.



Farr Engineering provides traditional engineering services for Land Developers, Builders, Commercial Sector and Municipal Clients.

Farr Real Estate Engineering specifically caters to the residential community and small businesses tailoring the engineering to their unique needs for tasks such as Home Inspections, municipal permits, site planning and resolving building code issues.

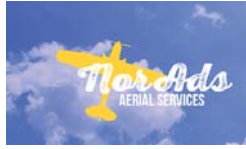
Farr Engineering and Farr Real Estate Engineering are owned by Jim Farr, P.E., a licensed Professional Engineer with over 30 years of hand-on engineering experience. Carol-Ann Buchanan is the Project Manager for Farr Real Estate Engineering and manages the needs of our residential and small business clients from project initiation through completion.

Please feel free to call or text Jim at 914-474-1980 or e-mail JFarr@Farr-Engineering.com or JFarr@FREE-38.com. ♦

MEMBERS IN THE SPOTLIGHT

Norads Aerial Services LLC

Norads Aerial Services LLC launched their aerial marketing operation out of Delaware coastal Airport in Georgetown, DE Memorial Day weekend! Operating out of Virginia for the past two years, Norads will now serve the coastal Delaware communities during the summer season.



Owner, Jim Samadi is an experienced pilot and engineer. He has 32 years of career airline experience and has spent the past ten years in the aerial advertising business, beginning with the purchase of Phoenix Air Ads in 2007 operating out of Baltimore, MD.

Norads Aerial Services aims to simplify and modernize the aerial advertising business model, aiding in cutting costs and providing savings directly to the customer. Their new, innovative website simplifies scheduling and price structures with a user friendly interface for online bookings. The company is also working on a patented project which involves LED and Organic LED lighting systems for night operation. This innovative marketing product will revolutionize aerial advertising industry. Still awaiting FAA permits, Norads can entertain offers from businesses interested in this cutting edge opportunity. By introducing new, state of the art technology and simplifying the consumer process for businesses, Norads Aerial Services hopes to create more customer traffic and value for the Delaware beaches business community.

For more information, visit www.noradsaerial.com or call 571-233-8328. ♦

Good News Natural Foods

Good News Natural Foods has moved to 37 Wilmington Avenue in downtown Rehoboth Beach, DE. Staff and owners are excited to be in their new location amongst the high end retail stores who have taken residence in the street front portion of the Avenue Inn. They bring with them their full line of products including natural and organic foods; nutritional supplements; prepared to-go foods, snacks, and drinks; herbs; teas; spices; personal care products; aromatherapy; wheat, gluten, and dairy free products; and a variety of organic produce. Owners, Marcia Collins and Ray and Sharon Fields purchased the business in December 2002 and have overseen its growth to include three locations (Dover, Milford, and Rehoboth Beach) and a commercial kitchen producing healthy to go products. They invite you to stop in their new Rehoboth Beach location, check out their products, and meet their knowledgeable staff.

For more information call 302-227-3177 or visit www.goodnewsnaturalfoods.com. ♦

Richman Wealth Management

Richman Wealth Management is now in downtown Rehoboth Beach! Owner, Gary Richman has been a stockbroker since 1981. He holds the following registrations with LPL Financial: Series 7, General Securities Representative Examination; Series 24, General Securities Principal Examination; Series 63, Uniform Securities Agent State Law; Series 65, Uniform Investment Advisor Law Examination. Gary is also an appointed insurance agent for Health, Life, Long Term Care, Fixed, and Variable Annuities.



Services provided by Richman Wealth Management, Inc. include: FDIC Insured Brokered CD'S, Traditional ROTH IRA'S, Competitive Life Insurance Rates, Retirement Planning, Stocks, Corporate Bonds, Fixed Annuities, Mutual Funds, Tax-Free Bonds, and Financial Planning.

For a list of states in which Mr. Richman is registered to do business, including Delaware, or for more information please visit www.richmanadvantage.com. ♦



DEWEY BEACH Movies & Bonfires

Brought to you by the
Rehoboth Beach-Dewey Beach
Chamber of Commerce

6/19 – Tomorrowland

6/26 – Alice Through the
Looking Glass

7/3 - SING

7/10 – Fantastic Beasts and
Where to Find Them

7/17 – The Good Dinosaur

7/24 – The Secret Life
of Pets

7/31 – Moana

8/7 – Finding Nemo

8/14 – Finding Dory

8/21 – Zootopia

8/28 – Disney's The BFG
(2016 Film)

Bonfires are Tuesday
& Wednesday Nights from
June 12-August 30

more info @ Beach-Fun.com

BUSINESS *after* HOURS PICTURES

THANKS to our June Host!

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NEXT TIME, DART TO THE BEACH

More buses, running more often



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Download the DeIDOT app and get real-time maps, stops and schedule information. DartFirstState.com

DART Around the Beach and Everywhere This Summer

DART's Resort Transit bus service has gone through a rebranding; now it's known as the Beach Bus service. Part of this effort included giving everything a fresh, eye appealing look, from the bus stop signs to bus schedules to the Park & Ride lots.

In May, DART opened the new Lewes Park & Ride that is located near Five Points, south of DE Route 9. The parking is free, and the cost to ride the bus is \$2 per trip or \$4.20 for a daily pass. It's served by 201, 203, 204, 206 and 305 lines. The Rehoboth Park & Ride, located on Shuttle Road, just off of DE Route 1, north of Rehoboth Avenue is served by 201, 203, 206, 207, 208 and 305 lines. The parking rate is \$10 per day and up to 4 occupants of the vehicle receive a free daily pass that is valid on all Beach Bus routes.

DART's Beach Bus services run daily from approximately 7 AM to 2 AM, with more frequency than ever before, through September 10, 2017. The Beach Bus provides connections to Lewes, Tanger Outlets, Rehoboth Beach and Boardwalk, Dewey Beach, Indian River Campground, Bethany Beach, Fenwick Island, Ocean City, MD, Long Neck, Pot-Nets and Georgetown.

Again this year, DART offers an Employee Discounted Parking Program to your seasonal and year-round staff. Park at the Rehoboth Park & Ride on Shuttle Rd at a discounted rate of \$4 (regular price is \$10) and they'll receive a daily pass, limit 4 per vehicle. For more information, call 226-2001. Hangtags are available for pick up by employers only at the Rehoboth Park & Ride office Monday to Friday 8 AM to 5 PM. Bring a business

card or some other type of identification. If you are located and licensed in the City of Rehoboth Beach, employees may be eligible for a further discount. Call the Rehoboth Beach City Manager's office at 227-4641 for information.



The 305 Beach Connection operates through Labor Day on Fridays, Saturdays, Sundays and holidays. The bus stops at the Wilmington Train Station, Christiana Mall, Odessa Park & Ride in Middletown, Scarborough Road Park & Ride in Dover, the new Lewes Park & Ride and Rehoboth Park & Ride. The fares have been reduced to \$2 per zone ... now the one-way cash fare is \$10 from Wilmington, \$8 from Middletown and \$6 from Dover. Riders are encouraged to buy a 3-Zone Anywhere Pass for \$12.60, which can also be used on all DART Beach Bus routes once at the beach.

Download the DeIDOT App for DART's Real-Time bus information; select any bus stop, receive bus arrival times and live updates. For more information on the Beach Bus and other DART services, visit DartFirstState.com or call 1-800-652-DART. With DART's Beach Bus service you can DART to the beach, boardwalk, nightlife, shopping, work ... everywhere this summer.

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