



# FOCUS<sub>on</sub>

February 2015

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

Mission: To promote business, tourism and civic responsibility.

## 2015 Board of Directors.... Ready to Stir Things Up!



*Pictured from left to right: Scott Swingle, Steve Montgomery, Jay Becker, Marvin Carney, Kay Wheatley, Dale Lomas, Keith Martin, Paul Kuhns, Susan Townley-Wood, Kyle Morgan, Rob Marshall, Bill Klemkowski, Jerry Esposito, Mike Meoli, Chip Hearn & Carol Everhart. Not pictured: Vicki Tull, Matt Turlinski, Rachel Webster, Chris Weeks.*

### Executive Board & Board of Directors

**Paul Kuhns** (Chairman of the Board) - Arena's Famous Deli & Bar

**Jay Becker** (First Chair) - Hudson, Jones, Jaywork & Fisher

**Steve Montgomery** (Second Chair) - Bethany Blues & Starboard

**Vicki Tull** (Third Chair/Treasurer) - Ocean Atlantic Sotheby's Int'l Realty

**Keith Martin** (Immediate Past Chairman) - Hotel Rehoboth

**Marvin Carney**, MLC Productions · **Jerry Esposito**, Tidewater Utilities · **Carol Everhart**, President/CEO

**Chip Hearn**, Peppers & The Ice Cream Store · **Bill Klemkowski**, Jake's Seafood House

**Dale Lomas**, Crosswinds Motel & Atlantic Liquors · **Rob Marshall**, Atlantic Oceanside Motel

**Michael Meoli**, McDonald's · **Kyle Morgan**, Mercantile Processing Inc. · **Scott Swingle**, WSFS Bank

**Susan Townley Wood**, Cultured Pearl & Grub Grocery · **Matt Turlinski** - Lighthouse B&B

**Rachel Webster** - Rehoboth Toy & Kite Co. · **Chris Weeks** - Becker Morgan Group

**Kay Wheatley** - Rehoboth Products Co., Inc.

## WOMEN'S EXPO

# February 28th

Noon-4pm

Rehoboth Beach Convention Center  
Rehoboth Beach, Delaware

### Health, Fitness, Lifestyle Demos

Presenting Sponsor



Win up to  
**\$1000**  
in prizes

AND  
Special Guest  
Dr. Laura Berman



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

**“The Nation’s Summer Capital”**

P.O. Box 216 · 501 Rehoboth Avenue  
Rehoboth Beach, DE 19971-0216  
302-227-2233 · 800-441-1329

**Member Hotline · 302-227-6446**

Fax · 302-227-8351

rehoboth@beach-fun.com

www.Beach-Fun.com

**Download the Chamber's FREE App!**

Chairman of the Board ..... Paul Kuhns  
First Chair ..... Jay Becker  
Second Chair..... Steve Montgomery  
Third Chair/Treasurer ..... Vicki Tull  
Immediate Past Chair ..... Keith Martin  
Board of Directors

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

CEO/President.....Carol Everhart  
Legal Counsel ..... John M. Murray  
Legal Counsel ..... Jay Becker  
Legislative Consultant ..... Mark Lally

**Chamber Staff Contact Information**

Katie Bragg, Visitors Center Manager ..... Ext. 0  
Visitors Center Staff .....Ext. 0  
Sue Krick, Susan Maclary, Karen McMahon  
and Daria Rowe  
Kate Bell, Events ..... Ext. 11  
Carol Everhart, President/CEO ..... Ext. 13  
Joy Kidd, Administration ..... Ext. 14  
Patty Burkentine, Membership ..... Ext. 15  
Meghan McCalley, Finance/Marketing ..... Ext. 16  
Linda Mills, Administration .....Ext. 18  
Elsa Muñoz, Distribution.....Ext. 25

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# 2015 Upcoming Calendar

DATE ..	MEETING or EVENT .....	TIME/PLACE
Feb 14 .....	Town of Dewey Beach Meeting.....	9 am/Lifesaving Station
Feb 20 .....	City of Rehoboth Beach Meeting.....	7 pm/Commissioners Room
Feb 24 .....	General Membership Meeting .....	12 Noon/Boardwalk Plaza with Melody Booker, Sussex County Economic Development Director
Mar 12.....	Joint Board of Directors Meeting .....	11:30 am/Kings Creek CC
Mar 21 .....	Merchants' Attic & Garage Sale III .....	9:30 am/RB Conv. Center

For more Resort Area Events, visit [www.Beach-Fun.com](http://www.Beach-Fun.com)

# 2015 Business After Hours

Members are invited to attend monthly Business After Hours! These mixers are a great opportunity to meet and network with your fellow Members. Each event runs from **5-7 PM**. A \$1.00 donation is collected at the door which creates the pot for the 50/50 raffle. Business card drawings are held and door prizes are given out to the lucky winners!

- Thursday, February 19** · Bethany Blues, Lewes
- Thursday, March 19** · Starboard
- Thursday, April 16** · Papa Grande's, Rehoboth Beach
- Thursday, May 21** · Lula Brazil
- Thursday, June 18** · North Beach
- Thursday, July 16** · Nassau Valley Vineyards
- Thursday, September 10** · Atlantic Boardwalk Grille
- Thursday, October 8** · FINS Alehouse & Raw Bar, Coastal Hwy
- Thursday, November 19** · The Greene Turtle, Rehoboth Boardwalk
- Thursday, December 10** · TBA

**Mid Atlantic Vending.com**

**ATM - SODA - SNACK - ARCADE**

**410-200-8527**

*Locally Owned Eastern Shore Company*

*Free Machines for Qualified Businesses*

# This and That

**If you could afford it . . .**  
Would you quit your job and be a stay-at-home parent?

**YES . . . 37%**

**NO . . . 47%**

**NO OPINION . . . 16%**

USA SNAPSHOTS. April 4, 2014.  
Source: Accenture survey of 304 executives.  
Jae Yang and Alejandro Gonzalez, USA Today.

**Office chitchat . . .**  
Which topic are you most likely to bond over with a co-worker?

**ENTERTAINMENT . . . 40%**

**SPORTS . . . 32%**

**POLITICS . . . 15%**

**FASHION . . . 13%**

USA SNAPSHOTS.  
Source: Next Issue Media survey of 1,000 adults. Cathy Payne and Paul Trap, USA Today.

**Video is CEO's social hot spot . . .**  
Percentage of CEOs appearing in company website/YouTube channel video:

**2012 . . . 40%**

**2010 . . . 18%**

USA SNAPSHOTS.  
Source: Weber Shandwick audit of visible activities of the world's largest 50 companies.  
Jae Yang and Sam Ward, USA Today.

## *Service at the Beach*

### **CLENDANIEL'S PLUMBING & HEATING**

Residential and Commercial , Registered Master Plumber

**"Over 70 Years Of Service"**

HYDRONIC HEATING • ALL CREDIT CARDS ACCEPTED

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

#### **CUSTOMER EMERGENCY SERVICE**

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

**227-1944 , 644-1952 , 684-3152**

[www.cleldanielpumbingheating.com](http://www.cleldanielpumbingheating.com)

MILTON - LEWES - REHOBOTH





# BRAG BOARD

## Harvey, Hanna & Associates Win Award

Harvey, Hanna & Associates, Inc. (HHA) is the proud recipient of a 2014 GOLD MarCom Award for its Lighthouse Cove Redevelopment Press Kit in the Media Kit/Service Launch Category of the International MarCom Awards competition. HHA is one of five Delaware companies to win this prestigious award across the international competition in 2014. The Gold Award is presented to those entries judged to exceed the high standards of the industry norm.

This is the third 3rd consecutive award recognizing the Lighthouse Cove Redevelopment Press Kit in 2014 for Harvey, Hanna & Associates. HHA previously received a First Place Award in Delaware Press Association's Communications Contest and a Second Place Award in the National Press Federation Communications Contest.

## Dewey Goes Pink Check Presentation

On November 13, 2014, Steve Montgomery and staff generously handed over a check to the Delaware Breast Cancer Coalition (DBCC) at the Starboard Restaurant and Bar. The proceeds were raised at the Fourth Annual Dewey Goes Pink 5K, 1.5 Mile Walk, and Pink Party which took place on October 4th at the Starboard. The 2014 Dewey Goes Pink raised an unprecedented \$58,000 and over 2,200 people were in attendance to celebrate. Each year, the event has grown tremendously thanks to sponsors, supporters, volunteers, and race participants.



## Partnership on the Move

As a partner with Sussex Outdoors, Chamber President/CEO Carol Everhart receives a "In Pursuit of Happiness" blanket from John Hollis and Dorreen Albert for Chamber efforts with the Beach Feet on the Go program. For more information on the program, visit [www.beach-fun.com/beach-feet-on-the-go.html](http://www.beach-fun.com/beach-feet-on-the-go.html).



## McDonald's Donate to Epworth Skate Park

On November 13, McDonald's of Rehoboth donated to Epworth Skate Park. "We at McDonald's are very dedicated to enhancing the communities we serve



and we are thrilled to contribute to Epworth Skate Park," said Mike Meoli, President of McDonald's of Rehoboth. "It is not only a wonderful addition to our community, but it provides kids of all ages another opportunity to participate in an outdoor, healthy and active lifestyle," he added. Meoli and his son, Dylan presented Skate Project member, Kathy Scott with a check in the amount of \$1,000. "We are incredibly grateful for the continued support of the community," said Scott. "While the construction is complete, our fundraising will be ongoing to cover operating costs," she explained. More information can be found at [www.eumcrb.org/sk8](http://www.eumcrb.org/sk8).

## Homestead Campground Pleased With Partnership

"Our staff at Homestead Campground has been extremely pleased with our partnership and membership with the RBDB Chamber of Commerce. As new members of the Chamber, we have taken advantage of every member benefit opportunity that the Chamber has to offer. We are currently displayed on the Chamber's website as a preferred camping destination/accommodation and launched our own website landing page to monitor the web traffic and analytics. We are receiving an average of 70+ direct web hits per month that are clicking from the Chamber website directly to our main website for our campground. In addition, the Chamber staff has allowed us to distribute our rack cards and literature in the Rehoboth Visitor Center on Rehoboth Avenue and have guided and educated their guests about our campground. Furthermore, they have informed us each time they receive a positive review on our campground which we have used in our promotional efforts. The RBDB Chamber is one of the most active and well organized Chambers in our great State and we are pleased to be a member. This investment was a "no brainer" for our organization and I would encourage any business in Eastern Sussex County to join this well run organization."



Casey Kenton, Homestead Campground



## Chamber Sets Goals & Adds Member Value For 2015!



### 2015 Chamber Goals and Increased Member Services & Added Value

- Provide Fraud Prevention Seminar
- Provide Leadership Program
- Create activities to celebrate the Chamber's 75th Anniversary
- Continue partnership with Affinity Energy Management to promote and offer electric buying group savings for Members
- Implement an improved Member System database
- Provide new mailing service for Members
- Improve and update Chamber website
- Increase distribution of Realtor Bag service and Member product distribution from 9,000 to 12,000+
- Refresh and maintain 20,000+ fresh leads for email blast system for the Member "Beach Blast"

### RIBBON CUTTING CEREMONIES



Mariner Middle School



Elevee Events

**More ribbon cuttings pictures on page 15!**



# 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.

## **Adorn Period, Fine, Estate Jewelry & Treasures**

Carolyn DePrince  
46 Baltimore Avenue, Suite A  
Rehoboth Beach, Delaware 19971  
302-227-2791  
www.adornwithdeprince.com  
Retail - Jewelry

## **Ambit Energy**

Eid Nouhra  
Serving DE, MD, PA, NJ  
814-880-5242  
www.en.whyambitworks.com  
Services - Electrical/Energy Provider & Consultants

## **Attic Fanatic Antique Mall**

James Flanagan  
10912 County Seat Hwy, Unit D-1  
Laurel, Delaware 19956  
302-875-4725  
Retail - Antiques  
**M2M Discount:** 10% off all purchases over \$20

## **C. thru Steele Productions**

Chris Steele  
20902 South Avenue, Unit A  
Rehoboth Beach, Delaware 19971  
443-286-7188  
Services - Audio/Video

## **Deakyne Law Office**

James E. Deakyne, Jr. P.A.  
323D Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-226-1200  
Services - Lawyer

## **Delmarva Transportation, Inc.**

Debra Prettyman  
103 Maryland Avenue  
Greenwood, Delaware 19950  
302-349-0840  
www.delmarvatransportation.com  
Service - Transportation

## **Downtown Beach Rentals LLC powered by Keller Williams**

Andy Meddick  
19354 C Coastal Highway  
Rehoboth Beach, Delaware 19971  
302-500-2098  
www.downtownbeachrentals.com  
Service - Home Services

## **Ecobay Kayak & S.U.P.**

Lisa Daisey  
James Farm Ecological Preserve  
Ocean View, Delaware 19970  
302-841-2722  
Attraction/Amusement  
**M2M Discount:** 10% off for Members

## **FuturTech Consulting, LLC**

Elizabeth Sylves  
32 Reads Way  
New Castle, Delaware 19720  
302-428-1300  
www.futurtech.com  
Service - Computer Sales/Services

## **iKANDE Advertising**

Damien Golden  
35211 Hassell Avenue  
Bethany Beach, Delaware 19930  
302-727-0071  
www.ikandeadvertising.com  
Service - Advertising  
**M2M Discount:** Chamber Members receive 15% off web site or graphic design services

## **J. Matthew Meiers Photography**

Matt Meiers  
21186 Sand Dollar Trail  
Lewes, Delaware 19958  
302-362-7531  
www.mattmeiers.com  
Service - Photography

## **Kenyon Press Inc.**

Kevin Crandall  
1 Kenyon Press Drive  
Sherburne, New York 13460  
607-674-9066  
www.kenyonpress.net  
Service - Printers/Copiers

## **Mariner Middle School**

Cheryl Cannon  
16391 Harbeson Road  
Milton, Delaware 19968  
302-684-8516  
Services - School

## **Michy's Relaxed Dining**

Richard and Michel Davis  
19287 Miller Road, #17  
Rehoboth Beach, Delaware 19971  
302-227-0999  
Restaurant/Eatery

## **Mid-Atlantic Vending**

Casper Sorensen  
1450 Bennett Pt. Rd.  
Queenstown, Maryland 21658  
410-200-8527  
www.midatlanticvending.com  
Service - Vending

## **Mutual of Omaha**

Scott Mahoney  
20245 Bay Vista Road, Unit 303  
Rehoboth Beach, Delaware 19971  
302-212-2542 ext. 259  
www.scottmahoney.biz  
Service - Financial Services  
**M2M Discount:** 5-15% discount on insurance premium if you or your spouse is a RBDGCC Member

## **Open Heart Ministries, LLC**

Rev. Sharon Marquart  
67 Lake Avenue  
Rehoboth Beach, Delaware 19971  
302-228-7069  
www.weddingsinrehoboth.com  
Service - Officiant

## **SERVPRO of Sussex County**

Ray and Jo Ann Hopkins  
22213 Lewes-Georgetown Highway  
Georgetown, Delaware 19947  
302-856-9768  
www.servprosussexcounty.com  
Service - Home Services

## **SolarCity**

Yanelle Powell  
178 Venture Drive  
Seaford, Delaware 19973  
516-514-2553  
www.solarcity.com  
Service - Electrical/Energy Provider Consultants

## **Spanners Automotive and Computer Services**

Joseph Proctor  
PO Box 27  
Lincoln, Delaware 19960  
302-491-4442  
www.spannersrepair.com  
Service - Computer Sales/Services

## **Step by Stepping Stones**

Margie Samero  
1635 Gap Newport Pike  
West Grove, PA 19390  
410-688-7052  
www.stepbystepstones.com  
Retail - Gifts & Specialty Shops

## **VFW Post 7447**

George Parker  
101 State Road  
Rehoboth Beach, Delaware 19971  
302-227-4369  
Service - Non-Profit

## **Yoder & Sons Construction, LLC**

J. Michael Yoder  
36983 Unit B, Rehoboth Avenue Ext.  
Rehoboth Beach, Delaware 19971  
302-349-0444  
www.yoderandsonsconstruction.com  
Service - Builder/Contractor

## **WWSX-FM Radio**

Scott Standiford  
13 Breakwater Drive  
Rehoboth Beach, Delaware 19971  
302-858-1481  
www.radiosussex.net  
Service - Radio





## 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 November 1, 2014 - January 31, 2015. Thank you for your continued support!

Accents • Adams Oceanfront Motel • Admiral on Baltimore • Advantech Inc. • All Saints' Church & St. George's Chapel • Aloysius, Butler & Clark • Anderson Carpet One • Applied Bank • ART CLOSEOUTS - OCEAN GALLERY • At the Beach Repairs & Maintenance • Atlantic Cellular • Atlantic Jewelry Expressions Corp. • Atlantic Liquors • Atlantis Inn • Bank of Delmarva • Bath, Kitchen & Tile Supply • Bathfitter • Bay Resort Motel • Bay Road Cottages • Bayside Audiology & Hearing Aid Services • The Beacon Motel • Bear Trap Dunes • Beebe Healthcare • Bella Terra Prop Mnt & Landscaping • Bellinger's • The Bellmoor • Berkshire Hathaway HomeServices Gallo Realty • Best Western Gold Leaf • Better Business Bureau of DE • Big Oaks Family Campground • Biggs Museum of American Art • Blue Moon Restaurant • Boardwalk Builders • Body Shop Fitness Center • Brandywine Sr. Living at Seaside Pointe • Breakers Hotel & Suites • Brighton Suites • Browseabout Books • Builders Supply of Delmarva • Candy Kitchen Shoppes • Cape Gazette • Cape May - Lewes Ferry • Cape Suites Associates • CHEF • Child's Play By the Bay • Chimes Delaware • Christmas Tree Hill • City of Rehoboth • Clean Delaware • Clothes 2 You Cleaners-Affiliated with Bizzy Bee Service • Coastal Custom Painting • Coastal Rentals & Hydraulics/CRH Tented Events • Coca Cola Refreshments • Cochran's Apartments • Comfort Inn • CookingRehoboth.com • Country Club Estates Property Owners • Country Life Homes • County Bank • Cracker Barrel • Creative Resource Group • Crowley & Associates • Crystal Restaurant • Cultured Pearl • D.F. Quillen & Sons • Delaware Beach Life • Delaware Coast Press • Delaware Employee Benefits Exchange • Delaware Paddlesports • Del-Coast Design & Build • Delmarva Document Solutions • Delmarva Power • Delmarva Temporary Staffing • Derrickson Development • Dewey Beach Parasail • Diehl & Co. CPA • Dinner Is Served; Personal Chef Services • DiSabatino Construction Co. • Eastern Shore Coffee • Edgewater House • Ellis & Szabo LLP • The Evergreene Companies • Fairweather by the Sea • Richard Faull/Patron Member • Fine Line Websites & IT Consulting • First Light Charters • First State Disposal • Flexera • Fortier Photography • Jeffrey Fowler-Keller Williams Realty • Fulton Bank, DE Division • Funland • Furniture & More • Futurtech Consulting • Gallery 50 Contemporary Art & Frame Shop • George Sherman Corp. • Good Earth Market • Grand Rental • Great Memories Vacation Homes • Great Scott Broadcasting • Grotto Pizza • Halpern Eye Associates • Harbor Healthcare Center • Harbor Linen • Harry & David • Hartstrings • Harvard Business Services • Heart Wish Massage & Bodywork • Hebron Station Warehouse Rehoboth Beach • Henlopen Condominium • The Henlopen Hotel • Heritage Antique Market • High Seas Motel • Homestead Campground • Hooked On Plants • Hyatt Place Dewey Beach - Bay Center • Iguana Grill Restaurant and Cantina • Ivy • Jack Lingo, Inc., REALTOR • Jeanine O'Donnell, State Farm Lewes • Jefferson, Urian, Doane & Sterner • Jolly Trolley of Rehoboth Beach • Kalmar Nyckel Foundation • Kings Creek Country Club • L & W Insurance • Legum & Norman • Lewes Cycle Sports • Lewes Meineke Car Care Center • Bryce Lingo & Shaun Tull, Jack Lingo • Little Egg Harbor Soap • Luff & Associates, P.A., CPAs/EZ Payroll • M & T Bank • M Insurance Services • M. L. Lichtenberg & Associates • Maggio-Shields Real Estate Brokerage • Mariachi Restaurant • Marshall, Wagner & Assoc. • Sherri Martin/Jack Lingo Realtor • McDonald's of Rehoboth Beach • Nancy Meadows/Patron Member • MedTix • Mercantile Processing Inc. • Midway Chiropractic • Mixx • Morris James Wilson Halbrook & Bayard • Morton Electric Motors • Mr. Go Glass • National Kidney Foundation • Never Never Land Kennels • Nicola Pizza • Nuttle Lumber • Oak Construction Co. • Oceanus Motel • The Olive Orchard • One Virginia Avenue Condominium • Outback Steakhouse • Overfalls Foundation • Papa John's Pizza • Parcel Plus • Patrician Towers Condominium • Penn-Del Lock • Pig & Fish Restaurant • Pirates of Lewes Expeditions • PNC Bank • Possum Point Players • Raymond F. Book & Associates & Wlth. Mgmt • RE/MAX Realty Group • Rehoboth Art League • Rehoboth Auto Repair • Rehoboth Bay Sailing Assoc. • Rehoboth Bay Realty • Rehoboth Beach Boys & Girls Club • Rehoboth Beach Dental • Rehoboth Beach House Rentals • Rehoboth Car Wash • Rehoboth Nails & Spa hair by Boire's • Rehoboth U-Store • ResortQuest Realty • Restaurants Plus • Rigby's Bar & Grill • Robin Hood Restaurant • Rodney Dunes Pier 12 • Rolands Metal Art • Royal Rose Inn Bed & Breakfast • Royal Treat Breakfast • S.K. Management • Salt Air • Sammy's Kitchen • SCORE - Experienced Business Counselors • Sea Esta III & IV • Sea Esta III & IV • Sea Finds • Shore Property Maintenance • Short's Marine • Silver Lake Bed & Breakfast • Something Comfortable • Special Olympics Delaware • St. George's Chapel Thrift Shop • Star of The Sea Condominium • State Farm Insurance • Stephan & Co. • Stuart Kingston • Summer House Restaurant & Saloon • Sundew Painting • Sunny Day Guides • Super Snooper • The Surf Club • Sussex Community Crisis Housing Services • Sussex County Federal Credit Union • Sussex County Parkinson Education Support • Techno Goober • Telewire Communications • Ten Bears Environmental • Thrashers French Fries • Times Printing • Toth Distribution Service • Tunnell & Raysor • VegRehoboth • Vernon Powell Shoes • Viridian Energy • Robert Waegele/Patron Member • Walgreens • WBOC TV 16 • Wealth Management Group • WGMD-FM • Wheeler, Wolfenden & Dwares • Williams Insurance Agency • Wilson Baker • Windsor's • Wright, Steven B., DMD. Renewals from November 1, 2014 - January 31, 2015.

# 2014 YEAR IN REVIEW

## Chamber Business Benefits

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- Serves over 1000+ Business Members
- All Members are listed on the Chamber's website - Beach-Fun.com
- Visitors Center staff refers Members 7 days a week
- Offers Beach Job Board where Members can post job openings
- Provides distribution space for Member product at Visitors Center
- Promotes 200+ Member 2 Member Discounts
- Ribbon Cutting Ceremonies
- Offers discounted Member mailing services
- Legislative Rep provides updates on business issues and Alerts
- Member networking events and meetings such as Business After Hours, Member Showcase and General Membership Meetings with guest speakers, local & state officials
- Email and fax distribution of Member Information Sheets alerting Members of events, hot topics, and Legislative issues
- Compilation of current demographics and area statistical info
- Tracking & reporting of accommodations statistics
- Production and mailing of the Chamber's *Focus On* Newsletter
- Response and mailing of Relocation Packets
- Posting of specials & savings on Beach-Fun.com
- Responds to all received complaints & comments
- Attendance at numerous business and tourism related meetings and seminars
- Coordinates seminars that focus on current issues like Health Care
- Numerous print and online opportunities for Members to advertise in: Official Area Visitors Guide, Dining Guide, Area Tear Off Maps, Chamber Coupons, Sea Witch Program, *Focus On* Newsletter, Beach-Fun.com hyperlinks and banners, Mobile App Banners, Dewey Beach Movie Slides, Realtor Bags & Event Bundle Sponsorships
- Annual Business of the Year, Mae Hall McCabe and Scholarship Awards presented at Awards Dinner along with recognition of Board of Directors, Sponsors and Volunteers

## Chamber Civic Responsibility Actions

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- Representative attendance at City of Rehoboth Beach and Town of Dewey Beach workshops and meetings as needed
- Hosting of Candidates' Forums: Local, State and Federal
- Participation in the International Student Outreach Program (ISOP) as well as working with the Council on International Education Exchange (CIEE)
- Involvement in Jr. Achievement of Delaware, Principal for a Day Programs, and guest speaker at local elementary and high schools
- Sussex Family YMCA Youth Community Service
- Participation in job fair & various activities hosted by elected officials
- Public Hearing Announcements
- Operation Gratitude serving men & women in uniform
- Opportunities for local clubs & organizations to volunteer and raise funds at Chamber produced events
- Shredding Event held in the spring for the business and community
- Partnership with Rehoboth Elementary's Rehoboth Empowers Dreams Program (RED)
- Participation & administration assistance for the Holistic Health Fair
- Girl Scouts of the Chesapeake Bay - Sussex County Woman of Distinction participation

## Chamber's Scheduled Events

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- Merchants' Attic - February 14 and March 21, 2015
- 32nd Annual Spring Sidewalk Sale - May 15-17, 2015
- Monday Night Movies in Dewey Beach - June 15 - August 24, 2015
- Wednesday Night Bonfires in Dewey Beach - June 17 - August 26, 2015
- 37th Annual Sandcastle Contest - August 1, 2015
- 39th Annual Fall Sidewalk Sale - October 2-4, 2015
- 26th Annual Sea Witch Festival - October 23-25, 2015
- Santa's House on the Boardwalk - November and December of 2015



# 2014 YEAR IN REVIEW

## Chamber Tourism Initiatives

- The Chamber acts as the main marketing arm for the Resort Area. In addition to local advertising, mass marketed ads are placed in the Mid-Atlantic region primarily for leisure travel that generate reader response leads. Planned 2015 Regional Advertising Buys: *AAA World Magazine, America's Best Vacations, Best of AmericanTravel, Comcast Spotlight, Country Living, DE Tourism Office, Dreamscapes Travel Web Banner, Facebook Ads, Get Aways on Display, Good Housekeeping, Great Vacation Getaways, Horizon Travel & Lifestyle Magazine with ad in Times Square, I-95 Presence, Family Circle, Online Lead Generation with Collinson Media, Oprah Magazine, ParksByNature, Southern Living, Tanger Outlet Center, WBOC, WMDT, WRDE, Woman's Day.*
- Top States to visit Beach-Fun.com: PA, NY, MD, VA
- Promotion of 100+ local events through Beach-Fun.com, Chamber created posters and event ticklers including distribution
- Year round operation of the Visitors Center in Downtown Rehoboth Beach where visitors can pick up maps, brochures, quarters, coupons, and ask questions as well as purchase City of Rehoboth Beach parking passes and State of Delaware Park passes
- Attendance at and/or placement of Resort Area product at regional travel shows such as the DC & Philadelphia Travel Leisure Shows
- Board Member of Southern Delaware Tourism, attendance at meetings, participation in advertising co-ops, and annual funding application submission
- Chamber Task Force Meetings (as needed)
- Response to all group leads
- Assist media outlets such as radio, newspaper, television with interviews and provide information/pictures on the Resort Area
- Free Chamber App for both Apple and Android
- Design, mail and distribute 140,000 Official Area Visitors Guides including local brochure bins
- Assist City of Rehoboth Beach with Parkmobile and other programs
- Assist Google Trek rep in documenting hot spots in the Resort Area
- Chamber Staff went on numerous Familiarization Tours (FAM) to local attractions, accommodations, etc.

## Chamber Partnerships & Representation

- Advertising Co-Ops with Southern Delaware Tourism and the Delaware Tourism Office
- Advisory Boards
- Business 2 Business Expo
- Coastal Highway Pedestrian Safety Task Force
- Credit Card Savings Programs
- DART Resort Task Force
- Destination Station Center Ltd.
- Discover Partnerships
- Electric Buying Group with Affinity Energy Management
- Green Force
- Insurance Company(s) Programs
- Numerous local advertising partners in print, radio and television
- Promotion of Dewey Beach & Rehoboth Beach activities
- SEDAC (Sussex Economic Development Action Committee)
- Small Business Administration (SBA)
- Sussex Outdoors Beach Feet on the Go Program

## Chamber & Resort Area Info

- 20 Board Members with a combined 100+ years of service and experience. Representing the categories of: Accommodations, Amusements, Real Estate, Restaurants, Retail and Services
- 3,500 people watched Dewey Beach Movies
- 4,180 people enjoyed Dewey Beach Bonfires
- 1,000+ children visited Santa's House
- 400+ Members, Sponsors and Volunteers participated in the 2014 Sea Witch Festival
- Introduction of the book *Sandy the Sea Witch*
- \$1,000,000+ saved by Members who have participated in the Chamber's Electric Savings Buying Group Partnership
- 2,225 Chamber App downloads (2013 & 2014)
- 11,000+ pounds of paper shredded at the Shredding Event
- 37,000+ Likes on the Chamber's Facebook Page (grand total)
- 2,400+ Followers on the Chamber's Twitter Page (grand total)
- 12,000+ Chamber Realtor Bags assembled and distributed through Memorial Day to Labor Day
- Accommodations occupancy tracked and reported (2012-136,873; 2013-123,123; 2014-137,338)
- 6 Million+ estimated visitors to the Resort Area
- 805,738 pageviews on Beach-Fun.com
- 1,000+ Business Members

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2013 vs. 2014 and 2014 vs. 2015

Weekend	Room Count	Weather	Event
November 1-3, 2013	2,468	60's Sunny	Punkin' Chunkin'
October 31-November 2, 2014	2,128	50's Rainy	None
November 9-11, 2013	2,207	50's Sunny	Film Festival
November 7-9, 2014	2,427	50's Sunny	Film Festival
November 15-17, 2013	1,827	50's Sunny	None
November 14-16, 2014	1,800	40's Sunny	None
November 22-24, 2013	1,648	60's Sunny	None
November 21-23, 2014	1,685	40's Sunny	None
November 29-December 1, 2013	2,119	40's Sunny	Holiday/Tree Lightings
November 28-30, 2014	2,154	40's Sunny	Holiday/Tree Lightings
December 6-8, 2013	2,249	40's Cloudy	RB Marathon
December 5-7, 2014	2,288	50's Rain	RB Marathon
December 13-15, 2013	1,512	40's Sunny	None
December 12-14, 2014	1,689	40's Sunny	None
December 20-22, 2013	1,390	50's Sunny	None
December 19-21, 2014	1,389	40's Sunny	None
December 27-29, 2013	1,676	50's Sunny	Holiday
December 26-28, 2014	1,725	50's Sunny	Holiday
January 3-5, 2014	1,450	40's Sunny	None
January 2-4, 2015	1,556	40's Rainy	Merchants' Attic
January 10-12, 2014	1,505	50's Rainy	None
January 9-11, 2015	1,387	20's Sunny	None
January 17-19, 2014	1,841	40's Sunny	Holiday
January 16-18, 2015	1,861	40's Sunny	Holiday
January 24-26, 2014	1,973	30's Cloudy	None
January 23-25, 2015	1,550	40's Cloudy	None

Wednesday	Room Count
October 30, 2013	1,143
October 29, 2014	1,306
November 6, 2013	1,412
November 5, 2014	1,254
November 13, 2013	1,134
November 12, 2014	1,092
November 20, 2013	1,061
November 19, 2014	1,007
November 27, 2013	1,221
November 26, 2014	1,148
December 4, 2013	1,045
December 3, 2014	1,049
December 11, 2013	954
December 10, 2014	935
December 18, 2013	970
December 17, 2014	946
December 25, 2013	1,028
December 24, 2014	897
December 29, 2013	904
December 31, 2014	1,490
January 8, 2014	1,061
January 7, 2015	884
January 15, 2014	1,051
January 14, 2015	1,037
January 22, 2014	968
January 28, 2015	925

### Year to Date Occupancy TOTAL Comparison

January - December 29, 2013 · 123,123

January - December 28, 2014 · 137,338

January - January 26, 2014 · 6,769

January - January 25, 2015 · 6,354

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

### Visitor Center Visitation

	2014.....	2013 .....	2012.....	2011 .....	2010 .....
NOV	461.....	375 .....	410 .....	534.....	427 .....
DEC	321.....	369 .....	281 .....	425.....	192 .....



### DE Dept. Of Labor Statistics

(December 2014); Delaware's seasonally adjusted unemployment rate in December 2014 was 5.4%, down from 6.0% in November 2014. There were 24,700 unemployed Delawareans in December 2014, compared to 27,500 in December 2013. The U.S. unemployment rate was 5.6% in December 2014, down from 5.8% in November 2014. In December 2013, the U.S. unemployment rate was 6.7%, while Delaware's rate was 6.2%.

Source: DE Monthly Labor Review; Vol. XXII, Number 1, 1/23/2015.

# REPORTS *and* STATISTICS

## Website Results [www.Beach-Fun.com](http://www.Beach-Fun.com)

### November 2013 vs. 2014

2014	23,224 pageviews/hits 7,017 users/visits (new terminology) 5,584 absolute unique visitors 54.68% bounce rate 2:12 average time on site
2013	22,644 pageviews/hits 9,075 visits 7,649 absolute unique visitors 59.35% bounce rate 1:56 average time on site

### December 2013 vs. 2014

2014	23,738 pageviews/hits 6,992 users/visits (new terminology) 5,943 absolute unique visitors 52.15% bounce rate 2:12 average time on site
2013	19,520 pageviews/hits 8,391 visits 7,282 absolute unique visitors 63.58% bounce rate 1:44 average time on site

### January 2014 vs. 2015

2015	40,846 pageviews/hits 9,625 users/visits (new terminology) 8,690 absolute unique visitors 42.37% bounce rate 2:51 average time on site
2014	30,600 pageviews/hits 9,840 visits 8,373 absolute unique visitors 49.29% bounce rate 2:37 average time on site

## Top 10 Pages Viewed - January 2015

Page on Site .....	Page Views
1 Area Activities.....	2,147
2 Current Events.....	2,120
3 Attractions Category Page .....	1,573
4 Dewey Beach Activities.....	1,438
5 Accommodations Category Page .....	1,060
6 Hotel & Motels .....	955
7 Sea Witch Festival Page .....	928
8 Dining .....	836
9 Order a Free Visitors Guide .....	738
10 Photo/Video Tour .....	652

## Top 5 States to Visit Site - January 2015

1 Pennsylvania .....	2,698
2 Delaware .....	2,121
3 Maryland .....	1,638
4 New York.....	982
5 District of Columbia.....	639

## Dewey Beach Check Presentation

Carol Everhart presented a check in the amount of \$3,468 to the Town of Dewey Beach for the 2014 movies and bonfires donations!

Check out the Chamber's website for the 2015 Movie and Bonfire schedule...  
[www.beach-fun.com/dewey-beach-info/dewey-beach-activities.html](http://www.beach-fun.com/dewey-beach-info/dewey-beach-activities.html)



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# BUSINESS *after* HOURS PICTURES

THANKS to our November Host: Atlantic Boardwalk Grille





# BUSINESS *after* HOURS PICTURES

**THANKS to our December Host: Bethany Blues, Lewes**





# BUSINESS *after* HOURS PICTURES

THANKS to our December Host: Big Fish Grill



# MEMBERS IN THE SPOTLIGHT

## East Coast Garden Center Farmer's Market

Looking for a way to extend your farmers market enjoyment into the winter months? East Coast Garden Center now hosts an Indoor Farmers Market that will highlight the many spectacular growers, chefs, bakers, and more that populate the region. The market will be held at the Cordrey Center, 30366 Cordrey Road in Millsboro on Tuesdays from 12:00-4:00 PM. The market will run through March 17, 2015.

Take advantage of an opportunity to visit 19 unique local vendors selling amazing products. In addition to the vendors the market will also occasionally offer cooking demos, music, educational classes, and more! For more info, visit [www.eastcoastgardencenter.com](http://www.eastcoastgardencenter.com) or call 302-945-3489. ♦



## PHB, Inc. - General Contractors

PHB, Inc. - General Contractors' new office in Georgetown is up and running! PHB, Inc. - General Contractors now has an office located in Georgetown at 24207 S. DuPont Blvd. The only company that can build your home, your office building, and continually maintain both for decades to come...PHB looks forward to working with their neighbors in the South! Give them a ring at 302-378-9693 or inquire online at [www.PHB-INC.com](http://www.PHB-INC.com). ♦



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## QUOTE OF THE MONTH

**"If you want to go fast – go alone.  
If you want to go far – go together."**

African Proverb



**The Chamber Chicks wish you  
a prosperous 2015!**

Linda, Patty, Elsa, Susan, Carol, Joy, Sue, Karen,  
Meghan, Kate, Katie, Daria and Donna



Remember **Spring Forward** • **March 8th**



**645-5105**

**\$99 Spring  
Safety Special**

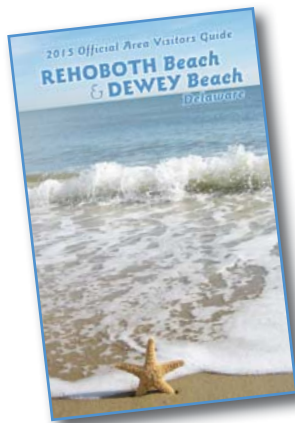
Apple Electric will change the **BATTERIES** in every smoke detector in your home and ensure they are in proper working order!



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

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**2015 Visitors Guides  
Are Now Available!**