



FOCUS_{on}

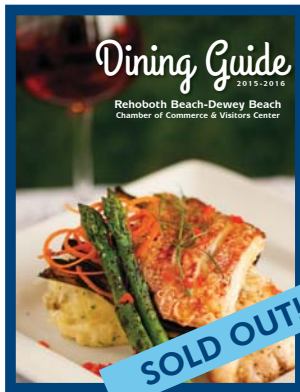
April 2015

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Chamber Produces & Adds Value . . . **AGAIN!**

Dining Guide



The 2015 Dining Guide looks good enough to eat! Keep an eye out for your copy.

Realtor Bags



Don't miss the opportunity to put your product in 14K+ Realtor Bags. Trackable Results! Details on page 15.

Coupon Book



The 2nd printing of the Chamber's Coupon Book sold out...80 Member Coupons!

Mark Your Calendars for the Spring Sidewalk Sale - May 15-17!

Keep an eye out for the Sidewalk Sale commercials on WBOC, WMDT, WRDE & the Chamber's website, plus a segment on DelmarvaLife.

Thanks to You! ...for making Delaware 105.9 the most listened to News-Talk Station in Downstate Delaware.

**DELAWARE
105.9FM
NEWS-TALK**
Delaware1059.com



Dan Gaffney



Susan Monday



Jared Morris



Kelli Steele



Mark Fowser



DELMARVA BROADCASTING COMPANY

Source: Nielsen Fall 2014 Ratings. Salisbury-Ocean City Metro. Adults 25-54, Adults 35-64. Mon-Sun. 6am-12am.

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 StaffExt. 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, AdministrationExt. 18
Elsa Muñoz, Distribution.....Ext. 25

© 2015 Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center. The information printed in this newsletter is true to the best of our knowledge at the time of print.



2015 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
May 9	Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
May 14	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
May 14	Full Board of Directors Mtg	11:30 am/Jake's Seafood
May 15	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
May 19	General Membership Mtg.....	12:00 pm/To Be Announced with Senator Ernie Lopez
June 2	Cyber Fraud, Account Takeover, Computer Malware Attacks & Payment Fraud Info Session	Details to be announced

For more Resort Area Events, visit 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. **Bring & show your Member Key Tag for a free raffle ticket!** Business card drawings are held and door prizes are given out to the lucky winners!

- 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; 75th Chamber Anniversary and Holiday Party (Registration or proof of membership required...stand by)

Mid Atlantic Vending.com

ATM - SODA - SNACK - ARCADE

410-200-8527

Locally Owned Eastern Shore Company

Free Machines for Qualified Businesses

FREE Shredding Event

The Rehoboth Beach-Dewey Beach Chamber of Commerce in partnership with WSFS and the Chamber's Green Force will host a "Shredding Event" on **Friday, May 1, 2015**. The Rehoboth Beach-Dewey Beach community is invited to bring their used paper to Bethany Blues in Lewes (18385 Coastal Highway) between 10 AM and 2 PM for shredding.

Bethany Blues will provide light refreshments for participants. Attendees will be able to gain information on green initiatives and reduce their carbon footprint with FREE shredding fun! The event will take place rain or shine. There is no charge, but donations for the benefit of the Destination Station Center Project are welcome.

Not sure what you can shred? The possibilities are endless – any papers based printed material, X-Rays, CD's, floppy disks, cassette/audio tapes, microfilm, and more! Staples, rubber bands, folders, paper clips, etc. do not need to be removed before shredding occurs. Materials must be removed from three ring binders prior to shredding.



For more information, call the Chamber of Commerce at 302-227-6446 or visit www.beach-fun.com.

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

CUSTOMER EMERGENCY SERVICE

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

227-1944 , 644-1952 , 684-3152

www.cleldanielpumbingheating.com

MILTON - LEWES - REHOBOTH



BRAG BOARD

Rehoboth Beach Wins 2 Awards!!!

USA Today names Rehoboth Beach #4 in the USA Today's 10Best Reader's Choice for Best Coastal Small Towns. The award was chosen by USA Today Readers.

Family Vacation Critic names Rehoboth Beach as one of the 2015 Ten Best Beaches for Families....Again!



Keep them coming!

Full list of awards at www.Beach-Fun.com. Click on site index then select Awards.

Thanks For Hosting The Chamber Chicks!!!

Thanks to the fun and friendly staff at Lupo Italian Kitchen for inviting the Chamber Chicks over for Happy Hour! The food was great! Make plans to have dinner at Lupo and check out www.lupodimarerehoboth.com for menu.



RIBBON CUTTINGS



Pot-Nets



Rehoboth Beach in a Box

Rehoboth Beach in a Box is a great way to send a gift to anyone who loves the City of Rehoboth Beach. For many visitors, Rehoboth Beach is a summer vacation filled with lots of memories. Why not send them those memories in the mail! This gift is great for family, friends or even yourself and is sure to put a smile on anyone's face!

Ordering is easy and shipping is free, just log onto www.rehobothinabox.com! Boxes can be customized with up to 4, 6, or 12 items. Just to name a few ... popcorn, taffy, candies and fun signature items that remind you of Rehoboth Beach.

If you are a Rehoboth Beach business and would like to be included in the list of offered items, please contact Pam McCoy at orders@rehobothinabox.com.



WHAT'S DEWIN IN DEWEY



Monday Night Movies in Dewey

Bring your family, a blanket, and some popcorn to Dewey Beach on Monday's for a movie night! Movies will start at approximately 8:30 PM on the beach at Dagsworthy St. in Dewey.

- 6/15/2015 - An American Tail
- 6/22/2015 - The Lego Movie
- 6/29/2015 - The Box Trolls
- 7/6/2015 - Alexander and the Terrible, Horrible, No Good, Very Bad Day
- 7/13/2015 - The Little Rascals
- 7/20/2015 - Big Hero 6
- 7/27/2015 - The Goonies
- 8/3/2015 - Annie (2014)
- 8/10/2015 - Jumanji
- 8/17/2015 - Maleficent
- 8/24/2015 - Muppets Most Wanted



Wednesday Night Bonfires in Dewey

Want "S'MORE" fun? Bring your family, beach chair and some marshmallows to the beach at Dagsworthy St. in Dewey on Wednesdays for a bonfire! Bonfires will be held every Wednesday from 7:30-11PM, June 17th through August 26th.

Dewey Beach Parking: Parking is FREE between the hours of 5-11PM on Monday, Tuesday and Wednesday.

Events are WEATHER DEPENDENT. In the event of inclement weather, cancellations will be determined no later than: 7PM on day of event for movies and 6PM on day of event for bonfires.

Notice of cancellation will be posted at the Dewey Beach Life Saving Station Bulletin Board. Chamber staff will notify Dewey Beach accommodations of cancellations made prior to the start of an event. If weather is clear, events will take place as scheduled, but may be ended at any time if weather indicates.

Upcoming Dewey Beach Events

Mark your calendars for these fun spring and summer events in Dewey Beach!

- Dewey Doodle Romp - April 24-26
- Beach Goes Camo - April 25-26
- Chihuahua Race - May 2
- Coastal DE Running Festival - May 2-3
- Golden Jubilee, Golden Retrievers - May 8-10
- Arts Fest - May 9
- Lion's Club Flounder Tournament - May 21
- South Side Shoot Out Skim Festival - May 30-31
- Kid's Beach Party - June 17
- Pier Point Marina Flounder Fishing Tournament - July 3-August 8
- Dewey Beach Fireworks - July 4
- Starboard Running of the Bull & Kid's Party - July 11
- Restaurant Olympics - August 4
- East Coast Skim Championships and Summer Vibes Fest - August 7-9

Another Fun Egg Scoop!

Alley Oop held their 7th Annual Egg Scoop on April 4th and over 300 kids participated. Congrats on another job well done!



Jason Wilson of Alley Oop shows his son Lincoln the ropes of egg scooping!

For more information, visit AlleyOopSkim.com



WELCOME New Members!

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

A Smarter Clean LLC

Donald Layton
21 Pinewater Drive
Harbeson, Delaware 19951
302-841-1063
www.asmarterclean.com
Service - Cleaning Services

Dewey Beach Watersports

Justin Sikora
113 Dickinson Street, Bayside
Dewey Beach, Delaware 19971
302-227-1113
www.deweybeachwatersports.com
Amusements/Attractions

Difebo's

Lisa Difebo-Osias
12 North First Street
Rehoboth Beach, Delaware 19971
302-226-4550
www.difebos.com
Restaurant/Eatery

The Dough Roller

Amy Ensor
44 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-227-1141
www.doughrollerrestaurants.com
Restaurant/Eatery

DSM Commercial Real Estate

Brittany Danahy
910 South Chapel Street, Suite 100
Newark, Delaware 19713
302-283-1800
www.dsmre.com
Real Estate - Commercial

Fresh Coat Painting

Eric Barry
29L Atlantic Avenue, #127
Ocean View, Delaware 19970
1-866-808-3380
www.freshcoatpaintersofcoastalde.com
Service - Painting

Light Action Productions

Paula DeLuca
71 Industrial Blvd.
New Castle, Delaware 19720
302-328-7800
www.lightaction.com
Service - Event Rentals

Morgan Stanley - David A. Humes

David A. Humes
55 Cascade Lane
Rehoboth Beach, Delaware 19971
302-644-6617
www.morganstanley.com/fa/david.humes
Service - Financial Services

Oil Creations by Gail LLC

Gail Warner
26 Bromley Drive
Erial, New Jersey 08081
856-346-3428
Retail - Gifts & Specialty Shops

Parcher Marketing

Apryl Parcher
33349 Woodland Circle
Lewes, Delaware 19958
410-885-2025
www.parchermarketing.com
Service - Advertising/Marketing

Rehoboth Beach in a Box

Pamela McCoy
149 Rehoboth Avenue, Suite 6B
Rehoboth Beach, Delaware 19971
302-245-1495
www.rehobothinabox.com
Retail - Gifts & Specialty Shops

Run & Tri Rehoboth Beach

Julia Karpov
149 Rehoboth Avenue, Suite 6B
Rehoboth Beach, Delaware 19971
302-727-5690
www.runandtrib.com
Retail - Apparel & Accessories

Chris Strong, Patron Member

Garrett Park, Maryland 20896

Tiffany Caldwell Photography

Tiffany Caldwell
21299 Catalina Circle
Rehoboth Beach, Delaware 19971
410-629-9929
www.tiffpics.com
Service - Photography

Under Armour

Seth Fox
36698 Bayside Outlet Drive, Suite #610
Rehoboth Beach, Delaware 19971
302-227-7110
Retail - Apparel & Accessories

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 1-31, 2015. Thank you for your continued support!

Abra...ca...dinner! · ADT Security Services · After Hours Heating and Air · Alley Oop Skim · Alzheimer's Association Delaware Valley · AmericInn · Apple Electric · Atlantic Refrigeration & Air Conditioning · Atlantic Sands Hotel & Suites · Atlantic Transportation Services · Bad Hair Day? · Baird Mandalas Brockstedt, LLC · Bartlett Tree Experts · Beach Graphics · Beach House Rentals · Beach Marine · Boardwalk Buddy Walk · Caliber Funding · Calligraphy Creations · Carolyn Watson Photography · CHEER · Clean Energy USA · Collier's Trim Shop · Columbia Fun Maps · Community Bank Delaware · Custom Mechanical · D3 Corp., Web Solutions · Dean Design/Marketing Group Inc. · Delaware Seashore Preservation · Dellose & DiFonzo · Downtown Cowgirl · East Coast Garden Center · East of Maui Surf Shop · Envirotech Environmental Consulting · Fisher's Popcorn · Fisherman's · Good News Natural Foods · Grizzly's Landscape Supply & Services · Healthy Outcomes Weight Loss Center · Hometown Angola Beach & Rehoboth Bay · Hotel Rehoboth · Ice Cream Store · Inn at Canal Square · Irish Eyes Pub & Restaurant · Jeff Baxter Mortgage Team · Joshua M. Freeman Foundation · Jungle Jim's · Junior Achievement of Delaware · Kaya Wellness & Yoga · Leisure Point · Lewes Printing · Local 360 Media & Local Book · Maid for Shore · Megalodon Shark Teeth · Megee Plumbing & Heating Co. · NAI Emory Hill · NV Homes · Ocean Atlantic Sotheby's Int Realty · Peninsula Dental · Peppers · PKS & Company, P.A. · Platinum Roofs · Quality Inn & Suites · Rehoboth Ale House · Rehoboth Beach Animal Hospital · Rehoboth Beach Public Library · Rehoboth Inn · Rehoboth Seafood Market · Republic Services · Ryan Homes · ShoreEasy.com · TD Bank · Touch of Italy Salumeria & Pasticceria · VistaGraphics · Walmart · WDMS Entertainment & Promotion.
Renewals from March 1 - March 31, 2015.

BUSINESS *after* HOURS PICTURES

THANKS to our March Host: Starboard



CHAMBER SPREADS THE WORD

Chamber Represented Resort Area at 2 Mid-Atlantic Travel Shows

Carol Everhart represented the Rehoboth Beach & Dewey Beach Resort Area at two Adventure and Travel shows held in Washington DC and Philadelphia along with reps from the Delaware Tourism Office and Southern Delaware Tourism.

Thousands of Resort Area Visitors Guide were personally handed to potential visitors and 1,368 email leads were obtained!

A fun numbered sea shell/sea glass game was played and the winners from the DC Show were Eileen Mackrell and Lisa Ruff and the winner from the Philly Show was Nancy Witt.



Eileen Mackrell



Elsa fills the Chamber's hallway with Visitors Guides ready to be mailed!



Carol hands out numbered shells and sea glass & collects leads at DC Show.



Carol interacts with show attendees and collects leads at the Philly Show.

Chamber's 2015 Advertising Info To Date

The 2015 Chamber's regional advertising set budget is **\$94,500**. In addition, \$125,000+ is provided in partnership as well as additional sponsorship buys. The local advertising budget is \$7,000. Ads are placed in mass marketing publications in the mid-Atlantic area. Some examples of publications are: Oprah, Country Living, Good Housekeeping, Woman's Day, Family Circle, Family Fun, Great Vacation Getaways and more! **(Complete list on page 11)**. In addition, the Chamber has a very strong digital presence. Many of the print publications have integrated web opportunities such as banners and email blasts. The Chamber has ads on Facebook and ran a online campaign through Interfuse (Web & Mobile Banners/Email Blast) and Dream Scapes (Web Banner).

Below are some figures:

Interfuse online campaign generated **7,600 hard leads** & **1,272,802 web banner impressions** which resulted in 29,888 clicks to the Chamber's website.

Facebook Campaigns figures as of 3/8: **205,690 people** reached, **354,166 banner impressions**, **19,588 clicks** to the Chamber's website and **7,069 Likes** on the Chamber's Facebook page...WOW! Sample of Facebook ad. ▶

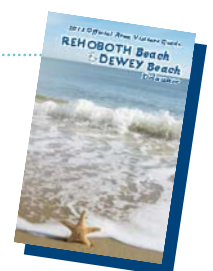
Chamber staff have been busy fulfilling all the requests for the Official Area Visitors Guide. The Guides are flying out the door. Comparison of First Quarters below:

2015 First Quarter: 28,171; 2014 First Quarter: 15,799



Make sure interested visitors know about your business!

Advertising details for the **2016 Official Area Visitors Guide** will be mailed out in early May. For more info, contact Meghan at 302-227-6446 or meghan@beach-fun.com.



CHAMBER ONLINE ADVERTISING OPPORTUNITIES

NEW! Beach Blast Email

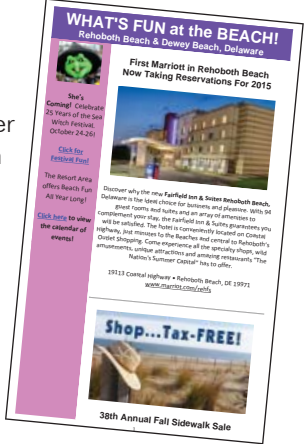
The Chamber continues to compile & maintain a fresh and viable list of email addresses....**26,000** now and counting!! The email addresses have been compiled from recent response to advertising. Beach Blast emails promote the Resort Area, events and/or your business for \$99.00!



It's easy and affordable! Just provide a camera-ready image or 100 words of text, contact info, logo and/or picture...the Chamber will do the rest! (Sample as shown). No more than three Beach Blast emails will be sent per month.

Contact Meghan for more information:
227-6446 or meghan@beach-fun.com.

You can track return on an inexpensive investment!



NEW! Member Facebook Advertising

As of April 8, 2015, the Chamber's Facebook page had 44,328 Likes!!!

Your business can schedule a boosted post on the Chamber's popular Facebook page for \$150.00. Just provide your text (200 characters or less), web link and photo. There will be only one Member Facebook Post per day. Contact Kate to get started: 227-6446 or events@beach-fun.com. Provides immediate response and return on investment.



Chamber Website Advertising

Highlighting the Resort Area, **Beach-Fun.com** is a comprehensive website and a valuable resource for Members, locals, and visitors to the area. In 2014, the website had **800K+ pageviews!** All Members receive a free basic listing in their appropriate category (business name, address, phone number and logo). Below are additional advertising options offered on an annual basis.

No increase in price!



- Basic Listing** FREE..... Business name, address, phone number and logo
- Addtl. Basic Listing** \$30..... Same as above
- Reciprocal Link**..... \$60..... Basic listing (as stated above) & link to your website; Plus, post the Chamber's logo provided to you by the Chamber on your site that will link back to www.Beach-Fun.com
- Hyperlink** \$120.... Basic listing (as stated above) & link to your website
- Web Banner**..... \$350.... Banner with up to 4 flashing slides i.e. your logo, picture, etc. Banner will link to your website. (Does not include a separate listing).

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2014 vs. 2015

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 31-February 2, 2014	1,982	20's Sunny	Polar Bear Plunge	January 29, 2014	904
January 30-February 1, 2015	2,007	30's Sunny	Polar Bear Plunge	January 28, 2015	893
February 7-9, 2014	1,392	30's Sunny	None	February 5, 2014	978
February 6-8, 2015	1,675	40's Sunny	None	February 4, 2015	937
February 14-16, 2014	2,096	40's Sunny	Holiday	February 12, 2014	1,044
February 13-15, 2015	2,392	30's Cloudy	Holiday	February 11, 2015	1,041
February 21-23, 2014	2,034	60's Sunny	None	February 19, 2014	1,036
February 20-22, 2015	1,736	10s Sunny	None	February 18, 2015	1,011
February 28-March 2, 2014	1,738	20's Cloudy	Chocolate Festival	February 26, 2014	1,015
February 27-March 1, 2015	1,813	40's Sunny	No Event	February 25, 2015	1,117
March 7-9, 2014	1,823	40's Cloudy	None	March 5, 2014	1,049
March 6-8, 2015	1,756	40s Sunny	Chocolate Festival	March 4, 2015	958
March 14-16, 2014	2,385	40's Sunny	Merchants' Attic	March 12, 2014	1,207
March 13-15, 2015	2,015	50's Rainy	None	March 11, 2015	1,118
March 21-23, 2014	2,225	50's Cloudy	None	March 19, 2014	1,113
March 20-22, 2015	2,318	50's Cloudy	Merchants' Attic	March 18, 2015	1,090
March 28-30, 2014	1,931	60's Cloudy	None	March 26, 2014	1,142
March 27-29, 2015	2,151	40's Rain	None	March 25, 2015	1,213
April 4-6, 2014	2,250	50's Sunny	Get Down in Town	April 2, 2014	1,167
April 3-5, 2015	2,186	50's Cloudy	Easter	April 1, 2015	1,322

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - April 6, 2014 · 26,625

January - April 5, 2015 · 26,403

WEDNESDAY

January - April 2, 2014 · 13,735

January - April 1, 2015 · 13,546

- 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

	2015	2014	2013	2012	2011
MAR	616	558	648	725	674



DE Dept. Of Labor Statistics

(February 2015); Delaware's seasonally adjusted unemployment rate in February 2015 was 4.8%, down from 5.0% in January 2015. There were 21,800 unemployed Delawareans in February 2015, compared to 26,800 in February 2014. The U.S. unemployment rate was 5.5% in February 2015, down from 5.7% in January 2015. In February 2014, the U.S. unemployment rate was 6.7%, while Delaware's rate was 6.0%.

Source: DE Monthly Labor Review; March 20, 2015.
www.delawareworks.com/ooldmi



REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

March 2014 vs. 2015

2015	62,043 pageviews/hits 15,562 users/visits (new terminology) 14,499 absolute unique visitors 44.33% bounce rate 2:30 average time on site
2014	44,439 pageviews/hits 14,020 visits 11,939 absolute unique visitors 47.28% bounce rate 2:27 average time on site

Top 10 Pages Viewed - March 2015

Page on Site	Page Views
1 Current Events	4,389
2 Area Activities	3,730
3 Dewey Beach Activities	3,156
4 Attractions Category Page	2,543
5 Order a Free Visitors Guide	1,864
6 Accommodations Hotel/Motel Page	1,551
7 Accommodations Category Page	1,450
8 Events Category Page	1,342
9 Sea Witch Festival	1,260
10 Dining	1,189

Top 10 States to Visit Site - March 2015

1 Pennsylvania	4,237
2 Delaware (partly Member driven)	3,147
3 Maryland	2,066
4 New York	1,804
5 Virginia	1,520
6 New Jersey	1,258
7 District of Columbia	1,159
8 Ohio	400
9 Florida	267
10 California	239

2015 Regional Advertising Placement (as currently approved)

Publication	Run Date
AAA World Magazine	March/May
Best of American Travel (CA Insert)	May
Comcast TV & Web	2015
Country Living	May
Delaware Tourism Office	Ongoing
DE Travel Guide	2014-2016
Dreamscapes Travel (Web Banner)	Feb-April
Facebook/Social Media	2015
Family Circle	April
Family Fun	April
Getaways on Display	May-Oct
Good Housekeeping	May
Great Vacation Getaways	April
Guest Quest	Spring
Horizon Travel/Times Sq.	January
I-95 Presence/Welcome Center	2015
Interfuse/Online Lead Generation	March
Ladies Home Journal	April
Mobile App (Apple/Android)	Ongoing
Oprah Magazine	April/October
Pocket Ranger App	2014-2015
Recreation News	April/Sept
Resort Maps	Summer
Southern Living	March
Tanger Outlet Center (Static Ad)	July-Sept
WBOC	Ongoing
Woman's Day	May
WRDE	Ongoing
WMDT	Ongoing

2015 Regional Advertising Budget - \$94,500.

2015 Local Advertising Budget - \$7,000.

Sample local advertising includes: Atlantic Theatre, Jolly Trolley, DE Beach Book, etc. Additional advertising is taken as sponsorship becomes available.



Happy Spring!

Your Chamber, as a non-profit organization, is asking its members to consider additional sponsorship of Chamber events including the Sea Witch Halloween & Fiddlers' Festival.

The growth of the Sea Witch Festival has required new safety, security, and transportation needs, pushing the event budget to over \$100,000.

The Festival's mission is not to create profit for the Chamber, but to produce an economic impact for the business community by bringing visitation to the resort area. Many non-profit and community organizations such as the Sussex Family YMCA, Rehoboth Beach Museum, Rehoboth Art League, Cape Henlopen High School Band, Mariner Middle School, and many more benefit from the event.

Sponsorship opportunity information for Sea Witch Festival is on page 13 and multiple event information is on page 14. It can also be found at www.beach-fun.com. Chamber staff would be happy to schedule a time to answer any questions you may have.

We succeed because of member support and hope you will assist in our efforts. Please feel free to contact Kate or me for additional information at (302) 227-6446.

Sincerely,

Carol

Carol Everhart
President/CEO

Kate

Kate Bell
Event Coordinator





DON'T BE A SCAREDY CAT... Sponsor Sea Witch!

26th Sea Witch Halloween and Fiddlers' Festival October 23-25, 2015

The 2014 Sea Witch Festival saw a record attendance of 195,000 over the 3 day weekend event! Your business can be a part of the festival individually or as an official sponsor!

SPONSORSHIP BUNDLES *(see back for details)*

- OFFICIAL MEGA MONSTER Sponsor \$8,000.00
- MEGA MONSTER Sponsor \$7,000.00
- KING MONSTER Sponsor \$5,000.00
- MONSTER Sponsor \$3,000.00
- FRANKENDUDE Sponsor \$1,000.00
- GHOST BUSTER Sponsor \$500.00

FESTIVAL GEAR SPONSORSHIP

- Logo on Festival Bags (min. of 400) \$75.00
- Logo on Monster Police Vests (min. of 200) \$75.00
- Festival T-Shirt (min. of 1,000)
 - Logo on t-shirt \$100.00
 - Logo on (1) sleeve of t-shirt \$2,000.00

FESTIVAL ADVERTISING OPPORTUNITIES

- Event Transportation (Banner on Bus)..... \$300.00
- Web Banner on Sea Witch Page \$450.00
- Program Advertising (full color; 10,000+ copies)
 - 1/8 page (3.625" w x 2.28125" t)..... \$250.00
 - 1/4 page (3.625" w x 4.8125" t) \$300.00
 - 1/2 page (7.5" wide x 4.8125" t) \$400.00
 - Full page (*dim. below) \$700.00
 - Outside Back Cover (*dim. below) \$800.00
 - Inside Front Cover (*dim. below) \$800.00

No Bleed: 7.5" w x 9.875" t; With Bleed: 8.125" w x 10.75" t

SATURDAY'S COSTUME PARADE

- Parade Trophy Sponsorship \$100.00
- Parade Balloon \$300.00

Official sponsor opportunities are below and include your business marketed and promoted as event "Official Sponsor" for your business category.

SATURDAY'S FIDDLERS' FESTIVAL

- Fiddlers' Festival Sponsorship *(Banner at Show)*
 - Kid's & Adult's Contest \$800.00

FAMILY FUN ACTIVITIES

- Magic Shows In Grove Park *(banner)* \$300.00
- Monster Art *(banner)* \$300.00
- Scarecrow Making *(banner)* \$300.00
- Sea Witch Hunt *(logo on ribbon)* \$300.00
- Horseshow on the Beach *(per day)* \$300.00
- Kid's & Family Dance Party \$300.00
- Bandstand Entertainment *(per show)* \$400.00
- Kid's Treasure Hunt *(logo on ribbon)*..... \$600.00
- Hayrides *(per day)*..... \$750.00
- Bandstand Entertainment..... \$4,500.00

KID'S BEACH GAMES *(logo in program & on event ribbon)*

- Broom Toss on the Beach \$300.00
- Hula Twist Off \$300.00
- Peanut on Nose Race \$300.00
- Pumpkin Dash \$300.00
- Slippery Swords \$300.00


SUNDAY'S DOG COSTUME CONTEST & PARADE

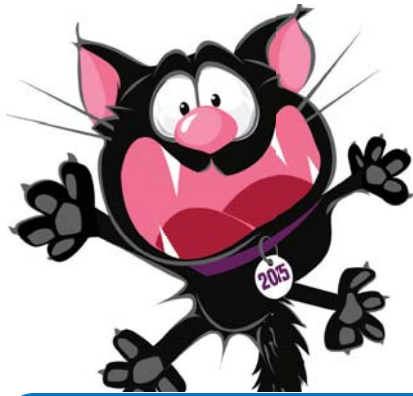
- Co-Sponsor of Dog Parade \$500.00
- OFFICIAL Dog Parade Sponsor \$1,000.00

Don't Be Scared...

Call Kate!

227-6446





DON'T BE SCARED... Be A Sponsor!

Four Events • One Sponsorship Price
Spring & Fall Sidewalk Sales
Sandcastle Contest • Sea Witch Festival

\$8,000 - THE ALL YEAR LONG EVERYTHING SPONSOR

Includes everything listed in the Perfect Wave Sponsorship, PLUS marketing and promotion as "Official Sponsor" for your business category!

Blue items indicate increased value in packages!

**PERFECT
WAVE
SPONSOR**
\$7,000

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Prominent Logo on Each Event TV Commercial
- Prominent Logo on Sandcastle & Sea Witch T-Shirts
- Full Page "Focus On" Newsletter Ad
- Logo on Monster Police Vests
- Logo on Sea Witch Festival Bag
- Logo on (1) Sea Witch Event Ribbon
- Full Page Color Ad in Sea Witch Program
- Full Page Color Ad in Visitor's Guide
- Balloon for Sea Witch Parade
- Multiple Banner Placement at Each Event
- (3) Website Banners for 1 Year
- (3) Chamber Member Blasts
- (3) Chamber Facebook Posts
- (2) Chamber Beach Blasts

**TIDAL
WAVE
SPONSOR**
\$5,000

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Logo on Sea Witch Festival Bag
- Banner Placement at Each Event
- Logo on Monster Police Vests
- Prominent Logo on Each Event TV Commercial
- Prominent Logo on Sandcastle & Sea Witch T-Shirts
- Full Page Color Ad in Sea Witch Program
- Full Page "Focus On" Newsletter Ad
- 1/2 Page Color Ad in Visitor's Guide
- (2) Website Banners for 1 Year
- (2) Chamber Member Blasts
- (2) Chamber Facebook Posts
- (1) Chamber Beach Blast

**BARREL
WAVE
SPONSOR**
\$3,000

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Prominent Logo on Sandcastle & Sea Witch T-Shirts
- Banner Placement at Each Event
- Logo on Each Event TV Commercial
- 1/2 Page Color Ad in Sea Witch Program
- 1/2 Page "Focus On" Newsletter Ad
- Logo on Sea Witch Festival Bag
- (2) Chamber Member Blasts
- (1) Website Banner for 1 Year
- (1) Chamber Facebook Post

**SWELL
SPONSOR**
\$1,000

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Banner Placement at Each Event
- Prominent Logo on Sandcastle & Sea Witch T-Shirts
- 1/4 Page Color Ad in Sea Witch Program
- 1/4 Page "Focus On" Newsletter Ad
- (1) Chamber Member Blast

**RIP WAVE
SPONSOR**
\$500

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Logo on Sandcastle & Sea Witch T-Shirts
- 1/8 Page Color Ad in Sea Witch Program
- Business Card "Focus On" Newsletter Ad
- Banner Placement at Each Event

Spring Sidewalk Sale - May 15-17

Sandcastle and Sculpture Contest - August 1

Fall Sidewalk Sale - October 2-4

Sea Witch Festival - October 23-25

REALTOR BAG MEMBER PRODUCT OPPORTUNITY

For \$.10 cents per single insert piece, a member can have their product placed in up to 14,270 projected Realtor Bags. As a member you can purchase as little or as many inserts as you wish as well as select the best time frame for your product. The bags are delivered weekly to 10 local Realtors (Berkshire Hathaway Gallo, Coldwell Banker Resort Realty, Crowley Associates Realty, Lingo Realty, Long & Foster, Maggio Shields, Mann & sons, Rehoboth Bay Realty, RE/MAX Realty Group, and Ocean Atlantic Sotheby's). The product must be delivered to the Chamber on the date(s) as shown below. However, the Chamber can house the product in multiple quantities over the summer. The stuffed Realtor bags are delivered to the realtors by the Chamber for weekend distribution to the week long renters. The number of product/specials/etc. and area information in the bags is kept to under 30 pieces.

SAMPLE!

Deadline (for product & payment)	Distribution Date	Estimated Quantity	Quantity Ordered	Cost	Amount Due
5/1/15	5/13/15	360	100	x \$0.10	\$10.00
5/8/15	5/20/15	460		x \$0.10	\$
5/15/15	5/27/15	300		x \$0.10	\$
5/22/15	6/3/15	280		x \$0.10	\$
5/29/15	6/10/15	700		x \$0.10	\$
6/5/15	6/17/15	700		x \$0.10	\$
6/12/15	6/24/15	950		x \$0.10	\$
6/19/15	7/1/15	1,130	1,130	x \$0.10	\$113.00
6/26/15	7/8/15	900		x \$0.10	\$
7/3/15	7/15/15	1,300		x \$0.10	\$
7/10/15	7/22/15	1,350	500	x \$0.10	\$50.00
7/17/15	7/29/15	1,460		x \$0.10	\$
7/24/15	8/5/15	1,450		x \$0.10	\$
7/31/15	8/12/15	1,200		x \$0.10	\$
8/7/15	8/19/15	730		x \$0.10	\$
8/14/15	8/26/15	500	500	x \$0.10	\$50.00
8/21/15	9/2/15	500		x \$0.10	\$

If there is leftover product from a purchased week, the product will be included in the following week. Out of courtesy to all Realtor Members, no competitive Real Estate or Accommodations pieces will be placed in realtor bags.



Don't Miss Out...
Call Elsa!
227-6446

APPLE ELECTRIC

645-5105

Authorized **GENERAC** Dealer



Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

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

PRESORT STANDARD
U.S. POSTAGE PAID
REHOBOTH BEACH DE
PERMIT NO. 24

**"Everything you've ever
wanted is on the other
side of fear".**

George Addair