



FOCUS_{on}

March 2016

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Beach Set To Glow Blue After Dark...

with Artistic Flair on June 4, 2016

Official Event Sponsor:

WBOC 16

Something New...Something Blue!

Music on the Bandstand · 5K Run & Walk · Find Amelia Contest
Blue Drinks, Eats & Blue Tag Specials · Blue Sky Surprise

See More On Page 14

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

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

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 Nancy Stewart
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
Elsa Muñoz, Distribution.....Ext. 25

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2016 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
Mar 29.....	Accommodations Task Force Mtg.....	2 pm/Fairfield Inn, Rehoboth
Mar 30.....	General Membership Mtg.....	12:00 pm/Kings Creek C.C. with US Representative John Carney; Fee
Apr 9.....	Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
Apr 14.....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Apr 14.....	Full Board of Directors Mtg	11:30 am/Jake's Seafood
Apr 15.....	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
Apr 26.....	General Membership Mtg.....	12:00 pm/Kings Creek C.C. with Jennifer Cohan, Secretary of DelDOT; Fee

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

2016 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, April 21** · The Greene Turtle, Rehoboth Boardwalk
- Thursday, May 19** · Fairfield Inn & Suites (Lounge & Bar Area)
- Thursday, June 16** · Jimmy's Grille, Rehoboth Beach
- Thursday, July 21** · Nassau Valley Vineyards
- Thursday, September 15** · Hyatt Place, Dewey Beach
- Thursday, October 13** · Dewey Beer Co.
- Thursday, November 17** · Arena's Deli & Bar, Coastal Highway
- Thursday, December 8** · Jake's Seafood House, Coastal Highway

If you care about the environment, join EDEN Delmarva at the **Clean Water Forum**
May 20, 2016
Atlantic Sands Hotel
More Info At www.edendelmarva.org/clean-water-forum.html

Chamber Celebrates 75 YEARS

at the Annual Installation Dinner Held February 11th

The Chamber of Commerce recently celebrated 75 Years of Service. The 2016 Board of Directors (pictured below) were installed at the sell out event, plus annual awards & scholarships were presented and sponsors were recognized. The evening ended with a "I Remember When" Scrapbook video. Award winners on pages 8 & 9 and photos on pages 12 & 13!



Executive Board of Directors: Paul Kuhns · Arena's & Summer House (Chairman); Jay Becker · Hudson, Jones, Jaywork & Fisher (First Chair); Steve Montgomery · Bethany Blues & Starboard (Second Chair); Vicki Tull · Ocean Atlantic Sotheby's Intl. Realty (Third Chair/Treasurer); Keith Martin · Hotel Rehoboth (Immediate Past Chair).

Board of Directors: Barbara Brewer · Atlantic Sands Hotel & Conference Center; Marvin Carney · MLC Productions; Jerry Esposito · Tidewater Utilities; Chip Hearn · Ice Cream Store & Peppers; Bill Klemkowski · Jake's Seafood House; Dale Lomas · Atlantic Liquors & Crosswinds Motel; Rob Marshall · Atlantic Oceanside Motel; Michael Meoli · McDonalds; Kyle Morgan · MPI; Scott Swingle · Wilmington Fund Savings Society WSFS; Rachel Webster · Rehoboth Toy & Kite; Chris Weeks · Becker Morgan Group; Kay Wheatley · Rehoboth Products Co.; Susan Townley-Wood · The Cultured Pearl.

Service at the Beach

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- Heating
- New Construction
- Remodeling
- Repairs
- Water Pumps
- High Pressure Jetting

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MILTON - LEWES - REHOBOTH



BRAG BOARD

Successful Merchants' Attic Event

On behalf of David & myself, thank you Kate for making this another successful sale for us! Hopefully it was a success for the Chamber as well since it takes a lot of time & energy. We appreciate all that you do behind the scene as well as for your oversight during the sale. We are lucky the snow held off for one extra day.

Thanks again Kate - you did good!!
David & Roland (Merchants' Attic Vendors)

Thanks For Keeping The Lights On!

Big thanks to Apple Electric for their help in keeping the lights on at the Chamber's Administration Building!

For your electrical needs, call Apple Electric at 302-645-5105!

Thanks For The Opportunity To Speak On WGMD!

I would like to thank you and the Chamber for allowing me to share information about our Home Expo on WGMD this week! I enjoyed it and it was a blessing!

Kathy Benson, Delaware Resorts Home Expo

I just wanted to thank you for the opportunity to speak on the radio on behalf of the Overfalls. It was really fun and I even met some old Overfalls supporters that I had not seen for quite a while.

Come see the ship one of these days! Tracy Mulveny

Thanks From Delmarva Temporary Staffing!

Just a note to thank you for the e-mail/fax blast! We have had a wonderful response!! We've been with the Chamber for 26 years and shame on me for not doing this more!!

Thank you! Melissa Joseph, CPC
Delmarva Temporary Staffing, Inc., 302-644-1807

Congrats To Local Business Owners!

Small Business Persons of the Year: Chris Bisaha and Joe Baker, Co-Owners, Henlopen City Oyster House, 50 Wilmington Ave, Rehoboth Beach, Delaware.

Founded in June 2010, this full service seafood restaurant and raw bar has rapidly grown to be a favorite among locals and visitors from across the country. National Geographic magazine singled them out saying, "After a day at the beach, head to Henlopen Oyster House for a platter of briny Oysters".

Veteran Owned Business of the Year: Marryann and Daniel Ramirez, Co-owners of DAMARA Management, 4000 S. DuPont Highway, Dover Delaware.

Since opening in 2011, DAMARA has grown to operate five Papa John's restaurants with nearly 70 employees. Both Marryann and Dan retired from active duty in the U.S. Air Force after serving many years at Dover Air Force Base. They are consistently a top performer for the franchise and were invited to Papa John's corporate headquarters in December 2015 as one of the top 15 franchisees in the country.

Upcoming Meetings!

Accommodations Task Force Meeting

- March 29, 2016 at 2 pm at the Fairfield Inn

General Membership Meeting Luncheon with guest speaker US Representative John Carney

- March 30, 2016 at Noon at Kings Creek Country Club

General Membership Meeting Luncheon with guest speaker Jennifer Cohan, Secretary of DeIDOT

- April 26, 2015 at Noon at Kings Creek Country Club

RSVP by contacting Joy!

302-227-6446 · joy@beach-fun.com

Luncheons are fee based.

ISOP Update

ISOP (International Student Outreach Program) Request To Employers:

J1 students have a difficult time finding affordable housing. To avoid the many problems we had last summer with students who had no place to live, we strongly encourage you to find housing now for your students to rent. We would hate to see the J1 program cut back or ended due to our housing shortage.

For more information, visit www.j1rehoboth.com.

DO YOU NEED QUALIFIED EMPLOYEES?

DELMARVA TEMPORARY STAFFING, INC.

Celebrates 26 years of Staffing Delmarva!

We staff *seasonal, temporary and permanent positions* and offer *payrolling/insurance coverage* for your existing employees!

Our trained Personnel Consultants interview, screen and send only the most **qualified** applicants for job openings.

Our service provides:

- Criminal Background Checks
- Reference Checks
- Payments of all Employment taxes
- Workers Compensation Insurance
- Affordable Healthcare Minimum Essential Coverage Insurance



*Melissa Joseph, CPC
President*

(302)644-1807
DTSTEMPS@COMCAST.NET



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.

Bayside Homes Delaware

Ryan Class
18389 Olde Coach Drive, Unit 6
Rehoboth Beach, Delaware 19971
302-645-2030
www.baysidehomesales.com
Real Estate - Home Developers

David A. Cohen

Patron Member

Delaware SPCA

Marcie Urgo
22918 DuPont Blvd.
Georgetown, Delaware 19947
302-856-6361 x120
www.delspca.org
Service - Pet Services

Dewey BeachFit

Blair Jost
1 Dagsworthy Street and The Beach
Dewey Beach, Delaware 19971
302-584-6604
Service - Health Services

Patrick Diamond

Patron Member

Sandra Fennell

Patron Member

Ferri Business Consulting

Alex Ferry
Serving Delmarva
571-214-2750
ferribusiness.consulting
Service - Consulting Services

Intrax Work Travel

Jenn Yildiz
900 California Street, 10th Floor
San Francisco, California 94108
www.intraxworktravel.com
Service - Non-Profit

MERR Institute, Inc.

Suzanne Thurman
801 Pilottown Road
Lewes, Delaware 19958
302-228-5029
www.merrinstitute.org
Service - Non-Profit

New Age Productions & Marketing

Ed Serembus
296 Ocean Parkway
Ocean Pines, Maryland 21811
443-859-4626
Service - Audio/Video Production

Nutritional Path

Lesslee Belmore
Serving Sussex County
302-245-2582
www.coachlesslee.com
Service - Health Services

Steen, Waehler & Schrider-Fox, LLC

Brian Riggan & Rebecca Trifillis
92 Atlantic Avenue, Unit B
Ocean View, Delaware 19970
302-539-7900
www.swsflaw.com
Service - Lawyer

LEGISLATIVE UPDATE

Letter mailed to Trish Vernon, Editor of the Cape Gazette. March 15, 2016.

The Rehoboth Beach-Dewey Beach Chamber of Commerce joins the U.S. Chamber of Commerce with concerns about future generations and the economy and business climate. Critical investments needed for education, infrastructure, and innovation are not being met.



In less than 10 years, our entitlement programs—Medicare, Medicaid, and Social Security—will cost our economy \$3 trillion annually. On top of that, not one of them is projected to be financially solvent in 20 years.

By making relatively modest reforms to our entitlement programs now, we can still preserve a safety net for those in need and slow the explosive rate of entitlement spending growth.

It's time for our leaders to face the facts, step up to the challenge, and act now to safeguard the future of every generation.

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Kathy Ara, Branch Manager

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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 February 1 - March 16, 2016. Thank you for your continued support!

Alarm & Communication Systems Group · All States Construction · Alzheimer's Association Delaware Valley · Anchorage Motel
Atlantic Oceanside Motel · Atlantic Sands Hotel & Conference Center · Atlantic Transportation · Bad Hair Day?
Baird Mandalas Brockstedt, LLC · Bayside Audiology & Hearing Aid Services · Beach Graphics · Beach House Rentals · The Beach Retreat
Bellbuoy Inn · Big Fish Grill · Biggs Museum of American Art · Bike To Go · Bling Salon & Spa · Blue Hen Disposal · By the Bay Books
Cape May - Lewes Ferry · CHEER · CHEF (Cape Henlopen Education Foundation) · Clendaniels Plumbing, Heating & Cooling
Collier's Trim Shop · Community Bank Delaware · CookingRehoboth.com · Country Life Homes · Deaknye Law Office
Debbie Reed Team of Remax Realty Group · Delaware Center for the Inland Bays · Delaware Seashore State Park
Delaware Technical Community College · Dellose & DiFonzo · Delmarva Document Solutions · Delmarva Transportation
Dewey Beach Watersports · Diehl & Co. CPAs · DiFebo's · Dos Locos Restaurant · The Dough Roller · DSM Commercial Real Estate
East Coast Garden Center · East of Maui Surf Shop · Ecobay Kayak & S.U.P. · Envirotech Environmental Consulting
Epworth United Methodist Church · Eric Blondin Insurance Agency · Richard Faull/Patron Member · Fino · First State Benefits
FMS Rehoboth Beach · Furniture & More · Futurtech Consulting · Grizzly's Landscape Supply & Services · Guardian Property Management
Hampton Inn · Healthy Outcomes Weight Loss Center · Hebron Station Warehouse Rehoboth Beach · Home Instead Senior Care
Hotel Rehoboth · Hyett Refrigeration · Irish Eyes Pub & Restaurant · Jersey Mike's Subs · Joshua Freeman Foundation · Jungle Jim's
Junior Achievement of Delaware · Kaisy's Delights · Kitchen Solutionz · Law Office of Susan Pittard Weidman, PA · Leisure Point
Lewes Printing · Long & Foster Real Estate · Maid for Shore · Mann & Sons · Mariachi Restaurant · Mark Showell Interiors
Sherri Martin/Jack Lingo Realtor · Meals on Wheels of Lewes & Rehoboth · MedTix · Megalodon Shark Teeth · The Melbourne B&B
Merrill Lynch · Midway Speedway · Millville Town Peddler · Morgan Stanley-David A. Humes · NAI Emory Hill
Nickle Electrical Companies · O'Bie's By The Sea · Pirates Cove Motel · Rehoboth Ale House · Rehoboth Beach Animal Hospital
Rehoboth Beach in a Box · Rehoboth Beach Running Company · Republic Services · Ristorante Zebra · Rita's @ Dewey Beach
Robert Thomas Salon · Rogers Signs · Run & Tri Rehoboth Beach · Rusty Rudder Restaurant · Schagrin Gas Co. · Sea Finds
Secure Self Storage · Semra's Mediterranean Grill · South Moon Under · Straight Eights Car Club · Chris Strong/Patron Member
Suburban Propane · Tanger Outlet Center · TD Bank · Tiffany Caldwell Photography · The UPS Store · VegRehoboth
Verizon Wireless of Rehoboth · Vista Graphics · Waterford Wedgwood Royal Doulton. Renewals from February 1 - March 16, 2016.

Installation **AWARD** Winners & Sponsors



Harry Keswani



Bad Hair Day?

Mae Hall McCabe Award • Harry Keswani; **Business of the Year** • Bad Hair Day?

50 Years+ in Business • Dolles Candyland; **Chamber Volunteer of the Year** • Diane Pringle

City of Rehoboth Beach Recognition • Donna Moore

Dewey Beach Service Recognition • Alvin Huffman

Dewey Beach Volunteer of the Year • Leonard Read

Dewey Beach Lifeguard of the Year • Ryan Nowakowski

Scholarship Award Winners • Giovanni Ramales - Matt Haley;
Chad Dickerson - DE Coast Press; Morgan Hurlock - True Blue Jazz

Individual Service Awards • David Jasinski & Anna Legates - Former Town of Dewey Beach
Commissioners; Bill Sargent - Former City of Rehoboth Beach Commissioner;
Matt Turlinski - Former RBDBCC Board Chairman & Director

20+ Years Chamber Membership • AmericInn Lodge & Suites; Bellmoor Inn; Cape Suites;
Colliers Trim Shop; Communications Contr. Corp.; Crystal Restaurant; The Cultured Pearl;
Delmarva Temporary Staffing; Kitchen Solutionz; Midway Speedway; Obie's by the Sea;
Rehoboth U-Store; Short's Marine; Tanger Outlet Center

Top Sponsorship Recognitions • \$3,000 & Up: Adams Radio Group; Delaware Today Magazine;
Discover Bank; Harbor Healthcare Center; Insight Homes; LC Homes; Lessard Builders; Sussex
Outdoors; TD Bank; WMDT, Channel 47; WRDE NBC Coast TV. \$500 or More: 7 Eleven; Affinity
Energy Management; Applebee's Neighborhood Grill & Bar; Applied Bank; Arena's Deli; Atlantic
Boardwalk Grille; Atlantic Liquors; Atlantic Sands Hotel & Conference Center; Beach Boutique;
Berkshire Hathaway HomeServices Gallo Realtors; Bethany Blues Lewes; Big Fish Grill & Seafood
Market; Buffalo Wild Wings; Cape Gazette; City of Rehoboth Beach; Clear Space Theatre Company;
Coastal Kids Pediatric Dentistry; Comcast Spotlight; County Bank; Crabby Dick's Marketplace &
Grill; Crosswinds Motel; Custom Mechanical; Delaware Beaches, Yogi Bear's Jellystone Park Camp
& Resorts; Delmarva Power; Dewey Business Partnership; Dogfish Head Brewings & Eats; Dolles
Candyland; The Dough Roller; FINS Alehouse & Raw Bar; Fractured Prune; Fulton Bank, Delaware
National Division; Grand Rental Station; The Greene Turtle; Grotto Pizza; Hyatt Place Dewey Beach;
The Ice Cream Store; Jack Lingo REALTOR; Jake's Seafood House; Johnson Orthodontics; Lula Brazil;
M & T Bank; Maplewood Dental Associates; Monograms Unlimited; Nassau Valley Vineyards; North
Beach; Papa Grande's Rehoboth; PNC Bank; Rehoboth Beach Animal Hospital; Rita's Italian Ice of
Rehoboth; Starboard Restaurant; Sweet Frog Frozen Yogurt; Tanger Outlet Center; Town of Dewey
Beach; Trinity Logistics; Woody's Dewey Beach Bar & Grill; Wilmington Savings Fund Society (WSFS).

Installation **AWARD** Winners & Sponsors



Dolles Candyland



Morgan Hurlock



Diane Pringle



Chad Dickerson



Donna Moore



Individual Service Awards



Ryan Nowakowski



20 Year Members



Town of Dewey Beach



Sponsors - \$3,000 & Up

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2015 vs. 2016

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 23-25, 2015	1,550	40's Cloudy	None	January 21, 2015	925
January 22-24, 2016	1,377	30's Snow	None	January 20, 2016	993
January 30 - February 1, 2015	2,007	30's Sunny	Polar Bear Blunge	January 28, 2015	893
January 29-31, 2016	1,602	30's Sunny	None	February 27, 2016	970
February 6-8, 2015	1,675	40's Sunny	None	February 4, 2015	937
February 5-7, 2016	2,143	40's Sunny	Polar Bear Plunge	February 3, 2016	1,065
February 13-15, 2015	2,392	30's Cloudy	Holiday	February 11, 2015	1,041
February 12-14, 2016	2,305	30's Snow	Holiday/Merchants' Attic	February 10, 2016	1,027
February 20-22, 2015	1,736	10's Sunny	None	February 18, 2015	1,011
February 19-21, 2016	2,034	30's Sunny	None	February 17, 2016	1,114
February 27-March 1, 2015	1,813	40's Sunny	None	February 25, 2015	1,117
February 26-28, 2016	2,440	40's Sunny	None	February 24, 2016	1,054
March 6-8, 2015	1,756	40's Sunny	Chocolate Fest	March 4, 2015	958
March 4-6, 2016	1,800	50's Sunny	Gumbo Fest	March 2, 2016	1,089
March 13-15, 2015	2,015	50's Rain/Cloudy	None	March 11, 2015	1,118
March 11-13, 2016	2,169	60's Cloudy	None	March 9, 2016	1,195

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - March 15, 2015 · 19,748
 January - March 13, 2016 · 21,269

WEDNESDAY

January - March 11, 2015 · 11,411
 January - March 9, 2016 · 11,752

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

	2016	2015	2014	2013	2012
JAN	371	337	305	286	347
FEB	358	307	438	304	504



DE Dept. Of Labor Statistics

(January 2016); Delaware's seasonally adjusted unemployment rate in January 2016 was 4.7%, down from 4.9% in December 2015. There were 22,500 unemployed Delawareans in January 2016, compared to 23,100 in January 2015. The U.S. unemployment rate was 4.9% in January 2016, down from 5% in December 2015. In January 2015, the U.S. unemployment rate was 5.7%, while Delaware's rate was 5.0%.

Source: DE Monthly Labor Review; published March 4, 2016.
<http://lmi.delawareworks.com>

Do You Like Us? 57K+ people already do!

Like the Chamber on Facebook today!



REPORTS and STATISTICS

Website Results for www.Beach-Fun.com | 2015 vs. 2016

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
January	40,846	36,863	9,625	10,299	8,690	9,415	42.37%	49.39%	2:51	2:22
February	43,396	45,436	10,743	13,358	3,065	3,755	43.81%	49.42%	2:41	2:07
YTD Totals	84,242	82,299	20,368	23,657	11,755	13,170	43.09%	49.41%	2:46	2:14

* YTD Total Average

Top Pages Viewed - February 2016

Page on Site	Page Views
1 Order a Free Visitors Guide.....	5,702
2 Current Events	4,113
3 Area Activities	2,299
4 Accommodations	2,081
5 Dewey Beach Activities	1,652
6 Attractions	1,508
7 Thank You For Ordering a Visitors Guide..	1,371
8 Sea Witch Festival.....	1,045
9 Dining.....	936
10 Real Estate	630

Top 10 States to Visit Site - February 2016

State	Visits
1 Pennsylvania	4,586
2 Delaware (partly Member driven)	2,378
3 Maryland	2,128
4 New York.....	1,180
5 District of Columbia.....	1,129
6 New Jersey.....	920
7 Virginia	779
8 Massachusetts	384
9 Ohio	346
10 Florida.....	162

2016 Regional Advertising Placement (as currently approved)

Publication	Run Date	Publication	Run Date
AAA World Magazine	March/April	North American Tour & Travel.....	Spring
AAA World Online	Spring	Oprah Magazine.....	April/October
Best of American Travel (CA Insert)	May	Pocket Ranger App.....	2016-2017
Better Homes & Garden	April	Recreation News	2016
Coastal Living	April	Resort Maps.....	Summer
Comcast TV & Web.....	2016	Southern Living	February
Country Living.....	May	Tanger Outlet Center (Static Ad).....	July-Sept
Delaware Tourism Office	Ongoing	WBOC.....	Ongoing
Facebook/Social Media	2016	Woman's Day	May
Family Circle.....	April	WRDE	Ongoing
Getaways on Display	May-Oct	WMDT	Ongoing
Good Housekeeping	May		
Great Vacation Getaways	April		
Guest Quest	Spring/Summer		
I-95 Presence/Welcoming Center.....	2016		
Interfuse, Online.....	Spring		

2016 Regional Advertising Budget - \$97,500.

2016 Local Advertising Budget - \$7,000.

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

Visitors Guide YTD Distribution 2015 vs. 2016

2015: 17,129 · 2016: 24,057



Lots of Smiling Faces at Installation



Pictures also posted on the Chamber's Facebook Page!

Lots of Smiling Faces at Installation



The Chamber Chicks thank you for helping the Chamber celebrate 75 Years!! Thanks to all of our Table Sponsors, Photo Booth and Members who donated items for the Balloon Pop, Volunteer and Sponsor Gift Buckets! We couldn't do it without YOU!



Pictures also posted on the Chamber's Facebook Page!

BUSINESS *after* HOURS PICTURES

THANKS to our February host: **Bethany Blues, Lewes**



Beach Goes Blue 5K Run & Walk

Saturday, June 4, 2016 in Downtown Rehoboth Beach

\$25 Pre-Registration · \$30 Day Of · Race T-Shirts · Fun Awards
7AM Registration Opens · 8AM Race Starts

Registration & Post Party at The Sandcrab Beach Bar at 1 Baltimore Ave
Race Begins & Ends at the North End of the Rehoboth Beach Boardwalk
Register at: www.races2run.com/events/beach-goes-blue-5k

*Wear
BLUE!*

Official Event Sponsor:



Portion of 5K
Proceeds to
Benefit:



5K Organizer:

Races2Run

5K Registration
& Post-Party:



More Beach Goes Blue info at www.Beach-Fun.com!

BUSINESS *after* HOURS PICTURES

THANKS to our March host: The Starboard



MEMBERS IN THE SPOTLIGHT

Person 4 You - Lifestyle Management Company

Person 4 You is a premier personal and professional concierge service for the Eastern Shore and surrounding areas. Person 4 You offers a wide variety of services including: grocery/gift shopping, mail pickup and delivery, home organization, calendar management, appointment setting, vacation planning, itinerary planning, vacation home set up and tear down, and short term nanny and pet care services. They offer services Monday thru Friday, 8 AM to 6 PM; and for a nominal fee can provide assistance outside normal hours by appointment only.

Person 4 You was started with one thing in mind: Balance. They are effective and personable, delivering the highest level of detail. Person 4 You is locally owned and operated, plus they are fully licensed and insured. They also participate in a wide variety of charities in Sussex county including: Big Brothers and Big Sisters, The Immanuel Shelter, Meals on Wheels, and Camp Rehoboth.

For more information, visit www.person4you.com or call Lori at 302-228-8680. ♦

Bramble & Brine

Bramble & Brine underwent a major interior redesign in the spring of 2015. The restaurant showcases a diverse selection of culinary considerations, offered in a comfortable space, with cozy bar area and dining for 50. In addition to their regular Friday wine specials, Bramble introduces a three-course prix fixe menu on Thursdays and Sundays in 2016.

Bramble & Brine is located at 315 Rehoboth Avenue in downtown Rehoboth Beach. They are currently open for dinner at 5:30 PM, Thursday through Sunday and will be expanding their hours as the summer season approaches. Walk-ins are welcome! Reservations can be made by phone at 302-227-7702 or online at brambleandbrine.com. ♦

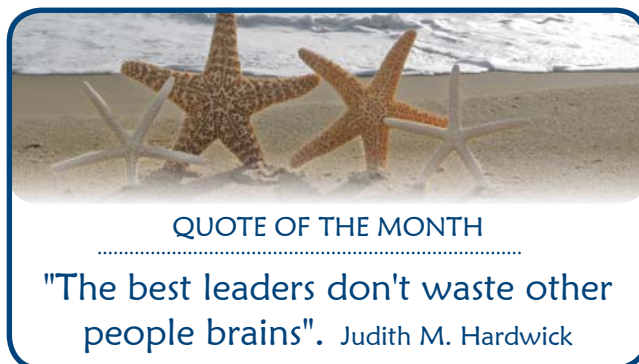
Nutritional Path

Nutritional Path specializes in helping people re-create themselves from the inside out utilizing fitness, health and weight techniques that are sustainable. Their main focus is helping others live an empowered life. Nutritional Path does not put anyone on diets.

Owner Lesslee Belmore, works extensively with food groups, behavioral changes, and strategizing with clients to help them circumvent things in their lives that are keeping them stuck. Lesslee is a weight loss specialist and so much more! Nutritional Path uses a holistic approach by looking at all the aspects of a client's life, lifestyle, foods they are eating and fitness. Lesslee then builds a program that will address their particular needs and "plug holes".

Lesslee says, "I am multi-certified through lifestyle, fitness, weight loss and I have also walked the walk. I was at one point very unhealthy and lived off sugar and junk food, I am now off of both and loving life and I accompany others on their journey to be healthy, strong and fit in a way that works best for them. I work with anyone who is stuck, but mid-life is my favorite client".

Nutritional path is affiliated with Flex World Gym in Georgetown. Owner Lesslee Belmore also spends time working in the spa at Bad Hair Day. For more information visit www.coachlesslee.com or call 302-245-2582. ♦



Sussex County Job Fair • Thursday, April, 28th • 10AM to 2PM

Hosted by US Senator Tom Carper, US Senator Chris Coons and US Representative John Carney with Rehoboth Beach-Dewey Beach Chamber of Commerce



Representatives will be on hand from government agencies, private sector employers, staffing agencies, military recruiters & more! The Job Fair will be held at the Atlantic Sands Hotel in Downtown Rehoboth Beach.

For more information, please call 302-573-6345 or email workshop@coons.senate.gov. (Pre-registration not required).

RIBBON CUTTINGS



Bramble & Brine



Nutritional Path



Person 4 You



DiFebo's Rehoboth



Ocean Suds - Long Neck

REALTOR BAG MEMBER PRODUCT OPPORTUNITY

For \$.10 cents per single insert piece, a Member can have their product placed in up to **11,000+** 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 Realty, Coldwell Banker Resort Realty, Crowley Associates Realty, Lingo Realty, Long & Foster, Maggio Shields, Mann & Sons, Rehoboth Bay Realty, REMAX 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 mostly 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
4/29/16	5/11/16	220	100	x \$0.10	\$22.00
5/6/16	5/18/16	570		x \$0.10	\$
5/13/16	5/25/16	550		x \$0.10	\$
5/20/16	6/1/16	510		x \$0.10	\$
5/27/16	6/8/16	450		x \$0.10	\$
6/3/16	6/15/16	630		x \$0.10	\$
6/10/16	6/22/16	450		x \$0.10	\$
6/17/16	6/29/16	750		x \$0.10	\$
6/24/16	7/6/16	820		x \$0.10	\$
7/1/16	7/13/16	760	760	x \$0.10	\$76.00
7/8/16	7/20/16	900		x \$0.10	\$
7/15/16	7/27/16	1060		x \$0.10	\$
7/22/16	8/3/16	950	950	x \$0.10	\$95.00
7/29/16	8/10/16	900		x \$0.10	\$
8/5/16	8/17/16	770		x \$0.10	\$
8/12/16	8/24/16	510	510	x \$0.10	\$51.00
8/16/16	8/31/16	200		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

CHAMBER ADVERTISING OPPORTUNITIES

Beach Blast Email

The Chamber continues to compile & maintain a fresh and viable list of email addresses....**35K+** 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.

To get started, contact Elsa at 227-6446 or elsa@beach-fun.com



Member Facebook Advertising

As of March 2016, the Chamber's Facebook page has 57K+ Likes!!!

Your business can schedule a boosted post on the Chamber's popular Facebook page! Just provide your text, web link and photo. There will be only one Member Facebook Post per day. Your budget determines the reach...then add \$25 to your budget for total cost. You will also be provided with results on how the boost performed (such as impressions, clicks, etc.).

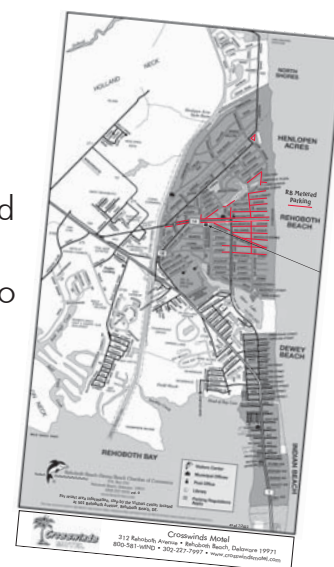


To get started, contact Kate at 227-6446 or events@beach-fun.com.

Map Pad Sponsorship

Resort Area Maps are handed out to visitors at the Chamber's Visitors Center. Sponsorship includes your logo and contact information printed on 5,000 tear off pads for a total of 50 pads! The Chamber will keep 2,500 maps to distribute at the Visitors Center and you receive 2,500 to distribute at your business. Cost is \$525.00. This is a popular service for Accommodations, Realtors and Attractions.

To get started, contact Meghan at 227-6446 or meghan@beach-fun.com





CHEW ON THIS!

The Sea Witch Sharkenstein wants
YOU to get involved!

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

The growth of the Sea Witch Festival® and introduction of the new spring event - Beach Goes Blue, requires new safety, security, transportation, and promotion.

The mission of events and festivals 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, Keenote Kids, and many more benefit from these events.

Sponsorship information is on pages 21-23. Event Coordinator, Kate will be happy to schedule a time to answer any questions you may have or arrange a customized package.

We succeed because of member support and hope you will assist in our efforts!

Please feel free to contact Kate with questions at 302-227-6446!





SHARKENSTEIN SAYS... TAKE A BITE OUT OF THIS!

MULTIPLE CHAMBER EVENTS IN 2016 . . . ONE SPONSORSHIP PRICE!



**Beach Goes Blue
New Event!**
June 4



**Dewey Beach
Movies & Bonfires**
June 13-August 31



**Sandcastle Contest
New Date!**
September 10



**Spring & Fall
Sidewalk Sales**
May 20-22, October 7-9



**Sea Witch
Festival®**
October 28-30

OFFICIAL SPONSOR OF ANY ONE MAJOR EVENT

\$8,000 · Includes everything listed in the Perfect Wave Sponsorship, PLUS marketing and promotion as Official Sponsor of that event! (Beach Goes Blue & Sea Witch Festival® already have Official Sponsors!)

PERFECT WAVE SPONSOR \$6,000

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Prominent Logo/Listing on Each Event TV Commercial
- Multiple Banner Placement at Each Event
- Prominent Logo on Event T-Shirts
- Balloon for Sea Witch Parade
- Logo on Sea Witch Festival Monster Police Vests
- Business Name on Event Trophies
- Logo on (1) Sea Witch Event Ribbon
- Full Page Color Ad in Sea Witch Program
- Beach Goes Blue Exposure, New Event!
- (2) Dewey Beach Movie Preview Show, 12 Movies
- Full Page Color Ad in Visitor's Guide
- Full Page "Focus On" Newsletter Ad
- (3) Website Banners for 1 Year
- (3) Chamber Member Blasts
- (3) Chamber Facebook Posts
- (2) Chamber Beach Blasts

TIDAL WAVE SPONSOR \$5,500

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Prominent Logo/Listing on Each Event TV Commercial
- Banner Placement at Each Event
- Prominent Logo on Event T-Shirts
- Logo on Sea Witch Festival Monster Police Vests
- Business Name on Event Trophies
- Full Page Color Ad in Sea Witch Program
- Beach Goes Blue Exposure, New Event!
- (2) Dewey Beach Movie Preview Show, 12 Movies
- 1/2 Page Color Ad in Visitor's Guide
- Full Page "Focus On" Newsletter Ad
- (2) Website Banners for 1 Year
- (2) Chamber Member Blasts
- (2) Chamber Facebook Posts
- (1) Chamber Beach Blast

BARREL WAVE SPONSOR \$3,500

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Logo/Listing on Each Event TV Commercial
- Banner Placement at Each Event
- Prominent Logo on Event T-Shirts
- Business Name on Event Trophies
- Beach Goes Blue Exposure, New Event!
- (2) Dewey Beach Movie Preview Show, 12 Movies
- 1/2 Page Color Ad in Sea Witch Program
- 1/2 Page "Focus On" Newsletter Ad
- (2) Chamber Member Blasts
- (1) Website Banner for 1 Year
- (1) Chamber Facebook Post

SWELL SPONSOR \$1,500

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Banner Placement at Each Event
- Logo on Event T-Shirts
- Beach Goes Blue Exposure, New Event!
- 1/4 Page Color Ad in Sea Witch Program
- (2) Dewey Beach Movie Preview Show, 12 Movies
- 1/4 Page "Focus On" Newsletter Ad
- (1) Chamber Member Blast

RIP WAVE SPONSOR \$700

- General Press Release for Each Event
- Press Release with Promotional Picture of Check Presentation
- Banner Placement at Each Event
- Logo on Event T-Shirts
- Beach Goes Blue Exposure, New Event!
- (1) Dewey Beach Movie Preview Show, 12 Movies
- 1/8 Page Color Ad in Sea Witch Program
- Business Card "Focus On" Newsletter Ad



YOUR SPONSORSHIP...YOUR WAY!

YOUR BUSINESS CAN BE A PART OF ANY OF THE CHAMBER EVENTS. MAKE YOUR SELECTION FROM THE OPTIONS BELOW!

Beach Goes Blue · June 4, 2016

Something New...Something Blue!! This new event will take place in the Rehoboth Beach Resort Area and will feature all things blue or blueberry! Fun things include: Bandstand music including Lower Case Blues, restaurants offering blueberry food & drink, retail offering blue tag specials, Beach Goes Blue 5K Run/Walk (portion of proceeds to benefit MERR, *Marine Education, Research & Rehabilitation Institute*), "Wild, Blue Yonder Find Amelia" contest and After Dark Blue Beach Glow...see the beach in a whole new light!

- Logo on 5K Race T-Shirt OR Trophy (circle your choice of one)\$50
- Logo on 5K Race T-Shirt & Trophy\$100
- Bandstand Entertainment Sponsor.....\$500

Free Movies and Bonfires in Dewey Beach · June 13-August 31, 2016

All ages enjoy the free Monday Night Movies and the free Tuesday & Wednesday Night Bonfires in Dewey Beach! Your business can be featured on a 5 second slide shown during every pre-movie slide show which runs continuously for 30-45 minutes. "Featured" and "Blockbuster" Sponsorships are available to help cover film licensing, screening, giveaways, supplies, staff, etc. There will be a total of 12 Movies and 23 Bonfires. In 2015, 4,100 people attended the Movies and 4,300 people attended the Bonfires.

- Movie Slide Sponsor\$100
(Business logo, picture and contact info on a 5 second slide shown at every movie)
- "Featured" Movies & Bonfires Sponsor.....\$500
(Includes 2 movie slides; approved handout opportunity during events; inclusion on 2 press releases)
- "Blockbuster" Movies & Bonfires Sponsor \$1,500
(Includes 4 movie slides; approved handout opportunity during events; inclusion on 4 press releases)

38th Sandcastle & Sculpture Contest · September 10, 2016

Come build your sand creation or stop by to vote for your favorite creation! This fun event will take place off the Rehoboth Beach Boardwalk and will include new activities and prizes. There will also be sandcastle building lessons.

- Logo on Event T-Shirt OR Trophy (circle your choice of one)\$50
- Logo on Event T-Shirt & Trophy.....\$100
- Children's Activities\$500

Annual Volunteer & Sponsor Awards Banquet · February 16, 2017

The Chamber of Commerce holds an annual volunteer & sponsor awards banquet recognizing the Board of Directors along with the Business of the Year, Mae Hall McCabe Award and Scholarship winners. A year in review video is shown to 220 State, County, local officials, and business members who attend this sell-out event!

- Table Sponsor\$250
(Placement and distribution of your businesses' promotional product or gift at each place setting)
- Co-Sponsor\$500
(Placement and distribution of your businesses' promotional product or gift at each place setting; product/signage placement at each table; advertising on screen during the cocktail hour photo show)
- Major Sponsor \$1,500
(Placement and distribution of your businesses' promotional product or gift at each place setting; product/signage placement at each table; advertising on screen during the cocktail hour photo show; promotion of your business on event product(s); approx. 60 pieces of product distributed at one 2016 General Membership Luncheon)



YOUR SPONSORSHIP...YOUR WAY!

YOUR BUSINESS CAN BE A PART OF ANY OF THE CHAMBER EVENTS. MAKE YOUR SELECTION FROM THE OPTIONS BELOW!

27th Sea Witch Halloween & Fiddlers' Festival® · October 28-30, 2016

The Sea Witch Festival® is a multi-award winning festival that continues to draw crowds of 195,000+ over the 3 day weekend. Festival goers can participate in the costume parade, dog parade, trick or treating, live entertainment, beach games and so much more!

Costume Parade - Saturday

- Parade Trophy Sponsorship\$100
- Parade Balloon\$300

Dog Costume Contest & Parade - Sunday

- Co-Sponsor of Dog Parade\$500
- OFFICIAL Dog Parade Sponsor\$1,000

Festival Advertising Opportunities

- Event Transportation (banner on bus).....\$300
- Web Banner on Sea Witch Page\$350
- Program Advertising (full color; 10,000+ copies)
 - 1/8 page (3.625" w x 2.28125" t).....\$250
 - 1/4 page (3.625" w x 4.8125" t)\$300
 - 1/2 page (7.5" wide x 4.8125" t).....\$400
 - Full page (dim. below; no bleed only).....\$700
 - Outside Back Cover (dim. below)\$800
 - Inside Front Cover (dim. below)\$800

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

Festival Gear Sponsorship

- Logo on Monster Police Vests (min. of 200)\$100
- Festival Event T-Shirt (min. of 1,000)
 - Logo on t-shirt\$100
 - Logo on (1) sleeve of t-shirt\$2,000

Fiddlers' Festival - Saturday

- Fiddlers' Festival Sponsorship (banner at show)
- Kid's & Adult's Contest\$800

Family Fun Activities

- Magic Shows In Grove Park (banner)\$300
- Monster Art (banner)\$300
- Scarecrow Making (banner)\$300
- Sea Witch Hunt (logo on ribbon)\$300
- Horseshow on the Beach (per day)\$300
- Bandstand Entertainment (per show; banner) ..\$400
- Kid's Treasure Hunt (logo on ribbon).....\$600
- Hayrides (per day; banner).....\$750
- Official Bandstand Sponsor (banner/program) ...\$5,000

Kid's Beach Games (logo in program & on event ribbon)

- Broom Toss on the Beach\$300
- Hula Twist Off\$300
- Peanut on Nose Race\$300
- Pumpkin Dash.....\$300
- Slippery Swords.....\$300

Some Activity Names Subject to Change.



CALL KATE NOW!

(She Doesn't Bite)

227-6446



If it is important to **YOU** it is important to us!



From simple electrical outlets, ceiling fans, generators, home entertainments to complicated electrical installations.

**GUARANTEED
RELIABLE**



645-5105



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

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

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