



# FOCUS<sub>on</sub>

June E-Newsletter  
2020

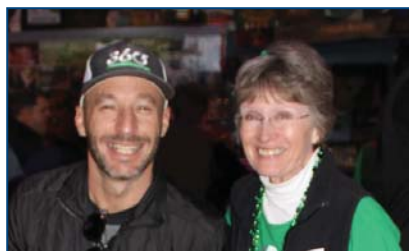
**Rehoboth Beach-Dewey Beach Chamber of Commerce**

Mission: To promote business, tourism and civic responsibility.

## Remember When . . .

Before the virus!

Here are pics from Business After Hours at the Starboard on March 12th...more on page 4!



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

**“The Nation’s Summer Capital”**

P.O. Box 216 (Mailing Address)  
501 Rehoboth Avenue (Visitors Center)  
306 Rehoboth Avenue (Administrative Offices)  
Rehoboth Beach, DE 19971-0216  
302-227-2233 · 800-441-1329  
**Member Hotline · 302-227-6446**  
Fax · 302-227-8351  
rehoboth@beach-fun.com · Beach-Fun.com

Chairman of the Board ..... Steve Montgomery  
First Chair ..... Carrie Lingo  
Second Chair..... Vince DiFonzo  
Third Chair/Treasurer ... Susan Townley-Wood  
Immediate Past Chair ..... Jay Becker  
Board of Directors

Marvin Carney	Michael Meoli
Jerry Esposito**	Mitch Resnick
Ben Gray	Scott Swingle
Chip Hearn	Rachel Webster**
Bill Klemkowski	Chris Weeks
Dale Lomas	Kay Wheatley
Rob Marshall	
Keith Martin	**At Large Directors

CEO/President.....Carol Everhart  
Legal Counsel ..... Jay Becker  
Legislative Representative ..... Lincoln Willis

**Chamber Staff Contact Information**

Visitors Center Staff .....Ext. 10  
Linda Knotwell, Liz Leshine, Susan Maclary,  
Karen McMahon, Nancy Stewart  
Emily Grothey, Event Coordinator..... Ext. 11  
Carol Everhart, President/CEO ..... Ext. 13  
Joe Todaro, Administration..... Ext. 14  
Abbie Kaiser, Membership .....Ext. 15  
Meghan McCalley, Office Mgr/Publications .. Ext. 16  
Mariella Trosko, Membership/Visitors Center ...Ext. 18  
Katie Bragg, Distribution/Administration .....Ext. 19  
Sophia Sawicki, Distribution/Finances ..... Ext. 25  
Zach Babbie & Alec Stanton, Distribution

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# Meeting Updates

**Due to Coronavirus restrictions . . . you have likely been "zooming" to online meetings or phone calls!**

The Chamber of Commerce Board of Directors has been meeting virtually each week since the third week of March. Additionally, the City of Rehoboth Beach and Town of Dewey Beach have been meeting virtually. Visit the municipalities websites for meetings dates, info and videos ([www.cityofrehoboth.com](http://www.cityofrehoboth.com) & [www.townofdeweybeach.com](http://www.townofdeweybeach.com)).

Since the third week of March, Carol Everhart has been on ten to twelve conference calls a week. Visitors have also been calling the Chamber 24/7 with questions...for the first eight weeks there were about 700 phone calls per week and for the last three weeks, there have been about 400 per week for a total of 6,800.

# 2020 Business After Hours

**Members are invited to attend monthly Business After Hours! These popular mixers are a great opportunity to meet and network with your fellow Members.**

A \$1.00 donation is collected at the door which creates the funds for the 50/50 raffle. Business card drawings are also held and door prizes are given out to the lucky winners!



**September 17** · Hyatt Place/Lighthouse Cove Event Center

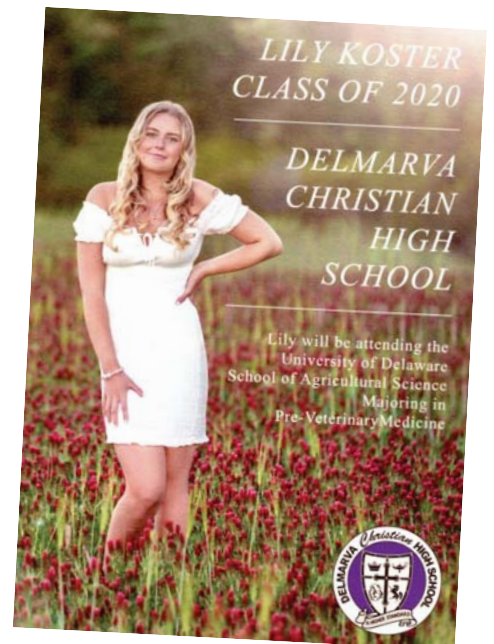
**October 8** · Lefty's Alley & Eats

**November 12** · Mariachi Restaurant

**December 17** · Holiday Party at Jake's Seafood

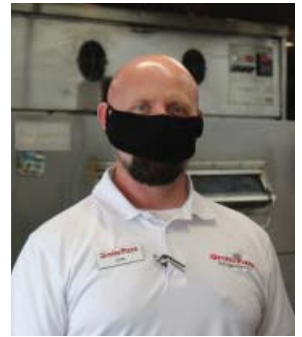
Long time member  
**Portraits in the Sand**  
has a daughter graduating from high school!

*Congrats!*





# Masked Faces Around Town



*Thanks . . .*  
to Debbie, owner of Kilwins Rehoboth  
Avenue, for dropping of treats  
to Chamber Staff!



# MORE BUSINESS *after* HOURS PICTURES

## THANKS to our March Host!

2009 Coastal Highway, Dewey Beach · 302-227-4600  
www.thestarboard.com



## CORONAVIRUS UPDATES & HELPFUL INFO

The Chamber of Commerce has a dedicated page on Beach-Fun.com with regular updates and important information regarding the Coronavirus for businesses and the community. Please visit Beach-Fun.com...from the home page, scroll down and click on the red Coronavirus banner (shown below). For the most updated information on the Phases of Reopening Delaware, visit <https://de.gov/>.

**CLICK HERE**  
for updates on the  
**CORONAVIRUS**

Due to the Coronavirus, our community and local businesses have been greatly affected. The Chamber encourages you to safely support your local businesses and their employees. Information on specials, openings, and more can be found at [Beach-Fun.com](http://Beach-Fun.com) or [Facebook.com/RehobothDeweyChamber](https://Facebook.com/RehobothDeweyChamber).

## CHAMBER BEACH JOB BOARD

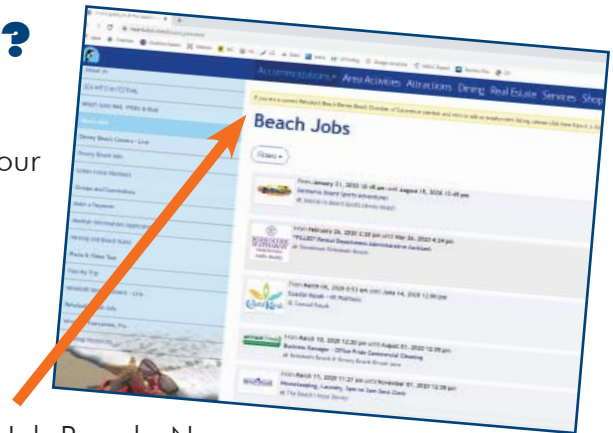
### HELP WANTED . . . As You Open? Need full-time, part-time, or seasonal employees?

The Chamber continues to accept employment listings from our Members to post on our Beach Job Board on the Chamber's website. This is a complimentary service. With a continued workforce shortage anticipated, local businesses have asked for our assistance.

Members can see current listings on our Beach Job Board at [www.beach-fun.com/beach-jobs.html](http://www.beach-fun.com/beach-jobs.html). Submit your employment listing using the prompt at the top of the Beach Job Board. No username or password required. Interested potential employees will be able to access your business contact information directly through your listing.

Your listing will be on the Chamber's Facebook Page (71K+ followers) and other portals for high school & college students who are currently seeking employment. We've made contact with Delaware Tech, Delaware State University, Drexel University, University of Delaware, University of Maryland Eastern Shore, Widener University and Wilmington University.

**For questions or further assistance, please contact Abbie Kaiser, Membership Rep at 302-227-6446 ext. 15 or [abbie@beach-fun.com](mailto:abbie@beach-fun.com).**





# CHAMBER TEAM IS BUSY



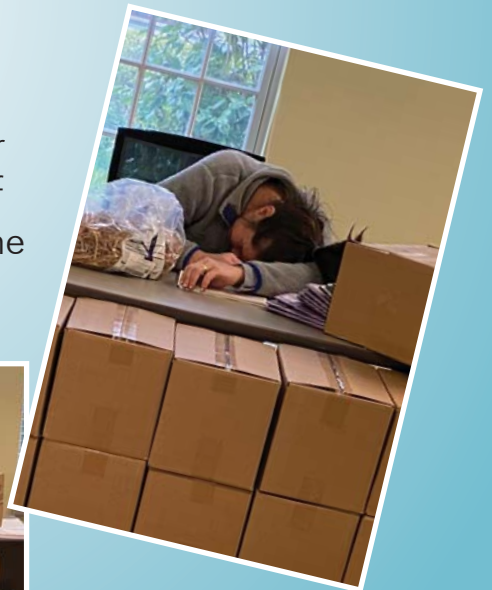
The Chamber's Coupon Book arrived in May! The books came via FedEx and staff unloaded the boxes into the office building!



Emily was concerned that her plants wouldn't get watered if we weren't in the office...so, she took them home!



More pics on Page 7!



Katie was busy getting Visitors Guide ready to mail!



## . . . STILL BUSY!



**USE THE BEACH RESPONSIBLY**



Practice social distancing.



Wear a face covering in public places.



Wash or sanitize your hands frequently.



Stay home if you're sick.



[de.gov/coronavirus](https://de.gov/coronavirus)

Chamber staff took to the streets of Downtown Rehoboth Beach on Friday, May 22nd to distribute window decals and stickers to businesses. The decals and stickers, provided by the State of Delaware, were part of the State's "Summer Safely" campaign: practice social distancing, stay 6 feet apart, wear a face covering in public places, wash or sanitize your hands frequently, and stay home if you're sick. Additional signage for businesses can be downloaded from the Chamber's website [beach-fun.com](https://beach-fun.com), follow the Site Index to the "Summer Safely Campaign" page.

## Limited Supply of PPE Starter Kits Available

Along with the Delaware Emergency Management Agency, Delaware's Division of Small Business has assembled approximately 5,000 one-time personal protective (PPE) "starter kits" to support small businesses with the necessary safety equipment they need initially to reopen. The kits include hand sanitizer, face coverings, and surface cleaner.

The Chamber of Commerce has a limited supply of kits. Please contact Joe to make arrangements for receiving a kit at 302-227-2233 x14 or [joe@beach-fun.com](mailto:joe@beach-fun.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.

## **Atlantic Social**

Zach Diogo  
19340 Lighthouse Plaza Blvd  
Rehoboth Beach, Delaware 19971  
302-212-5319  
Restaurant/Eatery

## **Black Diamond Financial Solutions Inc**

Rosalie Whitehouse  
19409 Plantation Road, Building 2, Unit A  
Rehoboth Beach, Delaware 19971  
302-265-2236  
www.blackdiamondfs.com  
Service - Financial Services

## **Cape Flooring by Justin Fehrenbach**

Briana Rovinskie  
29730 Vincent Village Drive  
Milton, Delaware 19968  
302-249-6617  
Retail - Carpet & Flooring

## **Cruisin' Tikis Rehoboth Bay**

Lawrence Sinkus  
109 Collins Avenue  
Dewey Beach, Delaware 19971  
833-TIKISRB (833-845-4772)  
www.cruisintikisrehobothbay.com  
Attraction/Recreation

## **Delmarva Veteran Builders**

Katie Brittingham  
120 East Market Street  
Salisbury, Maryland 21801  
443-736-1584  
www.delmarvabuilders.com  
Service - Builder/Contractor

## **Dibiaso's Cleaning & Restoration Service, Inc.**

Tiffany Steger  
690 Blackbird Station Road  
Townsend, Delaware 19734  
302-376-7111  
www.dibiasos.com  
Service - Cleaning Services

## **Duck Donuts**

Julia Vaughan  
33 Wilmington Avenue  
Rehoboth Beach, Delaware 19971  
Restaurant/Eatery - Bakery

## **First Class Heating & Air Inc.**

Tim Pulice  
28418 Dupont Blvd  
Millsboro, Delaware 19966  
302-934-8900  
www.firstclasshvac.com  
Service - Heating & Air Conditioning

## **Halo Home Watch**

Greg Seger  
PO Box 515  
Lewes, Delaware 19958  
302-249-9339  
www.halohomewatch.com  
Service - Security Systems/Equipment

## **Hammer and Stain Lower Delaware**

Kelly Kiser  
18388 Coastal Highway, #8  
Lewes, Delaware 19958  
Attraction/Recreation

## **HeartWish Healing Center**

Greer Thompson  
301 Rehoboth Avenue, Suite G  
Rehoboth Beach, Delaware 19971  
302-727-5501  
www.heartwishmassage.com  
Service - Massage Therapy

## **The Heritage Inn**

Lisa Smyth  
34521 Postal Lane  
Lewes, Delaware 19958  
302-644-0600  
www.rehobothheritage.com  
Accommodation - Hotel/Motel

## **Iron Valley Real Estate at the Beach**

Jason Navilliat  
19323 Lighthouse Blvd., Unit #6  
Rehoboth Beach, Delaware 19971  
302-541-8787  
Real Estate - Rentals/Sales

## **Lewes Harbour Bait and Tackle**

Amanda Morris  
217 Anglers Road  
Lewes, Delaware 19958  
302-645-6227  
www.lewesharbourmarina.com  
Retail - Gifts & Specialty Shops

## **Ocean Grown Babies**

Courtney Lally  
34813 Bookhammer Landing Road  
Lewes, Delaware 19958  
302-265-0014  
www.ogbabiesde.com  
Service - Rental Equipment

## **Rehoboth Beach Country Club**

Bethany Ackerman  
221 West Side Drive  
Rehoboth Beach, Delaware 19971  
302-227-3811  
www.rehobothbeachcc.com  
Attraction - Golf

## **Ricciardi Brothers, Benjamin Moore Paints**

Walt Bonder  
37169 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-246-3091  
www.ricciardi brothers.com  
Service - Painting Contractors & Supplies

## **Seachange Vacation Rentals**

Andy Meddick  
20 Baltimore Avenue, Unit 1  
Rehoboth Beach, Delaware 19971  
302-727-5566  
www.seachangevacationrentals.com  
Real Estate - Rentals/Sales

## **Sheets at the Beach, LLC**

Vera Bailey  
31114 Beaver Circle  
Lewes, Delaware 19958  
302-362-0876  
www.sheetsatthebeach.com  
Service - Rental Equipment

## **Shore Marketplace**

Marlene Lusk  
17689 Coastal Highway  
Lewes, Delaware 19958  
302-645-7043  
Retail - Gifts & Specialty Shops





## Schwab is now in the neighborhood.

Mark E. Engberg, CFP®  
Independent Branch Leader  
Stephanie P. Brown, MBA  
Independent Financial Consultant

**Rehoboth Beach  
Independent Branch**  
19266 Coastal Highway, Unit 5  
Safeway Shopping Center  
(302) 260-8731  
[schwab.com/rehobothbeach](http://schwab.com/rehobothbeach)



[schwab.com/pricing](http://schwab.com/pricing)

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MWD106188-20 (1018-8X9S) (2/19)

*Own your tomorrow.*

## New Members *continued from page 8*

### **Simplified Payments, Inc.**

Jason Gwynn  
720 Yorklyn Road, Suite 100  
Hockessin, Delaware 19707  
302-386-3311  
[www.simplifiedpayments.com](http://www.simplifiedpayments.com)  
Service - Financial Services

### **Trident Image Group**

John Yeatman Jr.  
27217 Barefoot Blvd.  
Millsboro, Delaware 19966  
302-316-0085  
[www.tridentimagegroup.com](http://www.tridentimagegroup.com)  
Service - Photography

### **Vanderwendes at Dewey**

Taylor Vanderwende  
23 Bellevue Street  
Dewey Beach, Delaware 19971  
302-349-5110  
[www.vanderwendefarmcreamery.com](http://www.vanderwendefarmcreamery.com)  
Restaurant/Eatery - Ice Cream

### **Vogue on 24 Salon & Spa**

Cara Mellor  
36908 Silicato Drive, Unit 11  
Millsboro, Delaware 19966  
302-947-5667  
[www.vogueon24.com](http://www.vogueon24.com)  
Services - Beauty Services

### **Weiner Holdings LLC T/A Zelky's**

Chuck Weiner  
1 Delaware Avenue  
Rehoboth Beach, Delaware 19971  
302-227-1044  
[www.zelkys.com](http://www.zelkys.com)  
Attractions - Amusements

### **WPM Resources LLC**

Dana Cochran  
18766 John J. Williams Highway  
Suite 4 - #301  
Rehoboth Beach, Delaware 19971  
302-703-0029  
[www.wpmresources.com](http://www.wpmresources.com)  
Service - Business Services

# REPORTS and STATISTICS

## Accommodation Occupancy Chart | 2019 vs. 2020

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 4-6, 2019	1,254	50's Rain	No Event	January 2, 2019	901
January 3-5, 2020	1,297	50's Rain	No Event	January 1, 2020	993
January 11-13, 2019	1,204	30's Cloudy	No Event	January 9, 2019	958
January 10-12, 2019	1,487	60's	No Event	January 8, 2020	997
January 18-20, 2019	1,396	40's Cloudy	No Event	January 16, 2019	960
January 17-19, 2020	1,582	30's Flurries	No Event	January 15, 2020	1,036
January 25-27, 2019	1,302	40's Sunny	No Event	January 23, 2019	994
January 24-26, 2020	1,360	60's Rainy	No Event	January 22, 2020	1,056
February 1-3, 2019	1,738	40's Sunny	Polar Bear Plunge	January 30, 2019	954
January 31-February 2, 2020	1,805	40's Cloudy	Polar Bear Plunge	January 29, 2020	1,143
February 8-10, 2019	1,537	30's Cloudy	No Event	February 6, 2019	993
February 7-9, 2020	1,554	50's Rainy	No Event	February 5, 2020	1,081
February 15-17, 2019	2,167	50's Rainy	No Event	February 13, 2019	1,002
February 14-16, 2020	2,283	30's Cloudy	Valentine's Day; Presidents Day Wknd	February 12, 2020	1,075
February 22-24, 2019	1,672	40's Rain	None	February 20, 2019	1,025
February 21-23, 2020	1,859	40's Sunny	Dewey Winter Gala; Gumbo Crawl	February 19, 2020	1,089
March 1-3, 2019	1,837	40's Rainy	Gumbo Crawl	February 27, 2019	1,086
February 28-March 1, 2020	1,839	50's Sunny	No Event	February 26, 2020	1,249
March 8-10, 2019	1,672	40's Rainy	None	March 6, 2019	1,025
March 6-8, 2020	2,017	40's Cloudy	Health/Fitness Expo	March 4, 2020	1,142
March 15-17, 2019	2,404	60' Sunny	St. Patrick's Day	March 13, 2019	1,127
March 13-15, 2020	1,112	60's Sunny	St. Patrick's Day; Start of Coronavirus Restrictions	March 11, 2020	945
March 22-24, 2019	2,166	50's Sun/Wind	Merchant's Attic	March 20, 2019	1,122
March 20-22, 2020	954	70's Sunny	Coronavirus Restrictions	March 18, 2020	648
March 29-31, 2019	2,161	60's Sunny	None	March 27, 2019	1,176
March 27-29, 2020	202	50's Cloudy	Coronavirus Restrictions	March 25, 2020	188
April 5-7, 2019	2,100	40's Cloudy	Spring Home Expo	April 3, 2019	1,201
April 3-5, 2020	164	50's Cloudy	Coronavirus Restrictions	April 1, 2020	170
April 12-14, 2019	2,792	40's Cloudy	Coastal DE Running Fest	April 10, 2019	1,189
April 10-12, 2020	70	60's Cloudy	Easter; Coronavirus Restrictions	April 8, 2020	0
April 19-21, 2019	2,462	40's Rainy	Easter	April 17, 2019	1,697
April 17-19, 2020	78	60's Sunny	Coronavirus Restrictions	April 15, 2020	0
April 26-28, 2019	2,971	60's Cloudy	Admiral Dewey Day/Bacon Fests	April 24, 2019	1,475
April 24-26, 2020	51	50's Cloudy	Coronavirus Restrictions	April 22, 2020	79
May 3-5, 2019	2,913	70's Cloudy	Dover Races	May 1, 2019	1,487
May 1-3, 2020	179	60's Sunny	Coronavirus Restrictions	April 29, 2020	235
May 10-12, 2019	2,648	70's Sunny	Mother's Day	May 8, 2019	1,363
May 8-10, 2020	180	60's Cloudy	Coronavirus Restrictions	May 6, 2020	226
May 17-19, 2019	3,041	70's Sunny	Sidewalk Sale; Rehoboth VegFest	May 15, 2019	1,534
May 15-17, 2020	274	70's Cloudy	Coronavirus Restrictions	May 13, 2020	335
May 24-26, 2019	3,265	70's Sunny	Memorial Day Weekend	May 22, 2019	1,977
May 22-24, 2020	248	70's Cloudy	Memorial Day Weekend; Coronavirus Restrictions	May 20, 2020	329
May 31-June 2, 2019	2,825	80's Sunny	None	May 29, 2019	1,639
May 29-May 31, 2020	471	80's Sunny	Coronavirus Restrictions	May 27, 2020	416
June 7-9, 2019	3,008	70's Cloudy	Beach Goes Red, White & Blue	June 5, 2019	1,790
June 5-7, 2020	2,417	90's Sunny	Phase One	June 3, 2020	1,505
June 14-16, 2019	3,116	70's Sunny	Father's Day; Miss Delaware	June 12, 2019	2,174
June 12-14, 2020	2,938	80's Sunny	Phase One	June 10, 2020	1,969

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - June 16, 2019 · 53,651

January - June 14, 2020 · 26,421



#### WEDNESDAY

January 1 - June 12, 2019 · 30,849

January 1 - June 10, 2020 · 17,906



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.



# REPORTS and STATISTICS

## Website Results for www.Beach-Fun.com | 2019 vs. 2020

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
January	22,354	24,051	7,390	9,786	6,733	9,154	57.30%	66.78%	1:55	1:34
February	22,442	24,703	9,253	10,458	8,427	9,714	61.00%	69.88%	1:41	1:24
March	30,960	22,403	10,955	10,773	10,111	10,176	60.78%	73.64%	1:44	1:08
April	41,736	20,023	14,378	11,235	14,315	10,750	63.17%	78.24%	1:32	0:43
May	49,959	26,819	18,388	12,874	17,442	12,379	62.93%	72.44%	1:37	1:06
<b>YTD Totals</b>	<b>167,451</b>	<b>117,999</b>	<b>60,364</b>	<b>55,126</b>	<b>57,028</b>	<b>52,173</b>	<b>61.04%</b>	<b>72.20%</b>	<b>1:41</b>	<b>1:11</b>

\* YTD Total Average

### Top Pages Viewed - May 2020

Page on Site	Page Views
1 Coronavirus Page**	7,249
2 Beach Jobs	1,219
3 Rehoboth Beach Camera Live	644
4 Accommodations/Camping & RV	438
5 Site Index	424
6 Dewey Beach Camera Live	402
7 Order a Visitors Guide	395
8 Photo Video Tour	364
9 Area Activities	361
10 Sea Witch® Festival Page	349

### Top 10 States to Visit Website - May 2020

State	Visits
1 Pennsylvania	3,247
2 Delaware (partly Member driven)	2,302
3 Maryland	1,878
4 Virginia	1,616
5 New Jersey	973
6 New York	815
7 Ohio	257
8 Illinois	190
9 Florida	155
10 Connecticut	135

\*\* The Coronavirus Page has had 19,966 page views (from March 12 - June 17, 2020).

## Delaware Labor Force Trends

(April 2020); Delaware's seasonally adjusted unemployment rate in April 2020 was 14.3%, up from 5.0% in March 2020. There were 66,700 unemployed Delawareans in April 2020 compared to 17,600 in April 2019. The US unemployment rate was 14.7% in April 2020, up from 4.4% in March 2020. In April 2019, the US unemployment rate was 3.6%, while Delaware's rate was 3.6%. Source: Delaware Department of Labor - Monthly Labor Review; published May 22, 2020. <https://lmi.delawareworks.com>

As of June 3, 2020, the Chamber has 71,095 Facebook Followers & 1,532 Instagram Followers!

Follow the Chamber at: [www.facebook.com/RehobothDeweyChamber](http://www.facebook.com/RehobothDeweyChamber) & [www.instagram.com/rbdbcc](http://www.instagram.com/rbdbcc)

## Quote of the Month (Worth Repeating)

"Perseverance is the hard work you do after you get tired of doing the hard work you already did." *Newt Gingrich*



## 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 8 - June 3, 2020. Thank you for your continued support!

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Activ Pest Solutions · Admiral on Baltimore · Affinity Energy Management, LLC · Aging at Home with Village Volunteers · Alesi Builder  
All States Construction Company, Inc. · Alley Oop Skim · ALS Association Greater Philadelphia Chapter · Alzheimer's Association Delaware Valley  
American Classic Golf Club · Anchorage Motel · Apple Electric · Applebees Neighborhood Grill & Bar · ASAP SCREENPRINTING · Atlantic Oceanside Resort  
Atlantic Refrigeration & Air Conditioning · Baird Mandalas Brockstedt LLC · Bare Minerals · Bath, Kitchen & Tile Center · Bay Coast Realty  
Bayhealth Medical Center · Baywood Greens · Beach Vacuums · Becker Morgan Group, Inc. · Bell Buoy Inn · Bethany Blues · Big Chill Beach Club  
Big Fish Grill & Seafood Market · Bling Salon & Spa · Blue Hen Disposal · Bluecoast Seafood Grill & Raw Bar Rehoboth · Boardwalk Buddy Walk  
Brandywine Valley SPCA · Breakfast Guru Restaurant & Bar · Brooks & Palmer Custom Homes, LLC · Budget Blinds · Canalside Inn  
Cape Flooring by Justin Fehrenbach · Cape Henlopen Senior Center · Carolyn Watson Photography · CertaPro Painters · Chick-fil-A Rehoboth Beach  
Children & Families First · Coastal Concerts, Inc. · Coastal Concrete Works, LLC · Coastal Kayak · Coldwell Banker Resort Realty · Collier's Trim Shop  
Comcast Business · Community Bank Delaware · Community Pride Financial Advisors · Crabby Dick's Marketplace + Grill · Custom Mechanical, Inc.  
DART First State · Deb Griffin, Local Buzz, Joe Maggio Realty · Delaware Association of REALTORS · Delaware Beach Life · Delaware Prosperity Partnership  
Delaware Seashore Preservation Foundation · Delaware Tech. Com. College · Delaware Today Magazine · Delmarva Digital · Delmarva Power  
Delmarva Printing, Inc. · Dewey Beach Lions Club · Dewey Beach Parasail · Dewey Beach Watersports · Dockside Adventures · DiFebo's · Discover Bank  
Discovery Map · Diversified Insurance · Dolles Candyland · Duck Donuts · East Coast Garden Center · East of Maui Surf Shop · Egg  
Envirotech · Environmental Consulting, Inc. · Epworth United Methodist Church · Eric Blondin Insurance Agency, Inc. · The Evergreene Companies  
Ferris Home Improvement · Fino, Inc. · First Class Heating & Air Inc. · Fish On! · Fisher's Popcorn · Fractured Prune, The Donut Shoppe  
Freedom Boat Club Delaware · Fulton Bank, NA · Fuqua, Willard, Stevens & Schab, PA · Geico - Local of Delaware · Giant Food · Good News Natural Foods  
Halo Home Watch · Hammerheads · Hampton Inn · Harrington Insurance Agency · Heartwish Healing Center · Homewatch Concierge · Hotel Rehoboth  
Hyett Refrigeration, Inc. · i.g. Burton/Family Dealerships-BMW, Mercedes Benz · Ibach's Candy · The Ice Cream Store · IHOP (Silver Five, LLC)  
The Inn at Canal Square · Iron Valley Real Estate at the Beach · Ish Boutique · Jake's Seafood House · Jam Bistro · Jenn Jones - Keller Williams Realty  
Joan and Michael Devaney - Glass Artists · Jolly Trolley of Rehoboth Beach · Joshua M. Freeman Foundation · Juice Box Cafe · Jungle Jim's Inc.  
Kilwin's Rehoboth Avenue · Paul Kuhns (Patron Member) · Law Office of Susan Pittard Weidman, PA · LC Homes · Anna L. Legates (Patron Member)  
Lewes Printing, Inc. · Light Action Productions · Loves Liquors LLC · Lupo Italian Kitchen · M.L. Lichtenberg & Associates LLC · Mark Showell Interiors  
Marshall, Wagner & Associates, P.A. · Maryland House & Cottages · Meals on Wheels of Lewes & Rehoboth, Inc. · Midway Par 3 Golf Course  
Midway Speedway · The Milton Theatre · Morgan Stanley - David A. Humes · Morton Electric Motors · Mug & Spoon · Nickle Electrical Companies  
NV Homes · O'Reilly Electric · Ocean Tower Construction LLC · Peninsula Dental, LLC · Penn-Del Lock Inc. · Pepsi Bottling Ventures  
Pet Wants Rehoboth Beach · Pieces of Time Memory Quilts & Specialty · Pierpont's Creations · Platinum Roofs · PNC Bank  
The Point Coffee House & Bake Shoppe · Pot-Nets Homes · Progar & Company, P. A., CPA/Payroll Professionals · Provident State Bank · Quest Adventures  
RB Convenience · Rehoboth Art and Framing · Rehoboth Bay Realty Co. · Rehoboth Beach Animal Hospital · Rehoboth Beach Country Club  
Rehoboth Beach Paw-radise · Rehoboth Beach Running Company · Rehoboth Homeowners Association · Rehoboth Products Co., Inc.  
The Residences at Lighthouse Cove · Revelation Craft Brewing Co. · Ricciardi Brothers · Richman Wealth Management, Inc.  
Rogers Graphics, a division of Delmarva Printing · Ron Krajewski State Farm Insurance · Ronald McDonald House of Delaware · The Rookery Golf Club  
Rosenfeld's Jewish Deli · The Ruff Life by Sara England Designs · Ryan Homes (NVR, Inc.) · S.K. Management, Inc. at Pier Point Marina · The Sand Dollar  
Sazio · Schagrin Gas Co. · Sea Air Village · Seagreen Bicycle · Sheets at the Beach · SilverTone Med Plans · South Moon Under  
The Spice & Tea Exchange of Rehoboth · Starboard Restaurant · Steen, Waehler & Schrider-Fox, LLC · Storage Solutions · Chris Strong (Patron Member)  
Suburban Propane · Sundew Painting, Inc. · Taco Reho · TD Bank · Tidewater Physical Therapy and Rehabilitation · Tiffany Caldwell Photography  
Tommy Hilfiger · Top It Off · Turnstone Custom Homes · The UPS Store · Urban Float · VistaGraphics, Inc. · Ward & Taylor LLC  
Weiner Holdings LLC T/A Zelky's · Whiteford, Taylor & Preston LLC · WPM Resources LLC



# DEWEY BEACH MOVIES & BONFIRES

## Rehoboth Beach-Dewey Beach Chamber of Commerce

### DONATION BASED MONDAY NIGHT MOVIES

Monday night is family movie night in Dewey Beach!  
Movies will begin at approximately 8:30 PM on the beach  
at Dagsworthy Avenue in Dewey.

Please remember to practice social distancing. Parking in  
Dewey Beach is FREE between the hours of 5 PM-11 PM on  
Monday, Tuesday and Wednesday evenings!

June 29, 2020 - The Secret Life of Pets 2

July 6, 2020 - Ralph Breaks the Internet

July 13, 2020 - Toy Story 4

July 20, 2020 - Aladdin (2019 Live Action Version)

July 27, 2020 - The Lion King (2019 Live Action Version)

August 3, 2020 - Hotel Transylvania 3: Summer Vacation

August 10, 2020 - How to Train Your Dragon: The Hidden World

August 17, 2020 - Frozen 2

**FREE  
PARKING**

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



**Sponsor  
a Movie  
Slide!**

Contact Emily at  
302-227-6446

### DONATION BASED WEDNESDAY NIGHT BONFIRES

Want "S'MORE" fun? Bring your family, beach chair and some marshmallows to the beach at Dagsworthy Avenue in Dewey for a bonfire! Bonfires will be held on Wednesdays from 7:00 PM to 9:00 PM. \$1 donation gets roasters a marshmallow and you can borrow a stick for roasting - while supplies last. Glow necklaces available for \$1 donation.

The 2020 Schedule is July 1, 8, 15, 22, 29 and August 5, 12, 19.

These events are WEATHER DEPENDENT. In the event of inclement weather, cancellations will be determined no later than 7:00 PM on day of the event. Cancellations will be posted to the Chamber's Facebook and Instagram pages. If weather is clear, events will take place as scheduled, but may end at any time due to weather conditions.

**weis**  
markets

**Thanks to the Official Sponsor of the Movies & Bonfires . . . WEIS Markets!**

# POPULAR CHAMBER PUBLICATIONS

The **2020 Coupon Books** are in house! The books will be distributed via the Realtor/Accommodation Bags, Community Bags, Accommodations, Realtors and more!

Thanks to our  
advertisers!!!



227 RENT	Dawn Patrol Café	Mariachi	The Ruff Life
Applebees	Dewey Beach Parasail	Midway Speedway	Sammy's Kitchen
Arena's Deli & Bar	Dewey Beach Water Sports	Mudslingers	Sand Dollar Cruises
Arena's Cafe	East of Maui	Mug & Spoon	Sea Finds
Atlantic Jewelry	Electric Fish	Nassau Valley Vineyards	Sea Green Bicycles
Bear Trap Dunes	Ferris Home Improvements	Nick's Mini Golf	Sea Shell Shop
Beef Jerky Outlet	Go Fish	Old Time Photography	Sheets at the Beach
Big Chill Beach Club	Grandpa Mac	One Day At a Time Gifts	Something Comfortable
Breakfast Guru	Great Stemporium	Outback Steakhouse	South Moon Under
Browseabout Books	Ice Cream Store	Peppers	Spice and Tea
Café Azafran	ish Boutique	Pet Wants Rehoboth Beach	Stitch-Stash
Candy Kitchen	Jiffy Lube	Pete's Steak Shop	Stoneworks Lapidary
Cape Water Tours	Jungle Jim's	RB Convenience	Sweet Frog
Casapulla's Subs	just Comfort shoes	Rehoboth Beach Public Library	Trident Image Group
Cooter Brown's	Kilwins	Rehoboth Beach Running Co.	Vanderwende's
Crabby Dick's	Lefty's Alley & Eats	Rehoboth Cycle Sports	Weis Markets
Crooked Hammock	L.E.H. Soap	Rehoboth Toy & Kite	
Cruisin Tikis Rehoboth Bay	Lewes Harbour Marina	Rise Fitness + Adventure	
Custom Mechanical	Loves Liquors	Rita's Rehoboth Avenue	

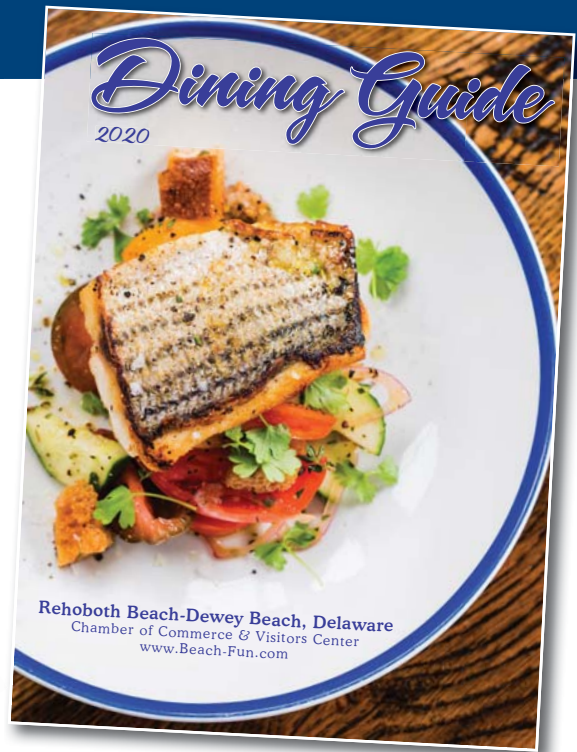
Chamber staff will be making Coupon Book & Dining Guide deliveries within the next month. For delivery or pick up questions, please contact Sophia at 302-227-6446 x25 or [sophia@beach-fun.com](mailto:sophia@beach-fun.com). All Members will be mailed a individual copy of each publication.



## CHAMBER DINING GUIDE

The **2020 Dining Guide** is in house! Guides will be distributed through local Accommodations & Realtors. The Guide can also be viewed at [Beach-Fun.com](http://Beach-Fun.com)

Thanks to our  
advertisers!!!



1776 Steakhouse  
Arenas Famous Deli & Bar  
Atlantic Liqueurs  
Atlantic Social Coastal Restaurant & Bar  
Bethany Blues  
Big Chill Beach Club  
Big Fish Grill & Market  
Blackwall Hitch  
Breakfast Guru  
Candy Kitchen  
Casapulla's Subs  
Chesapeake & Maine  
Cilantro Cocina De Mexico  
Cooter Brown's  
Crab House  
Crabby Dick's  
Crooked Hammock Brewery  
The Cultured Pearl  
Dogfish Head Brewings & Eats  
Eden Restaurant  
Fork + Flask  
Go Fish! A British Fish + Chip Shop  
The Green Turtle

Grotto Pizza  
Ice Cream Store  
Jake's Seafood House  
Jam Bistro  
Kilwin's  
Lefty's Alley & Eats  
Lupo Italian Kitchen  
Mariachi Restaurant  
Nicola Pizza  
Pete's Steak Shop  
The Pines  
Rusty Rudder  
Salt Air Kitchen & Bar  
Sazio  
Semra's Mediterranean Grill  
SIRVIDA  
The Starboard  
Starboard Raw  
Stingray Sushi Bar & Asian Grill  
Summer House  
Thompson Island Brewing Company  
Victoria's Restaurant  
Woody's Dewey Beach Bar & Grill

## MEMBER SPOTLIGHTS

### Anderson Carpet One

Anderson Carpet One celebrated their new show room with a Ribbon Cutting on February 14th. Owner Steve Anderson announced that the business moved to a new location on Coastal Highway in Rehoboth Beach. Anderson Carpet One boasts a broad selection of hardwood, luxury vinyl plank, carpet, laminate and custom area rugs, as well as neighborhood flooring experts providing the best in class, on-demand local service. The Grand Reopening celebrated 44 successful years in the flooring business and showed off a newly designed showroom with their customers in mind.

Anderson Carpet One is located at 19269 Coastal Highway, Beach Plaza Shopping Center in Rehoboth Beach. For more information, email [sales@andersoncarpetone.com](mailto:sales@andersoncarpetone.com) or call 302-227-3244. ♦



### 99.1 FM Radio Rehoboth

99.1 FM Radio Rehoboth celebrated their new location with a Ribbon Cutting on March 5th. Radio Rehoboth has moved downtown, to 7 S. First Street in Rehoboth Beach. Their new space is complemented by a new antenna atop a tower on Route One, 100 feet in the air for increased range and listenership.

For more information, visit [www.radiorehoboth.com](http://www.radiorehoboth.com) or call 302-401-9991. ♦



### Vogue on 24 Salon & Spa

The Rehoboth Beach - Dewey Beach Chamber of Commerce is happy to announce the Grand Opening of Vogue on 24 Salon & Spa. Vogue on 24 is set to be a popular destination for bringing the most stylish and trendy beauty services to the Long Neck community and beyond. Local business owners Brandon and Darren Tatum-Poole have opened their second salon which provides state of the art trending hair designs, skincare, massage therapy and many other services.

For more information and to reserve your desired appointment time, call 302-947-5667. They are open and operating currently by appointment due to the COVID-19 circumstances. Additional information about Vogue on 24 Salon & Spa and its services can be found on their website [www.Vogueon24.com](http://www.Vogueon24.com) or by visiting their Facebook page. ♦



### Mason's Famous Lobster Rolls

Mason's Famous Lobster Rolls celebrated re-opening for its fourth season with a Ribbon Cutting ceremony held by the Rehoboth Beach – Dewey Beach Chamber of Commerce. The two-time Best of Delaware award-winning eatery is happy to return to serving delicious lobster straight from the waters of Maine, including two exciting new menu items! In addition to its ever-popular famous lobster rolls, the Rehoboth location will be introducing Lobster Mac & Cheese and Lobster Grilled Cheese to its well-loved menu this spring.

"We are excited to re-open after a short winter break and are looking forward to serving our many amazing loyal customers as we begin our fourth year of operations!" said Ania Chorna, the restaurant's general manager. Stop in for a bite of delicious fresh Maine lobster while strolling along the beach block of Downtown Rehoboth.

Mason's is located at 67 Rehoboth Avenue, Rehoboth Beach, Delaware. For more information, visit [www.masonslobster.com](http://www.masonslobster.com) or call 302-727-0411. ♦



### Ricciardi Brothers

For over 90 years, the Ricciardi family has, and continues to provide the best quality paint and decorating products and customer service to our communities at fair prices. "Paint is our Passion. Satisfaction is our Promise".

The business is located at 37169 Rehoboth Avenue in Rehoboth Beach. For more information, call 302-246-3091 or visit [www.ricciardibrothers.com](http://www.ricciardibrothers.com). ♦



### Black Diamond Financial Group

The reality is wealth management is about synthesizing all of the relevant financial data in your life. That thought alone is overwhelming, so here are the areas in which Black Diamond Financial Solutions can help. Financial Planning, Retirement Planning, Investment Planning, Insurance Planning, Income Tax Planning, Estate Planning. These things don't exist in a vacuum, and BDFS has experts in these planning areas with the ability to tie it all together making your financial planning simpler and more efficient.

Visit their office at 19409 Plantation Road, Building 2, Unit A in Rehoboth Beach. For more info, call 302-265-2236 or visit [www.blackdiamondfs.com](http://www.blackdiamondfs.com). ♦



## MEMBER SPOTLIGHTS

### Coho's Market & Grill

For Dave Lyons and Rick Hardy opening Coho's is the fulfillment of a dream - starting a second career and becoming a year-round members of the community we love so much. We have had a home here since the mid-90's and like so many others were 'weekend warriors' coming to Rehoboth to enjoy the surf, sand, great restaurants and the small town community. The outpouring of support and interest in our endeavor have been amazing.



Start your day off right with a breakfast sandwich or a muffin and coffee. Got the lunch time hungries? We also have a signature list of Coho's specialty sandwiches perfect for the beach or a lunch break. Order online [www.cohosmarket.com](http://www.cohosmarket.com) or via phone 302-227-2646 (COHO). We are currently offering curbside delivery for any orders.

We look forward to opening our doors to everyone. Coho's will be more than just a take out shop – our market will be dedicated to providing imported and domestic cheeses and pâtés, coffees, deli meats, fresh salads and a wide selection of specialty gourmet foods such as pasta, olive and other oils, vinegars, mustards, spices and ethnic foods.

The market & grill is located at 305 Rehoboth Avenue in Downtown Rehoboth Beach. ♦

### Simplified Payments, Inc.

With more than 20 years in the Payments Industry, our team is here to assist you in Simplifying your payment acceptance process. Accepting credit card payments is a requirement of any business and typically a considerable expense. Our experts will assess your current solutions across the entire business operation to identify opportunities to reduce cost and improve operational efficiency. All leading towards a better experience for your customers and improved bottom line for your business.



One Simplified Solution for ALL business channels including Retail Point of Sale, Mail Order, Telephone Order, Internet, Recurring, and Mobile. Wherever and however you need to accept payments we can help.

Tired of paying merchant processing fees? Ask how our Merchant Surcharge and Cash Discount Programs can ELIMINATE your merchant processing expenses!

Are you ready to Get Simplified? For more information, call 302-386-3311 or visit [www.simplifiedpayments.com](http://www.simplifiedpayments.com). ♦

### Holiday Inn Express & Suites

InterContinental Hotels Group PLC and Real Hospitality Group announced the opening of the Holiday Inn Express Rehoboth Beach at 18438 Kates Lane, Rehoboth Beach, Delaware. Situated in one of the East Coast's most family-friendly beach havens and the area's only Pet-Friendly hotel, the Holiday Inn Express Rehoboth Beach welcomed its first guests. The hotel features the latest design and unique complimentary amenities travelers desire.



On the doorstep of Tanger Outlets and the Midway Shopping Center, guests have access to a wide variety of tax-free shopping and vibrant dining options. The hotel features 93 guest rooms and 17 spacious suites in a sleek turquoise and silver color scheme, punctuated with wood finishes and contemporary accents perfect for family getaways.

The hotel's design features high-tech guestrooms & suites with 49-inch LED HDTV, microwave, refrigerator, high-speed internet access, safes, and complimentary Express Start Breakfast Bar. For those planning small meetings, the Holiday Inn Express offers a 345 square foot boardroom with modern design features to make every meeting a success. The property also features a fitness center with free weights and cardio equipment, a convenient business center, and complimentary Wi-Fi throughout the building, on-site guest laundry, and a 24-hour grab-and-go market.

Holiday Inn Express Rehoboth Beach is accepting reservations, visit <https://www.ihg.com/holidayinnexpress/hotels/us/en/rehoboth-beach/rehrb/hoteldetail> or call 302-500-2415. ♦

### DiBiaso's Cleaning & Restoration Service, Inc.

Here at DiBiaso's Cleaning & Restoration Service, Inc. we are committed to providing quality workmanship and customer



service. As a family owned and operated certified outfit, we can handle small personalized service to large disasters. Our variety of services include mold inspections and remediation, water damage mitigation, bio-hazard mitigation, trauma, crawl space encapsulation, odor control, air duct cleaning, to routine services such as carpet and upholstery cleaning, and much more.

For more info, call 302-376-7111 or visit [www.dibiasos.com](http://www.dibiasos.com). ♦



# RIBBON CUTTINGS & MEMBER SPOTLIGHT



Anderson Carpet One



99.1 FM Radio Rehoboth



Mason's Famous Lobster Rolls



Vogue on 24 Salon & Spa



Holiday Inn Express & Suites

## Ocean Grown Babies

We offer a full-service equipment rental for all your baby equipment needs while you are visiting us at the beach. We offer competitive pricing for daily and weekly rentals. We rent Strollers, Car Seats, Cribs, Beach Chairs, High Chairs, Strollers, Beach Umbrellas, Beach Toys, Play Pens, Baby Monitors, Beach Tents and much more! As always, all our equipment will be personally delivered, set-up and picked up for you! Book now by visiting [www.ogbabiesde.com](http://www.ogbabiesde.com) or by calling 302-265-0014.



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[delawarebeachlife.com](http://delawarebeachlife.com)



# Rehoboth Beach - Dewey Beach Chamber Activity at a Glance

Over the last 12 weeks

(March 12 - June 15, 2020)

Service	Activity	Status/Result
Alerts & Blasts Emails	50 Alerts & 24 Info Sheets	19,700 Pageviews of the Virus Page
Zoom Video & Phone Conferences	Assoc. of Chambers; City of Rehoboth Special & Regular Meetings; Chamber Board Meetings; SBA	73 Meetings
Telephone Response to Callers	Requests & Clarification on Travel Band/Regulations/Beach Openings/Visitor General Info and/or Product	6,800 Phone Calls Answered
Beach Job Board Outreach	Members post help wanted postings to Beach-Fun.com at no charge. Posted on Chamber's Facebook Page (71K+ followers) and other portals for high school & college students who are currently seeking employment. (Contact made with Del Tech, DSU, Drexel, UD, UMES, Widener & Wilmington University).	34 Member Listings Posted
Welcome Bags	Bags delivered to Accommodations	442 Delivered
Realtor Bags	Filled with Member product, Visitors Guide & Coupon Book; delivered to Realtors weekly	1,472 Delivered
Community Bags	Provided to New Communities & Homes	30 Delivered
Visitor Guides	Mailed in response to paid advertisement placement (up to 140K printed)	78,525 Mailed
Dining Guide & Coupon Book	Designed, Printed & Delivered; (up to 50K Coupon Books & up to 25K Dining Guide)	Deliveries Underway
Movies & Bonfires	Production needs and approval acquired; Ready to go	Monday Movies begin June 29th; Wednesday Bonfires begin July 1
Sea Witch® Festival	Planned (October 23-25, 2020)	Final decision or adjustments in August





# Rehoboth Beach - Dewey Beach Member Services

## Complimentary Services

- Basic listing and logo in your business category on the Chamber's website
- Access to current demographics, accommodation occupancy counts & visitation statistics via the Chamber's website
- Chamber's website statistics reported in *Focus On* Newsletter
- Posting of specials, packages, promotions and events on Chamber's website
- Posting of job openings on Chamber Beach Job Board
- Photo & video galleries, Chamber publications and option to order a Visitors Guide on the Chamber's website
- Sharing of pictures, events, specials and more on the Chamber's Facebook page (71K+ Followers) and Instagram (1K+ Followers)
- Ribbon cutting with press release opportunities
- Distribution of Chamber product (Visitors Guides, Dining Guides, Coupon Books, Calendar of Event Posters & Rack Cards)
- Spotlight feature & logo in the Chamber's *Focus On* newsletter (4,400 printed per issue with a portion mailed to Members & elected officials and a portion inserted into the Cape Gazette; electronic issues emailed to 1,100+)
- Gratis copies of the Delaware Today Magazine, Morning Star Business Report, and Chamber *Focus On* Newsletter
- Email and fax distribution of Member Information Sheets notifying Members of events & hot topics, plus Legislative Alerts on issues that affect business
- Referral of our Members by Chamber and Visitors Center staff year round
- An average of 200K+ annual requests for Resort Area info and Member's promotional product are mailed or responded to by staff
- Product distribution in the Visitors Center (i.e. business cards/brochures)
- Member Key Tag offering nearly 200 Member2Member discounts
- Gratis luncheon for new Members at one General Membership Meeting

## Member Benefits

- As a Member of the 501c6 non-profit Chamber, **your membership fee is tax deductible as a business expense**
- Member Info Sheets, Alerts and Legislative updates and alerts on business issues
- Opportunity to attend seminars, networking events and meetings such as Business After Hours and General Membership Meetings
- Meeting Room space available to rent at the Chamber's Administration Building
- Members with 6-100 full-time employees can save 20% or more on healthcare insurance through the member-only plan provided by Allen Insurance and Aetna through Benefits Connection

## Fee Based Services

- Fee based services are available ranging from web/print advertising, email blasts, product in realtor, accommodation & community bags, and more! For information, contact the membership reps Abbie and Mariella at 302-227-6446 ext.15 or 18.

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

306 Rehoboth Avenue (Admin) & 501 Rehoboth Avenue (Visitors Center)

Rehoboth Beach, Delaware 19971

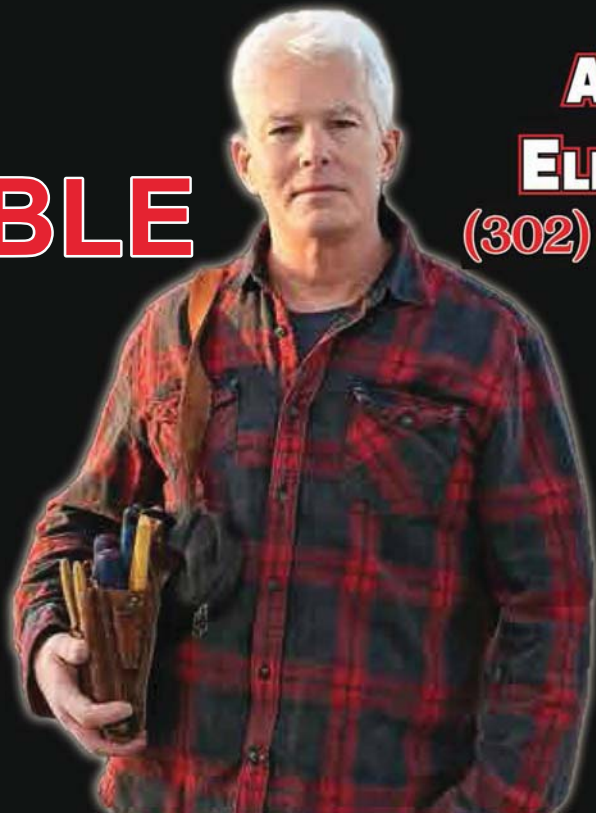
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**Our Mission: To Promote Business, Tourism & Civic Responsibility.**

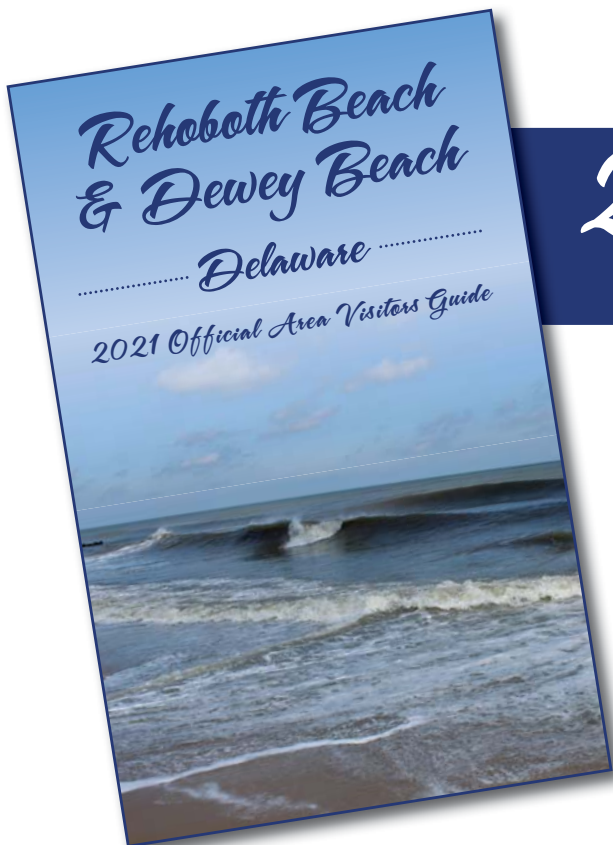
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## 2021 Visitors Guide

The Official Area Guide for Rehoboth Beach & Dewey Beach, DE

**The Visitors Guide is a Member purchased advertising publication.**

In addition to some local distribution, the 132 page guide is mailed to potential visitors in direct response to Chamber purchased advertisement and placement. 140K copies are scheduled to be printed!



Ad rates are as follows:

Listing · \$160; 1/8 Page · \$375; 1/4 Page · \$675  
1/2 Page · \$1,250; Regular Full Page · \$1,650

**Contact Meghan for more information!**  
meghan@beach-fun.com or 302-227-2233 x16