



FOCUS *on*

September 2021
Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.



***I FEEL LIKE BUSTIN' LOOSE
AND FALL FUN***

Scarecrow Trail & Show

September & October

more info on page 5

Fall Sidewalk Sale

October 1-3, 2021

more info on page 8

Sea Witch® Festival

October 29-31, 2021

more info on pages 16 & 18

**We're back... check out the schedule of Business After Hours
on page 3 and General Membership Meetings on page 9!**

BEACH
Fun & Bargains

**Looking for more Resort Area Events?
Visit the Chamber's Beach Fun & Bargains
page for activities, events and specials!**

www.Beach-Fun.com

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

Chairwoman of the Board..... Carrie Lingo
First Chair Vince DiFonzo
Second Chair..... Susan Townley-Wood
Third Chair/Treasurer Ben Gray
Immediate Past Chair Steve Montgomery
Board of Directors

| | |
|------------------|----------------------|
| Jay Becker | Michael Meoli |
| Marvin Carney | Chris Rausch |
| Jerry Esposito** | Mitch Resnick |
| Ben Gray | Wm. Jack Riddle |
| Chip Hearn | Scott Swingle |
| Bill Klemkowski | Rachel Webster** |
| Dale Lomas | Chris Weeks |
| Rob Marshall | Kay Wheatley |
| Keith Martin | **At Large Directors |

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

Staff Contact Information

Kate VanVorst, Event Coordinator/Membership.. Ext. 11
Carol Everhart, President/CEO Ext. 13
Emily Grothey, Administrative Assistant..... Ext. 14
Meghan McCalley, Office Mgr/Publications .. Ext. 16
Katie Bragg, Distribution & Vis Ctr ManagerExt. 25
Nancy Stewart & Joe Todaro, Visitors Center Staff
Baxter Travers, Distribution Assist

© 2021 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.



Upcoming Meetings

| DATE..... | MEETING or EVENT | TIME/PLACE |
|-----------|--|-----------------------------|
| Sept/Oct | Scarecrow Trail and Show | Resort Area |
| Sept 14 | General Membership Mtg..... with Jennifer Cohan; info on Page 9 | Noon/Kings Creek Ctry Club |
| Sept 17 | City of Rehoboth Beach Mtg | 2PM/Commissioners Room |
| Sept 22 | Business After Hours | 5-7PM/Lighthouse Restaurant |
| Sept 23 | Board of Directors Mtg..... | Bethany Blues |
| Oct TBD | Business After Hours | 5-7PM/TBD |
| Oct 1-3 | Fall Sidewalk Sale..... | Resort Area |
| Oct 6 | General Membership Mtg..... with Beebe Healthcare & Robert Fulton; info on Page 9 | Noon/Kings Creek Ctry Club |
| Oct 9 | Town of Dewey Beach Mtg | 10AM/Life Saving Station |
| Oct 14 | Board of Directors Mtg..... | To Be Determined |
| Oct 15 | City of Rehoboth Beach Mtg | 2PM/Commissioners Room |
| Oct 29-31 | Sea Witch® Festival | Resort Area |
| Nov 4 | Business After Hours | 5-7PM/To Be Determined |
| Nov 8 | General Membership Mtg..... with Kathy McGuiness; info on Page 9 | Noon/Kings Creek Ctry Club |
| Dec 9 | Business After Hours | 5-7PM/Dogfish Head |

For Resort Area Events, visit the Beach Fun & Bargains calendar at
www.Beach-Fun.com



Time to let the good times roll!



Network with fellow members at the popular **Business After Hours!**

Wednesday, September 22, 2021 · Lighthouse Restaurant

October 2021 · Location to be Determined

Thursday, November 4, 2021 · Location to be Determined

Thursday, December 9, 2021 · Dogfish Head Brewings & Eats

** Mixers are from 5-7PM*

** Sponsorships available for the Holiday BAH at Dogfish!
Contact Kate at 302-227-2233 x11 or events@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.cleldanielplumbingheating.com

MILTON - LEWES - REHOBOTH



BRAG BOARD



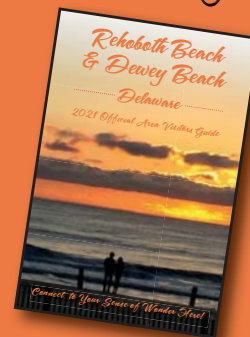
Joining other communities across the state, Rehoboth Beach is participating in a national campaign to create awareness of ovarian cancer and its symptoms. During a bow-tying event Aug. 25, city officials and volunteers did their part to Turn The Towns Teal by tying teal bows to light posts on Rehoboth Avenue and the bandstand.

For more information on the Delaware Ovarian Cancer Foundation, go to deovariancancer.org.

*Text and Photo from Chris Flood
Cape Gazette Article, August 31, 2021.*

Don't Miss this Advertising Opportunity . . .

in the 2022 Rehoboth Beach & Dewey Beach Official Area Visitors Guide!!



The **Official Area Visitors Guide for Rehoboth Beach & Dewey Beach** is a Member purchased advertising publication. The Guide is mailed to potential visitors in direct response to Chamber placed advertisements and placed in limited Area Bins & Realtor Bags. 140,000 copies are scheduled to be printed!

Mariella packing Realtor Bags



90+% of the Visitors Guide are mailed to leads gathered through regional advertising, with 11,000+ distributed in Realtor Bags that are passed out to weekly renters from Memorial Day to Labor Day.

The Guide contains the categories of: Attractions, Fun Stuff & Calendar of Events, Accommodations, Real Estate, Restaurant & Eateries, Retail, Service and Weddings & Groups, plus a map of the Resort Area.

Available ad sizes are:

- Listing (6 Lines) - \$160
- One Eighth Page plus Listing - \$375
- Quarter Page plus Listing - \$675
- Half Page Ad plus Listing - \$1,250
- Full Page Ads plus Listing starting at - \$1,650

For More Info, Contact Meghan!

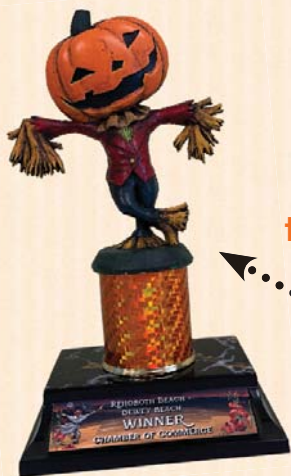
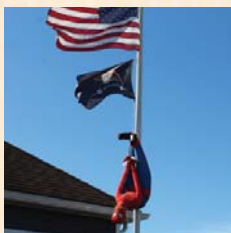
302-227-6446 · meghan@beach-fun.com



Scarecrow Trail & Show

During the months of September and October, locals and visitors can Visit...View...Vote for their favorite scarecrow creation in Downtown Rehoboth Beach, Dewey Beach and Route One!

Voting opens Monday, September 13th via online submission or paper ballot available at the Chamber's Admin office (306 Rehoboth Ave, Rehoboth Beach). All votes that include a valid numbered entry or business name will be accepted until Monday, November 1st. Only one vote may be submitted per person.



Businesses interested in participating in the Scarecrow Trail & Show can register by completing the online form via the Chamber's website or by contacting Kate at events@beach-fun.com or 302-227-2233 x11 now through October 15th. Scarecrow entry numbers will be distributed beginning September 7th.

Winners will receive a fun trophy!!

For more information, scan the QR Code to visit www.beach-fun.com/scarecrow-contest or call 302-227-6446





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.

Aerus, Beyond by Aerus

Nicole Walsh
19269 Coastal Highway, Suite 1
Rehoboth Beach, Delaware 19971
302-757-5107
Service - Home Services

Broydrick & Associates

Cynthia Broydrick
1150 Connecticut Avenue NW
Washington, DC 20036
414-719-6042
www.broydrick.com
Service - Advertising/Marketing

CopyCat Paint Parties

Catherine Flaherty
Milton, Delaware 19968
302-448-1435
www.copycatpaintparties.com
Attraction - Attraction/Recreation

Delaware Botanic Gardens, Inc.

Sheryl Swed
30220 Piney Neck Road
Dagsboro, Delaware 19939
302-321-9061
www.delawaregardens.org
Attraction - Attraction/Recreation

Delaware Community Foundation

Michael DiPaolo
36 The Circle
Georgetown, Delaware 19947
302-856-4393
www.delcf.org
Service - Organization/Association/Agencies

Grow with Samantha

Maggie Miller
105 Whitby Lane
Centreville, Maryland 21617
410-490-4051
Retail - Gifts & Specialty Shops

Lockwood Design & Construction Inc.

Don A. Lockwood
330 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-684-4844
www.lockwooddesigns.com
Service - Builder/Designer/Renovator/Contractor

New Covenant Presbyterian Church PCA

Kathy
3072 Savannah East Drive
Lewes, Delaware 19958
302-644-6800
www.ncpchurch.com
Service - Churches

Ørsted

Danielle Van Drew
1 Park Place, Suite 400
Annapolis, Maryland 21401
857-408-4927
www.skipjackwindfarm.com
Service - Electrical/ Energy Provider & Consultants

Redners Markets

Robert Mcdonough
Vineyards, Route 9
Lewes, Delaware 19958
www.rednersmarkets.com
Retail - Grocery/Convenience Stores

US Wind

Mike Dunmyer
401 East Pratt Street, Suite 1810
Baltimore, Maryland 21202
302-745-9463
www.uswindinc.com
Service - Electrical/Energy Provider & Consultants

Verizon

Bonnie Metz
901 Tatnall Street, 2nd Floor
Wilmington, Delaware 19801
1-800-VERIZON
www.verizon.com
Retail - Cellular & Wireless Phone/Service/Supplies

Virtua Home Technologies

Ramiro Ramirez
19621 Blue Bird Lane
Rehoboth Beach, Delaware 19971
302-278-7614
www.virtuahometechnologies.com
Service - Home Theater Systems



"The most difficult thing is the decision to act, the rest is tenacity."

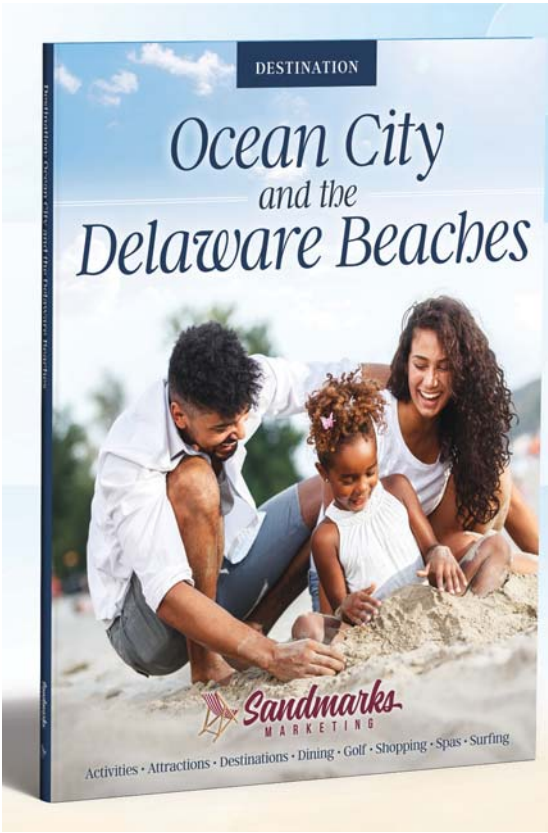
Amelia Earhart



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 June 22 - September 1, 2021. Thank you for your continued support!

Active Adults Realty · Ameriprise Financial · Anderson Design Group · Applied Bank
Ashton Group at the Beach · Atlantic Horizons, LLC · Atlantic View Hotel · Atlantic/Smith, Cropper & Deeley
Avenue Inn · Bayhealth Medical Center · Bayside Resort Golf Club · Baywood Greens
Beach House Dewey Hotel · Beach View Hotel · Beebe Medical Center Auxiliary, Inc. · Beef Jerky Outlet
Bellevue Sands Suite · Bellinger's Jewelers · Best Bus Beach Bus · Betterliving of Delmarva · Big Oyster Brewery
Century 21 Home Realty · CHEER, Inc. · Chesapeake and Maine · Chick-fil-A Rehoboth Beach
Clear Space Theatre Company · Coastal Kids Pediatric Dentistry
Coastal Sunrooms and Porch Enclosures dba Awnings By Coastal Sunrooms · Colonial East, L.P.
Community Association Services, Inc. · Cool Springs Storage Center · Delaware Breast Cancer Coalition Inc.
Delaware Community Foundation · Delaware KIDS Fund · Dewey Beer Co. · Dogfish Head Brewings & Eats
Driftwood Motel & Efficiency Apartments · Dunkin' Donuts/Baskin Robbins · Eden Restaurant
Extreme Heat Pest Control · Exude, Inc. · Fairfield Inn and Suites Rehoboth Beach · Farmer Girl Exotic Gardens
Fork + Flask at Nage · Fulton Bank, NA · Garrison Homes · go fish! - a british fish + chip shop
Good News Natural Foods · The Greene Turtle · Harry K Foundation · Healthy Outcomes Weight Loss Center
Henlopen Overhead Door · Hickman's Meat Market · Home 2 Suites by Hilton · Homestead Campground
i Heart Media · The Inn at Rehoboth Beach Apartments · Iron Hill Brewery & Restaurant
Janney Montgomery Scott, LLC · Jiffy Lube Lewes/Jiffy Car Wash · Joshua M. Freeman Foundation
just COMFORT shoes · Kiwi's Tiki Hut · L.E.H. Soap Company · LC Homes · Logo Motive Screenprinting
Lyons Companies · McGregor Custom Homes, LLC · Megalodon Shark Teeth · Meridian Home Watch Inc.
Merrill Lynch · Mid-Shore Electrical Services, Inc. · Mudslingers of Rehoboth · NAI Emory Hill
Nassau Valley Vineyard · Nemours Children's Health System · Old World Breads
The Olive Orchard · One Day At A Time Gifts, LLC · Outback Steakhouse · Penny Lane Mall Partnership
The Point Coffee House & Bake Shoppe · Polkamotion by the Ocean · The Pond Bar & Grill
R.C. Carpet Flooring Sales & Installation · Race 4 Warriors · Ray's Wraps | Sand Art
Rehoboth Beach Animal Hospital · Rehoboth Beach Farmers' Market · Rehoboth Beach House Rentals
Rehoboth Jazz Festival/DE Celebration of Jazz · The Resort at Massey's Landing · Rita's Rehoboth Avenue
Ron Krajewski State Farm Insurance · Save Our Lakes Alliance 3 (SOLA 3) · Security Instrument Corp.
Southern Delaware Therapeutic and Recreational Horseback Riding, Inc. · Steven W. Falcone CPA
Stingray Sushi Bar + Asian Latino Grill · Stitch-Stash · Stockley Materials Nassau · Surf Side Limousine Services
Sussex County Association of Realtors · Sussex Eye Center, PA · Sussex Tree Inc. · Sylvan Learning Center
T.E.A.M. Productions LLC · Taylor Bank · Tidewater Landing · Tidewater Utilities, Inc.
Touch of Italy Salumeria, Trattoria & Pasticceria · Town of Dewey Beach · Virden Conference & Retreat Center
Whayland Company · Winding Beam Collection



GROW YOUR BUSINESS

by advertising in a Sandmarks Destination Guide.

We're here to help you get people in the door!

Sandmarks Marketing provides beautiful comprehensive destination books to the high-end hotels in three major cities on the East Coast. These hardbound resource guides give the hotel guests an overview of each city along with all that city has to offer.

(410) 924-5286 • sandmarksmarketing.com



Fall Sidewalk Sale

.....
October 1-3, 2021

Hours vary by store

**Shop our sidewalks in the
Resort Area... tax-free!!**



GENERAL MEMBERSHIP MEETINGS SCHEDULE



Tuesday • September 14th

Guest Speaker is Jennifer Cohan, CEO of Leadership Delaware. Jennifer will be speaking about recruitment and training of future leaders, ending with Q&A.



Wednesday • October 6th

Guest Speakers are a Member of the Beebe Healthcare Executive Team, who will be speaking about COVID-19 & facility updates and Robert Fulton, Superintendent of Cape Henlopen School District who will speak about district updates, with both ending in Q&A.



Monday • November 8th

Guest Speaker is Kathy McGuiness, Delaware State Auditor. Kathy will be speaking about the Gray Fox transparency initiative, ending with Q&A.



All General Membership Meetings will be held at the Kings Creek Country Club

1 Kings Creek Circle · Rehoboth Beach

Meetings start at 12:00/Noon and the cost is \$29 per person, which includes gratuity. Sample of buffet: Caesar salad, fresh baked bread and butter, baked Atlantic salmon with citrus beurre blanc, chicken marsala, roasted potatoes, seasonal vegetables, assorted mini desserts, and coffee/soda/iced tea.

Seating is limited; RSVP required. To reserve your seat, contact Emily Grothey at 302-227-2233 ext.14 or emily@beach-fun.com

REPORTS *and* STATISTICS



Accommodation Occupancy Chart | 2020 vs. 2021

| Weekend | Room Count | Weather | Event | Wednesday | Room Count |
|------------------------|------------|-------------|------------------------------|-----------------|------------|
| June 5-7, 2020 | 2,417 | 90's Sunny | Phase One | June 3, 2020 | 1,505 |
| June 4-6, 2021 | 3,472 | 90's Sunny | Phase Two | June 2, 2021 | 2,470 |
| June 12-14, 2020 | 2,938 | 80's Sunny | Phase One | June 10, 2020 | 1,969 |
| June 11-13, 2021 | 3,339 | 70's Sunny | Phase Two | June 9, 2021 | 2,660 |
| June 19-21, 2020 | 2,829 | 80's Sunny | Phase Two | June 17, 2020 | 1,837 |
| June 18-20, 2021 | 3,333 | 90's Sunny | Phase Two | June 16, 2021 | 2,915 |
| June 26-28, 2020 | 3,158 | 90's Humid | Phase Two | June 24, 2020 | 2,526 |
| June 25-27, 2021 | 3,557 | 80's Sunny | Phase Two | June 23, 2021 | 3,237 |
| July 3-5, 2020 | 2,717 | 80's Sunny | Phase Two; No Fireworks | July 1, 2020 | 2,064 |
| July 2-4, 2021 | 3,534 | 80's Sunny | Rehoboth and Dewey Fireworks | June 30, 2021 | 3,170 |
| July 10-12, 2020 | 2,332 | 90's Sunny | Phase Two | July 8, 2020 | 1,904 |
| July 9-11, 2021 | 3,516 | 80's Sunny | No Event | July 7, 2021 | 3,180 |
| July 17-19, 2020 | 2,673 | 90's Sunny | Phase Two | July 15, 2020 | 2,097 |
| July 16-18, 2021 | 3,564 | 90's Sunny | No Event | July 14, 2021 | 3,252 |
| July 24-26, 2020 | 3,029 | 90's Sunny | Phase Two | July 22, 2020 | 2,165 |
| July 23-25, 2021 | 3,554 | 80's Sunny | No Event | July 21, 2021 | 3,253 |
| July 31-August 2, 2020 | 2,807 | 80's Sunny | Phase Two | July 29, 2020 | 2,091 |
| July 29-August 1, 2021 | 3,611 | 80's Sunny | No Event | July 28, 2020 | 3,340 |
| August 7-9, 2020 | 2,914 | 80's Cloudy | Phase Two | August 5, 2020 | 2,145 |
| August 6-8, 2021 | 3,613 | 80's Cloudy | No Event | August 4, 2021 | 3,252 |
| August 14-16, 2020 | 2,938 | 80's Rainy | Phase Two | August 12, 2020 | 2,353 |
| August 13-15, 2021 | 3,526 | 90's Sunny | No Event | August 11, 2021 | 3,178 |
| August 21-23, 2020 | 2,970 | 80's Sunny | Phase Two | August 19, 2020 | 2,463 |
| August 20-22, 2021 | 3,438 | 80's Cloudy | No Event | August 18, 2021 | 3,147 |
| August 28-30, 2020 | 2,843 | 80's Sunny | Phase Two | August 26, 2020 | 2,542 |
| August 27-29, 2021 | 3,345 | 90's Sunny | No Event | August 25, 2021 | 3,164 |

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - August 30, 2020 · 57,631
 January - August 29, 2021 · 90,499



WEDNESDAY

January 1 - August 26, 2020 · 42,093
 January 1 - August 25, 2021 · 72,434



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 | 2020 vs. 2021

| Month | Pageviews | | Users/Visits | | Absolute Unique Visitors | | Bounce Rate * | | Avg. Time on Site * | |
|-------------------|----------------|----------------|----------------|----------------|--------------------------|----------------|---------------|---------------|---------------------|-------------|
| | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 |
| January | 24,051 | 15,623 | 9,786 | 6,127 | 9,154 | 5,956 | 66.78% | 67.41% | 1:34 | 1:23 |
| February | 24,703 | 20,716 | 10,458 | 8,158 | 9,714 | 7,929 | 69.88% | 55.52% | 1:24 | 1:39 |
| March | 22,403 | 31,167 | 10,773 | 11,582 | 10,176 | 11,103 | 73.64% | 54.62% | 1:08 | 2:01 |
| April | 20,023 | 34,401 | 11,235 | 13,588 | 10,750 | 13,147 | 78.24% | 62.56% | 0:43 | 1:42 |
| May | 26,819 | 55,760 | 12,874 | 24,146 | 12,379 | 23,756 | 72.44% | 67.99% | 1:06 | 1:20 |
| June | 54,006 | 59,784 | 24,528 | 22,663 | 23,946 | 22,223 | 69.77% | 59.43% | 1:11 | 1:41 |
| July | 47,149 | 62,874 | 21,266 | 23,555 | 20,409 | 22,946 | 71.05% | 59.38% | 1:12 | 1:43 |
| August | 43,983 | 54,302 | 17,880 | 22,051 | 17,234 | 21,519 | 66.26% | 62.15% | 1:24 | 1:33 |
| YTD Totals | 263,137 | 334,627 | 118,800 | 131,870 | 113,762 | 128,579 | 71.01% | 61.13% | 1:12 | 1:37 |

* YTD Total Average

Top Pages Viewed - August 2021

| Page on Site | Page Views |
|--------------------------------|------------|
| 1 Sea Witch® Festival | 6,184 |
| 2 Dewey Beach Activities | 2,839 |
| 3 Beach Fun & Bargains | 2,790 |
| 4 Area Activities | 1,546 |
| 5 Beach Goes Red, White & Blue | 1,060 |
| 6 Accommodations/Camping & RV | 947 |
| 7 DE Beach Traffic Cams | 908 |
| 8 Photo/Video Tour | 781 |
| 9 Attractions | 758 |
| 10 Order a Free Visitors Guide | 671 |

Top 10 States to Visit Website - August 2021

| State | Visits |
|-----------------------------------|--------|
| 1 Delaware (partly Member driven) | 5,103 |
| 2 Pennsylvania | 4,995 |
| 3 Maryland | 2,574 |
| 4 New Jersey | 2,194 |
| 5 New York | 1,904 |
| 6 District of Columbia | 1,792 |
| 7 Virginia | 1,205 |
| 8 Massachusetts | 252 |
| 9 Ohio | 231 |
| 10 Connecticut | 198 |

Delaware Labor Force Trends

(July 2021); Delaware's seasonally adjusted unemployment rate in July 2021 was 5.6%, down from 5.8% in June 2021. There were 27,200 unemployed Delawareans in July 2021 compared to 40,400 in July 2020. The US unemployment rate was 5.4% in July 2021, down from 5.9% in June 2021. In July 2020, the US unemployment rate was 10.2%, while Delaware's rate was 8.3%. Source: DE Department of Labor - Monthly Labor Review; published 8/20/21. <https://lmi.delawareworks.com>

As of September 7, 2021, the Chamber has 72,950 Facebook Likes & 2,266 Instagram Followers!
Follow the Chamber at: www.facebook.com/RehobothDeweyChamber & www.instagram.com/rbdbcc



Sea Witch® Festival Sponsorships still available!!!

Call Kate for more information! 302-227-6446 x11 · events@beach-fun.com

MEMBER SPOTLIGHTS

Chocolate Wave

Chocolate Wave is a new chocolate shop in Downtown Rehoboth, with delicious treats you do not want to miss.

From handcrafted chocolates & candy to caramel apples, Chocolate Wave owners Carmen Kulak and Dan Moldovan make their sweets fresh every day on site. Hailing from Romania, the duo has thrived in the Rehoboth Beach area originally as J1 Visa students several years ago. Today, Kulak and Moldovan have realized their dream of opening their very own chocolate shop. Come by to taste their creative variety of flavors of chocolate bark, hand dipped pretzels, chocolate covered cookies, and more!

Chocolate Wave is located at 5 N. First Street in Downtown Rehoboth Beach. For more info, email chocolatewave.rehoboth@yahoo.com or call 302-567-2419. ♦



Aerus

Aerus is an indoor environmental health and wellness company specializing in the latest technologies in air purification, air and surface sanitation, floor care, and water filtration appliances and services.

Owners Nicole and Tom Walsh have opened this new location of Aerus, providing ActivePure Technology, helping you to go beyond traditional air purification systems by not only eliminating stale odors and reducing dust, but actually eliminating harmful contaminants in the air and on the surfaces of your home. ActivePure is created in the USA by Aerus, a leading technology company with over 90 years of history and innovative products that have been recognized by the Smithsonian and trusted by millions of families. ActivePure is the only air cleaning technology awarded the prestigious Certified Space Technology seal by the Space Foundation.

Aerus is located at 19269 Coastal Highway, Suite 1 in Rehoboth Beach. For more information, email beyond.aerus.de@gmail.com or call 302-757-5107. ♦

BAYADA

BAYADA was founded in 1975 on the principle that health care gets better when clients get better care at home—the place they most want to be. From the nurse, therapist, or aide in the home, to thousands of committed employees supporting their work, delivering that care is their highest priority and greatest joy.

The Southern Delaware Assistive Care office recently opened and is excited to serve Kent and Sussex County residence with quality, reliable home care. Bayada is also hiring CNAs and HHAs. Call them today at 302-265-1600 for more information. ♦



Rehoboth Beach recently won the following awards from the Stars of Delaware contest sponsored by the Delaware State News.

First Place for People Watching, Watching the Sunset and Local Attraction
Second Place for Best Place to Take Visitors and Vacation Spot

Thanks to Ed and Chad Jackson of Affinity Energy Management for accepting the awards. Photo credit and more info at www.baytobaynews.com.



BOARDWALK KIOSK • SUMMER 2021



The Rehoboth Beach - Dewey Beach Chamber of Commerce managed the Kiosk located on the Boardwalk in Downtown Rehoboth Beach. Chamber staff painted the walls, hung beach inspired decor and stocked the kiosk with visitor information. The kiosk was open daily from 10AM-2PM from Memorial Day to Labor Day. Chamber staff member, Joe, manned the kiosk Monday through Friday while volunteers from the Village Improvement Association covered the weekends.

RIBBON CUTTING CEREMONIES



Chocolate Wave



Aerus



The Lighthouse Restaurant



**Special thanks to WEIS Markets
for sponsoring the Dewey Beach
Movies and Bonfires!**

The summer activities were a great success
and enjoyed by all who attended!



EAT.
BOWL.
BE MERRY.

...at Lefty's



Book your...

HOLIDAY PARTY

by October 15th, and receive

10% OFF



CALL 302.864.6026

iloveleftys.com

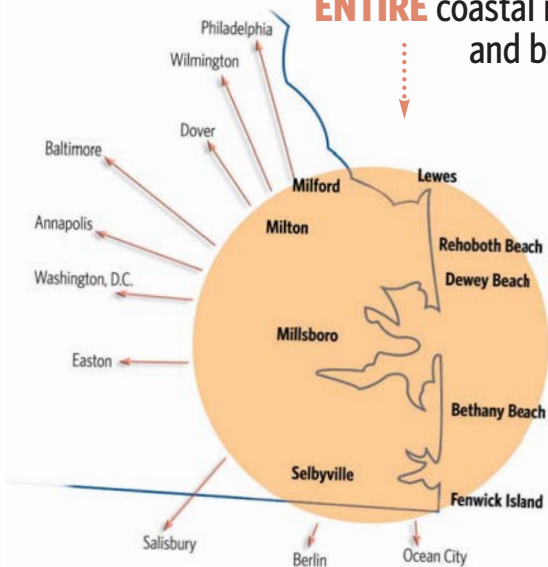


Print + Digital!



Reach avid, affluent readers via our full-color print magazine and our online digital edition!

Your print ad reaches this **ENTIRE** coastal region and beyond



Oct. 20 is the deadline to reserve space in the Winter issue of Delaware Beach Life, which comes out mid-November. **No payment due until after publication.**

Be sure to include Delaware Beach Life in your 2022 budget!

Email the address below to reserve space or for more info.

Visit: delawarebeachlife.com

Contact: info@delawarebeachlifecom



Sea Witch® Festival

October 29-31, 2021



Popular Festival Activities

- Dewey Beach (Friday) & Rehoboth Beach (Saturday) Trick or Treating
- Choo Choo Express and Tyke Bike on the Boards
- Live Bandstand Entertainment
- Children's Fantasy Trail at Cape Henlopen State Park
- Costume Parade on Saturday
- Costumed Dog Parade on Sunday
- Indoor and Outdoor Artisans & Crafters
- Sea Witch® Hunt and Old Fashioned Beach Games
- Hayrides around Rehoboth Beach
- Pony Rides on the Beach
- Horse Show on the Beach
- 5K Walk and Run

MEMBERS!

Get your activity listed in the schedule of activities at no charge!

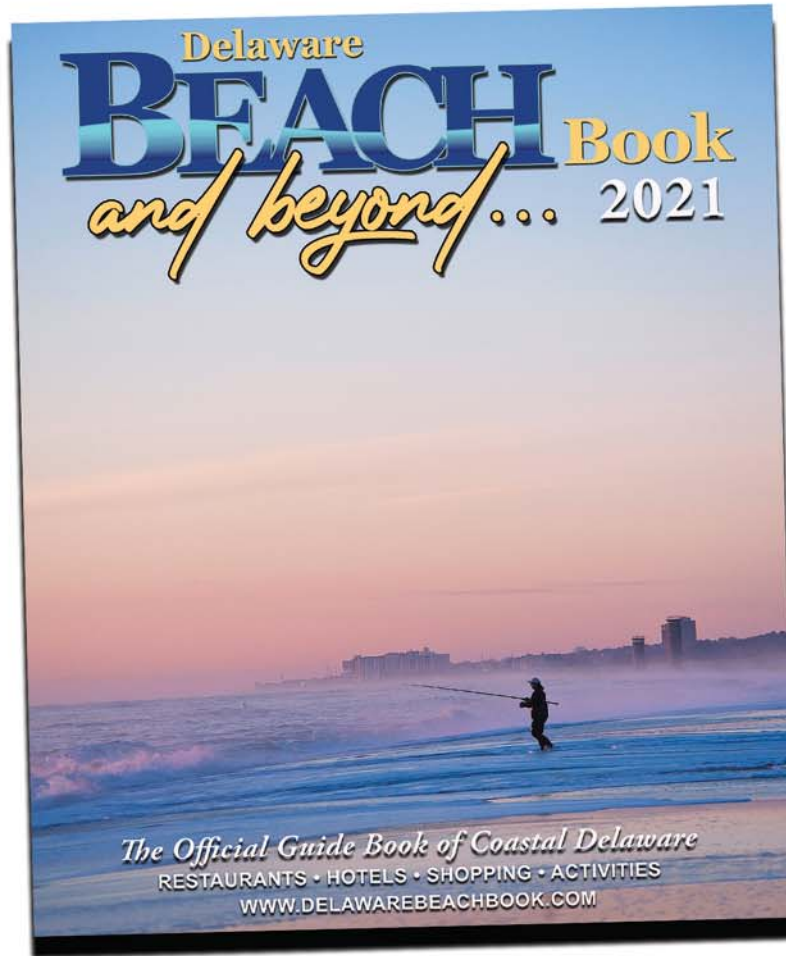
Email details to Kate at events@beach-fun.com

For updated schedule of activities, visit Beach-Fun.com

Sea Witch® Festival programs will be available after October 25th.

Members will be mailed a copy October 13th & select deliveries are scheduled for the week of October 25th.

Celebrating 12 Years!



Distributed to:

Residents, Model Homes, Realtors, Accommodations and Events throughout Sussex County

The "coffee table" book of choice featuring local photographers, writers, fun things to do and places to go.

The **ONLY** hard cover resource book promoting local businesses and Coastal Delaware.

11,000 delivered annually
8,000 to homeowners

Ad Deadline November 30, 2021

Contact Becky Carney

302. 228.1672

becky@delawarebeachbook.com

During the Sea Witch® Festival, enjoy

Live Music at the Rehoboth Beach BANDSTAND



No fee · Shows are weather dependent

Friday, October 29th

12:30-2:30PM & 3:30-5:30PM · Junior Wilson & Chatty; 7-9PM · Blue Cat Blues Band

Saturday, October 30th

1:30-3:30PM · The Jimmies; 3:45-5:15PM · Nothin' But Trouble; 5:30-7:30PM · British Invasion Experience

Sunday, October 31st

10:30AM-11:45PM · The Brigands; 12:00-2:00PM · Trailer Grass Orchestra; 3:00-5:00PM · Glass Onion Band



WE'RE BACK!

BEST

OF

DELAWARE

LIVE

THURSDAY, SEPTEMBER 30TH

6:00 P.M. - 9:00 P.M.

CHASE CENTER ON THE RIVERFRONT

FOR TICKETS & INFORMATION
VISIT BESTOFDE.COM

For the health and safety of all attendees, guests will be required to show proof of vaccination prior to admittance. In addition, as state protocols and recommendations change, the event plan will be adjusted to ensure everyone's safety. Visit BestofDE.com for the latest information.



SPONSORS



PIAZZA DELAWARE



Standard Distributing Co., Inc.

THE LODGE AT TRUITT LANE



BEACH GOES RED, WHITE AND BLUE

The 5th Annual Beach Goes Red, White & Blue was held on September 4th at the Rehoboth Beach Bandstand! The Rehoboth Beach - Dewey Beach Chamber of Commerce cannot give enough thanks to all of those who assisted in growing this event and making it a great success!

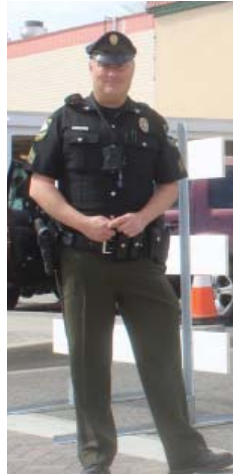
From Fort Miles, VFW Auxiliary, Copy Cat Paint Parties, DE Army National Guard, Chevrolet, DELMARVA Search and Rescue Group, Gordon Bowers, Frank Nanna and Group, Bethany Blues, Southern DE Tourism, Delaware State Police, Sussex County EMS, Leonard Tylecki & Chuck Snyder and members of the Rehoboth Beach Fire Department, Chief Banks, Lt. Riddle, Cpl. Bixler and Officers of the Rehoboth Beach Police Department and local State police departments.



BEACH GOES RED, WHITE AND BLUE



BEACH GOES RED, WHITE AND BLUE



BEACH GOES RED, WHITE AND BLUE



Thanks to our sponsors!



Own your tomorrow

302-645-5105



**Quality · Dependable
Electrical Service Since 1991**



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

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

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