# Summer & Edition

## What's Fun . . . Now and Tomorrow!





Rehoboth Beach Downtown Fireworks • July 4
64th Annual Cottage Tour • July 9-10
35th Annual Sandcastle Contest • August 3
Rehoboth Art League Outdoor Show • Aug 10-11 & 17-18
East Coast Skim Championships • August 10-11
Nanticoke Indian Powwow • September 7-8
Polkamotion Polka Festival • September 12-15
18th Annual Dewey Beach Triathlon • September 15
Dewey Beach Music Conference • September 19-21
13th Annual Elvis Fest • September 27-28
37th Annual Fall Sidewalk Sale • October 4-6





Dewey Goes Pink & 5K Race • October 5
51st Annual Rehoboth Christmas Shop • October II-I3
Greyhounds "Reach the Beach" • October II-I3
Boardwalk Buddy Walk • October I2
Rehoboth Beach Jazz Festival • October I7-20
Sea Witch Festival • October 25-27
Punkin' Chunkin' • November I-3
Independent Film Festival • November 6-10
Rehoboth Beach Tree Lighting • November 29
Dewey Beach Tree Lighting • November 30
Rehoboth Beach Seashore Marathon • December 7

For More Events, Visit . . . www.Beach-Fun.com



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

Hotline: 302-227-6446 Fax: 302-227-8351 rehoboth@beach-fun.com www.Beach-Fun.com

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Second Chair	Jay Becker
Third Chair/Treasurer	Steve Montgomery
Immediate Past Chair	Matt Turlinski

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Susan Townley-Wood
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Legal Counsel	John M. Murray
Legal Counsel	Jay Becker
Legislative Consultants	, ,
	Mark Lally

#### **Chamber Staff Contact Information**

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

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## 2013 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Aug 3	Sandcastle Contest	8 am-5pm/Rehoboth Beach
Aug 9	Town of Dewey Beach Meeting	6 pm/Lifesaving Station
Aug 16	City of Rehoboth Beach Meeting	7 pm/Commissioners Room

For additional meetings, events & activities -- visit www.Beach-Fun.com

**REMINDER!** Members -- submit your upcoming events on the Chamber's calendar of event page -- at no charge! Your event will not only be visible on the Chamber's website but on the Chamber's FREE Mobile App! Visit www.beach-fun.com/events/current-events.html to submit your event!

## 2013 Business After Hours

## BACK BY POPULAR DEMAND . . . Business After Hours scheduled on Thursdays!

Members are invited to attend monthly Business After Hours! The 2013 schedule is listed below. These mixers offer a great opportunity to meet and network with fellow members. Business After Hours are typically scheduled for the third Thursday of each month but may be held on the second Thursday to avoid conflict with major holidays. 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! Members are welcome to donate prizes such as gift certificates, store merchandise, etc. The prizes can be brought to the sign-in table the night of Business After Hours.

Thursday, September 19 - Crabby Dick's

Thursday, October 10 - Mariachi Restaurant

Thursday, November 14 - Finbar's Pub & Grill

Thursday, December 12 - Bethany Blues, Highway One

## Heads Up!

INTERNATIONAL STUDENT WORKERS: Recently in from CIEE (Council on International Exchange) and the Alliance for International and Cultural Exchange. *J-1 Program Threatened*. The current version of the Senate Immigration Bill would have devastating consequences for the J-1 Summer Work Travel program. The J-1 visa is a cultural exchange visa that allows university students from other countries to travel and work in the U.S. during their summer break. By classifying students as "workers," not as cultural exchange participants, the immigration reform legislation would ultimately eliminate the Summer Work Travel program from which many businesses hire a portion of their seasonal staff. Tell your elected representatives how Immigration Reform Bill S.744 will impact your business and urge them to take immediate action!



BRING YOUR FAMILY & FRIENDS AND COMPETE AT THE 35TH SANDCASTLE CONTEST ON SATURDAY, AUGUST 3, 2013

North End of the Rehoboth Beach Boardwalk · Registration begins at 8:30 AM (8/3/2013) · Judging begins at 3:00 PM For sponsorship and event information, call 302-227-6446 or visit

www.beach-fun.com/sandcastle-contest.html

## Service at the Beach

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## $\star$ $\star$ $\star$ $\star$ BRAG BOARD $\star$ $\star$ $\star$

#### WSFS Awarded for Outstanding Service

WSFS Financial Corporation, the parent company of WSFS Bank, today announced it was



awarded "Outstanding Service by a Major Company" by the Jefferson Awards for Public Service during the inaugural "Salute to Service in Delaware" luncheon held at the Hotel duPont on April 22, 2013. The event was attended by more than 270 local business professionals, community leaders and elected officials.

The Jefferson Awards for Public Service are a prestigious national recognition system honoring community and public service in America at both the national and local level. The organization was founded in 1972 by Senator Robert Taft Jr., Jacqueline Kennedy Onassis and Sam Beard to create a Nobel Prize for public service. Today the organization's primary purpose is to emphasize a "Call to Action for Volunteers" in local communities.

WSFS was anonymously nominated for the award and WSFS President and Chief Executive Officer, Mark A. Turner, accepted the award on behalf of the bank. Mr. Turner said, "We are extremely humbled and honored to be recognized with the Jefferson Award. WSFS' Mission is 'We Stand For Service' and that service is applied directly into the many homes, schools, hospitals, service agencies and other worthy causes, thanks to the hundreds of WSFS Associates that volunteer their time and energy with a heartfelt passion for making a positive impact in our communities."

For more information, visit www.wsfsbank.com.

#### Thanks for the Hard Work

Dear Carol,

gram.

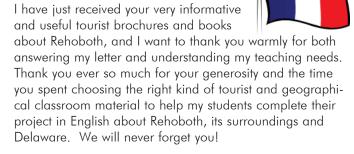
We can't thank you enough for all your hard work and support of our REPLENISH Celebration! Bringing the right people together for us to showcase our collaborators and program goals is a valuable contribution to the success of the pro-

We hope you had a wonderful time with us, despite the drizzles, and look forward to continued efforts to bring more business on board!

D.C. Kuhns, Executive Director Kim Furtado, N.D., Program Director Kurt Lewis, Project Manger

#### With Warm Thanks

Dear Jay and all the members of the Rehoboth Chamber of Commerce,



Truly Yours, Risl. Guichard Teacher at College George Sand, Classroom 16, France

## **PARKMOBILE UPDATE**

#### Parking in Downtown Rehoboth? You have options!

- Quarters Available at the Chamber or change machines around town.
- Parking Passes All types available at Parking Department; daily & weekly passes available at the Chamber.
- Parkmobile Register by calling 1-877-727-5758 or by visiting www.parkmobile.com. Pre-Registration is encouraged. In addition to Visa & Mastercard, Parkmobile now also accepts American Express!



### **NEW...MOBILE APP & WEBSITE UPDATE**

On June 18th, the Chamber of Commerce held a General Membership Meeting at Kings Creek Country Club to unveil the new look of the Chamber's website and mobile site, which is anticipated to go live by July 4th. In addition, Members were able to download the free mobile app!

Tom Brown and Brandon Hamilton of Fine Line Websites & IT Consulting were on hand to show off the new look of the Chamber's site along with the features of the mobile site. Furthermore, Steve Robison of Red Sky Websites demonstrated how the new mobile app works. Currently the app is available on Apple products (downloadable on any Apple device with iOS version 6 or higher: iPhone 3GS or higher, iPad 2 or higher, iPad Mini, or iPod Touch 4th generation or higher). An Android version is in the works and will be available by July 31st.

Because of these improvements, more advertising options, such as banners and special alerts, will be available to Members for purchase shortly...stand by for details!



Steve Robison, Keith Martin (RBDBCC Chairman), Tom Brown and Brandon Hamilton.



302-645-4549 • finelinewebsites.com



302-703-0700 • redskywebsites.com



Sample Look of Website



**Mobile App** 



## **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.

#### 60pt Design

Mark Dean Rehoboth Beach, Delaware 19971 302-249-4074 www.60ptdesign.com Service - Advertising/Marketing

#### **Allen Harim Foods LLC**

Fred J. Downs 18752 Harbeson Road Harbeson, Delaware 19951 302-684-1640 Service - Poultry Processing

#### **American Classic Golf Club**

Bonnie Morrison 34200 Postal Lane Lewes, Delaware 19958 302-703-6662 www.americanclassicgolf.com Amusements - Golf

#### Clearent

lan Knight 55 Canal Landing Court Rehoboth Beach, Delaware 19971 301-512-3322 www.clearent.com Service - Financial Services

#### **Discover Bank**

Vicki Monahan 502 East Market Street Greenwood, Delaware 19950 302-349-4511 www.mydiscoverbank.com Service - Financial Services

#### Rita's at Dewey Beach

Tim Elmer 1905 Coastal Highway, Unit 1 Rehoboth Beach, Delaware 19971 302-227-9502 Restaurant/Eatery

#### Sheets at the Beach LLC

Vera Bailey 34011 Westcoats Road, #4 Lewes, Delaware 19958 302-362-0876 Service - Rental Equipment

## **Unfinished Business: A Community Thrift Shop**

Lynne Maloy Olde Coach Drive Rehoboth Beach, Delaware 19971 302-645-8700 www.lpunfinishedbusiness.org Retail - Apparel & Accessories



### **Eighth Annual**

#### "WINE TASTING & ART AUCTION"

"A Real Sussex County Showcase"

#### THE CORDREY CENTER

At the East Coast Garden Center -- 30366 Cordrey Road, Millsboro, DE 19966

WEDNESDAY, JULY 17, 2013 -- 5:30 PM TO 8:30 PM ~ ADMISSION \$30 ~

Wine Tasting by Teller Wines - Live Auction conducted by Dave Wilson.

Silent Auction includes a great variety of lovely works of art, merchandise and jewelry donated by local artists and merchants with some tasty tidbits from some of our local restaurants.

**KINfolk** - Lending laptop computers and Internet access to hospitalized and homebound children to keep them in touch with family, school and friends and to help them fight the stress of their illness.

For Tickets or Info. call Kathy at 302 645-6971 – Tickets are available at the door.

For more information about KINfolk go to www.KINfolkKids.org

## ALERT:

# If you have enough customers, ignore this message.

If not, read on.

➤ Delaware Beach Life reaches more people over a greater area than any other publication in the region.



- ➤ It's placed in **all** hotel rooms.
  - ➤ It's placed in **all** waiting rooms, medical offices, gyms and salons.
  - ➤ It's mailed to **high-income** households.
  - ➤ It's distributed to **avid** paid subscribers and 100+ newsstands.
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## **MEMBERS** in the SPOTLIGHT

# ► The Law Office of Susan Pittard Weidman, P.A.

The Law Office of Susan Pittard Weidman, P.A. made its Rehoboth landing "official" on Wednesday, May 24, 2013 at its Route 1 location in the Bunting State Farm building. The office, with locations in Millville and Millsboro, opened its third location in Rehoboth on March 11, 2013, and is now a proud member of the Chamber. The firm focuses its practice on real estate, wills, powers of attorney, trusts, and probate. The response has been great so far, and owner Susan Pittard Gardner, Esq. and her associate, Meaghan Mahoney Hudson, Esq. could not be more thrilled to be a part of the Rehoboth business community.

For more information, visit www.spwdelaw.com or call 302-227-7788.

## ►Ron Krajewski, State Farm Insurance

Ron Krajewski is a lifelong resident of Sussex County and has been involved in many charities and organizations in the area including the Dewey Beach Lions, Center for Inland Bays and Boy Scouts of America. Ron's State Farm Agency is dedicated to providing remarkable customer service while helping clients with their insurance and financial service needs. The office is located on Route 9, 4 ½ miles west of 5 points; for more information call 302-664-1640 or visit www.sfsussex.com.

#### **▶** Aerosoles

Located at Tanger Outlets Rehoboth Beach in Seaside, the new retail store brings stylish women's shoes centered on quality, comfort and real value. During Aerosoles grand opening, customers will receive a free gift with any purchase at the Rehoboth Beach store location.

The new store offers a full assortment of styles that are made from the softest materials and unique constructions. Rehoboth Beach residents and visitors can expect the comfort once only found in casual shoes in all of Aerosoles styles, including dress pumps, boots and sandals. Aerosoles shoes are built from the bottom up and feature flexible soles with a unique diamond pattern designed to actually disperse friction away from the foot.

Since pioneering the concept of comfortable style in 1987, Aerosoles has helped millions of women feel as great as they look. The recipe for success is a combination of great style, innovative technology, and comfort features such as cushioned footbeds, flexible and diamond pattern soles. With 25 years of experience designing shoes, the brand's core values remain the same... comfort, style, quality and value. After all, they're not just shoes... they're Aerosoles!

For more information, visit www.aerosoles.com or call 302-227-2756. ◆

#### ▶The Spice & Tea Exchange

The Spice & Tea Exchange® of Rehoboth is located at 10 Rehoboth Avenue, in the heart of Rehoboth's seaside shopping district across from the Bandstand near the boardwalk. They offer gourmet spice blends, rubs, and teas. The store's interior is reminiscent of an 18th Century Trading Post with wood floors and beams, aged brickwork and rustic product displays. Guests are encouraged to smell the spices, watch Spice Masters create handmade blends in-store and let their curiosity guide them.

The Spice & Tea Exchange® was founded in 2008 with a vision to create a one-of-a-kind retail shopping experience; partnering with franchisees who wish to bring their passion for spices and teas to life. The company has 33 franchise stores across the United States with a wide variety of fresh and exotic spices, salts, blends, sugars, teas and accessories, as well an online shop at SpiceandTea.com. Guests are welcomed into an interactive experience where they are encouraged to "Come In and Smell the Spices!"

Visitors to the Rehoboth location have an abundance of products to choose from with more than 120 fresh spices, over 70 locally hand-mixed seasoning blends, 12 naturally-flavored sugars, 24 salts from around the world, and more than 30 exotic teas. "It's a culinary and sensory utopia," says owner, Joy Quinn. "While we have unique and hard to find items for the gourmet and seasoned chef, we also cater to the average or unskilled cook seeking to make delicious meals quickly using our fantastic blends!" The Spice & Tea Exchange® also offers recipes, gift boxes and accessories to compliment the spice and tea selections. Additional products, recipes and tutorials can be found online.

For more information, call 302-227-3327 or visit www.spiceandtea.com/rehoboth.

#### **▶DC2NY**

Direct from New York City to the Beaches and Back! DC2NY - the upscale bus, launches weekend service June 28 thru Labor Day.

Look for 'The Beach Bus' this summer. New York City (near Penn Station, 157 West 33rd



St at 7th AV) direct to Rehoboth and Dewey Beaches with a quick stop in Wilmington, DE. View the schedules and pick up locations online. The popular upscale service includes water, wi-fi and electrical outlets. Leave New York City on a summer Friday at 4:30 p.m. or on Saturday and Sunday at 7:00 a.m., and head back beginning at 7:15 p.m. on Saturday and Sunday nights. Co-branding opportunities that would be mutually beneficial will be considered. For more information, visit www.DC2NY.com.

## **MEMBERS** in the SPOTLIGHT

#### ► Jersey Mike's Subs

Jersey Mike's, a fast-casual sub sandwich franchise with more than 750 locations open and under development nationwide, has a long history of community involvement and support. Our mission is to bring our customers the highest quality, freshest made sub in



the industry and give back to the communities we serve. Started at the Jersey Shore in 1956, Jersey Mike's serves authentic East Coast-style subs on fresh baked bread. Jersey Mike's has gained national recognition and has even been featured on the Travel Channel's 'Sandwich Paradise' and the Food Network.

The business is located at 18598 Coastal Highway, Rehoboth Beach (besides Sweet Frog Frozen Yogurt). For more information, call 302-645-7600. ◆

## Chamber Staff is here to answer your questions!



Call your Membership Rep Patty on the Member Hotline

302-227-6446

## YOU'VE been SNAPPED



Delaware Tourism Office Fam Tour



Rehoboth Auto Repair





Accents Jewelry

## **REPORTS and STATISTICS**

#### Accommodation Occupancy Chart | 2012 vs. 2013

Date	Room Count	Weather	Event
May 4-6, 2012	2,830	60's, Cloudy	No Event
May 3-5, 2013	2,856	50's, Sunny	No Event
May 11-13, 2012	3,085	70's, Sunny	No Event
May 10-12, 2013	2,945	60's, Sunny/Rain	No Event
May 18-20, 2012	3,478	70's, Sunny	Sidewalk Sale
May 17-19, 2013	3,154	60's, Cloudy	Sidewalk Sale
May 25-27, 2012	3,310	80's Sunny	Memorial Day
May 24-26, 2013	3,310	60's, Sunny	Memorial Day
June 1-3, 2012	3,378	70's, Cloudy	None
May 31-June 2, 2013	3,256	70's, Sunny	Nascar
June 8-10, 2012	3,482	80's, Sunny	None
June 7-9, 2013	2,945	60's, Cloudy	None
June 15-17, 2012	3,363	70's, Sunny	None
June 14-16, 2013	3,047	70's, Cloudy	None
June 22-24, 2012	3,513	90's, Sunny	None
June 21-23, 2013	3,351	70's, Sunny	None

Annual Year to Date Occupancy TOTAL Comparison - January - June

**2012** · 60,521 **2013** · 46,211

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

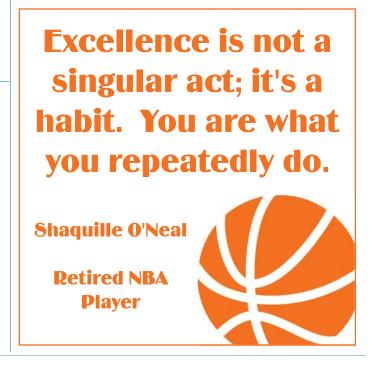
#### **Visitor Center Visitation**

MAY 2013 2012 2011 2010 2009 1,719.......1,777.......1,687.......1,503.......1,519

#### **DE Dept. Of Labor Statistics**

(June, 2013); Delaware's seasonally adjusted unemployment rate in May 2013 was 7.2%, up from a revised 7.1% in April 2013. There were 32,100 unemployed Delawareans in May 2013, compared to 31,600 in May 2012. The U.S. unemployment rate was 7.6% in May 2013, up from 7.5% in April 2013. In May 2012, the U.S. unemployment rate was 8.2%.

Source: DE Monthly Labor Review; Vol. XX, Number 6, 6/21/2013.



## **REPORTS and STATISTICS**

#### Website Results www.Beach-Fun.com

#### Website Statistics - May 2012 vs. 2013

2012	76,544 pageviews/hits 19,151 visits 16,133 absolute unique visitors 33.36% bounce rate 3:45 average time on site
2013	67,164 pageviews/hits 19,177 visits 16,153 absolute unique visitors 41.00% bounce rate 3:14 average time on site

#### Definitions as provided by Google Analytics:

Visits: number of visits to site;

**Unique Visitors**: number of unduplicated (counted only once) visitors to site over the course of a specified time period;

Pageviews/Hits: total number of pages viewed. Repeated views of single page are counted;

Average time on site: average time duration of a session; Bounce Rate: percentage of single-page visits (i.e. visits in which the person left site from the entrance page).

#### Top 10 Pages Viewed - May 2013

Pag	ge on Site Page Views
1	Area Activities
2	Current Events
3	Attractions
4	Accommodations/Hotel/Motel1,913
5	Order a Free Visitors Guide1,641
6	Rehoboth Beach Info
7	Dewey Beach Activities
8	Sea Witch Festival
9	Plan My Trip
10	Dining 1,243

#### Top 5 States to Visit Site - May 2013

1	Pennsylvania	522
2	Maryland2,	706
3	Delaware	450
4	New York	718
5	New Jersey	383

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## RIBBON CUTTING CEREMONIES



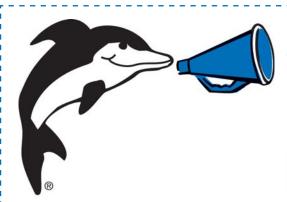












# **Calling All Members!**

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### **BUSINESS after HOURS FUN**

#### **THANKS** to the crew at lvy for a fun time at the June BAH!













### 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 May 18 - June 24, 2013. Thank you for your continued support!

Ace Sportfishing INC/Katydid Charters, Alarm Engineering, Anglers Fishing Center, Architectural Marketing, Arena's Famous Deli Bar, ATI Physical Therapy, Baywood Greens, BDO, Becker Morgan Group, Inc., Bella Mia Hair Boutique, Bethany Blues, Blooming Boutique, Budget Blinds, Cafe Azafran, Canalside Inn-Rehoboth, Carlton's, CLAWS Seafood House, Coastal Concerts, Coastal Point, Cold Stone Creamery, Coldwell Banker Resort Realty, The Cordrey Center, CrossFit Rehoboth, Crosswinds Motel, Delmarva Printing, Inc., Elevee Events LLC, Extreme Heat Pest Control, Faw, Casson & Co., LLP, Fish On!, Fisher's Popcorn, FlipKey Vacation Rentals in RB, The Flowers Counsel Group, Frogg Pond, Girl Scouts of the Chesapeake Bay Council, Hazzard Auto Parts Inc., Henlopen City Oyster House, Holland Jewelers, Homes and Land of Delmarva, Hooters Rehoboth, i3a LLC, IFS Benefits, LLC, Iguana Grill Restaurant and Cantina, Indian River Lifesaving Station, JC Ehrlich Pest Control, Jetty Group - Realtors Who Care, Johnson Orthodontics, Josephine's Daughter, Kay's Kitchen, L3 Homes, Anna L. Legates/Patron Member, Lighthouse Inn Bed & Breakfast, Lingo's Market, Marisa Chaves & Chiqui Gavilan, MBM Construction, LLC, Megee Plumbing & Heating Co., Inc., Midway Par 3 Golf Course, Monograms Unlimited, Nemours Health & Prevention Services, Nike Factory Store, northbeach Restaurant, Odysea, Operations and Safety Solutions, LLC, Outlet Liquors, The Pickled Pig, Pixstar, Inc., Pot - Nets Communities, Red Sun Custom Apparel, Rehoboth Ale House, Rehoboth Art and Framing, Rehoboth Beach Sports, Rehoboth Beach Variety, Rehoboth Products Co., Inc., Rehoboth Summer Children's Theatre, Rehoboth Toy & Kite Co., Ristorante Zebra, Rodeway Inn, Safe Haven Animal Sanctuary of Sussex County, Seashore Striders, Silver Lake Bed & Breakfast, Storage Solutions, Sussex Community Crisis Housing Services, Sussex Tree Service, T.H. White General Contractor, Ten Bears Environmental, LLC, The MedSpa, Tidewater Physical Therapy, Touch of Italy Salumeria & Pasticceria, Washington Gas Energy Services, Weddings by Cathleen, LLC, Wilmington Insurance Co., Wings To Go, Yesteryears Old Time Photos. Renewals from May 18 - June 24, 2013.

## **PARTY WITH THE BEST JULY 25**



## **LEGISLATIVE UPDATES**



Smiley has been busy at Legislative Hall...but, so have Chamber Legislative Representatives: Mark Lally & Andy Stayton. Below are some topics of interest. For more information or questions, feel free to contact Carol at 302-227-6446.

MINIMUM WAGE: Bill not released from committee, so no increase this year.

#### HB 175: An Act to Amend Titles 18 and 19 of the Delaware Code Relating to Workers' Compensation:

Synopsis: This Act implements the legislative recommendations of the Workers' Compensation Task Force, created by House Joint Resolution 3 to recommend improvements to Delaware's workers' compensation system to address the double-digit increases in workers' compensation rates Delaware saw in 2011 and 2012.

Section 1 of the Act expands the responsibilities and resources of the Data Collection Committee, which is overseen by the Department of Insurance. The section provides the committee with more frequent updates on medical cost drivers for the Delaware workers' compensation market as a whole, and allows the Committee to review company-specific medical cost information and direct examinations of companies that do not appear to be exercising sufficient oversight over medical costs.

Section 2 of the Act implements a number of changes to Delaware's medical cost control provisions for workers' compensation recipients, including a two-year inflation freeze on fees that would otherwise be entitled to an annual inflation increase, a reduction in the annual inflation increase allowed for hospitals treating workers' compensation patients (which exceeded the inflation increase allowed for other providers), inclusion of many procedures on the state's current medical fee schedule which were previously exempted, and new cost control provisions for pharmaceuticals, drug testing, and anesthesia.

Section 3 of the Act imposes more responsibility on insurance carriers to ensure that employers are complying with their responsibilities to provide doctors with a complete list of job opportunities that an injured employee might be able to fill while still unable to perform his or her previous job. This is an important step in getting injured workers back into the workplace more quickly, which impacts the length of time they receive workers compensation.

Section 4 of the Act creates a statute of limitations for parties who wish to appeal a utilization review decision. The Delaware Supreme Court recently ruled that such a statute of limitations must be created by statute and not by regulation

Section 5 of the Act makes three changes to Delaware's workplace safety credit program: it requires that the program be more rigorous with respect to inquiring about past injuries in a workplace before awarding the credit, it allows insurance company safety inspections which are at least as rigorous as those performed by the Department of Insurance to substitute for the Department's inspections, and it requires that companies be compliant with their 'back to work' responsibilities for injured employees before being eligible for the credit.

Section 6 of the Act provides the Data Collection Committee with the authority to direct the examinations called for in Section 1 of the Act

Section 7 of the Act reforms the procedure used to scrutinize industry-wide rate requests submitted by the workers compensation insurance industry, creating an advocate in the rate-setting process for Delaware businesses and establishing a process where that rate advocate can gather the information necessary to advocate for businesses and effectively present their arguments with respect to rates to the hearing officer making recommendations to the Department of Insurance.

Section 8 of the Act requires that both the workers compensation industry and the Department of Insurance specifically consider each of the reforms created by this Act and by new regulations accompanying this Act when setting rates in 2013.

Section 9 of the Act continues the existence of the Workers Compensation Task Force so that it can chart the impact of the reforms it recommended and make further recommendations for cost savings as necessary.

Current Status as of June 27, 2013. Senate passed on June 19, 2013.

## THE RESORT AREA is MAKING WAVES







The Resort Area of Rehoboth Beach and Dewey Beach has received numerous awards over the years. Below is the list, which can also be found online at www.beach-fun.com/site-index/75-awards-a-recognitions.html

Rehoboth Beach named one of the 10 Great Coastal Boardwalks by Coastal Living Magazine.

NerdWallet Travel names Rehoboth Beach as part of their top 10 Family-Friendly Beach Towns.

FlipKey names Rehoboth Beach as one of the **Top East Coast Beaches**.

Delaware ranked #5 as a Bike Friendly State by the League of American Bicyclists.

Rehoboth Beach selected as **one of America's Best Little Beach Towns** by Travel + Leisure.

Rehoboth Beach named in America's 10 Best Beach Towns by Parents Magazine.

Sea Witch Festival named **one of the Best Fall Beach Festivals for Families** by Family Vacation Critic.

Southern Delaware selected as **Retirement Destination**. Selected by Where to Retire magazine as a top retirement destination in the nation.

Rehoboth Beach named one of the **Top 20 Best Vacation Destinations** by Frommer's Travel Guides.

Rehoboth Beach shares the vote with Bethany Beach for **America's Best Boardwalk** by the American Profile Magazine.

Rehoboth Beach selected as one of the **Top 10 Best U.S. Beaches for Families in the Nation**by the Family Vacation Critic.

Rehoboth Beach named AARP Dream City.

Sea Witch Halloween & Fiddler's Festival Named Among America's 100 Best Events: 1993, 1996, 2003, 2009 & 2012.

Rehoboth Beach named Readers Digest America's Favorite.

Named a 2006 **Top Restored Beach** by American Shore and Beach Preservation Association.

Sherman's Travels **Top 10 American Boardwalks**.

National Geographic's Top 10 U.S. Boardwalks.

Southern Living's Top 10 Budget Getaways.

Rehoboth Beach/Dewey Beach Receive National Recognition as **Five-Star Beaches** by the National Resources Defense Council for Superior Water Quality. 2012 & 2013.

Delmarva Beaches Voted Among Cleanest in the Nation.

Forbes Magazine Traveler No. 4 on Top Boardwalks List.

Rehoboth Beach Voted **Best Beach** for the 2010 Express Best of Contest.

Travel Writer Lynn Seldon Names Rehoboth Beach as One of **14 Great Beach Towns**.

Remember, Keep Our Resort Area...

CLEAN! SAFE! FRIENDLY!

# SEA WITCH IS COMING!!!

The 24th Annual Sea Witch Halloween & Fiddler's Festival is



Logo designed by Group J Design

# October 25-27

Visit www.Beach-Fun.com for festival details, applications and program. Information is updated on a regular basis, so check back often!

## **Top Billing Sponsors To Date Include:**



# **DelawareToday**<sub>®</sub>





























**Tanger**Outlets











Over the 3 day weekend, the Sea Witch Festival draws over 175,000 people from the Mid-Atlantic Area, plus it is a FIVE Time Award Winner of the American Bus Association (ABA) Top 100 Events. With the help of our Members, we are able to continue this popular event. Below are opportunities to get your business involved. **Contact Kate at 302-227-6446 for details!** 











# 24th Annual Sea Witch Festival Sponsorship Agreement "Wing It At Sea Witch" - October 25-27, 2013

Your sponsorship of the Chamber and the 24th Annual Sea Witch Halloween & Fiddler's Festival is greatly appreciated! To be a part of the event, please mark your selection(s), complete the information below and return to the Chamber.

Beach Ball Roll (logo in program & on event ribbon)	■ MONSTER Sponsor (see back)       \$3,000.00         ■ Movie in Grove Park Sponsor       \$500.00         ■ Parade Balloons       \$250.00         ■ Parade Trophy Sponsorship       \$75.00         ■ Peanut on Nose Race (logo in program & on event ribbon)       \$300.00         ■ Program Advertising (8,000+ copies)       Full page       \$600.00         1/2 page       \$350.00         1/4 page       \$250.00         1/8 page       \$200.00         ■ Pumpkin Dash (logo in program & on event ribbon)       \$300.00         ■ Saturday Event Transportation       \$1,500.00         ■ Scarecrow Making (banner at activity)       \$300.00         ■ Sea Witch Hunt (logo in program & on event ribbon)       \$300.00         ■ Slippery Swords (logo in program & on event ribbon)       \$300.00         ■ Web Banner on Sea Witch Page       \$350.00
=	TOTAL \$
Please complete the information below and return	to the Chamber of Commerce.
Business Name	Contact
Business Address	Business Phone
Email Address	Fax Number
By signing this agreement, you agree to the sponsorship(s) as co	mpleted on this sheet.
Contact Signature	Date

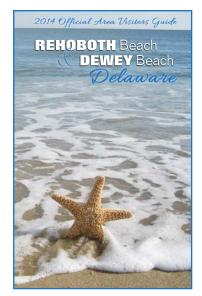
# 2014 Visitors Guide

The Official Area Guide for Rehoboth Beach & Dewey Beach

The Visitors Guide is a paid Member advertising publication. The 100+ page booklet is mailed to potential visitors in direct response to advertisements and is distributed locally. A minimum of **140,000** copies are printed! **New this year,** coupon opportunity (see below for details).

Ad Prices & Sizes

DON'T
MISS OUT!
Call Meghan
today



302 227 6446	
Inside Front and Back Covers (*Ad sizes below)	\$2,000
Signature Full Page Ad (*Ad sizes below)	\$1,900
Priority Full Page Ad (*Ad sizes below)	\$1,800
Regular Full Page Ad (*Ad sizes below)	\$1,600
1/2 Page Color Ad (4.3125" wide x 3.625" tall)	\$1,200
1/4 Page Color Ad (Vertical - 2.094" W x 3.625" T; Horizontal - 4.3125" W x 1.75" T)	\$650
1/8 Page Color Ad (Vertical - 2.094" wide x 1.75" tall)	\$350
Listing (up to 4 lines, 26 characters per line. Business name, number & website not part of count)	\$160
2nd Listing (or more)	\$100
Extra Lines	\$5
* Full Dane Ad. Full Dland (C" with a 0.075 tell (I'm matter part to consed 5.075" with a 0.075" tell	

\* Full Page Ad - Full Bleed (6" wide x 8.875 tall (live matter not to exceed 5.375" wide x 8.375" tall, actual publication trim size) OR Full Page Ad - Non Bleed (4.3125" wide x 7.375" tall)

Contact Meghan McCalley at 302-227-6446 or meghan@beach-fun.com for questions. Ads should be emailed to Meghan and sent as a EPS, TIFF or PDF file - minimum of 300 dpi; include all fonts when necessary. FINAL deadline for ad materials and payment is **August 9, 2013**. FINAL deadline to make changes to ad is October 3, 2013.

**NOTE:** While we offer assistance for first time ad creation and no charge, including simple advertisement tweaking i.e. change of address, phone number, dates, etc.; new graphic changes requiring a half hour or more will be billable.

In response to Visitor & Member request, the Chamber is pleased to introduce CHAMBER COUPONS!

#### **GENERAL INFORMATION:**

Number of Coupons Printed: Minimum of 70,000;

9 perforated coupons per page (page size approx.

5" wide x 8" tall; printed in color)

**Distribution Area:** Chamber Visitors Center, Summer

Realtor Bags, Visitors Guide Bins, etc.

Price: \$100.00 per coupon (ad design included in cost)

**Duration:** Annually - May to May

Call Patty
...for more info and
special pricing
offers!
302-227-6446



## CHAMBER SERVICE ORDER FORM

The Chamber has a wide range of advertising services to meet the needs of our Members. Contact Patty at 302-227-6446 or membership@beach-fun.com with questions.

SOTH BEACH. DENER	Staff Da				
BEACH	Business Co				
HAMBER OF COMMING	Phone Er				
ems/Services Avail					Total
	IDIE TOF PURCHASE  /menu included in annual printed Beach Dining Guide & online version included.	des eithers a soler heif	Qty.	Price Per	Total
	menu included in annual printed beach Dining Guide & online version includ various Guide or your product in the realtor bags for the current summer s			x \$800.00 =	
4 7	SLETTER ADVERTISING			_	
	ach issue mailed to membership/elected officials & 4,000 inserted into the Ca	ape Gazette)			
Business Card	Ad (Dimensions: 3.5625" wide x 2.25" high)			x \$50.00 =	
Front Page Foo	er Banner (Dimensions: (7.25" wide x 1.5" high))			x \$100.00 =_	
Half Page (Dimen	sions: 7.25" wide x 4.625" high)			x \$125.00 =	
Full Page (Dimens	ions: 7.25" wide x 9.375" high)			x \$175.00 =	
Drop Insert (one s	heet, folded to 5.5" x 8.5", inserted into 1,400 monthly newsletters)			x \$125.00 =	
ENERAL MEME	ERSHIP MEETING PRODUCT DISTRIBUTION				
(promote your business	\$50.00 or donation; ask for details)			x \$50.00 =	
TERNET SERV	ICES ON WWW.BEACH-FUN.COM			or Donation	
Basic Listing (E	very Member receives a complimentary listing under their Main Category the	en Sub-Category)	Comp	limentary for A	All Member
Text only listing v	/business name, address & phone number on the Chamber's website for ful	I year).			
Additional Bas	c Listing (Additional Listings available for \$30.00 each; info to be listed	stated above).		x \$30.00 =_	
Hyperlink (BASIC	LISTING (as stated above) with a link to your website).			x \$120.00 =	
	(BASIC LISTING + LINK TO YOUR SITE (as stated above); Post Chambe	r graphic		400.00	
	o you by Chamber on your site that links back to Chamber's website).			x \$60.00 =	
	(Your business name/logo displayed in a color flashing/ moving banner on k to your website. Does NOT include separate listing).	the Chamber's		x \$350.00 =	
Home Page Ba	nner Display (Your business name/logo displayed in a color flashing/ tehome pagewith a link to your website. Does NOT include separate listin			x \$700.00 =	
Video- New Pu	rchase (Production/Edit/Placement on Chamber's Website and Runs in V tyer Ownership Max of 1 minute. Does NOT include separate listing).			x \$600.00 =_	
Video- Renewa	<u>I Purchase</u> (Current video continues to run on Chamber's Website and e separate listing).	in Visitors Center Lobby.		x \$200.00 =	
	ES (Label, Sort, Post & Deliver to Post Office; Bulk Mailings, 30%-70% Sa	avings; Product Dependent			
	RT AREA" SPONSORSHIP (logo/contact info printed on 5.			or reaction =	
	upply to distribute at your business, Chamber keeps the other half to distribu			x \$525.00 =_	
EMBER BLAST	TO CHAMBER MEMBERS (one page - can be emailed onl	y, or emailed and			
faxed; ask for docume	nt guidelines; PRE-PAY PRICE-\$99.00; if invoiced after service completed,	price is \$120.00)		x \$99.00 =_	
EMBERSHIP LI	ST ON LABELS (available for pick up at the Chamber Admin office	or can be mailed)		x \$99.00 =_	
OVIE SLIDE-DE	WEY BEACH (5 sec. slide with logo & contact info; slide show repe	ats before movies)		x \$50.00 =	
	OR INFORMATION BAGS (8,000 bags per season; 20¢ for			x \$0.10 =	
	FORMATION BAGS (purchased for the use at conferences, reun			x \$1.00 =_	
	CKGROUND / ON HOLD ADVERTISING (recorded			x \$125.00 =_	
	CE (trade show, Business After Hours, meetings)	aritidaliy)		x \$65.00 =	
		1721 2122	-	4 200 (n) (n) (n) (n) (n)	
	R MEMBER SHOWCASE (Tues, or Thurs, product display;			x \$25.00 =_	
	(Area Marketing piece mailed to potential visitors in direct response to adve	rtisements as well as		x \$ = _	
	nted annually. Contact Chamber staff for prices and specs).	0.012.2.000		х ֆ	
	LY EVER AFTER BAGS (10" w x 13" tall bags only available Visitors Guide & Resort Area Map and Dining Guide (while supplies last) for			x \$ = _	
	ovisitors Guide & Resort Area map and Diffing Guide (while supplies last) for ge; All ad placement costs due prior to printing.; All Member service costs must be paid		-		
completion of service; Chamb	er benefits available only to members in good standing (i.e. account paid in full).				AL
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vment: Check	(CK#) Usa/MC/AMEX (DATE	☐ Invoiced (		) Other	(

## **DEWEY BUSINESS PARTNERSHIP KID'S PARTY**



The **Dewey Beach Kid's Party** was held on June 19th! With great weather, fun activities and local mascots...everyone who attended had a great time!

Sponsored By:







## **SPONSOR PRESENTATIONS**

LC Homes Donates to Destination Station Center

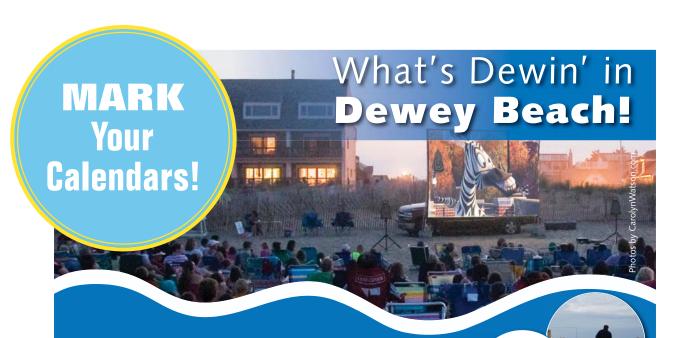




Tidal Wave Sponsor - Sussex County Federal Credit Union







## **FREE Monday Night Movies**

Bring your beach chair and family for a family friendly movie to be shown on a giant screen on Dewey Beach. Movies begin at 8:30 PM (dusk) at Dagsworthy Street and the Beach.

**June 17** – The Lorax

June 24 – Hotel Transvlvania

**July 1** – Mirror, Mirror

July 8 – Here Comes the Boom

**July 15** – Arthur Christmas

July 22 – Wreck-It Ralph

July 29 - Brave

**August 5** – The Odd Life of Timothy Green

FREE PARKING!

Monday thru Wednesday in non-metered

parking spaces

August 12 - Oz: The Great & Powerful

**August 19** – ParaNorman

**August 26** – Rise of the Guardians

## **FREE Wednesday Night Bonfires**

Bring your beach chair, family and marshmallows for a bonfire on Dewey Beach. Bonfires will take place on Wednesdays from **June 19 - August 28, 2013** from 7:30 PM to 11:00 PM at Dagsworthy Street and the Beach.

#### **MORE Fun Activities**

Junior Lifeguard Program, Yoga on the Beach, skimboarding lessons by Alley Oop, kiteboarding, stand-up paddle & surf lessons by East of Maui, plus environmental outreach programs!

Treasure Fest – April 27
Arts Fest – May 11
Wine & Waves on the Beach – May 11
Spring Sidewalk Sale – May 17-19
South Side Shoot Out Skim Fest – June 1-2
Flag Day Celebrations – June 16
Kid's Beach Party – June 19

Starboard Running of the Bull – July 13
East Coast Skim Championships – August 10-11
Delmarva Bike Week – September 12-15

**Dewey Beach Triathlon** – September 15

Dewey Beach Music Conference – September 19-21 Fall Beach Party – September 21

Elvis Festival – September 27-28 Fall Sidewalk Sale – October 4-6

**Dewey Goes Pink Walk & 5K Race** – October 5 **Greyhounds Reach the Beach** – October 11-13

Sea Witch Skim & Surf Fest – October 26

Sea Witch Festival – October 25-27

Dewey Reach Tree Lighting – November

**Dewey Beach Tree Lighting** – November 30

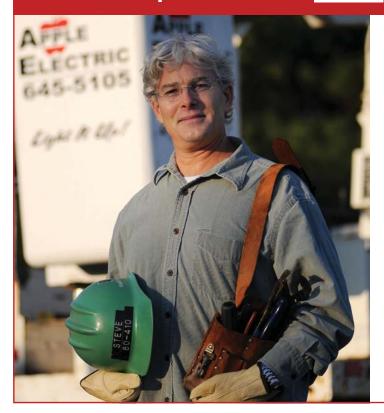
**Dewey Dunk** – January 1

**Donation** based activities; your contributions are appreciated! Movies and Bonfires are subject to **weather cancellations** (lightning or unsafe weather conditions). For more info, contact the Rehoboth Beach-Dewey Beach Chamber of Commerce at **302-227-6446** or **Beach-Fun.com.** 



as of 3/26/2013

## 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

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

