



FOCUSon

July/August
2014

Mission: To promote business, tourism and civic responsibility.
70+ Years of Service



THE DOG DAYS OF SUMMER ARE HERE...CELEBRATE!

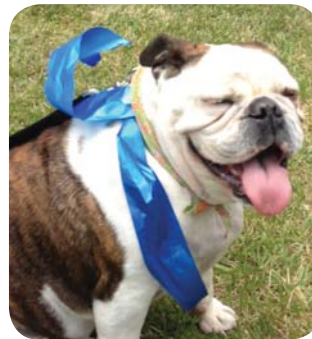
Chamber Staff and the Meet & Greet Committee were joined by store owner pets at recent Ribbon Cutting Ceremonies! The more the merrier...and furrier!



Charlie is the official store greeter at Beach Boutique & Gifts. He is held by owner Pat Selvaggio.



Duke is head of public relations and security at Logo Motive Custom Apparel's new location.



Stoli of Shore Flooring by Justin Fehrenbach makes sure that your flooring needs are met with a smile.



Ben is another official store greeter at Delightful Temptations in Downtown Rehoboth Beach.

REHOBOTH BEACH WINS ANOTHER AWARD



REHOBOTH BEACH NAMED AS ONE OF BEST FAMILY BEACHES ON EAST COAST!

The ABC Travel Guide, a series of travel guides for kids, scored Rehoboth four out of the five best family East Coast beach destination in 2014. Matthew Rosenberger, founder of ABC, lauded the city's beach, boardwalk and restaurants. During a recent trip to Rehoboth with his family, he noticed the Dogfish Head Brewpub had even created options for those under 21. "They had a very kid-friendly menu and homemade soda," he said. "They recognized they were a brewpub, but know they have families there." Chris Darr, personnel manager at Funland, is part of the

fourth generation in the family-owned amusement park business. Many families return to Funland throughout their trip because it's within walking distance from the beach, he said. A few hours in the arcade doesn't break the bank either, he added. "With a lot of rides being two and three tickets, it's gonna last all week," he said. "Our motto is 'today's fun at yesterday's prices.'" The Resort Area has received numerous awards! For the complete list, visit www.Beach-Fun.com and click on Site Index then click on Awards & Recognitions.

Delaware's newest talk radio station
**DELAWARE
105.9 FM
NEWS & TALK**

Delaware1059.com | Talk Line: 302.839.1059

Reach Vacationers & Locals while they drive to the Beach!!



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Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

P.O. Box 216 · 501 Rehoboth Avenue
Rehoboth Beach, DE 19971-0216
302-227-2233 · 800-441-1329
Member Hotline · 302-227-6446
Fax · 302-227-8351
rehoboth@beach-fun.com
www.Beach-Fun.com

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Rob Marshall	Vicki Tull
Michael Meoli	*At Large Directors
Kyle Morgan	

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Legal Counsel John M. Murray
Legal Counsel Jay Becker
Legislative Consultant Mark Lally

Chamber Staff Contact Information

Visitors Center StaffExt. 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
Elsa Muñoz, Distribution.....Ext. 25
Julie Cuccia, Summer Intern227-6446

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2014 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
July 11	Town of Dewey Beach Meeting	6 pm/Lifesaving Station
July 18	City of Rehoboth Beach Meeting	7 pm/Commissioners Room
Aug 8	Town of Dewey Beach Meeting	6 pm/Lifesaving Station
Aug 15	City of Rehoboth Beach Meeting	7 pm/Commissioners Room
Sept 11	Exec. Board of Directors Meeting	10:30 am/Jake's Seafood, Rt. 1
Sept 11	Board of Directors Meeting	11:30 am/Jake's Seafood, Rt. 1
Sept 12	Town of Dewey Beach Meeting	6 pm/Lifesaving Station
Sept 19	City of Rehoboth Beach Meeting	7 pm/Commissioners Room

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

2014 Business After Hours

Members are invited to attend monthly Business After Hours! These mixers are a great opportunity to meet and network with your fellow Members. Each event runs from **5-7 PM**. A \$1.00 donation is collected at the door which creates the pot for the 50/50 raffle. Business card drawings are held and door prizes are given out to the lucky winners!

- Thursday, July 17** · Nassau Valley Vineyards
- Thursday, September 18** · Dos Locos
- Thursday, October 9** · Cilantro
- Thursday, November 20** · Atlantic Sands Hotel
- Thursday, December 11** · Bethany Blues, Lewes

Digital vs. Physical Discs

Spending on home entertainment (in billions):

Subscription Streaming (+33%)
2012: \$2.4 • 2013: \$3.2
Digital Movie Purchases (+50%)
2012: \$.8 • 2013: \$1.2
Blue-ray/DVD Sales (-8%)
2012: \$8.5 • 2013: \$7.8

USA Snapshots.
Source: Digital Entertainment Group.
Anne R. Carey and Paul Trap,
USA Today. 2014.

WHAT'S DEWIN' IN DEWEY BEACH!

FREE Monday Night Movies

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

- 7/07/14 – Monsters University
- 7/14/14 – Curious George (2006)
- 7/21/14 – Fly Me to the Moon
- 7/28/14 – Willy Wonka and the Chocolate Factory
- 8/04/14 – The Smurfs
- 8/11/14 – The Smurfs 2
- 8/18/14 – Despicable ME 2
- 8/25/14 – Planes

**FREE
PARKING**

on Mondays & Wednesdays from 5-11PM at meters and permit parking areas for those participating in Town events.



The Chamber is happy to have summer intern **JULIE CUCCIA** as the coordinator for the Dewey Beach Movies & Bonfires. The first movie & bonfire nights drew over 350+ people each! Julie is currently studying Advertising at Penn State.

FREE Wednesday Night Bonfires

Want "S'MORE" fun? Bring your family, beach chair and some marshmallows to the beach at Dagsworthy Street in Dewey on Wednesdays for a bonfire! Bonfires will be held every Wednesday from 7:30-11 PM, July 9th through August 27th.

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

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www.clendanielpumbingheating.com

MILTON - LEWES - REHOBOTH





The Jefferson School Presented Jefferson Award

The Jefferson School, located in Georgetown, Delaware, was presented with a Jefferson Award May 14, 2014 in recognition of two outstanding community service projects as part of the Lead360 Challenge.

The Lead360 Challenge was launched nationally in September 2010 with the focus to recognize outstanding youth service projects that help make our world a better place. The Jefferson School was chosen to be awarded for their student-led community service initiatives with Food Bank of Delaware's "Stuff the Bus" Thanksgiving Food Drive and Million Mile Run/Alex's Lemonade Stand Foundation.

By participating in Food Bank of Delaware's "Stuff the Bus" Thanksgiving Food Drive, The Jefferson School was able to collect over 1000 pounds of food. Members of The Jefferson School Student Council challenged the school to collect at least 800 pounds of non-perishables. The school eagerly responded to the challenge by collecting 1,164.8 pounds and achieving a 100% school participation rate. The challenge also included a competition among class homerooms. The homeroom with the most food collected (in weight) won a party. This helped to spark interest for the project, with the winning class collecting over 200 pounds of food. In addition to the school-wide food drive, the council took this opportunity to educate students and their families about Delaware families relying on food assistance.

The Jefferson School also joined the fight against pediatric cancer this year. They participated in the Million Mile Run by forming a team of students, faculty, and parents. They were able to walk/run 944.62 miles. Additionally, the school hosted two Alex's Lemonade Stand events. The Jefferson School raised \$1,879.16 for the Million Mile Run and Alex's Lemonade Stand Foundation, both of which fund pediatric

cancer research. To raise awareness for pediatric cancer, everyone was encouraged to wear yellow (the color for pediatric cancer) throughout the month of September.

The Jefferson Awards for Public Service was founded in 1972 by Jacqueline Kennedy Onassis, U.S. Senator Robert Taft, Jr. and Sam Beard to create a Nobel Prize for public and community service. The mission of the Jefferson Awards is to recognize, inspire and activate volunteerism and public service – in communities through our Media Partners, in the workplace through our Champions, and in schools through our Youth Service Initiatives.

The Jefferson School, a non-sectarian, independent day school, is located on 43 wooded acres in Georgetown, Delaware and strives to provide innovative, academic programs that foster an enthusiasm for learning. To learn about enrollment openings and more about Sussex County's premier independent, non-profit day school, please contact Connie Hendricks, Head of School at 302-856-3300 or visit www.jeffersonschool.com.



Mayor Michael Wyatt of Georgetown and two Student Council members of The Jefferson School, Karli Sunnergren and Ellyes Baghouli.

Tidewater Utilities, Inc. Celebrates 50 Years

2014 marks a milestone for Tidewater Utilities, Inc., as they celebrate 50 years of providing quality water supply and wastewater services to the residents of Delaware. On June 4, 2014, Tidewater Utilities, Inc. hosted a reception held in Dover, where colleagues, contractors, government officials, friends, Legislators and Governor Jack Markell attended to congratulate the company on their 50 years of success.

"I am so proud of Tidewater and how far the company has come over the 50 years it's been in business. Through the years the company has worked to continually update its infrastructure, incorporating new technologies, training and tools to meet the water

and wastewater needs of our valued customers. Our success is largely due to the caliber of our employees and their dedication and commitment to serving our customers" said Jerry Esposito, President, Tidewater Utilities, Inc.

Tidewater, established in 1964, provides service to retail water and wastewater customers and is the largest private water supplier south of the Chesapeake & Delaware Canal. Through its affiliate companies, Tidewater provides a wide range of water and wastewater services including consulting, contract operations and maintenance, and bulk water supply. For more information about Tidewater, visit www.tuiwater.com or call 800-523-7224.

RIBBON CUTTING CEREMONIES



The Olive Orchard Tasting Room



Shell We Bounce



Cape Water Taxi - Now Serving Indian River Bay Area!

The Chamber's scissors have been busy!

You can be a part of the FUN... contact Kate at 227-6446 for info!



Delightful Temptations



Concierge by the Sea

More ribbon cutting pictures on pages 18-21!



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.

Active Adults Realty

Kathy Sperl-Bell
1504 Savannah Road
Lewes, Delaware 19958
302-424-1890
www.activeadultsdelaware.com
Real Estate

BabysAway.com

Jennifer Lally
Millsboro, Delaware 19966
800-813-1928
www.babysaway.com
Service - Rental Equipment

BJ's Wholesale Club

Scott Anthony
26676 Centerview Drive
Millsboro, Delaware 19966
302-934-1637
www.bjs.com
Retail - Grocery/Convenience Store

Blooming Boutique Too

Michiko Seto
216A Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-226-1900
www.bloomingboutique.com
Retail - Gifts & Specialty Shops

Coastal Fresh Residential & Commercial Cleaning

Hollis Moran
18931 Riverwalk Drive
Milton, Delaware 19968
302-864-5094
Service - Cleaning Services

Concierge BY THE Sea

Lynda Bennington
35577 Sussex Lane
Millsboro, Delaware 19966
484-431-3750
www.conciergebythesea.com
Services - Concierge

Driftwood Motel & Efficiency Apartments

Lenora Wittje
18282 Coastal Highway
Lewes, Delaware 19958
302-645-7500
www.driftwoodmotellex.com
Accommodations - Hotel/Motel

Garden Shack Farm

19884 Beaver Dam Road
Lewes, Delaware 19958
302-249-8330
www.gardenshackfarm.com
Retail - Garden Center

Queenstown Premium Outlets

Donna Judy
441 Outlet Center Drive
Queenstown, Maryland 21658
410-827-8699
www.premiumoutlets.com/queenstown
Retail - Apparel & Accessories

Shell We Bounce

Julie Derrick
20699 Coastal Highway
Rehoboth Beach, Delaware 19971
302-727-5416
www.shellwebounce.com
Attractions/Amusements

Shore Floors by Justin Fehrenbach

Briana Rovinskie
18418 Gravel Hill Road
Georgetown, Delaware 19947
302-858-4310
www.shoreflooring.com
Retail - Carpet/Flooring

Shrimpy's Snack Shack

Jim Clarke
8 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-448-1620
Restaurant/Eatery

Top Consumer Gripes

The top complaints to the FTC in 2013 of 2.1 million overall:

Identify Theft	290,056
Debt Collection	204,644
Banks, Lenders	152,707
Imposter Scams	121,720
Phone, Mobile Services	116,261
Prizes, Lotteries	89,944

USA Snapshots. Source: Federal Trade Commission, February 2014.
Anne R. Carey and Paul Trap, USA Today. April 7, 2014.



Don't Lose Your Head Over It!
(Unless You're at Sea Witch)

Photo: www.PortraitsInTheSand.com

**TROPHIES &
CASH PRIZES!**

Sandcastle Contest



North End of the Rehoboth Beach Boardwalk · Saturday, August 2, 2014
 Registration begins at 8:30 AM · Judging begins at 3:00 PM
 For sponsorship and event information, call 302-227-6446 or visit
www.beach-fun.com/sandcastle-contest.html

Thank You Group J Design for creating this year's logo! 2014 Top Billing Event Sponsors To Date:



Additional 2014 Event Sponsors To Date: Atlantic Sands Hotel & Conference Center, Bella Mia Hair Boutique, Big Fish Grill & Seafood Market, CNC Solar, Dos Locos, Friends of the Rehoboth Beach Public Library, Lighthouse Ministries, Rehoboth Beach Boys & Girls Club, Rehoboth Beach Public Library, and Star of the Sea Condominium.

YOU ARE INVITED

TO A

WINE TASTING & "ART" AUCTION

(INCLUDING ITEMS SUCH AS ORIGINAL LOCAL ART, JEWELRY, PHOTOGRAPHY, ATTRACTION TICKETS,
PAINTED ITEMS, METAL WORK PLUS A VARIETY OF OTHER GREAT ITEMS)

TO BENEFIT



THE CORDREY CENTER

LOCATED AT THE EAST COAST GARDEN CENTER

30366 CORDREY ROAD, MILLSBORO, DE 19966

WEDNESDAY, JULY 16, 2014 -- 5:30 PM TO 8:30 PM

ADMISSION IS \$30

KINfolk supplies free 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 McNamara at 302 645-6971

OR TICKETS WILL ALSO BE AVAILABLE AT THE DOOR OF THE CORDREY CENTER

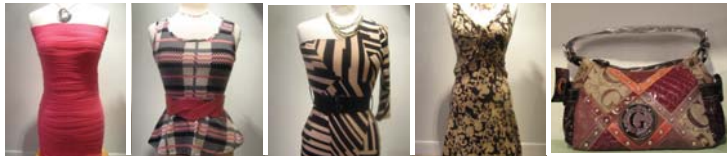
For more Info on KINfolk go to www.KINfolkKids.org



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 13 - June 19, 2014. Thank you for your continued support!

AAA Storage LP, Accent on Travel, Ace Sportfishing INC/Katydid Charters, Alarm Engineering, All Saints' Parish Thrift Shop, Baywood Greens, Becker Morgan Group, Inc., Bellevue Sands Apartments, Best Bus Beach Bus, Bottle & Cork, By the Bay Books, LLC, Cafe Azafran, Canalside Inn-Rehoboth, Chick-fil-A Rehoboth Beach, Clearent, Coastal Concerts, Coldwell Banker Resort Realty, Crosswinds Motel, Delaware Today Magazine, Delmarva VoIP, Dewitt & Associates, Inc., Discover Bank, Extreme Heat Pest Control, Faw, Casson & Co., LLP, Fish On!, Fisher's Popcorn, FlipKey Vacation Rentals in RB, Girl Scouts of the Chesapeake Bay Council, Group J Design, Inc, Hammerheads, Henlopen City Oyster House, Holland Jewelers, Hooters Rehoboth, IFS Benefits, LLC, Indian River Lifesaving Station, Ivy, Jake's Seafood House, Jane and Georgie, JC Ehrlich Pest Control, Johnson Orthodontics, Josephine's Daughter, L3 Homes, Little House Candles, Monograms Unlimited, Nemours Health & Prevention Services, Nickle Electrical Companies, northbeach Restaurant, O'Reilly Electric, Outlet Liquors, Pot - Nets Communities, Rehoboth Ale House, Rehoboth Mall, Rehoboth Summer Children's Theatre, Republic Services, Rita's @ Dewey Beach, Rookery Golf Club, Sandcastle Motel, Seashore Striders, Shademakers Eyeware, Sheets at the Beach, LLC, Sleep Inn & Suites, Storage Solutions, Straight Eights Car Club, T.H. White General Contractor, Taylor Termite & Pest Control, The Salvation Army-Developmental Disabilities Program, Tidewater Physical Therapy, Top Notch Heating, Air Conditioning & Refrigeration, Wilmington Insurance Co., Wings To Go.
Renewals from May 13 - June 19, 2014.



70 Rehoboth Avenue
First Street Station
Rehoboth Beach, DE 19971
P: (302) 212.2413



*Beach
Boutique*

SHOP & SAVE

**PURCHASE UP TO \$50 GET 10% OFF
PURCHASE \$50 OR MORE GET 20% OFF**

Ladies Clothing / Gifts / Jewelry / Accessories

not to be combined with any other offers • coupon must be presented at time of purchase

REALTOR BAG SEASON IS POPPING!

During the summer, Chamber staff assembles and delivers **9,000+** Realtor Bags. The bags contain the Official Area Visitors Guide, Chamber Coupon Book and participating Members product such as coupons & menus, etc. Chamber employee Paul Stith delivers the bags to local real estate offices in cooler bags provided by DISCOVER Bank. As of June 26th... **3,294 bags** were distributed compared to 2,421 in 2013...**873** more than last year!



Realtor Bags line the Chamber's hallway



Paul busy at work



Mark delivers the DISCOVER bags



Carol does some heavy lifting

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2013 vs. 2014

Weekend	Room Count	Weather	Event	Wednesday	Room Count
May 3-5, 2013	2,856	50's, Sunny	No Event	2013	N/A
May 2-4, 2014	2,955	60's, Sunny	Pop Fest	April 30, 2014	1,246
May 10-12, 2013	2,945	60's, Mix of Sun/Clouds	Mother's Day	2013	N/A
May 9-11, 2014	2,906	60's, Mix of Sun/Clouds	Mother's Day	May 7, 2014	1,419
May 17-19, 2013	3,154	60's, Cloudy	Sidewalk Sale	2013	N/A
May 16-18, 2014	3,162	60's, Cloudy/Rain	Sidewalk Sale	May 14, 2014	2,792
May 24-26, 2013	3,310	60's, Sunny	Memorial Day	2013	N/A
May 23-25, 2014	3,320	70's, Sunny	Memorial Day	May 21, 2014	2,911
May 31-June 2, 2013	3,256	70's, Sunny	NASCAR Race	2013	N/A
May 30-June 1, 2014	2,869	70's, Sunny	NASCAR Race	May 28, 2014	2,553
June 7-9, 2013	2,945	60's, Cloudy	No Event	2013	N/A
June 6-8, 2014	3,165	70's, Sunny	No Event	June 4, 2014	2,945
June 14-16, 2013	3,047	70's, Cloudy	No Event	2013	N/A
June 13-15, 2014	3,214	70's, Sunny	No Event	June 11, 2014	2,996
June 21-23, 2013	3,351	70's, Sunny	No Event	2013	N/A
June 20-22, 2014	3,285	70's, Sunny	No Event	June 18, 2014	2,446

Year to Date Occupancy TOTAL Comparison

January - June 23, 2013 · 58,810

January - June 22, 2014 · 59,673

- 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

	2014.....	2013.....	2012.....	2011.....	2010.....
MAY	2,207.....	1,719.....	1,777.....	1,687.....	1,503.....



DE Dept. Of Labor Statistics

(May 2014); Delaware's seasonally adjusted unemployment rate in May 2014 was 5.9%, up from 5.8% in April 2014. There were 26,500 unemployed Delawareans in May 2014, compared to 30,300 in May 2013. The U.S. unemployment rate was 6.3% in May 2014, unchanged from 6.3% in April 2014. In May 2013, the U.S. unemployment rate was 7.5%, while Delaware's rate was 6.8%.

Source: DE Monthly Labor Review; Vol. XXI, Number 6, 6/20/2014

QUOTE OF THE MONTH

"When in a hole, rule number one is...don't dig!"

Edie Raether

REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

May 2013 vs. 2014

2014	69,259 pageviews/hits 17,188 users/visits (new terminology) 15,987 absolute unique visitors 43.24% bounce rate 2:35 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:

Users: Users that have had at least one session within the selected date range. Includes both new and returning users; **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 2014

Page on Site	Page Views
1 Area Activities.....	4,808
2 Attractions.....	3,452
3 Current Events.....	2,479
4 Dewey Beach Activities.....	1,983
5 Accommodations Page/Hotel & Motels ..	1,806
6 Accommodations Category Page	1,560
7 Dining	1,527
8 Plan My Trip.....	1,484
9 Sea Witch Page.....	1,432
10 Order a Free Visitors Guide	1,351

Top 5 States to Visit Site - May 2014

1 Pennsylvania	4,581
2 Delaware	2,978
3 Maryland	2,941
4 Virginia	2,016
5 New York.....	1,870

THEY LIKE US . . . THEY REALLY LIKE US!



The Chamber's Facebook Page has 15K+ Likes

(as of 6/20/14)

Facebook Posts from Julie Kaiser on May 28, 2014

"I wanted to say thanks for the package; it arrived yesterday and I'm really happy to see so much great info and recommendations for places to eat and things to do! My sister's family is also going and she wanted to know if they could get a package as well."

"We're counting the days!"

Sea Witch is celebrating 25 years of...



The 25th Annual Sea Witch Halloween & Fiddlers' Festival will be held in the Resort Area **October 24-26, 2014!**

Festival fun includes the classics: Costumed Parade, Dog Parade, Fiddlers' Festival, Broom Toss, Old Fashioned Beach Games, Sea Witch Hunt, Moonlight Trick or Treating, Horse Shows on the Beach, Vendors & Artisans Area, Hayrides, Choo Choo Express and much more!

Plus, new fun additions such as...

Sea Witch Through The Years Exhibit

The Rehoboth Beach Museum will have an exhibit featuring the history of the Sea Witch Festival! Highlights include: history of the festival; t-shirts, pins and hats; posters, programs and pictures. Exhibit will run from August 1-November 1, 2014.



Philadelphia 87ers Join the Festival

On Friday, October 24th, the Philadelphia 87ers (a NBA D-League Affiliate) will bring the game of basketball to the boardwalk during the Nemour's Tyke Bike. All kids who participate in the race will be provided with ticket vouchers for the upcoming 2014-2015 Season.



Live Bandstand Entertainment

The Chamber is excited to continue providing live entertainment on the Bandstand. Confirmed musical performances include: The Funsters, Jimi Smooth & HitTime, Touch of Brass, Neon Swing, New Sweden and NEW ADDITIONS...British Invasion Experience and the Pantones-Steel Drum Band.



The Lucy and Ricky Tribute Show

This world class musical comedy tribute to Lucy and Ricky is performed by two of the best look-alike, sound-alike impersonators of the famous couple performing today.



They capture the very souls of Lucy and Ricky and present them with a heartfelt reverence for their special place in our culture.

A truly one-of-a-kind act, The Lucy & Ricky Tribute Show is a totally unique entertainment experience delighting audiences of all ages and types with great memories and good, clean fun!

There will be 2 shows on Sunday, October 26th at the Rehoboth Beach Convention Center. Times are 11:30am-12:30pm and 1:30-2:30pm. Pre-show ticket prices are \$15 for adults and \$5 for children ages 12 and under. Adult tickets will be \$20.00 at the door. Tickets can be purchased at the Chamber's Visitors Center.



Over the 3 day weekend, the Sea Witch Festival draws over 175,000 people from the Mid-Atlantic Area, plus it is a SIX 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!**

Bandstand Entertainment (per show)	\$400.00
Bandstand Full Entertainment Package	\$4,500.00
Banner on Rehoboth Avenue Crowd Control Fencing	
(Per Each Banner on Fencing).....	\$100.00
Event Transportation (Magnet Side Banners;	
Per Shuttle).....	\$300.00
Fiddlers' Festival Sponsorship	
(Banner at Show in Convention Hall)	
Adult's Contest	\$1,000.00
FRANKENDUDE Level Sponsor	\$1,000.00
GHOST BUSTER Level Sponsor	\$500.00
Hayrides (per day)	\$750.00
Horseshow on the Beach.....	\$300.00
KING MONSTER Level Sponsor.....	\$5,000.00
Logo on Festival Bags (400)	\$50.00
Logo on Monster Police Vests (200).....	\$50.00

Lucy & Ricky Show Sponsorship Package	\$4,500.00
Magic Shows In Grove Park (Banner at Activity)	\$250.00
MEGA MONSTER Level Sponsor	\$10,000.00
Monster Art Activity (banner at activity).....	\$300.00
MONSTER Level Sponsor.....	\$3,000.00
Movie in Grove Park Sponsor.....	\$500.00
Parade Balloons.....	\$300.00
Parade Trophy Sponsorship.....	\$75.00
Program Advertising (10,000+ copies)	
Full page	\$600.00
1/2 page	\$350.00
1/4 page	\$250.00
1/8 page	\$200.00
Scarecrow Making (banner at activity)	\$300.00
Web Banner on Sea Witch Page.....	\$350.00

Items in orange are new sponsorship opportunities!



Promote the Sea Witch Festival and costume your staff!

Sea Witch event t-shirts are sold to Member businesses at cost plus \$1 per shirt. Contact Patty at 302-227-6446 for details.

SATELLITE PARKING & SHUTTLE SERVICE. Satellite parking areas will be available for visitors traveling on both north and south bound Route One on Saturday, October 25th. Shuttle service will operate from all satellite parking locations on Saturday to bring festival goers into the resort area. Details and more information to follow.

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

2015 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!

Visitor Guide Sections Include:

- Attractions, Activities & Fun Stuff
- Accommodations
- Real Estate
- Restaurant & Eateries
- Retail
- Service
- Weddings, Groups & Parties

Advertising Pricing

Inside Front and Back Covers	\$2,000
Signature Full Page Ad	\$1,900
Priority Full Page Ad	\$1,800
Regular Full Page Ad.....	\$1,600
1/2 Page Color Ad	\$1,200
1/4 Page Color Ad	\$650
1/8 Page Color Ad	\$350
Listing.....	\$160

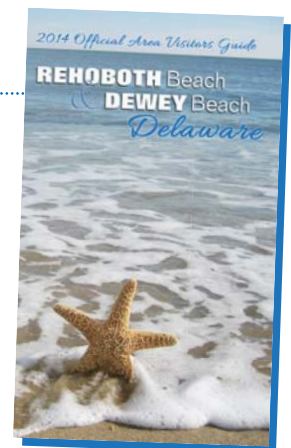
Don't Miss Out! Contact Meghan at 302-227-6446 or meghan@beach-fun.com.

So Far . . . Our distribution team - Elsa, Linda and Paul have distributed 53,000+ Visitors Guides through the mail and around town!

Remainder of 2014 Regional & Local Advertising

Cape Gazette
Coast Press
Delaware Beach Life
Delaware Today
Facebook Ads
Getaways on Display
Great Vacation Getaways

Miscellaneous Sea Witch Ads
Oprah Magazine
ParksByNature Mobile App
Tanger Outlet Center Board
WBOC Event Commercials
Web Presence Campaigns
WMDT Event Commercials



BUSINESS *after* HOURS PICTURES

THANKS to our June Host: IVY in Dewey Beach.



Women IN Business

NETWORK
SHARE
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DOWNSTATE
LUNCHEON

DECEMBER 4
Atlantic Sands Hotel
& Conference Center
in Rehoboth Beach

Presented By:

DelawareToday[®]

Tickets & Info:
DELAWARETODAY.COM
302.504.1364
Tickets@DelawareToday.com

ALSO, CHECK OUT OUR UPSTATE LUNCHEON: DECEMBER 9
AT THE CHASE CENTER ON THE RIVERFRONT!

Custom sponsorships available at a variety of price points.
For more information: 302.504.1326 or sales@DelawareToday.com

Sponsored By:



MEMBERS AROUND TOWN



Accent on Travel Celebrates 25 Years



Activ Pest Solutions Visits Chamber



East Coast Garden Center Celebrates 15 Years



Artisans' Bank Celebrates 10 Years at the Rehoboth Beach Location



Chamber Chicks - Linda & Meghan - Cruise the Town in the Electric Car



Thanks DISCOVER BANK for the Realtor Bags

MEMBERS in the SPOTLIGHT

The Barn Shops at Five Points

The Barn Shops At Five Points, located at 17370 Coastal Highway in Lewes (next to Surf Bagel) is a shopping destination for all things unique. With over 30 vendors under one roof, shoppers can find just about anything at The Barn Shops. Examples of one of a kind finds include: vintage and antique furniture, shabby chic home decor, collectibles & antiques, handmade pottery, custom woodwork, handmade jewelry, barbies, porcelain dolls, handmade glassware, vintage albums, wall art, Angel Scents, hand knit items and quilts. The Barn Shops At Five Points also has vendors who provide engraving services and alterations. The Barn Shops is open seven days a week. For more information, call 302-703-6032. ♦



Troops BBQ & Catering

After providing an annual Father's Day BBQ for 6 years for the guys and gals living at Walter Reed Medical Center through a non-profit organization known as Delaware Community Appreciation Group, or DCAG, owners Butch and Linda Elzey decided to start a "for-profit" business, now known as Troops Barbecue & Catering. The name was chosen in remembrance of the businesses founding and as a way to continually honor our military heroes. Started in 2010, Troops has grown significantly over the last 4 years. Troops Barbecue & Catering is available for any type of event from Birthdays to Weddings to Festivals. They are known for Smoked Pulled Pork mixed with their own homemade Alabama-style barbecue sauce. They have a wide variety of menu items, ranging from Certified Angus Beef burgers and hot dogs to short ribs, smoked turkey breast, and smoked BBQ chicken, just to name a few. All sides are homemade! Troops takes pride in the cleanliness of their equipment and enjoy the interactions with their customers and the public at their events. For more information, please contact Butch at 302-632-0374 or Linda at 302-542-5000 for your catering needs. GOD BLESS OUR MILITARY! ♦

Law Office of Susan Pittard Weidman

The Law Office of Susan Pittard Weidman, P.A. celebrated the opening of their new Rehoboth office on May 8th. Formerly on Route One, they are now located at 406 Rehoboth Avenue in downtown Rehoboth Beach. Owner Susan Pittard (Weidman) Gardner said, "This new, highly visible location on the Avenue allows us to serve our clients and local realtors from the heart of Rehoboth with the professional yet relaxed atmosphere for which the firm is known. I like to choose locations where, inevitably, people will stop in or pop by because they feel welcome and at home." For more information, visit www.spwdelaw.com or call 302-227-7788. ♦

Logo Motive Custom Apparel

Rehoboth Beach's Logo Motive Custom Apparel is happy to announce that they have moved to their new location on Airport Road! Their new address is 35576 Airport Road, Rehoboth Beach. Originally located in Lewes, Logo Motive had spent the past few years on John J. Williams Highway (Route 24) in Rehoboth Beach. According to owner Bill Hein, they quickly outgrew the Rt. 24 location.

Hein stated, "I am very excited about our new building. We have more room, better equipment, and are looking forward to continuing to serve businesses and customers in Rehoboth Beach and the surrounding areas."

Logo Motive Custom Apparel specializes in custom screen printing and embroidery, as well as promotional products and advertising specialties. If you are in need of t-shirts, sweatshirts, hats, bags, business cards, pens, etc., contact Logo Motive at 302-645-2959 (same phone number) or visit them online at <http://logomotivede.com>. Logo Motive's friendly staff is eager to serve you with quality products at reasonable prices. ♦



MEMBERS *in the* SPOTLIGHT

Crab Claw Adventures

Come crabbing with Crab Claw Adventures! This is a family friendly 1.5-2 hour excursion aboard a US Coast Guard inspected vessel that runs out of the Indian River Marina. Groups of up to 12 welcome! No experience necessary! Cruise the scenic and clam bay waters and take in all of the wildlife. They may even stop at a secluded sandbar along the way. Whoever catches the most crabs will receive the famous Crab Claw t-shirt!! Bait and crabbing license provided. Multiple departs daily from 9AM. For reservations, call 302-260-4347! ♦



Clearent - A Different Kind of Processor

When you select Clearent to do your credit card processing, you'll find a truly different kind of processor. Let them show you how Clearent can meet all your payment processing needs while providing you with great benefits, such as:

Competitive Pricing – Skip the middleman and avoid unnecessary, costly fees by working with a direct processor for Visa, MasterCard and Discover; No Hidden Fees – Get the clearest, most detailed statement in the industry; Next Day Funding – Batch out your terminal or point of sale system by 11:00 EST and get your money the next day; Free PCI – Avoid PCI fees simply by completing a PCI questionnaire; Superior Customer Service – Receive friendly, responsive customer support from experts 24/7/365; Interactive Online Reporting – Access important data about your program that's updated daily and see totals and trends across locations; Giving to The Rehoboth Beach Dewey-Beach Chamber of Commerce – A portion of Clearent's Fees is given to the Chamber. For more information, contact local account executive Ian Knight at 301-512-3322. ♦



GEICO - Wilmington Office

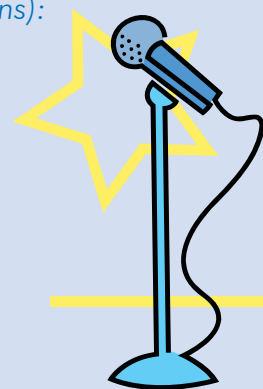
GEICO's local office in Wilmington, Delaware would like to introduce Anne McDonald-Scharp as its new GEICO local agent serving customers in Delaware, Maryland, Pennsylvania and New Jersey. McDonald-Scharp was the founder/owner of Made Ya Look! Salon in Rehoboth for several years before selling her business to open the GEICO office with her late husband John Scharp, who had served as the GEICO Delaware local agent since 2005. McDonald-Scharp's office specializes in finding customers the best rates on insurance products including auto, homeowner's, renter's, umbrella, motorcycle, RV, boat and more. The office has a full-time staff of licensed agents and offers Spanish-language services. McDonald-Scharp and her staff are active in the community, volunteering, sponsoring and fundraising for many local organizations. The office is located at 4541 Kirkwood Highway in the Mill Creek Shopping Center at the intersection of Kirkwood Highway and Limestone Road (Route 7). McDonald-Scharp and her staff are only a phone call away at 302-998-9192. ♦



Top-Selling Artists in 2013

Total album sales (in millions):

Justin Timberlake ..	3.4
Luke Bryan	2.7
Eminem	2.5
One Direction	2.0
Blake Shelton	1.7
Bruno Mars	1.7



Source: Nielsen SoundScan and Billboard.
Anne R. Carey and Paul Trap, USA Today. 5/18/14.

MEMBERS *in the* SPOTLIGHT

New Penn Financial, LLC

Those who dream of owning a beach home will find financing through New Penn Financial, LLC is easier than ever. The national mortgage lender held a ribbon cutting ceremony on June 5th to celebrate the opening of its fourth Delaware branch office in Rehoboth Beach at 19629 Coastal Highway, Suite One. New Penn's other three branches in the state are located in Wilmington, Dover, and Newark. Scott Dostal was promoted to Branch Manager of the Rehoboth Beach office.

With more than 15 years' experience in residential finance, Scott joined the New Penn Financial team in the summer of 2010 when he was hired as Sr. Mortgage Consultant in the Columbia, MD office. He is licensed in DE, MD, PA and VA. Well versed in all aspects of Conventional, Jumbo, FHA, VA and USDA loan programs, Scott is a preferred lender for many of the top home builders and real estate agents along coastal Delaware.

"Scott will continue to be instrumental in helping New Penn Financial grow in this region," said Frank Antico, Vice President, with New Penn Financial. "He provides second-to-none personal service to local buyers and borrowers, which has made him one of Delaware's leading mortgage bankers."

For more information or to speak with Scott Dostal, call the Rehoboth Beach branch office at 302-684-3932 or visit www.rehobothbeachmortgages.com. ♦



Shore Floors by Justin Fehrenbach

After spending more than a decade in the flooring industry, Justin Fehrenbach and Briana Rovinskie formed Shore Floors by Justin Fehrenbach in 2014. Their company is dedicated to providing high quality floor covering installation services and custom design. Experienced in all types of hard and soft surface coverings, Shore Floors by Justin Fehrenbach is a full service flooring provider for residential, commercial, and new construction projects. Consultations and measurements are offered at no cost.

Justin and Briana grew up in the Cape Region and take pride in the fact Shore Floors is a locally owned and operated, family run business. They look forward to serving their local community and supporting other local businesses through their efforts. To contact Shore Floors by Justin Fehrenbach, call 302-858-4310 or find them online at www.ShoreFlooring.com. Also, be sure to like them on Facebook for special promotions and giveaways. ♦



HeartWish Massage & Bodywork

HeartWish Massage & Bodywork owned by local, Greer Thompson, proudly announces its new location in the Shops at The Pearl at 301 Rehoboth Avenue in Rehoboth Beach. Greer opened the studio a year ago, across the street in a charming one room beach cottage. While it suited her needs at first, Greer decided to upgrade to a more professional space with three treatment rooms and a waiting room that radiate tranquility.

HeartWish Massage & Bodywork is open Monday through Saturday, by appointment only. Gift certificates are available. Please call 302-228-1350 for appointments or more information. ♦



MEMBERS *in the* SPOTLIGHT

Homestead Campground

After nearly 40 years of ownership and management by Bill and Irma Prettyman, Homestead Campground was recently sold to another 40 year old Delaware organization. Located at 25165 Prettyman Road in Georgetown since 1974, the campground has established a reputation on the camping circuit as a well maintained rural family campground but close enough to all major resort area activities.

It was important to the Prettyman's that the property was sold to a local company who also had roots in the Delaware area. Investors Realty, Inc. owns and operates a portfolio of manufactured home communities throughout Delaware and Pennsylvania and has been very pleased with the addition of Homestead Campground where they plan to continue to operate the property as a seasonal campground and make improvements each year that will attract more campers to the eastern Sussex County area.

Homestead Campground consists of 358 sites with numerous amenities including (2) pools, a community center, a splash pad, a newly featured dog park, basketball courts, corn hole games, an arcade and a community center. Homestead offers seasonal, nightly and weekly camping for all types of camping equipment and also offers cabin accommodations. Homestead Campground is one of three nationally recognized Good Sam Club member parks located in Delaware and recently scored 8.5-9-9.5 (out of 10) rating by the Good Sam RV Travel Guide & Campground Directory. For additional information or to make a reservation, visit www.i-realty.com/homestead or call 302-684-4278. ♦



Beach Boutique and Gifts by the Sea

Owner, Patricia Selvaggio comes to the beach area from Brooklyn, New York bringing a background in sales and store greeter Charlie. Located at 70 Rehoboth Avenue in the First Street Station shopping mall, Beach Boutique and Gifts by the Sea carry a new line of casual and dressy clothing. They feature brands including So Ho Chick, Umgee and Rachal Kate among other designers and collections. Their newest addition is a men's wear section, which features Andrew Christian and Carbon. Beach Boutique and Gift by the Sea also carries accessories and costume jewelry which adds the perfect finishing touch to any ensemble. Don't forget to check out the gift section which features beach and nautical themed products and items for your home.

For store hours and information, call 302-212-2413. ♦



Mark Your Calendars!

38th Annual Fall Sidewalk Sale

October 3-5, 2014



CONNECTING RESTAURANTS, COMMUNITY & CHARITY

Jake's Seafood Takes Home DRA Trophy at 5th Annual Bocce Tournament

The final match-up in the Delaware Restaurant Association's (DRA) Bocce Tournament on June 9th was a nail-biter; a north-south matchup between the teams from Pizza by Elizabeths in Greenville, DE and Jakes Seafood in Rehoboth Beach, DE. Team Jake's Seafood prevailed, winning bragging rights and the "Bocce Cup" trophy to proudly display in their restaurant for the year. The DRA will also be donating \$1,000 to the Delaware Special Olympics, the charity chosen by the winning team.



Dan Klemkowski, Katie Callahan, Becca Stoffer, Michelle DeGrange & Billy Klemkowski

"Of all the great events hosted by the Delaware Restaurant Association, the Bocce Tournament is our favorite. Lots of thanks to Sam and the entire Dogfish Team for hosting this gangbusters event, and extra special thanks to Carrie Leishman for all that she does for the restaurant industry in Delaware. It's always nice to get outside with great people, great beer, BBQ, and competitive fun . . . and even better to take home the title!" -Dan Klemkowski, 2014 Bocce Champ from Team Jakes Seafood.

20 restaurant teams from around the state played in the tournament held at the Dogfish Head Brewery in Milton, with local legislators participating on teams and joining a crowd of spectators happy to cheer on their favorite restaurant teams. The event featured fine food and drink donated by Dogfish Head Brewery and United Distributors, Abbott's Grill, Bethany Blues, Kid Shelleen's, Stripper Bites and The University of Delaware Creamery. Live music was performed by Jason Beale and the Dystractions. Prizes provided by Dogfish Head were also awarded to the best-dressed teams, with top honors going to the team from Nage Bistro for the "Revenge of the Nerds" theme. 2nd Place was awarded to a(MUSE.) for their Rastafarian-themed team costumes, and a tied for 3rd place was Restaurant 55's "Lawn Ornaments" and Cool Springs' "Wizard of Oz" costumes.

The DRA will donate \$1,000 in prize money to the Delaware Special Olympics, a charity chosen by Jakes Seafood. The team at Jakes has a long-standing relationship with the charity, and has hosted many fundraisers for them including this year's "Ride to the Tide" event. "It is exciting to bring together the restaurant community, charities and local elected officials in an evening of casual competition," said Carrie Leishman, DRA President & CEO. "Restaurants are so integral to the success of local communities and give back in so many ways to many different charities and organizations. This is a unique competition that links all of us." For more information, visit www.delawarerestaurant.org.



Mark your calendar for more restaurant fun! The Dewey Beach Restaurant Olympics will be held on Tuesday, August 5th beginning at 11AM. Location is Dickinson Street and the Bay in Dewey. The fun event is sponsored by the Dewey Business Partnership. For more information, visit www.deweybusinesspartnership.com or call 302-228-3701.



Are your wedding guests looking for Resort Area information?



How about a Happily Ever After bag that contains the Official Area Guide, Chamber Coupon Book and additional information.



Contact Patty at
302-227-6446
for details!



Chamber employee Linda Mills is hard at work filling Happily Ever After bag orders.

Never Worry About Carrying Quarters Again!

VISITING REHOBOTH BEACH? Parking At Street Meters?



Here's How To!

JOIN Parkmobile - It's free, secure and easy!

TIP: While you can register with Parkmobile right at the meter by calling **1-877-727-5758**, it is recommended to PRE-REGISTER online at **www.parkmobile.com**. Online is much quicker than voice activation call in.

How It Works!

FIND a parking space, launch the free mobile app or call **1-877-727-5758**.

ENTER the parking zone number located on the meter.

MAKE sure your vehicle information is correct and up to date with Parkmobile.

STILL WANT TO USE QUARTERS? You still can at all metered parking spaces.



(Special Notes: A small convenience fee will apply to all Parkmobile transactions. Parkmobile allows you to manage and print your parking receipts by logging into your account at www.parkmobile.com. Parkmobile applies to all street meters in the City of Rehoboth Beach. Parking permits are also available from the City of Rehoboth Beach for non-metered parking areas).

Visit www.parkmobile.com
or Call **1-877-727-5758**

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