



FOCUS_{on}

Holiday 2020
E-Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Let's Light Up the Holidays!



**Santa's Helpers aka Elves
(Karen and Gary) have been busy
spreading holiday cheer by
decorating the Visitors Center and
Administration Building!**

The Visitors Center at 501 Rehoboth Avenue in Downtown Rehoboth has over 10,000 Christmas lights and looks great during the day and night!

The Administrative Building at 306 Rehoboth Avenue is a wonderland of light up displays and the location of Santa's Station. Kids can drop off their letter to Santa and send him a recorded message.



Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

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

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

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

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

Chamber Staff Contact Information

Visitors Center.....Ext. 10
Abbie Kaiser, Event Coordinator..... Ext. 11
Carol Everhart, President/CEO Ext. 13
Emily Grothey, Administration..... Ext. 14
MembershipExt. 15
Meghan McCalley, Office Mgr/Publications .. Ext. 16
Katie Bragg, Distribution/AdministrationExt. 19
Sophia Sawicki, Distribution/Finances Ext. 25

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Meeting Updates

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

The Chamber of Commerce Board of Directors has held weekly meetings virtually since the third week of March. Additionally, the City of Rehoboth Beach and Town of Dewey Beach have been meeting virtually as needed. Visit their websites for meetings dates, info and videos (www.cityofrehoboth.com & www.townofdeweybeach.com).

In Memory of



Robert Moore

November 19, 2020

Bob was the founder and senior executive of multiple local real estate development and hotel companies, including the Bellmoor Inn.

Bob was a past RBDBCC Chamber of Commerce Board Member and Chairman of the Board in 1985, served on the Railroad Preservation Society, and received the 2001 Business of the Year Award for Oceanus Motel/Bay Resort Studio Suites.

TJ Redefer

April 7, 2020

TJ was a Commissioner for the Town of Dewey Beach and the Mayor of Dewey Beach since 2017.

Along with his father, he founded Rehoboth Bay Realty Company.



Both men will be greatly missed for their personal, community, and business contributions to the area.

Some information from CapeGazette.com

Investment tools. Straight
s. **Low cost.** Straightforward
t. **High accountability.** Na
s. Choice. Value. Local rel
breadth. 24/7 support. Low
earch. Straightforward pri
ncy. Value. Local rel
24/7 s
nt tool
ncy.



Schwab is now in the neighborhood.

Mark E. Engberg, CFP®
Independent Branch Leader

Stephanie P. Brown, MBA
Independent Financial Consultant

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



schwab.com/pricing

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

Own your tomorrow.



Santa's Station

**Kid's can mail their
letter to Santa and
send him a recorded
message at Santa's
Station!**

Santa's Station is located at the
Chamber's Admin Bldg at
306 Rehoboth Avenue
in Downtown Rehoboth!

BRAG BOARD

Salted Vines Vineyard & Winery Raises \$20K for Leukemia & Lymphoma Society

Salted Vines Vineyard & Winery is pleased to announce that they raised \$20,000 for the Leukemia & Lymphoma Society's (LLS) 2020 Man & Woman of the Year campaign. Earlier this year, General Manager, Katie Duke and Assistant Manager, Heather Spencer teamed up to support this philanthropic competition to raise funds to support those impacted by blood cancer.

Salted Vines raised funds for their campaign through a variety of activities including direct donations, corporate sponsorships, and winery specials. In support of their efforts, the winery also released Warrior, a limited-edition wine, and donated a portion of the proceeds for every bottle purchased.

All the donations received through the campaign went directly to LLS to not only support research, but patient services, advocacy, public and professional education, and community services as well. To learn more about the Leukemia & Lymphoma society, you can visit their website.

Be sure to visit Salted Vines' website: www.saltedvines.com for details on business protocols during Covid 19. For additional information please call 302-436-1500 or email info@saltedvines.com.

Congrats to Davis, Bowen & Friedel

The American Institute of Architects Chesapeake Bay has recognized Davis, Bowen & Friedel Inc. with a citation award for the design of the Rehoboth Beach City Hall and Police Station complex.

Comprising more than 47,000 square feet, the Rehoboth Beach City Hall renovation and addition was designed to upgrade a functionally deficient facility. The municipal facility serves as the city's primary public service/public safety building and includes city administration departments, Alderman's Court, mayor and commissioner chambers, a convention center, and a police station encompassing a 911 dispatch and emergency services center. The addition includes three stories above the basement level and houses all the departments, extending the first floor from the new entrance on Rehoboth Avenue to provide the public easy access to city hall and the convention center.

When designing the new structure, public safety was the city's No. 1 priority, as the existing police station had become obsolete in regard to modern-day public safety standards. To address these concerns, the new facility provides complete separation of public parking from the area needed for public safety vehicles, to provide security to those entering and exiting the station. While the police department and city hall share the same building, it was paramount for both entities to function independently from each other to meet each department's individual needs.

For more info on Davis, Bowen & Friedel, visit www.dbfinc.com.

Excerpt from article on www.CapeGazette.com, 11/29/2020.

Local McDonald's® Owner/Operator Michael Meoli Expands Footprint in Delaware

Local McDonald's® Owner/Operator Michael Meoli and The Meoli Companies have acquired six McDonald's restaurants in Dover, Delaware, making them the largest owner/operator organization in the state.

The Meoli Companies, which now operates 25 McDonald's restaurants across the Delmarva Peninsula, is dedicated to hiring outstanding people, building and maintaining the best restaurants, and delivering a goldstandard experience for its customers.

"It's our commitment to use our scale for good and bring the best that McDonald's has to offer to Dover and each of the communities in which our restaurants operate," Meoli said. "The growth of our organization allows us to do more for our employees, our managers, and for our communities, now and for years to come."

Michael Meoli has owned and operated McDonald's restaurants on Delmarva since 1991 and has been recognized with numerous regional and national corporate awards including the Golden Arch® Award which recognizes the top 1% of owner/operators in the world.

As a second-generation owner/operator, Meoli has spent his entire life in the McDonald's system. His restaurants are consistently acknowledged for their outstanding customer service achievements, superb operations and exceptional employee development.

He has held positions on multiple corporate committees and currently serves as the field alignment council chair for the Bethesda Field Office, which represents seven mid-Atlantic states and 180 owner/operators.

Meoli adds "Priority one in Dover will be an aggressive commitment towards staffing and competitive compensation at these locations. Additionally, we look to make upgrades and improvements to the aesthetics of the restaurants that our customers and crew enjoy daily."

McDonald's is raising the bar; investing in new experiences to provide more choices, engagement and service for customers. With new ways to order and pay, and premium menu choices, customers — whether new or returning — will enjoy this new elevated dining experience.



BEACH Fun & Bargains

The Rehoboth Beach - Dewey Beach Chamber of Commerce launched a new campaign in September, "Beach Fun & Bargains," targeting & encouraging visitation from September through the end of the year.

The Beach Fun & Bargains calendar lists Resort Area Businesses that are offering fun activities, special offers, discounts, and entertainment. Locals and visitors will be able to select the day they are interested and see list of what's happening that day.

Businesses are invited to participate at no cost! The calendar can be viewed at www.beach-fun.com. To make a submission(s)... businesses can either use the form located at the top of the webpage or contact Abbie at abbie@beach-fun.com.

The local marketing plan was created to draw surrounding residents to our Downtown and Resort Area over the winter. Every Door Direct Notices were mailed to 25,000 residents! The notice provided easy access information to our daily updated calendar on the website. The mailing went out to select residents in 19971, 19968 and 19958.

Listings are updated daily and are promoted on the Chamber's website, media outlets, through residential area contact, the Chamber's Facebook, Instagram, and additional social media.

For questions, contact Abbie at 302-227-6446 x11 or abbie@beach-fun.com





Rehoboth Beach - Dewey Beach Chamber of Commerce

2020 Summary

January 2020 - December 2020

Public/Visitor and Business Communication

- 259 Alerts and Info Sheet Emails to Membership and 31 Beach Blast Emails to 40K+ email addresses
- Telephone calls from Visitors (Openings/Closings/General Info): 10,000+

Meetings

Total of 244 meetings with: City of Rehoboth Beach Mayor's Downtown weekly calls; Association of Chambers weekly calls; City of Rehoboth Beach COVID-19 special meetings; City of Rehoboth Beach Workshops & Regular meetings; City of Rehoboth Bandstand & Parking committee; Main Street meeting; Downtown Task Force meetings; Rehoboth Environmental Committee meeting; Town of Dewey Beach Commissioners meetings; Chamber of Commerce Board of Directors meetings; SBA conference calls/meetings; Southern DE Tourism committee & Board meetings; DE State Tourism conference meetings; Governor Carney Zoom meeting; WSFS Board meetings; Chamber General Membership meetings.

Administrative

- Prepare & submit Southern Delaware Tourism Application and in-person interview
- Maintain COVID-19 virus regulations, hospitalization stats, Governor's notifications, and more... resulting in 40, 000+ pageviews of dedicated page on Chamber's website
- Acquire and post weekly Accommodation Occupancy Chart with year to date comparisons
- Individual contacts to: Restaurants regarding outdoor dining (72); Accommodations
- Distributed flyers to Downtown Rehoboth Beach businesses
- Distributed "Summer Safely" campaign materials
- Conduct business surveys to acquire opinions on issues relating to businesses status, as well as specific issues survey from restaurants for outdoor dining, parking, and retail occupancy then providing findings to State officials; also conducted Legislative survey
- Chamber Grant Application submitted for non-profit relief and costs associated with COVID-19
- Research and compile area businesses revenue loss chart and provided to Governor Carney with associated press release
- Continue to provide insurance saving information to Chamber members
- Continue to research the potential for employee development and respond to J1 student issues
- Respond to requests from RB Environmental Committee on current plastic and green initiatives
- Provide Grant information and assistance to business community
- Provide statistical information to Federal Reserve Bank
- Chamber correspondence regarding Clear Space Theatre application
- Virtual Zoom Session on the history of the Sea Witch® Festival in conjunction with the Rehoboth Library
- Newsletters/Member Blasts as requested by members
- Maintain membership information/invoicing/sponsorships with individual correspondence
- Mailing of monthly Member Renewal Letters
- Maintain Chamber 2020 budget and create 2021 budget
- Maintain bulletin boards in Rehoboth Beach and Dewey Beach

Marketing/Promotion

- Record “Clean, Safe & Friendly” commercial with Dr. Tam of Beebe Healthcare
- Current 2020 promotions needed . . . Winter, Work & Wander by the Water
- Sea Witch® Festival package created for sale
- New Sea Witch® balloon for 2021
- Online Sea Witch® Festival People & Dog Costume Contests held, winner notified with press
- Abnormal Scarecrow Contest held, winner notified with press
- Participated in Delaware State News “Stars of Delaware” Contest
- Beach Fun & Bargains web enhancement created...daily updates of all activities, specials, etc.
- Every Door Direct Mailing sent to 25,000 nearby zip codes promoting Beach Fun & Bargains
- Print ads placed in mid-Atlantic region:17. Plus local publications and social media.

Media Contacts

- Interviews held with: Fox 5 DC; NBC PA; CBS DC; WBOC; WRDE; Wall Street Journal; DE News Journal; DE State News; Cape Gazette; West Chester, PA Radio; 92.7 Radio; 99.9 iHeart Radio

Programs of Work/Activities

- 2020 Installation of Officers and Awards Banquet in January (held)
- Merchants’ Attic in April (cancelled due to COVID-19)
- Spring Sidewalk Sale in May (cancelled due to COVID-19)
- Beach Goes Red, White & Blue in May (cancelled due to COVID-19)
- Dewey Beach Movies & Bonfires in June, July, and August (held)
- Online version of the City of Rehoboth Beach Candidates’ Forum (held)
- Sandcastle Contest in September (cancelled due to COVID-19)
- Fall Sidewalk Sale in October (held)
- Outdoor Rummage, Produce & Craft Sale in October (held)
- Sea Witch® Festival in October (cancelled due to COVID-19)
- Santa’s House on the Boardwalk (cancelled due to COVID-19)
- Visitors Center & Administrative Building Decorations (completed)
- Santa’s Stations Created/Placed (completed)
- 3 Business After Hours (held) and Holiday Business After Hours (cancelled due to COVID-19)
- 2021 Installation of Officers and Awards Banquet (postponed)
- Conference Room set-up at Admin Bldg at 306 Rehoboth Avenue (completed)

Publications

- Community, Welcome & Realtor Bags (Area Info/Member Product): 7,391 bags distributed
- Dining Guide (Up to 25K printed): 780 remaining for Spring 2021 distribution
- Coupon Book (Up to 50K printed): All distributed
- Visitors Guide: 123,637 mailed in response to Chamber placed advertisement
- Calendar of Event Posters and Ticklers: 25,000+ printed
- Focus On Newsletter: 1 print version and 3 online versions



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.

Aliia's Seashore Cleaning Services

Aliia Stockman
38104 Mockingbird Lane
Selbyville, Delaware 19975
(443) 521-4149
www.aseashorecleaning.us
Service - Cleaning Services

Bushels Crab House & Seafood

Chris Jacona
18289 Coastal Highway
Lewes, Delaware 19958
(302) 645-5115
www.bushelsde.com
Restaurant/Eatery

Exude, Inc.

Marcos Lopez
325 Chestnut Street, Suite 1000
Philadelphia, Pennsylvania 19106
215-875-8730
www.exudeinc.com
Service - Business Services

Facility Solutions Group

Tim Boyd
853 Easkey Lane
Avondale, Pennsylvania 19311
888-337-8251
www.fsgi.com
Service - Electrical/Energy Provider & Consultants

FitzGerald Financial Group

Matthew Trone
19633 Blue Bird Lane, #6
Rehoboth Beach, Delaware 19971
443-690-2606
www.fitzgeraldfinancial.net
Service - Financial Services

KLEM, LLC

Billy Klemkowski
Serving the Rehoboth Beach Area
Real Estate - Rentals/Sales

Morgans Cleaning and Property Management

Roger Morgans
68 East Main St
Wilkes-Barre, Pennsylvania 18702
(570) 819-3991
www.morgansclean.com
Service - Cleaning Services

Parade Giants, LLC

Ken Moody
9651 E Country Place
Hereford, Arizona 85615
(520) 678-6881
www.paradegiants.com
Service - Event Planning & Production

Sugarfly Studios, Inc

Mark Leishear
Serving Southern Delaware
(443) 235-6239
www.sugarflystudios.com
Service - Videographer

Sylvan Learning Center

Jason Blanshine
19409 Plantations Road
Rehoboth Beach, Delaware 19971
(302) 841-9637
www.sylvanlearning.com
Service - Schools

Theo's Steakhouse

Emily Traylor
44 Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-227-7107
theossteakhouse.com
Restaurant/Eatery

Tidewater Property Management, Inc., AAMC

Gail Windisch
20375 John J Williams Highway
Lewes, Delaware 19958
800-761-5977
www.tidewaterproperty.com
Service - Property/Pool Management

BUSINESS after HOURS

THANKS to our October Host!

113 Dickinson Street
Dewey Beach, Delaware
302-227-3888
www.rustyrudder.com





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 September 1 - November 13, 2020. Thank you for your continued support!

- ABI Security Group.com · Ad-Art Sign Co. · All Wheels Bike & Scooter · Allen Insurance Group
 American Responder Services LLC · Ameriprise Financial · Atlantic Boardwalk Grille
 Atlantic Jewelry Expressions Corporation · Atlantic Liquors · Atlantic Transportation Services · Bank of Delmarva
 Barrows and Associates/Ocean Atlantic Sotheby Intl. Realty · Beach Babies Child Care, Inc. · Bear Trap Dunes
 Beebe Medical Center Auxiliary, Inc. · Bellinger's Jewelers · Bennett Termite & Pest Solutions · Boulevard Ford-Lincoln
 Brandywine Senior Living at Seaside Point · Bright Side Exteriors · Brushin with Keith, Art Teacher
 Cancer Support Community Delaware · Capano Residential · Cape Business Network · Carl M. Freeman Companies
 Casapulla's Subs · Charles Schwab · CHEER, Inc. · CHEF-Cape Henlopen Educational Foundation
 Children's Beach House · Clean Energy, USA, LLC · Coastal Style Magazine · Coastline Pool & Cleaning Services
 Coho's Market & Grill · Jeffrey, M. Cooper, DMD, PA · Davis, Bowen & Friedel, Inc.
 Delaware Breast Cancer Coalition Inc. · Delaware Center for the Inland Bays · Delaware Hospice, Inc.
 Delaware KIDS Fund · Delaware PC Services LLC · Delaware State Chamber of Commerce
 Delmarva Christian High School · Design Center of Rehoboth (DCOR) · Dover Tents & Events
 Dreamweaver Interiors & Fabrics · Driftwood Motel & Efficiency Apartments · The Dunes Rehoboth Beach · EDiS Company
 effectv · Extreme Heat Pest Control · Fins Fish House and Rawbar · go fish! - a british fish + chip shop & seafood restaurant
 The Greene Turtle · Group J Design, Inc · Heritage Shores Club · Homestead Bed & Breakfast at Rehoboth Beach
 Indian River Marina, Delaware Seashore State Park · InterExchange, Inc. · Jonathan L. Parker & Associates LLC
 K. Hovnanian Homes · Khalsa Jewelers Group · Kids Cottage, LLC · La Red Health Center, Inc.
 Lighthouse Beach RV Resort · Luff & Associates, P.A., C.P.A.'s/EZ Payroll · Marshalls · The Max Challenge of Lewes
 Meghan's Collection, LLC · Merestone Consultants Inc. · Mid-Shore Electrical Services, Inc. · Stan Mills (Patron Member)
 Moes Southwest Grill · Moorings at Lewes · Murphy Electric, Inc. · Oak Construction Co., Inc.
 Ocean Atlantic Sotheby's International Realty · On Q Financial · Onix Group · Party Decor & More · Pasqualini's Bakery
 Patio Systems, Inc. · Peppers · Pirates of Lewes Expeditions · Prime Lending · Production Store Events, LLC
 Quality Inn & Suites (Georgetown) · R.C. Carpet Flooring Sales & Installation · Real HVAC Services
 Rehoboth Bay Marina · Rigby's Bar & Grill · Right Balance Pilates · RISE Fitness + Adventure
 Ronald M. Coffin General Contractors, Inc · Rosenfeld's Jewish Deli · Say "I Do" at the Delaware Beach · Schell Brothers
 Seniors Helping Seniors · Shore View Personalized Medical Care · Something Comfortable LLC · Sports at the Beach
 Stingray Sushi Bar + Asian Latino Grill · Stitch-Stash · Sunrise Real Estate · Sussex County Habitat for Humanity
 Tall Pines Resort Community & Campground · Tangier Island Cruises · Thompson Island Brewing Co.
 Tidemark Federal Credit Union · Tidewater Property Management, Inc., AAMC
 Touch of Italy Salumeria, Trattoria & Pasticceria · USO - Delaware · Robert Waegele (Patron Member)
 Wealth Management Group, LLC · WMDT-TV- Channel 47 · Woody's Dewey Beach · Yoder & Sons Construction, LLC



THANK YOU!

The Chamber's Electric Car is all bundled up for the winter...thanks to a past Volunteer of the Year, Larry!



REPORTS *and* STATISTICS



Accommodation Occupancy Chart | 2019 vs. 2020

Weekend	Room Count	Weather	Event	Wednesday	Room Count
September 27-29, 2019	3,273	70's Sunny	Alzheimer's Walk; Dewey Golden Jubilee	September 25, 2019	1,916
September 25-27, 2020	3,186	80's Cloudy	Phase Two	September 23, 2020	2,187
October 4-6, 2019	2,815	70's Sunny	Sidewalk Sale	October 2, 2019	1,755
October 2-4, 2020	2,752	60's Sunny	Phase Two; Sidewalk Sale	September 30, 2020	1,600
October 11-13, 2019	2,985	70's Sunny	Greyhounds	October 9, 2019	1,493
October 9-11, 2020	2,760	70's Rainy	Phase Two; Rummage Sale	October 7, 2020	1,631
October 18-20, 2019	2,880	60's Sunny	True Blue Jazz; Rehoboth Jazz Festival	October 16, 2019	1,372
October 16-18, 2020	2,298	60's Sunny	Phase Two; Mini Jazz Fests	October 14, 2020	1,405
October 25-27, 2019	3,106	60's, Sun & Rain	Sea Witch® Festival	October 23, 2019	1,506
October 23-25, 2020	2,359	60's, Sun & Rain	Phase Two	October 21, 2020	1,460
November 1-3, 2019	3,041	50' Sunny	None	October 30, 2019	1,123
October 30-November 1, 2020	1,806	50's Rainy	Phase Two	October 28, 2020	1,320
November 8-10, 2019	2,269	40's Sunny	Film Festival	November 6, 2019	1,277
November 6-8, 2020	2,395	60's Sunny	Phase Two	November 4, 2020	1,363
November 15-17, 2019	1,637	50's Cloudy	WonderFest	November 13, 2019	1,195
November 13-15, 2020	1,833	60's Sunny	Phase Two	November 11, 2020	1,184
November 22-24, 2019	1,605	50's Cloudy	WonderFest	November 20, 2019	1,116
November 20-22, 2020	1,554	60's Sunny	Phase Two	November 18, 2020	1,158
November 29-December 1, 2019	2,057	40's Sunny	Thanksgiving Weekend	November 27, 2019	1,386
November 27-29, 2020	1,273	60's Sunny	Phase Two; Thanksgiving Weekend	November 25, 2020	949

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - December 1, 2019 · 124,519

January - November 29, 2020 · 89,069



WEDNESDAY

January 1 - November 27, 2019 · 81,231

January 1 - November 25, 2020 · 62,831



Calls to accommodations are made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,886 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Friday/Saturday/Sunday.

REPORTS and STATISTICS

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

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
January	22,354	24,051	7,390	9,786	6,733	9,154	57.30%	66.78%	1:55	1:34
February	22,442	24,703	9,253	10,458	8,427	9,714	61.00%	69.88%	1:41	1:24
March	30,960	22,403	10,955	10,773	10,111	10,176	60.78%	73.64%	1:44	1:08
April	41,736	20,023	14,378	11,235	14,315	10,750	63.17%	78.24%	1:32	0:43
May	49,959	26,819	18,388	12,874	17,442	12,379	62.93%	72.44%	1:37	1:06
June	50,408	54,006	18,919	24,528	18,094	23,946	63.75%	69.77%	1:34	1:11
July	60,792	47,149	23,350	21,266	22,393	20,409	65.97%	71.05%	1:31	1:12
August	57,464	43,983	21,722	17,880	20,707	17,234	64.25%	66.26%	1:31	1:24
September	66,174	50,520	27,569	20,026	26,193	19,445	67.32%	68.40%	1:18	1:17
October	120,446	46,211	45,970	19,065	43,182	17,738	57.92%	69.06%	1:16	1:11
November	18,355	24,531	8,393	8,874	7,456	8,470	70.90%	65.32%	1:18	1:29
YTD Totals	541,090	384,399	206,287	166,765	195,053	159,415	63.21%	70.08%	1:32	1:14

* YTD Total Average

Top Pages Viewed - November 2020

Page on Site	Page Views
1 Beach Fun & Bargains.....	2,884
2 Holiday Fun	1,042
3 Sip and Shop Event.....	804
4 Area Activities.....	479
5 Dining	375
6 Site Index.....	340
7 Sea Witch® Festival.....	330
8 Photo/Video Tour	298
9 Dining Specials.....	286
10 Coronavirus Page.....	276

Top 10 States to Visit Website - November 2020

State	Visits
1 Delaware (partly Member driven)	3,555
2 Pennsylvania	1,034
3 Maryland	978
4 New Jersey.....	812
5 District of Columbia.....	594
6 Virginia	385
7 New York.....	292
8 Ohio	144
9 California.....	107
10 Florida.....	103

** The Coronavirus Page has had 40,411 page views (from March 12 - December 2, 2020).

Delaware Labor Force Trends

(October 2020); Delaware's seasonally adjusted unemployment rate in October 2020 was 5.6%, down from 8.3% in September 2020. There were 27,000 unemployed Delawareans in October 2020 compared to 19,500 in October 2019. The US unemployment rate was 6.9% in October 2020, down from 7.9% in September 2020. In October 2019, the US unemployment rate was 3.6%, while Delaware's rate was 4.0%. Source: Delaware Department of Labor - Monthly Labor Review; published November 11, 2020. <https://lmi.delawareworks.com>

As of December 2, 2020, the Chamber has 72,819 Facebook Likes & 1,929 Instagram Followers!

Follow the Chamber at: www.facebook.com/RehobothDeweyChamber & www.instagram.com/rdbbcc

Quote of the Month

"No matter how busy you are, you must take time to make the other person feel important." *Mary Kay Ash*



WOW...the Scarecrow Contest was a great success!

The Chamber of Commerce hosted a Abnormal Scarecrow Decorating Contest for businesses during the month of October. Everyone was invited to **visit, view and vote** for their favorite numbered scarecrow. **Nearly 1,000 votes were submitted for the 30 registered scarecrows.**

While the Chamber intended to award prizes to the top 3 winners, the results were so close they awarded prizes to the top 6 winning scarecrows. **The top 6 winners in alphabetical order were: Clear Space Theatre, Crosswinds Motel, Rigby's Bar & Grill, Sea Shell Shop, Vineyard Vines, and Williams Insurance Agency.**

All 6 winners will receive one Sea Witch® Sponsorship package which includes a numbered and authenticated piece of the original Sea Witch® Parade Balloon, a limited-edition Sea Witch® cloth face mask, a youth or adult sized 2021 Lobster Monster festival shirt, and a 20/21 festival pin (valued at \$150). The Chamber would like to thank all the participating businesses and everyone that voted for their favorite scarecrow. For more information about the Scarecrow Decorating Contest and to view scarecrow pictures and winners, visit Beach-Fun.com.

Participating Businesses Included:

Visitors Center · Chamber Administration · Atlantic Oceanside Resort · RE/MAX Realty Group
Williams Insurance Agency · Quality Inn & Suites · Hammerheads Dockside
Jack Lingo Realtor · The Point Coffee House & Bake Shoppe · Crosswinds Motel
Boardwalk Plaza Hotel · Victoria's Restaurant · The Plaza Pub · Beach House Dewey Hotel
Vineyard Vines · Ocean Glass Inn · Clear Space Theatre · The Breakers Hotel
Hyatt Place Dewey Beach · The Cultured Pearl · Rigby's Bar & Grill · Sea Shell Shop
Sunrise Real Estate · Odysea · HeartDrawn Studio & Tattoo · Rehoboth Beach Library
Pelican Loft · Rehoboth Guest House · Canalside Inn · Red Mill Monograms





COSTUME CONTEST ONLINE SUBMISSIONS

Due to the Sea Witch® Festival being postponed to 2021...fans of the festival were invited to submit their costume pictures online for judging!
Below are the winners 2 and 4 legged!

Top 3 Judges' Favorites in the Individual/Family Category:

Banana Sun Bum Chapstick · Sonny and Cher; I got you babe · Ice cream anyone?



Top 3 Judges' Favorites in the Dog Costume Category:

Wesley as a Hipster · Tater as Notorious R.B.T. (Ruth Bader Tater)
Stella as Sailor Stella sunk your battle ship

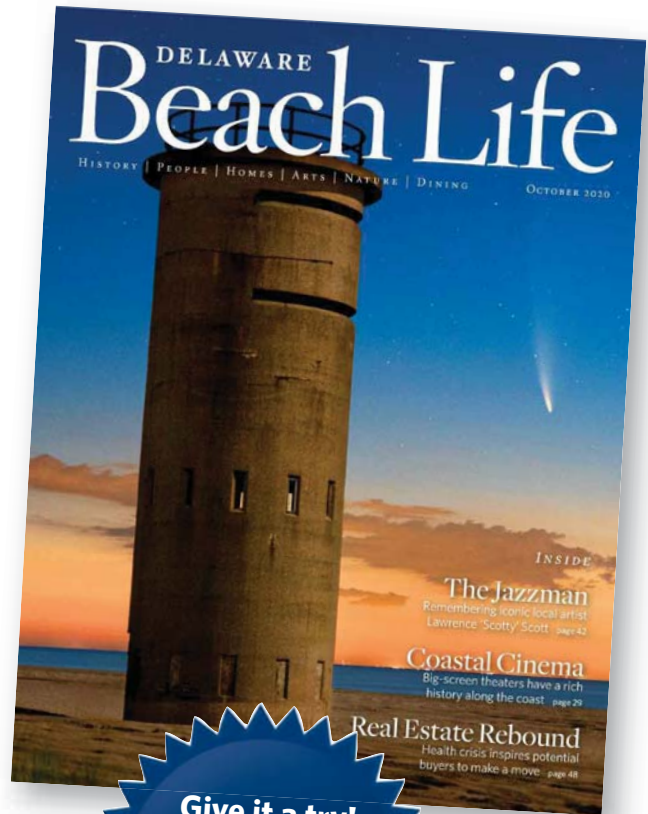
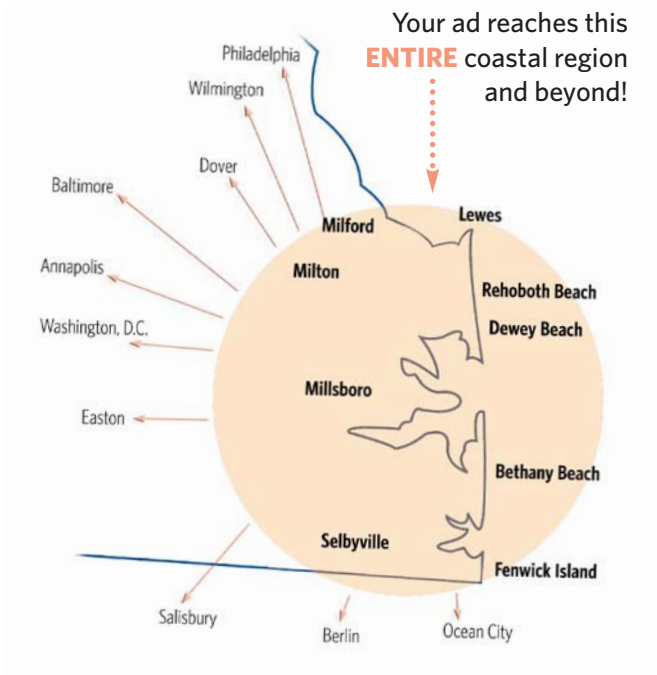


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MEMBER SPOTLIGHTS

Baird Mandalas Brockstedt

The law firm of Baird Mandalas Brockstedt LLC announced that 14 of its lawyers have been chosen by their peers as Top Lawyers 2020 by Delaware Today magazine. Licensed attorneys from the 4,530-member Delaware Bar Association were invited to vote for the top lawyers in each practice area. Top Lawyers 2020 appears in the November edition of the magazine.

The Baird Mandalas Brockstedt attorneys and their practice areas are as follows: Kevin M. Baird, Trusts & Estates; Chase T. Brockstedt, Personal Injury; Barbara Snapp Danberg, Trusts & Estates; Rebecca N. Doyle, Trusts & Estates; Brian V. DeMot, Labor Law for Employer and Employees; Heidi J.A. Gilmore, Real Estate; Donald L. Logan, Construction; Glenn C. Mandalas, Government Affairs; John W. Paradee, Business Commercial; Victoria K. Petrone, Construction; Stephen A. Spence, Business Commercial; Stephen W. Spence, Banking Law; Roger L. Truemper, Corporate Law; and Michele D. Wenz, Real Estate.

"The firm is proud to have 14 attorneys chosen by their peers as top in their respective practice areas in the definitive Delaware lawyer ranking. It is quite an honor for the individuals and for Baird Mandalas Brockstedt. This is the firm's sixth year with at least five of its lawyers receiving Top Lawyer recognition," said Kevin M. Baird, managing partner. "On behalf of our attorneys and staff, we are humbled and will continue our efforts to exceed our clients' expectations at every opportunity. We continue to attract experienced, skilled and dynamic lawyers dedicated to serving their clients while earning the respect of their peers in their practice area and within the legal community as a whole. Our firm's outstanding recognition in Top Lawyers 2020 validates our mission and motivates us to continue smart, strategic growth."

The firm has offices in Lewes, Georgetown, Dover and Wilmington. For more information, go to BMBde.com. ♦

Article from CapeGazette.com; 10/15/2020.

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For more information, visit www.exudeinc.com or call 215-875-8730. ♦



Joe Maggio Realty at Keller Williams

Joe Maggio Realty at Keller Williams held a Ribbon Cutting on October 23, 2020. Owner of Joe Maggio Realty and his team are joining forces with Keller Williams. For Maggio, that means still being able to operate and provide boutique-style service with the added advantage of having great tools available for his agents and their clients. "Being a part of Keller Williams is a great opportunity for my agents. The referral program, Contacts, Command – the tools are fantastic, and many will be able to use them and save themselves money," Maggio says.

As one of the most knowledgeable Realtors with the largest collection of luxury listings in Sussex County, he has led his 50-agent team to results nearing \$98.2 million per year in sales volume. As a boutique broker, he considers himself fortunate to be invited to interview for luxury new construction listings, but good fortune is not what keeps him top of mind with clients.

And, with Keller Williams as a partner, his business will only become stronger, even in shifting times. "As I have been watching the real estate industry evolve, I saw partnering with Keller Williams as a way to survive and thrive in this market," Maggio says.

Joe Maggio Realty at Keller Williams is located at 37169 Rehoboth Avenue #11, Rehoboth Beach, Delaware. For more info, call 302-226-3770 or visit www.maggiorealty.com. ♦



Joe Maggio Realty at Keller Williams

MEMBER SPOTLIGHTS

Iron Valley Real Estate

Iron Valley Real Estate held a Ribbon Cutting on October 23, 2020. Iron Valley Real Estate brings its dynamic, modern Real Estate platform to the Delaware/Maryland Area, Revolutionizing the way that DE/MD does Real Estate! The DE and MD coast joins the other 23 Iron Valley offices already in existence along the East Coast.

Iron Valley RE at the Beach is the Brokerage of the Future, that is here NOW! Their mission is to bring state-of-the-art technology, a culture of productivity, and a dynamic, free-form business model that allows realtors to run their businesses, their way. Their commission splits are exciting and break away from traditional brokerages and allow them to give the most money back to their agents where it belongs! Their Motto is DO YOUR THING and they bring that motto now to Delaware and Maryland!

The ownership group includes Sherri Custodio, realtor licensed in DE & MD; Mary Schaub, realtor licensed in PA; Jay Lesko, realtor and head of the Lesko to the Beach team, serving DE & MD, Eric Leadbetter, realtor and leader of the Eric Leadbetter Team serving PA, and Jason Navilliat, realtor serving PA. All of them have a diverse leadership background to offer to their agents, assisting in their productivity & growth.

Their goal is to provide the best support and platforms that allow the agents of DE & MD to operate thriving real estate businesses, their own way! With their technology, values, and passion for Real Estate, they ARE the premier brokerage for the DE/MD areas!

The Flagship office is located at 19323 Lighthouse Plaza Blvd #6, Rehoboth Beach; with a second location to open soon, serving the OC, MD areas.

For more information, call 302-541-8787 or visit www.ironvalleyrealestate.com/beach. ✦



Iron Valley Real Estate

Canalside Inn

The Deptula family celebrated their one-year anniversary of owning Canalside Inn with a Ribbon Cutting held on September 28, 2020.

Voted 2020's Best Bed and Breakfast Inn by Delaware Today Magazine, the 12-unit, pet-friendly inn offers a unique experience in-house for you when you Stay, Play, Celebrate, Meet and Retreat. The inn overlooks the Lewes-Rehoboth Canal, just blocks from downtown shopping, restaurants, and the beach.

"We just recently began to expand our brand experience and will be adding wellness & leadership retreats by April 2021. Our slice of paradise will allow for our guests to expand business with pleasure while visiting our great city of Rehoboth" co-owner Bryan Deptula, PHD said.

The Canalside Inn amenities include a small pool and hot tub, bikes and beach chairs, an outdoor porch with outdoor grilling, free business speed WIFI, Amazon Fire Sticks and a complimentary euro-style breakfast with coffee from Swell Joe Roasters. Canalside Inn is the perfect place to #SafeStay for those who are working remotely during the COVID-19 pandemic. All rooms are equipped with mini fridges and most rooms have microwaves.

The Canalside Inn is located at 34 6th Street, Rehoboth Beach, Delaware. For more information or to schedule a reservation, call 302-226-2006 or visit www.thecanalsideinn.com. ✦



Canalside Inn

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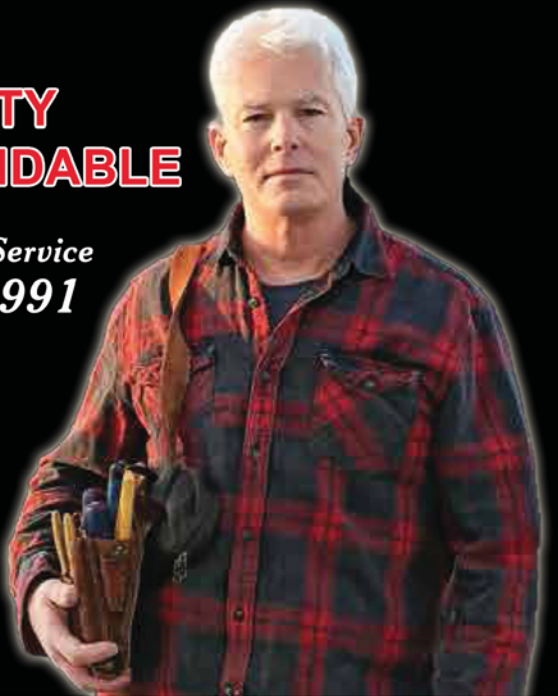
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