



2022 Sea Witch® Festival

Financial Report

The Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center thanks all those who made the festival possible!

Mark your calendar for the 2023 Festival... **October 27-29** · Info @ 302-227-2233 & Beach-Fun.com

CATEGORY/DESCRIPTION	REVENUE	EXPENSE
ACTIVITIES: Pony Rides, Kid's Games (Brooms, Stickers, Ribbons, etc.), Trick or Treat Bags, Monster Art, 50/50, Kid's Treasure Trail, etc.	\$2,930.00	(\$6,029.10)
ADVERTISING: Newspapers, TV, Radio, Facebook, etc.	\$0.00	(\$6,858.69)
CONTRACTED SERVICES/ENTERTAINMENT*: Bands, Balloon Twisting, Hayrides, Bandstand Usage Fee, Convention Hall Rental, Sound, Photography, etc.	\$922.00	(\$33,505.33)
COSTUME PARADE**: Safety Fencing (\$35,0000 Expense), Parade Numbers, Ribbons, Stickers, Tables, Chairs, Portable Restrooms, Helium, etc.	\$3,453.26	(\$64,950.20)
DECORATIONS: Straw, Pumpkins, Ribbon, etc.	\$0.00	(\$1,183.62)
DOG PARADE: Tables, Chairs, Parade Numbers, Prizes, etc.	\$1,181.00	(\$962.04)
ENFORCEMENT/SECURITY***: Police - DE State, DE River & Bay Authority, Dewey Beach, Smyrna, Townsend, Capitol, Clayton, Lewes, Millsboro, Milton, Seaford, DNREC Environmental Crimes Division, DelDOT, Rehoboth Beach Vol. Fire Co., Sussex County EMS & EOC, Rehoboth Beach, State of DE, Dept. of Homeland Safety & Security, Etc.	\$0.00	(\$29,358.13)
PRINT PRODUCT: Programs, Event Stickers, Posters, etc.	\$0.00	(\$13,823.55)
PROMOTIONAL PRODUCT****: Pins, T-Shirts, Hats, Masks, etc.	\$26,677.00	(\$8,486.65)
RENTALS/PERMITS: Tables, Chairs, Event Permit Fees, etc.	\$0.00	(\$1,240.55)
SPONSORSHIP*****: Above the Dunes, Affinity Energy Management, Arena's Famous Deli Bar, Artisan's Bank, Atlantic Jewelry, Bayhealth, Beebe Healthcare, The Bellmoor, Blackwall Hitch, Boardwalk Plaza Hotel, Boulevard Ford, Buffalo Wild Wings, Canalside Inn, Capano Residential, Cape May-Lewes Ferry, CertaPro Painters, Cultured Pearl, CNS Occupational Medicine of DE, Coastal Kids' Pediatric Dentistry, Community Bank, County Bank, CoWork Reho, Creative Concepts, Crosswinds Motel, Cruisin' Tikis Rehoboth Bay, DART, DE 529 Plan-Administered by the Office of the State Treasurer, DE Beach Book, DE First Health, Dewey Business Partnership, Discover Bank, Fidelity, Fitzgerald Financial, Fulton Bank, Grotto Pizza, Henlopen Overhead Door, Humane Animal Partners, Ice Cream Store, Jersey Mike's, Hyatt House Hotel, Hyatt Place Dewey Beach, Jack Lingo Realtor, just COMFORT shoes, Kids' Cottage, Kilwin's Rehoboth Avenue, LeafFilter Gutter Protection, M & T Bank, M.L. Lichtenberg & Associates, McCrone Engineering, Meghan's Collection, MobSquad Bowfishing, Moe's Southwest Grill, Mudslingers Rehoboth Beach, Orsted, Outback Steakhouse, Pirates of Lewes, RE/Max Realty Rental Division, RE/Max Realty, Rehoboth Beach Animal Hospital, Rehoboth Beach Main Street, Renewal by Andersen, Salt Air, Sazio, Schell Brothers, Sea Air Village, Seaboard Hotels, Starboard, Stingray, Sussex Eye Center, Sussex Family YMCA, Sweet Frog Frozen Yogurt, Sylvan Learning Center, T-Mobile, Tower Hill, Urban Float, Vacasa, Victoria's Restaurant, Weis, Williams Insurance Company, Woody's Dewey Beach, WSFS	\$93,475.00	\$0.00
VENDORS*****: Outdoor & Indoor Vendor Fees	\$15,885.00	(\$0.00)
VOLUNTEERS: Financial Assistance to Groups that Assist (i.e. MERR Institute, Southern Delaware Therapeutic Riding, etc.), Volunteer T-shirts, etc.	\$0.00	(\$1,000.00)
MISCELLANEOUS SUPPLIES/ITEMS	\$0.00	(\$252.97)
RB-DB CHAMBER OF COMMERCE INVESTMENT	\$23,127.57	(\$0.00)
TOTAL REVENUE/EXPENSE	\$167,650.83	(\$167,650.83)

147
volunteers with
538 scheduled
hours over
3 days!

2021 vs. 2022 Notes Below. 2021 LOSS - \$1,447.79 vs. 2022 INVESTMENT - \$23,127.57

* Contracted Services Expenses increased by \$17,595.19 due to hiring more children's entertainers & musicians to enhance the Convention Center and additional outdoor venues such as First Street Station.

** Costume Parade Expenses increased by \$7,946.45 due to cost of helium doubling.

*** Enforcement/Security Expenses increased by \$6,527.37 due to need for more police presence as recommended by Rehoboth Beach Police Liaison.

**** Promotional Product Revenue increased by \$505, however expense increased by \$6,791.65 due to ordering two rounds of pins, two rounds of socks (which sold out) & new "Skeleton Crew" shirts.

***** Sponsorship increased by \$17,750.

***** Vendor revenue decreased by \$4,410 due to lowering the indoor vendor fee, however 4 NEW members were gained by running package special for indoor vendors.

Special thanks to DART! On Saturday of the Festival, 4,000 passengers rode on DART buses at no charge!
Plus, passengers donated half a ton of food for DART's Annual Stuff the Bus program.