



FOCUS_{on}

Third Quarter
2017

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Who Will It Be???

The Rehoboth Beach – Dewey Beach Chamber of Commerce hosted the **Rehoboth Beach Mayoral and Full Candidates' Forum**, which was open to the public, on Monday, July 31, 2017. The forum began at 10 AM in the Second Floor Meeting Room of the Rehoboth Beach Fire Department. The process began with the Mayoral Debate consisting of four questions, followed by the full Candidates' Forum where five questions were asked. The forum concluded with a Q & A session from the floor. The election will take place on August 12th.



Pictured from left to right: Cape Gazette publisher Dennis Forney who represented the Chamber serving as moderator, The Honorable Kathy McGuiness, The Honorable Paul Kuhns, The Honorable Sam Cooper, Lisa Schlosser and Susan Gay. More pictures on page 9!

Chamber Weighs In On The Sussex County 2018 Comprehensive Plan

The **2018 Comprehensive Plan Update** is a 28 months process. Input from community leaders, planning experts, builders, preservationists, business stakeholders, and everyday citizens will be invested in crafting a shared vision for how Sussex County will look a decade from now and beyond.

"This will be a very long, but important, process for all of us to determine where we see our community today and years from now," County Administrator Todd F. Lawson said. "The County will be actively seeking input from a multitude of stakeholders, through public meetings, focus groups and workshops, to develop a plan that will be a blueprint for this county's future."

A comprehensive plan, among other things, serves as the standard for how development occurs and how land use is governed in a community over a long-term period.

Delaware law mandates that all counties and municipalities have a comprehensive plan in place. Counties and municipalities must review and update their plans for State certification every 10 years, while providing yearly updates on the progress of implementation. Sussex County's comprehensive plan was last updated in 2008; the next version must be adopted by June 2018.



Turn to page 22 for correspondence/opinion from the Chamber of Commerce to the Planning & Zoning Commission.

Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

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First Chair Steve Montgomery

Second Chair..... Barbara Brewer

Third Chair/Treasurer Carrie Lingo

Immediate Past Chair Paul Kuhns

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Legislative Consultant Mark Lally

Chamber Staff Contact Information

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2017 Upcoming Calendar

DATE..... MEETING or EVENT TIME/PLACE

Aug 11Town of Dewey Beach Mtg6:00 pm/Lifesaving Station

Aug 18.....City of Rehoboth Beach Mtg7:00 pm/Fire Station, 2nd Floor

Sept 8.....Town of Dewey Beach Mtg6:00 pm/Lifesaving Station

Sept 14Executive Board of Directors Mtg..... 10:30 am/Jake's Seafood

Sept 14Full Board of Directors Mtg11:30 am/Jake's Seafood

Sept 15City of Rehoboth Beach Mtg7:00 pm/Fire Station, 2nd Floor

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

2017 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 funds for the 50/50 raffle. Business card drawings are also held and door prizes are given out to the lucky winners!

Thursday, September 14 · Hyatt Place, Dewey Beach

Thursday, October 12 · The Resort at Massey's Landing

Thursday, November 16 · Cilantro de Cocina Mexico

Thursday, December 7 · Stand By . . . To Be Announced



Sandcastle Contest

September 9, 2017

On Rehoboth Beach in front of Funland

More information on page 9!



Fall Sidewalk Sale

October 6-8, 2017

Rehoboth Beach & Dewey Beach Resort Area



Sea Witch® Festival

October 27-29, 2017

Rehoboth Beach & Dewey Beach Resort Area

More information at www.Beach-Fun.com!

ENJOY A VACATION RIGHT IN YOUR BACKYARD
AND AVOID THE TRAFFIC!



*Book
Your Stay*
MONDAY - THURSDAY
IN OUR COVE DECK OR BEACHWOODS
&
RECEIVE

25% OFF YOUR STAY

Booking Dates: 7/26/17 - 8/15/17

PROMO CODE: **BKYD**

Stay Dates: 8/01/17 - 10/30/17

Excludes Labor Day weekend. Advance reservations required. Not valid with other discounts or promotions. Subject to standard policies, including site deposits. Must identify code



at time of booking. Not applicable to existing reservations. Subject to availability at time of booking. Special deposits may apply for this promotion. Only valid for Cove Deck & Beachwoods RV & Cottages.

Service at the Beach

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MILTON - LEWES - REHOBOTH



BRAG BOARD

Hyatt Place Dewey Beach Named 2017 Family Vacation Critic Favorite

Hyatt Place Dewey Beach has been named a favorite hotel by Family Vacation Critic as of May 1, 2017.



HYATT PLACE™

Family Vacation Critic® is an online travel source that offers reviews of family friendly hotels, attractions and destinations. "When planning a family vacation, it's important to find a hotel that truly meets the needs of all ages in your group, and these hotels do just that," explains Lissa Poirot, Editor-in-Chief of Family Vacation Critic.

This year, more than 750 hotels were named a 2017 Family Vacation Critic Favorite. This group of hand-selected hotels represents the top six percent of hotels listed on the site. Hyatt Place Dewey Beach is included in the "30 Best Mid-Atlantic Family Hotels and Resorts."

"We are extremely honored to be recognized in such an elite group of Hotels in the Mid-Atlantic Region," said Andrew DiFonzo, General Manager of Hyatt Place Dewey Beach. "One of our top priorities as a Resort is to exceed our guest's expectations from the moment they arrive on property. We strive to make the HPDB a family friendly environment, like their home at the beach."

Hyatt Place Dewey Beach was also named Coastal Magazine's 2016 Best of Awards winner for the category of Best Hotel in Sussex County.

Follow Hyatt Place Dewey Beach on Facebook, Instagram and Twitter. Call Hyatt Place Dewey Beach for more information, or visit www.deweybeach.place.hyatt.com or www.familyvacationcritic.com.

Dogfish Head Receives Award

Dogfish received some pretty amazing news from the folks at Men's Health that Dogfish Head's SeaQuench Ale has been named the best low-cal and low-carb beer at 140 calories and 9 carbs per 12 oz. serving!



After a full year of research and development, SeaQuench Ale emerged as a citrusy-tart union of three German styles of beer blissfully brewed into one. With its amazingly tart and refreshingly crisp flavors of lime and black lime, SeaQuench Ale has become the ultimate warm-weather companion.

Dogfish Head collaborated with scientists at the National Aquarium to specifically match the sea salt found in the water of the Chesapeake Bay that they use in the brewing process.

They are beyond thrilled to hear that fans nationwide, as well as the folks at Men's Health are digging this beer as much as they are.

Visit www.dogfish.com for link to article!



The Chamber continued their partnership with the Teen Leadership Program at the Sussex Family YMCA.

Special thanks to the advisors and students for passing out Visitors Guides and Coupon Books to our visitors this summer!



NETWORK | SHARE | CONNECT

WOMEN

in

BUSINESS

Downstate Luncheon

Presented
by: **DelawareToday**



Keynote Speaker

Jennifer Cohan

Secretary of Transportation
State of Delaware

Wednesday, December 6, 2017

11am-2pm | Baywood Greens Clubhouse

TICKETS: VISIT DELAWARETODAY.COM/WIB

Custom Sponsorship available at a variety of price points.
For more information, call 302.540.1326 or email Sales@DelawareToday.com



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.

Bank of Ocean City

Ed Connelly
904 Coastal Highway
Fenwick Island, Delaware 19944
302-539-9444
www.bankofoceancity.com
Services - Banks

Beef Jerky Outlet

Jim Schroeder
18949 Coastal Highway, Unit E
Rehoboth Beach, Delaware 19971
410-829-3037
www.easternshorejerky.com
Retail - Gifts & Specialty Shops

Dagwoods

Terry Bratton
16394 Samuel Paynter Blvd.
Milton, Delaware 19968
302-703-2621
www.dagwoods2go.com
Restaurant/Eatery

Delaware Humane Association- Rehoboth Adoption Center

Patrick J. Carroll
18675 Coastal Highway, Suite 8
Rehoboth Beach, Delaware 19971
302-200-7159
www.delawarehumane.org
Service - Pet Services

Delaware Self-Defense Academy

Ronnie Wuest
301 Rehoboth Avenue, Shops at the Pearl
Rehoboth Beach, Delaware 19971
302-531-6147
www.delawareselfdefenseacademy.com
Service - Self Defense

Escape Reality

Brian Turner
27 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-362-8177
www.escape realityde.com
Amusements - Attraction

Focus Multisports

Ernest Felici
31322 Terry Circle
Bethany Beach, Delaware 19930
610-613-4425
www.focusmultisports.com
Service - Non-Profit

Food by Design Catering

Deborah Vescovi
Rehoboth Beach, Delaware 19971
302-228-1430
www.foodbydesign.biz
Service - Catering

Kendall Furniture

Kerri Fox
37074 Coastal Highway
Fenwick Island, Delaware 19944
410-213-2520
www.kendallhomefurnishings.com
Retail - Furniture

Lucent Energy Management

Robert Whyte
PO Box 244
Lewes, Delaware 19958
302-648-5272
www.lucent-energy.com
Service - Solar Energy

Maui Wowi

Chris and Erica Bruno
Mobile Events and Catering
302-228-6170
www.facebook.com/mauiwowioffelton
Restaurant/Eatery

Right Balance Pilates

Carin Langen
1600 Pennsylvania Ave, The Plantations
Lewes, Delaware 19958
302-226-0549
www.rightbalancepilates.com
Service - Exercise/Fitness

RP Boat Rentals

Bev Harrington
909 Pilottown Road
Lewes, Delaware 19958
302-727-8414
www.rpboatrentals.com
Attraction - Attraction/Recreation

The Shore Group Marsha & Joe @ Joe Maggio Realty

Joe Kirk
36769 Rehoboth Avenue, #11
Rehoboth Beach, Delaware 19971
302-569-5246; 302-245-4281
www.theshoregrouprealestate.com
Real Estate - Sales

Sound FX

Brian Layton
17665 Coastal Highway
Lewes, Delaware 19958
302-644-8110
www.sound-fx.net
Service - Home Theater Systems

Area Hotels Make Top 10.

HotelCombined names the list of the top hotels in Delaware.

Dover Garden Suites in Dover won the top honor of Best Hotel. This year's finalists also included four hotels in Rehoboth Beach: The Bellmoor Inn, The Boardwalk Plaza Hotel, Canalside Inn Rehoboth, and The Bay Resort.

"We're very pleased to be able to recognize some of the finest hotels in Delaware and the entire United States this year," said Chris Rivett, travel expert at HotelsCombined. "A lot of hard work goes into ensuring guests have an exceptional experience and this is our chance to showcase and reward the hotels, resorts and B&Bs that are at the top of their game."

Winners and finalists were selected based on a set of criteria that factors in social media posts, customer rating, user reviews, and the absence of "recurring or unresolved problems," according to HotelCombined.

"This year's winners represent the best of the best in the United States," Rivett said. "These hotels aren't just a place to stay while you're traveling – their keen attention to detail and customer experience make each hotel on our list a destination in itself."

*Top Hotels in Delaware, by Alex Vuocolo
Delaware Business Times, August 1, 2017*



Thank You Monthly Renewing Members

The Chamber wishes to thank the following Members who recently renewed their membership investment. The list below represents Members who renewed during the period of June 13 - August 2, 2017. Thank you for your continued support!

All Saints' Parish Thrift Shop · Angler's Fishing Center · Apple Electric · Arena's Famous Deli Bar Avenue Apothecary and Spa · Avon, Wendy McGehrin-Independent Consultant · Axis Restaurant Beachside Bar and Grill · Bear Industries, Inc. · Beauty and the Beach · Beebe Medical Center Auxiliary, Inc. Bellinger's Jewelers · Betterliving of Delmarva · Blue Moon Restaurant · Brooks & Palmer Custom Homes, LLC Cafe Azafran · Chesapeake and Maine · Children & Families First · Coastal Kids Pediatric Dentistry Coldwell Banker Resort Realty · Comcast Business · Crosswinds Motel · Cultured Pearl Liquor Company LLC Dawn Patrol Cafe · Delmarva Digital · Delmarva Transportation, Inc. · Dewey Beer Co. · Discover Bank Discovery Map · Dolles Candyland · Dos Locos · Driftwood Motel & Efficiency Apartments Dunkin' Donuts/Baskin Robbins · Eden Restaurant · Embrace Home Loans · Extreme Heat Pest Control Factory Sports · Fairfield Inn and Suites Rehoboth Beach · Farmer Girl Exotic Gardens Faw, Casson & Co., LLP · Fehrenbach's Flooring · First Light Charters · Fork + Flask at Nage Friends of Delaware Veterans, Inc. · Garrison Homes · Give Something Back Foundation go fish!-a british fish + chip shop & seafood restaurant · Harry K Foundation · Ibach's Candy · IFS Benefits, LLC just COMFORT shoes · Karen and The Nut · Lazy L Bed & Breakfast · LC Homes · Lefty's Alley & Eats The Lewes Historical Society · Lily Thai Cuisine · Lingo's Market · Little League Senior/Big Softball World Series Local 360 Media & Local Book · Lucent Energy Management · Luxury Motors of Rehoboth Beach McGregor Custom Homes, LLC · Merrill Lynch · Monograms Unlimited · Ocean Suds II Laundromat Old World Breads · Penny Lane Mall Partnership · Pete's Steak Shop LLC · PNC Bank · Portraits In The Sand Rehoboth Bay Marina · Rehoboth Beach House Rentals · Rehoboth Mall · Republic Services The Resort at Massey's Landing · The Right Property Management LLC · Ryan's The Salvation Army, Developmental Disabilities · The Sand Dollar · Security Instrument Corp. Shademakers Eyeware · Sleep Inn & Suites · Sposato Landscape, Inc. · StressLess Downsizing & Moving, LLC Surf Side Limousine Services · Sussex Eye Center, PA · Sussex Family YMCA · Sweet Frog Frozen Yogurt Tangier Island Cruises · Top Notch Heating, Air Conditioning, and Refrigeration · USO - Delaware Wilmington Insurance Co. · Wilmington Savings Fund Society, FSB (WSFS) · Winding Beam Collection Wings To Go Dewey · Winswept Stables.



Chamber continues partnership with the **Rehoboth Empowers Dreams Program (RED)**

Rehoboth Elementary School (RES) and Cape Henlopen School District have again partnered with the Rehoboth Beach-Dewey Beach Chamber of Commerce to create an innovative, unique, and holistic program, entitled Rehoboth Empowers Dreams (RED), with an emphasis on college and career readiness. The RED program is offered to all students in grades 3-5 at RES, with an emphasis on the targeted population of low-income students.

Of the twenty-one members on the Rehoboth Beach-Dewey Beach Chamber of Commerce board of directors, 100% were in agreement in partnering with Rehoboth Elementary and creating this program for the students. Collaborating with local businesses, through the Rehoboth Beach-Dewey Beach Chamber of Commerce, the RED program will allow students to gain an understanding of local, community based businesses and the academic skills required for this type of career. The RED after school program will provide enrichment activities with project-based outcomes for students in grades three through five. While partnering with the diverse local business experts, students have an opportunity to engage in authentic, real-world career experiences. Students can use their acquired knowledge through the program to make informed future decisions in regards to career pathways in secondary education.

Because of this partnership, our business members benefit and the school district receives grants.

General Membership Meetings

U.S. Congresswoman Lisa Blunt-Rochester spoke to the Membership on June 20th at Kings Creek Country Club.



Sussex County Administrator Todd Lawson spoke to the Membership on July 19th at Kings Creek Country Club.



Mark your calendars for the following General Membership Luncheons held at noon at Kings Creek Country Club in Rehoboth Beach (Fee).

September 20th with University of Delaware's **Karen Lundin**
October 18th with Delaware State Treasurer **Ken Simpler**.

Contact Joy to RSVP! 302-227-2233 x.14 or joy@beach-fun.com.

More Pictures from the Mayoral & Candidates' Forum



39th Annual Sandcastle Contest

September 9, 2017

Rehoboth Beach in front
of Funland at Delaware Ave

September 8, 2017

Sandcastle Lessons from 5-7PM
on Rehoboth Beach in front
of Funland at Delaware Ave

More Info @

Beach-Fun.com

The contest is open to both adults and children. Participants may register their entry anytime between 8:30 AM & 2:30 PM. Sculptures may be started at any time on the day of competition, but must be completed for judging by 3:00 PM. Winners will be announced at approximately 4:30 PM. Trophies will be awarded to the top ten (10) Judge's Favorites in both the adult and 7-14 child divisions. Children ages 6 and under will all receive a memento. One (1) Judge's Favorite will be awarded in the Business category. Two (2) People's Choice Awards will be given. The general public can vote on their favorite ADULT and CHILD division creation, by completing an event evaluation. All regular contest rules apply.

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event	Wednesday	Room Count
May 27-29, 2016	3,515	80's Sunny	Memorial Day Weekend	May 25, 2016	1,791
June 2-4, 2017	3,068	70's Sunny	None	May 31, 2017	1,696
June 3-5, 2016	3,215	70's Cloudy	Beach Goes Blue	June 1, 2016	1,606
June 9-11, 2017	3,509	70's Sunny	Beach Goes Blue...Red & White, Too!	June 7, 2017	1,635
June 10-12, 2016	3,397	70's Sunny	Restaurant Week	June 8, 2016	2,209
16-18, 2017	3,399	70's Sunny	Miss Delaware	June 14, 2017	2,400
June 17-19, 2016	3,564	70's Sunny	Father's Day	June 15, 2016	2,258
June 23-25, 2017	3,508	70's Sunny	Running of the Bull, Dewey	June 21, 2017	2,619
June 24-26, 2016	3,487	70's Sunny	No Event	June 22, 2016	2,609
June 30-July 2, 2017	3,570	80's Sunny	4th of July Fireworks	June 28, 2017	2,775
July 1-3, 2016	3,462	80's Sunny	4th of July Holiday	June 29, 2016	2,540
July 7-9, 2017	3,441	80's Sunny	None	July 5, 2017	2,332
July 8-10, 2016	3,402	90's Sunny	Dewey Running of the Bull	July 6, 2016	2,421
July 14-16, 2017	3,542	80's Cloudy	None	July 12, 2017	2,726
July 15-17, 2016	3,500	90's Sunny	No Event	July 13, 2016	2,724
July 21-23, 2017	3,600	80's Sunny	No Event	July 19, 2016	2,871
July 22-24, 2016	3,621	90's Sunny	No Event	July 20, 2016	2,743
July 28-30, 2017	3,450	80's Cloudy	No Event	July 26, 2017	2,801

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - July 24, 2016 · 79,030

January - July 30, 2017 · 82,400

WEDNESDAY

January - July 20, 2016 · 45,790

January - July 26, 2017 · 47,856

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.

Visitor Center Visitation

	2017	2016	2015	2014	2013
JUNE	1,986	1,953	2,355	2,559	2,335
JULY	2,120	2,260	2,750	2,758	2,988



Delaware Labor Force Trends

(June 2017); Delaware's seasonally adjusted unemployment rate in June 2017 was 4.7%, unchanged from May 2017. There were 22,400 unemployed Delawareans in June 2017 compared to 20,700 in June 2016. The U.S. unemployment rate was 4.4% in June 2017, up from 4.3% in May 2017. In June 2016, the U.S. unemployment rate was 4.9%, while Delaware's rate was 4.4%.

Source: Delaware Department of Labor - Monthly Labor Review; published July 21, 2017. <http://lmi.delawareworks.com>

REPORTS and STATISTICS

Website Results for www.Beach-Fun.com | 2016 vs. 2017

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
January	36,863	35,856	10,299	10,682	9,415	9,896	49.39%	45.53%	2:22	2:02
February	45,436	47,246	13,358	14,461	12,031	13,406	49.42%	49.34%	2:07	1:52
March	54,147	54,490	15,909	15,733	14,530	14,697	50.88%	49.61%	2:08	2:07
April	66,091	74,459	18,447	23,564	17,036	22,195	50.39%	54.82%	2:12	1:42
May	81,709	68,097	22,044	19,648	20,808	18,424	47.92%	49.19%	2:12	1:53
June	128,917	95,174	36,583	27,798	34,960	26,471	50.63%	49.96%	1:59	1:52
July	146,498	102,687	39,388	31,053	37,295	29,334	47.55%	51.45%	2:04	1:44
YTD Totals	559,661	478,009	156,028	142,939	146,075	134,423	49.45%	49.99%	2:09	1:53

* YTD Total Average

Top Pages Viewed - July 2017

Page on Site	Page Views
1 Area Activities	9,584
2 Dewey Beach Activities	9,499
3 Current Events	8,271
4 Attractions	5,638
5 Parking and Beach Rules	3,402
6 Sea Witch® Festival	3,097
7 Dining	2,430
8 Accommodations	1,719
9 Photo/Video Tour	1,567
10 Dewey Beach Camera Live	1,488

Top 10 States to Visit Website - July 2017

State	Visits
1 Pennsylvania	7,343
2 Delaware (partly Member driven)	7,262
3 Maryland	4,478
4 New Jersey	4,266
5 District of Columbia	3,666
6 New York	2,873
7 Virginia	1,839
8 Michigan	1,546
9 Ohio	554
10 Connecticut	376

Visitors Guide YTD Distribution Comparison

(based on ad placement response; 2016 vs. 2017 January - June)

2016: 79,652 · 2017: 79,729



2018 Visitors Guide

Advertise your business in the Guide!!
140K copies scheduled to be printed.

Contact Patty at 302-227-6446



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

Amelia Earhart

Get a front row seat to the Sea Witch® Festival!

Contact Emily!
302-227-6446

The Chamber is looking for fun, energetic people to assist in activities such as the costume parade, dog parade, children's games and more. This is great for adults plus groups & high school age (14+) students that need volunteer hours.



Sea Witch® Festival

October 27-29, 2017

www.SeaWitchFestival.com

Rehoboth Beach & Dewey Beach, DE

Sea Witch® Festival: Q & A

\$1 or DONATION to ride the shuttle and get a souvenir Sea Witch® Mask! (While supplies last)



If Traveling From The South

Is there satellite parking and are there shuttles from the South? Yes, from the south directly off of Route One/Coastal Highway, parking is available at Oceanside Tower Road in Delaware Seashore State Park with **\$1 or donation** shuttle service. Marked with a blue flag. (See map below).

Is there any other pick-up/drop-off service from the South? Yes, **\$1 or donation** shuttle service will pick-up/drop-off at the Jolly Trolley Stops in Dewey Beach. Marked with blue flags.

Where is the Downtown Rehoboth Beach shuttle pick-up/drop-off if coming from the South? Lake Avenue by the Henlopen Hotel. Marked with a blue flag and signage.

Where do I pick up the shuttle in Downtown Rehoboth Beach to return South? Lake Avenue by the Henlopen Hotel. Marked with a blue flag and signage.

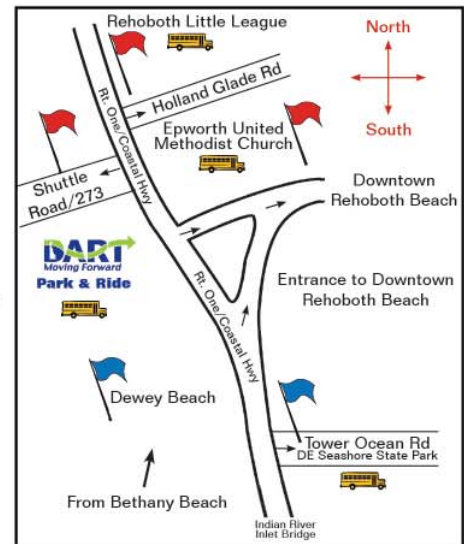
If Traveling From The North

Is there satellite parking and are there shuttles from the North? Yes, from the north directly off of Route One/Coastal Highway, parking is available at the DART Park & Ride, the Rehoboth Little League Field and the Epworth United Methodist Church. **\$1 or donation** shuttle service at all locations. Marked with red flags. (See map to right).

Is there any other pick-up/drop-off service from the North? No.

Where is the Downtown Rehoboth Beach shuttle pick-up/drop-off if coming from the North? Lake Avenue by the Henlopen Hotel. Marked with a red flag and signage.

Where do I pick up the shuttle in Downtown Rehoboth Beach to return North? Lake Avenue by the Henlopen Hotel. Marked with a red flag and signage.



Additional Shuttle Information

What days, times, and how often do the shuttles operate? Shuttles run approximately every 20 minutes on Saturday only, October 28th from 8:00AM - 8:00PM.

Are there handicap accessible shuttles? Some shuttles are handicap accessible and it is highly recommended to use the shuttles. (There is a 1/2 mile walk down the Boardwalk to the Bandstand area from the Downtown Henlopen Hotel pick-up/drop-off location). If not using the shuttles, there is no official drop-off/pick-up location and it is suggested to be in town no later than 9AM.

Are pets allowed on the shuttles? No.

as of 8/3/17



Sea Witch® Festival

October 27-29, 2017

www.SeaWitchFestival.com

Rehoboth Beach & Dewey Beach, DE

Sea Witch® Festival: Q & A

Where is the Costume Parade

Registration & Line-up? Registration for the costume parade will take place on Saturday, October 28th beginning at 9:00 AM. It will be held on the Grub Grocery parking lot at 305 Rehoboth Avenue. Costumed parade walkers will register and line up on 4th Street (adjacent to Grub Grocery). The costumed parade will begin and end at 4th Street and the parade steps off at 11:00 AM. Mobile restroom facilities will be located on the Beachside Bar & Grill parking lot at 251 Rehoboth Avenue. The floats and all motorized parade vehicles will line up on State Street beginning at 9:00 AM. (See map to right).

Where does the Costume Parade end?

Costumed parade walkers and bands will return to the start point on 4th Street. Floats and motorized vehicles will all continue out of town via Rehoboth Avenue to Route 1/Coastal Highway.



Beachside Bar & Grill Parking Lot
(Mobile Restroom Facilities)

Walkers Lineup & Finish
on 4th Street

Grub Grocery (Walker Registration)

State Street (Motorized Rollers Lineup)

Are there parking restrictions? Yes. Crowd control fencing on both sides of Rehoboth Avenue will be in place beginning on Friday, October 27th at 11:00PM in the median side & Saturday, October 28th at 5:00AM on the sidewalk side.

- Rehoboth Avenue, Median: crowd control fencing will prohibit parking in certain median areas.
- Rehoboth Avenue, Sidewalk Side: any vehicles parked on the sidewalk side will be fenced in until after the parade.
- 4th Street for Costume Parade Registration & Line-Up: some parking restrictions.

Does Rehoboth Avenue close? Yes...ARRIVE EARLY!!! Rehoboth Avenue will be closed to all traffic on Saturday, October 28th at 10:00 AM and will reopen immediately following the costume parade (approximately at 2:00 PM). \$1 or donation shuttle service to Downtown Rehoboth Beach will continue to the Downtown Rehoboth Beach drop-off/pick-up location at Lake Avenue by the Henlopen Hotel Saturday only, October 28th from 8:00AM - 8:00 PM.

Where are the restrooms? Public restrooms are located at the Bandstand & Rehoboth Avenue, the Boardwalk & Baltimore Avenue, the Boardwalk & Delaware Avenue, and Grove Park, plus temporary, mobile restrooms at the Beachside Bar & Grill parking lot (during the parade/Saturday only).

How do I find out if an event is postponed or cancelled due to weather? Call the Chamber of Commerce at 302-227-2233 ext.12 for recorded updates, visit the Chamber's Facebook page and tune in to local radio stations.



The Sea Witch® Festival is produced by the Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center. For more info, call 302-227-6446 or visit SeaWitchFestival.com.



as of 8/3/17

RIBBON CUTTINGS



Rehoboth Massage & Alignment



The Ruff Life



Twice Baked Coffee Bar



Bluecoast Seafood Grill & Raw Bar



Best Nest Home Furnishings



D.R. Horton Home Builder



Makin' Whoopie Pies



Sun Otter Tours

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MEMBERS IN THE SPOTLIGHT

Makin' Whoopie Pies

Makin' Whoopie Pies is proud to announce the opening of a new store in Rehoboth Beach. La Vida Lekker LLC partners Josh Mellinger and Greg Lewis are the owners of the new franchise located at 25 Rehoboth Avenue in the heart of Rehoboth Beach. Josh has been operating two very successful Makin' Whoopie Pies stores in Hersheypark, Pennsylvania for the past three years and Greg retired from the Marine Corps in 2016.

Makin' Whoopie Pies is a franchise specializing in made-to-order whoopie pies. Customers can choose from a variety of whoopie pie shells or freshly baked cookies along with 16 different fillings or six different Turkey Hill ice cream flavors. Shells consist of flavors such as chocolate, red velvet, pumpkin, strawberry, blueberry, and many more. Unique filling flavors such as salted caramel, mocha buttercream, orange creamsicle, peanut butter fudge, Irish Cream, mojito (along with many more); allow customers to create their own whoopie pie creation. In addition to made-to-order whoopie pies, the Rehoboth Makin' Whoopie Pies store will also offer real fruit smoothies, Cocoa Chillers, Makin' Cocoa, and fountain beverages.

According to food historians, Amish women (not wanting to waste anything) would bake these delicious desserts with left-over cake batter and icing would put them in their farmer's and kids lunchbox. When they would open their lunchboxes to find these treats, they would shout "Whoooooopie!" Makin' Whoopie Pies brings that excitement with every whoopie pie created.

"I am excited to be able to bring the Makin' Whoopie Pies experience to Rehoboth Beach" said Josh Mellinger, operating partner of the new store. "I look forward to our customers experiencing the joy of creating their own whoopie pie".

For more information about the Makin' Whoopie pies franchise, visit www.makinwhoopiepies.com. ♦

Slam Dunk to the Beach

Slam Dunk to the Beach is one of the premier High School Basketball Tournaments in America. Over the past three years the event has brought over 40 teams featuring the top High School players in the country. Along with out-of-state visitors and national recognition, the event has received incredible fan support from the local community, while also generating over \$1 million in annual economic impact and over 1 million social media hits. Slam Dunk to the Beach offers an incredible opportunity for local businesses to connect with local customers as well as visitors and gain awareness and future in-season business for the businesses in the beach communities. For more info, call 302-354-1497 or visit www.slamdunktothebeach.com. ♦



The Ruff Life

Located about a block from the Rehoboth Beach Boardwalk at 46B Baltimore Avenue; 'The Ruff Life' opened May 1st with its Grand Opening celebration taking place on National Dog Party Day - June 21, 2017.



Accomplished artist and dog lover Sara England opened a beach boutique this spring – 'The Ruff Life', featuring her fun and whimsical works of art on dozens of unique products! Sara's sense of humor shines through her creations as she mingles her happy, laid-back style with the essence of the dogs to create art of liveliness and authenticity.

Sara's art is featured on giclée-quality prints, sandstone coasters, cheese platters & cutting boards, personalized Tees and many more products creating a vibrant array of personal and home décor merchandise. Customers can also choose to have their gifts customized, personalized and made while they wait. "It makes my day when a customer tells me that their daughter's favorite gift was my 'Sunset' design depicting her two dogs at the beach. I love that I can connect with and touch people through my art," mused Sara.

For more information and store hours, call The Ruff Life at 301-685-1239 or visit www.saraenglanddesigns.com/pages/the-ruff-life. Sara, her husband Michael and their rescued 6-year-old mixed-up boy, Chance, invite you to stop in and say hello. ♦

Best Nest

Best Nest marks a return to the Cape Region with the opening of their new store located at 403 Rehoboth Avenue. Best Nest Home Furnishings' mission is to make sure beach homes look as good on the inside as they do on the outside. They offer a full line of rugs, furniture, art and accessories for all your decorating desires.

Co-owner, Nikki Schroeder says Best Nest is a full-service furniture store, specializing in coastal cottage-style interiors. "Lots of color and whimsy," she said. "We specialize in beach houses. This seemed like the perfect location."

Best Nest offers moderately priced home furnishing and accessories compared to other home furnishing stores in order to accommodate the average homeowner. "Moderately priced but beautiful, good-quality furniture," says Schroeder.

"It's exciting because I think we're going to fill a small niche in Rehoboth with our price level," said co-owner, John Selway.

Best Nest is open 7 days a week. For store hours and more information call 302-227-6378. ♦

MEMBERS IN THE SPOTLIGHT

Bluecoast Seafood Grill & Raw Bar

Bluecoast Rehoboth is the newest SoDel Concepts restaurants, rounding the number to 10 locations on the Delaware Coast. The opening of this restaurant was a culmination of many local businesses coming together including Jack Lingo Asset Management, Fisher Architecture, Broadpoint Construction, countless small businesses from Sussex County, and the entire team at SoDel Concepts. This will be the second Bluecoast Seafood Grill and Raw Bar, based on SoDel's flagship restaurant in Bethany Beach. Bluecoast Rehoboth will follow the tradition of serving fresh, beautiful local seafood prepared in simple ways to allow the flavors of Southern Delaware to shine. The restaurant will be open daily for lunch and dinner year round. For full menu, hours, and more information visit www.bluecoastrehoboth.com. ♦



Sun Otter Tours, LLC

Sun Otter Tours, LLC, owned by Jody and Steve Dengler of Lewes, opened for business in Rehoboth Beach on June 22. The science based tour company offers guided tours suited for both local residents and visitors alike. Sun Otter Tours combines salt air and science to provide a fresh approach to tours in coastal Delaware.



"We've had an overwhelming response to the tours," said Steve Dengler, co-owner of Sun Otter Tours. "Hotels and rental agents are excited to offer guests more choices; and visitors and residents are thrilled to get a peek at the science behind Delaware's beach life."

Tours range from the extensive Marine Ecology Tour, including hands-on activities with Sea Grant DE at the University of Delaware, to the lighter Alchemy of Alcohol Tour, featuring the science of beer-making and distilling with visits - and tastings - at local breweries, distilleries and the new meadery. For more family-friendly activities, Sun Otter Tours offers Night Moves, featuring a pontoon boat ride into the mysterious bald cypress swamp at nightfall, and Beach Science, highlighting marine animals and kid-friendly science experiments on the beach. Upscale boxed lunches are included on several of the tours.

Book a tour online at www.SunOtter.com or call Sun Otter Tours directly at 302-519-3580. Check them out on Facebook at @SunOtterTours. ♦

Right Balance Pilates

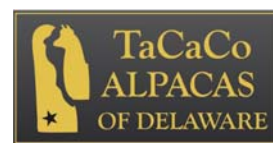
Right Balance Pilates opened their studio at 1600 Pennsylvania Avenue in Lewes in the Plantations community over the winter, offering group Reformer and Mat Pilates to local residents and travelers alike. Right Balance added to their list of offerings by launching their FLOAT program in their outside pool area. This unique fitness class is conducted on tethered floating boards and can include classical Pilates and Yoga movements, as well as high intensity interval training.

Right Balance Pilates owner Carin Langen followed her vision to bring Pilates to Lewes so that people of all ages and fitness levels could come together in a comfortable and inviting environment. Right Balance Pilates is a group Reformer, Mat and FLOAT Pilates studio in Lewes, Delaware. They welcome clients of all experience and fitness levels to join their classes and receive the ultimate core-strengthening workout. Most clients find going 3-4 times a week increases their strength, balance and mobility within a few weeks and helps to build long lean muscles.

Private group sessions are available for up to 10 in the Reformer or Mat studio, and up to 4 in the FLOAT class. Group sessions have been popular with area businesses, girls/guys nights out, or neighborhood gatherings! Right Balance Pilates offers public classes 7 days a week at varying times throughout the day. To view a complete schedule of classes and for more information visit www.rightbalancepilates.com or call 302-226-0549. ♦

TaCaCo Alpacas of Delaware

TaCaCo Alpacas of Delaware opened their new retail location at 33 Wilmington Avenue in downtown Rehoboth Beach in December of 2016. The retail shop, owned by sisters Karla Mears and Kelley Boyce, is an offspring of the Alpaca farm that Kelley and her husband, Blair, have in Laurel, DE. They carry a full line of hypo allergenic alpaca clothing, accessories, and yarns. Stop in and find the perfect unique gift including organic soaps wrapped in alpaca fiber, paraben-free body lotion and body wash, unique jewelry, and a nice selection of Peruvian Pima Cotton clothing. The store is currently open Friday - Monday at 12 PM (noon) and will be open 7 days a week beginning in mid-June. For more information on the farm and retail store call 302-236-7950 or visit www.tacacoalpacasofdelaware.com. ♦



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BUSY IN THE BACKROOM!

Summer interns, **Maddie and Zoe**, are kept busy from Memorial Day to Labor Day coordinating the Chamber's Movie & Bonfires held in Dewey Beach and assembling Realtor Bags.



Once a week, **Derek** delivers the bags to realtors who distribute to week long renters. Derek also makes sure the Visitors Guide bins are stocked and takes Visitors Guide mailings to the Post Office.



MEMBERS IN THE SPOTLIGHT

Sharon Monaghan Donovan Photography

The Rehoboth Beach-Dewey Beach Chamber of Commerce would like to welcome new member Sharon Monaghan Donovan Photography. Sharon Donovan has been pursuing her passion for 20 years. As an artist and photographer, she has specialized in creating exceptional portraits of babies, children, families, and their pets. The heart of her work centers around establishing a relaxed atmosphere in which she is able to capture the personalities of her subjects and their relationship to one another.

Graduating from the University of Delaware and studying photography at Rhode Island School of Design contributed to the development of Sharon's unique style, which has helped her build a strong reputation in the New York metropolitan area. Her work has been displayed at the Krasl Art Museum in Michigan and seen in the New York Times, Architectural Digest, Bon Appetit, Gourmet, House and Garden, New Jersey Monthly, Savvy Living, New Jersey Life, and New Jersey Design. Her corporate clients include AT&T, Bayer, and Bevals Saddlery Catalog, featuring Olympic silver medalist Peter Leone.

Sharon's photographic work has been purchased by Ensemble Card Company, a division of the Hallmark Card Company. She is a member of the American Society of Media Photographers, and has been a featured speaker at the Professional Photographers of America national convention. Sharon has also been listed as a featured photographer on Hasselblad's. To contact Sharon, call 908-612-2928 or visit her website at <http://smd.photography/>. ♦

Escape Reality

Escape Reality was brought to the Delaware Beaches by Beyond Entertainment Enterprises, founded by Brian Turner the mastermind and producer of haunted attraction Screams at the Beach. Brian has partnered with husband-wife power duo Pete and Michelle Townsend, owners of youth baseball destination Sports at the Beach, with the vision of bringing unlimited virtual possibilities to your everyday reality.

Located at 27 Rehoboth Avenue in downtown Rehoboth, you can experience virtual reality seven days a week throughout the year. Escape Reality is just the beginning of a rapidly-evolving virtual reality experience which will include educational immersion programs, competitive events such as gaming tournaments, and much more.



Stop in to play with friends, family, or solo. Reservations for private events, corporate gatherings, and birthday parties are also offered. Email play@escaperealityde.com to inquire about dates and times.

It's nearly impossible to describe... so why not give it a try? With over 30 VR games and experiences, including the brand-new VirZOOM Bike, there is something for everyone. To learn more, call 302-362-8177 or visit their website at www.escaperealityde.com. ♦

Mug & Spoon

Kyle Ten Eyck, a photographer with a passion for coffee-fueled days, and Aileen Hearn, a designer with a passion for wild ice cream concoctions, came together early this summer to form a new venture called Mug & Spoon. The opportunity arose for Mug & Spoon to partner with Schell Brothers, an incredible local builder with a presence in the shop at 18 Rehoboth Avenue, Rehoboth Beach. From one end, they focus on old-fashioned, classic quality - a high-end, local taste. From the other, they dive off the deep end of crazy flavor, experimenting daily with a 'no rules' mentality.

"We believe in their philosophy to maximize happiness, and love being able to bring the community together in a fun way," said Ten Eyck. "We play with new flavors and ideas every day, so it will always be an exciting experience here." Hearn added, "We try to go as far as we can to push boundaries and bring new things to the beach."

With Cold Brew and Nitro coffee floats, they combine coffee and ice cream in a creamy, delicious, never before seen way; and sourcing local products brings ease to their inventive tendencies. Using coffee from Brandywine Coffee Roasters in Wilmington, Homemade ice cream from Woodside Farms Creamery in Hockessin, and baked goods from Pasqualini's Bakery right down the road in Rehoboth, they ensure quality and freshness that comes from staying local. Plus, they can ask to create new flavors on the spot!

For more info, visit their website at www.mugandspoonco.com and stop in for a coffee, a treat, and now an amazing lunch. Be sure to ask for a coffee punch card, and don't forget to look up when walking through the doors! ♦



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RIBBON CUTTINGS



Right Balance Pilates



Escape Reality



Mug & Spoon



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June 29, 2017 letter below, addressed to Janelle Cornwell, Director of Planning and Zoning with copies to the Planning and Zoning Committee – Robert C. Wheatley, R. Keller Hopkins, Kim Hoey Stevenson, Douglas B. Hudson, Martin L. Ross.

On behalf of the Board of Directors of the Rehoboth Beach-Dewey Beach Chamber of Commerce (the “Chamber”), this letter is offered to Sussex County Planning and Zoning Commission relative to the development and adoption of an updated Comprehensive Land Use Plan for the County.

The Chamber has specific interest and expertise regarding economic development and tourism. While our membership includes many businesses in the incorporated areas of Rehoboth Beach and Dewey Beach, we also represent many businesses that reside in the Coastal Highway (DE State Route 1) corridor of Sussex County.

The Tourism and Hospitality industry represents a significant portion of our membership and a large number of the commercial enterprises along the Coastal Highway corridor. The industry is well established in the area and welcomes over 7 million visitors to the area each summer, accounting for over \$1.5 billion in generated revenues. The County is extremely fortunate to have such a vibrant and successful industry. However, it also has a responsibility to maintain and strengthen that industry, lest it be allowed to flounder and perish.

The current draft information of the 2018 update to the Comprehensive Plan regarding tourism appears to be limited and insufficient. The Chamber would like to help the County develop more specific objectives and strategies for Goal 6.4 within the Economic Development element of the 2018 update.

Specifically, Goal 6.4 states, “Maintain and Strengthen the County’s position as a tourist destination”. We would like to offer some additional objectives in support of that goal

- Consider moderate increase in height limits, with offsetting increase to setbacks, in the C-1 zone to promote investment in existing businesses and encourage new business development
- Reduce the strict parking requirements for hotels to encourage hotel additions and new development
- Consider making the Coastal Highway corridor a receiving area under a Transfer of Development Rights ordinance to promote preserved open space in the County
- Seek opportunities to provide greater access to public transportation in the corridor
- Work with local municipalities, specifically Lewes, Rehoboth and Dewey, to create development standards in the County gateway areas adjacent to these communities
- Consider density incentives in the corridor for vertical mixed-use projects that propose residential above commercial to create workforce housing options near jobs
- Promote pedestrian transit by seeking additional trail connections to existing trail network

The Rehoboth Beach-Dewey Beach Chamber of Commerce encourages Sussex County to consider these and any other objectives that promote financial investment, also known as economic development, in the Coastal Highway corridor.

.....

July 18, 2017 letter below, in response to Chairman's question, addressed to Martin L. Ross, Chairman with copies to the Planning and Zoning Commission – Robert C. Wheatley, R. Keller Hopkins, Kim Hoey Stevenson, Douglas B. Hudson, Janelle Cornwell.

As a follow-up to our letter of June 29, 2017 and the subsequent public comments of Chris Weeks, member of the Chamber Board, on July 14, 2017, we wanted to provide some additional information regarding development restrictions in the C-1 zone of the Coastal Highway Corridor.

We researched the off-street parking requirements of several mid-Atlantic resort communities and found the following information:

- Ocean City, NJ – 1 space for each unit < 700 square feet . . . 2 spaces for every unit over 700 SF
- Ocean City, MD – 1 space per unit
- Virginia Beach, VA – 1 space per lodging unit
- Nags Head, NC – 1.2 spaces per unit plus 1 space per 4 employees
- Wilmington, NC – 1 per guest room plus 1 per supervisor and staff
- Sussex County (Rehoboth), DE – 1.5 per guest room or suite and 1 space per 3 employees

As you can see, the Coastal Highway Corridor is at a competitive disadvantage in our marketplace with respect to hospitality development. We encourage the Planning and Zoning Commission to consider opportunities to incentivize investment and development in the Coastal Highway Corridor through its Comprehensive Planning process.

It is the opinion of the Rehoboth Beach-Dewey Beach Chamber of Commerce that any viable efforts to mitigate sprawl and enhance open space must include a reassessment of the County code as it relates to height limits, parking requirements for accommodations, and density restrictions in the C-1 development zones.

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