



FOCUS *on*

October 2017
E-Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.



Counting Down To Fun . . .

October 27-29

SEA WITCH® FESTIVAL!

Costume Parade · Dog Parade · Live Bandstand Music
Beach Games · Hayrides · 5K Race · Hoedown
Horse Shows on the Beach · Haunted Bonfire
Trick or Treating · Artisan & Vendor Area and More!

Helpful Hints . . . If only visiting for the day, take a shuttle or get into Downtown Rehoboth Beach before 9AM. Rehoboth Avenue Parade Route Closed 10AM-3PM.

More festival info on pages 12-13!



Schedule of Activities at Beach-Fun.com

Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

P.O. Box 216 · 501 Rehoboth Avenue
Rehoboth Beach, DE 19971-0216
302-227-2233 · 800-441-1329

Member Hotline · 302-227-6446

Fax · 302-227-8351

rehoboth@beach-fun.com

www.Beach-Fun.com

Chairman of the Board Jay Becker

First Chair Steve Montgomery

Second Chair..... Barbara Brewer

Third Chair/Treasurer Carrie Lingo

Immediate Past Chair Bill Klemkowski

Board of Directors

Marvin Carney	Kyle Morgan
Vince DiFonzo*	Scott Swingle
Jerry Esposito**	Rachel Webster**
Chip Hearn	Chris Weeks
Dale Lomas	Kay Wheatley
Rob Marshall	Susan Townley-Wood
Keith Martin	*Board Representative
Michael Meoli	**At Large Directors

CEO/President.....Carol Everhart

Legal Counsel Jay Becker

Legislative Consultant Mark Lally

Chamber Staff Contact Information

Sophia Sawicki, Visitors Center Manager..... Ext. 0

Visitors Center StaffExt. 0

Sue Krick, Susan Maclary, Karen McMahon

Nancy Stewart, & Meredith Thomas

Emily Grothey, Event Coordinator..... Ext. 11

Carol Everhart, President/CEO Ext. 13

Joy Kidd, Administration Ext. 14

Patty Burkentine, Membership Ext. 15

Meghan McCalley, Finance/Marketing Ext. 16

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2017 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
Oct 12	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Oct 12	Full Board of Directors Mtg	11:30 am/Jake's Seafood
Oct 14	Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
Oct 18	General Membership Mtg.....	12 pm/Kings Creek CC
Oct 20	City of Rehoboth Beach Mtg	7:00 pm/City Hall, 2nd Floor
Nov 9	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Nov 9	Full Board of Directors Mtg	11:30 am/Jake's Seafood
Nov 11	Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
Nov 17	City of Rehoboth Beach Mtg	7:00 pm/City Hall, 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, October 12 · The Resort at Massey's Landing

Thursday, November 29 · Dogfish Head Brewings & Eats **

Thursday, December 21 · Jake's Seafood House, Coastal Hwy **

**** More Information on Page 3!**



Next General Membership Meeting
is **October 18th** with
Delaware State Treasurer,
Ken Simpler.

RSVP @ 302-227-2233 x14

Current Board Opening

There is a vacant Board position on the Rehoboth Beach-Dewey Beach Chamber of Commerce Board of Directors. If interested in applying, please advise Carol Everhart by the closing date . . . October 11, 2017. Carol can be reached at 302-227-6446 or carol@beach-fun.com.

Chamber Holiday Parties



Pre-Holiday Party

Limited to first 200 arrivals . . .
Wednesday, November 29th
from 5:00-7:00 PM at
Dogfish Head Brewings & Eats.
\$5.00 at door and five
50/50 raffle tickets to members
with membership key tag.

SAVE THE NEW November & December Business After Hours Dates!



Holiday Party

Thursday, December 21st
from 5:00-7:00 PM at
Jake's Seafood House
on Route One. \$5.00 at door
and five 50/50 raffle tickets
to members with
membership key tag.



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BRAG BOARD

Thanks for the Support

August 11, 2017



Dear Carol:

On behalf of the Miss Delaware Scholarship Organization, I want to thank you for the support you and your staff members gave us during this transitional year.

We were excited to kick off our 2017 pageant season by bringing back the iconic Bandstand event on June 2nd. We are grateful to you for helping to set this process in motion. I look forward to establishing this once again as the Pageant's annual, signature event.

I greatly appreciated the Chamber's help in bringing visibility to the MDSO including us in your promotional material. It was exciting to see how many businesses helped to provide transportation, entertainment, food and lodging for our contestants, families and friends. The Jolly Trolley, Funland, the Greene Turtle, Arena's Deli, Salero, and the Breaker's Hotel were among those which supported us.

With your help and the excellent backing we received from local restaurants and businesses, this year's pageant was a success. We have already started planning for 2018 and look forward to strengthening relationships with these business partners.

From the Board, committee members, and volunteers, thank you for paving the way for a very successful return to the Rehoboth Beach community.

Sincerely, Laura B. Moylan, M.D.
Executive Director

Nickle Electrical Awarded a Top Workplace

Nickle Electrical Companies has been awarded a 2017 Top Workplace honor by The News Journal. The Top Workplace lists are based solely on the results of an employee feedback survey administered by WorkplaceDynamics, LLC, a research firm that specializes in organizational health and workplace improvement.



"We'd like to thank all of the employees who responded to The News Journal survey," said Steve Dignan, Nickle President/CEO. "This is a great honor and we couldn't have done it without them."

Some of the aspects measured were company culture, alignment, communication, and more. The honor was announced in the August 27 edition of The News Journal.

Congrats to Chesapeake Plumbing & Heating

For the third straight year, Inc. magazine has placed Chesapeake Plumbing and Heating, Inc. on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. The 2017 Inc. 5000 is ranked according to percentage revenue growth when comparing 2013 to 2016. During this time, Chesapeake saw a three-year sales growth of 178%.

The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small and mid-sized businesses. Companies such as Microsoft, Dell, Domino's Pizza, Pandora, Timberland, LinkedIn, Yelp, Zillow, and many other well-known names gained their first national exposure as honorees of the Inc. 5000.

Locally, sixteen Delaware companies qualified for inclusion on the 2017 Inc. 5000 list. Of those, Chesapeake ranked 8th statewide and 1st for Sussex County. In the previous two years, Chesapeake was recognized as the 6th fastest-growing Delaware company. According to the publishers, only twenty percent of companies named to the list qualify three times.

"It is a great honor to be recognized by Inc. magazine once again," said Travis Martin, the company's owner. Chesapeake's continued success is built upon the hard work and professionalism of our employees. Their commitment to our company's core values, which drives customer service, is second to none."

Chesapeake Plumbing and Heating has been serving residential and commercial customers in Delaware and Maryland since 2003. Locally owned and operated, Chesapeake specializes in repair and new construction services for plumbing, heating, cooling and fire sprinkler systems. It also has a division that provides utility construction and trenching.

To qualify, companies must have been founded and generating revenue by March 31, 2013. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2016.

For more information about Chesapeake Plumbing and Heating, visit chesapeakeplumbingandheating.com or call 302-732-6006.

BRAG BOARD

Thanks for the Opportunity to Speak

Below are Members who participated in the "2 Minutes of Fame" during the September General Membership Meeting...

"Thank you so much for allowing me the opportunity to speak yesterday. I had a great time! I managed to meet so many great people!"

Thanks, Domineque of The Factory

"Thank you for the opportunity to speak and attend the luncheon yesterday. I enjoyed meeting some new folks and look forward to attending more".

Thanks! Sophia of Dogfish Head Brewings & Eats

WSFS Named a Soaring 76

WSFS was recently named one of the Philadelphia Business Journal's Soaring 76. This award honors the fastest-growing companies in the Greater Philadelphia Region based on revenue growth over a three-year period from 2014-2016....Congrats!

Job Well Done by Dewey Beach Lifeguards

Following are excerpts from an e-mail sent to Dewey Beach Lifeguard Captain Todd Fritchman concerning the actions of Dewey Beach Lifeguards on September 16, 2017 –

"To all staff: Thank you! Your organization, talents, training, knowledge, perseverance, professionalism and dedication has saved my brother's life. . . . The response of your lifeguard, the recovery of my brother's body from the water and the immediate resuscitation is the only reason we can hear this horrifying story. He is doing well, fully cognitive with only minor trauma to his spine. This is all due to your presence and choice to be there to rescue. Thank you - admiration, respect and appreciation."

*Thank you. Admiration, respect and appreciation,
Eric Porter*

Thanks for the Continued Support

Dear Carol, thank you again for your support of the Delaware Ovarian Cancer Foundation (DOCF) "Turn the Towns Teal" campaigns. Your participation helped spread our message of awareness - with no test for detection of ovarian cancer, the KEY is to know the symptoms.

We look forward to helping save more women's lives with your assistance.

Sincere Regards, Sally Oberle

Atlantic Sands Announces New Executive Chef

The Atlantic Sands Hotel & Conference Center is pleased to announce Chef Brian Goldfarb as Executive Chef for its kitchens, including banquets, the hotel's Sandcrab beach bar and the Atlantic Boardwalk Grille restaurant. Locals in Sussex County may have experienced Chef Goldfarb's skill in the kitchens of Kupchick's Restaurant and LaLaLand in the past. More recently he spent several years as a partner and catering chef at Touch of Italy in Rehoboth.



Chef Goldfarb attended the New England Culinary Institute and then honed his classic French cooking skills while at The Accomac Inn in Wrightsville, PA where he was involved in large scale catering operations. His experience continued when he took a position with Jan Birnbaum at the recently opened Sazerac, a Cajun-influenced destination in Seattle. While on the West coast, Chef Goldfarb also helped to build the Waterbar and Epic Roasthouse restaurants, the first waterfront restaurants to be built on the Embarcadero in 100 years.

Chef Goldfarb is already receiving high marks from guests who have started to enjoy his culinary skills during banquets, weddings and parties, available year round at the Atlantic Sands Hotel & Conference Center. He is also creating new and exciting menus for the hotel's seasonally operated Sandcrab beach bar and Atlantic Boardwalk Grille.

The Atlantic Sands Hotel & Conference Center is located at 1 Baltimore Avenue in Rehoboth Beach, Delaware where Chef Brian Goldfarb and the Catering Sales team can be reached at 302-227-2511.



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.

1st & Pond Art & Funky Stuff

Pete Borsari
7 South 1st Street
Rehoboth Beach, Delaware 19971
302-387-2842
www.thepondrehoboth.com
Retail - Gifts & Specialty Shops

American Heart Association in Delaware

Karen Gritton
200 Continental Drive, Suite 101
Newark, Delaware 19713
302-286-5711
www.heart.org
Service - Non-Profit

Beach Barre Body

Aimee Fulchino
19323 Lighthouse Plaza Blvd., Unit 6
Rehoboth Beach, Delaware 19971
443-324-6656
www.beachbarrebody.com
Service - Exercise & Fitness

Brain Love Neurotherapy

Lauren Haggerty
19633 Blue Bird Lane, Suite 5
Rehoboth Beach, Delaware 19971
302-278-7828
www.brainloveneurotherapy.com
Service - Health Services

Century 21 Home Team Realty

Frank Parks
19354B Miller Road
Rehoboth Beach, Delaware 19971
800-447-7711
www.c21hometeam.com
Real Estate - Sales

Circle D Properties LLC

Richard W. Downes
46 Eagle Drive
Rehoboth Beach, Delaware 19971
302-670-9417
Service - Property/Pool Management

Dave Ashby Photography

Dave Ashby
18735 Bethpage Drive
Lewes, Delaware 19958
570-389-1266
www.ashbyphoto.com
Service - Photography

Dewey Artist Collaboration

Leah Beach
19875 Hebron Road
Rehoboth Beach, Delaware 19971
www.deweyarts.org
Service - Non-Profit

First State Inventory

Vince Stinchecum
Serving Delaware
302-703-9901
www.firststateinventory.com
Service - Inventory Services

Global Interasting LLC, Coastal Radio Division

Eric "Sharky" Shindledecker
Rehoboth Beach, Delaware 19971
302-236-9200
Service - Radio

Henlopen Overhead Door

Trish Bachman
N. Conley Drive
Lewes, Delaware 19958
302-228-0561
www.henlopenoverheaddoor.com
Service - Building Materials

Indigo Opal Salon

Kate Carrow
301 Rehoboth Avenue, Suite F
Shops at the Pearl
Rehoboth Beach, Delaware 19971
302-260-9857
Service - Beauty Services

The Leukemia and Lymphoma Society

Stacey Battles
1300 N. Grant Avenue, Suite 100
Wilmington, Delaware 19806
302-660-2360
www.lls.org/delaware
Service - Non-Profit

The Max Challenge of Lewes

Lisa Cammy
17437 Ocean One Plaza
Lewes, Delaware 19958
302-703-1188
www.themaxchallenge.com
Service - Exercise & Fitness

Rita's Rehoboth Avenue

Teresa Tessitore
47B Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-567-2658
www.ritafranchises.com/rehobothavenue
Restaurant/Eatery

Stingray Sushi Bar

Janine L'Italien
59 Lake Avenue
Rehoboth Beach, Delaware 19971
302-227-6476
www.stingrayrestaurant.com
Restaurant/Eatery

Sussex County Association of Realtors

Andrew Mason
23407 Park Avenue
Georgetown, Delaware 19947
302-855-2300
www.scaor.com
Service - Non-Profit



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 August 2 - October 5, 2017. Thank you for your continued support!

Allen Insurance Group · APPI Energy · Atlantic Boardwalk Grille · Atlantic View Hotel
Atlantic/Smith, Cropper & Deeley · Avenue Inn · Beach View Hotel · Boulevard Ford-Lincoln
Caliber Home Loans · Canalside Inn-Rehoboth · Cancer Support Community Delaware · Care Patrol
Casa DiLeo Italian Restaurant & Caterer · Children's Beach House · CIEE-Seasonal J1 Staffing Solutions
Clean Energy, USA, LLC · Clear Space Theatre Company · Clearent · Coastal Sunrooms and Porch Enclosures
Cold Stone Creamery · Colonial East, L.P. · COMCAST SPOTLIGHT · Cooper, Jeffrey, M., DMD, PA
Delaware Beaches, Yogi Bear's Jellystone · Delaware Breast Cancer Coalition Inc. · Delaware KIDS Fund
Delaware PC Services LLC · Dewey Vacation Rentals · Dogfish Head Brewings & Eats · Element Design Group
Fins Fish House and Rawbar · The Fresh Market · Gourds-N-More Country Store · Group J Design, Inc.
Harbor Linen LLC · Heritage Antique Market · Heritage Shores Club · Indian River Marina, DE Seashore St Park
The Inn at Rehoboth Beach Apartments · Kick n' Chicken · Kids Cottage, LLC · La Red Health Center, Inc.
Lighthouse Restaurant · Little House Candles · Logo Motive Screenprinting · Lyons Companies
Megee Plumbing & Heating Co., Inc. · Melson Appraisal Service · Meridian Home Watch Inc.
Mid-Shore Electrical Services, Inc. · Stan Mills/Patron Member · Nassau Valley Vineyard
On The Rebound Bulldog Rescue · Onix Group · Pasqualini's Bakery · Patio Systems, Inc.
Progar & Company, P. A., CPA/Payroll Professionals · Que Pasa · Rehoboth Guest House
Rehoboth Home Services · Response Computer Group, Inc. · RISE Fitness + Adventure
Ron Krajewski State Farm Insurance · RRW, Inc. dba Home Instead Senior Care · The Sand Crab Beach Bar
Save Our Lakes Alliance 3 (SOLA 3) · Scott Dostal Mortgage Team of Rehoboth/Lewes
Semra's Mediterranean Grill · Seniors Helping Seniors · The Swell Tiki Bar & Grill · Tidewater Utilities, Inc.
Touch of Italy Salumeria, Trattoria & Pasticceria · Town of Dewey Beach
Unfinished Business: A Community Thrift Shop · Wells Fargo Home Mortgage · Yesteryears Old Time Photos

SANDCASTLE CONTEST ... LOTS OF FUN!

Thanks to Funland, Mariner Middle School's AVID Program, judges, volunteers & sponsors!



BUSINESS *after* HOURS PICTURES

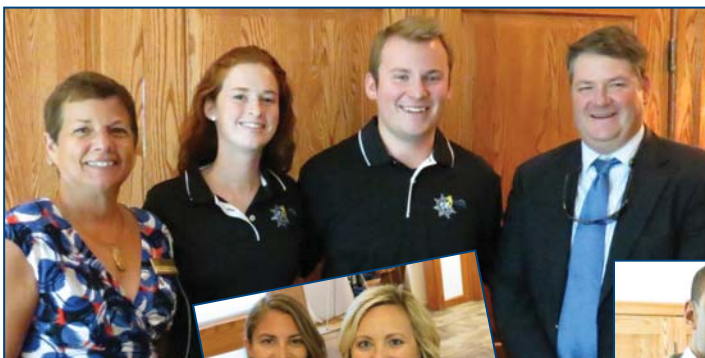
THANKS to our September Host!

1301 Coastal Highway, Dewey Beach · 302-864-9100
www.hyattplacedeweybeach.com



General Membership Meeting

Karen Lundin, Brendan Hickey and Rebecca Robbins with the University of Delaware Alternative Spring Break Program presented at the September 20th meeting held at Kings Creek Country Club.



DELAWARE Beach Life

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REPORTS and STATISTICS

Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 1-3, 2016	1,931	50's Sunny	New Year	December 30, 2015	1,258
December 30, 2016-January 1, 2017	2,554	30's Cloudy	New Year	December 28, 2016	1,305
January 8-10, 2016	1,611	50's Sunny	No Event	January 6, 2016	944
January 6-8, 2017	1,406	30's Snow	No Event	January 4, 2017	968
January 15-17, 2016	1,857	50's Sunny	Holiday	January 13, 2016	1,043
January 13-15, 2017	1,795	30's Sunny	No Event	January 11, 2017	972
January 22-24, 2016	1,377	30's Snow	No Event	January 20, 2016	993
January 20-22, 2017	1,777	40's Rainy	No Event	January 18, 2017	1,028
January 29-31, 2016	1,602	30's Sunny	No Event	January 27, 2016	970
January 27-28, 2017	1,783	40's Sunny	No Event	January 25, 2017	1,012
February 5-7, 2016	2,143	40's Sunny	Polar Bear Plunge	February 3, 2016	1,065
February 3-5, 2017	2,201	30's Sunny	Polar Bear Plunge	February 1, 2017	916
February 12-14, 2016	2,305	30's Snow	Holiday/Merchants' Attic	February 10, 2016	1,027
February 10-12, 2017	1,952	50's Sunny	No Event	February 8, 2017	934
February 19-21, 2016	2,034	30's Sunny	None	February 17, 2016	1,114
February 17-19, 2017	2,644	70's Sunny	Holiday/Merchants' Attic	February 15, 2017	922
February 26-28, 2016	2,440	40's Sunny	None	February 24, 2016	1,054
February 24-26, 2017	2,096	70's Sunny	None	February 22, 2017	1,083
March 4-6, 2016	1,800	50's Sunny	Gumbo Fest	March 2, 2016	1,089
March 3-5, 2017	1,922	40's Cloudy	None	March 1, 2017	1,088
March 11-13, 2016	2,169	60's Cloudy	None	March 9, 2016	1,195
March 10-12, 2017	1,927	40's Rainy	None	March 8, 2017	1,121
March 18-20, 2016	2,556	40's Sunny	St. Patrick's Day	March 16, 2016	1,226
March 17-19, 2017	2,387	40's Cloudy	St. Patrick's Day	March 15, 2017	1,128
March 25-27, 2016	2,472	70's Sunny	Easter	March 23, 2016	1,309
March 24-26, 2017	2,518	70's Sunny	None	March 22, 2017	1,161
April 1-3, 2016	2,356	50's Rain	Chocolate Festival	March 30, 2016	1,365
March 31-April 2, 2017	2,422	50's Cloudy	Dewey Chili Fest	March 29, 2017	1,190
April 8-10, 2016	2,203	50's Rain	Dewey Music Festival	April 6, 2016	1,147
April 7-9, 2017	2,588	60's Cloudy	None	April 5, 2017	1,148
April 15-17, 2016	2,676	50' Sunny	Dewey Music Festival	April 13, 2016	1,284
April 14-16, 2017	2,843	50's Cloudy	Easter/Dewey Music Festival	April 12, 2017	1,602
April 22-24, 2016	3,117	70's Sunny	Coastal DE Running Festival, Bacon Fest, & Dewey Music Festival	April 20, 2016	1,075
April 21-23, 2017	2,954	60's Sunny	Coastal DE Running Festival	April 19, 2017	1,439
April 29-May 1, 2016	2,393	60's Cloudy	None	April 27, 2016	1,286
April 28-30, 2017	3,413	70's Sunny	Dewey Treasure Fest	April 26, 2017	1,382
May 6-8, 2016	2,621	60's Cloudy	Mother's Day, Dewey Arts Fest	May 4, 2016	1,411
May 5-7, 2017	2,944	60's Cloudy	Dewey Country Music Fest	May 3, 2017	1,505
May 13-15, 2016	3,140	70's Sunny	No Event	May 11, 2016	1,426
May 12-14, 2017	2,940	50's Rainy	Mother's Day	May 10, 2017	1,827
May 20-22, 2016	3,064	60's Sunny	Sidewalk Sale	May 18, 2016	1,608
May 19-21, 2017	3,415	80's Sunny	Sidewalk Sale	May 17, 2017	1,872
May 27-29, 2016	3,515	80's Sunny	Memorial Day Weekend	May 25, 2016	1,791
May 26-28, 2017	3,386	70's Sunny	Memorial Day Weekend	May 24, 2017	1,703
June 3-5, 2016	3,215	70's Cloudy	Beach Goes Blue	June 1, 2016	1,606
June 2-4, 2017	3,068	70's Sunny	None	May 31, 2017	1,696
June 10-12, 2016	3,397	70's Sunny	Restaurant Week	June 8, 2016	2,209
June 9-11, 2017	3,509	70's Sunny	Beach Goes Blue...Red & White, Too!	June 7, 2017	1,635
June 17-19, 2016	3,564	70's Sunny	Father's Day	June 15, 2016	2,258
June 16-18, 2017	3,399	70's Sunny	Miss Delaware	June 14, 2017	2,400
June 24-26, 2016	3,487	70's Sunny	No Event	June 22, 2016	2,609
June 23-25, 2017	3,508	70's Sunny	Running of the Bull, Dewey	June 21, 2017	2,619
July 1-3, 2016	3,462	80's Sunny	4th of July Holiday	June 29, 2016	2,540
June 30-July 2, 2017	3,570	80's Sunny	4th of July Fireworks	June 28, 2017	2,775
July 8-10, 2016	3,402	90's Sunny	Dewey Running of the Bull	July 6, 2016	2,421
July 7-9, 2017	3,441	80's Sunny	None	July 5, 2017	2,332
July 15-17, 2016	3,500	90's Sunny	No Event	July 13, 2016	2,724
July 14-16, 2017	3,542	80's Cloudy	None	July 12, 2017	2,726
July 22-24, 2016	3,621	90's Sunny	No Event	July 20, 2016	2,743
July 21-23, 2017	3,600	80's Sunny	No Event	July 19, 2016	2,871
July 29-31, 2016	3,536	80's Sunny	No Event	July 27, 2016	2,921
July 28-30, 2017	3,450	80's Cloudy	No Event	July 26, 2017	2,801

*** Adjusted Statistics

REPORTS and STATISTICS

Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event	Wednesday	Room Count
August 5-7, 2016	3,619	80's Sunny	Art League Show	August 3, 2016	2,972
August 3-5, 2017	3,584	80's Sunny	Art League Show	August 2, 2017	2,880
August 12-14, 2016	3,614	90's Sunny	Art League Show	August 10, 2016	3,109
August 11-13, 2017	3,419	80's Cloudy	Art League Show	August 9, 2017	2,966
August 19-21, 2016	3,625	80's Sunny	No Event	August 17, 2016	3,245
August 18-20, 2017	3,568	80's Sunny	Summer Vibes Fest	August 16, 2017	2,990
August 26-28, 2016	3,567	80's Sunny	No Event	August 24, 2016	2,744
August 25-27, 2017	3,485	80's Sunny	No Event	August 23, 2017	2,694
September 2-4, 2016	2,837	70's Storm	Labor Day & Tropical Storm Hermine	August 31, 2016	2,070
September 1-3, 2017	3,204	60's Cloudy	Labor Day	August 30, 2017	2,057
September 9-11, 2016	3,571	70's Cloudy	Sandcastle Contest	September 7, 2016	2,241
September 8-9, 2017	3,030	70's Sunny	Sandcastle Contest	September 6, 2017	1,976
September 16-18, 2016	3,582	70's Sunny	DB Triathlon	September 14, 2016	2,446
September 15-17, 2017	3,269	70's Sunny	Dewey Beach Triathlon	September 13, 2017	1,973
September 23-25, 2016	3,432	80's Sunny	DB Music Festival	September 21, 2016	2,100
September 22-24, 2017	3,495	80's Sunny	No Event	September 20, 2017	2,114
September 30-October 2, 2016	3,071	70's Cloudy	Elvis Fest	September 28, 2016	1,530
September 29-October 1, 2017	3,215	70's Sunny	Elvis Fest	September 27, 2017	1,517

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - October 2, 2016 · 113,484
January - October 1, 2017 · 115,223

WEDNESDAY

January - September 28, 2016 · 71,168
January - September 27, 2017 · 70,328

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.

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
August	113,298	81,449	31,499	24,971	29,548	23,357	50.03%	52.64%	2:03	1:48
September	76,917	65,576	25,850	22,241	23,683	20,481	58.50%	57.43%	1:41	1:29
YTD Totals	749,876	625,034	213,377	190,151	199,306	178,261	50.52%	51.11%	2:05	1:49

* YTD Total Average

Top Pages Viewed - September 2017

Page on Site	Page Views
1 Sea Witch® Festival	15,102
2 Current Events	7,427
3 Area Activities	4,220
4 Dewey Beach Activities	2,285
5 Sandcastle Contest	2,251
6 Attractions	1,999
7 2017 Sea Witch® Gear	985
8 Parking & Beach Rules	902
9 Dining	875
10 Accommodations	866

Top 10 States to Visit Website - September 2017

State	Visits
1 Delaware (partly Member driven)	6,454
2 Pennsylvania	5,636
3 Maryland	3,903
4 District of Columbia	3,396
5 New Jersey	2,715
6 New York	1,350
7 Virginia	1,226
8 Ohio	208
9 California	181
10 Massachusetts	156

Chamber Business Community



Sea Witch® Halloween & Fiddlers' Festival Things to Know



WHAT. The **28th Annual Sea Witch® Halloween & Fiddlers' Festival** is an award-winning family event that takes place over a three day weekend. Popular activities include: costume parade, dog parade, Fiddlers' Festival, live musical entertainment at the Rehoboth Beach Bandstand, trick or treating in both Dewey Beach & Rehoboth Beach, Sea Witch® Hunt, old fashioned beach games, artisans & crafters and more!!

WHEN. October 27-29, 2017. **WHERE.** The Rehoboth Beach-Dewey Beach, Delaware Resort Area.

DELIVERIES. Best to schedule your deliveries on FRIDAY to AVOID SATURDAY STREET CLOSURES!

PROGRAMS. Programs were mailed to Members on October 5th. During the week of October 23rd... programs will be available to the public at the Visitors Center & will be delivered to specific business locations. The complete program can also be viewed at www.Beach-Fun.com.

BUSINESS CLUE KEEPERS. If you have been a clue keeper in the past, you will remain on the list unless the Chamber has been notified to remove you. There are 114 clue keepers and clues will be delivered on Friday, October 27th.

BUSINESS DECORATING CONTEST. This year's festival theme is "Count Crabula!" The Chamber invites downtown businesses to decorate for the Festival. The three businesses that capture the spirit of Sea Witch best with their décor will be awarded (1) Website Banner on the Chamber's website, www.beach-fun.com, to run for (1) year. The judges will be looking for pumpkins, scarecrows, ghosts, goblins and crabs! Participating businesses can also email a picture of their entry to the Chamber at events@beach-fun.com by 5 PM on Monday, October 23 to be eligible for judging. Winners will be announced via the Chamber website and member fax/email blast the week of October 30.

MARQUEES. Help us promote the Festival on your business marquee!!

PARKING RESTRICTIONS. Crowd control fencing on both sides of Rehoboth Avenue will be in place beginning on Friday, October 27th at 11PM on the median side & Saturday, October 28th at 4AM on the sidewalk side on Rehoboth Avenue.

- **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.
- **Towing Information:** should a vehicle be towed, the owner can contact Coastal Towing at 302-645-6300.

Produced by the Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

View the complete program at www.Beach-Fun.com
302-227-6446 · 501 Rehoboth Avenue · Rehoboth Beach, Delaware



Chamber Business Community



Sea Witch® Halloween & Fiddlers' Festival

Things to Know



REHOBOTH AVENUE CLOSURE. ARRIVE EARLY...9AM or earlier!!! Rehoboth Avenue will be closed to all traffic on Saturday, October 28th at 10AM and will reopen immediately following the costume parade (approximately at 3PM). There are 16 shuttles providing service to the Downtown Rehoboth Beach drop-off/pick-up location at Lake Avenue at the north end of the Boardwalk by the Henlopen Hotel and it will operate on Saturday only, October 28th from 8AM - 8PM. Remember, there is a \$1 or donation (cash collected as riders board shuttle to return to satellite parking locations).

FULL PARADE ROUTE. The walkers will lead the parade from 4th Street and enter Rehoboth Avenue headed west to State Street then turn left on Rehoboth Avenue headed east, turn at the Bandstand to return to 4th Street. Motorized vehicles join & follow the walkers on the parade route at State Street.

COSTUME WALKING PARADE REGISTRATION AND LINE-UP. Costumed public is welcome to enter the walking section of the Parade and Costume Contest. The parade is donation based. Registration for the costume parade will take place on Saturday, October 28th beginning at 9AM. Registration will be held on the Grub Grocery parking lot at 305 Rehoboth Avenue. (People Only: No pets, livestock, wild animals or reptiles). Costumed parade walkers will register and line up on 4th Street (adjacent to Grub Grocery). The costume parade will begin and end at 4th Street.

MOTORIZED/FLOATS/ROLLING PARADE PARTICIPATION. With limited available space for the line up at State Street, there is a limit of 50 rolling/motorized vehicles. Many requests to be in the parade have not been accepted in order to alleviate a back-up onto Route One.

PARADE ON TV! The costume parade will be televised live on Saturday, October 28th beginning at 10:30AM on WRDE NBC Coast TV. The parade will re-broadcast on Saturday at 6PM & Sunday at 10AM on COZI TV.

INCLEMENT WEATHER. For information on weather related cancellations and/or postponement of festival events, call the Chamber at 302-227-2233 ext. 12 for recorded updates. Updates will also be posted on the Chamber's Facebook page, plus tune in to local radio stations. Also see schedule of activities for activity rain locations. Don't forget to bring your slickers & umbrellas in case of magic rain.

RESTROOMS. Permanent public restrooms are located at the Bandstand & Rehoboth Avenue, the Boardwalk & Baltimore Avenue, the Boardwalk & Delaware Avenue, and Grove Park. Mobile restrooms are located at the Beachside Bar & Grill parking lot, 251 Rehoboth Avenue on Saturday only from 8AM until the end of the costume parade.

Produced by the Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

View the complete program at www.Beach-Fun.com
302-227-6446 · 501 Rehoboth Avenue · Rehoboth Beach, Delaware



NETWORK | SHARE | CONNECT

WOMEN



BUSINESS

Downstate Luncheon

Presented by: **DelawareToday**



Keynote Speaker

Jennifer Cohan

Secretary of Transportation
State of Delaware

Wednesday, December 6, 2017

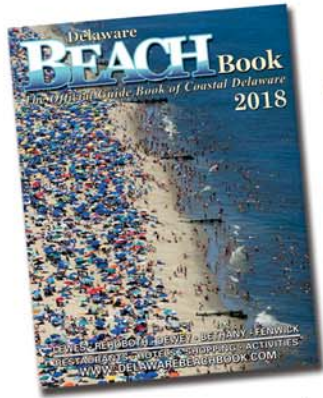
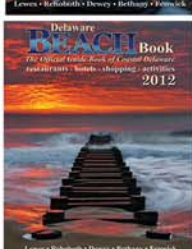
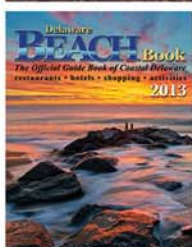
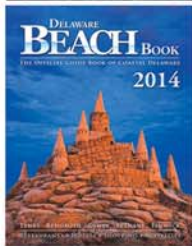
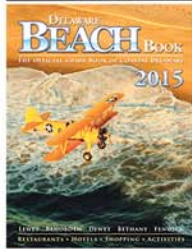
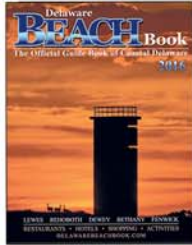
11am-2pm | Baywood Greens Clubhouse

TICKETS: VISIT DELAWARETODAY.COM/WIB

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Indigo Opal Salon

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Weekend of October 27-29

MEMBERS IN THE SPOTLIGHT

RP Boat Rentals

Stormy Harrington, the man of the sea, shared his love of boating by opening RP Boat Rentals on the Broadkill River at Riverside Park in June 2017. Stormy, having been a commercial fisherman all of his life, had 16 fiberglass skiffs custom built with the fisherman in mind. He personally hand finished each one for safety, efficiency and design. RP Boat Rentals, located at 909 Pilottown Road in Lewes, DE is open seven days a week from 7:00 AM to 5:00 PM from Memorial Day through September 30th.

Upon losing his best friend, Captain Speed, Stormy was gifted a tract of land known as Riverside Park. Stormy likes to believe that he is finishing the dream that Speed started but didn't have the chance to finish himself. Stormy and his wife Bev took on the huge project in hopes of making Riverside Park a place where Tenants can store their wares for their businesses or hobbies and feel safe and comfortable in their surroundings. Stormy does the physical labor on the grounds while Bev is behind the scenes being the business manager and bookkeeper. RP Boat Rentals is a family run business that hopes to keep on growing.

Boat renters can cruise up the scenic Broadkill River through miles of beautiful, winding marshland. Renters are encouraged to bring fishing poles, crab pots, and a camera. Anyone born before 1978 does not have to have a Certificate to operate a boat, but those born after 1978 are required by law to take the Boaters Safety Course. The Safety Course can be taken online at www.boat-ed.com/Delaware. Rental prices are \$100 for a half day rental or \$150 for a full day rental. For more information about boat rentals, call Stormy Harrington at 302-727-8414 or visit www.rpboatrentals.com. ♦

Indigo Opal Salon

Indigo Opal Salon owners, Dana Evans and Kate Carrow are excited to announce the opening of Indigo Opal Salon, which is located at 301 Rehoboth Avenue, in the shops of the Cultured Pearl. Along with their talented team they offer hair, nail, and facial waxing services. Call 302-260-9857 to make an appointment. For more information, visit www.IndigoOpal.com. ♦



1st & Pond Art & Funky Stuff

1st & Pond is excited to be open in vibrant downtown Rehoboth Beach. Art & Funky Stuff is more than a tag line, it is the store's philosophy, bringing hand-crafted unique goods for gifting and for keeping. The store is located at 7 South 1st Street and can be reached by calling 302-387-2842. ♦

Delaware Humane Association

Delaware Humane Association celebrated their Grand Opening Ribbon Chewing Celebration at their new adoption center located in Midway Shopping Center on Thursday, August 24, 2017, 18675 Coastal Hwy - Suite 8, Rehoboth, DE 19971.



With a home-like feel, their adoption center will eventually be like a mini-community center, with such things as art exhibits, obedience classes, boarding, vaccination clinics, birthday parties and more. The adoption center routinely houses cats, and will have kittens, dogs, and puppies (as available) for immediate adoption.

The center is open Monday - Friday 10:00am - 5:00pm / Saturday 12:00pm - 4:00pm / Sunday closed. To speak with one of the staff, please call 302-200-7159, or visit delawarehumane.org/Rehoboth for more information.

Delaware Humane Association (DHA) is a nonprofit no kill animal care and adoption center serving a four state area. DHA's mission is to make "friends for life" by connecting people with animals, and by building strong relationships to better serve our community. We are committed to providing for the needs of homeless and owned dogs and cats by providing temporary shelter, affordable spay/neuter services, low cost vaccination clinics, a pet food pantry, adoption/placement resources, and more. For more information about DHA, visit delawarehumane.org or call 302-571-0111. ♦

Kendall Furniture

Kendall Furniture is the Eastern Shore's premier furniture store. Featuring four stores in three convenient locations including Ocean City, Fenwick Island and Selbyville provide over 25,000 square feet of beautiful showrooms to inspire even the most discerning taste. Kendall's has everything you need to make your house a home from quality furniture and accessories to window treatments, rugs, and mattresses. They have earned the reputation for quality, value and good old-fashioned customer service. Their non-commissioned, non-pressure staff is experienced in design and sales and is ready to help make furniture buying a breeze.

Being a small business in a small community, Kendall Furniture believes they all need to help out when they can! Shopping local means that you are allowing them to help the community, something they love doing. Kendall's and the staff support many events and charitable causes throughout the year and have fun doing so. A few that they have enjoyed helping are: Atlantic General Hospital, Habitat for Humanity, Pj Aldridge Foundation, Coastal Hospice, Worcester County Humane Society, Leukemia & Lymphoma Society, and many more. For more information check out their website at www.kendallhomefurnishings.com. ♦

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