



FOCUS *on*

September &
October 2012

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

The Front Line . . . Here to HELP!



Chamber of Commerce & Visitors Center Staff



This was intern Kyle's 2nd summer assisting the Chamber with realtor bags, deliveries and more!

Pictured from left to right:

- Susan Maclary** - Visitors Center Staff
- Theresa McManaman** - Visitors Center Staff
- Kate Bell** - Events
- Caroline Bures** - Visitors Center Manager
- Jay Wiberg** - Distribution
- Ellen Elliott** - Visitors Center Staff
- Joy Kidd** - Administrative Assistant
- Carol Everhart** - President/CEO
- Kyle Joseph** - Intern
- Patty Burkentine** - Membership
- Meghan McCalley** - Finance/Marketing

And the Survey Says . . .



Conflicting reports were being received from some Chamber Members with regard to business not being as strong as last year during the resort's peak season. So, armed with pencil, paper and a smile our Chamber Representative hit the street for that one-on-one interview.

We wondered . . . Was this broad based? Was a reported loss of business a result of a specific type of business? Was it the pricing? Was it less area visitation? Was it business location? Where were the consistencies and the non-consistencies? The results of our casual but personal contacts led us to the following pattern of expenditures from our visitors.

... continued on page 3

Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

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Rehoboth Beach, DE 19971-0216

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rehoboth@beach-fun.com

www.Beach-Fun.com

Chairman of the Board Matt Turlinski

First Chair Keith Martin

Second Chair..... Paul Kuhns

Third Chair/Treasurer Jay Becker

Immediate Past Chair Bill Klemkowski

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 - Dale Lomas
 - Rob Marshall
 - Michael Meoli
 - Steve Montgomery
 - Kyle Morgan
 - Scott Swingle
 - Rachel Webster*
 - Chris Weeks
 - Kay Wheatley
 - Susan Townley-Wood
- *At Large Directors

CEO/President..... Carol Everhart

Legal Counsel John M. Murray

Legal Counsel Jay Becker

Legislative Consultants.... Andy Stayton
Mark Lally

Chamber Staff Contact Information

- Caroline Bures, Visitors CenterExt. 0
- Kate Bell, Events Ext. 11
- Carol Everhart, President/CEO Ext. 13
- Joy Kidd, Administration Ext. 14
- Patty Burkentine, MembershipExt. 15
- Meghan McCalley, Finance/Marketing Ext. 16
- Jay Wiberg, Distribution Ext. 25

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2012 Upcoming Calendar

| DATE | MEETING or EVENT | TIME/PLACE |
|----------------|--------------------------------------|------------------------------|
| Sept 13 | Board of Directors Executive Mtg ... | 10:30am/Jake's Seafood-Rt. 1 |
| Sept 13 | Board of Directors Full Board Mtg. | 11:30am/Jake's Seafood-Rt. 1 |
| Sept 14 | Town of Dewey Beach Meeting | 9:00am/Lifesaving Station |
| Sept 21 | City of Rehoboth Beach Meeting ... | 7:00pm/Commissioners Room |
| Oct 5-7 | 36th Annual Fall Sidewalk Sale | Hours Vary/Resort Area |
| Oct 11 | Board of Directors Executive Mtg ... | 10:30am/Jake's Seafood-Rt. 1 |
| Oct 11 | Board of Directors Full Board Mtg. | 11:30am/Jake's Seafood-Rt. 1 |
| Oct 13 | Town of Dewey Beach Meeting | 9:00am/Lifesaving Station |
| Oct 19 | City of Rehoboth Beach Meeting ... | 7:00pm/Commissioners Room |
| Oct 26-28 | Sea Witch Festival | Programmed Hours/Resort Area |
| Nov 8..... | Board of Directors Executive Mtg ... | 10:30am/Jake's Seafood-Rt. 1 |
| Nov 8..... | Board of Directors Full Board Mtg. | 11:30am/Jake's Seafood-Rt. 1 |
| Nov 10 | Town of Dewey Beach Meeting | 9:00am/Lifesaving Station |
| Nov 16 | City of Rehoboth Beach Meeting ... | 7:00pm/Commissioners Room |

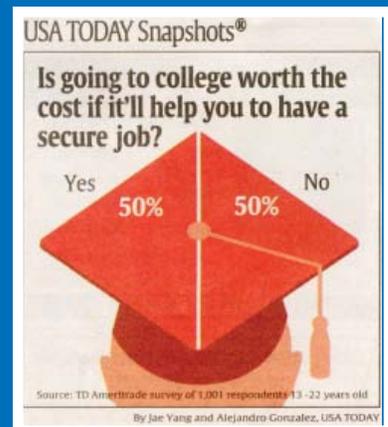
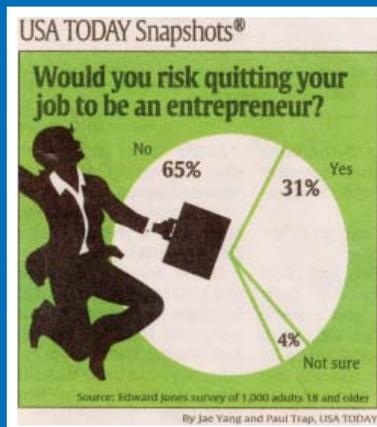
For additional meetings, events & activities -- visit www.Beach-Fun.com

Business After Hours

New for 2012! Business After Hours held on WEDNESDAYS!

- September 19 - Crabby Dick's
- October 10 - Kings Creek Country Club
- November 7 - Finbar's Pub & Grill
- December 12 - Bethany Blues-Lewes

Business After Hours are held from 5:00-7:00 PM. Schedule & pictures can be viewed on the Chamber's website. Log onto www.beach-fun.com/events/chamber-events.html



And the Survey Says . . . (continued from front cover)

Rentals/Real Estate: In general, the rental offices reported being up over 2011, in both bookings and length of stay.

Accommodations/Hotel & Motel: The occupancy, based on Saturday night statistics, indicate higher occupancy levels than last year.

Retail: This category was definitely the most diversified in comparison reports. It was clear that for the most part the location of the business did not supercede the buyers consideration of the pricing of the product. Regardless of the business geographic location, (Downtown, Route One, Resort Area) the trend indicates that the buyer is looking for a sale and/or a moderate to lower cost item. In other words ... price point impacts purchase.

Dining/Eateries: This category was mixed with several full service restaurants reporting more meals served, but a noticeable number of lower priced fares purchased. This pattern was also reported by several fun/snack food businesses - plenty of buyers, but more selecting the smaller or lower priced items. Some major grocery store chains indicated a substantial increase in sales.

Amusements/Fun Activities: Consistent showing of increased business.

Services: Mixed, but most reporting gradual increase annually.

In general, where did they spend & where did they pull the purse strings tighter?

Where did they spend the most? They spent on a place to stay and having fun.

How did they choose to save? Bought a few more groceries, selected from full service dining menu but the lower priced plates, and choose the smaller size snack food. When it came to retail, they were looking for sales and/or moderate to lower priced inventory. Price point mattered.

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BRAG BOARD



Thanks for the Referral

Patty & Meghan,

Thank you for the Heather Marchesani referral, hope you girls are having a Brilliant summer!!

Sean Rox of Rox Beach Weddings

410-289-7699

Toll Free 1-866-472-3012

www.roxbeach.com



National Honors for Delaware Today Magazine

Delaware Today magazine recently received national honors from the National Federation of Press Women (NFPW), earning several top awards in the 2012 National Federation of Press Women Communications Contest. Three members of the Delaware Today editorial team and affiliated freelancers earned a total of four honors, all ranking first or second place.



Editor-in-Chief Maria Hess captured first place for her November 2011 personality profile featuring Jennifer Behm, titled "Cooking up a Storm." Managing Editor Drew Ostroksi earned first place awards for both his headline writing and his column "302 First," while freelance writer Mary Pauer received second place honors for her special article, "We Do Dirt."

The National Federation of Press Women is a nationwide organization comprised of both men and women engaged in careers across the communications spectrum. Each year, the communications contest provides a competitive outlet in a wide variety of categories that ultimately encourage and reward excellence in communication. "We are humbled by the awards," says Hess. "It inspires us to keep up the momentum and to improve our craft."

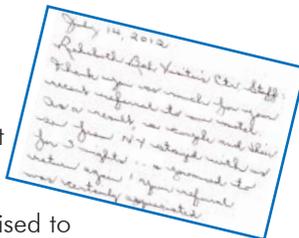
For further information, contact Monica Weber at mweber@todaymediainc.com or 302-504-1344.

Thanks for Referring Our Accommodation

July 14, 2012

Notecard to the Rehoboth Beach Visitors Center Staff

Thank you so much for your recent referral to our motel. As a result, a couple and their son from NY stayed with us for 3 nights & promised to return again! Your referral was certainly appreciated.



Sincerely, The Staff of Cape Suites Motel

Hampton Inn Rehoboth Beach Earns 2012 TripAdvisor® Certificate of Excellence

Hotel Honored as a Highly Rated Hotel as Reviewed by Travelers on the World's Largest Travel Site

June 25, 2012



Hampton Inn Rehoboth Beach in Rehoboth Beach today

announced that it has received a TripAdvisor® Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Approximately 10 percent of accommodations listed on TripAdvisor receive this prestigious award.

"We are honored that Hampton Inn Rehoboth Beach received a TripAdvisor Certificate of Excellence," said Phil Cordell, Global Head, Focused Service and Hampton Brand Management, Hilton Worldwide. "We are always striving to share our friendly culture of 'Hamptonality' with our guests, going above and beyond to ensure they have a memorable experience. We're thrilled to see that our hard work is translating into positive traveler reviews on TripAdvisor."

Hampton Inn Rehoboth Beach is one of 819 other Hampton properties to receive this award. Whether guests are traveling on a weekend getaway or on a business trip, Hampton provides them with warm surroundings and consistent, friendly service. To qualify for the Certificate of Excellence, businesses must maintain an overall rating of four or higher, out of a possible five, as reviewed by travelers on TripAdvisor. Additional criteria include the volume of reviews received within the last 12 months.

"TripAdvisor is pleased to honor exceptional businesses for consistent excellence, as reviewed by travelers on the site," said Christine Petersen, president of TripAdvisor for Business. "The Certificate of Excellence award gives highly rated establishments around the world the recognition they deserve. From exceptional accommodations in Beijing to remarkable restaurants in Boston, we want to applaud these businesses for offering TripAdvisor travelers a great customer experience."

For more information, contact Jill Douglas at 302-645-8003 or RBHDE_Hampton@hilton.com.

Keeping Things Flying

Special thanks to Rachel Webster of Rehoboth Toy & Kite for donating a new American flag for the Chamber's Visitor Center!





BRAG BOARD



Congratulations on Special Honor

Congratulations on your selection as one of Delaware's most influential people! For many years you have supported, assisted, and provided valuable direction for those starting or maintaining a business.



Portraits@TheSand.com

You have provided the direction and creative ideas to build the "shoulder seasons", i.e. Sea Witch and other Festivals, to the point where it became feasible for many people to come to the Rehoboth and Dewey Beach areas as a year-round destination.

You have fostered employment opportunities for probably thousands of people since you started at the Rehoboth-Dewey Beach Chamber of Commerce through your hard work and creativity. I'm sure your aspirations for the Destination Station Project will come to fruition as well. Good luck to you and the Chamber for all coming projects.

They couldn't have made a better choice!

On a personal level, you were very helpful to me when I started my business, Seaside Tours and when I served on the Board of Directors. I learned a great deal from you and everyone and I thank you for that.

Sincerely, Jean Abplanalp of Garnet Valley, PA

Lighthouse Inn B&B Earns 4.5 Rating from TripAdvisor®

For the second year in a row, the Lighthouse Inn Bed & Breakfast on Delaware Avenue in downtown Rehoboth Beach has received a Trip Advisor rating of 4.5 by its guests (out of a possible 5.0) and has been awarded a Certificate of Excellence from Trip Advisor!



For more information, visit www.lighthouseinn.net or call 302-226-0407.

Say Cheese, Please!

While on a walk in Grove Park, Susan Luff and her dog Colby were asked to take the Chamber's Staff Photo! (Pictured on front cover).



We appreciate your time in lending us a hand....and paw!

Local Businesses Celebrate!

Doggies at the Beach recently celebrated the expansion of their business. The extension is located right next to the original business at 18806 John J. Williams Highway in Rehoboth Beach. It offers more space for additional playrooms and an expanded Grooming Room. Doggies at the Beach features four Master Groomers that work 7 days a week and evenings for your doggie convenience! Plus, all Master Groomers groom cats! For more information, visit www.doggiesatthbeach.com or call 302-644-8200.



The Tupperware Store has moved to their new location at the intersection of Routes 9 and 5 in Harbeson, Delaware (between Harbeson Deli and the Post Office, by the Exxon pumps). The store is managed by Forrest and Marilyn Robinson and offers a variety of Tupperware brand products. Their consultants can help you plan your next at-home Tupperware party or fundraiser. For store hours and more information, call 302-664-1071 or visit my.tupperware.com/gongrowsales.





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 State Smoothie

Marcin Szaqajnoch
36740 Seaside Outlet Drive
Rehoboth Beach, Delaware 19971
302-265-5662
Restaurant/Eatery

Coastal Style Magazine

PO Box 667
Ocean City, Maryland 21843
410-213-9491
www.coastalstylemag.com

M2M Discount: Complimentary ad design & photography for members who sign annual advertising contract, a \$300 value.

Collegiate Excellence LLC

Jennifer Lovellette
20245 Coastal Highway, Unit 301
Rehoboth Beach, Delaware 19971
302-604-0539
www.collegiateexcellence.com

Service - Tutoring

M2M Discount: 10% off 1st tutoring session when signed up for 4 or more sessions.

Cowger Entertainment, DJ Services

Travis Cowger
1316 Dorchester Avenue
Pocomoke, Maryland 21851
443-783-9175
www.cowgerentertainment.com

Service - Disc Jockey

Delmarva VoIP

Wade Perdue
1143 Savannah Road, Suite 3
Lewes, Delaware 19958
302-745-7711
www.delmarvavoip.com

Service - Telecommunications

Element Design Group

Doug Warner
115 W. Market Street
Lewes, Delaware 19958
302-645-0777
www.elementdg.com

Service - Architects

Kay's Kitchen

Rita Kilgore
4 North First Street
Rehoboth Beach, Delaware 19971
302-226-5400
www.kayskitcheninc.com
Restaurant/Eatery

Kick n' Chicken

Charlie Pollard
1551 Savannah Road
Lewes, Delaware 19958
302-644-4151
www.kicknchickende.com
Restaurant/Eatery

Faw, Casson & Co., LLP

Chad Vent
9748 Stephen Decatur Hwy, Ste. 103
Ocean City, Maryland 21842
410-213-8700
www.fawcasson.com
Service - Financial Services

Gritton Productions Inc., Event Decor

Sarah Dutton
5 Violet Drive
Lincoln, Delaware 19960
302-422-0907
www.grittonproductions.com
Service - Event Planning

Indian River Water Sports

John Mutz
South Shore Marina Road 50A
Bethany Beach, Delaware 19930
302-396-0259
www.indianriverwatersports.com
Attraction - Amusements
M2M Discount: \$10.00 off sea doo rental.

Pete's Steak Shop LLC

19287 Miller Road, Suite 1
Rehoboth Beach, Delaware 19971
302-226-3000
Restaurant/Eatery

Phippin's Cabinetry & Renovations

George Phippin
800 S. Salisbury Blvd.
Salisbury, MD 21801
410-749-7438
Service - Builder/Contractor

Root Gourmet

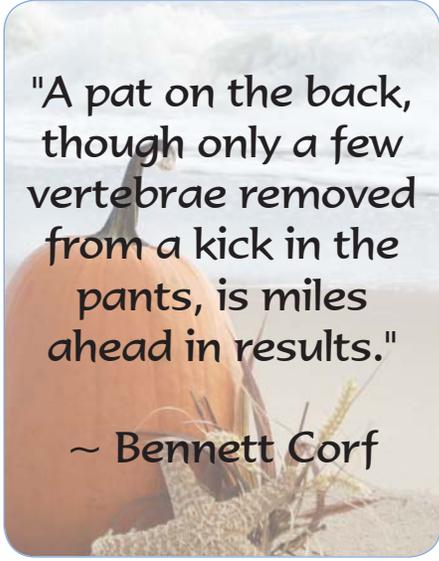
Mark Dean
19724 Coastal Highway
Rehoboth Beach, Delaware 19971
302-727-5664
www.rootgourmet.com
Restaurant/Eatery

Solid Ground Community Church

Burt Miller
18826 Coastal Highway
Rehoboth Beach, Delaware 19971
302-265-6222
www.solidgroundcc.com
Service - Church

Southern Delaware Therapeutic and Recreational Horseback Riding, Inc.

Jennifer Swingle
19673 Plantations Road
Lewes, Delaware 19958
302-644-1920
www.sdtrhr.com



"A pat on the back,
though only a few
vertebrae removed
from a kick in the
pants, is miles
ahead in results."

~ Bennett Corf

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MEMBERS *in the* SPOTLIGHT

► Dr. Otto Tidwell

Dr. Otto Tidwell specializes in oral and maxillofacial surgery, with a focus on dental implants, tooth extractions, cancer surgery and pathology. His new office is one of only a few in the region that offers laser technology to provide precision treatment that minimizes invasive surgery. Hours are Monday through Thursday from 9:00 AM - 5:00 PM and Fridays from 9:00 AM - 2:00 PM. Dr. Greg Dearing, an endodontic surgeon of Middletown, will also practice in Dr. Tidwell's office. Dr. Dearing operates at Tidwell's practice four days each month and specializes in root canals. To schedule an appointment, call 302-226-1606. ◆

► Waterford Wedgwood Royal Doulton

Waterford Wedgwood Royal Doulton is the leading provider of luxury home and lifestyle products worldwide. They offer a wide range of crystal stemware, barware and giftware, formal and casual dinnerware, ceramic giftware, collectibles and children's tableware. They also have unique license arrangements with some of the most high profile innovators in the home and lifestyle market, including Vera Wang, Jasper Conran, Monique Lhuillier, John Rocha and Gordon Ramsay.

Enjoy discounts on your favorite brands by visiting the Waterford Wedgwood Royal Doulton store located in the Tanger Midway Outlet Center in Rehoboth Beach. Store hours are Monday through Saturday, 9:00 AM to 9:00 PM and on Sundays, 11:00 AM to 7:00 PM. For more information, call 302-645-5304. ◆

► Kay's Kitchen

Kay's Kitchen offers eat in or carry out breakfast and lunch. The café is just one block from the beach at 4 North First Street in Rehoboth Beach. At Kay's Kitchen it's a family affair with mom Rita Kilgore – the boss, son Patrick Kilgore – the cook and daughter Katie Kilgore – the baker. Named in memory of the Kilgore's late Nan, Kay's Kitchen uses family recipes and believes that the best food is home-made, from scratch.

Try their made to order breakfast sandwiches along with a delicious cup of fresh brewed Reunion Island coffee. Hungry for lunch? All of Kay's Kitchen's entrees are hand made from scratch - cheeseburger, pulled pork sandwich, salmon burger, spicy chicken sandwich, pulled pork nachos, turkey burger, and pepperoni bread. Pair it up with Kay's famous potato salad or another homemade side. Don't forget something sweet to finish your meal. Try something from their bakery case or a cup of homemade ice cream from Woodside Farm Creamery. At Kay's Kitchen the focus is on high quality food at reasonable prices.

For more information, visit www.kayskitcheninc.com or call 302-226-5400. ◆



Waterford Wedgwood Royal Doulton



Biamby Cleaning Services



Ryan Homes

MEMBERS *in the* SPOTLIGHT

► **Biamby Cleaning Services**

Biamby Cleaning Services is a family owned and operated cleaning business, serving residents and businesses in the Delmarva area. They are committed to providing your home, office, or business with top quality cleaning. Staff strive to render a professional, prompt, and courteous cleaning experience and want clients to feel good about the cleanliness of their space. Staff also aim to be dependable, reliable, and honest with their clientele. The standards set on the first appointment will continue throughout the entire contracted service period. Biamby Cleaning Services offers a broad range of services including light, deep, spring, and post construction cleans. Let them do the dirty work for you!

For more information, call 302-519-1604 or visit www.biambycleaningservices.weebly.com. ◆

► **Ryan Homes**

NVR, Inc. (NYSE: NVR), one of the nation's largest homebuilding and mortgage banking companies, announces the grand opening of the new Delaware Regional Sales Center in Rehoboth Beach, Delaware. The new Sales Center, located at 18924 John J. Williams Highway, allows homebuyers to view all 12 of Ryan Homes' Southern Delaware communities in one easy visit, seven days a week.

Ryan Homes is currently selling in 12 communities throughout Southern Delaware, with more planned or already under development. For homebuyers trying to gather information on where they want to live, visiting 12 separate locations can be very time consuming. The new Sales Center was built on a foundation of convenience for customers. Now, curious homebuyers can visit the fully staffed location and learn everything they need to know about each of Ryan's 12-and-counting Southern Delaware communities.

For more information, call 302-645-8491 or visit www.RyanHomesDEBeaches.com. ◆

► **Big Chill Surf Cantina**

"Come chill on our newly remodeled big deck!" says cantina manager, Mark Harrison. The Big Chill Surf Cantina is a full service bar offering a Baja Cali menu in a relaxed beach lifestyle setting. Indoors travel back in time to a 1970's surf shack stacked with your favorite beers and drinks. The outdoor patio and stage plays host to great music and sports throughout the week. According to Matt Martin, general manager of The Big Chill Surf Cantina, "The Big Chill Deck is perfect for office Happy Hours. Call me for details!"

Big Chill Surf Cantina is located next to Liquid Boardshop on Coastal Highway in Rehoboth Beach, Delaware. Open Monday - Friday from 3:00 PM to 1:00 AM and Saturday - Sunday from 12:00 PM to 1:00 AM. For more information, call 302-727-5568. ◆



Kingston Gourmet



Big Chill Surf Cantina



a.(MUSE)

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2011 vs. 2012

| Date | Room Count | Weather | Event |
|----------------------|------------|--------------|-----------------------------|
| June 3-5, 2011 | 3,318 | 70's, Sunny | None |
| June 1-3, 2012 | 3,378 | 70's, Cloudy | None |
| June 10-12, 2011 | 3,555 | 80's, Sunny | None |
| June 8-10, 2012 | 3,482 | 80's, Sunny | None |
| June 17-19, 2011 | 3,313 | 80's, Sunny | None |
| June 15-17, 2012 | 3,363 | 70's, Sunny | None |
| June 24-26, 2011 | 3,608 | 80's, Sunny | None |
| June 22-24, 2012 | 3,513 | 90's, Rainy | None |
| July 1-3, 2011 | 3,671 | 80's, Sunny | 4th of July Holiday |
| June 29-July 1, 2012 | 3,449 | 90's, Sunny | 4th of July Holiday - Split |
| July 8-11, 2011 | 3,462 | 80's, Sunny | None |
| July 6-8, 2012 | 3,428 | 90's, Sunny | 4th of July Holiday - Split |
| July 15-18, 2011 | 3,513 | 80's, Sunny | None |
| July 13-15, 2012 | 3,455 | 80's, Sunny | None |
| Jul 22-24, 2011 | 3,549 | 80's, Sunny | None |
| July 20-22, 2012 | 3,492 | 80's, Cloudy | None |
| July 29-31, 2011 | 2,381 | 80's, Sunny | None |
| July 27-29, 2012 | 3,491 | 90's, Sunny | None |
| August 5-7, 2011 | 3,521 | 80's, Sunny | Sandcastle Contest |
| August 3-5, 2012 | 3,545 | 90's, Sunny | Sandcastle Contest |
| August 12-14, 2011 | 3,516 | 80's, Sunny | None |
| August 10-12, 2012 | 3,524 | 80's, Sunny | None |
| August 19-21, 2011 | 3,552 | 80's, Sunny | None |
| August 17-20, 2012 | 3,567 | 80's, Sunny | None |

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

Visitor Center Visitation

| | 2012 | 2011 | 2010 | 2009 | 2008 |
|------|------------|-------------|-------------|------------|-------|
| JUNE | 2,368..... | 2,347 | 2,055 | 2,296..... | 2,787 |
| JULY | 2,511..... | 2,524..... | 2,009 | 2,580..... | 3,480 |



Visitors Center Hours

Monday-Friday
9:00 am - 5:00 pm

Saturday & Sunday
9:00 am - 1:00 pm

DE Dept. Of Labor Statistics

(July 2012); Delaware's seasonally adjusted unemployment rate in July 2012 was 6.8%, up from 6.7% in June 2012. There were 30,000 unemployed Delawareans in July 2012, compared to 32,500 in July 2011. The U.S. unemployment rate was 8.3% in July 2012, up from 8.2% in June 2012. In July 2011, the U.S. unemployment rate was 9.1%.

Source: DE Monthly Labor Review; Vol. XIX, Number 8, 8/17/12.

REPORTS *and* STATISTICS

Website Results www.beach-fun.com

Website Statistics - June 2011 vs. 2012

2011 - 25,759 visits

21,375 absolute unique visitors
87,015 pageviews
38.88% bounce rate
3:03 average time on site

2012 - 27,053 visits

22,854 absolute unique visitors
108,999 pageviews
33.18% bounce rate
3:45 average time on site

Website Statistics - July 2011 vs. 2012

2011 - 31,128 visits

25,987 absolute unique visitors
104,537 pageviews
39.12% bounce rate
3:07 average time on site

2012 - 38,115 visits

32,173 absolute unique visitors
151,571 pageviews
33.42% bounce rate
3:44 average time on site

Definitions as provided by Google Analytics:

Visits: number of visits to site;

Unique Visitors: number of unduplicated (counted only once) visitors to site over the course of a specified time period;

Pageviews: total number of pages viewed. Repeated views of single page are counted;

Average time on site: average time duration of a session;

Bounce Rate: percentage of single-page visits (i.e. visits in which the person left site from the entrance page).

THE CHAMBER IS LOOKING FOR . . . Photos, Photos, Photos!!



We are always looking for area photos to be considered for use on the Chamber's website and publications such as the Visitors Guide.

Picture ideas include: **Action Photos** - Boating, Fishing, Surfing, Skateboarding;
Shopping - Inside of Store, Customers;
Dining - Food Shots, Patrons Eating; and
Nature/Wildlife Shots.

Photo(s) & their credit can be emailed to Meghan at meghan@beach-fun.com

Top 10 Pages Viewed - July 2012

| Page on Site | Page Views |
|---|------------|
| 1 Accommodations-Hotel/Motel | 9,859 |
| 2 Area Activities | 6,674 |
| 3 Accommodations-Hotel/Motel Page 2... | 4,225 |
| 4 Rehoboth Beach Info | 4,049 |
| 5 Sea Witch Festival | 3,672 |
| 5 Plan My Trip | 3,256 |
| 6 Photo Tour | 3,204 |
| 7 Dewey Beach Info/DB Activities | 3,140 |
| 8 Attractions/Recreation | 3,135 |
| 9 Order a Free Visitors Guide | 3,121 |
| 10 Parking & Beach Rules | 3,056 |
| 11 Dewey Beach Info | 2,951 |
| 12 Current Events | 2,711 |
| 13 Accommodations-Hotel/Motel Page 3... | 2,696 |
| 14 Dining | 2,390 |
| 15 Accommodations-Apartments/Cottages.. | 2,164 |
| 16 Accommodations | 2,163 |
| 17 Contact Us | 2,130 |
| 18 Accommodations-Hotel & Motel Category. | 2,083 |
| 19 Accommodations-Condominiums | 1,573 |
| 20 Photo Video Tour-Resort Area Photos | 1,491 |

Top 10 States to Visit Site - July 2012

| | |
|------------------------|--------|
| 1 Pennsylvania | 10,113 |
| 2 Maryland | 5,097 |
| 3 New York | 4,324 |
| 4 Delaware | 3,203 |
| 5 Virginia | 3,055 |
| 6 New Jersey | 2,886 |
| 7 District of Columbia | 2,665 |
| 8 Ohio | 963 |
| 9 Massachusetts | 530 |
| 10 Illinois | 460 |

MEMBERS *in the* SPOTLIGHT

► Kingston Gourmet

Bruce Kingston, former owner and chef at Kingston Grille in Bethany Beach, has opened Kingston Gourmet located at 510 Rehoboth Avenue in Rehoboth Beach. While Kingston Gourmet's feature item is an awesome lobster sandwich, the menu also includes salads and sandwiches with lobster, tuna, shrimp, crab or chicken. Healthy smoothies, coffee, espresso and many more gourmet foods are also available. Try one of Chef Kingston's "Gourmet Meals to Go" – Candlelight Dinner for Two or Grillin & Chillin – they put the ingredients together and you cook. Also available is their Beach Munching Provence Style perfect to enjoy at home or on the beach. Bon Appetit! For more information, call 302-727-5959 or visit www.kingstongourmet.com. ♦

► Element Design Group

Celebrating their 8th year in the area, Element Design Group is a multi-disciplinary design firm that provides Land Planning, Civil Engineering, Architecture, and Landscape Architecture services throughout the Delmarva region. Element has centered its core values on sustainable and environmentally focused design, supported by sound engineering and architectural principles. Their architecture, civil engineering, and landscape architecture divisions work together to provide fully integrated services to ensure projects are executed as each design was intended.

Some current projects include: Hawkseye in Lewes, a beach-block residence in Rehoboth Beach, a custom home in Fenwick Island, among others. Commercial projects include Dogfish Brewery expansion in Milton, Parsell Funeral Home expansion in Lewes, and a retail plaza expansion in Milford. Their landscape architect is busy designing a Mediterranean inspired landscape as well as an intimate cottage garden in Lewes, and blurring the lines between the outdoors and indoors at a future home in Rehoboth.

Element takes a different approach towards design and engineering. Their unique backgrounds, personalities and thinking have enabled them to achieve a balance between the creative and technical aspects of the business. At Element, design is what they do. For more info, visit www.elementdg.com or call 302-645-0777. ♦

► Solid Ground Community Church

Sundays from 10 AM & 7 PM at the Hampton Inn-Rehoboth on Route 1. This non-denominational Christian fellowship is on a mission to share a radical message of grace and acceptance. As the church's pastor, Burt Miller, puts it, "None of us here are perfect. We believe Jesus died and rose again so that we imperfect people can have a relationship with God. That's why the church is here. Because everybody needs Jesus and no one should walk alone."

**SOLID
GROUND**
community.church

No matter what's going on in your life, you can come to Solid Ground. For more info, visit SolidGroundcc.com. ♦



Element Design Group



Kay's Kitchen



Applied Bank

MEMBERS in the SPOTLIGHT

► a.(MUSE)

Located at 44 Baltimore Avenue in Rehoboth Beach, Delaware, a.(MUSE) is a dream come true for first time restaurant owner Hari Cameron. When asked to sum up a.(MUSE) Hari commented, "at a.(MUSE) we feel that food should be amusing and inspirational as well as delicious. In this endeavor we bring you the best that the Mid-Atlantic region has to offer. We think that you will notice and appreciate the difference. My staff and I cook modernist food that is truly mid-Atlantic inspired. We are committed to sustainability. We are always sure to highlight naturally and humanely raised animals. We always accommodate vegetarians, vegan, gluten-free, dairy free, and any other dietary restrictions. I want my diner to have the choice of a quick small plate or a grand tasting menu."

a.(MUSE) Inspiration: Farm and Ocean- a.(MUSE) sources food from a 200 mile radius. This means that they can truly call their cuisine new American Mid Atlantic; Foraging- a.(MUSE) has brought back the ancient art of foraging. Their foragers scout the area looking for wild spinach, black walnuts, sassafras root, wild grapes, sheep sorrel, and cat-tail shoots; Tasting Menus – a.(MUSE) will always offer you a 6 or 11 course tasting menu. It is a great way to taste some regional delicacies and find your inspiration

For more information, feedback, recipes, and photos, check out Chef Hari's blog at TheCombAndWattle.com or call 302-227-7107. ♦

► Chiqui Gavilan & Marisa Chaves, MCG & Associates

With over \$100 million in residential real estate sales in NYC & Coastal Delaware, Marisa Chaves and Chiqui Gavilan are unmatched in their ability to deliver great service and excellent results to their appreciative clientele. They handle every transaction with skilled professionalism, earning the trust, good will, and respect of all involved in the transaction. Backed by the powerful resources of Long & Foster, the #1 real estate firm in the Mid-Atlantic region, Marisa and Chiqui always make the process a pleasant and stress-free experience. From start to closing, their buyers and sellers know they are in exceptionally capable and caring hands.



For more information, visit www.mncbeachhomes.com or call 302-604-2772, 302-227-2541. ♦

CHECK OUT the August 2012 Morning Star Business Report! The focus is on Women in Business, which includes bios on local Chamber of Commerce directors. Visit www.msbusinessreport.com for more info.



A Day in a Life Photography



Root Gourmet



Sussex Eye Center

SEA WITCH IS SMOKIN'!

The Sea Witch Festival celebrates 23 years! Items of interest are provided below and include new activities, parade info & sponsors. Information & confirmation will continue to be added to the program on Beach-Fun.com!

NEW THIS YEAR!

ENHANCED BANDSTAND SCHEDULE. Sea Witch is rockin' in 2012! Check out new acts on the Rehoboth Bandstand including Jimi Smooth & Hit Time, New Sweden, Neon Swing X-perience and the Delaware School of Rock!

KID'S DINOSAUR SAFARI EXPEDITION replaces Pirate's Treasure Trail - Sponsored by Kiwanis of Coastal Delaware. Young explorers will hunt for dinosaur eggs throughout downtown Rehoboth Beach. Once they've found all of the eggs, kids can use their treasure to barter for a handsome reward! Participants can pick up their explorer compass, safari hat and map on Sunday, October 28th between 12:30 PM and 2:30 PM at the Bandstand.

CAKCLE CONTEST. 13 cacklers will compete for best cackle by sounding off on the Bandstand on Sunday, October 28th at 2:15 PM. Winner will be determined by audience applause.

EXTENDED ARTISAN AND HERITAGE CRAFTER HOURS. Artisan and Heritage Crafters Area around the Bandstand will remain open an additional 3 hours on Sunday, October 28th closing at 6:00 PM.

BACK BY POPULAR DEMAND!

BARNEY OF MAYBERRY. Be sure to be on your best behavior because Barney will be strolling around downtown Rehoboth to keep the rift raft in line.

WOODLAND STRING BAND. The mumpers group returns to the Costume Parade and will be performing on the Boardwalk between Rehoboth and Wilmington Avenues at 2:30 PM on Saturday, October 27th.

BALLOON TWISTING IS BACK. Kids keep a look out for strolling balloon artist Wes Holly and his twisted balloon creations!

TOP BILLING SPONSORS TO DATE:

- Delaware Today – Perfect Wave Sponsor
- WBOC – Perfect Wave Sponsor
- M & T Bank – Monster Sponsor
- Applied Bank – Frankendude Sponsor
- Comcast of Delmarva – Frankendude Sponsor
- Nemours Health & Prevention Services – Frankendude Sponsor
- Tanger Outlets – Frankendude Sponsor
- Atlantic Liquors/Crosswinds Motel – Swell Sponsor
- Community Bank – Swell Sponsor
- Delmarva Power – Swell Sponsor
- Jake's Seafood House – Swell Sponsor
- Prudential Gallo – Ghostbuster Sponsor
- 7-Eleven - Rip Wave Sponsor
- Affinity Energy – Rip Wave Sponsor
- Fulton Bank, Delaware National Division – Rip Wave Sponsor
- Jefferson, Urian, Doane, & Sterner, P.A. – Rip Wave Sponsor
- PNC Bank – Rip Wave Sponsor
- WSFS – Rip Wave Sponsor
- The Bake Shoppe – Movie in the Park
- Kiwanis of Coastal Delaware – Kid's Pirate Treasure Challenge Sponsor
- Rehoboth Beach Animal Hospital – Kid's Dino Safari Expeditions
- The Cape Gazette – Children's Fiddler Sponsor
- Better Business Bureau of Delaware – Scarecrow Building Sponsor
- Country Club Estates HOA – Horse Show on the Beach Sponsor

OCTOBER 26-28, 2012



TWO GRAND MARSHALLS & THE SEA WITCH CLIPPER SHIP LEAD THE PARADE!



This year's costume parade will kick off at 11:00 AM on Saturday, October 27th. Riding in the Sea Witch Clipper Ship built by Turnstone Builders, the parade will be lead by two grand marshalls!

- **2010 Business of the Year**
Caggiano Family of Nicola Pizza



- **2011 Business of the Year**
Prestipino Family of Apple Electric



There is no limit on walking costumed participants, **BUT** floats and motorized vehicles are limited to 50 and should pre-register (application at www.Beach-Fun.com).

HOW YOU CAN GET INVOLVED?

- **VOLUNTEER.** Persons are needed to assist with the costume and pet parade, work the info table, help run activities and much more!
- **SPONSOR A BALLOON OR ACTIVITY.** An estimated 175,000+ people visit the Resort Area during the festival. Get your business out there! Place an ad in the program, have your logo on the event t-shirt, sponsor a trophy or event or carry a balloon during the parade.
- **HOLD A ACTIVITY IN YOUR BUSINESS.** Businesses are encouraged to hold fun, festival themed events such as a guessing game or activity. These activities will be listed in the program and on the website.
- **PARTICIPATE IN "SEA WITCH SAVINGS".** There will be an advertised listing of members offering a saving opportunity.
- **BE A CLUE KEEPER.** Over 500 people participate in the hunt for the "Sea Witch". All you have to do is post the hand-delivered clue in your business.
- **BE A TRICK OR TREAT LOCATION.** On Saturday night, kids trick or treat by moonlight and will stop by your business.



**TO GET IN THE ACTION, CONTACT
KATE BELL AT 302-227-6446
OR EVENTS@BEACH-FUN.COM.
ALSO VISIT, WWW.BEACH-FUN.COM.**



Like the sand on the beach, our **gratitude is endless!**

Thanks for your help & support in making the **34th Annual Sandcastle Contest** a success!

Judges & Sandcastle Lessons: Jennifer Carter, Katie Handy, Gwen Osbourne, Christi Tapert, and Christina Wolfe. Darrell O'Connor for offering free sandcastle building lessons!

2012 Logo: GroupJ Design.

Prize Donations: Bethany Blues; Bike To Go, LLC; Candy Kitchen Shoppes, Inc.; Creatable Crafts; Dolle's Candyland; Fire Mountain Golf; Funland; Grotto Pizza; Holland Jeweler's Inc.; Jungle Jim's Inc.; McDonald's; Odysea; Rehoboth Beach Museum; Rehoboth Toy & Kite Co.; Rita's Water Ice; Ryan's; Tanger Outlet Center; TGI Fridays; and White Water Mountain.

Top Billing Sponsors To Date:

- Delaware Today - Perfect Wave Sponsor
- WBOC - Perfect Wave Sponsor
- Boardwalk Builders - T-Shirt Sponsor
- LC Homes - Children's Give Away Sponsor
- Atlantic Liquors - Swell Sponsor
- Community Bank - Swell Sponsor
- Crosswinds Motel - Swell Sponsor
- Delmarva Power - Swell Sponsor
- Jake's Seafood House - Swell Sponsor
- 7-Eleven - Rip Wave Sponsor
- Affinity Energy Management - Rip Wave Sponsor
- Fulton Bank, Delaware National Division - Rip Wave Sponsor
- Jefferson, Urian, Doane, & Sterner, P.A. - Rip Wave Sponsor
- PNC Bank - Rip Wave Sponsor
- WSFS - Rip Wave Sponsor



To view pictures & winners, visit www.beach-fun.com/sandcastle-contest.html

Women IN Business



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Travel Channel Visits the Resort Area

The Chamber assisted the filming crew from the Travel Channel & Indigo Films from August 1-4, 2012. Rehoboth Beach and Dewey Beach were selected to be featured in an upcoming series anticipated to be called *Amazing Boardwalks*, which includes the Chamber's Sandcastle Contest and is slated to air in the spring of 2013.

City of Rehoboth Beach Mayor Sam Cooper shared the history of Rehoboth and the Boardwalk while film crew visited hot spots including Rehoboth, Dewey and the Sandcastle Contest. Amy Plemons, one of the show producers thanked the Chamber for helping to orchestrate a fantastic shoot! The Chamber would also like to thank the Mayor, City Manager and businesses for their welcoming marquees and for opening their doors.



Resort Area Earns 2 More Awards

- Rehoboth Beach was selected as one of the top **20 Best Vacation Destinations** in the country by Frommer's Travel Guides. June 2012.
- Southern Delaware was selected as a **top retirement destination in the nation** by the magazine *Where to Retire*. August 2012.



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ISOP Press Night

On July 12, 2012, a press night for the International Student Outreach Program (ISOP) was held at Epworth UM Church. This was a meet and greet for the press, elected officials and students. Elected officials in attendance were: Patrick Gossett and Stan Mills from the City of Rehoboth Beach, Anna Legates from the Town of Dewey Beach and Pete Schwartzkopf, a Delaware Representative.



Chamber Hosts Local Candidates' Forums

The Chamber of Commerce recently held Candidates' Forums for the City of Rehoboth Beach and the Town of Dewey Beach.

Dennis Forney, publisher of the Cape Gazette, was the moderator for both forums...THANK YOU!

City of Rehoboth Beach

Forum held on August 7th in the Commissioner's Room at the Convention Center. Rehoboth Beach candidates:

- Patrick Gossett
- Bill Sargent
- Toni Sharp

Elections were held on August 11th, with Patrick Gossett and Bill Sargent being re-elected... CONGRATS!

Town of Dewey Beach

Forum held on August 17th at the Dewey Beach Lions Club. Dewey Beach candidates are:

- Denise Campbell
- Gary Mauler
- Courtney Riordan
- Rick Solloway

Elections will be held on September 15th.



City of Rehoboth Beach candidates from left to right: Patrick Gossett, Bill Sargent, and Toni Sharp.



Town of Dewey Beach candidates from left to right: Denise Campbell, Gary Mauler, Courtney Riordan, and Rick Solloway.



Thank You Monthly Renewing Members

The Rehoboth Beach-Dewey Beach 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 20 - August 23, 2012.
Thank you for your continued support!

Ace Sportfishing INC/Katydid Charters, Alarm & Communication Systems Group, Alarm Engineering, AmeriSpec Inspection Services, And Breathe, Anglers Fishing Center, Arena's Famous Deli Bar, Atlantic/Smith, Cropper, & Deeley, Avenue Apothecary and Spa, Avon-Wendy McGehrin, Ind. Avon Rep., Azura Clothing Co., The Bake Shoppe, Bellevue Sands Apartments, Cake Break Inc., Cape Henlopen Senior Center, Casa di Leo, CIEE - Seasonal Staff Solutions, CLAWS Seafood House, Crosswinds Motel, Delaware Seashore Preservation, Delaware State Chamber of Commerce, DelMarVa Stand Up Paddle, Dewitt & Associates, Inc., Dogfish Head Brewing & Eats, Dolles Candyland, Dunkin Donuts, Edible Arrangements, Fehrenbach's Flooring, Finbar, First Class Properties-Lewes, Fisherman's Wharf, Go Fish!, Gorilla Powerwashing LLC, Great Scott Broadcasting, GroupJ Design, Inc, Hazel Flooring, LLC, Hazzard Auto Parts Inc., Hebron Station Warehouse Rehoboth Beach, Holland Jewelers, Ibach's Candies by the Sea, Iguana Grill Restaurant and Cantina, Indian River Lifesaving Station, The Insurance Market, Jam Bistro, Jetty Group - Realtors Who Care, Johnson Orthodontics, Josephine's Daughter, JPMC Associates LLC, just COMFORT shoes, L3 Homes, Lazy L Bed & Breakfast, Lewes Historical Society, Monograms Unlimited, Mr. Go Glass, NaturaLawn of America, Nucar's Lewes AutoMall, Odysea, Office Support, Outback Steakhouse, Overfalls Foundation, Penny Lane Mall Partnership, LLC, Pixstar, Inc., Port - Dewey Beach, Primo Hoagies, Rehoboth Ale House, Rehoboth Mall, Rigby's Bar & Grill, Right Property Management LLC, Rogers Graphics, Rustic Acres Inc./Rehoboth Dairy, Ryans, Salad Factory, Seafood Shack, Seashore Striders, Security Instruments Corporation, Sleep Inn & Suites, Southern Delaware Physical Therapy, Sposato Landscape, Inc., Stephan & Co., Surf Side Limousine Services, T.H. White General Contractor, Tangier Island Cruises, Ten Bears Environmental, LLC, Tidewater Physical Therapy, Touch of Italy, Top Notch Heating, Air Conditioning & Refrigeration, Truitt Insurance & Financial Services, Tupperware Home Parties, U.S. Small Business Administration/DE Division, Wave One, Weddings by Cathleen, LLC, Whayland Company, Wilmington Insurance Co., Winding Beam, WSFS, Yesteryears Old Time Photos. Renewals from June 20 - August 23, 2012.

Reserve your spot in the 2013 Visitors Guide!

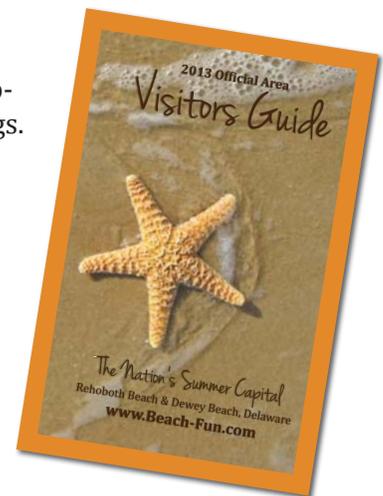
The Rehoboth Beach & Dewey Beach Official Area Visitors Guide is a paid member advertising publication. It is mailed to potential visitors in direct response to request advertisement results. The Guide is also distributed locally through the Chamber's Visitors Center, information bins & realtor bags. A minimum of **140,000 copies** are printed!

Act Now...Don't Miss Out!

**Contact Meghan
with questions!**

302-227-2233 x16
meghan@beach-fun.com

| | |
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| Regular Full Page Ad | \$1,600 |
| 1/2 Page Color Ad | \$1,200 |
| 1/4 Page Color Ad | \$650 |
| 1/8 Page Color Ad | \$350 |
| Listing | \$160 |
| 2nd Listing (or more) | \$100 |



Letter to Dewey Beach - July 2012

Your Chamber of Commerce supported the business community and the continuing of events that promote tourism with the following position:

July 27, 2012

Mayor Diane Hanson
Town of Dewey Beach Commissioners
105 Rodney Avenue
Dewey Beach, DE 19971

Dear Mayor and Commissioners:

The Rehoboth Beach – Dewey Beach Chamber of Commerce is requesting that the following comments with regards to special events in Dewey Beach be entered into the record. Your Chamber of Commerce has a mission statement of promoting business, tourism and civic responsibility and as such encourages the approval of activities that serve all or part of this “statement”.

- **Business:** The entire business community, including Dewey Beach, benefits when additional activities/events are held that encourage more feet on the street and/or return visitation.
- **Tourism:** Events whether held in high-season or other seasons promote additional visitation and provide a reason for our visitors to enjoy our region on a year-round basis.
- **Civic Responsibility:** Events that raise funds for municipal needs such as lifeguards, police and/or non-profit organizations such as the Delaware Breast Cancer Coalition, etc. should be the goal of everyone.

Your Chamber of Commerce is not opposed to a permit procedure or fees associated with service, provided that the service is a fair representation of a permit fee and the procedure is reasonable.

Sincerely,



Carol A. Everhart, President/CEO

Win a 2013 DE State Park Pass!

You don't have to be a runner...housework, walking, playing with the kids, cutting the grass and more all count in this activity based contest!

Up to 500 participants can walk away with a 2013 Delaware State Park pass. For more info and to register, visit

www.beach-fun.com/beach-feet-on-the-go.html





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