



# FOCUS<sub>on</sub>

October 2018  
E-Newsletter

**Rehoboth Beach-Dewey Beach Chamber of Commerce**  
Mission: To promote business, tourism and civic responsibility.

## The Sea Witch Squeezer

wants to grab you at the Sea Witch Festival®

# October 26-28

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

Business Community Info on  
pages 16-17 and Sponsor  
Pictures on page 18!



The Squeezer  
is making its  
way to the  
Festival!

**Schedule of Activities at [Beach-Fun.com](http://Beach-Fun.com)**

**Rehoboth Beach-Dewey Beach**  
Chamber of Commerce & Visitors Center

**“The Nation’s Summer Capital”**

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

Chairman of the Board ..... Jay Becker  
First Chair ..... Barbara Brewer  
Second Chair..... Carrie Lingo  
Third Chair/Treasurer ..... Vince DiFonzo  
Immediate Past Chair ..... Bill Klemkowski

**Board of Directors**

Marvin Carney	Mitch Resnick
Jerry Esposito**	Scott Swingle
Chip Hearn	Rachel Webster**
Dale Lomas	Chris Weeks
Rob Marshall	Kay Wheatley
Keith Martin	Susan Townley-Wood
Michael Meoli	**At Large Directors
Steve Montgomery	

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

**Chamber Staff Contact Information**

Visitors Center Staff .....Ext. 10  
Sue Krick, Susan Maclary, Karen McMahon,  
Nancy Stewart, and Meredith Thomas  
Emily Grothey, Event Coordinator..... Ext. 11  
Carol Everhart, President/CEO ..... Ext. 13  
Lisa Newnom, Administration..... Ext. 14  
Sophia Sawicki, Membership ..... Ext. 15  
Meghan McCalley, Office Manager/Graphics.. Ext. 16  
Hourly Staff .....Ext. 19  
Zach Babbie, Liz Leshine, Nick Passannante,  
and Mariella Trosko

© 2018 Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center. The information printed in this newsletter is true to the best of our knowledge at the time of print.



# 2018 Upcoming Calendar

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

- Oct 11 .....Executive Board of Directors Mtg..... 10:30 am/Jake's Seafood
- Oct 11 .....Full Board of Directors Mtg ..... 11:00 am/Jake's Seafood
- Oct 13 .....Town of Dewey Beach Mtg ..... 9:00 am/Lifesaving Station
- Oct 19 .....City of Rehoboth Beach Mtg ..... 7:00 pm/Commissioners Room
- Oct 22 .....General Membership Mtg..... 12:00 noon/Kings Creek CC
- Nov 8.....Executive Board of Directors Mtg..... 10:30 am/Jake's Seafood
- Nov 8.....Full Board of Directors Mtg ..... 11:00 am/Jake's Seafood
- Nov 10 .....Town of Dewey Beach Mtg ..... 9:00 am/Lifesaving Station
- Nov 16 .....City of Rehoboth Beach Mtg ..... 7:00 pm/Commissioners Room
- Dec 13.....Chamber Awards Luncheon.....Time TBA/Cultured Pearl
- Jan 17.....Chamber Awards Banquet.....Time and Location TBA

For Resort Area Events, visit [www.Beach-Fun.com](http://www.Beach-Fun.com)

# 2018 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 11** · Bluecoast Seafood Bar + Grill

**Thursday, November 8** · Iron Hill Brewery & Restaurant

**Thursday, December 20** · Christmas Party sponsored by  
WRDE NBC Coastal TV,  
Jake's Seafood House

# Current Board Opening

The Chamber of Commerce Board advertised the vacant Board position on the Member Info Sheet Blast. Interviews are being set for November.

# General Membership Meeting



Members attended a Membership Meeting on September 17th.

Guest speakers Sandi Taylor of CIEE and Jamie Bond of Intrax, spoke about J-1 student jobs, housing, and next steps. Maryanne Kauffman of the local group, ISOP, also gave a recap of the summer program.

The powerpoint presentation can be viewed at [Beach-Fun.com](http://Beach-Fun.com). Click on Site Index then Foreign Student Worker Information.



## Chamber Holiday Party

**Thursday, December 20th**

from 5:00-7:00 PM at

**Jake's Seafood House**

in Rehoboth Beach. \$5.00 at door and five 50/50 raffle tickets to members with membership key tag.

**JAKES** *All Baltimore Style*  
**SEAFOOD**

Sponsored By:



## So Many Awards..So Little Time

The Chamber of Commerce will be recognizing Members, volunteers and special community supporters.

**Awards Luncheon** . . . Several awards will be presented at the Cultured Pearl Restaurant on **December 13, 2018**.

**Awards Banquet** . . . Remaining awards will be presented during a banquet on **January 17, 2019** (location to be announced).

**Stay tuned for details!**



# BRAG BOARD

## Bill Signing Ceremony

Governor John Carney, sponsors Sen. Stephanie Hansen, Sen. Ernie Lopez, Speaker Pete Schwartzkopf and Rep. Deb Heffernan, other Members of the General Assembly, coastal town mayors, small business owners, supporters and advocates where present on Thursday, September 20th, 11:00 a.m., as Governor Carney signed Senate Bill 200 and SS1 for Senate Bill 207 into law at the Rehoboth Beach Bandstand in downtown Rehoboth.

Senate Bill 200 prohibits drilling for oil or natural gas in Delaware's coastal zone and territorial waters and precludes DNREC from issuing any permits in connection with the development of offshore drilling infrastructure, whether proposed for Delaware territorial waters or waters outside the state. Senate Substitute #1 for Senate Bill 207 as amended by Senate Amendment #1 opposes drilling off Delaware's coast and directs certain state officials and state agencies to enforce Delaware's rights relating to offshore drilling under federal and state environmental laws.



## Donations on Way to North Carolina

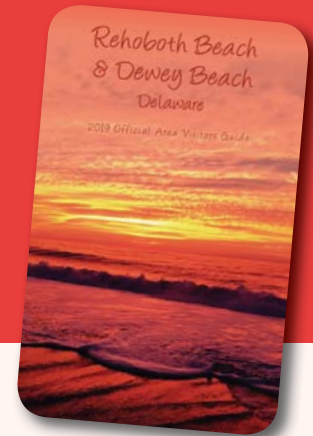
The Rehoboth Beach -Dewey Beach Chamber "Chicks" delivered donations to the Town of Dewey Beach on Thursday, September 27, 2018. These donations will head to North Carolina this week for the Hurricane Florence Victims.

For more information, contact Dewey Beach Town Hall and speak to Ashleigh or Kate at 302-227-6363 or email at ashleigh@townofdeweybeach.com.



Don't Miss this Advertising Opportunity . . .

in the 2019 Rehoboth Beach & Dewey Beach Official Area Visitors Guide!!



The Official Area Visitors Guide for Rehoboth Beach & Dewey Beach is a Member purchased advertising publication. The 132 page Guide is mailed to potential visitors in direct response to Chamber placement advertisements and limited Area Bins & Realtor Bags. 140,000 copies are scheduled to be printed!



Zach with Realtor Bags



Mariella with Bulk Mailings

The bulk of the Visitors Guide are mailed to leads gathered through regional advertising. While a portion are distributed in Realtor Bags that are passed out to weekly renters from Memorial Day to Labor Day.

The Guide contains the categories of: Attractions, Fun Stuff & Calendar of Events, Accommodations, Real Estate, Restaurant & Eateries, Retail, Service and Weddings & Groups, plus a map of the Resort Area.

Available ad sizes are:

- Listing (6 Lines) - \$160
- One Eighth Page plus Listing - \$375
- Quarter Page plus Listing - \$675
- Half Page Ad plus Listing - \$1,250
- Full Page Ads plus Listing starting at - \$1,650

For More Info, Contact Sophia!

302-227-6446 · sophia@beach-fun.com

# THINK LOCAL FOR THE HOLIDAYS!

Reach Delaware Beach Life's avid local readers!  
Reserve your ad space in the Holiday issue by October 9.

Call  
about our  
double-size  
deal!

## Lee Ann Wilkinson, The Lee Ann Wilkinson Group:

"We can always count on Delaware Beach Life to reach an audience that loves our coastal hometowns as much as we do."



## Scott Kammerer, SoDel Concepts:

"As a partner, Delaware Beach Life can help elevate any brand, reaching an audience that appreciates all that this area has to offer."

## Drexel Davison, Bad Hair Day:

Delaware Beach Life brings community and business together with a local flavor that's a cut above the rest."



CALL US AT 227-9499 TO START GETTING RESULTS.

# DELAWARE Beach Life

The premier lifestyle magazine of coastal Delaware  
delawarebeachlife.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.

## **Ashton Group at the Beach**

Nicole Bailey Ashton  
37458 Oyster House Road  
Rehoboth Beach, Delaware 19971  
302-212-5570  
[www.ashtongrouppatthebeach.com](http://www.ashtongrouppatthebeach.com)  
Service - Landscape Contractor

## **Capital Ringers, Inc.**

Christine Fox-Roberts  
PO Box 35  
Lewes, Delaware 19958  
302-632-3106  
[www.capitalringers.org](http://www.capitalringers.org)  
Attraction - Theatrical/Entertainers

## **Explorium Emporium**

Cari Miller  
Rehoboth Beach, DE 19971  
301-758-0839  
[www.e-square.fun](http://www.e-square.fun)  
Attraction - Attraction/Recreation

## **Peter Issel**

Peter Issel  
Serving the Coastal Area  
302-645-8330  
Services - Business Services

## **Famous Chaps Pit Beef of Rehoboth Beach**

Gary Desch  
19819 Coastal Highway  
Rehoboth Beach, Delaware 19971  
[www.chapspitbeef.com](http://www.chapspitbeef.com)  
Restaurant/Eatery

## **Fishtail Print Company**

Ethan Ghabra  
18585 Coastal Highway, Suite 22  
Rehoboth Beach, Delaware 19971  
302-408-4800  
[www.fishtailprintco.com](http://www.fishtailprintco.com)  
Service - Printers/Copying

## **Khalsa Jewelers Group**

Mimi Campbell  
164 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-227-6144  
[www.khalsajewelers.com](http://www.khalsajewelers.com)  
Retail - Jewelry

## **Moe's Southwest Grill**

Hope Stoe  
19266 Coastal Highway  
Rehoboth Beach, Delaware 19971  
302-226-4266  
Restaurant/Eatery

## **Odyssey Mobile Escape Room**

Matthew Handrick  
5751 Huntingtown Road  
Huntingtown, Maryland 20639  
301-509-8305  
[www.odysseyscapes.com](http://www.odysseyscapes.com)  
Attraction - Amusement

## **Stitch-Stash**

Patti Hoffmann  
120 North First Street  
Rehoboth Beach, Delaware 19971  
302-569-0063  
[www.stitch-stash.com](http://www.stitch-stash.com)  
Retail - Gift & Speciality Shop

## **Timeout Concierge Services LLC**

Bonnie Kenny  
18766 John J. Williams Hwy, Suite 240  
Rehoboth Beach, Delaware 19971  
302-727-5258  
[www.timeoutconcierge.com](http://www.timeoutconcierge.com)  
Services - Concierge Services

## **Vineyard Vines Rehoboth Outlet**

Sharon Lynn  
34986 Midway Outlet Drive, #106  
Rehoboth Beach, Delaware 19971  
302-644-1090  
[www.vineyardvines.com](http://www.vineyardvines.com)  
Retail - Apparel/Accessories

## **Wayne Eichler, E.A.**

Wayne Eichler  
PO Box 452  
Lewes, Delaware 19958  
973-262-8409  
Service - Certified Public Accountant

Due to rainy conditions, the 2018 Sandcastle Contest was postponed.

Mark your calendars for **September 7, 2019**

Thank You to Darrell O'Connor for holding the sandcastle building lessons on Friday!!



## 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 23 - October 2, 2018. Thank you for your continued support!

ABI Security Group.com · All Wheels Bike & Scooter · Allen Insurance Group  
American Heart Association in Delaware · APPI Energy · Atlantic Boardwalk Grille  
Barrows and Associates/Ocean Atlantic Sotheby's · Bethany Blues · Boulevard Ford-Lincoln  
Cancer Support Community Delaware · Care Patrol · Century 21 Home Team Realty  
CHEER, Inc. · Children's Beach House · Clean Energy, USA, LLC  
Clear Space Theatre Company · Comcast Business · Jeffrey, M. Cooper, DMD, PA  
Delaware Beaches, Yogi Bear's Jellystone · Delaware PC Services LLC · Dolles Candyland  
Edible Delmarva · Fins Fish House and Rawbar · Gourds-N-More Country Store  
Group J Design, Inc · Heritage Antique Market · Heritage Shores Club  
Homestead Bed & Breakfast at Rehoboth Beach · Ibach's Candy  
La Red Health Center, Inc. · Lavender Fields at Warrington Manor · Lessard Builders, Inc.  
M&T Insurance Agency, Inc. · Merestone Consultants Inc.  
Mid-Shore Electrical Services, Inc. · Stan Mills/Patron Member · Ocean Suds II Laundromat  
Oil Creations by Gail LLC · Onix Group · Patio Systems, Inc.  
Read Aloud Delaware · Response Computer Group, Inc. · Right Balance Pilates  
RISE Fitness + Adventure · The Ruff Life by Sara England Designs · Ryan's  
Seniors Helping Seniors · Something Comfortable LLC · Stoneworks Lapidary  
Ten Bears Environmental Associates Co. · Virden Conference & Retreat Center  
W.D.M.S. Entertainment & Promotion · Winswept Stables · Yesteryears Old Time Photos

## CAN'T STOP DEWEY FROM HAVING A PARTY!

Every September, Dewey Beach holds their **End of Season Party**. This year, mother nature tried to interfere, but you can't stop Dewey Beach from throwing a great party!

Kudos to the Town of Dewey Beach, Dewey Beach Partnership, and Monty and his staff for another fun event!



# MEMBERS IN THE SPOTLIGHT

## Roofer Dude®

Roofer Dude® has over 25 years of experience within the roofing industry. The company specializes in residential roof replacements and solar fan installation and offers free consultations. The company was founded on the four key elements of respect, honesty, timely and clear communication, and quality workmanship.



Roofer Dude® is owned and operated by Jason and Barbara Martin of Waynesboro, Pennsylvania. Mr. Martin has considered Rehoboth, Delaware his second home since he was a child and is excited to open a Roofer Dude® office in the area. The company's Delaware office will be managed by Mr. Jeff Hudak and his wife Mrs. Christina Hudak, who also have strong ties to the local community as well. The company is located at 17527 Nassau Commons Boulevard, Lewes, DE 19958. For more info, visit [www.rooferdude.com](http://www.rooferdude.com) or call 302-273-0399. ♦

## Totes of the Town

Totes of the Town products are available in local retailers in Rehoboth, such as Sea Finds, MGT Toggery, and Critter Beach, as well as Pizzazz by the Bay in Fenwick and Jeff West Home in Lewes. In addition, all of their seasonal and coastal inspired products, as well as their popular pet products, will be featured at Camp Rehoboth's Block Party on October 14th, the Sea Witch Festival® on October 27th and 28th and many other area indoor and outdoor festivals throughout the holiday season.



For more information visit, [www.totesofthetown1.com](http://www.totesofthetown1.com) or call 302-827-3321. ♦

## Real HVAC Services

Since 2007, Delmarva residents have relied on REAL HVAC Services to provide prompt, quality heating, cooling, and plumbing services for their homes and businesses. Their highly trained technicians have the depth of knowledge to keep the mechanical systems at all properties operating efficiently. With locations in Rehoboth Beach, Delaware and Salisbury, Maryland, they ensure that residents of the Delmarva Peninsula have a trusted local source for heating, air conditioning, and plumbing services.



Services Include: Residential and Commercial Service, Maintenance and New Installation: Heating, Air Conditioning, Plumbing, 24/7 Emergency Services. For more information, visit [www.realthvacservices.com](http://www.realthvacservices.com) or call 302-727-0272. ♦

## Stitch-Stash

"It has always been my life goal to open my own store, in this case my needlepoint store - Stitch-Stash", says owner Patti Hoffmann. The spacious store is located at 102 North First Street in Downtown Rehoboth Beach and has hand painted needlepoint canvases on display, as well as over 3000 threads. Plus, enough table space to spend time stitching and socializing for all. They will be hosting classes, Stitch and Gab sessions on Thursday mornings, and yearly retreats. Having partnerships with painters and finishers are key to ensuring customers are able to access the full scope of services they have to offer. For now, Stitch-Stash is open seven days week from 11AM-5PM, but like any brick and mortar business, the retail space isn't enough, so all things in the store are also available online 24/7 at [www.stitch-stash.com](http://www.stitch-stash.com). For more information, call 302-569-0063. ♦



**"The most important single thing beyond discipline and creativity is daring to dare".**

Maya Angelou





# RIBBON CUTTINGS



Totes of the Town



Rofer Dude



Beach Nomad Brews



Greyhounds Reach the Beach



A GREAT ADVENTURE!!!



302-644-7334

CAPEWATERTOURS.COM

# REPORTS *and* STATISTICS



## Accommodation Occupancy Chart | 2017 vs. 2018

Weekend	Room Count	Weather	Event	Wednesday	Room Count
August 3-5, 2017	3,584	80's Sunny	Art League Show	August 2, 2017	2,880
August 3-5, 2018	3,557	80's Cloudy	Art League Show	August 1, 2018	2,660
August 11-13, 2017	3,419	80's Cloudy	Art League Show	August 9, 2017	2,966
August 10-12, 2018	3,561	80's Sunny	Art League Show	August 8, 2018	2,870
August 18-20, 2017	3,568	80's Sunny	Summer Vibes Fest	August 16, 2017	2,990
August 17-19, 2018	3,565	80's Sunny	Summer Vibes Fest	August 15, 2018	3,029
August 25-27, 2017	3,485	80's Sunny	No Event	August 23, 2017	2,694
August 24-26, 2018	3,548	80's Sunny	No Event	August 22, 2018	2,748
September 1-3, 2017	3,204	60's Cloudy	Labor Day	August 30, 2017	2,057
August 31-September 2, 2018	3,527	80's Cludsy	Labor Day	August 29, 2018	2,418
September 8-9, 2017	3,030	70's Sunny	Sandcastle Contest	September 6, 2017	1,976
September 7-9, 2018	3,181	80's Rainy	Sandcastle Contest	September 5, 2018	2,357
September 15-17, 2017	3,269	70's Sunny	Dewey Beach Triathlon	September 13, 2017	1,973
September 14-16, 2018	2,491	70's	Hurrican Florence Threat	September 12, 2018	2,156
September 22-24, 2017	3,495	80's Sunny	No Event	September 20, 2017	2,114
September 21-23, 2018	3,200	70's Sunny	Garlic Fest/Dewey End of Season Party	September 19, 2018	2,018
September 29-October 1, 2017	3,215	70's Sunny	Elvis Fest	September 27, 2017	1,517
September 28-September 30, 2018	3,074	70's Sunny	Chilli Fest	September 26, 2018	1,819

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - October 1, 2017 · 112,669  
January - September 30, 2018 · 106,975

#### WEDNESDAY

January - September 27, 2017 · 69,023  
January - September 26, 2018 · 70,203

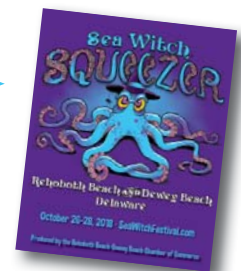
Calls to accommodations are made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,886 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Friday/Saturday/Sunday.

## Sea Witch Festival® Programs

Programs will be available after October 19th!

Members will be mailed a copy on October 9th.

Select Deliveries scheduled for October 22nd.



# REPORTS and STATISTICS

## Website Results for www.Beach-Fun.com | 2017 vs. 2018

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
January	35,856	21,740	10,682	6,892	9,896	6,347	45.53%	53.38%	2:02	1:47
February	47,246	33,479	14,461	10,437	13,406	9,665	49.34%	49.54%	1:52	1:56
March	54,490	41,473	15,733	12,770	14,697	11,899	49.61%	52.02%	2:07	1:51
April	74,459	40,053	23,564	12,720	22,195	11,887	54.82%	53.51%	1:42	1:48
May	68,097	54,949	19,648	16,086	18,424	15,270	49.19%	50.67%	1:53	1:59
June	95,174	96,793	27,798	27,207	26,471	26,201	49.96%	50.54%	1:52	1:53
July	102,687	73,562	31,053	27,458	29,334	25,706	51.45%	66.39%	1:44	1:25
August	81,449	56,551	24,971	21,852	23,357	20,211	52.64%	65.97%	1:48	1:29
September	65,576	43,698	22,241	16,993	20,481	15,645	57.43%	65.82%	1:29	1:29
<b>YTD Totals</b>	<b>478,009</b>	<b>462,298</b>	<b>142,939</b>	<b>152,415</b>	<b>134,423</b>	<b>142,831</b>	<b>51.11%</b>	<b>56.43%</b>	<b>1:49</b>	<b>1:44</b>

\* YTD Total Average

### Top Pages Viewed - September 2018

Page on Site	Page Views
1 Sea Witch® Festival.....	10,410
2 Events.....	4,118
3 Dewey Beach Activities.....	1,777
4 Sea Witch® Program Request.....	1,692
5 Sandcastle Contest.....	1,033
6 Area Activities.....	1,026
7 Thank You Page.....	870
8 Souvenir Shop (T-Shirts).....	726
9 Order a Visitors Guide.....	547
10 Attractions.....	535

### Top 10 States to Visit Website - Sept 2018

State	Visits
1 Delaware (partly Member driven).....	4,394
2 Pennsylvania.....	3,654
3 Maryland.....	2,120
4 New Jersey.....	1,897
5 District of Columbia.....	1,834
6 Virginia.....	1,071
7 New York.....	745
8 Ohio.....	169
9 Florida.....	109
10 Georgia.....	100

### Visitor Center Visitation

	2018	2017	2016	2015	2014
AUG	1,610	1,916	2,332	2,619	2,404
SEPT	853	1,175	1,302	1,451	1,568

Feel free to drop off your product such as business cards, brochures, coupons and menus to the Chamber's Visitors Center located at **501 Rehoboth Avenue.**



For more details, call Sophia at 302-227-6446!

### Delaware Labor Force Trends

(August 2018); Delaware's seasonally adjusted unemployment rate in August 2018 was 3.9%, unchanged from July 2018. There were 19,000 unemployed Delawareans in August 2018 compared to 21,800 in August 2017.

The US unemployment rate was 3.9% in August 2018, unchanged from July 2018. In August 2017 the US unemployment rate was 4.4%, while Delaware's rate was 4.6%.

Source: Delaware Department of Labor - Monthly Labor Review; published September 21, 2018. <https://lmi.delawareworks.com>



The Sea Witch® Squeezer Thanks YOU for your support!

OFFICIAL MEGA MONSTER SPONSOR:





# The Sea Witch® Squeezer Thanks YOU for your support!

Rehoboth Beach  
Animal Hospital



The Ice Cream Store



WOODY'S  
Dewey Beach



Delaware BEACH Book  
restaurants • hotels • shopping • activities  
The Official Guide Book of Coastal Delaware



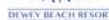
Fisher's  
Popcorn



Country Club Estates  
Property Owners Assoc., Inc.

Lockwood  
Design & Construction

Beach Vacuums  
We fix all vacuums & brooms!



THE SUSSEX COUNTY  
Women's Journal



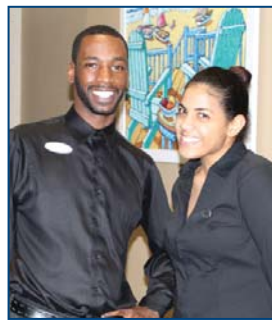
Town of Dewey Beach  
Police Department

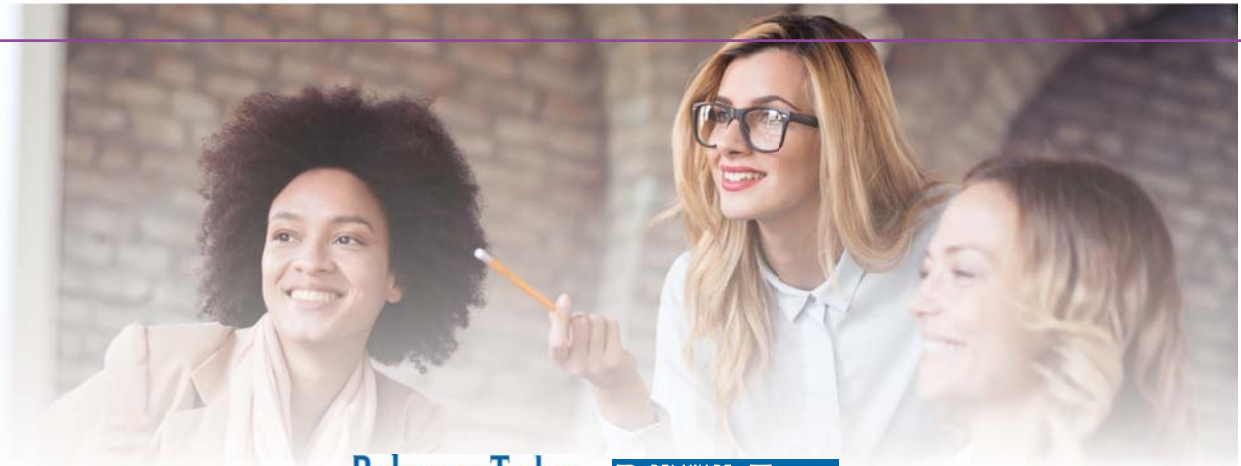


# BUSINESS *after* HOURS PICTURES

## THANKS to our September Host!

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





DelawareToday. DELAWARE BUSINESS TIMES

# WOMEN *in* BUSINESS

## Downstate Luncheon

Wednesday, December 5, 2018 | 11 a.m. - 2 p.m.  
Baywood Greens Clubhouse, Longneck, DE



KEYNOTE SPEAKER  
Carrie Leishman, President & CEO,  
Delaware Restaurant Association  
& Delaware Restaurant Association  
Educational Foundation

## Upstate Luncheon

Wednesday, December 12, 2018 | 11 a.m. - 2 p.m.  
Chase Center on the Riverfront, Wilmington, DE



KEYNOTE SPEAKER  
Renee Piane, The Love Designer,  
Author and relationship reinvention,  
expert for love and business.

Presented by: BARCLAYS

TICKETS: VISIT [DELAWARETODAY.COM/WIB](http://DELAWARETODAY.COM/WIB)

Sponsored by:



Custom Sponsorships available at a variety of price points. Contact [Sales@DelawareToday.com](mailto:Sales@DelawareToday.com) or 302.504.1326



# Chamber Business Community

## Sea Witch® Halloween & Fiddlers' Festival Things to Know



**WHAT.** The **29th 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 26-28, 2018. **WHERE.** The Rehoboth Beach-Dewey Beach, Delaware Resort Area.

---

**DELIVERIES.** [SCHEDULE DELIVERIES FOR YOUR BUSINESS ON FRIDAY, OCTOBER 26th.](#)

Rehoboth Avenue will be closed for Costume Parade fencing beginning at 2AM on Saturday, October 27th and will remain closed to ALL traffic from 2AM until the parade ends (approximately 3PM on October 27th). The cross streets (First & Second, etc.) will be blocked for safety reasons after 9AM on October 27th.

**PROGRAMS.** Programs were mailed to Members on October 9th. During the week of October 22nd... 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](http://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 104 clue keepers and clues will be delivered on Friday, October 26th.

**BUSINESS DECORATING CONTEST.** This year's festival theme is the "Sea Witch® Squeezer." 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, Beach-fun.com, to run for (1) year. The judges will be looking for pumpkins, scarecrows, ghosts, goblins and squeezers! Participating businesses can also email a picture of their entry to the Chamber at [events@beach-fun.com](mailto:events@beach-fun.com) by 5 PM on Monday, October 22nd to be eligible for judging. Winners will be announced via the Chamber website and member email blast the week of October 29th.

**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 Saturday, October 27th at 2AM. Posted signage will indicate prohibited parking areas. Abiding by signage is recommended. Police have the authority to ticket or tow as necessary. Parking on Rehoboth Avenue is not recommended. Leave room for spectators. Adjacent side streets within the City can be utilized for parking. Towing Information: should a vehicle be towed, the owner can contact Coastal Towing at 302-645-6300.

**INCLEMENT WEATHER.** For information on weather related cancellations and/or postponement of festival events, call the Chamber at 302-227-6446 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. There is no parade rain date.

**See Reverse Side For More Info!**

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



**SATURDAY REHOBOTH AVENUE CLOSURE & STREET CLOSURES.** ARRIVE EARLY...before 9AM!!! Rehoboth Avenue will be closed to all traffic on Saturday, October 27th at 2AM and will reopen immediately following the costume parade and fence removal (approximately at 3PM). 1st Street and 2nd Street can be utilized to cross Rehoboth Avenue prior to 9AM. After 9AM, adjacent streets within the City can be utilized for parking and/or drop off for spectators & walking parade participants.

**SATELLITE PARKING & SHUTTLE INFORMATION.**

**If travelling from the North, use DART!**

- Parking will be free at the following DART Park & Ride locations:
  - Rehoboth Beach Park & Ride: Coastal Hwy & Shuttle Road & Lewes Park & Ride: 17616 Coastal Hwy
- Transportation available on Saturday, October 27th from 7AM to 11PM.
- Riders pay \$2.00 for a one-way ride; \$4.20 for a full day pass. Download DART Pass to easily purchase your fare using your phone for quick boarding.
- Pick-up and drop-off location for festival goers will be at Lake Ave by the Henlopen Hotel at the Boardwalk.

**If travelling from the South, use Jolly Trolley!**

- Parking will be free at Tower Road (Oceanside), Delaware Seashore State Park.
- Roundtrip, continuous shuttles on Saturday, October 27th from 8AM to 8PM.
- Stops located at Original Jolly Trolley Stops in Mid-Dewey Beach and anywhere along event route.
- Adults \$3.00 one-way or \$5.00 roundtrip; Kids 5 years and under \$1.00 each way.
- Pick-up and drop-off location for festival goers will be at Lake Ave by the Henlopen Hotel at the Boardwalk.

**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 and then 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 27th 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. The parade steps off at 11AM.

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

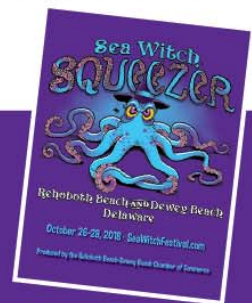
**PARADE ON TV!** The costume parade will be televised live on Saturday, October 27th beginning at 10:30AM on WRDE NBC Coast TV. The parade will re-broadcast on Saturday at 6PM & Sunday at 10AM on COZI TV.

**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 El Jefe Gordo restaurant 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](http://www.Beach-Fun.com)  
302-227-6446 · 501 Rehoboth Ave (Visitors Center) · Rehoboth Beach

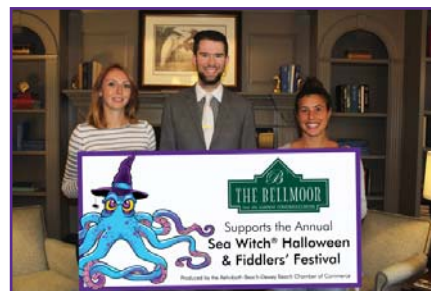


As of 10/5/18





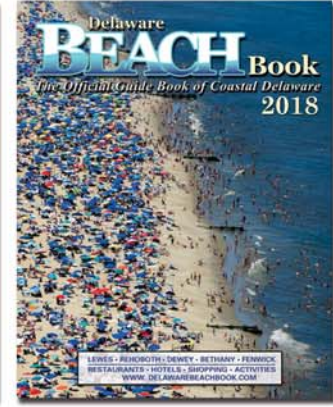
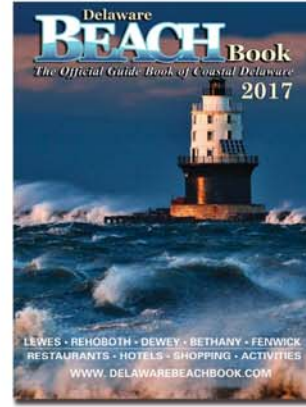
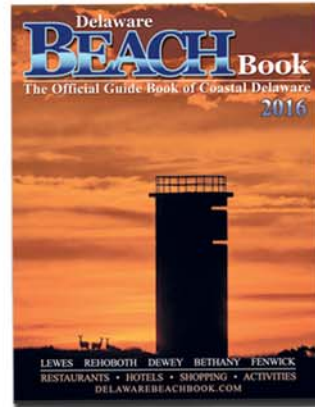
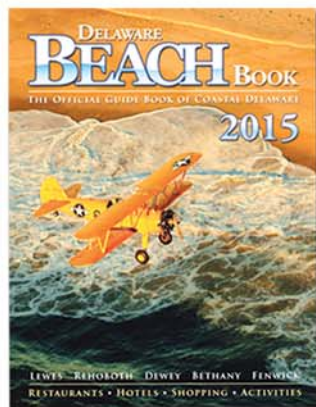
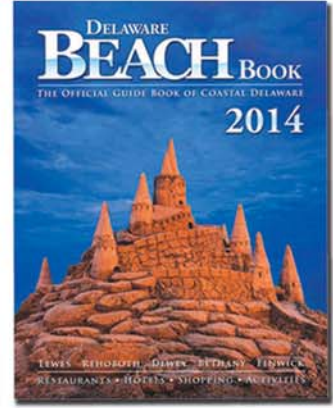
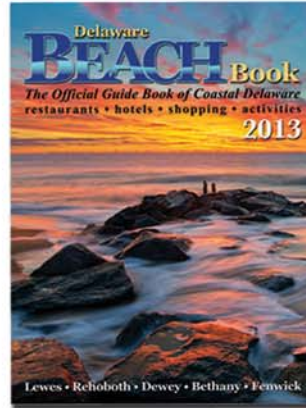
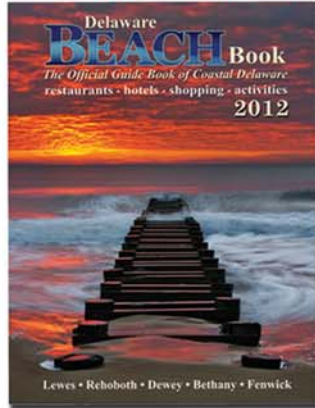
# The Sea Witch® Squeezer Thanks YOU for your support!



# DELAWARE BEACH BOOK

*“Tourism Partner of the Year”*

*featuring photography by Kevin Fleming*



***The Official Guide Book of Coastal Delaware***

***Distributed to and enjoyed by  
locals, newcomers, businesses and visitors***

***Get the 2018 edition on line [www.delawarebeachbook.com](http://www.delawarebeachbook.com)***

**RESERVE YOUR SPACE NOW FOR 2019**

**CONTACT BECKY 302.228.1672**

**[becky@delawarebeachbook.com](mailto:becky@delawarebeachbook.com)**



Remember To **Fall Back** • **November 4th**



## **\$99 Fall Safety Special**



Apple Electric will change the **BATTERIES** in every smoke detector in your home and ensure they are in proper working order!



# **645-5105**



**Rehoboth Beach-Dewey Beach  
Chamber of Commerce & Visitors Center**

P.O. Box 216 · Rehoboth Beach, DE 19971

PRESORT STANDARD  
U.S. POSTAGE PAID  
REHOBOTH BEACH DE  
PERMIT NO. 24