



# FOCUS<sub>on</sub>

January, February,  
March 2017

**Rehoboth Beach-Dewey Beach Chamber of Commerce**

Mission: To promote business, tourism and civic responsibility.

Your 2017 Board of Directors & Representative

## Charged Up and Ready To Serve!



Jay Becker  
Hudson, Jones,  
Jaywork & Fisher



Barbara Brewer  
Atlantic Sands Hotel  
& Conference Center



Marvin Carney  
MLC Productions



Vince DiFonzo  
TKo Hospitality Mgmt.  
(Board Representative)



Jerry Esposito  
Tidewater Utilities



Carol Everhart  
RDBBCC  
President/CEO



Chip Hearn  
Ice Cream Store &  
Peppers



Bill Klemkowski  
Jake's Seafood  
House



Paul Kuhns  
Arena's Deli &  
Summer House



Dale Lomas  
Atlantic Liquors &  
Crosswinds Motel



Rob Marshall  
Atlantic Oceanside  
Resort



Keith Martin  
Hotel Rehoboth



Michael Meoli  
McDonald's



Steve Montgomery  
Bethany Blues &  
The Starboard



Carrie Lingo  
Jack Lingo Realtor



Kyle Morgan  
Mercantile  
Processing Inc.



Scott Swingle  
Wilmington Savings  
Fund Society (WSFS)



Rachel Webster  
Rehoboth Toy &  
Kite



Chris Weeks  
Becker Morgan  
Group



Kay Wheatley  
Rehoboth  
Products Co.



Susan Wood  
The Cultured Pearl

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

CEO/President.....Carol Everhart  
Legal Counsel ..... John M. Murray  
Legal Counsel ..... Jay Becker  
Legislative Consultant ..... Mark Lally

**Chamber Staff Contact Information**

Sophia Sawicki, Visitors Center Manager..... Ext. 0  
Visitors Center Staff .....Ext. 0  
Sue Krick, Susan Maclary, Karen McMahon  
and Nancy Stewart  
Kate VanVorst, Events..... Ext. 11  
Carol Everhart, President/CEO ..... Ext. 13  
Joy Kidd, Administration ..... Ext. 14  
Patty Burkentine, Membership ..... Ext. 15  
Meghan McCalley, Finance/Marketing ..... Ext. 16

© 2017 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.



# 2017 Upcoming Calendar

DATE.....	MEETING or EVENT .....	TIME/PLACE
March 9 ....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
March 9 ....	Full Board of Directors Mtg .....	11:30 am/Jake's Seafood
March 11 ..	Town of Dewey Beach Mtg .....	9:00 am/Lifesaving Station
March 17 ..	City of Rehoboth Beach Mtg .....	7:00 pm/Fire Station, 2nd Floor

For more Resort Area Events, visit [www.Beach-Fun.com](http://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 pot for the 50/50 raffle. Business card drawings are held and door prizes are given out to the lucky winners!

- Thursday, March 16** · Starboard
- Thursday, April 20** · Lefty's Alleys & Eats
- Thursday, May 18** · Rehoboth Ale House
- Thursday, June 15** · i.g. Burton, Lewes
- Thursday, July 20** · Nassau Valley Vineyards
- Thursday, September 14** · Hyatt Place, Dewey Beach
- Thursday, October 12** · The Resort at Massey's Landing
- Thursday, November 16** · Cilantro de Cocina Mexico
- Thursday, December 7** · Stand By . . . To Be Announced

# Chamber & Visitors Center Staff



From Left to Right: Kate VanVorst - Events, Meghan McCalley - Finance/Creative, Sue Krick - Visitors Center, Patty Burkentine - Membership, Sophia Sawicki - Visitors Center Manager, Carol Everhart - President/CEO, Susan Maclary - Visitors Center, Karen McMahon - Visitors Center, Nancy Stewart - Visitors Center, Joy Kidd - Administrative Assistant.  
Not Pictured: Kevin Mumford - Distribution.



## READY. SET. GROW.

No matter how your small business defines growth, chances are, we have a solution to make it happen.

Maybe it's faster, more efficient credit card processing, access to a line of credit to help expand your business, products and services tailored to meet the needs of your business as it grows – or perhaps a combination of all of these.

Fulton Bank offers you the resources to help your business grow – whether you need to expand, renovate, or acquire. Plus, we are the Preferred Lender for the Small Business Administration (SBA). The Fulton Bank advantage means you get the products and services of a large bank, along with the dedicated one-to-one service of a community bank.

It's a great time to get growing.  
Visit a branch to meet your local relationship manager today.

# Fulton Bank

1.800.FULTON.4  
fultonbank.com

Fulton Bank, N.A. Member FDIC. Loans are subject to credit approval.  
Fulton Bank is not affiliated with the U.S. Small Business Administration.

## Service at the Beach

# CLENDANIEL'S PLUMBING & HEATING

Residential and Commercial, Registered Master Plumber

## "Over 70 Years Of Service"

HYDRONIC HEATING • ALL CREDIT CARDS ACCEPTED

- Water Heaters
- Winterizing
- Sewer & Drain Cleaning
- TV - Pipe Inspections
- Heating
- New Construction
- Remodeling
- Repairs
- Water Pumps
- High Pressure Jetting

### CUSTOMER EMERGENCY SERVICE

PROMPT, RELIABLE SERVICE, BONDED & INSURED, LIC #283

**227-1944, 644-1952, 684-3152**

www.clendanielpumbingheating.com

MILTON - LEWES - REHOBOTH





# BRAG BOARD

## Chamber Elves Busy Over the Holidays

The Chamber's Visitors Center never looked so good over the holidays! Special thanks to Chamber employee, Karen McMahon for decorating for the fall and Christmas seasons! Plus, Murphy Electric strung the lights and set up the lighted train display.



Santa's House on the Boardwalk was delivered by Matt's Auto Care and again, Murphy Electric made sure it and the surrounding light displays were ready for the visitors...young and old!



## Luff Earns CFE Credential

Member George E. Luff II (CPA, CVA, CFF, MAFF) of Luff and Associates, P.A. CPAs of Delaware has earned the globally preferred Certified Fraud Examiner (CFE) credential. In order to become a CFE, Mr. Luff has met a stringent set of criteria and passed a rigorous exam administered by the ACFE in Washington, D.C. Congratulations!! More info at [www.luffcpas.com](http://www.luffcpas.com).

## Thanks for the Opportunity

I want to thank you for the opportunity to share Pathways to Success information on WGMD this morning. Bob Steele was a wonderful interviewer and understood the importance of our work with youth.



Jacques Bowe, Pathways to Success Program Administrator at Sussex Technical High School and Bill Collick, Dean of Students at Cape Henlopen High School, were also there to explain our work and our upcoming Young Men's Summit and our need for sponsors. For more information, visit [www.pathways-2-success.org](http://www.pathways-2-success.org).

## Thanks for Contribution

On behalf of Delaware Hospice, I would like to express our gratitude to you for the Chamber's contribution of \$50 in memory of Cheryl A. Blackman.

Thank you again for your kind gift,  
Sue Bernetich, VP of Development



2016



2012

Cheryl was a costume parade judge at the 2016 Sea Witch<sup>®</sup> Festival.

## Local Bank Changes Name

Sussex County Federal Credit Union announced that effective November 16, 2016; they changed their name to Tidemark Federal Credit Union.

Tidemark FCU CEO, Pamela Fleurette stated "We aren't shifting our focus or changing our direction, we're just changing our name; it's a sign of growth as we expand our services from Sussex County DE into Wicomico, Worcester and Somerset Counties in MD. The change better reflects our members and our goals for the future."



Tidemark Federal Credit Union has existed as a not-for-profit, member-owned, cooperative financial institution for more than 57 years; serving those who live, work, worship, attend school and/or volunteer in Sussex County DE and more recently Wicomico, Worcester, and Somerset Counties in MD.

More info at 302-629-0100 or [www.tidemarkfcu.org](http://www.tidemarkfcu.org).

# BEACH GOES BLUE...RED & WHITE TOO!

## Service Recognition Day

### Beach Goes Blue . . . Red & White Too!!

**Saturday • June 10, 2017**  
Rehoboth Beach & Dewey Beach

The Rehoboth Beach-Dewey Beach Chamber of Commerce and **USO** invite you to join us on Saturday, June 10, 2017, as we salute Police Officers, Firefighters, Paramedics, our Military & all those who serve!

Contact Kate for more details and sponsorship info! 302-227-6446 or [kate@beach-fun.com](mailto:kate@beach-fun.com)

## Planned Activities To Date

- 7-9AM. USO Foot Race & Walk. Registration @ 7 AM; Race @ 8 AM
- 8 AM. Bandstand Area Closed for Military Village (booths/equipment).
- 8 AM. Additional Military equipment & local emergency service vehicles located throughout the Resort Area (Visitors Center, Fire Department, business parking lots, etc.)
- 10 AM-10 PM. Military Village Open
  - Village Improvement Association to hand out small, Chamber provided flags at Bandstand
  - Discounts offered by participating businesses to those who present service ID (all Military branches, police officers, fire fighters, EMS, paramedics, etc.)
  - Music & DJ throughout day at the Bandstand
  - Several organizations are planning to participate in the event by offering activities, etc.: Rehoboth Beach Police, Dewey Beach Police, Delaware State Police, Sussex County EMS, Rehoboth Beach Fire Dept., Rehoboth Beach Patrol, Dewey Beach Patrol, Ft. Miles, VFW, American Legion, Rehoboth Beach Library, Rehoboth Beach Museum, USO Delaware
- 6-6:45 PM. USO Show Troup at the Bandstand
- 7-8 PM. City of Rehoboth Beach Military Band at the Bandstand
- 8:15-9 PM. USO Show Troup at the Bandstand
- 9:15-10 PM. Rehoboth Beach-Dewey Beach Chamber of Commerce Rock Band at the Bandstand
- 10-10:30 PM. Light Show on the Beach & Boardwalk in Rehoboth Beach choreographed to music.

## NEW OPPORTUNITY FOR DOWNTOWN REHOBOTH RETAIL MEMBERS

*SAMPLE LAYOUT* Shop Our Sidewalks . . . Tax-FREE! *SAMPLE LAYOUT*

Boardwalk & Beach

**Downtown Rehoboth Beach**

<b>Penny Lane Mall</b> • Sea Finds 302-226-7971	<b>Rehoboth Avenue-Ocean Block</b> • Spice & Tea Exchange 302-227-3327 • Rehoboth Toy & Kite 800-250-5483
<b>Village by the Sea</b> • Run & Tri Rehoboth Beach 302-727-5490	<b>Rehoboth Avenue-Second Block</b> • Bike To Go 302-227-7400 • Sea Shell Shop 302-227-4023 • Something Comfortable 302-227-6180 • Top It Off 302-260-9667
<b>Rehoboth Mews</b> • L.E.N. Soap 302-260-9813	<b>Rehoboth Avenue-Third Block</b> • just COMFORT shoes 302-227-2520 • Blooming Boutique 302-226-1300
<b>Wilmington Avenue</b> • Tati&A Alpacas of Delaware 302-226-7950	<b>Rehoboth Avenue-4 &amp; More Blocks</b> • 7-Eleven 302-227-8866 • Cultured Pearl Liqueur Co. 302-227-8996 • Rehoboth Art League 302-227-8408 • Rehoboth Beach Running Co. 302-227-4848
<b>Baltimore Avenue</b> • J.Crew Scott Showhouse 302-227-3780	
<b>Shops at 33 Baltimore</b> • Simply Dressed 302-227-2818	

All shopping locations within 10 minutes of each other!  
Dewey Beach and Coastal Highway

The Tanger Outlet Center offers a mile of style with over 100 factory outlet stores....All TAX-FREE!

Visitors to the Resort Area area are asking for a visual of places to shop!

In response, the Chamber is creating a locator map titled "Shoppin' Spots" that will highlight shopping areas. The map will also be included in the 2018 Visitors Guide. The first effort is a pilot program and will focus on Downtown Rehoboth Beach.

A Member will automatically be listed on the Shoppin' Spots map if they participate in the Retail Special or advertise in the Visitors Guide. Or, a non-participating Member can purchase a listing for \$25.00. The listing includes the business name and phone number and will be listed in your retail location category.

Featured to the left is a sample layout of the Shoppin' Spots Map.

For more information, contact Patty at 302-227-6446!

# WELCOME ABOARD NEW MEMBERS

## **Boomtank Media, LLC**

Carolyn Cole  
308 Lakeside Drive  
Rehoboth Beach, Delaware 19971  
410-207-6584  
www.boomtank.com  
Service - Business Services

## **Cape Business Network**

Danny Fisher  
19266 Coastal Hwy, PMB2, Unit 4  
Rehoboth Beach, Delaware 19971  
302-629-4814  
www.capebusinessnetwork.com  
Service - Organization/Association/Agencies

## **Creative Concepts**

Pat Purdum  
97 Tulip Drive Rt.1 & 9 at Five Points  
Lewes, Delaware 19958  
302-645-6200  
www.creativeconceptsurniture.com  
Retail - Furniture

## **Creative Courtyards**

Ashley Houdbert  
20184 Phillips Street  
Rehoboth Beach, Delaware 19971  
302-226-1994  
www.creativecourtyards.com  
Service - Landscape Contractor

## **Delaware Sleep Disorder Centers**

Andrea Gambardella  
18675 Coastal Highway, Suite 2A  
Rehoboth Beach, Delaware 19971  
302-313-5061  
www.delsleep.com  
Service - Sleep Products/Service

## **Edgemoor Vinyl/Roll-A-Way of Delmarva**

Ashly Furbay  
11327 Worcester Highway  
Berlin, Maryland 21811  
410-641-3880  
www.rollawaydelmarva.com  
www.edgemoorvinyl.com  
Service - Builder/Contractor

## **Farr Engineering Free Properties, LLC**

Jim Farr  
Serving Delaware, Pennsylvania & New York  
914-474-1980  
www.farr-engineering.com  
Service - Engineering

## **Home Theatre Solutions**

Rob Wolfgang  
16394 Samuel Paynter Blvd., Ste. 103  
Milton, Delaware 19968  
1-800-690-2029  
www.htsav.net  
Service - Home Theater Systems

## **The Jones Group of Delaware, LLC**

Dennis Jones  
Serving New Castle, Kent  
& Sussex Counties  
302-567-8500  
www.jonesgroupde.com  
Service - Private Investigation

## **McGee Fence**

Jason McGee  
34238 DuPont Blvd.  
Frankford, Delaware 19945  
410-641-0910  
www.mcgeefence.com  
Service - Fencing

## **Money Mailer of East Central Delmarva**

Scott Anthony  
PO Box 1630  
Ocean View, Delaware 19970  
302-855-9209  
www.moneymailerdelmarva.com  
Service - Business Services

## **Ocean Tower Construction LLC**

Georgiana Cojocar  
12905 Coastal Highway  
Ocean City, Maryland 21842  
443-366-5556  
www.oceantowerconstruction.com  
Service - Builder/Contractor

## **Ocean View Landscaping LLC**

Jamie Burrows  
19 Central Avenue  
Ocean View, Delaware 19970  
302-539-3366  
Service - Landscape Contractor

## **Pathways to Success, Inc.**

Sarah Gilmour  
231 South Race Street  
Georgetown, Delaware 19947  
302-381-1494  
www.pathways-2-success.org  
Service - Non-Profit

## **Pro Rehab Chiropractic**

Jeanie Kline  
105 West Fourth Street  
Lewes, Delaware 19958  
302-245-1079  
www.prorehabchiro.com  
Service - Health Services

## **Rely On Us, LLC**

Chris Tackett  
20245 Bay Vista Road, Suite 205  
Rehoboth Beach, Delaware 19971  
302-727-7005  
www.relyonus.services  
Service - Cleaning Service

## **Shore View Personalized Medical Care**

Uday Jani MD, FACP  
28312 Lewes-Georgetown Highway  
Milton, Delaware 19968  
302-684-0990  
Service - Health Services

## **Starboard Raw**

Steve Montgomery  
2001 Coastal Highway, Unit 102  
Dewey Beach, Delaware 19971  
302-227-9000  
www.starboardraw.com  
Restaurant/Eatery

## **The Ruff Life by Sara England Designs**

Sara England  
46B Baltimore Avenue  
Rehoboth Beach, Delaware 19971  
301-685-1239  
www.saraenglanddesigns.com  
Retail - Gifts & Specialty Shops

## **TGHRentals**

David Clarke  
37240 Rehoboth Avenue Ext.  
Rehoboth Beach, Delaware 19971  
610-212-1192  
www.tghrentals.com  
Real Estate - Rentals

## **Weis Markets**

Jaime Hynoski  
19287 Miller Road  
Rehoboth Beach, Delaware 19971  
302-227-5756  
www.weismarkets.com  
Retail - Grocery/Convenience Store

## **West Rehoboth Children & Youth**

Brenda Milbourne  
19801 Norwood Street  
Rehoboth Beach, Delaware 19971  
302-227-5442  
Service - Organization

The above businesses  
have been approved or  
are pending approval for  
Membership.





# THANK YOU RENEWING MEMBERS

1776 Restaurant · Accents · Adams Oceanfront Motel · Admiral on Baltimore · All Saints' Church & St. George's Chapel  
Allen Insurance Group · Anderson Carpet One · Applied Bank · Artisans' Bank · Atlantic Jewelry Expressions Corporation · Atlantic Liquors  
Atlantis Inn · Back Bay Art Glass · Baker Petroleum · Bank of Delmarva · Barton's Grand Rental · Bath, Kitchen & Tile Center  
Bay Resort Motel · Bay Road Cottages · Bayside Audiology & Hearing Aid Services · The Beacon Motel · Beebe Healthcare · Bellmoor Inn  
Bennett Termite & Pest Solutions · Berkshire Hathaway HomeServices Gallo Realty · Better Business Bureau of DE  
Big Oaks Family Campground · Biggs Museum of American Art · Boardwalk Builders · Boardwalk Plaza Hotel · Body Shop Fitness Center  
Brandywine Senior Living · Breakers Hotel & Suites · Brighton Suites · Browseabout Books · Bryce Lingo & Shaun Tull, Jack Lingo · BSD  
Cadbury at Lewes · Candy Kitchen Shoppes · Cape Gazette · Cape May - Lewes Ferry · Cape Suites Associates · CHEF  
Chesapeake Insurance Advisors · Chimes Delaware · Cilantro Cocina De Mexico · City of Rehoboth Beach · Clean Delaware  
Coastal Rentals & Hydraulics/CRH Tented Events · Coastline Pool & Cleaning Services · Cochran's Apartments · The Comfort Inn  
Country Club Estates Property Owners Assoc. · Country Life Homes · County Bank · Creative Resource Group · Crystal Restaurant  
The Cultured Pearl · D.F. Quillen & Sons · D3 Corp., Web Solutions · Dante Property Management  
Delaware Beach Life · Delaware Breast Cancer Coalition · Delaware Coast Press · Delaweb Designs · Delmarva Document Solutions  
Delmarva Power · Delmarva Temporary Staffing · Derrickson Properties · Dewey Beach Parasailing & Crab Claw Adventures  
Edgewater House · Ellis & Szabo LLP · The Evergreene Companies · Richard T. Faull (Patron Member)  
Fine Line Websites & IT Consulting · Forgotten Mile Ale House · Fulton Bank · Funland · FuturTech Consulting  
George Sherman Corp. · Grand Rental Station · Grotto Pizza · Gunnip & Company LLP · Hampton Inn · Harbor Healthcare Center  
Harvard Business Services · The Henlopen Condominium Council · The Henlopen Hotel · High Seas Motel · Home Theatre Solutions  
Homestead Bed & Breakfast at Rehoboth Beach · Homestead Campground · Hyatt Place Dewey Beach - Bay Center  
i.g. Burton/Family Dealerships-BMW, Mercedes · Iguana Grill Restaurant and Cantina · Inner Peace Massage & Wellness  
Jack Lingo, Inc., Realtor · Jeanine O'Donnell, State Farm Lewes · Jefferson, Urian, Doane & Sterner · Jimmy's Grille Rehoboth  
Joe Maggio Realty Real Estate Brokerage · Kathy Marshall Realtor, Ocean Atlantic Sotheby's Intl. Realty · Kings Creek Country Club  
L & W Insurance · Legum & Norman · Lewes Meineke Car Care Center · Lewes-Rehoboth Rotary Club · Long & Foster Real Estate  
Loungin' Lizzard · Luff & Associates, P.A., C.P.A.'s/EZ Payroll · M Insurance Services · MacIntosh Engineering · Mann & Sons  
Marshall, Wagner & Associates, P.A. · McDonald's · Nancy Meadows (Patron Member) · Melson Appraisal Service  
Memories Vacation Homes · Michy's Relaxed Dining · Midway Chiropractic · Morris James · Morton Electric Motors · Mr. Go Glass  
Neverland Kennel & Cattery · Nicola Pizza · Nuttle Lumber Co. · Oak Construction Co. · Ocean Atlantic Sotheby's International Realty  
Oceanus Motel · One Virginia Avenue Condominium · Outback Steakhouse · Overfalls Foundation · Painting with a Twist - Lewes  
Papa John's Pizza · Parcel Plus · Pat Campbell-White & Carla Scheder - Rehoboth Beach Team · Patrician Towers Condominium  
Patterson-Schwartz Real Estate Rehoboth Office · Penn-Del Lock · Perfect Wedding Guide · Philly Pretzel Factory  
Pirates of Lewes Expeditions · Races 2 Run · Raymond F. Book & Associates, CPA's & Wealth Mgmt. Group · RE/MAX Realty Group  
Rehoboth Art League · Rehoboth Auto Repair · Rehoboth Bay Realty Co. · Rehoboth Bay Sailing Assoc. · Rehoboth Beach Dental  
Rehoboth Beach Public Library · Rehoboth Car Wash · Residences at Lighthouse Cove · ResortQuest Realty · Restaurants Plus  
Robin Hood Restaurant · Rogers Sign Co. · Royal Rose Inn Bed & Breakfast · Royal Treat Breakfast & Ice Cream Parlor  
S.K. Management, Inc. at Pier Point Marina · Salt Air · Sammy's Kitchen · Sea Shell Shop/Shell We Golf · Seagreen Bicycle  
Secure Self Storage · SERVPRO of Sussex County · Sherri Martin Associates/Jack Lingo Realty · The Shirt Factory  
Shore Property Maintenance · ShoreEasy.com · Short's Marine · Something Comfortable · Special Olympics Delaware  
Star of The Sea Condominium · State Farm Insurance · Steen, Waehler & Schridder-Fox · Stephan & Co. · Stuart Kingston Gallery  
Summer House Restaurant & Saloon · Sundew Painting · Sunny Day Guides · Sunsatons · Super G  
Sussex County Parkinson Education & Support · Tanger Outlet Center · TDS Brochure Distributors · Telewire Communications  
Thrashers French Fries · Tidemark Federal Credit Union · Times Printing Co. · Tunnell & Raysor  
Unfinished Business A Community Thrift Store · VegRehoboth · Vernon Powell Shoes · VFW Post 7447 · Victoria's Restaurant  
Robert Waegele (Patron Member) · Walmart · WBOC TV 16 · The Wellnet Foundation EDEN Project · WGMD-FM 92.7  
Wheeler, Wolfenden & Dwares, PA · Williams Insurance Agency · Woody's Dewey Beach · Wright, Steven B., D.M.D.

The businesses listed above have recently renewed their membership investment during the period of  
October 31, 2016 - January 31, 2017. **Thank you for your continued support!**

# Installation **AWARD** Winners & Sponsors

**2017 Mae Hall McCabe Award** • Jimmy O'Connor

**2016 Business of the Year** • Seaboard Hotels and the Simpler Family

**90 Years+ in Business** • J. Conn Scott Showhouse & D.F. Quillen

**Chamber Volunteers of the Year** • Katie Handy & Gwen Osborne

**Dewey Beach Volunteer of the Year** • Debbie Knight

**Dewey Beach Lifeguard of the Year** • Michael Sabino

**Scholarship Award Winners** • Andres Rebman - Matt Haley;  
Jeffrey Folk - DE Coast Press; Savannah Shockley - True Blue Jazz

**Individual Service Awards** • Diane Hanson - Former Town of Dewey Beach Mayor;  
Gary Mauler - Former Town of Dewey Beach Commissioner;  
Vicki Tull - Former RBDBCC Board of Director

**20+ Years of Chamber & Community Support** • All Saints' & St. George's Chapel;  
Aloysius, Butler & Clark; Atlantic Cellular; Atlantic Oceanside Resort; Atlantic Sands Hotel &  
Conference Center; Bay Resort Motel; Big Oaks Family Campground; Breakers Hotel & Suites;  
Brighton Suites; Browseabout Books; Casapulla's South; City of Rehoboth Beach; The Comfort  
Inn; Crowley Associates Realty; Delmarva Power; Delmarva Temporary Staffing; The Edgewater  
House; Etched in Time; Harbor Healthcare Center; The Henlopen Condominium Council;  
Mann & Sons; WMDT 47

**Top Sponsorship Recognitions** • \$3,000 & Up: Bewitched & BEDazzled B&Bs; Delaware  
Today; Discover Bank; Insight Homes; M&T Bank; Rehoboth Beach Animal Hospital; The Resort  
at Massey's Landing; Schell Brothers; WBOC TV16; WSFS (Wilmington Savings Fund Society);  
WMDT 47; WRDE NBC Coast TV. \$500 or More: 7 Eleven; Affinity Energy Management; Apple  
Electric; Applebee's Neighborhood Grill & Bar; Applied Bank; Arena's Deli; Atlantic Liquors;  
Atlantic Sands Hotel & Conference Center; Beach Boutique; Berkshire Hathaway HomeServices  
Gallo Realtors; Bethany Blues Lewes; Big Fish Grill & Seafood Market; Boulevard Ford; Buffalo  
Wild Wings; Cape Gazette; Cape May-Lewes Ferry; City of Rehoboth Beach; Clear Space  
Theatre Company; Coastal Kids Pediatric Dentistry; County Bank; Crabby Dick's Marketplace  
& Grill; Crosswinds Motel; The Cultured Pearl; Custom Mechanical; Delaware Beaches, Yogi  
Bear's Jellystone Park Camp & Resorts; Delmarva Power; Dewey Beer Co.; Dewey Business  
Partnership; Dogfish Head Brewings & Eats; Dolles Candyland; Fairfield Inn & Suites; Forgotten  
Mile Ale House; Fractured Prune; Fulton Bank, Delaware National Division; Grand Rental  
Station; The Greene Turtle; Grotto Pizza; Hyatt Place Dewey Beach; The Ice Cream Store; Jack  
Lingo REALTOR; Jake's Seafood House; Jeanine O'Donnell, State Farm Insurance-Lewes; Jiffy  
Lube, Lewes; Jimmy's Grille, Coastal Highway; Johnson Orthodontics; Kiwanis Club of Coastal  
Delaware; Maplewood Dental Associates; Meoli Companies; Monograms Unlimited; Nassau  
Valley Vineyards; Painting with a Twist, Lewes; PETCO; Pieces of Time; The Residences at  
Lighthouse Cove; Seaboard Hotels; Starboard Restaurant; Sussex Outdoors; Sweet Frog Frozen  
Yogurt; Tanger Outlet Center; Town of Dewey Beach; Trinity Logistics;  
Woody's Dewey Beach Bar & Grill



# Installation AWARD Winners & Sponsors



**Jimmy O'Conor**



**Seaboard Hotels & The Simpler Family**



**J. Conn Scott Showhouse**



**D. F. Quillen & Sons**



**Gwen Osborne & Katie Handy**



**Debbie Knight**



**Michael Sabino**



**Matt Haley Scholarship**



**True Blue Jazz Scholarship**



**DE Coast Press Scholarship**



**Diane Hanson**



**Gary Mauler**



**20+ Years of Membership**



**\$3,000+ Sponsors**

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2015 vs. 2016

Weekend	Room Count	Weather	Event
November 6-8, 2015	2,216	70's Sunny	Cocoa Crawl
November 4-6, 2016	2,635	60's Sunny	None
November 13-15, 2015	2,177	60's Sunny	Film Festival
November 11-13, 2016	2,508	60's Sunny	Film Festival
November 20-22, 2015	2,050	50's Sunny	None
November 18-20, 2016	2,077	60's Sunny	None
November 27-29, 2015	2,276	60's Sunny	Tree Lighting
November 25-27, 2016	2,385	50's Cloudy	Tree Lighting
December 4-6, 2015	2,531	50's Sunny	RB Marathon
December 2-4, 2016	2,465	50's Sunny	RB Marathon
December 11-13, 2015	1,810	60's Sunny	None
December 9-11, 2016	1,816	30's Sunny	None
December 18-20, 2015	1,544	40's Rain	None
December 16-18, 2016	1,559	30's Rain	None
December 25-27, 2015	1,709	60's Sunny	Holiday
December 23-25, 2016	1,446	50's Rain	Holiday

Wednesday	Room Count
November 4, 2015	1,367
November 2, 2016	1,192
November 11, 2015	1,227
November 9, 2016	1,422
November 18, 2015	1,046
November 16, 2016	1,170
November 25, 2015	1,258
November 23, 2016	972
December 2, 2015	1,020
November 30, 2016	970
December 9, 2015	966
December 7, 2016	1,023
December 16, 2015	1,028
December 14, 2016	979
December 23, 2015	1,053
December 21, 2016	867

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - December 27, 2015 · 142,468  
January - December 23, 2016 · 83,280

#### WEDNESDAY

January - December 25, 2016 · 143,475  
January - December 21, 2016 · 85,863

## Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event
January 1-3, 2016	1,931	50's Sunny	New Year
January 6-8, 2017	1,406	30's Snow	No Event
January 8-10, 2016	1,611	50's Sunny	No Event
January 13-15, 2017	1,795	30's Sunny	No Event
January 15-17, 2016	1,857	50's Sunny	Holiday
January 20-22, 2017	1,777	40's Rainy	No Event
January 22-24, 2016	1,377	30's Snow	No Event
January 27-28, 2017	1,783	40's Sunny	No Event
January 29-31, 2016	1,602	30's Sunny	None
February 3-5, 2017	2,201	30's Sunny	Polar Bear Plunge
February 5-7, 2016	2,143	40's Sunny	Polar Bear Plunge
February 10-12, 2017	1,952	50's Sunny	No Event

Wednesday	Room Count
December 30, 2015	1,258
January 4, 2017	968
January 6, 2016	944
January 11, 2017	972
January 13, 2016	1,043
January 18, 2017	1,028
January 20, 2016	993
January 25, 2017	1,012
January 27, 2016	970
February 1, 2017	916
February 3, 2016	1,065
February 8, 2017	934

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - February 7, 2016 · 10,521  
January - February 12, 2017 · 10,914

#### WEDNESDAY

January - February 3, 2016 · 6,273  
January - February 8, 2017 · 5,830

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

## Visitor Center Visitation

	2016	2015	2014	2013	2012
NOV	402	414	461	375	410
DEC	295	326	321	369	281



## DE Dept. Of Labor Statistics

(December 2016); Delaware's seasonally adjusted unemployment rate in December 2016 was 4.3%, unchanged from November 2016. There were 20,300 unemployed Delawareans in December 2016 compared to 23,000 in December 2015. The U.S. unemployment rate was 4.7% in December 2016, up from 4.6% in November 2016. In December 2015, the U.S. unemployment rate was 5.0%, while Delaware's rate was 4.9%.

Source: DE Monthly Labor Review; published January 20, 2017.  
<http://lmi.delawareworks.com>

# REPORTS and STATISTICS

## Website Results for www.Beach-Fun.com | 2015 vs. 2016 & 2016 vs. 2017

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
January	40,846	36,863	9,625	10,299	8,690	9,415	42.37%	49.39%	2:51	2:22
February	43,396	45,436	10,743	13,358	3,065	3,755	43.81%	49.42%	2:41	2:07
March	62,043	54,147	15,562	15,909	14,499	14,530	44.33%	50.88%	2:30	2:08
April	74,574	66,091	18,042	18,447	16,782	17,036	43.85%	50.39%	2:33	2:12
May	105,675	81,709	25,947	22,044	24,209	20,808	43.53%	47.92%	2:26	2:12
June	135,928	128,917	31,393	36,583	29,234	34,960	42.62%	50.63%	2:31	1:59
July	172,621	146,498	41,988	39,388	39,134	37,295	43.98%	47.55%	2:23	2:04
August	138,070	113,298	34,583	31,499	31,814	29,548	46.28%	50.03%	2:22	2:03
September	82,665	76,917	24,171	25,850	21,562	23,683	52.79%	58.50%	2:04	1:41
October	118,884	137,574	39,483	46,127	34,500	42,304	60.26%	58.37%	1:34	1:25
November	31,226	30,103	10,108	11,398	8,364	9,282	57.03%	63.23%	1:50	1:18
December	29,563	23,476	9,737	8,086	8,577	7,109	56.61%	56.98%	1:55	1:39
<b>YTD Totals</b>	<b>1,035,491</b>	<b>941,029</b>	<b>271,382</b>	<b>278,988</b>	<b>240,430</b>	<b>249,725</b>	<b>48.12%</b>	<b>52.77%</b>	<b>2:18</b>	<b>1:55</b>

\* YTD Total Average

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
<b>YTD Totals</b>	<b>36,863</b>	<b>35,856</b>	<b>10,299</b>	<b>10,682</b>	<b>9,415</b>	<b>9,896</b>	<b>49.39%</b>	<b>45.53%</b>	<b>2:22</b>	<b>2:02</b>

\* YTD Total Average

### Top Pages Viewed - January 2017

Page on Site	Page Views
1 Current Events	2,852
2 Order a Free Visitors Guide	2,461
3 Area Activities	1,749
4 Accommodations	1,661
5 Attractions	1,304
6 Dewey Beach Activities	1,197
7 Thank You Page/Visitors Guide	1,072
8 Sea Witch® Festival Page	897
9 Dining	644
10 Photo/Video Tour	548

### Top 10 States to Visit Website - January 2017

State	Visits
1 Pennsylvania	2,700
2 Delaware (partly Member driven)	2,216
3 Maryland	1,709
4 New York	995
5 New Jersey	921
6 District of Columbia	570
7 Virginia	563
8 Massachusetts	394
9 Ohio	362
10 Michigan	233

## QUOTE OF THE MONTH

"The most successful people are those who are good at Plan B".

~ James Yorke

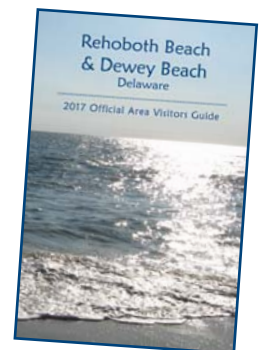


### Visitors Guide YTD Distribution Comparison (based on ad placement response)

#### 2016 vs. 2017 (January)

2016: 9,378

2017: 3,780





# CITY OF REHOBOTH BEACH UPDATES

## City of Rehoboth Beach considers eliminating commercial refuse collection.

Because state law now requires all businesses to recycle, and because the City finds itself unable to institute commercial recyclables collection in addition to existing commercial refuse collection due to equipment and labor costs, the City is considering dropping refuse collection services for all its current commercial refuse collection clients. Discussion has suggested that if this occurs the City would notify its commercial clients and give them until December 30, 2017 to seek out another refuse and recyclables collection vendor. Current commercial refuse collection contracts end June 30, 2017 and unless cancelled would be billed for another 6 month period in order to allow enough time to transition to a new vendor. Multi-family and residential refuse and recycling collection clients in both commercial and residential zones would not be impacted. Nothing is firm yet as discussion continues.

## Due to the growing needs of the Chamber's Administrative Office, an offer to lease 306 Rehoboth Avenue has been made to the City. The Chamber will retain the current Visitors Center location at 501 Rehoboth Avenue.

Dear Sam:

I would like to thank Sharon and you for meeting with me on Tuesday to further discuss the Chamber's interest in leasing and moving our offices to 306 Rehoboth Avenue, once the new City Hall is completed. As a follow-up to our discussion, the Chamber would like to revise the lease amount previously offered. The property is still a match for the Chamber, now and in the future, offering storage, meeting space and administrative office needs.

The Chamber is offering \$40,000 per year beginning in January of 2018. In addition, the Chamber can continue and expand, if requested, the sale of City parking permits and services.

We hope that the Chamber's past history as a tenant of the City, as well as being a resident friendly tenant that does not create noise, and does not require modification to the building footprint or parking, will be an added benefit to the City and part of your consideration. The City also benefits by retaining ownership of both properties.

We look forward to additional conversation.



Sincerely, Carol A. Everhart · RDBBCC President/CEO

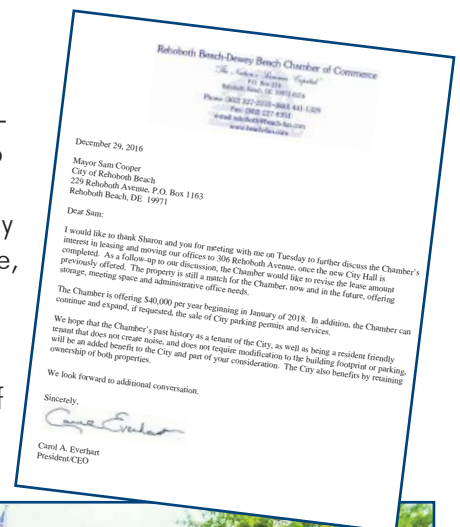


Photo Credit: www.CapeGazette.com

## City of Rehoboth Beach discusses new beach rules...Heads Up!

In response to complaints and safety concerns, the City of Rehoboth Beach Mayor & Commissioners are currently discussing the tightening of some beach rules. Consideration of rules (during certain time frames) would disallow tents, cooking/or open fires, changing or enclosed structures, etc. on the beach. Discussion also included the allowance for small, child sized igloo type enclosures and umbrellas on the beach. This item is on the February 17, 2017 Rehoboth Beach Commissioners' Meeting Agenda.



# OPPORTUNITIES TO PROMOTE YOUR BUSINESS

Reserve your spot in the popular Resort Area Coupon Book and Dining Guide!!

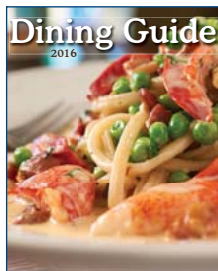
## Chamber Coupon Book

Members can purchase a coupon for \$125 that includes free design. 50,000 Books are printed. **See order form on page 26.**



## Dining Guide

Restaurants can purchase a two page menu spread for \$800, which includes either a half page ad in the Visitors Guide or product in the Realtor Bags...at no charge. 25,000 Guides are printed. **See order form on page 27.**



Deadline for artwork & payment is April 13th. Both publications are distributed to the Visitors Center, Boardwalk Kiosk, realtors, and accommodations during the last week of May.

Landscaper? Electrician? Painter? Want to spread the word about your business?

Mail a postcard!! The Chamber can design and print your postcard and deliver to the post office. You just pick the zip codes that you want to mail to...no list required. Cost includes \$200 production fee. The quantity of printed pieces & postage is direct cost only.

Sample Postcard Below



Reach Resort Area weekly renters through Memorial Day to Labor Day Weekend!

For \$.10 cents per single insert piece, a Member can have their product placed in up to **11,000+** Realtor Bags. As a Member, you can purchase as little or as many inserts as you wish as well as select the best time frame for your product. The bags are delivered weekly to 10 local Realtors (Berkshire Hathaway Gallo Realty, Coldwell Banker Resort Realty, Crowley Associates Realty, Lingo Realty, Long & Foster, Maggio Shields, Mann & Sons, Rehoboth Bay Realty, REMAX Realty Group, and Ocean Atlantic Sotheby's). The stuffed Realtor bags are delivered to the realtors by the Chamber for week-end distribution to week long renters. The number of product/specials/etc. and area information in the bags is kept to under 30 pieces. **See order form on page 25.**



Reach your fellow Members by advertising in the Focus On Newsletter!

Four printed issues with a minimum of 16 pages. 4,400 copies are printed for each issue and are mailed to the Membership and elected officials, and inserted into the Cape Gazette newspaper. New for 2017, there will also be up to three electronic newsletters that will be emailed to 1,100+ Members & contacts. All ads are full color and include ad design.



### Ad Size..... Price Per Ad..... Ad Dimensions

Business Card Ad.....	\$50.00.....	3.5625" wide x 2.25" high
Front Page Footer.....	\$100.00.....	7.25" wide x 1.5" high
Quarter Page Ad.....	\$100.00.....	3.5625" wide x 4.625" high
Half Page Ad.....	\$125.00.....	7.25" wide x 4.625" high
Full Page Ad.....	\$175.00.....	7.25" wide x 9.375" high

Contact Patty for more info! [patty@beach-fun.com](mailto:patty@beach-fun.com) · 302-227-6446

# MEMBERS IN THE SPOTLIGHT

## T-Mobile

For years folks on the Eastern Shore have been stuck with overpaying for mobile service from the area's limited providers. Now T-Mobile has you covered! America's "un-carrier", T-Mobile US, Inc. is redefining the way consumers and businesses in the Rehoboth Beach – Dewey Beach resort area buy wireless services through leading product and service innovation. T-Mobile's advanced nationwide 4G LTE network can now deliver outstanding wireless experiences to customers on the Eastern Shore. Delaware residents can join the 67.4 million customers who are unwilling to compromise on quality and value and enjoy the benefits of T-Mobile's coverage, price, and service.

Enjoy unlimited everything with T-Mobile; unlimited talk, text, and data! Stream anywhere with unlimited music and video! Take advantage of America's fastest 4G LTE network, with more LTE technologies launched in the last three years than any competitor in the industry. Sign up now and get four (4) lines for \$140 with unlimited everything!

Visit the NEW location today at 18585 Coastal Highway, Unit 12 at the Midway Shopping Center in Rehoboth Beach or call 302-313-5229 for more information. ♦

## The Swell Tiki Bar & Grill

The Swell is located in Henlopen Junction on Rehoboth Avenue. It offers a cool, causal environment with amazing food. There is something for every palate: appetizers, flat-breads, burgers and dinner entrees equivalent to that of fine dining. In addition to a recently updated regular menu, The Swell offers daily dinner and drink specials, including their almost famous fried chicken and fish dinners as well as a variety of steak, seafood and pasta dishes that pair wonderfully with domestic draft, house wine and cocktail specials. The Swell supports live, local music; offering a variety of performances throughout the week to go along with their weekly lineup of events.

The Swell is now available to host special, private events for up to 60 people. Dine in and take out available. You don't want to miss this fun-filled environment in a local neighborhood space... Only at The Swell!

Check them out on Facebook at The Swell Tiki Bar & Grill! For more information or reservations call 302-227-9355. ♦

## Grandpa Mac

Grandpa Mac has opened their second location in Rehoboth Beach on Coastal Highway in the Harbor Shopping Center at 18756 Coastal Highway. This location is open 11 AM – 9 PM every day and features fresh homemade pasta dishes, salads, paninis and soups, as well as beer and wine. Visit [www.grandpamac.com](http://www.grandpamac.com) to view the menu and read about all the daily specials. Online ordering is also available via the website. ♦

## Pro-Rehab Chiropractic

The Pro-Rehab Chiropractic team is dedicated to providing excellence in treatment for their patients. They treat patients for many conditions resulting from car accidents, work place and sports injuries and more. Pro-Rehab will develop an effective treatment plan specific to each individual patient's needs; not only do they alleviate patient pain, they fully assist on their path back to health.

Pro-Rehab offices utilize the latest technologies in rehabilitation services to isolate problem areas faster and more accurately than traditional methods. They offer many services including: cryotherapy, acupuncture, electrical stimulation, gait training, home program, intermittent compression, isokinetic evaluation/ exercise, joint mobilization/ manipulation, therapeutic massage, and cupping. Pro-Rehab Chiropractic is Workers Comp and Auto Accident Certified.

Pro Rehab Chiropractic is located at 105 W Fourth Street in Lewes. Call 302-652-2225 to set an appointment or for more information. ♦

## Creative Concepts

Created in 1973, Creative Concepts is the dream of Bobbi and Wayne Lednum. Originally a window fashion and accessory store, it soon expanded to include furniture in order to create a full-service shopping experience with value-added complimentary design services.



Today two locations, on Routes 1 & 9 in Lewes and Routes 26 and 17 in Ocean View, showcase nearly 30,000 Sq. Ft. of unique, chic furniture and accessories that appeal to everyone's taste at fair prices-all year long. Both locations feature Hunter Douglas Galleries. The Ocean View location is a Hunter Douglas Centurion Gallery showcasing the largest selection and latest technology in motorized shades.

For more information, visit [www.creativeconceptsurniture.com](http://www.creativeconceptsurniture.com) or call 302-645-6200. ♦



# RIBBON CUTTINGS & CELEBRATIONS



**The Swell Tiki Bar & Grill**



**T Mobile**



**Grandpa Mac, Coastal Highway**



**Winter WonderFEST**



**Inner Peace Massage & Wellness**



**Baywood Greens, New Home Model**



**Pro Rehab Chiropractic**



**Dimitra Yoga Rehoboth**



# MORE RIBBON CUTTINGS & CELEBRATIONS



The Peninsula Clubhouse



Tidemark Federal Credit Union



The Jones Group of Delaware



## STILL SUPPORTING THE SEA WITCH FESTIVAL®

A few more 2016 Sponsor Pictures . . .  
**THANK YOU!**



TangerOutlets



## COUNT CRABULA IS COUNTING ON YOUR HELP

Your Chamber, as a non-profit organization, is again asking its members to consider sponsorship of Chamber events. The growth of the Sea Witch® Festival and continuation of the Chamber's newest spring event - Beach Goes Blue... Red & White Too!, requires additional safety, security, transportation & promotion.

The mission of events and festivals is not to create profit for the Chamber, but to produce an economic impact for the business community by bringing visitation to the resort area. We succeed because of member support and hope you will assist in our efforts. **Detailed sponsorship information on pages 28-31!**

# MEMBERS IN THE SPOTLIGHT

## The Jones Group of Delaware, LLC

The Jones Group of Delaware conducts independent investigations for individuals and organizations with issue-specific challenges that can be resolved through physical, documentary, and/or testimonial evidence. Investigations include domestic violence, missing persons, child abuse, child custody, elder abuse, asset recovery, insurance fraud, employment verification, franchise enforcement, workers' compensation fraud, embezzlement, vandalism, and theft. As professional investigators, their mission is to obtain the information needed to support a client's needs.

As a Security Systems and Protective Services company, the Jones Group of Delaware supports residential, commercial, and hospitality groups through risk and vulnerability assessments, and electronic and physical security countermeasures, to include personal emergency response systems (PERS) for independent seniors. Security and risk assessments are conducted at customer sites to identify risks, threats and vulnerabilities with practical remedies implemented to mitigate risk.

Background investigations are conducted to ensure retail outlets, businesses, and hospitality groups have the facts needed to qualify new hires. Also known as employment screens, a BI can help determine if an applicant is trustworthy, reliable, and suitable for employment at your location. The background process supports an employer's need to validate identifiable skill sets and character traits, and strengthens their ability to hire the best candidate for the job.

The Jones Group of Delaware, LLC is further committed to safe and environments through cost-effective program and policy development. They can design programs and policies at your organization that promote safe, secure, and compliant workplace environments for employees, customers and guests, while supporting your brand, operations, and facilities. Initial consultations are free, and confidential. They can be contacted via email at [jonesgroupdelaware@gmail.com](mailto:jonesgroupdelaware@gmail.com), online at [jonesgroupde.com](http://jonesgroupde.com) or by phone at 302-567-8500. ♦

## CHAMBER CHICK TIES THE KNOT



Kate Bell, the Chamber's event coordinator, married Adam VanVorst on November 12th.

The pair said their vows at St. Edmonds Catholic Church and celebrated with family & friends at Nassau Valley Vineyards. The Chamber Chicks wish the newlyweds a prosperous future filled with many happy memories!!

## The Peninsula Clubhouse

Delaware's award-winning community, The Peninsula on the Indian River Bay, celebrated the official opening of their new 33,000 square-foot clubhouse on Saturday, December 17. Designed to take advantage of the striking views of the water, the Jack Nicklaus Signature Golf Course, and the surrounding environment, the clubhouse features an awe-inspiring architectural design that embodies the gracious character of The Peninsula. Designers artfully incorporated windows and balconies into the dramatic clubhouse composition, giving residents the opportunity to enjoy the views from every angle.

The interior space features a wine room, fine dining, banquet space, wood burning pizza oven, billiard room, locker rooms, premier golf shop, and interactive HD golf simulator. With a veranda that wraps around the back of the building, residents can also enjoy the alfresco seating area with a fireplace.

The Peninsula on The Indian River Bay is an award-winning, 800-acre, master-planned community located in Sussex County in Coastal Delaware. This one-of-a-kind resort community combines best-in-class amenities with beautifully designed new homes. For more info, call 302-947-4717 or visit [peninsula-delaware.com](http://peninsula-delaware.com). ♦

# For Sale



Established in 2005, **The Pirates of Lewes Expeditions** is an interactive family adventure. A turnkey opportunity to own a 4.5 out of 5 Star Trip Advisor recommended business. Includes a 40 foot fiberglass pirate ship, kids costumes, treasure supplies & more.

**\$325K**

**Call 302-249-3538**

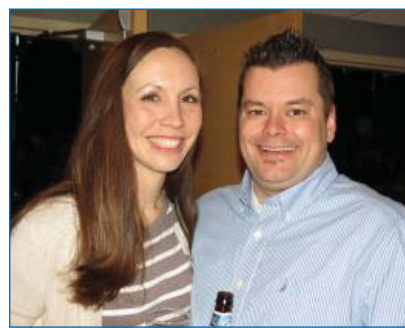


Owner retiring, but will consult for a year free.

[www.piratesoflewesexpeditions.com](http://www.piratesoflewesexpeditions.com)



# Lots of Smiling Faces at Installation



Pictures also posted on the Chamber's Facebook Page!



# Lots of Smiling Faces at Installation



The Chamber Chicks would like to thank all of our Table Sponsors, Photo Booth and Members who donated items for the Balloon Pop, Volunteer and Sponsor Gift Bags! We couldn't do it without **YOU!**



Pictures also posted on the Chamber's Facebook Page!



# BUSINESS *after* HOURS PICTURES

## THANKS to our November Hosts!

Arena's Deli · 20312 Coastal Hwy · Rehoboth Beach · 302-226-2233 · [www.arenasdeliandbar.com](http://www.arenasdeliandbar.com)  
ShoreEasy.com · 29L Atlantic Avenue · Ocean View · 302-360-8696 · [www.shoreeasy.com](http://www.shoreeasy.com)





# BUSINESS *after* HOURS PICTURES

## THANKS to our December Hosts!

Jake's Seafood House · 19178 Coastal Hwy · Rehoboth · 302-644-7711 · [jakesseafoodhouse.com](http://jakesseafoodhouse.com)  
Cape Gazette · 17585 Nassau Commons Blvd · Lewes · 302-645-7700 · [www.capegazette.com](http://www.capegazette.com)  
WRDE NBC Coast TV · 17585 Nassau Commons Blvd · Lewes · 302-227-9733 · [www.wrdetv.com](http://www.wrdetv.com)



Cape Gazette





# BUSINESS *after* HOURS PICTURES

## THANKS to our January Host!

16989 Kings Highway · Lewes · 302-644-SUDS  
www.crookedhammockbrewery.com



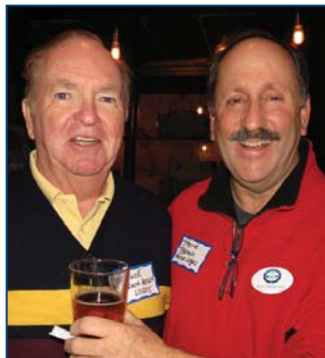
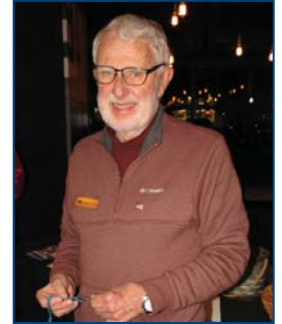


# BUSINESS *after* HOURS PICTURES

## THANKS to our February Host!

52 Rehoboth Avenue · Rehoboth Beach · 302-226-0550

[www.theblackwallhitch.com](http://www.theblackwallhitch.com)





# FACES FROM AROUND DELAWARE

In February, Carol Everhart, RDBBCC President/CEO attended the Sussex County Profile Luncheon and the Delaware Tourism Office Press Conference.



Sussex County Officials unveil the cover of the 2017 Sussex County Profile. The booklet can be viewed online at [SussexCountyProfile.com](http://SussexCountyProfile.com)



Governor John Carney and Delaware Tourism Office Director, **Linda Parkowski** provide tourism stats at the Delaware Tourism Office Press Conference.



Delaware Tourism provides \$3.1 Billion or 5% of the State's Gross Domestic Product.



# MERCHANTS' ATTIC DRAWS HUGE CROWD



The Chamber's Annual Merchants' Attic and Public Garage Sale was held on February 19th at the Cape Henlopen High School. **Over 1,400 bargain hunters attended the event!**



Thanks to all of the vendors!

# REALTOR BAG ORDER FORM

For \$.10 cents per single insert piece, a Member can have their product placed in up to **11,000** projected Realtor Bags. As a Member, you can purchase as little or as many inserts as you wish as well as select the best time frame for your product. The bags are delivered weekly to 10 local Realtors (Berkshire Hathaway Gallo Realty, Coldwell Banker Resort Realty, Crowley Associates Realty, Lingo Realty, Long & Foster, Maggio Shields, Mann & Sons, Rehoboth Bay Realty, REMAX Realty Group, and Ocean Atlantic Sotheby's). The product must be delivered to the Chamber on the date(s) as shown below. However, the Chamber can house the product in multiple quantities over the summer. The stuffed Realtor bags are delivered to the realtors by the Chamber for week-end distribution to the mostly week long renters. The number of product/specials/etc. and area information in the bags is kept to under 30 pieces.

**SAMPLE!**

Deadline (for product & payment)	Distribution Date	Estimated Quantity	Quantity Ordered	Cost	Amount Due
4/19/17	5/10/17	170	170	x \$0.10	\$17.00
4/26/17	5/17/17	280		x \$0.10	\$
5/3/17	5/24/17	480		x \$0.10	\$
5/10/17	5/31/17	350		x \$0.10	\$
5/17/17	6/7/17	360		x \$0.10	\$
5/24/17	6/14/17	560		x \$0.10	\$
5/31/17	6/21/17	580	580	x \$0.10	\$58.00
6/7/17	6/28/17	820		x \$0.10	\$
6/14/17	7/5/17	990		x \$0.10	\$
6/21/17	7/12/17	960		x \$0.10	\$
6/28/17	7/19/17	1120	1120	x \$0.10	\$112.00
7/5/17	7/26/17	980		x \$0.10	\$
7/12/17	8/2/17	860		x \$0.10	\$
7/19/17	8/9/17	790		x \$0.10	\$
7/26/17	8/16/17	750		x \$0.10	\$
8/2/17	8/23/17	480	480	x \$0.10	\$48.00
8/9/17	8/30/17	470		x \$0.10	\$

If there is leftover product from a purchased week, the product will be included in the following week. Out of courtesy to all Realtor Members, no competitive Real Estate or Accommodations pieces will be placed in realtor bags.

**Don't Miss Out...Call Patty!**  
**302-227-6446**

# 2017-2018 Chamber Coupon Book

The Chamber created and distributed 50,000 Coupon Books and is printing the same for 2017! 50,000 Coupon Books will be printed & distributed locally by the Chamber during the last week of May to the Boardwalk Kiosk, Visitors Center, Realtors, and Accommodations. The books are also included in 11,000 Summer Realtor Bags and placed in Resort Area bins. The duration of the Coupon Book is May to May.

**Cost per coupon is \$125 and includes free coupon design!**  
**The deadline for payment and coupon is April 13, 2017.**

Coupon Dimensions - 3.5" wide x 1.375" tall; Full Color; Min. of 300 dpi.  
Email to Meghan as a pdf file to meghan@beach-fun.com.

For More Information, Contact Patty!  
**302-227-6446 • patty@beach-fun.com**



**Don't Miss Out...Complete the form below!**

**Please check:**

- I will email a camera-ready coupon by April 13 (specs listed above)
- I would like the Chamber to create my coupon (info required to create coupon below; also email high resolution logo and/or picture to meghan@beach-fun.com)

Business Contact Name \_\_\_\_\_

Business Contact Email \_\_\_\_\_

**Information below to be shown in print:**

Business Name \_\_\_\_\_

Business Phone Number \_\_\_\_\_

Business Address \_\_\_\_\_

Business Website \_\_\_\_\_

Coupon Offer (i.e. 10% off any one single item) \_\_\_\_\_

Coupon Disclaimer & Expiration Date (i.e. Must present coupon at time of purchase. Valid till 5/31/2018) \_\_\_\_\_

**Act Now...Only 80 Coupons Available on a First Come, First Serve Basis!!!**

**2017-18 Sample Page**

5 coupons per page with perforation between each coupon



**Arenas**  
Arena's Deli & Bar 302.227.1272  
149 Rehoboth Ave - Rehoboth Beach  
Offer cannot be combined with any other offers. Expires 5/31/17.

**\$1 OFF**  
a Sandwich  
or  
**10% OFF**  
a Delivery

---

**One FREE Watch Battery or 10% Off Purchase**  
Coupon must be present at time of purchase. Expires 5/31/17.

**ATLANTIC JEWELRY**  
313 S. Boardwalk - Rehoboth Beach  
302-226-0675 • www.AtlanticJewelry.com

---

**10% Off Any One Single Item**  
Some exclusions apply. Expires 5/31/17.

**Back Bay Art Glass**  
31507 Oak Orchard Road, Unit #4  
Rt. 24 - Millsboro, DE - 302-245-9976  
www.BackBayArtGlass.com

---

**Beach Boutique** *Shopping on the Go!*  
Trendy and unique women's styles, ranging from casual to elegant, plus a variety of fashionable accessories.

Penny Lane - 42 Rehoboth Ave - Rehoboth Beach - 302-212-2413

**20% Off Any Regular Priced Item**  
Not to be combined with any other offers. Coupon must be presented at time of purchase. Valid thru 5/31/17.

---

**buy 1 entrée · get 1 free**  
Of equal or lesser value. Dine in only. Cannot be combined with any other offers. Must present coupon. No cash value. No photocopies or reproductions allowed. One coupon per table only. Expires 5/31/17.

**bEACHSIDE**  
251 rehoboth ave | 302-864-2251 | rehoboth beach | beachsiderhoboth.com | bar & grill

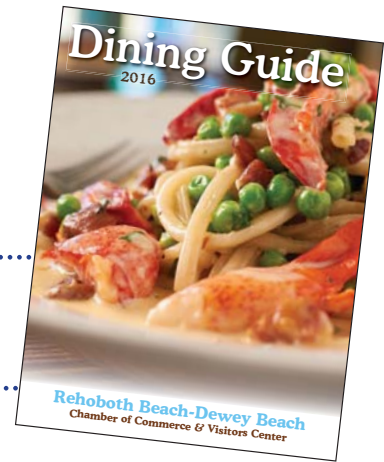
As of 1/13/17



# 2017 Dining Guide

Cooked Up By The  
Rehoboth Beach - Dewey Beach Chamber of Commerce

Reserve your spot by contacting Patty at  
**302-227-6446 or [patty@beach-fun.com](mailto:patty@beach-fun.com)**



A minimum of 25,000 guides will be printed & distributed locally by the Chamber during the last week of May to the Boardwalk Kiosk, Visitors Center, Accommodations, and Realtors. Restaurant menus will be included in the printed Dining Guide and at Beach-Fun.com.

**Deadline for ad & payment is April 13, 2017.**

The cost remains at **\$800.00** which is offset by advertisers receiving an added value choice of either a half page color ad in the 2018 Visitors Guide (a \$1,250 value) or insertion of 11,000 pieces of product in the 2017 Realtor Bag Season (a \$1,100 value).

#### File Requirements:

- 2 FULL COLOR pages, 7.875" wide x 10.25" high (each page)
- Send as a pdf file(s), minimum of 300 dpi, include all fonts
- Email to Meghan at [meghan@beach-fun.com](mailto:meghan@beach-fun.com)

**Reserve your space by completing the information below & faxing to 302-227-8351.**

Restaurant Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please check which added value advertising service you want to participate in:

- 2017 Realtor Bag Season       2018 Visitors Guide

Note: Realtor Bag product is due by April 19, 2017 (11,000 pieces). If product is not received for the 2017 Realtor Bag season, a half page ad will automatically be placed in the 2018 Visitors Guide.

**Don't forget to have your coupon in the 2017-18 Coupon Book...\$125!**

- Check if you want to do a coupon! Deadline for payment & coupon is April 13, 2017.

**Space for Coupon Book & Dining Guide Selling Fast!**  
**Call Patty to reserve your spot 302-227-6446**

# MULTIPLE EVENT SPONSORSHIP INFORMATION



## COUNT CRABULA

WANTS YOU TO JOIN THE FUN

MULTIPLE CHAMBER EVENTS IN 2017 . . . ONE SPONSORSHIP PRICE



Official Sponsor WBOC

Beach Goes Blue...  
Red & White Too!  
June 10



Dewey Beach  
Movies & Bonfires  
June 12-August 30



Sandcastle &  
Sculpture Contest  
September 9



Spring & Fall  
Sidewalk Sales  
May 19-21, Oct. 6-8



Official Sponsor WRDE

Sea Witch  
Festival®  
October 27-29

### OFFICIAL SPONSOR OF ANY ONE MAJOR EVENT \$8,000

Includes everything listed in the Perfect Wave Sponsorship, PLUS marketing and promotion as Official Sponsor of that event! (Beach Goes Blue & Sea Witch Festival® already have Official Sponsors in 2017!)

<p><b>PERFECT WAVE SPONSOR</b></p> <p><b>\$6,000</b></p>	<ul style="list-style-type: none"> <li>• General Press Release for Each Event</li> <li>• Press Release with Promotional Picture of Check Presentation</li> <li>• Logo/Listing on Each Event TV Commercial</li> <li>• Multiple Banner Placement at Each Event</li> <li>• Prominent Logo on Event T-Shirts/Product</li> <li>• Balloon for Sea Witch® Parade</li> <li>• Logo on Sea Witch® Festival Monster Police Vests</li> <li>• Business Name on Event Trophies</li> <li>• Logo on (1) Sea Witch® Event Ribbon</li> <li>• Full Page Color Ad in Sea Witch® Program</li> <li>• (4) Beach Goes Blue Radio Spot Tag Ons</li> </ul>	<ul style="list-style-type: none"> <li>• (3) Beach Goes Blue TV Commercial Tag Ons</li> <li>• (2) Dewey Beach Movie Preview Show, 12 Movies</li> <li>• Full Page Color Ad in Visitor's Guide</li> <li>• Full Page "Focus On" Newsletter Ad</li> <li>• (3) Website Banners for 1 Year</li> <li>• (3) Chamber Member Blasts</li> <li>• (3) Chamber Facebook Posts</li> <li>• (2) Chamber Beach Blasts</li> <li>• (2) Product Placement at Business After Hours or General Membership Meetings</li> </ul>
<p><b>TIDAL WAVE SPONSOR</b></p> <p><b>\$5,500</b></p>	<ul style="list-style-type: none"> <li>• General Press Release for Each Event</li> <li>• Press Release with Promotional Picture of Check Presentation</li> <li>• Logo/Listing on Each Event TV Commercial</li> <li>• Banner Placement at Each Event</li> <li>• Prominent Logo on Event T-Shirts/Product</li> <li>• Logo on Sea Witch® Festival Monster Police Vests</li> <li>• Business Name on Event Trophies</li> <li>• Full Page Color Ad in Sea Witch® Program</li> <li>• (3) Beach Goes Blue Radio Spot Tag Ons</li> <li>• (2) Beach Goes Blue TV Commercial Tag Ons</li> </ul>	<ul style="list-style-type: none"> <li>• (2) Dewey Beach Movie Preview Show, 12 Movies</li> <li>• 1/2 Page Color Ad in Visitor's Guide</li> <li>• Full Page "Focus On" Newsletter Ad</li> <li>• (2) Website Banners for 1 Year</li> <li>• (2) Chamber Member Blasts</li> <li>• (2) Chamber Facebook Posts</li> <li>• (2) Product Placement at Business After Hours or General Membership Meetings</li> <li>• (1) Chamber Beach Blast</li> </ul>
<p><b>BARREL WAVE SPONSOR</b></p> <p><b>\$4,000</b></p>	<ul style="list-style-type: none"> <li>• General Press Release for Each Event</li> <li>• Press Release with Promotional Picture of Check Presentation</li> <li>• Logo/Listing on Each Event TV Commercial</li> <li>• Banner Placement at Each Event</li> <li>• Prominent Logo on Event T-Shirts/Product</li> <li>• Business Name on Event Trophies</li> <li>• (2) Beach Goes Blue Radio Spot Tag Ons</li> <li>• (2) Beach Goes Blue TV Commercial Tag Ons</li> </ul>	<ul style="list-style-type: none"> <li>• (2) Dewey Beach Movie Preview Show, 12 Movies</li> <li>• 1/2 Page Color Ad in Sea Witch® Program</li> <li>• 1/2 Page "Focus On" Newsletter Ad</li> <li>• (2) Chamber Member Blasts</li> <li>• (2) Product Placement at Business After Hours or General Membership Meetings</li> <li>• (1) Website Banner for 1 Year</li> <li>• (1) Chamber Facebook Post</li> </ul>
<p><b>SWELL WAVE SPONSOR</b></p> <p><b>\$1,700</b></p>	<ul style="list-style-type: none"> <li>• General Press Release for Each Event</li> <li>• Press Release with Promotional Picture of Check Presentation</li> <li>• Banner Placement at Each Event</li> <li>• Logo on Event T-Shirts/Product</li> <li>• 1/4 Page Color Ad in Sea Witch® Program</li> <li>• (2) Beach Goes Blue Radio Spot Tag Ons</li> </ul>	<ul style="list-style-type: none"> <li>• (2) Dewey Beach Movie Preview Show, 12 Movies</li> <li>• 1/4 Page "Focus On" Newsletter Ad</li> <li>• (1) Chamber Member Blast</li> <li>• (1) Product Placement at Business After Hours or General Membership Meeting</li> </ul>
<p><b>RIP WAVE SPONSOR</b></p> <p><b>\$700</b></p>	<ul style="list-style-type: none"> <li>• General Press Release for Each Event</li> <li>• Press Release with Promotional Picture of Check Presentation</li> <li>• Banner Placement at Each Event</li> <li>• Logo on Event T-Shirts/Product</li> </ul>	<ul style="list-style-type: none"> <li>• (1) Dewey Beach Movie Preview Show, 12 Movies</li> <li>• 1/8 Page Color Ad in Sea Witch® Program</li> <li>• Business Card "Focus On" Newsletter Ad</li> </ul>

# MULTIPLE EVENT SPONSORSHIP INFORMATION



## VALUE OF YOUR SPONSORSHIP

LISTED BELOW ARE THE VALUES OF THE SERVICES INCLUDED  
IN YOUR CHOICE OF SPONSORSHIP.

	Value
<b>Banner Placement at Each Event</b> .....	<b>\$150</b>
Business banner hung in prominent area at designated events; value listed per banner/per event	
<b>Beach Blast Email</b> .....	<b>\$99</b>
Your message & link emailed to the Chamber's Membership Beach Blast list; 35K+ fresh leads gathered from response to Resort Area advertising; emails promote the Resort Area and events	
<b>Dewey Beach Movie Preview Show Advertisement</b> .....	<b>\$100</b>
Logo, picture & business contact featured on a 5 second slide; the slide show will run continuously for 30-45 minutes before the movie begins; 12 movie showings; (3K+ attended in 2016)	
<b>Event T-Shirts/Product (Basic Logo)</b> .....	<b>\$200</b>
Logo placement on Sandcastle Contest & Sea Witch® Festival T-Shirt/Product (min. of 1,000 total)	
<b>Event T-Shirts/Product (Prominent Logo)</b> .....	<b>\$500</b>
Prominent logo placement on Sandcastle Contest & Sea Witch® Festival T-Shirt/Product (min. of 1,000 total)	
<b>Event Trophies</b> .....	<b>\$200</b>
Business name on Sandcastle Contest & Sea Witch® Festival Trophies	
<b>Facebook Post - Boosted</b> .....	<b>\$150</b>
Boosted Facebook post that includes text, web link and photo; plus \$50 boost budget; (65K+ Likes on Chamber's Facebook Page)	
<b>Focus On Newsletter Advertisement</b> .....	<b>See Next Line</b>
Full page: \$175; Half page: \$125; Quarter page: \$100; Business card: \$50; (4 printed issues & 3 electronic issues. Printed issues mailed to the Members & officials; inserted into a portion of <i>Cape Gazettes</i> (4,400 each issue). Electronic issues emailed to 1,100+.)	
<b>Member Blast Email/Fax</b> .....	<b>\$99</b>
One page document faxed and emailed to the Chamber's Membership email list	
<b>Press Release for Each Event</b> .....	<b>\$200</b>
Inclusion on event press under sponsor listing; sent to 300+ media groups; value per each event press release	
<b>Press Release with Promotional Picture of Check Presentation</b> .....	<b>\$100</b>
Special press release including promotional check photo with sponsorship announcement	
<b>Product Placement at your choice of General Membership Meeting or Business After Hours</b> .....	<b>\$100</b>
Sponsorship includes table top space, promotion on Member Blast, & product distribution where appropriate	
<b>Radio Commercial Tag On (Business name announced as specific supporter)</b> .....	<b>\$50</b>
Not individual; may include up to 3 sponsors per commercial. Available for Beach Goes Blue, Red & White Too! ONLY	
<b>Sea Witch® Festival Monster Police Vests</b> .....	<b>\$100</b>
Logo on Monster Police Vests worn by Sea Witch® Festival volunteers during festival events (min. of 200)	
<b>Sea Witch® Festival Parade Balloon</b> .....	<b>\$300</b>
Opportunity for business to carry balloon in the Sea Witch® Festival costume parade	
<b>Sea Witch® Festival Ribbon</b> .....	<b>\$300</b>
Logo on one Sea Witch® Festival Event Ribbon such as the Broom Toss, Sea Witch® Hunt, etc. (min. of 500)	
<b>Sea Witch® Program Advertisement</b> .....	<b>See Next Line</b>
Inside Front Cover: \$800; Outside Back Cover: \$800; Full page: \$700; Half page: \$400; Quarter page: \$300; One-Eighth page: \$300; (min. of 10,000)	
<b>TV Commercial - Logo/Listing Opportunity</b> .....	<b>\$2,000</b>
Value per event commercial; logo/listing placement on event TV commercials	
<b>TV Commercial Tag On (Business Logo featured on commercial as sponsor)</b> .....	<b>\$100</b>
Not individual; may include up to 3 sponsors per commercial. Available for Beach Goes Blue, Red & White Too! ONLY	
<b>Visitors Guide Advertisement</b> .....	<b>See Next Line</b>
Full page: \$1,650; Half page: \$1,250; 132 page guide mailed to potential visitors in response to advertisements & some local distribution (min. of 140K+)	
<b>Web Banner on Chamber's Website - <a href="http://www.Beach-Fun.com">www.Beach-Fun.com</a></b> .....	<b>\$350</b>
4 flashing slides (logo/picture/slogan/contact); banner links to website & posted either on event pages or Member category page only; (1 mil. + pageviews in '16)	

**Call KATE to get on board...302-227-6446**



# INDIVIDUAL EVENT SPONSORSHIP INFORMATION



## YOUR SPONSORSHIP...YOUR WAY

YOUR BUSINESS CAN BE A PART OF ANY OF THE CHAMBER EVENTS. MAKE YOUR SELECTION FROM THE OPTIONS BELOW.

### Beach Goes Blue...Red & White Too! · June 10, 2017

The Chamber and USO invite you to join us as we salute Police Officers, Firefighters, Paramedics, our Military and ALL those who serve! Service Recognition Day activities will take place in Rehoboth Beach & Dewey Beach. Enjoy free musical entertainment at the Bandstand, Light Show set to music on the Beach & Boardwalk . . . and lots more!

- Bandstand Entertainment Sponsor**..... \$5,000

### Free Movies and Bonfires in Dewey Beach · June 12-August 30, 2017

All ages enjoy the free Monday Night Movies and the free Tuesday & Wednesday Night Bonfires in Dewey Beach! Your business can be featured on a 5 second slide shown during every pre-movie slide show which runs continuously for 30-45 minutes. “Featured” and “Blockbuster” Sponsorships are available to help cover film licensing, screening, giveaways, supplies, staff, etc. There will be a total of 12 Movies and 23 Bonfires. In 2016, 3,000+ people attended the Movies and 5,700+ people attended the Bonfires.

- Movie Slide Sponsor** ..... \$100  
(Business logo, picture and contact info on a 5 second slide shown at every movie)
- “Featured” Movies & Bonfires Sponsor**..... \$500  
(Includes 2 movie slides; approved handout opportunity during events; inclusion on 2 press releases)
- “Blockbuster” Movies & Bonfires Sponsor**..... \$1,500  
(Includes 4 movie slides; approved handout opportunity during events; inclusion on 4 press releases)

### 39th Sandcastle & Sculpture Contest · September 9, 2017

Come build your sand creation or stop by to vote for your favorite creation! This fun event will take place off the Rehoboth Beach Boardwalk at Delaware Avenue in front of Funland and will include new activities and prizes. There will also be sandcastle building lessons.

- Logo on Event Product**..... \$50
- Children’s Activities**..... \$500

### Annual Volunteer & Sponsor Awards Banquet · February 2017

The Chamber of Commerce holds an annual volunteer & sponsor awards banquet recognizing the Board of Directors along with the Business of the Year, Mae Hall McCabe Award and Scholarship winners. A year in review video is shown to 220 State, County, local officials, and business members who attend this sell-out event!

- Table Sponsor** ..... \$250  
(Placement and distribution of your businesses’ promotional product or gift at each place setting)
- Co-Sponsor** ..... \$500  
(Placement and distribution of your businesses’ promotional product or gift at each place setting; product/signage placement at each table; advertising on screen during the cocktail hour photo show)
- Major Sponsor** ..... \$1,500  
(Placement and distribution of your businesses’ promotional product or gift at each place setting; product/signage placement at each table; advertising on screen during the cocktail hour photo show; promotion of your business on event product(s); aprox. 60 pieces of product distributed at one 2017 General Membership Luncheon)



# INDIVIDUAL EVENT SPONSORSHIP INFORMATION



## YOUR SPONSORSHIP...YOUR WAY

YOUR BUSINESS CAN BE A PART OF ANY OF THE CHAMBER EVENTS. MAKE YOUR SELECTION FROM THE OPTIONS BELOW.

### 28th Sea Witch® Halloween & Fiddlers' Festival · October 27-29, 2017

The Sea Witch® Festival is a multi-award winning festival that continues to draw crowds of 195,000+ over the 3 day weekend. Festival goers can participate in the costume parade, dog parade, trick or treating, live entertainment, beach games and so much more!

#### Costume Parade - Saturday

- Parade Trophy Sponsorship ..... \$100
- Parade Balloon ..... \$300

#### Dog Costume Contest & Parade - Sunday

- Co-Sponsor of Dog Parade ..... \$500
- OFFICIAL Dog Parade Sponsor ..... \$1,000

#### Festival Advertising Opportunities

- Event Transportation (banner on bus)..... \$300
- Web Banner on Sea Witch® Page ..... \$350
- Program Advertising (full color; 10,000+ copies)
  - 1/8 page (3.625" w x 2.28125" t)..... \$250
  - 1/4 page (3.625" w x 4.8125" t) ..... \$300
  - 1/2 page (7.5" wide x 4.8125" t) ..... \$400
  - Full page (dim. below; no bleed only)..... \$700
  - Outside Back Cover (dim. below) ..... \$800
  - Inside Front Cover (dim. below) ..... \$800

No Bleed: 7.5" w x 9.875" t; With Bleed: 8.125" w x 10.75" t

#### Festival Gear Sponsorship

- Logo on Monster Police Vests (min. of 200) ..... \$100
- Festival Event T-Shirt (min. of 1,000)
  - Logo on t-shirt ..... \$100
  - Logo on (1) sleeve of t-shirt ..... \$2,000

#### Fiddlers' Festival - Saturday

- Fiddlers' Festival Sponsorship (banner at show)
  - Kid's & Adult's Contest ..... \$800

#### Family Fun Activities

- Magic Shows In Grove Park (banner) ..... \$300
- Monster Art (banner) ..... \$300
- Scarecrow Making (banner) ..... \$300
- Sea Witch® Hunt (logo on ribbon) ..... \$300
- Horseshow on the Beach (per day)..... \$300
- Bandstand Entertainment (per show; banner) .. \$400
- Kid's Treasure Hunt (logo on ribbon)..... \$600
- Hayrides (per day; banner)..... \$750
- Official Bandstand Sponsor (banner/program) ...\$5,000

#### Kid's Beach Games (logo in program & on event ribbon)

- Broom Toss on the Beach..... \$300
- Hula Twist Off..... \$300
- Peanut on Nose Race..... \$300
- Crab Claw/Shark Jaw..... \$300
- Slippery Swords..... \$300

Some Activity Names Subject to Change.

# We are counting on you to call Kate!

(She Doesn't Pinch)  
302-227-6446





Remember **Spring Forward** • **March 12th**



**645-5105**

**\$99 Spring  
Safety Special**

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



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

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

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