



FOCUS_{on}

Mission: To promote business, tourism and civic responsibility.

Chamber Electric Buying Group Gone Wild

The new Chamber electric buying group contract is a two-year fixed supply rate for 237 accounts at a rate of \$0.0825/kwhr. The contract was awarded to Liberty Power and will run from each member's April meter read date through April of 2013. This is a lower rate than we had expected and is actually the lowest Chamber electric aggregation rate we have ever locked into. Most of the Chamber members in the group are coming out of a two-year contract rate of \$0.09513/kwhr so they will see a decrease of approximately 13%. Savings for new members in the group will vary based on what they have been paying Delmarva Power.



Ed Jackson

The group will save approximately \$685,000 over the next two years compared to what they are currently spending. Once again, the Chamber partnership with Affinity Energy Management and Ed Jackson has added to the value of Chamber membership. For more information, contact Ed Jackson at 302-218-8920. **There's POWER in numbers!**

Alan Levin to Speak at April General Membership Meeting



Alan Levin

The next General Membership Meeting is scheduled for Wednesday, April 13, 2011 at 12:00 noon. The meeting/ luncheon will be held at the Atlantic Sands Hotel & Conference Center in Rehoboth Beach. The cost is \$14 per person.

Attendees will be treated to the 15 minute one time only re-run of the Chamber's Year in Review Film, which made its debut during the 2011 Volunteer Recognition & Officers' Installation Dinner. Following the film, Delaware Economic Development Office Director Alan Levin will provide a report & update on the status of economic development in the State of Delaware.

Seating at the meeting is limited, so reserve your spot now by contacting Joy Kidd at 302-227-2233 ext. 14 or joy@beach-fun.com.

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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
Hotline: 302-227-6446
Fax: 302-227-8351
E-mail: rehoboth@beach-fun.com
www.Beach-Fun.com

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Legal Counsel Jay Becker

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Mark Lally
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Kate Bell, Events/Visitors Center Ext. 11
Carol Everhart, President/CEO Ext. 13
Joy Kidd, Administration Ext. 14
Marty Barrett, Membership Ext. 15
Meghan McCalley, Finance/Marketing .. Ext. 16
Jay Wiberg, Distribution Ext. 25

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Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Apr 9	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
Apr 13	Membership Meeting/Luncheon	12:00 noon/Atlantic Sands with Alan Levin & Year in Review Video
Apr 14	Exec. Board of Directors Meeting	10:30am/Jake's Seafood-Rt.1
Apr 14	Board of Directors Meeting	11:30am/Jake's Seafood-Rt.1
Apr 14	Speed Networking	3:30pm-4:30pm/Saketumi Contact Kate Bell to register (302-227-2233 x11)
Apr 15	City of Rehoboth Meeting	7:00pm/Commissioners Room
Apr 19	Shredding Event	10:00am-2:00pm/Bethany Blues
Apr 26	Green Force Meeting/Luncheon	12:00pm/Kings Creek Ctry. Club
May 14	Chamber Fun Night at Funland	5:00pm-9:00pm/Funland
May 20-22	28th Annual Spring Sidewalk Sale	9:00am-8:00pm/Resort Area
June 2	Membership Meeting/Luncheon	12:00 noon/Kings Creek City Club with Senator Chris Coons

For additional information on Chamber meetings, visit www.beach-fun.com/meetings

Business After Hours

Apr 14	Saketumi	Sep 15	The Bellmoor
May 19	Atlantic Sands Hotel	Oct 6	Community Bank
June 2	Venus on the Halfshell	Nov 17	Finbar's Pub & Grill
Jul 21	Outlet Liquors & Trade Show	Dec 8	Bethany Blues, Lewes
Aug 25	Kings Creek Country Club		

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

4th Annual Alley Oop Egg Scoop

The Egg Scoop will be held on **Saturday, April 23rd** and will take place on the beach at New Orleans Street, Dewey Beach. There will be two separate hunts. The first one starts at 9:00 AM for ages 2-7 and the second starts at 10:00 AM for ages 8-12.

Registration is required to participate and can be done by sending an email to alleyoopskim@hotmail.com or by calling 302-227-7087. Registration can also be done on the day of the hunt. All participants will receive 10% off at Alley Oop on the day of hunt. Each egg will have candy or coupons for prizes. Plus, find the golden egg and receive 50% off a week of skim camp!!



Chamber Green Force Meetings

April 19 • Shredding Event

On Tuesday, April 19, 2011 the Rehoboth Beach-Dewey Beach Chamber of Commerce in partnership with WSFS, Bethany Blues and the Chamber's Green Force will host a "Shredding Event". Attendees will be able to gain information on green initiatives and reduce their carbon footprint with FREE shredding fun!

The Rehoboth Beach-Dewey Beach community is invited to bring their used paper to Bethany Blues in Lewes from 10:00 AM-2:00 PM for shredding. The event is rain or shine. There is no charge, but donations for the benefit of the Destination Station Project are welcome. Limited space is also available for member setup; contact Kate at 302-227-2233 ext. 11 for details.

For more information, call the Rehoboth Beach-Dewey Beach Chamber of Commerce at 302-227-2233 or visit www.Beach-Fun.com.



April 26 • Green Force Meeting

The Rehoboth Beach-Dewey Beach Chamber of Commerce has scheduled a Green Force Meeting to announce Phase Two of the Destination Station Center Project. The agenda will include:

- ☀ Updates on the Current Status of the DSC Project
- ☀ New Partners
- ☀ Local Marketing and Awareness
- ☀ Local Events and Fundraising

The meeting will be held on Tuesday, April 26, 2011 at 12:00 noon at Kings Creek Country Club in Rehoboth Beach. A buffet lunch will be served; the cost is \$14 per person.

Seating at the meeting is limited, so reserve your spot now by contacting Joy Kidd at 302-227-2233 ext. 14 or joy@beach-fun.com.



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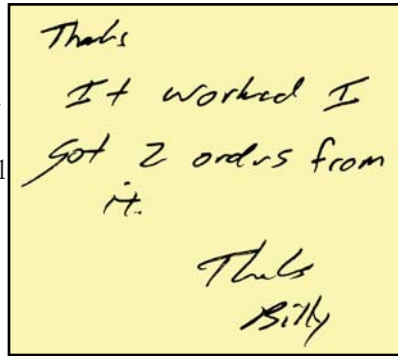
www.clendanielpumbingheating.com
MILTON - LEWES - REHOBOTH



Brag Board

Chamber Fax/Email Blast Success

Billy Hein from Logo Motive Screenprinting recently sent a fax/email blast to Chamber Members. He reports that he received several orders...way to go!



Pleased To Be A Part of Installation

Hello Carol:

It has been on my mind to touch base with you to let you know that it was a pleasure to be part of the Chamber's awards dinner back in January...my first! That evening was a wonderful tribute to our community. It truly highlighted the valuable treasures that give character and "sense of place" to Rehoboth Beach which we well know is so vital in promoting such a unique and diverse destination. Congratulations on a terrific event, Carol!

It's hard to believe that our hosting of your May event is just around the corner. We're looking forward to it and we're starting to put in our request for a dry sunny day. I hope to get caught up with soon, Carol.

Best Regards,
Christopher Guidone
Director of Sales and Marketing
Atlantic Sands Hotel & Conference Center



Mariachi Wins Gumbo Cookoff

Mariachi Restaurant located at 14 Wilmington Avenue in Downtown Rehoboth Beach has been declared the winner of the 2011 Rehoboth Beach Main Street Gumbo Cook-Off which was held on March 6th. Twelve restaurants got out the gumbo pot, sausage, seafood, roux and spices this year to treat over 300 people to an afternoon of fantastic food and festivities! Congratulations!



Cheryl Blackman In Happy Spirits

Cheryl is home from Florida and doing well on Chemo. She is the hit of treatment at Tunnell Cancer Center, and you can imagine how special she makes everyone there feel. Cheryl is reportedly doing very well; she feels good and does not hurt so she is HAPPY! Home address for Get Well cards: Cheryl Blackman, 7 Silver Lake Drive, Rehoboth Beach, DE 19971.

Willow Construction Announces New Employee

Willow Construction is pleased to announce the hiring of Robert C. Nibblett as an Estimator at the company's new Middletown, DE office. He will be responsible for estimating work throughout northern Delaware and surrounding counties in the neighboring states of Maryland and Pennsylvania.

Nibblett has spent his entire 30-year career in the construction industry. For the last eight years he was an Estimator for Miken Builders, Inc.

For more information, visit www.willowconstruction.com.



Members Around Town



Special thanks to Sam Christman of Do It Rite Powerwashing for making the Visitors Center & Chamber's Administrative Office sparkle! Call Sam at 302-645-7136.



Computer problems? Donnie at Link Layers can help! Call 302-827-3935.



East Coast Window Cleaning can make you shine! Call Pete Norwood at 302-644-9588.



Express-The Last Hurrah, located in the Seaside Outlets, celebrated the store's opening with a ribbon cutting ceremony! Congratulations!

"Quote of the Month"
"Even a mistake may turn out to be the one thing necessary to a worthwhile achievement".
Henry Ford



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.

Bravo Health Plan

Jim Craig
3601 O'Donnel Street
Baltimore, MD 21224
302-351-4902
www.mybravo.com
Service/Insurance Services

Carlton's

Trey Kraus
31 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-227-7990
www.carltonsaparel.com
Retail-Apparel & Accessories

C.V.C. Helicopter Service, Inc.

Irv & Pamela Smith
Ocean City Airport, Maryland
302-659-5550
www.cvchicopterservice.com
Attraction/Recreation

Dean Design/Marketing Group Inc.

Stephanie Whitcomb
1007 Nissley Road
Lancaster, PA 17601
717-898-9800
www.deandesign.com
Service-Advertising/Marketing

Express - The Last Hurrah

Deayna Ewell
36454 Seaside Outlet Drive
Rehoboth Beach, DE 19971
302-227-3116
Retail/Apparel & Accessories

Hatley of Rehoboth Beach LLC

Sue Petty
52 Rehoboth Avenue, Suite C
Rehoboth Beach, DE 19971
302-604-4009
Retail-Apparel & Accessories

Josephine's Daughter

Deb Wilkins-Schiffer
40 Baltimore Avenue, Rehoboth Mews
Rehoboth Beach, DE 19971
302-260-9577
www.josephinesdaughter.com
Retail-Gifts & Specialty Shops

Kitschy Stitch

Allison Worthing
75 Lake Avenue
Rehoboth Beach, DE 19971
302-260-9138
Retail/Gifts & Specialty Shops

Lets Go Crabbing

Capt. Kristin Wagner
South Shore Marina, Turn Point Road
Bethany Beach, DE 19930
302-228-4509
www.lets gocrabbingde.com
Attraction/Recreation

Midway Fitness & Racquetball

Marti Spiker
34823 Derrickson Drive
Rehoboth Beach, DE 19971
302-645-0407, 24/7 Facility
www.midwayfitness.com
Service-Excercise/Fitness Programs

Nanny Sitting Service, Inc.

Louise Smarrelli
1606 Savannah Road
Lewes, DE 19958
302-645-1655
Service/Child Care

Port - Dewey Beach

Zach King
1205 Highway One
Dewey Beach, DE 19971
302-227-0669
www.portdewey.com
Restaurant/Eatery

The Shore Life

Tim Schwab
28380 St. Michaels Road
Easton, MD 21601
410-200-8902
www.theshorelife.net
Service/Publications

Zip Travel International

Egis Budrevicius
2885 Sanford Avenue, SW #16043
Grandville, MI 49418
410-781-8567
www.ziptravel.com.ph
Service-Organization/Association

Member Spotlight



Delaware Paddlesports offers kayaks, stand-up paddleboards (SUPs), and accessories for both rental and purchase. They carry superior brands such as Jackson Kayak, Werner Paddle, Ashton SUP, Astral, Shred Ready, Immersion Research, NRS, and more. All models of their kayaks and SUPs are available for demo prior to purchase and bi-monthly pool sessions are held to check out the entire line (call for details)!

The business is located at 18068 Coastal Highway in Lewes on the southbound side of Route 1 in Lewes next to Citizens Bank and Kitchen&Company in the blue and yellow building.

For more info, visit www.delawarepaddlesports.com or call 302-645-7300.
The water is calling... ♦

New Member Opportunity - Try It Local

Try It Local only works with large Chambers of 500 members or more. Below are Frequently Asked Questions and information on How It Works. Also check out the informational video online at www.tryitlocal.com/chamber. Interested? Call Carol Everhart at 302-227-6446 or 302-542-7547.



FREQUENTLY ASKED QUESTIONS

What does it cost to be featured on Try It Local? There are no up front costs. It is a risk free advertising/marketing program. We only make money when you make money.

When do I get paid? We pay every deal on the Friday of the following week.

Do I get to choose my deal? Yes. You know your margins and business better than we do. You pick what you think will drive more customers and help your business the most. We will provide you some data for deals from around the country that have been done by a business similar to yours.

How long is my deal up for people to buy? Typically deals launch at 6 a.m. until midnight. Deals on Fridays will be offered until Sunday night at midnight.

Is there a maximum? You can set a maximum if you have a limited number (if selling a certain product or seats/tickets). Otherwise, we don't recommend that you limit the amount.

Can I set restrictions? Yes. Whether it is excluding certain items or services, limiting the time the coupon is valid, limiting the number any one customer can buy or redeem, or what days/locations it can be redeemed. You can set the restrictions.

Can I have blackout dates? Yes. You're in charge here. We just encourage you to try and leave the deal open as much as possible to allow as many buyers take experience your business as possible.

Who does the write-up on my business? We have an editorial staff with a history in the advertising/media industry that handles your write-up. We always will take suggestions and you will always get to see the write-up before publication.

How is this promoted? We promote this through our email subscribers list, the Chamber's email, website, facebook, and twitter pages. We encourage you to pass along the word to your network as well to get as much exposure as possible.

Can I get your email list? For the privacy of our subscribers, we do not share the list.

When will I be featured? We reserve the right to feature any deal in our pipeline at any time. Timing of when deals are placed are based on metrics and data for the most effectiveness. We will always give you notice when your deal is going to become active.

How do you handle multiple locations? The best way this is handled without an internal network is to have a master list updated and distributed through fax or email to all the locations each night or first thing in the morning.

How do you handle fraud? We realize that this is a worrisome issue for businesses. We supply you with a list of who has purchased the deal and the unique voucher # that has been sent to the buyer. Your role comes in by making sure you cross people off the list as they redeem their coupons.

Here's How It Works!

- Chamber promotes Try It Local to its members and the local community
- Chamber lines up local businesses to offer a limited time deal at least 40% off (only one deal offered at a time)
- Try It Local promotes the featured deal by e-mail and through the Chamber's social media channels
- Buyers visit tryitlocal.com to purchase the offer
- Buyers print the deal voucher (which is branded by the Chamber) the day after the sale ends, then redeem at the business
- Chambers receive 10% of all revenue
- Business receives 70% of all revenue

New Member Offers Connection to Foreign Student Employees



ZIP Travel International
Offices in Lithuania, Bulgaria
Romania, Moldova, Macedonia,
Kosovo, Russia, Philippines

Since 1993, Zip Travel International has coordinated **free trips for employers** to recruit/hire/volunteer directly or conduct virtual interviews to benefit from the J1 Work/Travel & Intern Program designated by the US Department of State. We would love to help you with our eighteen (18) years of experience helping companies achieve their seasonal staffing goals while lowering overall costs and ensuring they identify the right talent.

Our students overseas are identified directly through our offices that we own/manage in ten (10) countries with fifteen (15) total branches with several strategic partnerships in other countries. We've also established partnerships with many universities that professors instruct in English. We **do not charge any fees** for our services to the employers and you hire the staff directly while obtaining savings on your payroll taxes (see following page).

If you still need seasonal staff for 2011, we can support your seasonal staffing needs by conducting virtual interviews via Skype or coordinate traveling abroad* to recruit English speaking international students. International students are currently available to **arrive as early as May 15th and depart as late as October 15th** and it would be our pleasure to partner with you to ensure you have a professional company to help with your ongoing seasonal staffing needs now and in the future. Our dedicated team of over 74 employees work hard to ensure more than 3500 seasonal students we support though Zip Travel International find opportunities with prestigious companies in the United States and are fully supported through our offices and branches in-country.

Please see below a few larger companies that we are working with and we would be happy to provide references of our ongoing partnerships and testimonials of the quality service employers experience when partnering with Zip Travel International. Whether via Skype or traveling and recruiting in country, we offer support and seasoned professionals to ensure you and your organization are supported with your seasonal staffing needs and yearly interns.



If you would like to partner with us today so we may schedule/coordinate your job fair immediately or put the recruiting plan in place for 2012, please contact us at: **(410) 781-8567** or email at inquiry@zipseasonalstaffing.com.

Sincerely,

Egidijus Budrevicius
President
Zip Travel International

Asia Office
University Center Philippines
1985 C.M. Recto/Manila 1008
info@ZipTravel.com.ph
www.ZipTravel.com.ph
+63 2 559 8213

USA Satellite Office
2885 Sanford Ave SW #16043
Grandville, MI 49418
inquiry@zipseasonalstaffing.com
(410) 781 8567
(616) 634 0328

Corporate Headquarters in Europe
Kestucio g. 57-1
LT-44303 Kaunas, Lithuania
info@ZipTravel.lt
www.ZipTravel.lt
+370 700 555 25

Chamber Official Area Guide Displays Around the Resort Area

Teal racks and counter top displays containing the Chamber's Official Area Visitors Guides have been placed around Downtown Rehoboth Beach, Dewey Beach and Coastal Highway. The Visitors Guide keeps locals and visitors up to date on: events, fun activities, accommodations, real estate, restaurants, services, shopping and wedding information. This guide serves a dual purpose filling both mailing requests & local distribution.

Along with What's Hot posters, deliveries of the guides have been made to accommodations, real estate offices, restaurants and retail stores. The displays will be maintained by Chamber staff: Steve Cooper and Jay Wiberg. If you need a supply of Visitors Guides, please contact Jay at 302-227-2233 ext. 25.



Jay Wiberg

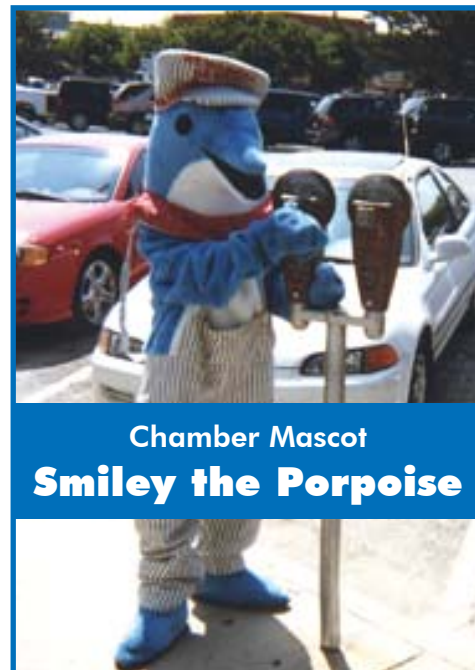


Steve Cooper



Ready, Set, Roll ... Out the Quarters!

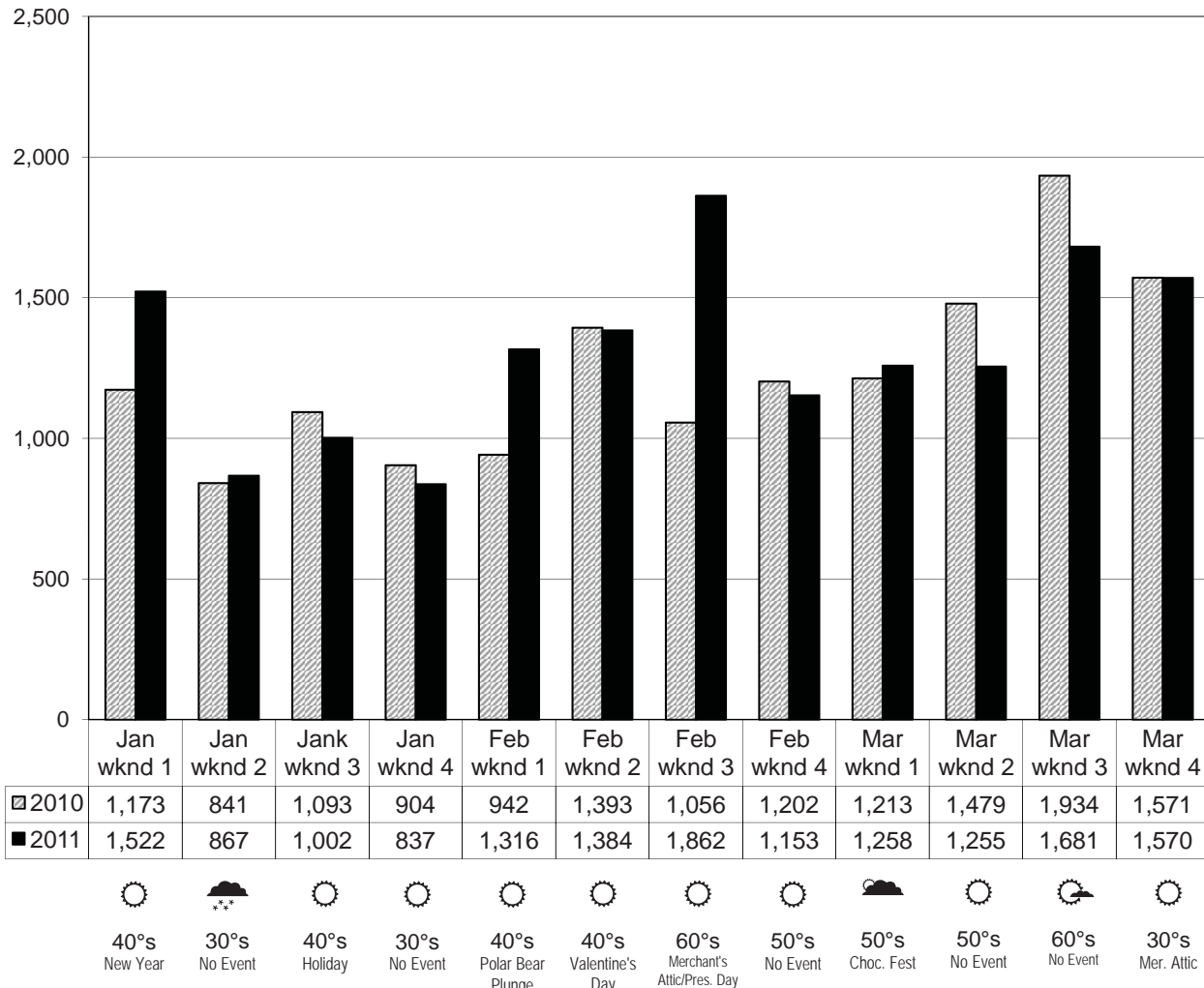
As a way to encourage our Downtown and Dewey Beach business community to offer change in quarters for our visitors . . . the Chamber's mascot SMILEY the Porpoise will visit businesses by May 10th. Smiley will be taking pictures with owners, operators and/or employees to be featured in future newsletters and on the Chamber's website.



Chamber Mascot
Smiley the Porpoise

REPORTS *and* STATISTICS

2010 vs. 2011 Room Occupancy



- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,160 Room Referral Count in season (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.)
- Room Count change due to seasonal closings begins mid November

Visitor Center Visitation

	2011	2010	2009	2008	2007
MAR	674.....	750.....	741.....	997.....	440



They're Coming!!!
 Make sure the Visitors Center has your product (brochures, business cards, etc.). Product can be dropped off at: 501 Rehoboth Ave. Rehoboth Beach

DE Dept. Of Labor Statistics

(Jan. 2011); Delaware's seasonally adjusted unemployment rate in January 2011 was 8.5%, unchanged from 8.5% in December 2010. There were 36,100 unemployed Delawareans in January 2011 compared to 37,600 in January 2010. The U.S. unemployment rate was 9.0% in January 2011, down from 9.4% in December 2010. In January 2010, the U.S. unemployment rate was 9.7%.

Source: DE Monthly Labor Review; Vol. XVIII, Number 2, 3/4/11

REPORTS *and* STATISTICS

Website Results - www.beach-fun.com

Top Website Pages Viewed - March 2011

Page on Site.....	Page Views
1 Calendar of Events Main Page	2,636
2 Accommodations	1,993
3 Hotels/Motels.....	1,925
4 Vacation Planning Kit.....	1,870
5 Beach Jobs.....	1,729
6 Activities.....	1,466
7 Rehoboth Beach Info.....	1,188
8 Restaurants/Eateries	1,130
9 Dewey Beach Info.....	990
10 Plan My Trip.....	914
11 Interactive Dining Guide.....	871
12 Photo/Video Tour.....	679
13 Calendar of Events/March 2011.....	640
14 Calendar of Events/April 2011.....	612
15 Search Results.....	591
16 Contact	590
17 Apartments/Cottages.....	564
18 Parking Beach Rules.....	562
19 Shopping	541
20 Dewey Beach Activities.....	431

Top 10 States to Visit Site - March 2011

1 Pennsylvania	3,910
2 Delaware	1,955
3 Maryland.....	1,586
4 New York.....	1,388
5 New Jersey	843
6 Virginia	843
7 District of Columbia	528
8 Ohio	305
9 Florida.....	172
10 California	152

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 Fan us on Facebook!**

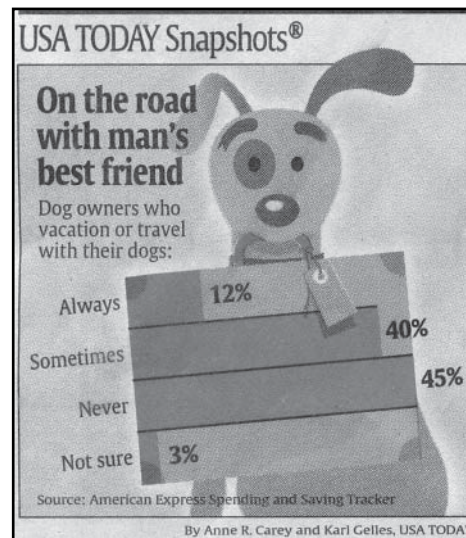
Website Visits & Bounce Rate March 2010 vs. 2011

2010 - 14,526 visits

11,575 absolute unique visitors
 33.03% bounce rate
 2:46 average time on site

2011 - 13,659 visits

10,916 absolute unique visitors
 35.35% bounce rate
 3:14 average time on site



SECRETS FOR SUCCESS

Here, especially for ENQUIRER readers, are Melinda Clark's secrets for success.

- **FIND A JOB YOU LOVE.** "It's the people who are passionate about their work who succeed," she says.
- **BELIEVE IN YOURSELF.** "Tell yourself, 'Yes, I can!' And you will."
- **WORK HARD.** "There are no shortcuts to success. I work 60 hours a week. But I don't mind it, because I love what I do."
- **DO THE BEST JOB YOU CAN.** "Don't cut corners."
 - **SET GOALS.** "It's your road map to where you want to go."
 - **BE HONEST.** "People know they can count on you if you're trustworthy."
 - **ADMIT YOUR MISTAKES.** "Then fix them."
 - **BE POSITIVE.** "It's the old story of the glass being half-full or half-empty. People are drawn to people who are positive."

Find out more about Melinda's company at www.luxuriantonline.com, or see her products on the Home Shopping Network Web site at www.hsn.com.

Business After Hours Fun!

Special thanks to Monty and the Starboard staff for a fun time!



Important Notice: "Temporary Emergency Employer Assessment" To Pay Interest on UI Trust Fund Loans

March 9, 2011

Dear Employer:

Delaware is one of thirty-two states that have had to borrow federal funds for its Unemployment Insurance Trust Fund. Federal law requires that interest be paid on such loans and interest payments cannot be made from a state's Unemployment Insurance Trust Fund or from a state's federal grant for the unemployment insurance program.

Under the ARRA (American Recovery & Reinvestment Act), interest was waived on Unemployment Insurance Trust Fund loans through December 31, 2010; however, interest began to accrue on January 1, 2011 and the state must pay accrued interest by September 30 of this year.

Pursuant to Section 3391 of the Delaware Code, a temporary emergency employer assessment must be imposed whenever there is accrued interest on an Unemployment Insurance Trust Fund loan.

This letter is to inform you that by no later than June 30, 2011, this division will send employers a notice of the amount of assessment due under this special assessment. Payment is due no later than 30 days from the date of the assessment notice.

At this time, we are projecting this assessment will be at the rate of .11% (.0011) or .12% (.0012); however, this is subject to change.

The rate established is applied to an employer's taxable wages for the most recently completed calendar year to determine the amount of assessment due. As an example, if an employer's taxable wages were \$300,000 in CY 2010 the assessment due would be \$300,000 x .11 % which equals \$330.00 or \$300,000 x .12% which equals \$360.00.

It is most important that you understand that if the state does not pay the interest accrued on its Unemployment Insurance Trust Fund loans by September 30 of this year, Delaware employers will lose the 5.4% credit currently applied to the 6.2% FUTA (Federal Unemployment Tax Act). Specifically, your FUTA assessment paid to the federal government will increase significantly. Accordingly, it is most important that you pay the temporary emergency employer assessment timely so that the state will be able to pay the federal government the accrued interest on its Unemployment Insurance Trust Fund loans timely.

If you have any questions about the temporary emergency employer assessment to pay interest on Unemployment Insurance Trust Fund loans, please call the division's employer tax unit at 302-761-8482.

Sincerely,
W. Thomas MacPherson, Director
Division of Unemployment Insurance



MARCH 9, 2011

REHOBOTH DEWEY BEACH
CHAMBER OF COMMERCE
P O BOX 216
REHOBOTH BEACH DE 19971

IMPORTANT NOTICE: "TEMPORARY EMERGENCY EMPLOYER ASSESSMENT" TO PAY INTEREST ON UI TRUST FUND LOANS

Dear Employer:

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This letter is to inform you that by no later than June 30, 2011, this division will send employers a notice of the amount of assessment due under this special assessment. Payment is due no later than 30 days from the date of the assessment notice.

At this time, we are projecting this assessment will be at the rate of .11% (.0011) or .12% (.0012); however, this is subject to change. The rate established is applied to an employer's taxable wages for the most recently completed calendar year to determine the amount of assessment due. As an example, if an employer's taxable wages were \$300,000 in CY 2010 the assessment due would be \$300,000 x .11% which equals \$330.00 or \$300,000 x .12% which equals \$360.00.

It is most important that you understand that if the state does not pay the interest accrued on its Unemployment Insurance Trust Fund loans by September 30 of this year, Delaware employers will lose the 5.4% credit currently applied to the 6.2% FUTA (Federal Unemployment Tax Act). Specifically, your FUTA assessment paid to the federal government will increase significantly. Accordingly, it is most important that you pay the temporary emergency employer assessment timely so that the state will be able to pay the federal government the accrued interest on its Unemployment Insurance Trust Fund loans timely.

If you have any questions about the temporary emergency employer assessment to pay interest on Unemployment Insurance Trust Fund loans, please call the division's employer tax unit at (302) 761-8482.

Sincerely,

W. Thomas MacPherson, Director
Division of Unemployment Insurance



Thank You Monthly Renewing Members

The Rehoboth Beach-Dewey Beach Chamber wishes to thank the following members who recently renewed their membership investment. The list below represents members who renewed during the period of March 1 - March 31, 2011.
Thank you for your continued support!

AboutMyBeaches.com, ADT Security Services, All States Construction Company Inc., Alzheimer's Association Delaware Valley, Anchorage Motel, Apple Electric, Atlantic Oceanside Motel, Bad Hair Day?, Bayside Limousine Inc., Beach Graphics, Bella Mia Hair Boutique, Better Business Bureau of DE, Bling Salon & Spa, Blue Hen Disposal, Blue Moon Restaurant, Boardwalk Buddy Walk, Boire's Hair Designs, Captain's Table, The Closet Works, Harry Crowley/Patron Member, Debbie Reed Team of Remax Realty Group, Delaware Inn Bed & Breakfast, Dos Locos Restaurant, Envirotech Environmental Consulting, Inc., Epworth United Methodist Church, FMS Rehoboth Beach, Frogg Pond, Grizzly's Landscape Supply & Services, Handy One, LLC, Holiday Inn Express, Hot Yoga Delaware, Jungle Jim's, Junior Achievement of Delaware, Kalmar Nyckel Foundation, Lewes Printing, Lovin' Life Limos, Made Ya Look! Salon & Spa, Meals on Wheels Delaware, Midway Speedway, New Covenant Presbyterian Church PCA, O'Bie's By The Sea, Outback Steakhouse, Prosperity Mortgage, Quality Inn & Suites, Realty Executives Bay Coast, Rehoboth Ale House, Rehoboth Beach Animal Hospital, Rehoboth Inn, Ristorante Zebra, Seafood Shack, South Moon Under, Suburban Propane, Thunderbird Shop & Gallery, Touch of Italy Salumeria & Pasticceria, Vacation Rentals Rehoboth Beach, Vernon Powell Shoes, Whayland Company, Z Looks.
Renewals from March 1 - March 31, 2011.

City of Rehoboth Beach - Patio/Noise Update

Letter written to the City of Rehoboth Beach regarding efforts on the noise & patio ordinance

Dear Mayor and Commissioners:

An official letter of appreciation for all of the effort provided in order to arrive at a compromise with regard to the current noise and patio ordinance.

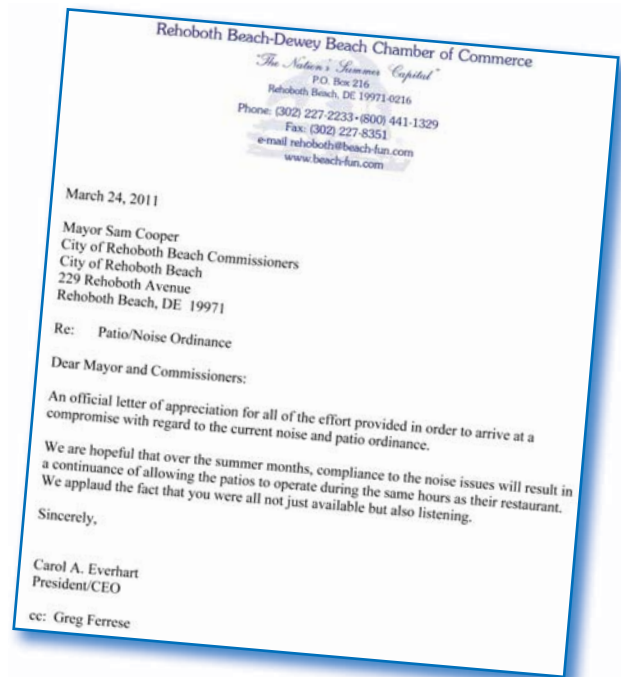
We are hopeful that over the summer months, compliance to the noise issues will result in a continuance of allowing the patios to operate during the same hours as their restaurant. We applaud the fact that you were all not just available but also listening.

Sincerely,

Carol A. Everhart

President/CEO

cc: Greg Ferrese



Rehoboth Beach-Dewey Beach Chamber of Commerce

"The Nation's Summer Capital"
P.O. Box 216
Rehoboth Beach, DE 19971-0216
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Fax: (302) 227-8351
e-mail: rehoboth@beach-fun.com
www.beach-fun.com

March 24, 2011

Mayor Sam Cooper
City of Rehoboth Beach Commissioners
City of Rehoboth Beach
229 Rehoboth Avenue
Rehoboth Beach, DE 19971

Re: Patio/Noise Ordinance

Dear Mayor and Commissioners:

An official letter of appreciation for all of the effort provided in order to arrive at a compromise with regard to the current noise and patio ordinance.

We are hopeful that over the summer months, compliance to the noise issues will result in a continuance of allowing the patios to operate during the same hours as their restaurant. We applaud the fact that you were all not just available but also listening.

Sincerely,

Carol A. Everhart
President/CEO

cc: Greg Ferrese

News From DART First State Resort Transit



Summer of 2011 is finally here and Resort Transit is ready to go. This year service runs from May 26 through September 18, serving the areas of Rehoboth, Dewey, Lewes, Bethany, South Bethany, Fenwick Island and Ocean City, MD. The parking fee and bus fare are the same as last year, \$7.00 for parking and \$1.00 one-way cash bus fare. Rt. 305 - Beach Connection, runs on Friday nights, Saturdays, Sundays and holidays through September 5. This route provides service from Wilmington, Christiana Mall, Smyrna, Dover and Milford to the Rehoboth Park & Ride.

If your business is located in downtown Rehoboth or Dewey, your employees are eligible to participate in the Employee Discounted Parking Program at the Park & Ride. Once registered, your employee receives a hangtag that entitles them to the \$3.00 discounted parking rate. To register your employees simply take a business card or some other form of identification to the Park & Ride office and they'll provide you with hangtags. Again this year DART continues to partner with the Cape May -Lewes Ferry to provide free bus service to all Ferry foot passengers.

The 2010 season was the most successful year ever for DART First State's Resort Transit. From May 27 through September 19, over 30,250 vehicles parked at the Park & Ride on Shuttle Road, which is a 24% increase from the 2009 season; 393,976 passenger trips were provided, which increased by 19%, including 161 trips by riders using a wheelchair; and the use of bike racks on the buses continues to be popular with 4,407 bikes transported.

Resort Transit remains a critical link to economic growth, tourism, traffic mitigation, and basic mobility for visitors, as well as Delaware residents. Your continued help in promoting public transit to your employees, business partners, customers, neighbors and guests is vital to maintaining this important link.

For more information, call 1-800-652-DART or visit DartFirstState.com and click on DART Programs. If you would like to have bus schedules for your business, call Patty Boyd at 302-576-6004 or e-mail at patty.boyd@state.de.us.



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- > **SPECIAL ATLANTIC LIQUORS "GROOM ROOM" FOR THE GUYS** WITH ATTRACTIONS THEY'LL APPRECIATE!



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