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October 25-27, 2013

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POPULAR DEMAND! Costume Parade (Saturday) & Dog Parade (Sunday) in Rehoboth Beach

POPULAR DEMAND! Horse Shows on Rehoboth Beach

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2013 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Sept 12	Extended Board of Directors Full Board Meeting	11:00 am/Jake's Seafood, Rt. 1
Sept 13	Town of Dewey Beach Meeting	6 pm/Lifesaving Station
Sept 19	Business After Hours.....	5-7 pm/Crabby Dick's
Sept 20	City of Rehoboth Beach Meeting	7 pm/Commissioners Room
Sept 22	LC Homes Race to the Future 5K..... Benefits Destination Station Center, (More Info Below)	7:30 am/Big Fish Grill
Sept 24	General Membership Meeting..... \$15.00/per person, (More Info on Page 6)	12 noon/Kings Creek C.C.
Oct 4-6	37th Annual Fall Sidewalk Sale	9 am-9 pm/Resort Area
Oct 10	Business After Hours.....	5-7 pm/Mariachi Rest.
Oct 10	Board of Directors Full Board Mtg	11:30 am/Jake's Seafood, Rt. 1
Oct 12	Town of Dewey Beach Meeting	9 pm/Lifesaving Station
Oct 18	City of Rehoboth Beach Meeting	7 pm/Commissioners Room
Oct 25-27..	24th Annual Sea Witch Festival.....	Times Vary/Resort Area

2013 Business After Hours

Business After Hours continues on Thursdays!

Members are invited to attend monthly Business After Hours! [See 2013 schedule to right.](#) These mixers offer a great opportunity to meet and network with fellow members. Business After Hours are typically scheduled for the third Thursday of each month but may be held on the second Thursday to avoid conflict with major holidays. 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! Members are welcome to donate prizes such as gift certificates, store merchandise, etc. The prizes can be brought to the sign-in table the night of Business After Hours.

Thursday, Sept. 19
Crabby Dick's

Thursday, Oct. 10
Mariachi Restaurant

Thursday, Nov. 14
Finbar's Pub & Grill

Thursday, Dec. 12
Bethany Blues, Lewes

LC Homes 5K Race

Please join the fun for the **Inaugural LC Homes Race to the Future 5K**. The event will be held on Sunday, September 22, 2013 at Big Fish Grill in Rehoboth Beach. Registration begins at 7:30 AM and race start is 8:30 AM. Visit www.Races2Run.com for more information and to register. Proceeds of the race will benefit the Destination Station Center project.



Andy Stayton ... Happy Retirement!



The Board of Directors and Chamber Staff would like to thank retiring and long time Chamber Legislative Consultant **Andy Stayton** for his representation of the Chamber and it's Members at Legislative Hall. As of July 2013, Andy is happily enjoying retirement!

Andy, a native Delawarean was born in Lewes. He moved to Newark, Delaware in 1954 and graduated from Newark High School and the University of Delaware with a Business Degree. In 1967, he married his high school sweetheart Lauren and they have two daughters and five grandchildren. Andy served in the Delaware National Guard for six years and joined the Delaware State Police (DSP) in January of 1969. His career included serving in a number of positions ranging from patrol, training officer, Accident Invest Specialist and four years as the officer in charge of Governor Pete du Pont's Executive Security Force (77-81). The last seven years of his career were served at DSP Headquarters as Deputy and then Section Chief of the Traffic Section. While there, Mr. Stayton developed the DUI Check Point system that has helped change the driving habits of many drinking drivers.

After retiring from the DSP, he joined the Delaware State Chamber of Commerce as Vice President of Government Relations. For ten years, Andy represented the business community at the Delaware General Assembly and he formed his own lobbying business, Legislative Consulting, Inc. in 1998. One of his initial clients was the Rehoboth Beach – Dewey Beach Chamber of Commerce. In addition to advocating for the Chamber, two of his proudest accomplishments as a private lobbyist were working with others to pass the Clean Indoor Air Act and the Primary Seatbelt Law.

After living in Newark for 57 years, Andy and Lauren moved to Rehoboth Beach last June. They enjoy frequent visits with their daughters and grandchildren who live in Newark and nearby Westminster, Maryland.

Andy will be recognized for his service at the Annual Volunteer Recognition & Officers' Installation Dinner on Thursday, January 23, 2014.

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Ice Cream Maker Extraordinaire

Securing its rank among the most popular ice cream venues in the United States, The Ice Cream Store – already praised as one of the top seven ice cream dipping stores in the country by Reader’s Digest and named as home to one of the most inventive ice cream flavors in the country by Newsweek Magazine – and its owner Chip Hearn, who the Associated Press referred to as the “ice cream maker extraordinaire,” are featured in a key segment of “Ice Cream Nation,” a Cooking Channel special which aired on Sunday, July 14th.

Producer Sheri Spitz of Suzie Films Production Company informed Hearn of her interest in his store and ice cream during April. Less than one month later, the film crew from Stone Hill Productions came to Rehoboth Beach to shoot during The Ice Cream Store’s Sixth Annual Ice Cream Social and Taste-Testing Contest – an event that drew more than 1,000 people who voted to choose the best new ice cream flavors for 2013.

“Being part of Ice Cream Nation has been amazing fun for me and my crew and the people here in Rehoboth Beach” said Hearn, adding that the young women on his staff will never let him forget that it was the flavor they created, My Milkshake Brings All The Boys To The Store, that took a strong third place in this year’s contest, behind first place winner Crack These Big Nuts and second place This Ish Is Off The Hook.

Describing the show, the Cooking Channel writes: “From coast to coast, from the top of the float to the bottom of the cone, America is one big “Ice Cream Nation”! This special celebrates everyone’s favorite all-American, cool treat, giving the scoop on the best, the craziest and classic ice cream shops across the country.” “We can’t wait to see the show!” says Hearn.

The Ice Cream Store is located on the southside of Rehoboth Avenue at the Boardwalk in Rehoboth Beach. For more information call 302-227-4609 or visit online at RehobothBeachIceCream.com.



Chip Hearn, owner of The Ice Cream Store, celebrates a successful May 9 shoot with the Stone Hill Productions film crew. Shown (L-r) are Amy Vanneman, Bill Ward, Peter Hayes, Hearn, Field Producer John McCally, and Thomas Healy. (Photo: Georgia Leonhart).

Additional Awards for Local Photographer

Carolyn of Carolyn Watson Photography receives awards for her photo submissions. In March 2013, Carolyn's Photo Essay Press Photographs for Delaware Beach Life Magazine article on the Homeless in Delaware received 1st Place Honors as the Best in Delaware by the Delaware Press Association.



Fast forward to June 2013 and Carolyn's Photo Essay was honored as the 1st Place winner for all submitted Press Essay Photographs by the National Federation of Press Women, Inc. Carolyn's riveting photographs and the also recognized article brought awareness to the many challenges that our homeless population faces on a daily basis.

She loves working with Terry Plowman and the team of professionals at Delaware Beach Life Magazine. She is an exceptional photographer who prides herself on "creatively capturing life's moments". She has the rare ability to capture subjects in an artistic, simplistic, and distinctive way.

Regardless of her subject – wedding, portrait, new home, or fine art, Carolyn prides herself on capturing the ordinary moments in extraordinary ways. For more information, call 302-448-0485 or visit www.carolynwatson.com.

Sen. Carper Discusses Travel and Tourism Industry

On August 9, 2013, U.S. Senator Tom Carper met with representatives of the travel and tourism industry in Delaware to hear about their successes and challenges.



Carol Honored As Distinguished Woman

Carol Everhart was recently honored by Delaware Beach Life Magazine as one of their five **Women of Distinction** in the August 2013 issue. "These women are outstanding leaders who have made their mark on Coastal Delaware and made it a better place to live and work," reads the article's sub-title.



CarolynWatson.com

Special thanks to Terry Plowman, editor and publisher of the Delaware Beach Magazine and author Pam George for an informative article that highlights Carol's journey to Delaware, her family and successful career. Plus, don't forget the great photograph by Carolyn Watson featuring Carol and her trademark car!



SANDCASTLE CONTEST...A FUN WEEKEND!

The Sandcastle Contest was held on August 3rd on Fisherman's Beach in Rehoboth Beach. Whether they were building a sand creation or just walking along the beach checking out all the participants creations... everyone involved enjoyed the day! Chamber staff would like to **THANK** our sponsors and businesses who donated prizes! The event continues because of YOU!!! Our sponsors include:

Delaware Today, WBOC, Sussex County Federal Credit Union, M&T Bank, Atlantic Liquors/ Crosswinds Motel, Delmarva Power, Jake's Seafood House, 7-Eleven, Affinity Energy Management, Fulton Bank, Holland Jewelers, PNC Bank, WSFS Bank, LC Homes, Atlantic Sands Hotel & Conference Center, Christian Light Ministries, County Bank, Dos Locos, Josephine's Daughter, Bethany Blues Lewes, Candy Kitchen Shoppes Inc., Cold Stone Creamery, Dolles Candyland, Fire Mountain Golf, Fisher's Popcorn, Funland, Grotto Pizza, Jungle Jim's Inc., Kilwin's Rehoboth Avenue, McDonald's, Odysea, Philly Pretzel Factory, Rehoboth Beach Museum, Dos Locos, Rehoboth Toy & Kite Co., Rita's Waterice in Dewey Beach, Ryan's, Tanger Outlet Center, Bike To Go, Thrashers French Fries, White Water Mountain, Nuttle Lumber, Star of the Sea Condominium, Rehoboth Beach Boys & Girls Club, Rocky Mountain Chocolate Factory, and Wal-Mart.



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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.

Accent On Travel

Annette Nero Stellhorn
37240 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-703-6154
www.accentontravel.us
Service - Travel Services

Barefoot Bride

Jodie Noonan & Allison Sappington
601 South Pacific Avenue
Ocean City, Maryland 21842
443-614-8542
www.barefootbrideoc.com
Service - Event Planning

Black Apps LLC

Donnie Mayles
37395 Oyster House Road
Rehoboth Beach, Delaware 19971
302-212-2975
Service - Internet Services

Coastal Kids Pediatric Dentistry

Jessica S. DiCerbo
18947 John J. Williams Highway
Medical Arts Building, Suite 309
Rehoboth Beach, Delaware 19971
302-644-4460
www.coastalkidspedo.com
Service - Dentistry

Cogitation LLC

Kevin McCourt Sr.
37190 Harbor Drive, Suite 3001
Ocean View, Delaware 19970
703-217-8476
<http://linkedin.com/in/mccourt>
Service - Advertising/Marketing

Embrace Home Loans

Pat Donovan
17577 Nassau Commons Blvd., #201
Lewes, Delaware 19958
302-827-5100
[www.embracehomeloans.com/
pat-donovan](http://www.embracehomeloans.com/pat-donovan)
Service - Mortgage

Fastenal

Phillip Anderson
205 Mullet Run Street
Milford, Delaware 19963
302-429-9629
www.fastenal.com
Service - Building Materials
M2M Discount: 20%

Heart Wish Massage & Bodywork

Greer Thompson
308 Rehoboth Avenue, Suite 1
Rehoboth Beach, Delaware 19971
302-228-1350
www.heartwishmassage.com
Service - Health Services

Hopkins Farm Creamery

Paula Pepper
18186 Dairy Farm Road
Lewes, Delaware 19958
302-645-7163
www.hopkinsfarmcreamery.com
Restaurant/Eatery - Ice Cream

Jetset Travel, American Express Travel Representative

Angela Armutcu
222 S. Dupont Highway, Suite 102
Dover, Delaware 19901
302-678-5050
www.jetsettravel.biz
Service - Travel Services

Nymphaea

Marina Gulay
70 Rehoboth Avenue, Suite 106
Rehoboth Beach, Delaware 19971
302-227-1380
Retail - Gifts & Specialty Shops
M2M Discount: 10%

Salvaged - Vintage Furnishings & Home Decor

Brynn Byerly
17370 Coastal Highway, Unit 1A
Lewes, Delaware 19958
302-535-9032
www.salvagedfurnitureparlour.com
Retail - Gifts & Specialty Shop

Salvation Army, Developmental Disabilities Program, The

Christy Cugno
2877 E. Dupont Highway, Suites 8-10
Millsboro, Delaware 19966
302-934-3730
www.salvationarmypendel.org/ddp
Service - Organization/Associates

Surf N Bull

Tom Laricci & Jeff Nehring
67B Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-227-3211
Restaurant/Eatery
M2M Discount: 10%

White House Black Market

Kim Merello
70 Rehoboth Avenue, Suite 115
Rehoboth Beach, Delaware 19971
302-227-6930
www.whitehouseblackmarket.com
Retail - Apparel & Accessories
M2M Discount: 10%

General Membership Meeting Scheduled for September

The Chamber has scheduled a General Membership Meeting for **Tuesday, September 24, 2013** at 12:00 PM with Ernie Lopez, Delaware State Senator and Pete Schwartzkopf, Delaware State Representative, confirmed as guest speakers to date. Resort area legislators will provide an overview of current state legislation and upcoming changes that Chamber members should be aware of. The luncheon will be at Kings Creek Country Club in Rehoboth Beach. The cost is \$15 per person. Seating at the meeting is limited, so reserve your spot by contacting Joy at 302-227-6446 or joy@beach-fun.com.



ALERT:

If you have enough customers,
ignore this message.

If not, read on.

► Delaware Beach Life reaches more people over a greater area than any other publication in the region.



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MEMBERS in the SPOTLIGHT

► Bella Mia Hair Boutique

Originally opened in February 2009, Bella Mia Hair Boutique will continue to offer full salon services under the guidance of new owner, Tammi Zarker. Tammi recently relocated to Delaware from Pennsylvania and is thrilled and excited to continue to offer excellent salon services. She plans to add new services as business grows.



Bella Mia Hair Boutique is open and ready to meet your needs. They offer Redken-Certified colorist and OPI manicure and pedicures. Other services include hair extensions, Keratin Smoothing Complex and Dermalogica facials. They also offer bridal party packages.

Their stylists are expertly trained. Kate Carrow is a 4th generation cosmetologist, graduated from Delcastle Vocational High School and employed in the industry for 17 years. Irene Spadaccini graduated from Delaware Learning Institute of Cosmetology and has 10 years experience in the field including training in Baltimore, Las Vegas, Philadelphia and New York. Irene is Redken trained and certified. Genevieve Coffield graduated from Lansdale School of Cosmetology in 2002 and is a 3rd generation cosmetologist. She enjoys cutting hair and up-dos. Monica Arseneau, graduated from Delaware Learning Institute of Cosmetology. Bella Mia Hair Boutique is currently looking for another stylist and nail technician. If you have interest in joining the team, call Bella Mia to schedule an interview.

Brush off the sand and stroll to Bella Mia Hair Boutique at 37169 Rehoboth Ave Ext., Rehoboth Beach, DE. Bella Mia Hair Boutique is open Tuesday-Friday, 9am to 8pm and Saturday, 9am to 5pm. For more information call 302-226-2627. ◆

► Rita's at Dewey Beach

Rita's at Dewey Beach invites you to join them this summer for a taste of happiness. The shop is located on the corner of Coastal Highway and New Orleans Street in Dewey Beach



and is under the new ownership and operation of Tim and Kyra Elmer of Camden, Delaware. Rita's at Dewey Beach is just one block from the beach, offers free parking, indoor and outdoor seating, and a large selection of incredibly delicious custard and Italian water ice flavors, as well as thick and creamy milkshakes and unlimited topping sundaes. Stop by and one of the friendly treat team members will invite you to taste a sample of the many flavors. Rita's also offers catering for birthdays, weddings, graduations, or any event where Rita's can make you smile. For a daily list of available flavors, visit www.ritasfranchises.com/DeweyBeach.

Rita's at Dewey Beach is open seven days a week from noon to 11:00 PM. For more information, call 302-227-9502. ◆

► Get Out

Black Apps LLC officially launched Get Out, an app for iPhones and Android phones, over the July 4th holiday weekend. A free download from Apple or Google, Get Out provides up-to-date listings of venues, entertainers, and events as well as restaurants and food establishments. The app uses its own data and GPS to indicate the proximity of specific locations based on each user's location.



Black Apps LLC is comprised of the owners of three local companies, Resorts Entertainment of Dewey Beach, a provider of sound equipment and personnel to many of the area's venues, The Link Layers of Lewes, a computer network management company, and Red Sky Websites of Rehoboth Beach, a website development and custom programming firm.

Chris Maliszewski provides the vision for the group. Having been involved in the entertainment industry in Delaware for over thirty years, he identified a void the app seeks to fill. "While there are plenty of traditional sources of restaurant and entertainment information, none pull it all together into a cohesive whole." Get Out provides the information in a format that's quick to access and easy to use, an offering valuable to both residents and visitors.

Donnie Mayles manages the technology infrastructure allowing the company to manage the app's data, encompassing venues, entertainers, advertising, deals, etc. The company is poised for aggressive growth, planning to expand to the remainder of Delaware, Ocean City, Washington D.C., Baltimore, and Philadelphia.

Steve Robison has provided the programming of the app as well as a custom dashboard allowing clients (entertainers, restaurants, and venues) to create and manage their own listings, events, specials, and menus, in real time, reflected immediately on users' smartphones.

Completing the team are Kate Pownall, Data Management Lead, Delores Gue, Accounting Lead, and JoAnn Babbie, Business and Sales Management. Kate has extensive experience in corporate communications as a thirty year employee of DuPont. Delores, a past board member of the Rehoboth Beach-Dewey Beach Chamber of Commerce, is a recent retiree from Wilmington Trust, with over thirty-five years of service. JoAnn brings over twenty-five years of experience in the areas of business management, marketing, and sales. She currently serves as a Sales Manager for Insight Homes and as a business management consultant to local restaurants in Rehoboth Beach and Lewes.

For more information, contact Black Apps at www.get-out.biz, sales@get-out.biz or call 302-212-2975. ◆

Quote of the Month

Leadership is a potent combination of strategy and character. But, if you must be without one, be without the strategy.

- Norman Schwarzkopf

MEMBERS in the SPOTLIGHT

► Nymphaea

Conveniently located in the heart of Rehoboth Beach, Nymphaea offers elegant styles from famous designers. Customers can enjoy dresses from Charlotte Tarantola and Boohoo, tops and shorts from Nikibiki, and jeans from Stetson. Nymphaea carries a variety of charming accessories and handbags for all sorts of occasions.



Close to the beach and overlooking Wilmington Avenue, Nymphaea sits in First Street Station at 70 Rehoboth Avenue in Suite 106. Follow them on Facebook for information on sales and updates on new arrivals or call 302-227-1380. ◆

► Heart Wish Massage & Bodywork

Lifetime resident, Greer Thompson, announces the opening of Heart Wish Massage & Bodywork LLC. Greer is a graduate of The Academy of Massage & Bodywork located in Bear, DE and is a licensed massage therapist in Delaware and insured by the American Massage Therapy Association. She specializes in heart-centered Swedish, Deep Tissue, Reflexology, and Hot Stone massages.



Greer's education at the American College of Health and Sciences in Portland, OR allows her to bring her knowledge of herbs, aromatherapy, nutritional, and alternative healing modalities to the table- literally! Her work as a mother, doula, and midwife's assistant brings the nurturing and compassionate energy to her Prenatal Massages. Reiki, Chakra Balancing, and Crystal Energy Work are also available to help relax, restore, and rejuvenate the emotional, mental, and physical bodies. Ear candling, body scrubs and wraps are offered, as well.

Heart Wish Massage & Bodywork is located at 308 Rehoboth Avenue, next to Salon La Roc's Hair Salon and Oxygen Bar. The studio is open Monday through Saturday, by appointment only. Gift certificates are available. Please call 302-228-1350 for appointments or more information. ◆

► Fastenal Corporation

Fastenal Corporation is a Fortune 500 Industrial Supply Company with 2600 branches nation wide.



The Sussex County/Beach area is supported by the local Milford Delaware Branch. Backed by their global sourcing, quality and logistics operations, each store, is a one-stop source for a spectrum of OEM, MRO and construction supplies. That includes a broad core inventory of commonly used products, as well as items that are custom-stocked to meet individual customers' needs. That's local product and local people building business relationships through customer service. They look forward to being a resource for your company. For more information, call 302-422-9629 or visit www.fastenal.com. ◆

► Surf N Bull

The Surf N Bull has come to Rehoboth Beach, offering the best pit beef, ham, and turkey! Located at 67 B Rehoboth Avenue, between Nicola's and Rehoboth Toy & Kite Company, Surf N Bull provides a clean, friendly environment and staff that will cater to each customer's needs. Originating from "The Flying Bull" of Baltimore, Maryland in the 90's, their mission is to provide customers with quality food at reasonable prices. Owners Tom La Ricci and Jeff Nehring work hard to ensure their establishment goes above and beyond for its patrons and brings with them a customer base that keeps returning for more. Open daily. Call 302-227-3211 for more info. ◆



► Cogitation LLC

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Media is changing quickly -- keeping up with trends and options is almost a full time job. Waiting until you "have time to figure out" positioning your business on Facebook, LinkedIn, Twitter and other media -- in synch with your traditional marketing -- means missed opportunity.

Cogitation, LLC can provide a needs assessment, candid counsel and experienced implementation of marketing, digital media and management projects.

Kevin McCourt has 34 years experience in all business areas of newspaper media. He has been engaged with "Electronic Marketing" since 1991 -- the days of 900#, Prodigy, AOL and Compuserve. For more information, call 703-217-8476 or visit <http://linkedin.com/in/mccourt>. ◆

► Beach Ride Taxi - Community Spirit

Not only does Jim Allen of Beach Ride Taxi partner with the Chamber to advertise tourism activities, he has gone the extra mile in reminding everyone to stay SAFE!

The next time you need a taxi ride, remember to call Jim at 302-645-6800. ◆



REPORTS and STATISTICS

Accommodation Occupancy Chart | 2012 vs. 2013

Weekend	Room Count	Weather	Event
June 22-24, 2012	3,513	90's, Sunny	None
June 21-23, 2013	3,551	70's, Sunny	None
June 29-July 1, 2012	3,449	90's, Sunny	July 4th Split Holiday
June 28-30, 2013	3,565	80's, Cloudy	None
July 6-8, 2012	3,428	90's, Sunny	July 4th Split Holiday
July 5-7, 2013	3,386	80's, Sunny	July 4th Split Holiday
July 13-15, 2012	3,455	80's, Sunny	None
July 12-14, 2013	3,301	Rain/Sun	None
July 20-22, 2012	3,492	80's, Cloudy	None
July 19-21, 2013	3,400	80's, Sun/Rain	None
July 27-29, 2012	3,491	90's, Sunny	None
July 26-28, 2013	3,400	80's, Cloudy	None
August 3-5, 2012	3,545	90's, Sunny	Sandcastle Contest
August 2-4, 2013	3,370	90's, Cloudy	Sandcastle Contest
August 10-12, 2012	3,524	80's, Sunny	None
August 9-11, 2013	3,322	80's, Rain/Sun	None

Wednesday	Room Count	Weather	Event
2012	N/A	N/A	N/A
2013	N/A	N/A	N/A
2012	N/A	N/A	N/A
2013	N/A	N/A	N/A
2012	N/A	N/A	N/A
July 3, 2013	2,757	80's, Sunny	July 4th Split Holiday
2012	N/A	N/A	N/A
July 10, 2013	2,369	80's, Rain/Sun	None
2012	N/A	N/A	N/A
July 17, 2013	2,589	80's, Sunny	None
2012	N/A	N/A	N/A
July 24, 2013	2,670	80's, Sunny	None
2012	N/A	N/A	N/A
July 31, 2013	2,652	80's, Sunny	None
2012	N/A	N/A	N/A
August 7, 2013	2,768	80's, Rain/Sun	None

Annual Year to Date Occupancy TOTAL Comparison

January - August 12, 2012 · 84,905

January - August 11, 2013 · 69,955

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

Visitor Center Visitation

	2013	2012	2011	2010	2009
JUNE	2,335	2,368	2,347	2,055	2,296
JULY	2,988	2,511	2,524	2,009	2,580

DE Dept. Of Labor Statistics

(June, 2013); Delaware's seasonally adjusted unemployment rate in June 2013 was 7.3%, up from 7.2% in May 2013. There were 32,300 unemployed Delawareans in June 2013, compared to 32,000 in June 2012. The U.S. unemployment rate was 7.6% in June 2013, unchanged from 7.6% in May 2013. In June 2012, the U.S. unemployment rate was 8.2%. Source: DE Monthly Labor Review; Vol. XX, Number 7, 7/19/13

Remaining 2013 Regional & Local Advertising Placement

Publication	Run Date
Atlantic Theatre	October
Cape Gazette - Sidewalk Sale/Sea Witch Ads ..	October
Coast Press - Sea Witch Ad	October
Collinson Online Lead Generation	Fall
Horizon Travel Magazine/Times Sq.	September
Madden Media/E-Solve Program	Fall
Morning Star Business Report - Events	September
Pocket Ranger - Mobile App Banners on the DE State Park Mobile App	2013-2014
Recreation News	October
Southern DE Explorer - Sea Witch Ad	September
WBOC Event Commercials	In Process
WBOC Online Advertising	In Process
WMDT Event Commercials	In Process

REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

Website Statistics - June 2012 vs. 2013

2012	108,999 pageviews/hits 27,053 visits 22,854 absolute unique visitors 33.18% bounce rate 3:45 average time on site
2013	100,878 pageviews/hits 29,188 visits 24,733 absolute unique visitors 41.85% bounce rate 3:14 average time on site

Website Statistics - July 2012 vs. 2013

2012	151,571 pageviews/hits 38,115 visits 32,173 absolute unique visitors 33.42% bounce rate 3:44 average time on site
2013	148,687 pageviews/hits 41,884 visits 35,654 absolute unique visitors 42.02% bounce rate 2:57 average time on site

Definitions as provided by Google Analytics:

Visits: number of visits to site; **Unique Visitors:** number of unduplicated (counted only once) visitors to site over the course of a specified time period; **Pageviews/Hits:** total number of pages viewed. Repeated views of single page are counted; **Average time on site:** average time duration of a session; **Bounce Rate:** percentage of single-page visits (i.e. visits in which the person left site from the entrance page).

Top 5 Pages Viewed - July 2013

Page on Site	Page Views
1 Area Activities.....	10,385
2 Attractions Page.....	6,691
3 Dewey Beach Activities	4,587
4 Accommodations/Hotel/Motel	4,337
5 Current Events.....	4,272

Top 5 States to Visit Site - July 2013

1 Pennsylvania	9,838
2 Maryland	5,675
3 Delaware	5,057
4 New York.....	4,050
5 Virginia	3,976

2012 vs. 2013 Summer Realtor Bags

Year to Date Stats ... 1 Week to Go!

2012		2013	
Date Distributed	Amount	Date Distributed	Amount
May 17	283	May 16	256
May 24	315	May 23	301
May 31	170	May 30	153
June 7	250	June 6	229
June 14	340	June 13	416
June 21	612	June 20	375
June 28	638	June 27	691
July 5	625	July 4	590
July 12	435	July 11	737
July 19	815	July 18	1,048
July 26	805	July 25	937
August 2	807	August 1	1,086
August 9	775	August 8	1,031
August 16	610	August 15	606
August 23	285	August 22	679
TOTAL	7,765	TOTAL	9,135

Discover Bank Cooler Bags a Hit!

Discover Bank provided the Chamber with black cooler bags that were included in the Realtor Bag deliveries. They have been well received by the realtors & summer renters. Additionally, the number of distributed realtor bags is significantly up ... stats above!



Email received from Vicki Monahan of Discover Bank: "Carol- LOVE IT!! So happy. You & your team are wonderful! What a great partnership. Thank you for everything!"



Summer intern, Kyle Joseph, takes a break from his weekly realtor bag deliveries to pose for the camera.

Have a smartphone? Download the Chamber's Free App!



.....▶ **737 Downloads**
Launched in Early June

Stats as of August 20, 2013.



.....▶ **53 Downloads**
Launched in Late July

RIBBON CUTTING CEREMONIES



Jersey Mike's Subs



Purr-fectly Thrifty



Lessard Builders



Faw, Casson & Co., LLP



Coastal Kids Pediatric Dentistry



Salvaged-Vintage Furnishings & Fine Decor

37th Annual Fall
Sidewalk Sale
October 4-6

Rehoboth Beach & Dewey Beach Resort Area





Thank You Monthly Renewing Members

The Chamber wishes to thank the following Members who recently renewed their membership investment. The list below represents Members who renewed during the period of May 17 - August 12, 2013. Thank you for your continued support!

A Day in a Life Designs Photography, Ace Sportfishing INC/Katydid Charters, Alarm Engineering, Anglers Fishing Center, Architectural Marketing, Arena's Famous Deli Bar, ATI Physical Therapy, Atlantic/Smith, Cropper, & Deeley, Avenue Apothecary and Spa, Avon-Wendy McGehrin, Ind. Avon Rep., Basic Computer Solutions, Inc., Baywood Greens, BDO, Bear Industries, Becker Morgan Group, Inc., Bella Mia Hair Boutique, Bellevue Sands Apartments, Bethany Blues, Blooming Boutique, Budget Blinds, By the Bay Books, LLC, Cafe Azafran, Canalside Inn-Rehoboth, Cape Water Taxi, Carlton's, Casa di Leo, Children & Families First, CLAWS Seafood House, Coastal Concerts, Coastal Point, Cold Stone Creamery, Coldwell Banker Resort Realty, Colonial East, Comcast Spotlight, The Cordrey Center, Cowger Entertainment-DJ Services, CrossFit Rehoboth, Crosswinds Motel, DC2NY's Beach Bus, Delaware State Chamber of Commerce, Delaware Technical Community College, Delmarva Christian High School, Delmarva Printing, Inc., Delmarva VoIP, Dewitt & Associates, Inc., Dunkin' Donuts/Baskin Robbins, Edible Arrangements, Element Design Group, Elevee Events LLC, Etched In Time, Extreme Heat Pest Control, Farmer Girl Exotic Gardens, Faw, Casson & Co., LLP, Fehrenbach's Flooring, First Class Properties-Lewes, Fish On!, Fisher's Popcorn, FlipKey Vacation Rentals in RB, The Flowers Counsel Group, Frogg Pond, Gale Force Cleaning & Restoration, Garrison Homes, Girl Scouts of the Chesapeake Bay Council, Go Fish!, Greene Turtle, Hammerheads, Hazzard Auto Parts Inc., Henlopen City Oyster House, Holland Jewelers, Homes and Land of Delmarva, Hooters Rehoboth, i3a LLC, IFS Benefits, LLC, Iguana Grill Restaurant and Cantina, Indian River Lifesaving Station, Indian River Watersports, Inn at Rehoboth Beach Apartments,

... continued on page 14



At Coastal Custom Painting we understand that your home is an extension of who you are, an expression of your individuality, personality and experiences.

Let our experts help you define the custom colors, designs and finishes that indulge your senses, creating the rich atmosphere you so desire. Our artists and craftsmen will transform your home into your ideal living experience without compromise.

While there is no shortage of painters out there that will apply a coat or two of paint to your walls, we aspire to be so much more. At Coastal Custom Painting we are building a legacy of trust, reliability and excellence one customer at a time. Allow us to help you realize your vision of what "home" should be.

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Call Us Today at 302-227-2550

for a personal color consultation. References available. Visit us on the web at

www.coastalcustompainting.com





RENEWING MEMBERS (CONTINUED FROM PAGE 13)

JC Ehrlich Pest Control, Jetty Group - Realtors Who Care, Johnson Orthodontics, Josephine's Daughter, JRMC Associates LLC, just COMFORT shoes, Kay's Kitchen, Kick n' Chicken, L3 Homes, Lazy L Bed & Breakfast, Anna L. Legates/Patron Member, Lewes Historical Society, Lighthouse Inn Bed & Breakfast, Lingo's Market, Logo Motive, Lyons Companies, Marisa Chaves & Chiqui Gavilan, MBM Construction, LLC, McGregor Custom Homes, Megee Plumbing & Heating Co., Inc., Midway Par 3 Golf Course, Modern Mixture, Monograms Unlimited, Nage East Coast Eatery, NaturaLawn of America, Nemours Health & Prevention Services, Nike Factory Store, northbeach Restaurant, Nucar's Lewes Auto Mall, Odysea, Office Support, Operations and Safety Solutions, LLC, Outlet Liquors, P.D. Lovett & Co., The Peninsula Golf & Country Club, Penny Lane Mall Partnership, LLC, The Pickled Pig, Pixstar, Inc., Polkamotion Polka Festival, Portraits In The Sand, Pot - Nets Communities, Red Sun Custom Apparel, Rehoboth Ale House, Rehoboth Art and Framing, Rehoboth Bay Marina, Rehoboth Beach Sports, Rehoboth Beach Variety, Rehoboth Guest House, Rehoboth Mall, Rehoboth Products Co., Inc., Rehoboth Summer Childrens Theatre, Rehoboth Toy & Kite Co., Republic Services, Rigby's Bar & Grill, Right Property Management LLC, Ristorante Zebra, Rodeway Inn, Root Gourmet, Ruddo's Golf, Ryans, Safe Haven Animal Sanctuary of Sussex County, Scully's Ocean Side Café, Seafood Shack, Seashore Striders, Security Instruments Corporation, Select Financial Group, Shademakers Eyeware, Silver Lake Bed & Breakfast, Sleep Inn & Suites, Solid Ground Community Church, Southern Delaware Physical Therapy, Sposato Landscape, Inc., Stephan & Co., Storage Solutions, Surf Side Limousine Services, Sussex Community Crisis Housing Services, Sussex Eye Center, PA, Sussex Tree Service, T.H. White General Contractor, Tangier Island Cruises, Ten Bears Environmental, LLC, THE MedSpa at Bad Hair Day, The Wellnet Foundation EDEN Project, Tidewater Physical Therapy, Tidewater Utilities, Inc., Touch of Italy Salumeria & Pasticceria, Tupperware Home Parties, U.S. Small Business Administration/DE District, Virden Conference & Retreat Center, Washington Gas Energy Services, Weddings by Cathleen, LLC, Wilmington Insurance Co., Winding Beam, Wings To Go, Yesteryears Old Time Photos. Renewals from May 17 - August 12, 2013.

Is there an app for that? (If not, we can build it...)



- Custom App Development
- Apple and Android Platforms
- Website Integration
- 25 Years Programming Experience



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Winners will be revealed LIVE!

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3RD ANNUAL BARK ON THE BOARDS



*Grab a leash
and walk with us!*

DOG WALK ON THE REHOBOTH BEACH BOARDWALK

A Benefit for Homeless Shelter Pets

SATURDAY, OCTOBER 5, 2013

10:30 AM REGISTRATION, 12:00 PM WALK

START HELPING PETS TODAY! VISIT: WWW.DELSPCA.ORG

The Delaware Society for the Prevention of Cruelty to Animals will host an afternoon of "dog-gone" good fun for individuals, families and canines at the **3rd Annual "Bark on the Boards"** fundraising walk on **Saturday, October 5, 2013**. The event is sponsored by Browseabout Books and includes dog contests – including a bikini contest – a disc dog demonstration, games, refreshments, kids' activities, and more.

Registration begins at 10:30 am in Lake Gerar Park. The walk starts at noon at the north end of the Boardwalk. Advance registration is \$20 for adults (before October 3) and \$25 the day of the event. Children ages 6-16, accompanied by an adult, are \$5; those 5 and under are free. Walkers can pre-register online at www.delspca.org. Free dog bandanas for the first 200 pre-registrants. All walkers can compete for fundraising prizes.

Ad Space
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Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center

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