



FOCUS_{on}

September/
October 2015

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

SEA WITCH FESTIVAL! New and Enhanced Activities

October 23-25, 2015 · www.SeaWitchFestival.com

- **OFFICIAL MEGA MONSTER SPONSOR** for this year's festival is WRDE NBC Coast TV!
- **Lengthened Parade Route.** An additional block has been added to the walking participant route for enhanced spectator viewing!
- **Enhanced Satellite Parking & Shuttle Service.** Additional shuttles will provide transport between satellite parking and Downtown Rehoboth Beach on Saturday, October 24th. By popular demand, additional shuttles will drop off at two locations in Rehoboth: Lake Avenue at the Boardwalk (by the Henlopen Hotel); and King Charles Avenue between Hickman & Laurel Streets (in front of St. Edmond Church). There will be no mass transit on Rehoboth Avenue.
- **Enhanced Bandstand Schedule.** Check out The British Invasion Experience, Neon Swing X-perience, Jimi Smooth & HitTime, The Funsters, and New Sweden on the Rehoboth Bandstand!
- **Two Trick or Treating Opportunities.** Enjoy Trick or Treat in the resort area two nights in a row! Trick or Treat in **Dewey Beach on Friday, October 23rd** from 6:30 – 7:30 PM and again with the **Rehoboth Beach Downtown Merchants on Saturday, October 24th** from 6:30-7:30 PM.
- **Expanded Fiddlers' Festival.** The Fiddlers' Festival will include an adult and kid's age bracket for best mandolin!
- **Extended Kid's Scaredy Cat Trail.** Young Sea Witches can collect Scaredy Cat head gear parts while walking through downtown Rehoboth Beach. Participants can begin their collecting on Sunday, October 25th at the Information Table located in front of the Bandstand anytime between 10 AM - 4:00 PM.



Your Business Can Be An **OFFICIAL Sea Witch "Goodie"!** From Crabcakes & Pizza to Pretzels, etc.

The Chamber is seeking products to be named the "Official Sea Witch Goodie" from local businesses. The stand alone sponsorship fee is \$500 and provides the following: individual picture and promotion in press, inclusion in all other press, inclusion on dedicated Sea Witch program page & dedicated Chamber website area, and a banner at the festival or on one of the Sea Witch Shuttles. The additional sponsorship funding will help cover the cost of increased crowd control fencing, security, and shuttles. **Call Kate at 302-227-6446!**

Just In... Chip Hearn of the Ice Cream Store is the **Official Sea Witch Ice Cream** and Tom Ibach of Dolles Candyland is the **Official Sea Witch Caramel Popcorn!**

**Check out
page 6!**

Henlopen Conference Game of the Week

Listen to Delaware 105.9 every Friday night for High School Football and Basketball



**DELAWARE
105.9 FM
NEWS TALK**

Delaware1059.com



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

Download the Chamber's FREE App!

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First Chair Jay Becker
Second Chair..... Steve Montgomery
Third Chair/Treasurer Vicki Tull
Immediate Past Chair Keith Martin
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Chip Hearn	Chris Weeks
Bill Klemkowski	Kay Wheatley
Dale Lomas	Susan Townley-Wood
Rob Marshall	Matt Turlinski
Michael Meoli	*At Large Directors
Kyle Morgan	

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

Chamber Staff Contact Information

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Visitors Center StaffExt. 0
Sue Krick, Susan Maclary, Karen McMahon
and Daria Rowe
Kate Bell, 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
Linda Mills, AdministrationExt. 18
Elsa Muñoz, Distribution.....Ext. 25

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2015 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
Sept 10Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Sept 10Full Board of Directors Mtg	11:30 am/Jake's Seafood
Sept 11Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
Sept 16ISOP/Employer Info Conference	8:45am/Atlantic Sands Hotel
Sept 18City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
Oct 2-4Fall Sidewalk Sale.....	Hours Vary/Resort Area
Oct 10Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
Oct 16City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
Oct 22Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Oct 22Full Board of Directors Mtg	11:30 am/Jake's Seafood
Oct 23-25Sea Witch Festival	Hours Vary/Resort Area

For more Resort Area Events, visit www.Beach-Fun.com

2015 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. **Bring & show your Member Key Tag for a free raffle ticket!** Business card drawings are held and door prizes are given out to the lucky winners!



- Thursday, September 10** · Atlantic Boardwalk Grille co-sponsored by Comcast Spotlight
- Thursday, October 8** · FINS Alehouse & Raw Bar, Coastal Hwy
- Thursday, November 19** · The Greene Turtle, Rehoboth Boardwalk
- Thursday, December 10** · Jake's Seafood, Coastal Highway co-sponsored by Cape Gazette and WRDE; **75th Chamber Anniversary and Holiday Party** (Registration or proof of membership required with your key tag. \$5 without key tag.)

Save The Date

Save the Date . . . Thursday, February 11, 2016



Join the Chamber of Commerce as we install the 2016 Board of Directors. Sponsors and volunteers will be recognized and special awards will be presented such as the annual Business of the Year Award and Mae Hall McCabe Award. The sell-out event will take place at the Atlantic Sands Hotel and Conference Center.

MEMBER 2 MEMBER DISCOUNTS

DID YOU KNOW YOUR CHAMBER MEMBERSHIP SAVES YOU MONEY?

Check out the **Member 2 Member Discount List** on the Chamber's website, Beach-Fun.com! There are 150+ discounts offered by your fellow Members. Just show your Member Key Tag to take advantage of the savings!

Not on the list? Contact Patty at membership@beach-fun.com or 302-227-6446 to have your offer included.



THIS JUST IN...Special offer from Peninsula Cleaners!

Too busy to drop off and pick up your dry cleaning?
Want to do business again with a "hands on" local owner?

Help & Savings Are Both Here!

PENINSULA
CLEANERS

& Chamber Partner Up!

Peninsula Cleaners offers Bizzy Bee Services that can take care of it all!
Convenient pickup and delivery services · In-home carpet, upholstery and drape cleaning · Even shoe repair!!

Your Rehoboth Beach - Dewey Beach
Chamber of Commerce Membership
& Peninsula Cleaners Save You Money!
Just Provide Your Chamber Member Key Tag & Save \$25!



\$25

Free Cleaning
Account Credit for In-Store
or Pickup & Delivery Services

One \$25 credit per Chamber Member. Rehoboth Beach location only. Must show Chamber Member key tag in person or provide Membership name over phone, for pickup and delivery services.

Located in the Midway Shopping Center
18675 Coastal Highway, Suite 7 · Rehoboth Beach

Call JOE with any questions or to sign up! 302-629-7319

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BRAG BOARD

Thanks For The Opportunity!

Email received by Joy regarding the WGMD Radio Segment hosted by Bob Steele.

"Bob was great...I think it went very well. Thank you for arranging this...we are always appreciative of the opportunity to get our message across to potential donors. Enjoy the rest of your summer and again, my sincere thanks".

Regards, Michael D. Waite
Director of Marketing & Community Relations
Blood Bank of Delmarva, www.DelmarvaBlood.org

Local Banker Recognized

David Ferguson, Vice President of Commercial Lending at the Artisans' Bank Rehoboth Beach Office was recently featured in the July issue of ICBA's (Independent Community Bankers Association) Independent Banker® magazine. Nominated by their peers, six exceptional lenders who represent the best and brightest in the community banking industry were recognized.



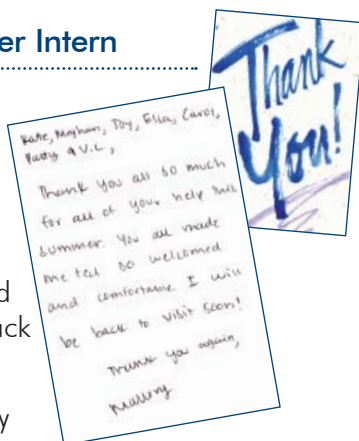
For the complete article, visit <http://independentbanker.org/2015/07/the-mentor/>. Artisans' Bank is located at 19358 Miller Road, Rehoboth Beach and can be reached by calling 302-296-0155.

Another Great Summer Intern

Kate, Meghan, Joy, Elsa, Carol, Patty & VC,

Thank you all so much for all of your help this summer. You all made me feel so welcomed and comfortable. I will be back to visit soon!

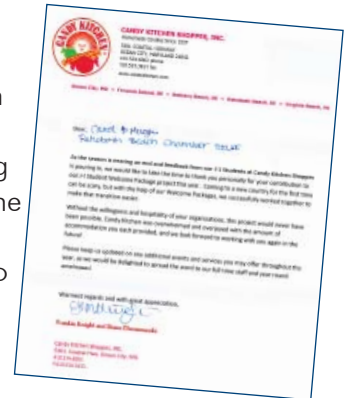
Thank you again, Mallory
Chamber's Summer Intern



Thanks For Your Contribution

Dear Carol & Hugh,

As the season is nearing an end and feedback from our J-1 Students at Candy Kitchen Shoppes is pouring in, we would like to take the time to thank you personally for your contribution to our J-1 Student Welcome Package this year.



Coming to a new country for the first time can be scary, but with the help of our Welcome Packages, we successfully worked together to make that transition easier.

Without the willingness and hospitality of your organizations, this project would never have been possible. Candy Kitchen was overwhelmed and overjoyed with the amount of accommodation you each provided, and we look forward to working with you again in the future!

Please keep us updated on any additional events and services you may offer throughout the year, as we would be delighted to spread the word to our full time staff and year round employees!

Warmest regards and with great appreciation,
Frankie Knight and Diane Chrzanowski

Find Out The Facts . . . Have you thought about hiring J1 students, but don't know where to begin? Do you have J1 Visa students working for you?

The Rehoboth Beach – Dewey Beach Chamber of Commerce in partnership with the International Student Outreach Program (ISOP) will be holding a very informative employer conference on **Wednesday, September 16, 2015.**



It will take place at the Atlantic Sands Hotel in Rehoboth Beach and begins at 8:45AM. There is no charge and breakfast is included. Speakers include reps from the State Department, Labor Department, Social Security Office, sponsoring organizations, and others involved in the J1 program.

Please RSVP online at <http://tinyurl.com/RehobothRSVP>

For more information, contact Maryanne Kauffman at 703-400-6364 or mc.kauffman100@gmail.com or j1rehoboth@gmail.com.



Fun Times Had By All At The...**Sandcastle Contest!**



"Great job by all today"
-Paul Kuhns



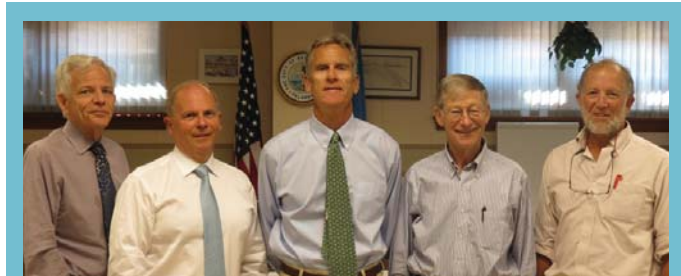
Chamber Staff would like to thank all the sponsors, volunteers, judges and participants for a fun event!

The Chamber's camera is always snapping shots around town!
 Pictures from the Sandcastle Contest to Ribbon Cuttings, Meetings, Business After Hours and More are posted on the Chamber's Facebook Page.

CHAMBER MEETINGS

City of Rehoboth Beach Candidates' Forum

On July 29th, the Chamber of Commerce hosted a Candidates' Forum for the City of Rehoboth Beach Commissioners. The vote took place on August 6th and Patrick Gossett & Paul Kuhns were elected.



Pictured from left to right: Patrick Gossett, Richard Perry, Paul Kuhns, Bill Sargent and Dennis Forney (Moderator).

Town of Dewey Beach elections will take place on Saturday, September 19, 2015.

More info at www.townofdeweybeach.com.



Attorney General Matt Denn Speaks At General Membership Meeting

On August 27th, Attorney General Matt Denn spoke to the membership. He also took Q&A from the audience.





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.

Beauty and the Beach

Tom Farina
37169 Rehoboth Avenue Ext., Unit 4
Rehoboth Beach, Delaware 19971
302-260-9383
www.beautyandthebeachde.com
Service - Beauty Services

Create! Studio for the Arts

Nancy Curry
16394 Samuel Paynter Blvd., Unit 201
Milton, Delaware 19968
302-703-6863
www.createdelaware.com
Attractions/Recreation

Dewey Beer Co.

Clinton Bunting
2100 Coastal Highway
Dewey Beach, Delaware 19971
302-227-1182
www.deweybeerco.com
Restaurant/Eatery

Harry K Foundation

Harry Keswani
313 South Boardwalk
Rehoboth Beach, Delaware 19971
302-745-6207
www.harrykfoundation.org
Service - Non-Profit

Kitchen & Co.

Kaela Mast
34164 Citizen Drive
Lewes, Delaware 19958
302-644-7749
www.kitchenandcompany.com
Retail - House Wares

Luxury Motors of Rehoboth Beach

Kerry Smith
20575 Coastal Highway
Rehoboth Beach, Delaware 19971
302-226-2100
www.luxurymotorsrb.com
Retail - Auto Sales/Services

The Olive Orchard's J&R Bistro

John Zingo
70 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-727-5873
Restaurant & Eatery

On the Rebound Bulldog Rescue Foundation

Liz White
PO Box 1124
Frederick, Maryland 21702
703-431-8612
www.otrbulldogrescue.org
Service - Non-Profit

The Resort at Massey's Landing

Daina Behe
20628 Long Beach Drive
Millsboro, Delaware 19966
888-985-1761
www.maseyslanding.com
Accommodations - Camping/RV

Scénique Art Gallery

Randy Reed
7 N. First Street
Rehoboth Beach, Delaware 19971
302-226-2787
www.scénique.net
Retail - Art

Sherri's Crabcakes of Delmarva

Marcin Szwajnoch
28948 Lewes-Georgetown Hwy
Lewes, Delaware 19958
302-265-5662
Restaurant/Eatery
M2M Discount: 10%

USO Delaware

Joan M. Cote
1161 River Road
New Castle, Delaware 19720
302-326-7376
http://us.uso.org/delaware/
Service - Non-Profit

Zoggs Raw Bar & Grill

Chris Jacona
1 Wilmington Avenue
Rehoboth Beach, Delaware 19971
302-227-7660
www.zoggsbar.com
Restaurant/Eatery

OFFICIAL SEA WITCH ICE CREAM

.....
The Ice Cream Store on the Boardwalk is the Official Sea Witch Ice Cream. It is called Seriously Black and is dark chocolate ice cream with swirls of dark cherry & raspberry. It's delicious... seriously!



OFFICIAL SEA WITCH CARAMEL POPCORN

.....
Dolles Candyland on the Boardwalk is the Official Sea Witch Caramel Popcorn. Yummy! Yummy!



QUOTE OF THE MONTH

.....
"Empty pockets never held anyone back.
It's only empty heads and empty hearts that do it".

Norman Vincent Peale

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Kathy Ara, Branch Manager

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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 June 27 - August 21, 2015. Thank you for your continued support!

American Classic Golf Club · Architectural Marketing · Atlantic View Motel · Atlantic/Smith, Cropper, & Deeley
Wendy McGehrin, Ind. Avon Rep. · Bayside Resort Golf Club · BB & T Cleaning Service · Beach View Motel
Best Bus Beach Bus · Blooming Boutique · Blooming Boutique Too · By the Bay Books · Chesapeake Insurance Advisors
CIEE - Seasonal Staff Solutions · Clear Channel Family of Radio Stations · Coastal Kids Pediatric Dentistry
The Coffee House · Cold Stone Creamery · Colonial East · Comcast Business · Comcast Spotlight
Communications Contractors Corp. · Concierge by the Sea · DE Beaches, Yogi Bear's Jellystone Park Camp & Resorts
DE State Chamber of Commerce · Dewey Vacation Rentals · Dogfish Head Brewing & Eats
Driftwood Motel & Efficiency Apartments · Dunkin' Donuts/Baskin Robbins · Eden Restaurant · Element Design Group
Etched In Time · F&M Sand Art · Factory Sports · Fairfield Inn and Suites Rehoboth Beach · Farmer Girl Exotic Gardens
Fehrenbach's Flooring · First Light Charters · Garrison Homes · Girl Scouts of the Chesapeake Bay Council · Go Fish!
Greene Turtle · Harbor Linen · Heritage Antique Market · Hopkins Farm Creamery
Indian River Marina, Region of Delaware State Park · Inn at Rehoboth Beach Apartments · Josephine's Daughter
just COMFORT shoes · Karen and The Nut · Karl Richeson Photography · Kick n' Chicken · Kids Cottage
Lazy L Bed & Breakfast · Lewes Historical Society · The Lighthouse · Little League Sr. Softball World Series · Logo Motive
Lyons Companies · McGregor Custom Homes · Murphy Electric · Nage East Coast Eatery · Nason Construction
Nassau Valley Vineyard · Ocean Suds II Laundromat · Old World Breads · The Olive Orchard · Party Decor & More
Pasqualini's Bakery · The Peninsula Golf & Country Club · Peninsula Home Care · Penny Lane Mall Partnership
Pete's Steak Shop · Polkamotion Polka Festival · Portraits In The Sand · Pro-spect Inspection Services
Procino-Wells & Woodland · Progressive by Halo · Que Pasa · Queenstown Premium Outlets · Rehoboth Bay Marina
Rehoboth Home Services · Response Computer Group · Right Property Management · Rita's Italian Ice of Rehoboth · Ryans
Security Instruments Corporation · Studio Eight by the Sea Photography · Surf Side Limousine Services · Sussex Eye Center
Sweet Frog Frozen Yogurt · Ten Bears Environmental · Tidewater Utilities · Town of Dewey Beach
Virden Conference & Retreat Center · Winding Beam. Renewals from June 27 - August 21, 2015.

MEMBERS IN THE SPOTLIGHT

Peninsula Cleaners

Too busy to drop off and pick up dry cleaning? Need help to get drapes & carpet cleaned? How about shoe repair? Joe at Peninsula Cleaners can help!

Peninsula Cleaners, formerly Clothes 2 You Cleaners, is proud to announce Joseph "Joe" Mangone as new General Manager and a partner in the long-standing clothes cleaning business. The new name is the original brand name of Mangone's Seaford store.



Joe Mangone began his career in the dry cleaning business managing 65 drop stores and 8 plants in the Philadelphia, PA area and then moved to Trenton, NJ where he ran a large hospital and nursing home laundry operation. In 1986, he opened his business in Seaford. "I look forward to continuing to serve Sussex County residents and customers of Clothes 2 You Cleaners in my capacity as general manager of the new Peninsula Cleaners", says Mangone. I have been in the cleaning business for more than 30 years and pride myself on making sure customers are provided with an outstanding level of customer service and a superior quality that consumers expect from their cleaners.

Founded in the Midway Shopping Center in Rehoboth Beach more than 10 years ago, Clothes 2 You Cleaners (now Peninsula Cleaners) has grown from a single location to seven stores serving residents of Sussex County and the eastern shore of Maryland. This professional clothes cleaning business was established in Rehoboth Beach in 2004, then added stores serving customers in Bethany Beach, Millsboro, Milford, Seaford, Princess Anne, MD and Salisbury, MD. In addition to the stores, many of the business' customers now utilize its convenient at home or work pickup and delivery service.

Clothes 2 You Cleaners was the first dry cleaner in Delaware to purchase and solely utilize state-of-the-art "wet cleaning" equipment and processes to clean "Dry Clean Only" garments. The business purchased updated energy-efficient equipment in 2010. In addition, hydro carbon technology is used to clean garments that may be too delicate to clean using the wet cleaning technology, which still provides the health and environmental benefits of not utilizing traditional Perc dry cleaning machine.

For more information, contact Joe at 302-629-7319. ♦

More Member Spotlights and Ribbon Cutting pictures on pages 9 and 14!

Sherri's Crabcakes/Yummy Tummy

Getting his start with smoothies in 2008, owner Marcin Szwajnowicz bought into Sherri's Crab Cake franchise in 2011 and most recently opened Yummy Tummy this summer. Marcin's concessions are a fixture in the local community participating in many annual events and festivals across Delmarva including Delmarva Bikeweek, Dover Days, Middletown Peach Festival, Coast Day in Lewes, Pumpkin Chunkin and many more!

Sherri's Crab Cakes offers seaside concessions across the resort area with multiple locations in each of the Tanger Outlet Center complexes on Coastal Highway in Rehoboth Beach – offering Yummy Tummy in Bayside, Smoothie Hut & Crab Cake Truck in Seaside, and Crab Cake Truck in Surfside. Each of their unique locations offers a variety of food options including fresh cut french fries, chicken sandwiches, fresh salads, crab cakes, coconut shrimp, hot dogs, Hopkins Farm Ice Cream, dairy free smoothies and more!

For more information, email martinconcessions@gmail.com or call 302-227-3201.



The Factory

What started as a college project and a dream to make a positive impact on the community is now celebrating one year as the premier basketball training facility in Sussex County. June 30th marked the first anniversary of the opening of the headquarters of The Factory on Nassau Commons Boulevard in Lewes.

Since college Pat Woods (Factory Sports, CEO) has had a vision to build a facility to hold basketball camps and workouts. This vision came to fruition last year when The Factory Sports Complex opened up. The Factory exists to provide a premier sports facility for all ages and abilities where athletes can train and compete in a safe environment. The 6,000 square foot location runs a number of programs including pickle ball, volleyball, indoor soccer, off season lacrosse training, personal and group strength training, as well as, summer skills camps, birthday parties and even Blacklight Dodgeball Tournaments.

For information about upcoming programs and events, visit www.factoryhoops.com or call 302-703-6964. ♦

MEMBERS IN THE SPOTLIGHT

Harry K's Atlantic Jewelry

Opened 29 years ago by Harry Keswani, Atlantic Jewelry is the resort area's premiere one stop jewelry shop. Located at 313 South Boardwalk in Rehoboth Beach, Atlantic Jewelry began with only one storefront on the Rehoboth Beach Boardwalk. They have since expanded twice becoming the largest fine jewelry retailer in the region. Atlantic Jewelry offers a wide variety of fine jewelry and gifts from brands such as Lladro, Pandora, Swarovski, and more! Their continued success can be attributed to the trust, confidence and security provided to each customer with every purchase.

Eleven years ago, Harry K. launched his own brand of fine jewelry which features unique designs, the finest quality diamonds and gemstones, and excellent craftsmanship. The line has grown to over 4,000 pieces.

For more information, visit www.atlanticjewelry.com or call 302-226-0675. ♦



ALEX AND ANI

ALEX AND ANI Outlet is now open in the Tanger Outlet Center at the Seaside location. Famous for their signature expandable bangle bracelets customized with a single charm, ALEX AND ANI is an eco-conscious jewelry and accessories company, passionate about the well-being of the planet, the community, and each person's individual path.

"We are delighted that the ALEX AND ANI Outlet has joined our merchandise mix," remarked Amy Norgate, General Manager of the Tanger Outlet Center in Rehoboth Beach. "This ALEX AND ANI store is the first outlet store for ALEX AND ANI, and the first ALEX AND ANI store in Delaware. We know our customers will love shopping directly with this beautiful store whose products symbolize empowerment, enlightenment, and positive energy."

For more information, call 302-227-7360. ♦



Leisure Point Resort

Leisure Point Resort celebrates 40+ years and four generations of family involvement! The resort has been a "Fisherman's Dream" and a "Campers Delight". Located in the Long Neck area on Guinea Creek, Leisure Point offers Year Round Manufactured Housing, Seasonal RV sites, Membership Camping and RV Park Models for rent. Over 300 boat slips are available for rent by the day or by the season so you can enjoy exploring the inland bays and access the ocean. If just relaxing in the Resort is your passion, you will find well shaded lots to read that book, or enjoy the sun and swimming at the resort pool. Once school is out, planned activities are a weekly happening.

Leisure Point Resort was founded in 1967 by George and Thelma Harrison, and has been owned and operated by their son Dick Harrison since 1973. It's currently on its 4th working family generation. Leisure Point Resort is ranked in the top 2% of Campground Resorts Nationwide and the family invites visitors to enjoy for many years to come.

For reservations or more information, call 302-945-2000 or visit www.leisurepoint.com. ♦



5K Run/Walk for the House

Ronald McDonald House of Delaware will hold its 4th Annual 5K Run/Walk for the House on Saturday, September 19th at 8:30 am at Irish Eyes Pub & Restaurant in Lewes. Pre-registration is \$25. Register at www.rmhlewes5k.com.



The Ronald McDonald House of Delaware serves as a "home away from home" for families with a child receiving care at a nearby hospital. The House provides a safe and affordable guestroom in a convenient location that makes it easier for families to stay together during this time.

The House has 50 guestrooms and asks families to contribute \$15 per night, but no family is turned away due to an inability to contribute. 2,383 families stayed at the House in 2014. 25% of the families we serve reside in Sussex County.

For more information, contact Laura Marek, Southern Delaware Advancement Officer, at 302-521-6540 or l.marek@rmhde.org. ♦

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2014 vs. 2015

Weekend	Room Count	Weather	Event	Wednesday	Room Count
June 6-8, 2014	3,165	70's Sunny	No Event	June 4, 2014	2,945
June 5-7, 2015	3,163	70's Rain	No Event	June 3, 2015	1,474
June 13-15, 2014	3,214	70's Sunny	No Event	June 11, 2014	2,996
June 12-14, 2015	3,483	80's Sunny	Restaurant Week	June 10, 2015	1,864
June 20-22, 2014	3,285	70's Sunny	No Event	June 18, 2014	2,446
June 19-21, 2015	3,343	80's Sunny	No Event	June 17, 2015	2,364
June 27-29, 2014	3,418	70's Sunny	No Event	June 25, 2014	2,500
June 26-28, 2015	3,356		No Event	June 24, 2015	2,700
July 4-6, 2014	3,502	70's Sunny	July 4th Weekend	July 2, 2014	2,608
July 3-5, 2015	3,476	70's Sunny	July 4th Weekend	July 1, 2015	2,222
July 11-13, 2014	3,387	70's Sunny	None	July 9, 2014	2,400
July 10-12, 2015	3,556	80's Cloudy	Running of the Bull	July 8, 2015	2,396
July 18-20, 2014	3,461	70's Sunny	None	July 16, 2014	2,528
July 17-19, 2015	3,596	80's Cloudy	None	July 15, 2015	2,468
July 25-27, 2014	3,466	80's Sunny	None	July 23, 2014	2,686
July 24-26, 2015	3,619	80's Sunny	None	July 22, 2015	2,598
August 1-3, 2014	3,346	70's Cloudy/Rain	Sandcastle Contest	July 30, 2014	2,938
July 31-August 2, 2015	3,452	80's Sunny	Sandcastle Contest	July 29, 2015	2,811
August 8-10, 2014	3,507	70's Sunny	Summer Vibes Fest	August 6, 2014	2,980
August 7-9, 2015	3,558	70's Mix	Summer Vibes Fest	August 5, 2015	3,041
August 15-17, 2014	3,499	70's Sunny	Art League Outdoor Show	August 13, 2014	2,954
August 14-16, 2015	3,559	80's Sunny	Art League Outdoor Show	August 12, 2015	3,039
August 22-24, 2014	3,347	70's Cloudy	None	August 20, 2014	2,747
August 21-23, 2015	3,671	80's Sunny	None	August 19, 2015	2,825

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - August 24, 2014 · 90,606

January - August 23, 2015 · 93,592

WEDNESDAY

January - August 20, 2014 · 61,438

January - August 19, 2015 · 54,545

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

	2015	2014	2013	2012	2011
JUNE	2,355	2,559	2,335	2,368	2,347
JULY	2,750	2,758	2,988	2,511	2,524



DE Dept. Of Labor Statistics

(July 2015); Delaware's seasonally adjusted unemployment rate in July 2015 was 4.7%, unchanged from 4.7% in June 2015. There were 22,000 unemployed Delawareans in July 2015, compared to 26,200 in July 2014. The U.S. unemployment rate was 5.3% in July 2015, unchanged from 5.3% in June 2015. In July 2014, the U.S. unemployment rate was 6.2%, while Delaware's rate was 5.8%.

Source: DE Monthly Labor Review; August 21, 2015.
www.delawareworks.com/ooldmi



REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

June 2014 vs. 2015 Comparison

2015	135,928 pageviews/hits 31,393 users/visits 29,234 absolute unique visitors 42.62% bounce rate 2:31 average time on site
2014	100,250 pageviews/hits 29,095 users/visits 22,621 absolute unique visitors 43.08% bounce rate 2:38 average time on site

July 2014 vs. 2015 Comparison

2015	172,621 pageviews/hits 41,988 users/visits 39,134 absolute unique visitors 43.98% bounce rate 2:23 average time on site
2014	135,904 pageviews/hits 33,591 users/visits 31,366 absolute unique visitors 44.30% bounce rate 2:32 average time on site

Top 5 States to Visit Site - July 2015

1	Pennsylvania	11,700
2	Delaware (partly Member driven)	6,810
3	Washington DC.....	5,769
4	Maryland	5,718
5	New Jersey.....	4,676

Top Pages Viewed - July 2015

Page on Site	Page Views
1 Area Activities.....	15,549
2 Dewey Beach Activities.....	11,346
3 Attractions Category Page	10,637
4 Accommodations.....	9,813
5 Calendar of Event Page	8,488
6 Sea Witch Festival.....	4,814
7 Dining	4,342
8 Photo/Video Tour	3,362
9 Parking & Beach Rules	2,935
10 Sandcastle Contest	2,814

FUNLAND IN THE NEWS

FUNLAND... longtime Rehoboth Beach business, was featured in August on the CBS Sunday Morning News Show.

Alan Fasnacht, generations of family members and visitors to the amusement park appeared in the video, which can be viewed at www.cbsnews.com/news/a-fun-ride-back-in-time/.



SEN. COONS VISITS RB

U.S. Senator Chris Coons, Delaware Restaurant Association & Nage... thank you for hosting a great meeting on August 19th! It was wonderful to discuss Delaware tourism with such a knowledgeable group!



BUSY IN THE MAILROOM

Chamber Distribution Staff - Elsa, Macey, Donna and Joe... have been busy this summer distributing the Chamber's Visitors Guide, Coupon Book and Dining Guide (see numbers below). Plus, the Realtor Bag program was a great success. Here are a few quotes from realtors:

"Thank you so much for everything you have done for us this year. You and your team are fantastic!"
- Berkshire Hathaway HomeServices

"Thanks for all your help. You did a GREAT job keeping us on our toes. Looking forward to working with you again!"
- Crowley Associates Realty

Chamber Publication Distribution

Official Area Visitors Guide (YTD Comparison):

2015 - 106,034; 2014 - 86,822

Dining Guide Distribution YTD 2015: 14,960

Coupon Book Distribution YTD 2015: 45,600

BUSINESS *after* HOURS PICTURES

THANKS to our July host: Nassau Valley

Plus food vendors: Bethany Blues,
Eastern Shore Coffee & Water,
Sherri's Crabcakes and Zoggs



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MEMBERS IN THE SPOTLIGHT

Beach Boutique

Owner, Patricia Selvaggio comes to the beach area from Brooklyn, New York bringing a background in sales. Now located at 42 Rehoboth Avenue in Penny Lane Mall, Beach Boutique carries a full line of casual and dressy clothing fit for coastal style. They feature brands including The Hanger, Two Hearts, G & G, and Moa among other designers and collections. Beach Boutique also carries accessories including hats, scarves, belts, wallets, handbags and more! The perfect finishing touch to any ensemble. For more information, call 302-212-2413. ♦



Grandpa Mac

Luxury Motors of Rehoboth Beach

Luxury Motors of Rehoboth Beach, formerly known as Lee F. Slaughter Fine Cars, is under new ownership and management. New owner, John Ferguson has more than 30 year experience in the industry and looks forward to working with the community.

When asked what makes Luxury Motors stand out from the rest, Mr. Ferguson replies "We carry low-mileage, high-end, late-model used vehicles. We buy and consign all types of vehicles as well. If you don't see what you want on our lot or on our website, check out our other dealership south-streetautos.com or tell us what you're looking for and we'll do our best to find it for you."

Luxury Motors is located at 20575 Coastal Highway, Rehoboth Beach and their phone number is 302-226-2100. Find them on the web at: www.luxurymotorsrb.com; www.facebook.com/luxurymotorsrb or @luxurymotorsrb. ♦



Morgan Stanley



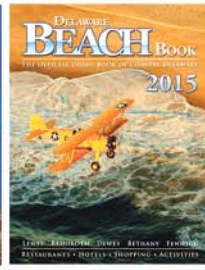
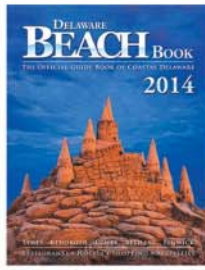
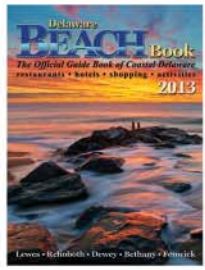
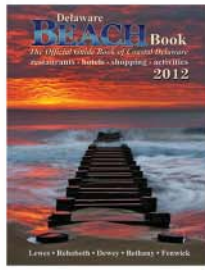
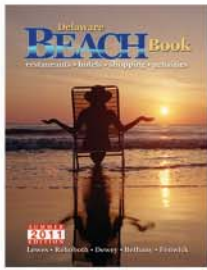
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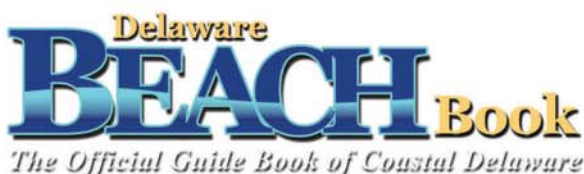
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