

Focus June/July 2021 E-Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.



Beach Goes Red, White & Blue

Saturday, September 4th



45th Annual Fall Sidewalk Sale

Friday thru Sunday, October 1-3







Resort Area
Businesses . . .
start thinking
about your
scarecrow creation!

Since last year was such a success, we are going to be holding the **Scarecrow Trail & Show** again during the months of September and October. Stay tuned for more info . . .

Rehoboth Beach-Dewey Beach

Chamber of Commerce & Visitors Center

"The Nation's Summer Capital"

P.O. Box 216 (Mailing Address) 501 Rehoboth Avenue (Visitors Center) 306 Rehoboth Avenue (Administrative Offices) Rehoboth Beach, DE 19971-0216 302-227-2233 · 800-441-1329

Member Hotline · 302-227-6446 Fax · 302-227-8351

rehoboth@beach-fun.com · Beach-Fun.com

Chairwoman of the Board	Carrie Lingo
First Chair	. Vince DiFonzo
Second Chair Susan	Townley-Wood
Third Chair/Treasurer	Ben Gray
Immediate Past Chair Ste	eve Montgomery

Board of Directors

Jay Becker

Jay Becker Marvin Carney Jerry Esposito** Ben Gray Chip Hearn Bill Klemkowski Dale Lomas Rob Marshall Keith Martin Michael Meoli Chris Rausch Mitch Resnick Wm. Jack Riddle Scott Swingle Rachel Webster** Chris Weeks Kay Wheatley

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

Staff Contact Information

Visitors Center	.Ext.	10
Abbie Kaiser, Event Coordinator/Membership	Ext.	11
Carol Everhart, President/CEO	Ext.	13
Emily Grothey, Administrative Assistant	Ext.	14
Meghan McCalley, Office Mgr/Publications	Ext.	16
Katie Bragg, Manager: Distribution & Vis Ctr	.Ext.	25
Baxter Travers, Distribution Assist		

© 2021 Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center. The information printed in this newsletter is true to the best of our knowledge at the time of print.



DATE MEETING or EVENT	. TIME/PLACE
Jul 9Town of Dewey Beach Mtg	.6:00 pm/Life Saving Station
July 16City of Rehoboth Beach Mtg	.2:00 pm/Commissioners Room
Aug 13Town of Dewey Beach Mtg	.6:00 pm/Life Saving Station
Aug 20City of Rehoboth Beach Mtg	.2:00 pm/Commissioners Room
Sept 9Board of Directors Mtg	.Noon pm/TBD

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



Taken at the Cultured Pearl



Resort Area Businesses ...

Submit your open jobs or job fairs at **Beach-Fun.com**

(0)

Outdoor Street Market

The Rehoboth Beach - Dewey Beach Chamber of Commerce held the Street Market on May 22, 2021 on the Jungle Jim's Parking Lot in Rehoboth Beach.

Thanks to everyone who helped make this a successful event!





Billy, Baxter & the Fire Police directing traffic.













Special thanks to our vendor map sponsors!

Coastal Kids Pediatric Dentistry & Community Bank Delaware

BUSINESS after HOURS PICTURES

THANKS to our June Host!

2009 Highway One, Dewey Beach 302-227-4600 · www.thestarboard.com We got "All Shook Up"





















What's Dewin' in Dewey!

2021 Monday Night Movies (movie titles as of 4/27/21; Subject to Change)

June 28 - Ralph Breaks the Internet · July 5 - Trolls World Tour July 12 - Lilo and Stitch · July 19 - Hotel Transylvania July 26 - Onward · August 2 - Tom and Jerry August 9 - Finding Nemo · August 16 - Raya and the Last Dragon

Movies begin at 8:30 PM at Dagsworthy Ave in Dewey Beach



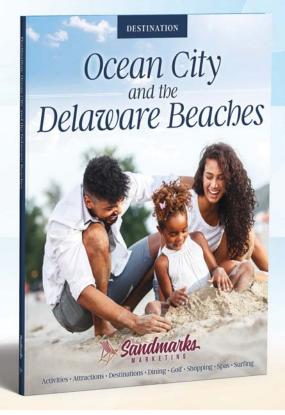


2021 Wednesday Night Bonfires

June 30 · July 7, 14, 21, 28 · August 4, 11

Bonfires are from 7-9 PM at Dagsworthy Ave in Dewey Beach

Parking is Free between the hours of 5-11 pm on Monday, Tuesday & Wednesday!





GROW YOUR BUSINESS

by advertising in a Sandmarks Destination Guide.

We're here to help you get people in the door!

Sandmarks Marketing provides beautiful comprehensive destination books to the high-end hotels in three major cities on the East Coast. These hardbound resource guides give the hotel guests an overview of each city along with all that city has to offer.

(410) 924-5286 · sandmarksmarketing.com



WELCOME New Members!

The following businesses have been approved or are pending approval for Chamber Membership. Please keep these businesses, as well as other Chamber Members, in mind when purchasing goods or services.

Bayada Home Health Care

Amanda Saitis 100 Silicato Parkway, Suite 104 Milford, Delaware 19963 302-265-1600 www.bayada.com Service - Health Services

CarePort MD

Ashok Subramanian, MD 200 Rehoboth Avenue Rehoboth Beach, Delaware 19971 302-202-3020 www.careforcemd.com Service - Health Services

Chocolate Wave

Carmen Kulak 5 N. First Street Rehoboth Beach, Delaware 19971 302-567-2419 Restaurant/Eatery - Candy

Cup'r Cone

Vince Failla Serving Southern Delaware 717-683-7566 Restaurant/Eatery - Ice Cream & Frozen Yogurt

Delaware Black Chamber of Commerce

Ayanna Khan 108 Patriot Drive, Suite A Middletown, Delaware 19709 302-274-8777 www.DEBCC.org

Service - Organization/Association/Agencies

Edward Jones Financial Adviser, Cody Smith

Cody Smith 19323 Lighthouse Plaza Blvd., Unit 5 Rehoboth Beach, Delaware 19971 302-227-6965 Service - Financial Services

KarryKlean

Pamela Sachar 140 Charlestown Hunt Drive Phoenixville, Pennsylvania 19460 610-755-5200 www.karryklean.com Service - Embroidery/Screen Printing

Mr. Deli at the Beach

Lisa Apostolidis 1808 Coastal Highway Dewey Beach, Delaware 19971 302-260-9238 www.mrdeliatthebeach.com Restaurant/Eatery

Southern Delaware Alliance for Racial Justice

Bruce Bolander
23 Shipcarpenter Square
Lewes, Delaware 19958
917-608-9139
www.sdarj.org
Service - Organization/Association/Agencies

Taylor Bank

Doreen Angelo 50 Atlantic Avenue Ocean View, Delaware 19970 302-541-0500 www.taylorbank.com Service - Bank

Waste Management

Kim Linus 11323 Trussum Pond Road Laurel, Delaware 19956 302-604-0530 www.wm.com

Service - Recycling & Waste Disposal

Joshua Westfall, Patron Member Joshua Westfall Rehoboth Beach, Delaware 19971



or individual event sponsorship are available!

The Chamber of Commerce produces several events, such as the Sea Witch® Festival, throughout the year and Members have an opportunity to be apart of those events through sponsorship!

Have questions?

Contact event coordinator **Abbie** at 302-227-6446 x11 or abbie@beach-fun.com



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 April 22 - June 21, 2021. Thank you for your continued support!

Accent on Travel · Ace Sport Fishing, Inc./Katydid Charters · Affinity Energy Management, LLC · Alarm Engineering Alesi Builder · American Classic Golf Club · Angler's Fishing Center · Architectural Marketing, Inc. Arena's Famous Deli Bar · Atlantic Chiropractic Associates · Atlantic Social · Avenue Apothecary and Spa Bear Industries, Inc. · Becker Morgan Group, Inc. · Black Diamond Financial Solutions Inc · The Blackwall Hitch Bottle & Cork · Budget Blinds · Cafe A Go-Go · Cape Henlopen Senior Center · Cape May - Lewes Ferry Carey Insurance Group (Harrington) · Carl M. Freeman Companies · Cherry Building Group · Chimes Delaware Claws Seafood House · Cloud Dancer · Cloudscale 365 · Coastal Concerts, Inc. · Coastal Point Coldwell Banker Resort Realty · Communications Contractors · Cooter Brown's Twisted Southern Kitchen Crab House of Rehoboth · Crosswinds Motel · Crust & Craft · Dawn Patrol Cafe Delaware Humane Association - Rehoboth Adoption Center · Delmarva Council, Boy Scouts of America Delmarva Digital · Delmarva Public Media · Derrickson Properties, LLC · Henry DeWitt/Patron Member Dibiaso's Cleaning & Restoration Service · Dogwood Acres Pet Retreat · Dos Locos · Embrace Home Loans Faw, Casson & Co., LLP · Fifth Avenue Jewelers · Fish On! · Fugua, Willard, Stevens & Schab, PA · Giant Food Girl Scouts of the Chesapeake Bay Council · Hammerheads Dockside · Hampton Inn · Hazzard Auto Parts, Inc. Hilyard's Inc. · Holland Jewelers, Inc. · Hyatt House Lewes/Rehoboth Beach · Indigo · Karen and The Nut Kilwin's Rehoboth Avenue · Lefty's Alley & Eats · Anna L. Legates/Patron Member · NaturaLawn of America Northbeach Restaurant & Bayside Bar · NV Homes · Outlet Liquors · Party Decor & More · The Pines PKS & Company, P.A. · Pot-Nets Homes · Quality Inn & Suites · Rehoboth Art and Framing Rehoboth Beach Paw-radise · Rehoboth Products Co., Inc. · Rehoboth Summer Children's Theatre Restaurants Plus, Inc. · Right Balance Pilates · Rodeway Inn · Rogers Graphics, a division of Delmarva Printing The Rookery Golf Club · The Salvation Army, Developmental Disabilities Program · Say "I Do" at the Delaware Beach Seashore Striders · Shell We Bounce Trampoline Park · Sleep Inn & Suites · Sposato Landscape, Inc. Storage Solutions · Sweet Frog Frozen Yogurt · T.H. White General Contractor Inc. · Think SecureNet Tidewater Physical Therapy and Rehabilitation · Trinity Logistics, Inc. · Weis Markets · Wilmington Insurance Co. Wings To Go Dewey · WSFS, Wilmington Savings Fund Society

"They always say that time changes things, but you actually have to change them yourself."

Andy Warhol

The Chamber of Commerce held their Awards Luncheon, sponsored by Community Bank Delaware, on May 6th at Dogfish Head Brewings & Eats.



2021 Rehoboth Beach - Dewey Beach Chamber of Commerce Board of Directors

Pictured from left to right: Top Row, Mitch Resnick (Right Balance Pilates); Steve Montgomery (Bethany Blues & the Starboard); Marvin Carney (MLC Productions); Ben Gray (The Bellmoor); Carrie Lingo (Jack Lingo); Dale Lomas (Atlantic Liquors/Crosswinds Motel); Mike Meoli (McDonalds); Keith Martin (Hotel Rehoboth); Chris Rausch (Cape Gazette).

Bottom Row, Chip Hearn (Ice Cream Store & Peppers); Billy Klemkowski (KLEM, LLC); Kay Wheatley (Rehoboth Products Co.); Rachel Webster (Rehoboth Toy & Kite); Susan Wood (Cultured Pearl); Wm. Jack Riddle (Community Bank Delaware). Not pictured: Jay Becker (Hudson, Jones, Jaywork & Fisher); Vince DiFonzo (Hyatt Place); Jerry Esposito (Tidewater Utilities); Chris Weeks (Becker Morgan Group); and Rob Wood (Atlantic Oceanside Resort).







Monty, the immediate Past Chairman of the Board passes the gavel to incoming Chairwoman, Carrie Lingo. Monty was recognized for his service and presented with several mementos.



Mae Hall McCabe Award
Hudson Fields



Cheryl Blackman Volunteer of the Year Award **Ray Jones**



Former President & Member of the Board of Directors, **Scott Swingle**



2020 Business of the Year Award Beebe Healthcare



Dewey Beach Volunteer of the Year Award **Elaine Bole**



Legislative Representative Lincoln Willis



Weekend	Room	Weather	Event
	Count		
May 1-3, 2020	179	60's Sunny	Coronavirus Restrictions
April 30 - May 2, 2021	2,744	70's Sunny	Phase Two
May 8-10, 2020	180	60's Cloudy	Coronavirus Restrictions
May 7-9, 2021	2,859	60's Sunny	Phase Two
May 15-17, 2020	274	70's Cloudy	Coronavirus Restrictions
May 14-16, 2021	3,017	70's Sunny	Phase Two; Sidewalk Sale
May 22-24, 2020	248	70's Cloudy	Memorial Day Weekend; Coronavirus Restrictions
May 21-23, 2021	3,249	90's Sunny	Phase Two; Street Market
May 29-May 31, 2020	471	80's Sunny	Coronavirus Restrictions
May 28-30, 2021	3,147	50's Rainy	Phase Two; Memorial Day Weekend
June 5-7, 2020	2,417	90's Sunny	Phase One
June 4-6, 2021	3,472	90's Sunny	Phase Two
June 12-14, 2020	2,938	80's Sunny	Phase One
June 11-13, 2021	3,339	70's Sunny	Phase Two
June 19-21, 2020	2,829	80's Sunny	Phase Two
June 18-20, 2021	3,333	90's Sunny	Phase Two

Wednesday	Room
	Count
A = =: 1 20 2020	235
April 29, 2020	
April 28, 2021	1,755
May 6, 2020	226
May 5, 2021	1,955
May 13, 2020	335
May 12, 2021	2,143
May 20, 2020	329
May 19, 2021	2,456
May 27, 2020	416
May 26, 2021	2,486
June 3, 2020	1,505
June 2, 2021	2,470
June 10, 2020	1,969
June 9, 2021	2,660
June 17, 2020	1,837
June 16, 2021	2,915

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - June 21, 2020 $\cdot\,29,\!250$

January - June 20, 2021 · 55,241

 \blacktriangle

WEDNESDAY

January 1 - June 17, 2020 · 19,743

January 1 - June 16, 2021 40,261



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.

REPORTS and STATISTICS

Website Results for www.Beach-Fun.com | 2020 vs. 2021

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
January	24,051	15,623	9,786	6,127	9,154	5,956	66.78%	67.41%	1:34	1:23
February	24,703	20,716	10,458	8,158	9,714	7,929	69.88%	55.52%	1:24	1:39
March	22,403	31,167	10,773	11,582	10,176	11,103	73.64%	54.62%	1:08	2:01
April	20,023	34,401	11,235	13,588	10,750	13,147	78.24%	62.56%	0:43	1:42
May	26,819	55,760	12,874	24,146	12,379	23,756	72.44%	67.99%	1:06	1:20
YTD Totals	117,999	157,667	55,126	63,601	52,173	61,891	72.20%	61.62%	1:11	1:37

^{*} YTD Total Average

Top Pages Viewed - May 2021

Pag	ge on Site Page Views
1	Beach Fun & Bargains
2	Area Activities
3	Street Market
4	Order a Visitors Guide
5	Attractions
6	Photo & Video Tour
7	Accommodations/Camping & RV 962
8	Sea Witch [®] Festival
9	Dewey Beach Activities
10	Accommodations/Hotel & Motel 772

Top 10 States to Visit Website - May 2021

Sto	te	Visits
1	Pennsylvania	4,906
2	Delaware (partly Member driven)	4,239
3	Maryland	2,893
4	New York	2,435
5	New Jersey	2,060
6	Virginia	1,665
7	District of Columbia	1,416
8	Ohio	440
9	Washington	286
10	Texas	259

Delaware Labor Force Trends

(May 2021); Delaware's seasonally adjusted unemployment rate in May 2021 was 5.9%, down from 6.4% in April 2021. There were 28,600 unemployed Delawareans in May 2021 compared to 63,000 in May 2020. The US unemployment rate was 5.8% in May 2021, down from 6.1% in April 2021. In May 2020, the US unemployment rate was 13.3%. Delaware's rate during that period was also 13.3%. Source: DE Department of Labor - Monthly Labor Review; published 6/18/21. https://lmi.delawareworks.com

As of June 24, 2021, the Chamber has 72,843 Facebook Likes & 2,144 Instagram Followers! Follow the Chamber at: www.facebook.com/RehobothDeweyChamber & www.instagram.com/rbdbcc



Resort Area business offering fun activities, special offers, discounts, and entertainment are encouraged to submit listing(s) for the Beach Fun & Bargains calendar.

Make a submission at

beach-fun.com/events/ beach-fun-bargains

MEMBER SPOTLIGHTS

FitzGerald Financial Group

FitzGerald Financial Group, a division of TowneBank was founded by Dan FitzGerald in 2004. FitzGerald Financial is a community residential home lender with mortgage offices located up and down the east coast. Experienced mortgage pros Matthew Trone (Rehoboth Beach) and James Anecharico (Ocean City) paired up with the FitzgGerald Financial Group last year opening new locations in both Rehoboth Beach and Ocean City, MD. TowneBank ranks in the top 3% of mortgage lenders by the FDIC.

FitzGerald Financial Group offers residential mortgage lending solutions and is a full-service lender offering Conventional, FHA, VA, Construction, Renovation, Jumbo along with state and regional loan programs. As your hometown mortgage company, they are dedicated to providing the personal experience that you expect from a lender with the most advanced technology available to offer affordable loans, quick processing and exceptional service.

FitzGerald Financial is located at 19633 Blue Bird Lane #6 in Rehoboth Beach. For more info, call Matthew Trone at 443-690-2606 or apply online at www.matthewtrone.fitzgeraldfinancial.net.

Karry Klean

Pamela Sachar, a textile designer by trade, opened KarryKlean three years ago after being inspired on a trip to Asia and Europe in 2017. Throughout her travels,



she noticed the stores transitioning to more eco-friendly alternatives for shopping bags and quickly realized the potential of such retail bags in the U.S.

She opened KarryKlean in August 2018 as a solution to pollution offering customers eco-friendly reusable bags at competitive prices. KarryKlean has found great success in retail bags, reusable gift wine bags and promotional bags. The company is located in Phoenixville, PA but is focusing its efforts in the Delaware area in hopes of working with the small business community and its customers.

"The very reason I started KarryKlean was because I knew there was a better, more eco-friendly alternative to the traditional plastic and brownpaper shopping bags," said Sachar. "The pricing is comparable to traditional products mentioned above, with the option for personalized logos. We'd love to do business with the Rehoboth Beach-Dewey Beach Chamber of Commerce community. Let's work to bring a solution to pollution." For more info, visit KarryKlean.com.

Café a Go-Go

Café a Go-Go has been a Rehoboth coffee staple since opening their original location in 2005 and the café recently celebrated the opening of their new location. A local favorite, Café a Go-Go has brought authentic flavors of Mexico to the resort area coffee scene for years. Stop by to find a wide variety of coffee blends, espresso drinks, pastries, wraps, smoothies, Mexican hot chocolate, and more! This beautiful café has found its new home on North First Street, welcoming customers with enticing smells of fresh java and baked goods.

Café a Go-Go is located at 3 N 1st Street in Rehoboth Beach. For more information, call 302-227-1099 or visit them on Facebook. ◆

Helios Sunglasses

Helios Sunglasses is a brand new store to downtown Rehoboth Beach, nestled in First Street Station. This premium sunglass and apparel store will sell all the brands you love, such as Ray Ban, Oakley, Coach, & Costa, as well as up and coming brands like Blenders and Spy. While you are shopping, snap a photo by the colorful mural created by local artist Laura Erickson, or relax on the fun swing seats.

The name Helios derives from the Ancient Greek god of the sun, and they knew it was the perfect concept for the new store. Owners Andrew, Ashlee, Vinny and Melissa want everyone to feel like a sun god after they visit, ready for the sun, surf, and beach.

Helios Sunglasses is located at 70 Rehoboth Avenue, Unit 104 in Rehoboth Beach. Visit www.helios-sunglasses.com for info on store hours and new products, or email at info@helios-sunglasses.com.

Federal Fritter

Federal Fritter is a new casual bistro and eat bar serving a delicious menu - both sweet and savory - to Rehoboth Avenue.

Owners Chef Todd Gray and his wife Ellen Kassoff hail from the restaurant scene in Washington, DC where their acclaimed Equinox Restaurant resides. From their delicious risotto fritters a new concept was born. Stop by their bistro to sample their Mid-Atlantic inspired dishes. From Roman-Style Artichoke Fritters to soft shell crabs they have a taste for every preference! Chef Gray's formal culinary training in Northern Italy sings out in every bite; bringing fresh ingredients from the Delmarva region is one of their top priorities. Chef Gray is a five-time James Beard Nominee for Best Chef Mid-Atlantic and his culinary repertoire reads like a love letter to the region. "It's been a real pleasure getting to know the local farmers and producers - there is so much the area has to offer - I'm inspired every day by its bounty" states Gray.

Federal Fritter is located at 62A Rehoboth Avenue in the ocean block. For more info, call 302-727-5609 or visit www.federalfritter.com.

Taylor Bank

Taylor Bank, founded in 1890, is a full service community bank that offers a wide variety of consumer and business deposit and loan



products, a full suite of electronic banking services such as internet

and mobile banking, and ancillary services such as Payment Processing, Remote Deposit Capture, and ACH origination. All of our banking products and services are designed for convenience, ease of use, and to help bring prosperity to our customers and the communities we serve. Always Here. For Good.



Taylor Bank is located at 50 Atlantic Avenue in Ocean View. For more information, call 302-541-0500 or visit taylorbank.com. •

RIBBON CUTTING CEREMONIES









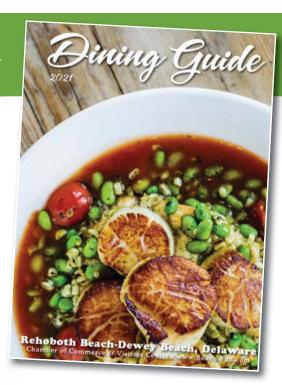


Chamber Dining Guide

The **2021 Dining Guide** is in house! Guides will be distributed through the Visitors Center, Boardwalk Kiosk, local Accommodations & Realtors. The Guide can also be viewed at Beach-Fun.com.

Thanks to our advertisers!!!





Arena's Famous Deli & Bar
Atlantic Liquors
Atlantic Social Coastal Restaurant
Bethany Blues
Big Chill Beach Club
Big Fish Grill & Market
Blackwall Hitch
Blue Moon
Bluecoast Seafood Grill + Raw Bar
Breakfast Guru
Candy Kitchen
Casa DiLeo Italian Restaurant
Casapulla's Subs
Chesapeake & Maine

Cilantro Cocina De Mexico Cooter Brown's Crab House Crabby Dick's Crooked Hammock Brewery The Cultured Pearl Dogfish Head Brewings & Eats Eden Restaurant Go Fish! A British Fish + Chip Shop and Seafood Restaurant Grotto Pizza Ice Cream Store Jam Bistro Kilwin's Lefty's Alley & Eats Lupo Italian Kitchen

Mariachi Restaurant
The Pines
Rusty Rudder
Salt Air Kitchen & Bar
Sazio
Semra's Mediterranean Grill
SIRVIDA
Starboard
Starboard Raw
Stingray Sushi Bar & Asian Grill
Summer House
Square One Grill
Thompson Island Brewing Company
Victoria's Restaurant
Woody's Dewey Beach Bar & Grill

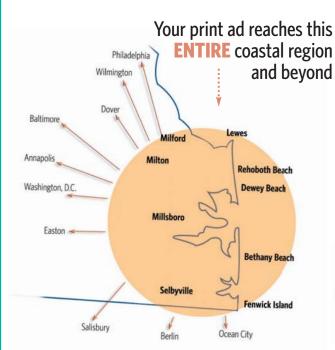
For delivery or pick-up, contact **Katie at 302-227-6446 x25 or katie@beach-fun.com**. Members were mailed a copy of the Dining Guide.

Print + Digital!





Get maximum results for one price!



Reach avid, affluent readers in the full-color **print** magazine and in the freely accessible **digital** version of Delaware Beach Life!

Sign up now! No payment due until **after** publication.



Scott Kammerer, SoDel Concepts

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

Contact: info@delawarebeachlifecom

Visit: delawarebeachlife.com

