



Rehoboth Beach - Dewey Beach Chamber of Commerce

2020 Summary

January 2020 - December 2020

Public/Visitor and Business Communication

- 259 Alerts and Info Sheet Emails to Membership and 31 Beach Blast Emails to 40K+ email addresses
- Telephone calls from Visitors (Openings/Closings/General Info): 10,000+

Meetings

Total of 244 meetings with: City of Rehoboth Beach Mayor's Downtown weekly calls; Association of Chambers weekly calls; City of Rehoboth Beach COVID-19 special meetings; City of Rehoboth Beach Workshops & Regular meetings; City of Rehoboth Bandstand & Parking committee; Main Street meeting; Downtown Task Force meetings; Rehoboth Environmental Committee meeting; Town of Dewey Beach Commissioners meetings; Chamber of Commerce Board of Directors meetings; SBA conference calls/meetings; Southern DE Tourism committee & Board meetings; DE State Tourism conference meetings; Governor Carney Zoom meeting; WSFS Board meetings; Chamber General Membership meetings.

Administrative

- Prepare & submit Southern Delaware Tourism Application and in-person interview
- Maintain COVID-19 virus regulations, hospitalization stats, Governor's notifications, and more... resulting in 40,000+ pageviews of dedicated page on Chamber's website
- Acquire and post weekly Accommodation Occupancy Chart with year to date comparisons
- Individual contacts to: Restaurants regarding outdoor dining (72); Accommodations
- Distributed flyers to Downtown Rehoboth Beach businesses
- Distributed "Summer Safely" campaign materials
- Conduct business surveys to acquire opinions on issues relating to businesses status, as well as specific issues survey from restaurants for outdoor dining, parking, and retail occupancy then providing findings to State officials; also conducted Legislative survey
- Chamber Grant Application submitted for non-profit relief and costs associated with COVID-19
- Research and compile area businesses revenue loss chart and provided to Governor Carney with associated press release
- Continue to provide insurance saving information to Chamber members
- Continue to research the potential for employee development and respond to J1 student issues
- Respond to requests from RB Environmental Committee on current plastic and green initiatives
- Provide Grant information and assistance to business community
- Provide statistical information to Federal Reserve Bank
- Chamber correspondence regarding Clear Space Theatre application
- Virtual Zoom Session on the history of the Sea Witch® Festival in conjunction with the Rehoboth Library
- Newsletters/Member Blasts as requested by members
- Maintain membership information/invoicing/sponsorships with individual correspondence
- Mailing of monthly Member Renewal Letters
- Maintain Chamber 2020 budget and create 2021 budget
- Maintain bulletin boards in Rehoboth Beach and Dewey Beach

Marketing/Promotion

- Record “Clean, Safe & Friendly” commercial with Dr. Tam of Beebe Healthcare
- Current 2020 promotions needed . . . Winter, Work & Wander by the Water
- Sea Witch® Festival package created for sale
- New Sea Witch® balloon for 2021
- Online Sea Witch® Festival People & Dog Costume Contests held, winner notified with press
- Abnormal Scarecrow Contest held, winner notified with press
- Participated in Delaware State News “Stars of Delaware” Contest
- Beach Fun & Bargains web enhancement created...daily updates of all activities, specials, etc.
- Every Door Direct Mailing sent to 25,000 nearby zip codes promoting Beach Fun & Bargains
- Print ads placed in mid-Atlantic region:17. Plus local publications and social media.

Media Contacts

- Interviews held with: Fox 5 DC; NBC PA; CBS DC; WBOC; WRDE; Wall Street Journal; DE News Journal; DE State News; Cape Gazette; West Chester, PA Radio; 92.7 Radio; 99.9 iHeart Radio

Programs of Work/Activities

- 2020 Installation of Officers and Awards Banquet in January (held)
- Merchants’ Attic in April (cancelled due to COVID-19)
- Spring Sidewalk Sale in May (cancelled due to COVID-19)
- Beach Goes Red, White & Blue in May (cancelled due to COVID-19)
- Dewey Beach Movies & Bonfires in June, July, and August (held)
- Online version of the City of Rehoboth Beach Candidates’ Forum (held)
- Sandcastle Contest in September (cancelled due to COVID-19)
- Fall Sidewalk Sale in October (held)
- Outdoor Rummage, Produce & Craft Sale in October (held)
- Sea Witch® Festival in October (cancelled due to COVID-19)
- Santa’s House on the Boardwalk (cancelled due to COVID-19)
- Visitors Center & Administrative Building Decorations (completed)
- Santa’s Stations Created/Placed (completed)
- 3 Business After Hours (held) and Holiday Business After Hours (cancelled due to COVID-19)
- 2021 Installation of Officers and Awards Banquet (postponed)
- Conference Room set-up at Admin Bldg at 306 Rehoboth Avenue (completed)

Publications

- Community, Welcome & Realtor Bags (Area Info/Member Product): 7,391 bags distributed
- Dining Guide (Up to 25K printed): 780 remaining for Spring 2021 distribution
- Coupon Book (Up to 50K printed): All distributed
- Visitors Guide: 123,637 mailed in response to Chamber placed advertisement
- Calendar of Event Posters and Ticklers: 25,000+ printed
- Focus On Newsletter: 1 print version and 3 online versions