



# FOCUS *on*

2nd Quarter  
2018

**Rehoboth Beach-Dewey Beach Chamber of Commerce**  
Mission: To promote business, tourism and civic responsibility.



**The Rehoboth Beach-Dewey Beach Chamber of Commerce, Delaware USO & Delaware's First Responders invite you to join us as we salute Police Officers, Firefighters, Paramedics, our Military and ALL those who serve!**



Delaware



Service Recognition Day activities will take place in Rehoboth Beach & Dewey Beach. Enjoy free musical entertainment at the Rehoboth Bandstand, demonstrations & activities by Local, County & State First Responders and family fun during night illumination!

**Check out pages 14 & 15 for schedule of activities!**

**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  
www.Beach-Fun.com

Chairman of the Board ..... Jay Becker  
First Chair ..... Barbara Brewer  
Second Chair..... Carrie Lingo  
Third Chair/Treasurer ..... Vince DiFonzo  
Immediate Past Chair ..... Bill Klemkowski

**Board of Directors**

Marvin Carney	Mitch Resnick
Jerry Esposito**	Scott Swingle
Chip Hearn	Rachel Webster**
Dale Lomas	Chris Weeks
Rob Marshall	Kay Wheatley
Keith Martin	Susan Townley-Wood
Michael Meoli	**At Large Directors
Steve Montgomery	

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

**Chamber Staff Contact Information**

Visitors Center Staff .....Ext. 10  
Sue Krick, Susan Maclary, Karen McMahon  
Nancy Stewart, & Meredith Thomas  
Emily Grothey, Event Coordinator..... Ext. 11  
Carol Everhart, President/CEO ..... Ext. 13  
Lisa Newnom, Administration..... Ext. 14  
Sophia Sawicki, Membership .....Ext. 15  
Meghan McCalley, Office Manager/Graphics.. Ext. 16  
Hourly Staff .....Ext. 19  
Zach Babbie, Susan Drake, Cheryl Cassanelli,  
Liz Leshine, Nick Passannante, Zoe Stayman,  
Mariella Trosko

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# 2018 Upcoming Calendar

**DATE..... MEETING or EVENT ..... TIME/PLACE**

June 8.....Town of Dewey Beach Mtg .....6:00 pm/Lifesaving Station  
June 14.....Executive Board of Directors Mtg..... 10:30 am/Jake's, Rt.1  
June 14.....Full Board of Directors Mtg ..... 11:30 am/Jake's, Rt.1  
June 15.....City of Rehoboth Beach Mtg .....7:00 pm/City Hall, 2nd Floor

For Resort Area Events, visit [www.Beach-Fun.com](http://www.Beach-Fun.com)

# 2018 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 funds for the 50/50 raffle.** Business card drawings are also held and door prizes are given out to the lucky winners!

**Wednesday, June 6** · Chesapeake & Maine  
**Thursday, September 13** · Hyatt Place, Dewey Beach  
**Thursday, October 11** · Bluecoast Seafood Bar + Grill  
**November & December** · To Be Announced...Stand By!

# General Membership Meeting

**Monday, June 11, 2018 at 12:00 PM**  
**Kings Creek Country Club**  
**Rehoboth Beach, Delaware**

The guest speaker will be Len Kidwell with SCORE - Experienced Business Counselors and his presentation is titled: "Have A Plan!" Sharon Pierson from Capital One will also be giving an update.

**RSVP with Lisa by either calling 302-227-6446  
or emailing [lisa@beach-fun.com](mailto:lisa@beach-fun.com)!**



# READY. SET. GROW.

No matter how your small business defines growth, chances are, we have a solution to make it happen.

Fulton Bank offers you the resources to help your business grow – whether you need to expand, renovate, or acquire. Plus, we are a Preferred Lender for the Small Business Administration (SBA). The Fulton Bank advantage means you get the products and services of a large bank along with the dedicated, one-to-one personal service of a community bank. It's a great time to get growing.

Visit a branch to meet your local relationship manager today.

## Fulton Bank

1.800.FULTON.4 | [fultonbank.com](http://fultonbank.com)

Fulton Bank, N.A. Member FDIC. Loans are subject to credit approval. Fulton Bank is not affiliated with the U.S. Small Business Administration.



## Service at the Beach

# CLENDANIEL'S PLUMBING & HEATING

Residential and Commercial, Registered Master Plumber

## "Over 70 Years Of Service"

HYDRONIC HEATING • ALL CREDIT CARDS ACCEPTED

- Water Heaters
- Heating
- Repairs
- Winterizing
- New Construction
- Water Pumps
- Sewer & Drain Cleaning
- Remodeling
- High Pressure Jetting
- TV - Pipe Inspections

### CUSTOMER EMERGENCY SERVICE

PROMPT, RELIABLE SERVICE, BONDED & INSURED, LIC #283

**227-1944, 644-1952, 684-3152**

[www.clendanielpumbingheating.com](http://www.clendanielpumbingheating.com)

MILTON - LEWES - REHOBOTH





# BRAG BOARD

## Thanks for Lunch

Dear Mr. Kumar,  
The "Chamber Chicks" would like to thank you for the delicious lunch you provided us on Tuesday, May 1st after your ribbon cutting at **Indigo Restaurant**.



We enjoyed trying the samples of authentic Indian cuisine from your menu. We were very impressed by the transformation of your restaurant space; your furniture and décor make for a beautiful dining experience. We believe Indigo is a wonderful addition to the Rehoboth Beach restaurant scene and we wish you the best in the upcoming summer season.

## Congrats to the State of Delaware

Delaware makes list of 10 "Friendliest" States for Online Businesses

Delaware made Frontier Business's list of the 10 Friendliest States for Online Businesses. The communications services company based the ranking on economic climate, workforce, technological capabilities, as well as technology infrastructure such as broadband speed, access, business phone and business bundles.

"Delaware may be small, but the tax perks are big. The 'Incorporation Capital of America' claims more than half of the nation's Fortune 500 companies -- whether they physically reside there or not", read the ranking. "In addition to being business-friendly, Delaware also scored well on cost of living compared to the other top ten states".

The ranking also touted Delaware's beaches and vacation destinations.

The full ranking includes:

1. Washington;
2. Oregon;
3. Utah;
4. Virginia;
5. Colorado;
6. California;
7. Delaware;
8. Minnesota;
9. Maryland;
10. Massachusetts.

Source: *Delaware Business Times*, May 2018.


\* *The Chamber carries the banner "Clean, Safe & Friendly" . . . Another Friendly Recognition.*

## It's Official!!

The Rehoboth Beach - Dewey Beach Chamber of Commerce now has signage on their new administrative offices located at 306 Rehoboth Avenue in Downtown Rehoboth Beach.

Thanks to the Sign-A-Rama crew for creation and installation of the signs!



 **THE MOST WORSHIPFUL GRAND LODGE OF ANCIENT  
FREE AND ACCEPTED MASONS OF DELAWARE**  
818 MARKET STREET  
WILMINGTON, DELAWARE 19801-3077  
(302) 652-4614  
FAX (302) 652-4059

OFFICE OF THE GRAND SECRETARY  
MASONIC TEMPLE  
April 17, 2018

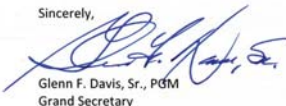
Carol Everhart, President/CEO  
Rehoboth Beach/Dewey Beach  
Chamber of Commerce  
306 Rehoboth Avenue  
Rehoboth Beach DE 19971-0216

Dear Ms. Everhart:

I wanted to Thank You and your staff and most especially Sophie Sawicki for the help, assistance and information my wife received on April 13th. We were in need of 60-70 brochures about Rehoboth Beach for our welcome packages for a conference being held from September 30 through October 2, 2018 held at the Atlantic Sands Hotel.

Sophie was very helpful on the phone answering a number of questions. My wife, Joan, who is the Corresponding Secretary at the Grand Lodge of Delaware, was in Rehoboth Beach on Friday April 13<sup>th</sup> and was able to pick up the Visitor's Guides from your office.

Thank you for making information about our "Delaware Beaches" in the Rehoboth and Dewey Beach area so easy to acquire and for the wonderful friendly staff at the Visitors Center. The Visitors Guide booklets will be a great addition to our "Welcome Packages" at our conference.

Sincerely,  
  
Glenn F. Davis, Sr., PGM  
Grand Secretary

GFD/jld

CC: Jay Becker, 2018 Chairman of the Board

# BRAG BOARD



**CHRISTINA SCHOOL DISTRICT**  
*Ensuring each student to succeed*

Jennie Smith Elementary  
 Mae Gaskins, Ed.D., Principal  
 John Lynch, Assistant Principal

142 Brennan Drive  
 Newark, DE 19713  
 (302) 454-2174

FAX: (302) 454-3487  
 TDD Relay Service: (800) 233-5470  
 Mable.Gaskins@christina.k12.de.us

Rehoboth Beach Chamber of Commerce  
 229 Rehoboth Avenue  
 Rehoboth Beach, DE 19971

March 14, 2018

Dear Sir or Madam,

I am a school secretary at Jennie Smith Elementary School in Newark, DE. I recently saw that one of our second grade classrooms undertook a project to research, write, and create a brochure to persuade people to visit Rehoboth Beach. They then created a bulletin board and provided copies of the brochure.

This project really excited me because I saw the excitement and pride of the students. I am enclosing a brochure for you showing that they obviously see many of your iconic destinations as a drawing card for getting people to visit Rehoboth and that they (like me) value your wonderful and enjoy your wonderful city.

I hope you enjoy the brochure and the sentiment behind it.

Sincerely,  
  
 Alice T. Williams

Richard L. Gregg, Superintendent

The Christina School District is an equal opportunity employer and does not discriminate on the basis of race, color, creed, religion, gender (including pregnancy, childbirth and related medical conditions), national origin, citizenship or ancestry, age, disability, marital status, veteran status, genetic information, sexual orientation, or gender identity, against victims of domestic violence, sexual offenses, or stalking, or upon any other categories protected by federal, state, or local law. Inquiries regarding compliance with the above may be directed to the Title IX/Section 504 Coordinator, Christina School District, 600 North Lombard Street, Wilmington, DE 19801, Telephone: (302) 552-2600.




## Grotto's Pizza

If you want fresh pizza you can go to Grotto's and it is the tastiest pizza ever!!! And they have the fastest service!! The pizza there is like heaven! Grotto's has many toppings for your pizza delight. There will be some discounts If you like all kinds of pizza come to Grotto's and there will be a gift shop! There are t-shirts cost \$9.95 and cups cost \$7.99. Now that's a place I would go!

## Rehoboth Beach, Delaware

Welcome to Rehoboth Beach, the **MOST** awesome beach in Delaware!



### Funland

At Funland they have a lot of rides to do. There's something for the whole family. At Funland, if you win the game you can get prizes for your kids to make them happy. If people are bored they can go to Funland to let your kids have fun every time. So come down to Funland to have fun. It is like the board walk but way better. They have 2 arcades for the kids. Some rides look scary but they are safe. There is a ball pit in the jungle gym. There's an area for all ages in the jungle gym. You should go to Funland because you will have a blast!



### Jungle Jim's

Do you like swimming, and outdoors and fun? Then Jungle Jim's is your place! There are two mini golf courses, there are 13 different bumper boats with their own water guns. There are two batting cages. Moms and dads, are you tired of your kids complaining that they are hungry? Well you're in luck because the River Safari Cafe is right around the corner. They have a hamburger for \$3.60, a cheeseburger for \$3.85, a beef hot dog for \$2.75, and chicken fingers for \$4.95. Hope you like Jungle Jim's!



### Sand Castle Contest

Do you think the beach is boring? Think again! You can build sand castles at the sand castle contest! You can sign in at the sand castle contest and you might get trophies and prizes and have fun. And if you don't want to participate then you can just sit back and relax and enjoy a piece of funnel cake!!!!



### Candy Kitchen

Do you like candy? If you do, Candy Kitchen has many different kinds of candies! Sweet, sour, salty they have it all! Come to Candy Kitchen! Candy Kitchen has been going on since 1937. It also has a delicious chocolate fountain!! It also does things in old fashion ways. Candy Kitchen is a family owned and operated business and here is the prices of the candies at Candy Kitchen. The 1 pound assorted long taffy and 1 pound assorted kiss taffy cost \$8.75. The red Swedish fish cost \$8.99. Chocolate fudge is \$13.49. Dark chocolate nonpareils and milk chocolate caramel pecan patties cost \$19.95. Candy kitchen is the best candy store ever!!





# 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.

## **Air Quality Remediation LLC**

Ed Sandstrom  
1274 Caldwell Road  
Townsend, Delaware 19734  
302-464-1050 · [www.aqracure.biz](http://www.aqracure.biz)  
Service - Home Services

## **Antique Alley of Bridgeville**

Jane Houtman  
18208 Sussex Highway  
Bridgeville, Delaware 19933  
302-337-3137 · [www.antiquealleyde.com](http://www.antiquealleyde.com)  
Retail - Antiques

## **Azzuro Italian Oven + Bar**

Tonya Agostino  
210 Second Street  
Rehoboth Beach, Delaware 19971  
302-212-2409 · [www.azzurorehoboth.com](http://www.azzurorehoboth.com)  
Restaurant/Eatery

## **Baltimore Crab Cake Co.**

Lorraine San  
619 Timothy Drive  
Linthicum, Maryland 21090  
410-207-2022  
[www.baltimorecrabcakeco.com](http://www.baltimorecrabcakeco.com)  
Restaurant/Eatery

## **bare+BEAUTY (bareMinerals)**

William Gestole  
34986 Midway Outlet Drive, Space 120  
Rehoboth Beach, Delaware 19971  
302-654-1690  
Retail - Beauty Services/Supplies

## **Beach Nomad Brews**

Michael Lankford  
20 Baltimore Avenue  
Rehoboth Beach, Delaware 19971  
302-258-3682  
[www.beachnomadbrews.com](http://www.beachnomadbrews.com)  
Restaurant/Eatery

## **Beachscapes by Amy**

Amy Conroy  
Serving the Delmarva Area  
302-228-0208  
[www.beachscapesbyamy.com](http://www.beachscapesbyamy.com)  
Retail - Gifts & Specialty Shops

## **Big Chill Beach Club**

Matt Garbutt  
27099 Coastal Highway  
Bethany Beach, Delaware 19930  
302-402-5300 · [www.bigchillbeachclub.com](http://www.bigchillbeachclub.com)  
Restaurant/Eatery

## **CUVÉE Ray**

Ray Kurz  
236 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-567-2942 · [www.cuveeray.com](http://www.cuveeray.com)  
Restaurant/Eatery

## **Danio Connect**

Tami Sim  
1 Innovation Way  
Newark, Delaware 19711  
800-279-5548 · [www.daniocconnect.com](http://www.daniocconnect.com)  
Services - Advertising/Marketing

## **Deesigns by Deena LLC**

Deena Greenwood  
7 E. Sarazen Drive  
Middletown, Delaware 19709  
410-937-6287 · [www.designsbydeena.com](http://www.designsbydeena.com)  
Retail - Gifts & Specialty Shops

## **Delaware Association of Realtors**

Anne Rendle  
134 East Water Street  
Dover, Delaware 19901  
302-734-444  
[www.delawarerealtor.com](http://www.delawarerealtor.com)  
Service - Organization/Association/Agencies

## **Ferris Home Improvements**

Walter "Reds" Ferris  
1908 Capitol Trail  
Newark, Delaware 19711  
302-289-0002  
[www.ferrishomeimprovements.com](http://www.ferrishomeimprovements.com)  
Service - Builder/Designer/Renovator

## **The Milton Theatre**

Fred Munzert  
110 Union Street  
Milton, Delaware 19968  
302-684-3038 · [www.miltontheatre.com](http://www.miltontheatre.com)  
Attraction - Theatrical/Entertainers

## **Minh's Bistro**

Thin Pham  
18649 Coastal Highway, Suite 103  
Rehoboth Beach, Delaware 19971  
302-703-6626  
Restaurant/Eatery

## **Out of the Sand!**

Tanya Sykes  
18675 Coastal Highway, Suite 9  
Rehoboth Beach, Delaware 19971  
302-200-9777 · [www.outofthesandde.com](http://www.outofthesandde.com)  
Attraction - Attractions/Recreation

## **The Pines**

Bob Supplies  
56 Baltimore Avenue  
Rehoboth Beach, Delaware 19971  
302-864-7778 · [www.thepinesrb.com](http://www.thepinesrb.com)  
Restaurant/Eatery

## **Polkamotion by the Ocean**

Mike Matousek  
Rehoboth Beach Convention Center  
202-246-7918 · [www.polkamotion.com](http://www.polkamotion.com)  
Attraction - Theatrical/Entertainers

## **Provident State Bank**

Albert Schmidt  
209 Franklin Street  
Denton, Maryland 21629  
410-479-2401 · [www.providentstatebank.com](http://www.providentstatebank.com)  
Service - Banks

## **Radio Rehoboth**

Tom Dooley  
37290 Rehoboth Avenue Ext.  
Rehoboth Beach, Delaware 19971  
302-401-9991 · [www.radiorehoboth.com](http://www.radiorehoboth.com)  
Service - Radio Stations

## **RB Convenience**

Kristen Wright  
107 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-542-4611  
Retail - Grocery/Convenience Stores

## **Rehoboth Beach Barbell Club**

William Harris  
37395 Oyster House Road #3  
Rehoboth Beach, Delaware 19971  
302-227-3636 · [www.rehobothbarbell.com](http://www.rehobothbarbell.com)  
Service - Exercise/Fitness





# 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.

## Seachange Vacation Rentals

Andy Meddick  
20 Baltimore Avenue, Unit 1  
Rehoboth Beach, Delaware 19971  
302-727-5566  
www.seachangevacationrentals.com  
Accommodations - House Rentals

## Quest Adventures

Matthew Carter  
514 E. Savannah Road  
Lewes, Delaware 19958  
302-745-2925 · www.questkayak.com  
Attraction - Attraction/Recreation

## Sharp Energy - Chesapeake Utilities

Garry Killmon  
22945 E. Piney Grove Road  
Georgetown, Delaware 19947  
302-316-7000 · www.sharpenergy.com  
Service - Gas Companies/Heating  
Oil & Propane

## SilverTone Med Plans

Dan Small  
Rt. 1 & Thompsonville Road  
Milford, Delaware 19963  
302-503-7013  
www.silvertonemedplans.com  
Service - Health Services

## Taco Reho

Erica Wiegman  
19406 Coastal Highway  
Rehoboth Beach, Delaware 19971  
302-226-8226 · www.tacoreho.com  
Restaurant/Eatery

## Zorzi Creations LLC

Michael Zorzi  
21511 Waterview Road  
Lewes, Delaware 19958  
302-381-8048 · www.zorzicreations.com  
Service - Cabinets/Cabinet Maker



## 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 March 14 - May 11, 2018. Thank you for your continued support!

a (MUSE.) Restaurant · Activ Pest Solutions · All Saints' Parish Thrift Shop · All States Construction Company, Inc.  
American Classic Golf Club · AmericInn Lodge and Suites · Ameriprise Financial · Apple Electric  
Applebees Neighborhood Grill & Bar · ASAP SCREENPRINTING · Atlantic Horizons, LLC · Atlantic Refrigeration & Air Conditioning  
Atlantic Transportation Services · Automated Copy Systems, Inc. · Bayhealth Medical Center · Baywood Greens  
Beach House Dewey Hotel · Bellbuoy Inn · BesTemps · Blood Bank of Delmarva · The Blue Hen Restaurant · Bottle & Cork  
Brandywine Valley SPCA · Brooks & Palmer Custom Homes, LLC · Buffalo Wild Wings · Cape Henlopen Senior Center  
Capital One Bank · Carltons · Carolyn Watson Photography · Chick-fil-A Rehoboth Beach · Children & Families First  
Coastal Kayak · David Cohen/Patron Member · Coldwell Banker Resort Realty · Collier's Trim Shop · Communications Contr. Corp.  
Community Bank Delaware · Community Pride Financial Advisors · Crab House of Rehoboth · Crabby Dick's Marketplace + Grill  
Crooked Hammock Brewery · Crowley Associates Realty · Custom Mechanical, Inc. · D. R. Horton Home Builder · DART First State  
Del-Coast Design & Build, LLC · Delaware Beacon Network, LLC · Delaware Seashore Preservation Foundation  
Delaware Today Magazine · Delmarva Printing, Inc. · Dewey Beach Yoga · Diehl Foraker CPA's LLC · Dimitra Yoga Rehoboth  
Discovery Map · East of Maui Surf Shop · Equity Cap Property Management · Etched In Time · Fisher's Popcorn  
Jeffrey Fowler/Keller Williams Realty · Fractured Prune - The Donut Shoppe · Freshcoat Painting · Geico - Local of Delaware  
Go Glass · Grandpa Mac · Harrington Insurance Agency · Henlopen City Oyster House · Homewatch Concierge  
HydroShield of Delmarva · IHOP (Silver Five, LLC) · The Inn at Canal Square · Jake's Seafood House  
Joan and Michael Devaney - Glass Artists · Jolly Trolley of Rehoboth Beach · K.C. Company, Inc.  
Kelly J. Fritchman Swimming Scholarship 5K · KINfolk · Paul Kuhns/Patron Member · Light Action Productions · Little House  
Candles Local 360 Media & Local Book · Luff & Associates, P.A., C.P.A.'s/EZ Payroll · Lupo Italian Kitchen  
M.L. Lichtenberg & Associates LLC · Marshall, Wagner & Associates, P.A. · Maryland House & Cottages ·  
Midway Par 3 Golf Course · Mug & Spoon · NV Homes · O'Reilly Electric · Palate · Peninsula Dental, LLC · The Peninsula  
Pepsi of Delmarva · Pieces of Time Memory Quilts & Specialty Items · Rehoboth Beach Film Society · Rehoboth Beach House Rentals  
Rehoboth Beach Sunrise Rotary Club · Rehoboth Homeowners Association · The Rehoboth Inn · Rehoboth Products Co., Inc.  
Ron Krajewski State Farm Insurance · Rusty Rudder Restaurant · Schell Brothers · Shorebreak Lodge · South Moon Under  
The Spice & Tea Exchange of Rehoboth · Starboard Restaurant · Sun Otter Tours, LLC · Sussex Family YMCA · Sussex Tree Inc.  
Top It Off · Turnstone Custom Homes · Twist Juice Bar · VistaGraphics, Inc. · The Voice Radio Network

**YOU ARE INVITED TO A**  
**“WINE TASTING & ART AUCTION”**

(INCLUDING SUCH ITEMS AS ORIGINAL LOCAL ART, JEWELRY, PHOTOGRAPHY, PAINTED ITEMS,  
ATTRACTION TICKETS, METAL WORK PLUS A VARIETY OF OTHER GREAT ITEMS)

TO BENEFIT



**The Virden Center**

LOCATED On The UNIVERSITY Of DELAWARE CAMPUS In LEWES  
700 Pilottown Road, Lewes DE 19958

**WEDNESDAY, JULY 18, 2018 -- 5:30 PM TO 8:30 PM**

**ADMISSION IS \$30**

**KINfolk** supplies free laptop computers and Internet access to hospitalized and homebound children to keep them in touch with family, school, and friends and to help them fight the stress of their illness.

**For Tickets or Info call Kathy McNamara at 302 645-6971**

Tickets will be Available at the Door or Check us out at [www.KINfolk-Kids.org](http://www.KINfolk-Kids.org)

## THIS AND THAT

*While our Members continue to state the #1 Problem is "not enough employees" . . .*

### **Delaware Unemployment Reports Rate Continues Steady Drop**

The Delaware Department of Labor in March reported a drop in the state unemployment rate from 4.4 percent to 4.3 percent.

The rate held at 4.5 percent from November 2017 to January 2018, before ticking down to 4.4 percent in February.

The national average has settled at 4.1 percent for the past six months.

The monthly report also found that the total number of unemployed (20,695) dropped six percent from February. The total number of employees stood at 459,564, up 1 percent from last month.

Service industry, health care dominate list of most in-demand jobs.

SmartAsset, a personal finance website and service provider, ranked the top 10 most in-demand jobs.

The list is based on four economic metrics: growth in employment from 2015-2016, percent change in average incomes from 2015-2016, expected growth between 2016-2026, and expected percent change between 2016-2026.

Here are the results: 1. Personal care aides; 2. Food preparation and serving workers, including fast food; 3. Postsecondary health specialties teachers; 4. Nurse practitioners; 5. Non-farm animal caretakers; 6. Restaurant cooks; 7. Medical and health services managers; 8. Information security analysts; 9. Financial managers; 10. Medical assistants.

Out of the top ten, there were a wide range of incomes. Half had average salaries of \$96,000, and other half made under \$32,580 per year. The service industry and health-care professions made up the majority of the list.

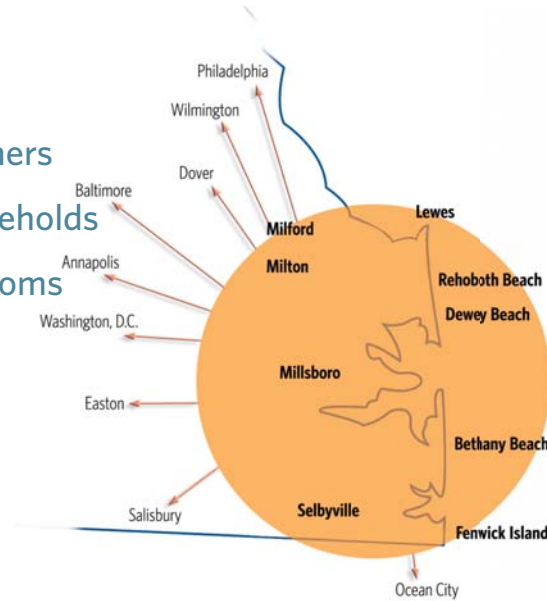
Source: *Delaware Business Times*, May 2018.



# Reach Even More Customers!

By advertising in Delaware Beach Life magazine, your ad is seen throughout the region. No other publication has this diverse of a distribution pattern:

- local residents
- second-home owners
- high-income households
- visitors in hotel rooms
- waiting rooms
- newsstands
- local events
- online audience



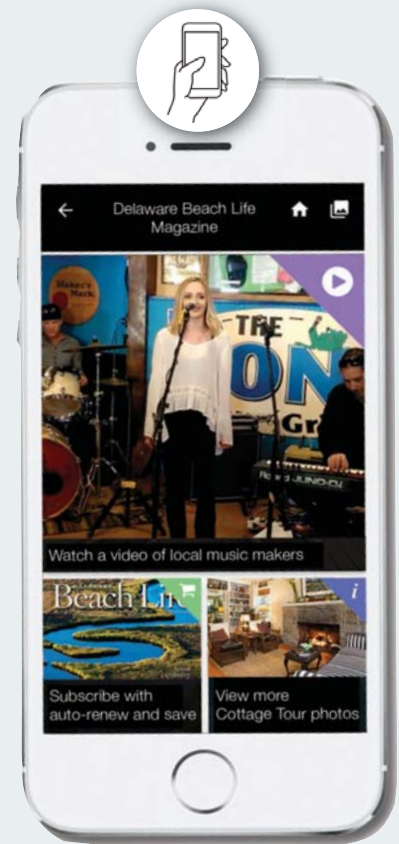
**Reserve your space in the upcoming issue today!  
No payment due until after publication!**



- ✓ save 15%
- ✓ get a free web ad
- ✓ double the size of one of your print ads at no extra charge!
- ✓ get free ad design

## New Reveel.it enhancement!

Delaware Beach Life is the only publication where you can **turn your print ad into a digital, interactive experience!** Readers can watch videos, look at photos, make purchases, reservations, etc., all from a smartphone!



The premier lifestyle magazine of coastal Delaware  
*Support locally. Thrive locally.*

(302) 227-9499 ▪ info@delawarebeachlife.com ▪ delawarebeachlife.com

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2017 vs. 2018

Weekend	Room Count	Weather	Event
March 3-5, 2017	1,922	40's Cloudy	None
March 2-4, 2018	2,049	40's Sunny	None
March 10-12, 2017	1,927	40's Rainy	None
March 9-11, 2018	1,998	50's Sunny	None
March 17-19, 2017	2,387	40's Cloudy	St. Patrick's Day
March 16-18, 2018	2,712	40's Cloudy	St. Patrick's Day
March 24-26, 2017	2,518	70's Sunny	None
March 23-25, 2018	2,144	40's Sunny	None
March 31 - April 2, 2017	2,422	50's Cloudy	Dewey Chili Fest
March 30 - April 1, 2018	2,377	60's Sunny	Easter Weekend
April 7-9, 2017	2,588	60's Cloudy	None
April 6-8, 2018	2,289	50's Cloudy	None
April 14-16, 2017	2,843	50's Cloudy	Easter/Dewey Music Fest
April 13-15, 2018	3,072	60's Sunny	Dewey Pop Fest
April 21-23, 2017	2,954	60's Sunny	Coastal DE Running Fest
April 20-22, 2018	2,992	50's Sunny	Coastal DE Running Fest/Bacon Fest
April 28-30, 2017	3,413	70's Sunny	Dewey Treasure Fest
April 27-29, 2018	3,193	60's Sunny	Dewey Treasure Fest

Wednesday	Room Count
March 1, 2017	1,088
February 28, 2018	1,173
March 8, 2017	1,121
March 7, 2018	1,095
March 15, 2017	1,128
March 14, 2018	1,117
March 22, 2017	1,161
March 21, 2018	1,132
March 29, 2017	1,190
March 28, 2018	1,340
April 5, 2017	1,148
April 4, 2018	1,317
April 12, 2017	1,602
April 11, 2018	1,254
April 19, 2017	1,439
April 18, 2018	1,327
April 26, 2017	1,382
April 25, 2018	1,256

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - April 30, 2017 · 38,628  
January - April 29, 2018 · 37,638

#### WEDNESDAY

January - April 26, 2017 · 19,094  
January - April 25, 2018 · 19,506

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

	2018	.....	2017	.....	2016	.....	2015	.....	2014
MAR	270	.....	438	.....	908	.....	616	.....	558
APR	484	.....	867	.....	790	.....	1,153	.....	1,234

Feel free to drop off your product such as business cards, brochures, coupons and menus to the Chamber's Visitors Center located at 501 Rehoboth Avenue.

For more details, call Sophia at 302-227-6446!

## Delaware Labor Force Trends

(March 2018); Delaware's seasonally adjusted unemployment rate in March 2018 was 4.3%, down from 4.4% in February 2018. There were 20,700 unemployed Delawareans in March 2018 compared to 22,100 in March 2017. The US unemployment rate was 4.1% in March 2018, unchanged from February 2018. In March 2017 the US unemployment rate was 4.5%, while Delaware's rate was 4.6%.

Source: Delaware Department of Labor - Monthly Labor Review; published April 20, 2018. <https://lmi.delawareworks.com>

# REPORTS *and* STATISTICS

## Website Results for www.Beach-Fun.com | 2017 vs. 2018

Month	Pageviews		Users/Visits		Absolute Unique		Bounce Rate *		Avg. Time on Site	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
January	35,856	21,740	10,682	6,892	9,896	6,347	45.53%	53.38%	2:02	1:47
February	47,246	33,479	14,461	10,437	13,406	9,665	49.34%	49.54%	1:52	1:56
March	54,490	41,173	15,733	12,770	14,697	11,899	49.61%	52.02%	2:07	1:51
April	74,459	40,053	23,564	12,720	22,195	11,887	54.82%	53.51%	1:42	1:48
<b>YTD Totals</b>	<b>212,051</b>	<b>136,445</b>	<b>64,440</b>	<b>42,819</b>	<b>60,194</b>	<b>39,798</b>	<b>49.83%</b>	<b>52.11%</b>	<b>1:55</b>	<b>1:50</b>

\*YTD Total Average

### Top Pages Viewed - April 2018

Page on Site	Page Views
1 Order a Free Visitors Guide	3,649
2 Events Page	3,010
3 Area Activities	2,383
4 Accommodations	1,671
5 Attractions	1,630
6 Dewey Beach Activities	1,447
7 Sea Witch <sup>®</sup> Festival	1,085
8 Dining	1,027
9 Shopping	502
10 Real Estate	501

### Top 10 States to Visit Website - April 2018

State	Visits
1 Pennsylvania	2,920
2 Delaware (partly Member driven)	1,975
3 Maryland	1,346
4 New York	1,260
5 New Jersey	1,223
6 District of Columbia	902
7 Virginia	829
8 Ohio	396
9 Florida	139
10 Connecticut	137

## 9th Annual Shredding Day a Success!

The **9th Annual Shredding Day** was held on May 4th in partnership with WSFS Bank in Rehoboth Beach. Members & residents brought thousands of pounds of paper to be shredded. Thanks to the WSFS Staff and the Chamber Chicks & volunteers for making the event once again a **great success!**





# BUSINESS *after* HOURS PICTURES

THANKS to our April Host ... Cilantro Cocina de Mexico!

122A Rehoboth Avenue · Downtown Rehoboth Beach · 302-226-1000

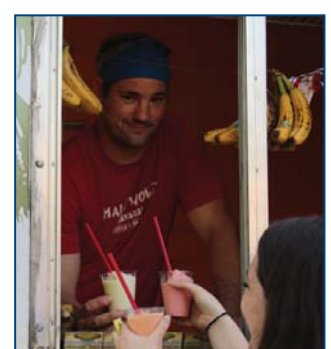




# BUSINESS *after* HOURS PICTURES

THANKS to our May Host ... Nassau Valley Vineyards!

32165 Winery Way · Lewes · 302-645-9463 · [www.nassauvalley.com](http://www.nassauvalley.com)



## BEACH GOES RED, WHITE & BLUE! Planned Activities to Date

### TIME.....Activities Scheduled for Saturday, June 9th

- 11AM-1PM..... **Live Broadcast** from Official Beach Goes Red, White & Blue radio partner Eagle 97. Rehoboth Beach Bandstand Area.
- 11AM-2PM..... **Demonstrations and Displays** from Local, County and State First Responders. Rehoboth Beach Bandstand Area.
- 11AM-5PM..... **Vintage Military Village & Demonstrations** by USO Delaware. Rehoboth Beach Bandstand Area.
- 11AM-5PM..... **Veterans Mobile Unit** by Veterans United Outreach of Delaware. Rehoboth Beach Bandstand Area.
- 11AM-5PM..... **Rehoboth Beach VFW Table**. Rehoboth Beach Bandstand Area.
- Afternoon ..... **Vintage Plane Flyover & National Anthem**. Plane flying over the Atlantic Ocean.
- 2:30PM..... **Kid's Oath of Office**. Kids can take an "Oath of Office" to become honorary City of Rehoboth Beach Junior Police Officers. Police Station at 229 Rehoboth Avenue.
- 3PM-5PM ..... **Fort Miles Antique Military Display & 261st Coast Artillery Reenactor Group**. Rehoboth Beach Bandstand Area.
- 3:30PM-4PM.. **K-9 Demonstration**. Location to be announced.
- 5PM-6PM..... **USO Show Troupe Performance**. Rehoboth Beach Bandstand.
- 7PM-8:30PM.. **US Army Band Downrange Performance**. Rehoboth Beach Bandstand.
- Dusk-9PM..... **Ft. Miles Search Light**. Rehoboth Beach Bandstand Area.
- 8PM-9PM..... **Kid's Light Up Beach Games**. Lead by Sussex Family YMCA. On the beach at the end of Rehoboth Avenue and Boardwalk.

New activities being added...Visit **BEACH-FUN.COM** for updated schedule!







# BEACH GOES RED, WHITE & BLUE! SATURDAY · JUNE 9TH



## Keep Beach Goes Red, White & Blue going!

Join the Rehoboth Beach - Dewey Beach Chamber of Commerce as we continue to salute Police Officers, Firefighters, Paramedics, our Military and all those who serve!

How can you help? Show this card to the Rehoboth Beach Buffalo Wild Wings (Lighthouse Plaza), give the card to your server and 10% of your bill will be donated to the 2019 Beach Goes Red, White & Blue event.



HTA L

**Show this at time of purchase and 10% of your total\* will be donated to  
REHOBOTH BEACH—DEWEY BEACH CHAMBER OF COMMERCE  
4/27/18 to 12/31/18**

Valid at the Rehoboth Beach location ONLY during dates listed. Cannot be combined with other discounts or offers. \* Total check excludes tax, tip, and alcoholic beverages.

GIVING YOUR TEAM THE  
**HOME TEAM ADVANTAGE**

# MEMBERS IN THE SPOTLIGHT

## Bonkeys Homemade Ice Cream and Snoballs

Bonkeys Homemade Ice Cream and Snoballs reopened on Friday, May 4th for the 2018 summer season. Their Rehoboth Beach location (20200 Coastal Hwy) is celebrating its 5th year and their Bethany Beach location (35849 Atlantic Ave) will be celebrating its 8th. Both shops will be open weekends in May, Friday - Sunday and 7 days a week after Memorial Day.

Owners Bonnie and Keith (Bon-Keys) have been making hot people cool for over 25 years with roots starting with small snoball stands in Baltimore, Maryland, home of the classic Egg Custard snoball. They then moved to Southern Pennsylvania, studied ice cream making at Penn State University and opened two small town ice cream shops in Stewartstown and New Freedom, PA. In 2011, they brought their love of unique ice cream and classic Baltimore-style snoballs to the beach.

With making ice cream daily at the Rehoboth Beach location, new flavors are always being debuted along with the classics. A few of their most famous flavors being Cookie Monster, Wild Hogs Bacon, Zombie and Blueberry Pancake... just to name a few. Whether it is a homemade hand dipped ice cream, soft serve, old fashion snoball with marshmallow, or a frozen banana, Bonkeys the perfect place to stop on a summer day. Visit their website <https://bonkeys.com> for location hours and directions. ♦

## One Day at a Time Gifts, LLC

One Day at a Time Gifts, LLC opened its doors on March 12, 2018 and celebrated their grand opening with a Rehoboth Beach – Dewey Beach Chamber of Commerce ribbon cutting ceremony on April 4, 2018.

The whimsical gift shop is filled with bling, gems, jewelry, 12 Step Recovery items, LGBT items, tee shirts, caps, novelties, charms and trinkets. Inventory will change frequently as they listen to customer needs and requests and find new, fun and useful items.

One Day at a Time Gifts features an emphasis on 12 Step Recovery items which they believe are sorely needed in the area. They pride themselves in helping to direct folks who are interested in recovering from substance and alcohol abuse with local resources to steer them in a healthier direction and lifestyle.

Located at 46-B Baltimore Avenue, Rehoboth Beach, DE, One Day at a Time Gifts spring hours are Monday – Friday 11:00 AM, Saturday 9 AM – 5 PM and Sunday 8 AM – 6 PM. Stop in to visit and bring a friend to this pet friendly, one of a kind gift shop. For more information, visit their website [www.one-dayatatimegiftshop.com](http://www.one-dayatatimegiftshop.com) or call (302) 212-5632. ♦

## Odysea

Odysea celebrated its 15 year journey in Coastal Delaware with a Rehoboth Beach - Dewey Beach Chamber of Commerce ribbon cutting on April 5th. Known for bringing great things to their customers over the years from local artists on apparel, Spirit Jerseys and being the first to introduce Delaware to Tervis Tumblers, Odysea always finds great things for your journey.

In addition to their Dewey Beach and Bethany Beach locations, Odysea has just put a fresh face on the Rehoboth Beach shop located at 110 Rehoboth Avenue. Stop in to see their new look and check out the great things they continue to bring to the Coast! Call 302-227-6707 for more information. ♦

## The Ruff Life by Sara England Designs

Accomplished artist and dog lover, Sara England, celebrated The Ruff Life's new location and one-year anniversary! Last spring, she opened the shop featuring her fun, whimsical designs on dozens of unique products. Now, she's movin' on up in her new shop directly on Baltimore Avenue. On April 4th, Sara hosted her shop's grand opening event, where she welcomed customers and their canines...friends and their felines... to unveil the new digs.

Whether you're a pet lover or a beach goer, Sara's passion and sense of humor shines through her creations, touching your heart and tickling your funny bone. Featured on giclée-quality prints & canvasses as well as sandstone coasters, cheese platters, personalized tees and many more home decor products, Sara's art creates a vibrant array of unique keepsakes.

Sara's dog breed art (nearly 150 breeds) depicts many of the recognized pure breed dogs – from Affenpinscher - to - Yorkie...plus other dogs – like mutts, Pit Bulls & Doodles, in lighthearted settings. She also creates custom pieces, drawing your special dog(s) or pet(s) in one of her themes or in any setting you desire. Stop in the new shop at 46 Baltimore Avenue, Rehoboth Beach, DE and enjoy a day infused with art, pets, and positive energy as you will meet and greet Lucky Dogs, Beach Buds, Pups in Paradise and of course...Dogs WINEing. For more information, call 301-685-1239 or visit [www.saraenglanddesigns.com](http://www.saraenglanddesigns.com). ♦



# MEMBERS IN THE SPOTLIGHT

## Indigo

Indigo, an elegant Indian restaurant, opened in June of 2017 in the ocean block of Rehoboth Avenue. The area residents, having waited far too long, now have an authentic Indian restaurant in the heart of Downtown Rehoboth Beach. A father and son duo of Suraj Kumar and Raghu Kumar came from Annapolis Maryland, where they owned and operated an Indian Restaurant for 25 years.

After some doubts and hesitations, they finally took a chance and brought their cuisine to the beach and they do not regret it. The response from the locals has been very happy, excited, and supportive. It is not just because they have an Indian Restaurant, but a very fine quality one. Indigo serves BBQ specialties of Chicken Tandoori, Salmon, Lamb and Prawns from their Clay Oven (Tandoor). The Fresh baked breads are a hot sell. A wide variety of vegetarian dishes along with lots of vegan ones are an added alternative.

Lunch special menu is available every day from 11:30 AM to 2:30 PM. Dinner runs from 2:30 PM to 10:00 PM. Dine in, carryout, and catering are also available every day. The Owners thank and appreciate the locals and are very grateful for their support!

Indigo is located at 44 Rehoboth Avenue, Rehoboth Beach, DE 19971. For more information call 302-212-5220 or visit their website at [www.indigorehoboth.com](http://www.indigorehoboth.com). ♦

## Air Quality Remediation, LLC

Air Quality Remediation, LLC is your local, family owned, Indoor Air Quality specialist! As such, they pay no franchise fees and can pass the savings to their customers. Their highly trained & certified technicians stand ready to solve all your IAQ problems. Mold, flooding, fire or commercial duct cleaning... AQR is the one to call. AQR is based in Townsend, Delaware & serves all of Delaware, the Eastern Shore of Maryland & S.E. Pennsylvania. Contact them today at 302-464-1050 or [ed@aqracure.biz](mailto:ed@aqracure.biz) to schedule a free home inspection. You can also check out their website, [www.aqracure.biz](http://www.aqracure.biz). When the unexpected strikes, expect AQR to provide the right solution! ♦

## Lyons Companies

Lyons Companies celebrated the completion of an extensive renovation to its office in Rehoboth, Delaware, with a community open house on May 10. The event—located at 19643 Blue Bird Lane, Unit 8—drew nearly 60 invited attendees, including Lyons Companies' commercial and private clients, to view the renovated Rehoboth office.

Members of the Rehoboth Beach-Dewey Beach Chamber of Commerce performed the ribbon-cutting ceremony, and guests enjoyed food and drinks provided by Grotto's Mobile Kitchen and Big Oyster Brewery.

"Our Rehoboth office, which originally opened in 2005, has undergone a significant transformation," said Catharine N. Lyons, President and CEO of Lyons Companies. "Mitchell Associates executed an innovative plan that incorporates the functionality and design esthetic of our Wilmington headquarters. The staff just loves it and we are delighted to showcase the new space for our clients and the community we serve." Lyons continued, "The redesigned interior space allowed us to grow from a traditional office layout with a 10-person capacity, to a more efficient, open floorplan that accommodates nearly 25 people. The open house was the culmination of extensive renovation planning and hard work, and we are thrilled with the result."

In addition to an open floorplan, the renovated office features flexible workstations, technology upgrades, and more conference space to enhance staff collaboration, support visiting staff from the Wilmington office, and better serve clients. For more information, visit [www.lyonsinsurance.com](http://www.lyonsinsurance.com) or call 302-227-7100. ♦



"Wisdom requires a flexible mind".

- Dan Carlin

# RIBBON CUTTINGS



Bonkeys Homemade Ice Cream & Sno Balls



Ruff Life by Sara England Designs



Odyssey - 15 Year Celebration



Indigo



Azzuro Italian Oven + Bar



Lyons Companies



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August Issue closing 6/15, materials due 6/25

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# LEGISLATIVE UPDATE

## Introducing the new Rehoboth Beach - Dewey Beach Chamber of Commerce Legislative Representative, Lincoln Willis.

Lincoln is actively representing our membership at Legislative Hall in Dover.

Active Bills to keep an eye on are:

**HB409:** Would amend Title 10 of Delaware Code. Worker Adjustment and Returns Act. (see page 21 for details).

**SB91:** Would amend Delaware Code relating to carbon monoxide devices. (see page 21 for details).

The Bond Bill Committee began meeting the week of May 14th. Legislature currently on break.

**Watch for updates on the Chamber's Legislative E-Mail Blasts!**



Mr. Willis is Principal of The Willis Group, LLC, a government relations firm located on the historic Green in Dover, DE. He is a former State Representative in the Delaware General Assembly. As a former elected official, an attorney, and with 20 years of private sector business experience, he is uniquely positioned to advance his clients causes in Delaware.

A cum laude graduate of Dartmouth College, Mr. Willis earned his Bachelor's Degree in Government. He graduated from the Marshall-Wythe School of Law at the College of William & Mary. During law school, he served as a Law Clerk to then Chief Justice Myron T. Steele of the Delaware Supreme Court. He was admitted to the Delaware Bar in 2006.

Mr. Willis brings a strong commitment to community service in both his business and personal endeavors. Mr. Willis has served on several boards and is involved in community activities including the Children's Advocacy Center of Delaware (a nonprofit helping child victims of sexual and physical abuse), Atlas Corps (a NGO which facilitates international nonprofit fellowships), his local chapter of Ducks Unlimited, the Central Delaware Chamber of Commerce, and Asbury United Methodist Church in Smyrna. He is a member of the Smyrna-Clayton Rotary Club and a member of Harmony Lodge #13.

Mr. Willis, his wife, Laura, and their sons, Deane and Ellwood, reside in Clayton, Delaware.



# LEGISLATIVE UPDATE

## HB409 SYNOPSIS: ACT TO AMEND TITLE 19 OF THE DELAWARE CODE RELATING TO THE DELAWARE WORKER ADJUSTMENT AND RETRAINING NOTIFICATION ACT

This Act creates a state mass layoff and plant closing notice requirement law that requires certain larger employers to provide their employees with adequate notice when they plan to go out of business, close a plant, or lay off a large number of employees. This Act requires employers to also notify the Department of planned mass layoffs and plant closings, so the Department can provide dislocated workers with services to assist them in returning to work as soon as possible. This Act imposes greater notice requirements on employers than the federal Worker Adjustment and Retraining

Notification Act ("WARN Act"). This Act authorizes the Department of Labor to investigate violations, conduct administrative hearings for employers who are alleged to have violated this Act, and pursue penalties for failure of an employer to comply with the notice requirements to its employees.

Status: Attorney's looking at . . . Questions unanswered on number of days required to advise employees . . . as well as if the change applies to all employees i.e. temporary, seasonal, part-time, etc.

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## SB91 SYNOPSIS: ACT TO AMEND TITLE 16 OF THE DELAWARE CODE RELATING TO CARBON MONOXIDE DETECTION DEVICES.

This Act creates a requirement that lodging establishments with an appliance that emits carbon monoxide or an attached garage have working carbon monoxide detection devices in each dwelling or sleeping unit.

This Substitute Bill differs from Senate Bill No. 91 as follows:

1. It clarifies that the requirements of this chapter do not apply to a private residence that is occupied by the owner if no dwelling or sleeping units are available for pay.
2. It clarifies the definition of owner so that it includes artificial entities that own or actively manage a lodging establishment but does not include an equitable interest in an artificial entity that is an owner.
3. It changes the requirements for carbon monoxide detection device installation so that the requirements are essentially the same as the requirements for smoke detectors in Chapter 66 of Title 16.
4. It incorporates the changes in Senate Amendment No. 1 to Senate Bill No. 91, including the effective dates for compliance.
5. It provides the State Fire Marshal authority promulgate rules and regulations necessary to implement the provisions of this chapter.
6. It makes this Act effective on January 1, 2019.
7. It makes technical corrections to conform to the standards of the Delaware Legislative Drafting Manual.

# CITY OF REHOBOTH BEACH & STATE UPDATE

## TRANSIT UPDATE

City of Rehoboth Beach Commissioners continue to discuss "Public" Transit Drop Off & Pick Up locations. Private motor coach operations will now be required to pick up & drop off at the City Hall location.

DART has requested approval to utilize the area in front of the Bandstand as opposed to the Boardwalk side of the Bandstand to ensure the public has a consistent location for both pick up & drop off passengers.

Currently, the Bandstand activities can cause a shift in the pick up & drop off locations.

---

## FROM THE STATE

The Delaware Transit Corporation will offer summer bus parking for tour and bus operators at DARTS' Rehoboth Park and Ride, which will include a discounted rate of \$20 per day (an increase from \$10 last year) and a free Public Transit pass for the bus driver.

The early weekend start-up began on May 5th; the Rehoboth Park and Ride opened on Saturdays and Sundays with bus service from 10 AM to 11 PM.

Daily service begins May 21 through September 9th. After the end of the 2018 beach bus season, the Rehoboth Park and Ride will remain open with free parking to accommodate some new, year-round service.

Starting in September, the DTC will add year-round service to Route 201 between Lewes Transit Center, Rehoboth Park and Ride, and Rehoboth Boardwalk; and Route 204 from Lewes Transit Center into Downtown Lewes and the Ferry Terminal.

Reserve your space at 302-226-2001 or DOTDTCResortSupervisors@state.de.us.

## We Are Not The Only Ones With Parking Woes!

### Parking: From amenity to necessity

While real estate agents will tell you location is everything, downtown merchants in Middletown might tell you it's parking. It is the biggest complaint, next to traffic, from merchants and shoppers alike. At the nearby Westtown shopping center that sports such large box stores as Kohl's and Walmart, several people, many who were not from Middletown, said they don't go downtown to shop because of the traffic and parking.

Parking in front of his new store in Westtown, Vino Vita at Frommage, was one of the reasons Chris Pride moved his cheese shop from Main Street. He said many of his clients were shopping for a specific cheese. They would tell him that they would decide against the purchase, not because they didn't want the cheese, but because they didn't want the hassle of having to find parking and then walking to the store for a five-minute purchase. Westtown just fit his business model better. His store front was snapped up by a Mediterranean deli that is doing well. In the evening, people park at the church lot on Main Street to grab a meal or to attend shows at Everett Theatre.

Despite traffic and parking, storefronts are filling and more people are finding their way downtown, said Mayor Kenneth L. Branner Jr. He sees the two shopping centers helping each other with new business and believes, as many do, that traffic through Main Street will get better once the U.S 301 bypass is completed.

Source: Delaware Business Times, March 6, 2018.

The Chamber would like to thank the many businesses who attended the Chamber's Downtown Task Force meeting in April to listen and voice their concerns.



# TOWN OF DEWEY BEACH UPDATE

## The Town of Dewey Beach is installing beach mats at beach entrances this summer

Residents and businesses were offered the opportunity to sponsor a mat that will be good for three years.



The Chamber of Commerce was happy to sponsor a mat. Pictured to the right is what the Chamber's mat will look like.



## Mayor TJ Redefer and the Town of Dewey Beach proclaimed long time employee, Joyce Pool as Mayor for a Day!

Joyce was officially Mayor on May 14th ...her day off!



### Rehoboth Beach-Dewey Beach Chamber of Commerce

#### FREE MONDAY NIGHT MOVIES

Bring your family & beach chair for a family friendly movie shown on a giant screen on Dewey Beach at Dagsworthy Avenue. Movies begin at 8:30 PM (dusk) and are shown on Mondays. *2018 schedule below.*

- July 2 ..... Moana
- July 9 ..... Tomorrowland
- July 16 ..... Despicable Me 3
- July 23 ..... Finding Nemo
- July 30 ..... Beauty and the Beast (2017)
- August 6 ..... Cars 3
- August 13 ..... Coco
- August 20 ..... The BFG

### Rehoboth Beach-Dewey Beach Chamber of Commerce

#### FREE WEDNESDAY NIGHT BONFIRES

Bring your family & beach chair to a bonfire & marshmallow roasting on Dewey Beach at Dagsworthy Avenue. Bonfires are held from 7:00 PM to 9:00 PM on Wednesdays. The 2018 Schedule is July 3, 11, 18, 25 and August 1, 8, 15, 22.

Movies and Bonfires are donation based activities; contributions sustain these activities and are appreciated! Activities are subject to weather cancellations: lightning or unsafe conditions. Updates will be posted on the Chamber's Facebook Page.

OFFICIAL MOVIE & BONFIRE SPONSOR:



**Sponsor a Movie Slide!**  
Contact Zoe at 302-227-6446

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