



# FOCUS<sub>on</sub>

March  
E-Newsletter  
2018

**Rehoboth Beach-Dewey Beach Chamber of Commerce**

Mission: To promote business, tourism and civic responsibility.

## Beach Goes Red, White & Blue!



### Saturday • June 9, 2018

**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!

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!



For more info, visit [Beach-Fun.com](http://Beach-Fun.com)



**Rehoboth Beach-Dewey Beach**  
Chamber of Commerce & Visitors Center

**“The Nation’s Summer Capital”**

P.O. Box 216  
306 Rehoboth Avenue (Admin Offices)  
501 Rehoboth Avenue (Visitors Center)  
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

**Chamber Staff Contact Information**

Sophia Sawicki, Visitors Ctr & Distribution Mgr ..... Ext. 10  
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  
Membership ..... Ext. 15  
Meghan McCalley, Office Manager/Creative ..... Ext. 16

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# 2018 Upcoming Calendar

DATE.....	MEETING or EVENT .....	TIME/PLACE
April 12 .....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
April 12 .....	Full Board of Directors Mtg .....	11:30 am/Jake's Seafood
April 14 .....	Town of Dewey Beach Mtg .....	9:00 am/Lifesaving Station
April 20 .....	City of Rehoboth Beach Mtg .....	7:00 pm/City Hall, 2nd Floor
May 10 .....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
May 10 .....	Full Board of Directors Mtg .....	11:30 am/Jake's Seafood
May 12 .....	Town of Dewey Beach Mtg .....	9:00 am/Lifesaving Station
May 18 .....	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!

**Thursday, April 5** · Cilantro

**Thursday, May 3** · Nassau Valley Vineyards

**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!



**May General Membership Meeting**  
with Governor John Carney  
Scheduling Underway...Stand By!



35th Annual  
**Spring Sidewalk Sale**

May 18-20, 2018  
Rehoboth Beach & Dewey Beach Resort Area

# Shredding Day

Shred Your Documents For Free!



The Rehoboth Beach-Dewey Beach Chamber of Commerce in partnership with WSFS will host the 9th Annual Shredding Day on

**Friday, May 4, 2018 · 8AM-11AM**

**New Location!! WSFS · 19335 Coastal Hwy, Lewes**



No Charge; Donations are appreciated!  
Call the Chamber for more info!  
302-227-6446



## ON IT'S WAY TO YOU!!!

### Chamber Member Product Delivery Schedule

PRODUCT ..... DATE OF DELIVERY RANGE

Visitors Guide ..... March 15-April 15

Calendar of Event Rack Cards..... March 15-April 15

Posters (Resort Area Calendar of Events,..... April 16-May 11  
Dewey Beach Activities, Sea Witch,  
Beach Goes Red, White & Blue)

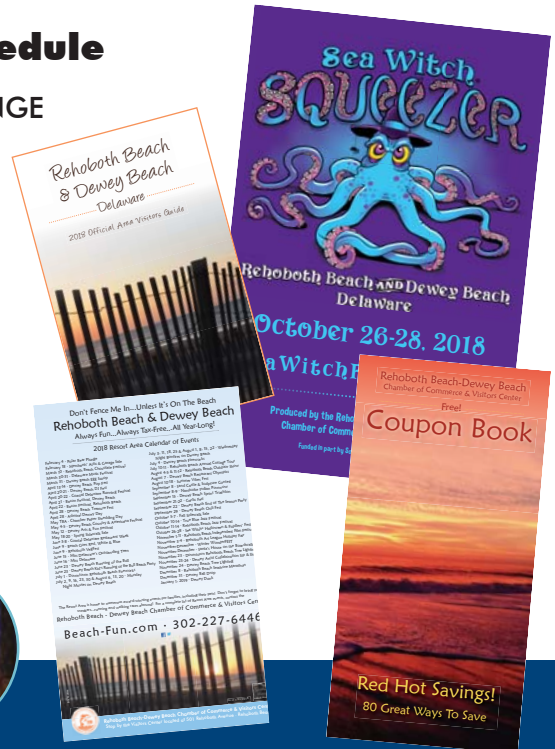
Coupon Books..... May 14-18

Dining Guides..... May 21-31

Sophia will be happy to assist Members who may wish to pick up their product from our new location at **306 Rehoboth Avenue, Rehoboth Beach.**



To arrange for pick up, please contact Sophia at 302-227-6446 or [sophia@beach-fun.com](mailto:sophia@beach-fun.com).



# BRAG BOARD

## Congratulations on the Award

### Delaware Transit Corporation Wins First Place in APTA 2018 AdWheel Award for DART's Beach Bus Marketing Campaign

The Delaware Transit Corporation (DTC) has earned high honors in the marketing and communications world of the public transportation industry, winning first place for "Best Marketing and Communications to Increase Ridership or Sales – Comprehensive Campaign" from the American Public Transportation Association (APTA) 2018 AdWheel Awards for its innovative DART Beach Bus campaign.

The objective of the Beach Bus campaign was to raise awareness of the new Lewes Transit Center and Park & Ride, increase ridership and, in turn, reduce traffic congestion during the summer. The public was offered the option to ride in the comfort of the air-conditioned bus, avoiding the stress and aggravation of driving in bumper-to-bumper traffic.

DTC worked with Aloysius, Butler & Clark (AB&C) on the campaign, which utilized public relations, social media, print, radio, lifeguard stand and movie theater ads, hotel key cards, restaurant/bar coasters and table tents to raise awareness. The "DART to" campaign highlighted the various destinations reached by the Beach Bus, such as "DART to the Boardwalk" and "DART to the Nightlife." The winning campaign can be viewed at DART Case Study.

The 2017 season of the DART Beach Bus service was proven successful with an unprecedented ridership increase of over 21%, thanks to the launch of a new brand and implementation of strategic advertising. In addition to the clever campaign, bus service levels were increased with more frequencies, expanded service areas and extended hours. As a result, fewer cars were on the roads in the beach areas.

John Sisson, DTC CEO said, "We were elated with the Beach Bus launch and ridership results. From the marketing campaign to the new facilities, signage, planning and operation of the service, employees from all sections of the Corporation deserve credit for the successful Beach Bus season."

Representatives from DART accepted the award during the APTA Marketing and Communications Conference in San Francisco the week of February 26.

The APTA AdWheel Awards recognize the marketing and communications efforts of APTA's membership, nationwide. The annual awards competition creates a structure to share best practices and to raise the awareness of the value of public transportation marketing professionals within the industry.

The Delaware Transit Corporation, a subsidiary of the Delaware Department of Transportation (DelDOT), operates DART First



State. Real-Time Transit Information is available on the free DelDOT App (iOS and Android), as well as on DART's Trip Planner at [www.dartfirststate.com](http://www.dartfirststate.com). For more information, please call 1-800-652-DART.

## Delaware Represented at ABA Convention

Thank you for co-sponsoring the Delaware Booth at the American Bus Association Convention held in Charlotte, NC. Your contribution enabled Delaware to have an enhanced presence as a group-friendly destination, and your sites and services received higher visibility via your printed materials and digital flyers. Also, a special thanks goes to Gordon Basht, Debbie Eashum and Bonnie Wirth for their onsite assistance in assembling and manning the booth.

The marketplace floor was all abuzz during the Networking Floor Reception and the Delaware Booth was a popular draw -- receiving third place for "Best of Show" for a large in-line booth! This year, the crowd enjoyed the beach theme, live music by a Jimmy Buffett impersonator, and barbeque chicken and Hawaiian chicken satay. Delaware Booth visitors also appreciated the beach-themed giveaways, bags of Fisher's caramel popcorn, grand prize drawing opportunities and learning all about Delaware's wonderful group tour offerings.

Thank you, again, for your partnership and participation!





# 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.

### **Bonkey's Ice Cream & Snoballs**

Bonnie Cunningham  
20200 Coastal Highway  
Rehoboth Beach, Delaware 19971  
717-993-0739 · www.bonkeys.com  
Restaurant/Eateries - Ice Cream

### **CertaPro Painters**

Denise Garvey  
21810 D Street  
Rehoboth Beach, Delaware 19971  
302-212-5742  
www.rehoboth.certapro.com  
Services - Painting Contractor

### **One Day At A Time Gifts, LLC**

Amylynn Karnbach  
46B Baltimore Avenue  
Rehoboth Beach, Delaware 19971  
302-212-5632  
Retail - Gifts & Specialty Shops



## 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 February 10 - March 14, 2018. Thank you for your continued support!

- Alarm & Communication Systems Group · Alzheimer's Association Delaware Valley  
 Anchorage Motel · Artisans' Bank · Asset Management Alliance · Atlantic Oceanside Resort  
 Bad Hair Day? · Baird Mandalas Brockstedt LLC · Bay Coast Realty · Beach Retreat LLC  
 Bellevue Sands Suite · Big Fish Grill & Seafood Market · Bike To Go, LLC · Blue Hen Disposal  
 Bluecoast Seafood Grill & Raw Bar Rehoboth · Chesapeake Plumbing & Heating  
 Debbie Reed Team of Re/Max Realty Group · Delmarva Board Sports & Discovery Tours  
 Dewey Beach Lions Club · Dewey Beach Watersports · Patrick Diamond/Patron Member · DiFebo's  
 DSM Commercial Real Estate · East Coast Garden Center · Envirotech Environmental Consulting, Inc.  
 Epworth United Methodist Church · Fino, Inc. · FMS Rehoboth Beach  
 Grizzly's Landscape Supply & Services, Inc. · Hampton Inn · High Seas Motel · Hotel Rehoboth  
 Hyett Refrigeration, Inc. · Ice Cream Store · Irish Eyes Pub & Restaurant · Jake's Seafood House  
 JAVA JUKEBOX · Jenn Jones - Keller Williams Realty · Jersey Mike's Subs  
 Joshua M. Freeman Foundation · Jungle Jim's Inc. · Leisure Point Resort · Lewes Printing, Inc.  
 M & T Bank · Mariachi Restaurant · Mark Showell Interiors  
 Meals on Wheels of Lewes & Rehoboth, Inc. · Megalodon Shark Teeth  
 Morgan Stanley - David A. Humes · Mutual of Omaha · Nickle Electrical Companies · NV Homes  
 Outback Steakhouse · The Peninsula · Peppers · Pet Wants Rehoboth Beach · Platinum Roofs  
 Quality Inn & Suites · Rehoboth Beach Running Company · Rehoboth Beach Sunrise Rotary Club  
 Ryan Homes · Rogers Graphics, a Division of Delmarva Printing · Schagrin Gas Co.  
 Sea Air Village · Silicato Development · Straight Eights Car Club · Chris Strong/Patron Member  
 Tiffany Caldwell Photography · Turnstone Custom Homes · The UPS Store  
 Urology Associates of Dover · VistaGraphics, Inc. · Ward & Taylor LLC  
 Whiteford, Taylor & Preston LLC

# 2018 Event Sponsors To Date

The Chamber of Commerce is proud to have our Members as sponsors!

We greatly appreciate your support of the Sea Witch® Festival, Beach Goes Red, White & Blue!, Spring & Fall Sidewalk Sales and the Sandcastle Contest. Sponsors to date include . . .

Affinity Energy Management · Avenue Inn · Arena's Deli · Atlantic View Hotel  
Beach View Hotel · Bellmoor Inn · Budget Blinds · Claws Crab House  
Creative Concepts · Custom Mechanical · Delaware Beach Book  
Delmarva Broadcasting Co. · Dewey Beachfit · DiFebo's Restaurant · Fins Restaurant  
Fulton Bank · Hyatt Place · Jack Lingo · Jeanine O'Donnell, State Farm Lewes  
Kilwins · M&T Bank · Mann & Sons, Inc. · Meoli Company · Pieces of Time  
Rita's Water Ice - Rehoboth Ave · Star of the Sea Condo · Sussex Eye Center  
The Swell Tiki Bar & Grill · WRDE · WSFS

See Next page for sponsorship opportunities!!! .....

## DEWEY BEACH MOVIES & BONFIRES

MOVIE NIGHT BLOCKBUSTER SPONSOR: Budget Blinds

### 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 MOVIE SCHEDULE (AS OF MARCH 2018)

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



**FREE PARKING**  
between 5-11PM  
on Mon, Tues &  
Wed evenings!



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

#### 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.



The Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center  
**Promote Your Business & Join The Fun!**

Be included in every event...Pick your sponsorship below!



**Beach Goes Blue...  
Red & White Too!**  
June 9



**Dewey Beach  
Movies & Bonfires**  
Summer 2018



**Sandcastle &  
Sculpture Contest**  
September 8



**Spring & Fall  
Sidewalk Sales**  
May 18-20 · Oct. 5-7



**Sea Witch  
Festival®**  
October 26-28

**Official Sponsor of Any One Major Event\* • \$10,000**

Includes everything listed in the Perfect Wave Sponsorship, PLUS marketing and promotion as Official Sponsor of that event!  
 WRDE NBC Coast TV has returned as the Official Sponsor of the Sea Witch Festival®! \*Only one Official Sponsor per event.

**Perfect Wave Sponsor • \$8,000 (Actual Value \$10,425)**

- General Press Release for Each Event...\$1,000
- Press Release w/ Check Presentation Photo...\$100
- Logo/Listing on Event TV Commercial...\$2,000
- Banner Production & Placement at Designated Events...\$600
- Prominent Logo on Event T-Shirts/Product...\$550
- Balloon for Sea Witch® Parade...\$600
- (2) Event Trophy Sponsorships...\$500
- (1) Sea Witch® Festival Activity Sponsor...\$300
- Full Page Color Ad in Sea Witch® Program...\$750
- (3) Beach Goes Blue Radio Spot Tag Ons...\$150
- (2) Beach Goes Blue TV Commercial Tag Ons...\$200
- (3) Dewey Beach Movie Preview Slides...\$300
- Full Page Color Ad in Visitor's Guide...\$1,650
- Full Page "Focus On" Newsletter Ad...\$175
- (2) Website Banners for 1 Year...\$700
- (3) Chamber Member Blasts...\$297
- (2) Chamber Social Media Posts
- (2) Chamber Beach Blasts...\$198
- (2) Product Placement at Business After Hours or General Membership Meetings...\$200
- (4) Sea Witch® T-shirts...\$100
- (1) Ticket to Annual Installation Dinner...\$55

**Tidal Wave Sponsor • \$6,000 (Actual Value \$7,752)**

- General Press Release for Each Event...\$1,000
- Press Release w/ Check Presentation Photo...\$100
- Logo/Listing on Event TV Commercial...\$2,000
- Banner Production & Placement at Designated Events...\$600
- Prominent Logo on Event T-Shirts/Product...\$550
- (1) Event Trophy Sponsorship...\$250
- 1/2 Page Color Ad in Sea Witch® Program...\$450
- (2) Beach Goes Blue Radio Spot Tag Ons...\$100
- (1) Beach Goes Blue TV Commercial Tag Ons...\$100
- (2) Dewey Beach Movie Preview Slides...\$200
- 1/2 Page Color Ad in Visitor's Guide...\$1,250
- Full Page "Focus On" Newsletter Ad...\$175
- (1) Website Banner for 1 Year...\$350
- (2) Chamber Member Blasts...\$198
- (2) Chamber Social Media Posts
- (2) Product Placement at Business After Hours or General Membership Meetings...\$200
- (1) Chamber Beach Blast...\$99
- (3) Sea Witch® T-shirts...\$75
- (1) Ticket to Annual Installation Dinner...\$55

**Barrel Wave Sponsor • \$4,000 (Actual Value \$5,403)**

- General Press Release for Each Event...\$1,000
- Press Release w/ Check Presentation Photo...\$100
- Logo/Listing on Event TV Commercial...\$2,000
- Banner Production & Placement at Designated Events...\$600
- Logo on Event T-Shirts/Product...\$225
- (1) Event Trophy Sponsorship...\$250
- (1) Beach Goes Blue Radio Spot Tag On...\$50
- (1) Beach Goes Blue TV Commercial Tag On...\$100
- (2) Dewey Beach Movie Preview Slides...\$200
- 1/4 Page Color Ad in Sea Witch® Program...\$350
- 1/2 Page "Focus On" Newsletter Ad...\$125
- (2) Chamber Member Blasts...\$198
- (1) Product Placement at a Business After Hours or a General Membership Meeting...\$100
- (1) Chamber Social Media Post
- (2) Sea Witch® T-shirts...\$50
- (1) Ticket to Annual Installation Dinner...\$55

**Swell Wave Sponsor • \$2,000 (Actual Value \$2,824)**

- General Press Release for Each Event...\$1,000
- Press Release w/ Check Presentation Photo...\$100
- Banner Production & Placement at Designated Events...\$600
- Logo on Event T-Shirts/Product...\$225
- 1/8 Page Color Ad in Sea Witch® Program...\$300
- (1) Beach Goes Blue Radio Spot Tag On...\$50
- (2) Dewey Beach Movie Preview Slides...\$200
- 1/4 Page "Focus On" Newsletter Ad...\$100
- (1) Chamber Member Blast...\$99
- (1) Product Placement at a Business After Hours or a General Membership Meeting...\$100
- (2) Sea Witch® T-shirts...\$50

**Rip Wave Sponsor • \$950 (Actual Value \$1,450)**

- General Press Release for Each Event...\$1,000
- Press Release w/ Check Presentation Photo...\$100
- Logo on Event T-Shirts/Product...\$225
- (1) Dewey Beach Movie Preview Slide...\$100
- (1) Sea Witch® T-shirt...\$25



Contact **Emily** at **302-227-6446!**

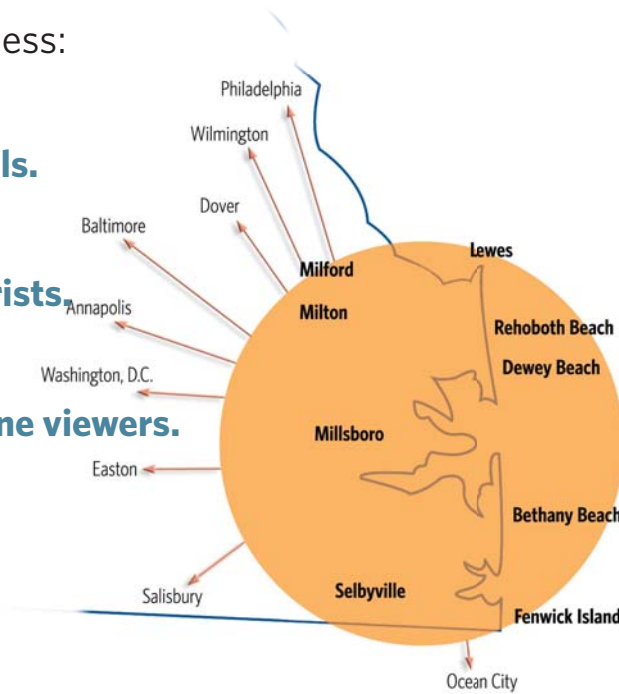
# Reach More Customers!

By advertising in Delaware Beach Life magazine, your **ad is seen everywhere** throughout coastal Delaware — covering every path to promote your business:

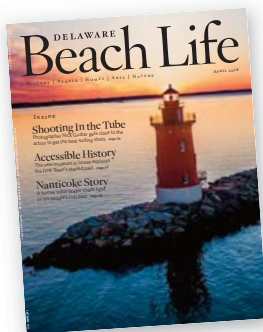
**Reach locals.**

**Reach tourists.**

**Reach online viewers.**



## Sign Up Now:



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

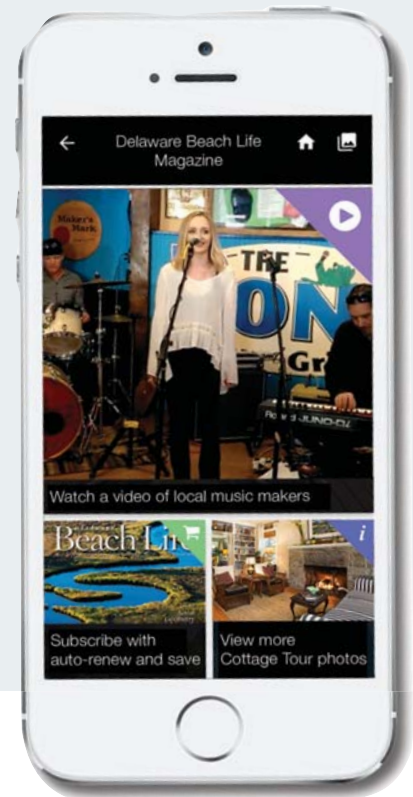
**Reserve your space NOW for the next issue!**

**No payment due until after publication!**

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

Try our new  
**Revel.it digital  
technology!**

**Expand your print ad  
to show videos,  
photos,  
make purchases,  
reservations, etc.,  
all from a smartphone!**





## MEMBER IN THE SPOTLIGHT



### Ocean Suds Commercial Laundry

**Ocean Suds Commercial Laundry** opened its doors on March 2nd at 37219 Rehoboth Avenue Ext., Rehoboth Beach. Ocean Suds services all local business including: restaurants, bars, hotels, motels, inns, bed and breakfasts, medical facilities, vacation rentals and linen rentals. Their location on Rehoboth Avenue allows for perfect access to pick up and drop off laundry; they also offer delivery. Ocean Suds Commercial laundry has created an outstanding laundry business, allowing customers to receive their product washed, folded, bagged and organized all while insuring the product is clean, neat and up to quality standards. Ocean Suds Commercial Laundry can handle it all from bedding, towels, bar rags, mops, table cloths, napkins, curtains, rugs and company uniforms. Be sure to check them out, stop by or call 302-856-7268. ♦

## SPECIAL NOTE FROM LONGTIME MEMBER

Hi Carol,

I just wanted to reach out to you and everyone at the Chamber and thank you for the 50 year recognition of the Robin Hood Restaurant.

We have received so much positive responses from the article in the Cape Gazette. It's heartwarming to know so many people would drop in to share a story about past years and memories of this place, a few even before we owned it.

I would also like to thank Barbara Brewer for the wonderful introduction.

Respectfully,  
Kosta Tsoukalas, Robin Hood Restaurant



Presented by Barbara Brewer, Karen & Kosta Tsoukalas accept the **Monumental Continuous Business Recognition Award** at the Chamber's Annual Awards Banquet in February.

# REPORTS *and* STATISTICS



## Accommodation Occupancy Chart | 2017 vs. 2018

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 6-8, 2017	1,406	30's Snow	No Event	January 4, 2017	968
January 5-7, 2018	1,356	10's Snowy	No Event	January 3, 2018	1,003
January 13-15, 2017	1,795	30's Sunny	No Event	January 11, 2017	972
January 12-14, 2018	1,781	30's Cloudy	No Event	January 10, 2018	1,044
January 20-22, 2017	1,777	40's Rainy	No Event	January 18, 2017	1,028
January 19-21, 2018	1,671	40's Sunny	No Event	January 17, 2018	1,095
January 27-29, 2017	1,783	40's Sunny	No Event	January 25, 2017	1,012
January 26-28, 2018	1,786	40's Sunny	No Event	January 24, 2018	1,034
February 3-5, 2017	2,201	30's Sunny	Polar Bear Plunge	February 1, 2017	916
February 2-4, 2018	2,051	40's Sunny	Polar Bear Plunge	January 31, 2018	1,001
February 10-12, 2017	1,952	50's Sunny	No Event	February 8, 2017	934
February 9-11, 2018	1,738	50's Cloudy	No Event	February 7, 2018	1,061
February 17-19, 2017	2,644	70' Sunny	Holiday/Merchants' Attic	February 15, 2017	922
February 16-18, 2018	2,399	50's Sunny	Holiday/Merchants' Attic	February 14, 2018	1,183
February 24-26, 2017	2,096	70's Sunny	None	February 22, 2017	1,083
February 23-25, 2018	2,030	40's Cloudy	None	February 21, 2018	1,074
March 3-5, 2017	1,922	40's Cloudy	None	March 1, 2017	1,088
March 2-4, 2018	2,049	40's Sunny	None	February 28, 2018	1,173
March 10-12, 2017	1,927	40's Rainy	None	March 8, 2017	1,121
March 9-11, 2018	1,998	50's Sunny	None	March 7, 2018	1,095

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - March 12, 2017 · 19,503  
January - March 11, 2018 · 18,859

#### WEDNESDAY

January - March 8, 2017 · 10,044  
January - March 7, 2018 · 10,763

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
JAN	94	246	371	337	305
FEB	157	401	358	307	438



Is your product in the Visitors Center?  
Call Sophia!  
227-6446

## Delaware Labor Force Trends

(January 2018); Delaware's seasonally adjusted unemployment rate in January 2018 was 4.5%, unchanged from December 2017. There were 21,500 unemployed Delawareans in January 2018 compared to 21,900 in January 2017. The U.S. unemployment rate was 4.1% in January 2018, unchanged from December 2017. In January 2017, the U.S. unemployment rate was 4.8%, while Delaware's rate was 4.6%.

Source: Delaware Department of Labor - Monthly Labor Review; published March 6, 2018. <http://lmi.delawareworks.com>

# REPORTS *and* STATISTICS

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

Month	Pageviews		Users/Visits		Absolute Unique Visitors		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
<b>YTD Totals</b>	83,102	<b>55,219</b>	25,143	<b>17,329</b>	23,302	<b>16,012</b>	47.44%	<b>51.46%</b>	1:57	<b>1:51</b>

\* YTD Total Average

### Top Pages Viewed - February 2018

Page on Site	Page Views
1 Order a Visitors Guide	4,565
2 Calendar of Events	3,133
3 Area Activities	1,632
4 Attractions	1,028
5 Thank You For Completing Form Page..	1,004
6 Dewey Beach Activities	905
7 Sea Witch® Festival	825
8 Accommodations	704
9 Dining	668
10 Site Index/Visitors Guide	635

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

State	Visits
1 Pennsylvania	2,506
2 Delaware (partly Member driven)	1,989
3 Maryland	1,192
4 New Jersey	995
5 New York	905
6 Virginia	651
7 District of Columbia	604
8 Ohio	230
9 Connecticut	121
10 Florida	95

## 2018 Regional Advertising Placement (as currently approved)

Publication	Run Date
AAA World Magazine	May/June
Calkins Media	January
Coastal Living	May
Comcast/Xfinity.com Web	2018
Facebook/Social Media	2018
Great Vacation Getaways	Spring
Guest Quest	Spring/Summer
I-95 Presence/Welcome Center	2018
Interfuse, Online	Spring
Pocket Ranger App	2018-2019
Southern Living	April
USA Today Go Escape: Mid Atlantic	May/June
WBOC	Ongoing
WMDT	Ongoing
WRDE	Ongoing

### Sample 2018 Ad

Don't Fence Me In...Unless It's On The **Beach!**

**Rehoboth Beach and Dewey Beach, Delaware**

Always Fun & Tax-Free...All Year Long!

**Beach-Fun.com**  
800-441-1329

Beach Fun logo and Southern Delaware Tourism logo.

2018 Regional Advertising Budget - \$50,000. 2018 Local Advertising Budget - \$4,750. Sample local advertising includes: Discovery Map, Jolly Trolley, etc. Additional advertising is taken as sponsorship becomes available.

# BUSINESS *after* HOURS PICTURES

## THANKS to our March Host!

2009 Highway One · Dewey Beach · 302-227-4600

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



## CHAMBER STAFF CHANGES

Two long time Chamber Chicks . . .  
**Patty Burkentine & Joy Kidd**



have accepted new positions. The Chamber thanks them for their hard work over the years. We will miss them greatly and wish them good luck as they start their new chapters!

### New Chamber Chick on Board

Lisa Newnom, working in Administration, will be starting at the Chamber on March 26th.



### Don't Forget...

The Chamber's Administration Offices have moved to  
**306 Rehoboth Avenue, Rehoboth Beach!**

The Chamber continues to operate the Visitors Center located at 501 Rehoboth Avenue.



## ALBERT EINSTEIN SAYS IT BEST!

A person who never made a mistake never tried anything new.

We cannot solve our problems with the same thinking we used when we created them.

**Creativity is intelligence having fun.**

# 2018-2019 Chamber Coupon Book

The Chamber created and distributed 50,000 Coupon Books and is printing the same for 2018! 50,000 Coupon Books will be printed & distributed locally by the Chamber during the last week of May to the Boardwalk Kiosk, Visitors Center, Realtors, and Accommodations. The books are also included in 11,000 Summer Realtor Bags and placed in some Resort Area bins. The duration of the Coupon Book is May to May.

**Cost per coupon is \$125 and includes free coupon design!**  
**The deadline for payment and coupon is April 13, 2018.**

Coupon Dimensions - 3.5" wide x 1.375" tall; Full Color; Min. of 300 dpi.  
Email to Meghan as a pdf file to [meghan@beach-fun.com](mailto:meghan@beach-fun.com).

For More Information, Contact Meghan or Carol!  
**302-227-6446 • [meghan@beach-fun.com](mailto:meghan@beach-fun.com) • [carol@beach-fun.com](mailto:carol@beach-fun.com)**



## Don't Miss Out...Complete the form below!

**Please check:**

- I will email a camera-ready coupon by April 13 (specs listed above)
- I would like the Chamber to create my coupon (info required to create coupon below; also email high resolution logo and/or picture to [meghan@beach-fun.com](mailto:meghan@beach-fun.com))

Business Contact Name \_\_\_\_\_

Business Contact Email \_\_\_\_\_

**Information below to be shown in print:**

Business Name \_\_\_\_\_

Business Phone Number \_\_\_\_\_

Business Address \_\_\_\_\_

Business Website \_\_\_\_\_

Coupon Offer (i.e. 10% off any one single item) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Coupon Disclaimer & Expiration Date (i.e. Must present coupon at time of purchase. Valid till 5/31/2019) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Act Now...Only 80 Coupons Available on a First Come, First Serve Basis!!!**

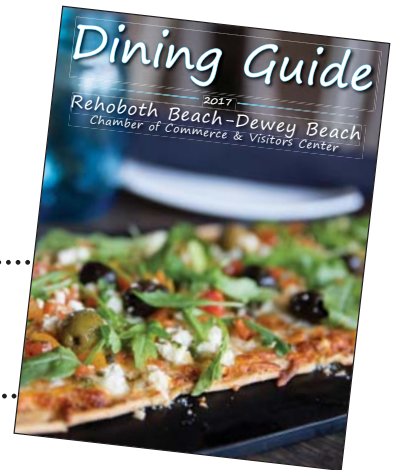
**2018-19 Sample Page**  
5 coupons per page with perforation between each coupon

As of 3/7/18

# 2018 Dining Guide

Cooked Up By The Rehoboth Beach - Dewey Beach  
Chamber of Commerce & Visitors Center

Reserve your spot by contacting Meghan or Carol at  
302-227-6446 · meghan@beach-fun.com · carol@beach-fun.com



A minimum of 25,000 guides will be printed & distributed locally by the Chamber during the last week of May to the Boardwalk Kiosk, Visitors Center, Accommodations, and Realtors. Restaurant menus will be included in the printed Dining Guide and at Beach-Fun.com.

**Deadline for ad & payment is April 13, 2018.**

The cost remains at **\$800** which is offset by advertisers receiving an added value choice of either a half page color ad in the 2019 Visitors Guide (a \$1,250 value) or insertion of 11,000 pieces of product in the 2018 Realtor Bag Season (a \$1,100 value).

## File Requirements:

- 2 full color separate pages, dimensions per each page: 7.875" wide x 10.25" high (Please note that there's no bleed)
- Send as a pdf file(s), minimum of 300 dpi, include all fonts
- Email to Meghan at meghan@beach-fun.com

**Reserve your space by completing the information below & faxing to 302-227-8351.**

Restaurant Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Please check which added value advertising service you want to participate in:

- 2018 Realtor Bag Season       2019 Visitors Guide

Note: Realtor Bag product is due by April 18, 2018 (11,000 pieces). If product is not received for the 2018 Realtor Bag season, a half page ad will automatically be placed in the 2019 Visitors Guide.



**Contact Carol or Meghan  
at 302-227-6446!**



If it is important to **YOU** it is important to us!



From simple electrical outlets, ceiling fans, generators, home entertainments to complicated electrical installations.

**GUARANTEED  
RELIABLE**



**645-5105**



**Rehoboth Beach-Dewey Beach  
Chamber of Commerce & Visitors Center**

501 Rehoboth Avenue (Visitors Center)  
306 Rehoboth Avenue (Administration Offices)  
P.O. Box 216  
Rehoboth Beach, DE 19971

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REHOBOTH BEACH DE  
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