



FOCUSon

September/October
2014

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

70+ Years of Service



Are You Ready?

**25th Annual Sea Witch Festival
October 24-26, 2014**



Given the extraordinary popularity and attendance in 2013 - NEW satellite parking, shuttle service and costumed parade crowd control have been put in place. Both the new parking plan and confirmed schedule of activities can be viewed on the Chamber's website at . . .

www.beach-fun.com/sea-witch-halloween-fiddlers-festival.html

NEW FESTIVAL FUN INCLUDES *(Contracted to Date)*

- First Edition release of the children's book ... *Sandy the Sea Witch*
- Lucy & Ricky Tribute Show→
- Delaware 87ers on the Boardwalk
- Family Movie at Sussex Family YMCA
- The PanTones - Steel Drum Band
- The British Invasion Experience
- "Sea Witch Through the Years" exhibit at the Rehoboth Beach Museum

BE A PART OF THE SEA WITCH FUN!

Any business that wants to purchase festival t-shirts for their staff at a discounted rate should contact Kate at 227-6446. Sponsorship opportunities still available! Event gear such as pins can be purchased on the Chamber' site.

"The Best Look-Alike & Sound-Alike Impersonators"



Sunday, October 26th

Rehoboth Beach Convention Center
Show Times are 11:30AM and 1:30PM
Adult Pre-Show Tickets \$15 (\$20 Day of Show)
Child Tickets \$5 (12 & under)

Tickets available at the Chamber's Visitors Center or Website

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Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

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302-227-2233 · 800-441-1329

Member Hotline · 302-227-6446

Fax · 302-227-8351

rehoboth@beach-fun.com

www.Beach-Fun.com

Download the Chamber's FREE App!

Chairman of the Board Keith Martin

First Chair Paul Kuhns

Second Chair..... Jay Becker

Third Chair/Treasurer Steve Montgomery

Immediate Past Chair Matt Turlinski

Board of Directors

Marvin Carney	Scott Swingle
Jerry Esposito*	Rachel Webster*
Chip Hearn	Chris Weeks
Bill Klemkowski	Kay Wheatley
Dale Lomas	Susan Townley-Wood
Rob Marshall	Vicki Tull
Michael Meoli	*At Large Directors
Kyle Morgan	

CEO/President.....Carol Everhart

Legal Counsel John M. Murray

Legal Counsel Jay Becker

Legislative Consultant Mark Lally

Chamber Staff Contact Information

Visitors Center StaffExt. 0

Katie Bragg, Sue Krick, Susan Maclary,
Karen McMahon and Daria Rowe

Kate Bell, Events Ext. 11

Carol Everhart, President/CEO Ext. 13

Joy Kidd, Administration Ext. 14

Patty Burkentine, Membership Ext. 15

Meghan McCalley, Finance/Marketing Ext. 16

Linda Mills, Administration.....Ext. 18

Elsa Muñoz, Distribution.....Ext. 25

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2014 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Sept 11	Exec. Board of Directors Meeting.....	10:30 am/Jake's Seafood, Rt. 1
Sept 11	Board of Directors Meeting	11:30 am/Jake's Seafood, Rt. 1
Sept 12	Town of Dewey Beach Meeting	6 pm/Lifesaving Station
Sept 19	City of Rehoboth Beach Meeting	7 pm/Commissioners Room
Sept 25	General Membership Meeting.....	12 noon/Kings Creek CC with Congressman John Carney, \$16/person
Oct 8	General Membership Meeting.....	12 noon/Atlantic Sands Hotel with Sharon Lynn, Rehoboth Beach City Manager, \$16/person
Oct 9	Exec. Board of Directors Meeting.....	10:30 am/Jake's Seafood, Rt. 1
Oct 9.....	Board of Directors Meeting	11:30 am/Jake's Seafood, Rt. 1
Oct 11	Town of Dewey Beach Meeting	9 am/Lifesaving Station
Oct 17	City of Rehoboth Beach Meeting	7 pm/Commissioners Room

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

2014 Business After Hours

Members are invited to attend monthly Business After Hours! These mixers are a great opportunity to meet and network with your fellow Members. Each event runs from **5-7 PM**. A \$1.00 donation is collected at the door which creates the pot for the 50/50 raffle. Business card drawings are held and door prizes are given out to the lucky winners!

Thursday, September 18 · Dos Locos

Thursday, October 9 · Cilantro

Thursday, November 20 · Atlantic Sands Hotel

Thursday, December 11 · Bethany Blues, Lewes

RB Candidates' Forum

The Chamber of Commerce held a Candidates' Forum for the City of Rehoboth Beach on July 30, 2014. Pictured below are the candidates' that ran either for Mayor or Commissioner. The election took place August 9th with the results of:

Mayor: Sam Cooper. **Commissioners:** Kathy McGuinness & Lorraine Zellers.



Pictured from Left to Right: Keith Martin - RBDBCC Chairman of the Board, Francis Markert, Lawrence Myslewski, Kathleen McGuinness, Incumbent Mayor Sam Cooper, Mayoral Candidate Tom McGlone, Incumbent Commissioner Lorraine Zellers, John Meng, and Dennis Forney - Moderator/Cape Gazette.



*You helped us prove...
you don't have to have sun
to have fun in the sand!*

*The Sandcastle Contest was again a success thanks to
our sponsors, volunteers, participants and onlookers!*

Mark your calendar for next year's contest...August 1, 2015!



To view more pictures & winners, visit www.beach-fun.com

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BRAG BOARD



The Barn Shops at Five Points Donates to Home of the Brave II

The Barn Shops At Five Points recently donated \$500 to The Home of the Brave II. The Home of the Brave II is a female veterans program which was started in March of 2014 and exists similarly to the men's program, in existence for its 22nd year. The goal of the program is to fundamentally meet the needs of female veterans who are eminently homeless. These are veterans that have been honorably discharged. Through Case Management at Home of the Brave this program will address the veteran's overall comprehensive needs for general benefits, vocational counseling, enrollment for VA health care and benefits, mental health counseling, substance abuse program referrals, clothing, food and shelter.

The donation was the result of several fundraisers held at The Barn Shops, as well as a landlord donation. For more information, call 302-703-6032.



Jim McCoy, Pat Hudson, Rosie Barretta, Timarie Thompson, Jessica Finan – Home of the Brave Foundation, Honey Kang, Kat Gramas, Patty Burkentine - RBDBCC.

Visitor Enjoys Family Activities In Dewey Beach

Just wanted to send a quick note to give some thanks! This coming August will be the second time I bring my family back to Dewey. I am coming specifically because I loved it so much the first time - the quietness of the beach as well as the size - its not too large that you feel smothered. And the main reason I'm coming back is because of the family activities that you do on the beach - the bonfire and movies. We haven't been there in a few years, so I was a little nervous that when I booked this time, those activities would no longer be held. I am so pleased to see that you still hold those activities for our family - so I just wanted to say THANKS and we can't wait to be there in a few weeks!



Thank you so much - Sherry Wilkinson
Email Chamber received on August 5, 2014

Congratulations to Shining Stars

Junior Achievement USA has designated JA of Delaware as a 4-Star Operation this year, based upon their performance on five Operating Performance Standards.

Thanks to your operating support and contributions to the JA Capability Campaign, on June 30 (end of FY 2014) we achieved the following OPS: -2:1 Current Ratio; -4:1 Debt Ratio; Operating Surplus; and Increase in Students Served/ Instructional Contact Hours Delivered.

These new standards are measured annually and JA operations are designated 3, 4, or 5 Star depending on the number of standards they have met over and above the requisite Operating Surplus and Increase in Students Served/ Contact Hours standards. The 5th and yet elusive standard is 6-months cash-on-hand.

The JA Capability Campaign is designed to position the organization to meet ALL FIVE of these standards on a consistent basis to ensure renewal of our charter to serve the State of Delaware. For more information, contact Rob Eppes at 302-654-4510 or www.jadelaware.org.



Two Local Farmers' Markets Make 100 Top List

The Historic Lewes Farmers' Market and the Rehoboth Beach Farmers' Market were named to the list of 101 Best Farmers' Market in America for 2014 by www.thedaily meal.com. Lewes came in at #70 and Rehoboth Beach at #71. Congrats!



Rehoboth To Be Featured On Travel Channel

Sharp Entertainment is producing a television series, named '101 Sand N Surf Hotspots', which will feature the top beach destinations around the world. Rehoboth Beach will be one of the beaches showcased in the series. Your Chamber provided Resort Area B-Roll Video Footage for use on the show.



The show is scheduled to air on the Travel Channel in January/February of 2015. Stand by for more details!

RIBBON CUTTING CEREMONIES



Fortier Photography Wedding Chapel



The Greene Turtle on the Avenue



Tailbangers



Eastern Shore Coffee & Water



Queenstown Premium Outlets



The Coffee House



The Cellar Door



The Chamber is **LOOKING** for volunteers to join the Meet & Greet Committee. Interested? Call Kate at 302-227-6446!



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.

Bill Rust Plumbing, Inc.

Laura Rust
Serving All of Sussex County
302-422-6061
www.billrustplumbing.com
Service - Plumbing
M2M Discount: \$10 off service/repair for all Chamber Members if mentioned at time of appointment

Cellar Door

Michael J. Ludden
20 Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-227-1004
www.cellardooronbaltimore.com
Restaurant/Eatery

The Coffee House

Christina Harvey
18 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-212-5163
Restaurant/Eatery

Crabbers Cove

Kostas Kalogeropoulos
1301 Coastal Highway
Dewey Beach, Delaware 19971
302-226-1090
Restaurant/Eatery

Factory Sports

Pat Woods
17543 Nassau Commons Blvd.
Lewes, Delaware 19958
302-745-0919
Attraction - Recreation

Fairfield Inn & Suites Rehoboth Beach

Jerry Bellistri
19113 Coastal Highway
Rehoboth Beach, Delaware 19971
www.marriott.com/rehfs
Service - Hotel/Motel

Lighthouse Restaurant

Kostas Kalogeropoulos
1301 Coastal Highway
Dewey Beach, Delaware 19971
302-227-6444
Restaurant/Eatery

Old World Breads

Keith Irwin
32191 Nassau Road #4
Lewes, Delaware 19958
302-313-5191
www.oldworldbreads.com
Restaurant/Eatery - Bakery
M2M Discount: Wholesale rates available to qualified applicants

Party Decor & More

Jim Schnepf-Pratt
18675 Coastal Highway, #11
Midway Shopping Center
Rehoboth Beach, Delaware 19971
302-645-0220
Retail - Gifts & Specialty Shops

Procino-Wells & Woodland, LLC

Sherri Holder
17252 N. Village Main Blvd., Unit 16
Lewes, Delaware 19958
302-628-4140
www.pwwlaw.com
Service - Lawyer

Que Pasa

Kostas Kalogeropoulos
1301 Coastal Highway
Dewey Beach, Delaware 19971
302-226-1820
Restaurant/Eatery

Rehoboth Star

Scott Gold
Road 50A/Turning Point Road
Bethany Beach, Delaware 19930
302-727-6601
www.rehobothstarfishing.com
Service - Boat
M2M Discount: 10%

The Sand Dollar

Don Tollett
Rusty Rudder Dock, 113 Dickinson Street
Dewey Beach, Delaware 19971
302-858-7030
www.sanddollardewey.com
Service - Boat
M2M Discount: 10% off private cruise (Monday - Thursday)

Scoops at the Beach

Kostas Kalogeropoulos
1301 Coastal Highway
Dewey Beach, Delaware 19971
Restaurant/Eatery - Ice Cream

Rita's Italian Ice of Rehoboth

Michael Rosso
18701 Coastal Highway
Rehoboth Beach, Delaware 19971
302-645-4501
www.ritasfranchises.com/rehobothbeach
Restaurant/Eatery
M2M Discount: 10% off purchase; not to be combined with other discounts or promotions

GOOGLE STREET VIEW HITS THE STREETS

The Google Street View team is excited to work with the Chamber and local municipalities on their Street View Special Collections. The program is free and limited to Google's selected attractions in Rehoboth Beach and Dewey Beach. The team visited Delaware during the week of August 25th. The photography process is straightforward and involves one of Google's operators walking around the designated areas with a Google Trekker while it takes photos every 2-3 seconds. Benefits of the program are: gain exposure on Google Maps and Google Earth; bring the Resort Area location to life with imagery on Google Maps; and ability to embed imagery into web sites and create virtual tours.

Check out these live examples: *The White House* - <http://goo.gl/maps/Kgk48>; *Lucas Oil Stadium* - <http://goo.gl/maps/ASwmy>; *9/11 Memorial* - <http://goo.gl/maps/Ed100>; and *Grand Canyon* - <http://goo.gl/maps/zi1rU>

MEMBERS *in the* SPOTLIGHT

Concierge by the Sea

Concierge by the Sea can handle your vacation needs from linens, cribs, beach chairs and umbrellas to stocking your beach house with groceries and other items you need for a stress-free vacation.

Staff can assist with private dinner parties, in-home massage, tee times and kayak excursions. For homeowners, Concierge by the Sea offers property watch, coordination and oversight of home improvement projects and seasonal services like opening your home or closing it for the season. They also provide weekly grocery delivery and non-medical home care. The beach is a great place to have a conference, retreat, reunion or wedding and with a little help from Concierge by the Sea, planning is made easy. For more information, visit www.conciergebythesea.com or call 484-431-3750. ♦



Platinum Roofs Inc.

T.R. Roofing Inc. has branded their name, and is now DBA Platinum Roofs Inc. Platinum Roofs Inc. will still be specializing in Flat Roofs, where they are Certified in Duradek (walkable roof system), Duro-Last Roofing, Firestone TPO and EPDM Rubber, Green Roofs and Uniflex Roof Coatings. They have also expanded their business and are now installing shingle roofs and standing seam metal roofs. They are also doing all shingle roofs, metal roof repairs and roof inspections. For free estimates, call 302-226-4510. ♦

Coastal Wedding Chapel

Locally owned photography studio, Fortier Photography, announces the opening of their Coastal Wedding Chapel.

The new chapel is an affordable and elegant alternative to a courthouse wedding. Couples planning a beach wedding, now have a "back-up plan" for inclement weather by reserving the chapel for their ceremony. Renting the chapel can include a Celebrant and ceremony. Many options are available to individualize a unique ceremony like a Civil, Traditional or Spiritual ceremony content, and include any special readings or traditions. Elopements, anniversaries and renewal of vows ceremonies will also be available. Couples will still need to file in person at the Sussex County Courthouse in Georgetown, complete the state required paperwork for a marriage license application and expect the necessary 24-hour waiting period before a ceremony can take place. For more information, call 302-604-2646 or visit www.fortierphotography.com ♦

Homestead Bed & Breakfast

The Homestead B&B has been operating for over 10 years and was acquired by Joe Sterner and David Brinton in September 2013. While no strangers to the hospitality industry, this is the couple's first venture as full time innkeepers. Nonetheless, the duo has made short work at making the Homestead one of the premier inns at the Delaware Beaches. At press time, the Homestead Bed and Breakfast is the #1 rated B&B on TripAdvisor.com for the Rehoboth Beach area. The pair agree that being a destination for guests wanting to travel with their pets has also been key. The B&B is the only Delaware accommodation listed in Bring Fido's "Ruff Guide to the United States", which highlights 365 of the best places to stay and play with your dog in all 50 states. For more information, visit www.homesteadrehoboth.com or call 302-226-7625. ♦



Shell We Bounce

Located at 20699 Coastal Highway in Rehoboth Beach, Shell We Bounce provides a new and exciting indoor activity for children at the beach. There are six different types of Inflatables, from a Zoo Inflatable for children under the age of 5 and a 65 ft. double slide obstacle course for the older ones. Shell We Bounce isn't your average bounce house center. There is something for everyone...from Toddlers to Teens, birthday parties and even a Parent's Night Out.

Shell We Bounce is open year round. For hours and info, call 302-727-5416 or visit www.shellwebounce.com. ♦

The Coffee House

Located at 18 Rehoboth Avenue (Ocean Block), The Coffee House features an upscale coffee bar with a full menu of café drinks and bakery items supplied by The Point. Schell Brothers partnered with the restaurant to create a unique cafe experience in the new home gallery. While enjoying a gourmet cup of coffee, visitors can learn more about the communities and home designs offered by Schell Brothers and its affiliated companies.

In true Schell fashion, the team raised the bar on the coffee house and new home sales center concept, transforming the space into an extraordinary experience. Along with the upside-down kitchen, premium coffee, delicious pastries, home designs and eye catching photography, visitors are able to experience Schell Brothers' newest floor plans using new technology to virtually tour their 3D model homes.

For more info, about Schell Brothers and The Coffee House, visit www.schellbrothers.com or call 302-212-5163. ♦



Thank You Monthly Renewing Members

The Chamber wishes to thank the following Members who recently renewed their membership investment. The list below represents Members who renewed during the period of June 19 - August 5, 2014. Thank you for your continued support!

American Classic Golf Club, Ameriprise Financial, Anglers Fishing Center, Architectural Marketing, Arena's Famous Deli Bar, Atlantic/Smith, Cropper, & Deeley, Avenue Apothecary and Spa, Avon-Wendy McGehrin, Ind. Avon Representative, Bayside Resort Golf Club, Beach Ride Taxi, Bear Industries, Carlton's, Casa di Leo, Children & Families First, CLAWS Seafood House, Coastal Kids Pediatric Dentistry, Comfort Inn & Suites – Georgetown, Crosswinds Motel, Cultured Pearl Liquor Company LLC, Delaware Breast Cancer Coalition, Inc., Delaware State Chamber of Commerce, Dewson Construction, Discovery Map, DJ's Pet Depot, Dogfish Head Brewing & Eats, Dunkin' Donuts/Baskin Robbins, Edible Arrangements, Element Design Group, Embrace Home Loans, Farmer Girl Exotic Gardens, Fehrenbach's Flooring, First State Benefits, Garrison Homes, Go Fish!, Hazzard Auto Parts Inc., Home Media One, Hopkins Farm Creamery, i3a LLC, IHOP, Jersey Mike's Subs, just COMFORT shoes, Lazy L Bed & Breakfast, Lewes Historical Society, Lingo's Market, Little League Sr. Softball World Series, McGregor Custom Homes, Minuteman Press, Night Owl Marketing, Nike Factory Store, Nucar's Lewes Auto Mall, Odysea, One Spirit Massage Studio, P.D. Lovett & Co., Pat Campbell-White (RE/MAX), The Peninsula Golf & Country Club, Penny Lane Mall Partnership, LLC, Pete's Steak Shop, The Pickled Pig, Pixstar, Inc., Progressive Specialty, Rehoboth Bay Marina, Right Property Management LLC, Root Gourmet, Ryans, SCORE - Experienced Business Counselors, Security Instruments Corporation, Solid Ground Community Church, Southern DE Therapeutic & Recreational Horseback Riding, Inc., Southern Delaware Physical Therapy, Sposato Landscape, Inc., Surf Side Limousine Services, Sussex Eye Center, PA, Sussex Tree Service, Tangier Island Cruises, The Wellnet Foundation EDEN Project, Touch of Italy Salumeria & Pasticceria, Virden Conference & Retreat Center, Washington Gas Energy Services, Wave One, WDMS Entertainment & Promo., Westminster Presbyterian Church, Winding Beam, WSFS, Yesteryears Old Time Photos. Renewals from June 19 - August 5, 2014.

ELECTED OFFICIALS VISIT ISOP MEAL

On July 15, 2014, the Rehoboth Beach - Dewey Beach Chamber of Commerce and the International Student Outreach Program (ISOP) invited local elected officials and Deputy Assistant Secretary of State Robin Lerner to one of the weekly meals held for student workers at Epworth Church. For more program info, visit www.beach-fun.com/site-index/57-international-student-outreach-program.html.



Pictured Above: City of Rehoboth Beach Commissioner Stan Mills, Deputy Assistant Secretary of State Robin Lerner, Rep. Pete Schwartzkopf (District 14 & Speaker of the House) and RBDBCC President/CEO Carol Everhart.



Pictured to Left: ISOP volunteers take a break to present Robin with a Epworth kitchen t-shirt.
Pictured Above: International Student workers enjoy a meal, fellowship, and musical entertainment.

Hundreds of local businesses rely on Delaware Beach Life to thrive. How about you?



John, The Lewes Building Company:
“For the Lewes Building Company, **advertising with Delaware Beach Life is the perfect place to get our message across** to a readership who appreciates the finest in design and craftsmanship — we hit the nail on the head with Delaware Beach Life!”

Mary, Sandy and Andrew, Prudential Gallo:
“Long a part of our local community, Delaware Beach Life **helps us to reach our valued clientele**. Delaware Beach Life helps our professional sales teams in Lewes, Rehoboth and Bethany move your property from ‘For Sale’ to ‘Sold’ in no time!”



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REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2013 vs. 2014

Weekend	Room Count	Weather	Event	Wednesday	Room Count
June 7-9, 2013	2,945	60's, Cloudy	No Event	2013	N/A
June 6-8, 2014	3,165	70's, Sunny	No Event	June 4, 2014	2,945
June 14-16, 2013	3,047	70's, Cloudy	No Event	2013	N/A
June 13-15, 2014	3,214	70's, Sunny	No Event	June 11, 2014	2,996
June 21-23, 2013	3,551	70's, Sunny	No Event	2013	N/A
June 20-22, 2014	3,285	70's, Sunny	No Event	June 18, 2014	2,446
June 28-30, 2013	3,565	80's, Cloudy	No Event	2013	N/A
June 27-29, 2014	3,418	70's, Sunny	No Event	June 25, 2014	2,500
July 5-7, 2013	3,386	80's, Sunny	Split 4th of July Weekend	July 3, 2013	2,757
July 4-6, 2014	3,502	70's, Cloudy/Sunny	4th of July Weekend	July 2, 2014	2,608
July 12-14, 2013	3,301	80's, Sunny/Rain	No Event	July 10, 2013	2,369
July 11-13, 2014	3,387	70's, Cloudy/Sunny	No Event	July 9, 2014	2,400
July 19-21, 2013	3,400	80's, Sunny/Rain	No Event	July 17, 2013	2,589
July 18-20, 2014	3,461	70's, Sunny	No Event	July 16, 2014	2,528
July 26-28, 2013	3,400	80's, Cloudy	No Event	July 24, 2013	2,670
July 25-27, 2014	3,466	80's, Cloudy/Sunny	No Event	July 23, 2014	2,686
August 2-4, 2013	3,370	90's, Cloudy	Sandcastle Contest	July 31, 2013	2,652
August 1-3, 2014	3,346	70's, Cloudy/Rain	Sandcastle Contest	July 30, 2014	2,938
August 9-11, 2013	3,322	80's, Rain/Sun	No Event	August 7, 2013	2,768
August 8-10, 2014	3,507	70's, Sunny	No Event	August 6, 2014	2,980
August 16-18, 2013	3,410	70's, Sunny	Rehoboth Art League Tour	August 14, 2013	2,856
August 15-17, 2014	3,499	70's, Sunny	Rehoboth Art League Tour	August 13, 2014	2,954

Year to Date Occupancy TOTAL Comparison

January - August 18, 2013 · 86,164

January - August 17, 2014 · 87,259

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

Visitor Center Visitation

	2014.....	2013	2012.....	2011	2010
JUNE	2,559.....	2,335	2,368	2,347	2,055
JULY	2,758.....	2,988	2,511	2,524	2,009



DE Dept. Of Labor Statistics

July 2014); Delaware's seasonally adjusted unemployment rate in July 2014 was 6.2%, up from 6.1% in June 2014. There were 28,000 unemployed Delawareans in July 2014, compared to 30,300 in July 2013. The U.S. unemployment rate was 6.2% in July 2014, up from 6.1% in June 2014. In July 2013, the U.S. unemployment rate was 7.3%, while Delaware's rate was 6.8%.

Source: DE Monthly Labor Review; Vol. XXI, Number 8, 8/15/2014

QUOTE OF THE MONTH

"Hope is not a plan!"

Unknown

REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

June 2013 vs. 2014

2014	100,250 pageviews/hits 29,095 users/visits (new terminology) 22,621 absolute unique visitors 43.08% bounce rate 2:38 average time on site
2013	100,878 pageviews/hits 29,188 visits 24,733 absolute unique visitors 41.85% bounce rate 3:14 average time on site

July 2013 vs. 2014

2014	135,904 pageviews/hits 33,591 users/visits (new terminology) 31,366 absolute unique visitors 44.30% bounce rate 2:32 average time on site
2013	148,687 pageviews/hits 41,884 visits 35,654 absolute unique visitors 42.02% bounce rate 2:57 average time on site

Top 10 Pages Viewed - July 2014

Page on Site	Page Views
1 Area Activities.....	12,644
2 Dewey Beach Activities.....	8,907
3 Attractions Page.....	7,030
4 Current Events.....	4,986
5 Sea Witch Page.....	3,820
6 Accommodations/Hotel & Motel.....	3,289
7 Accommodations Category Page.....	2,899
8 Dining.....	2,791
9 Plan My Trip.....	2,513
10 Photo/Video Tour.....	2,203

Top 5 States to Visit Site - July 2014

1 Pennsylvania	10,135
2 Delaware	6,365
3 Maryland	5,275
4 Virginia.....	4,026
5 New Jersey.....	3,757

Do You Like Us? 27K+ people already do!

Like the Chamber on Facebook today!



COMMUNITY SERVICE

The Chamber partnered with the **Sussex Family YMCA** to provide community service opportunities for their youth programs!

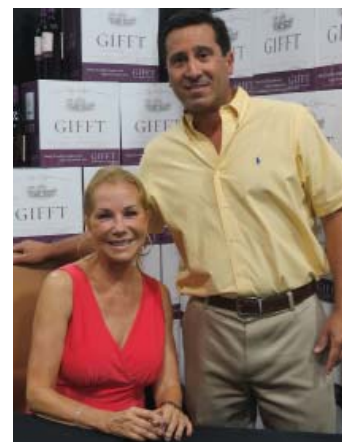


CELEBRITY SIGNING

Kathie Lee Gifford stopped by Atlantic Liquors in Rehoboth Beach on August 21st to sign bottles of her new Giff Wines.

Kathie Lee Gifford is famous for her many years as co-host of the daytime television show "Live With Regis and Kathie Lee" and her daily "Today" Show with co-host Hoda Kotb.

In addition to being an 11 Daytime Emmy Award nominee, she is also a playwright, singer, songwriter, author and humanitarian.



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Kathy Ara, Branch Manager

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#24 JEFF GORDON VISITS REHOBOTH BEACH

Jeff Gordon, four-time winner at the Dover International Speedway, visited Rehoboth Beach on August 20th. As part of the NASCAR Victory Tour, Jeff held a free question and answer session for fans at the Rehoboth Bandstand. **Sam Calagione**, founder of the Dogfish Head Brewery, joined the fun and served as Coastal Delaware's ambassador & helped welcome Jeff to the area. At the end of the Q&A session, Jeff challenged Sam to the ALS ice bucket challenge...pictured below! For more pictures, visit the Chamber's Facebook Page!



Sam Calagione & Jeff Gordon answer questions from the audience.



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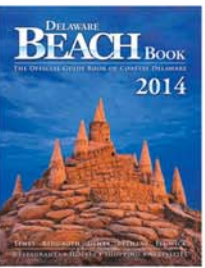
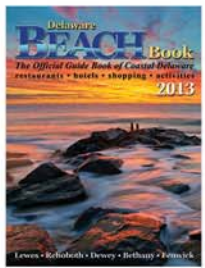
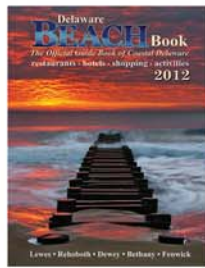
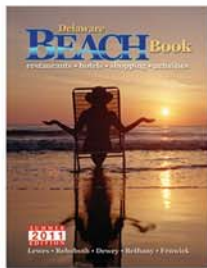
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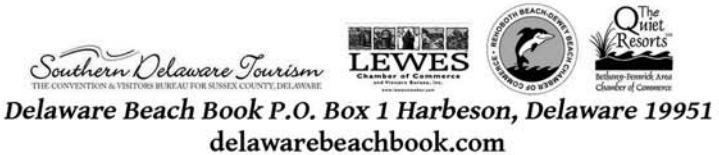
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