



FOCUS_{on}

February 2016

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

W A N T E R

2016 Board of Directors



Jay Becker
Hudson, Jones,
Jaywork & Fisher



Barbara Brewer
Atlantic Sands Hotel
& Conference Ctr.



Marvin Carney
MLC Productions



Jerry Esposito
Tidewater Utilities



Carol Everhart
RDBBCC
President/CEO



Chip Hearn
Ice Cream Store &
Peppers



Bill Klemkowski
Jake's Seafood
House



Paul Kuhns
Arena's Deli &
Summer House



Dale Lomas
Atlantic Liquors &
Crosswinds Motel



Rob Marshall
Atlantic Oceanside
Motel



Keith Martin
Hotel Rehoboth



Michael Meoli
McDonald's



Steve Montgomery
Bethany Blues &
The Starboard



Kyle Morgan
Mercantile
Processing Inc.



Scott Swingle
WSFS Bank



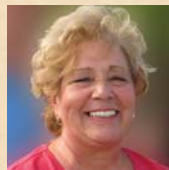
Vicki Tull
Ocean Atlantic
Sotheby's Intl. Realty



Rachel Webster
Rehoboth Toy & Kite



Chris Weeks
Becker Morgan
Group



Kay Wheatley
Rehoboth
Products Co.



Susan Wood
The Cultured Pearl

Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

P.O. Box 216 · 501 Rehoboth Avenue
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

Download the Chamber's FREE App!

Chairman of the Board Paul Kuhns
First Chair Jay Becker
Second Chair..... Steve Montgomery
Third Chair/Treasurer Vicki Tull
Immediate Past Chair Keith Martin
Board of Directors

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

CEO/President.....Carol Everhart
Legal Counsel John M. Murray
Legal Counsel Jay Becker
Legislative Consultant Mark Lally

Chamber Staff Contact Information

Katie Bragg, Visitors Center Manager Ext. 0
Visitors Center StaffExt. 0
Sue Krick, Susan Maclary, Karen McMahon
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
Elsa Muñoz, Distribution.....Ext. 25

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2016 Upcoming Calendar

DATE.....	MEETING or EVENT	TIME/PLACE
Feb 13	Town of Dewey Beach Mtg	9:00 am/Lifesaving Station
Feb 14	Merchants' Attic	11:30 am-3 pm/Cape HS
Feb 19	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
Mar 10.....	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
Mar 10.....	Full Board of Directors Mtg	11:30 am/Jake's Seafood
May 11	General Membership Mtg.....	12:00 pm/Kings Creek C.C. with Sharon Lynn, City Manager of City of Rehoboth Beach; Fee

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

2016 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, February 18** · Bethany Blues, Lewes
- Thursday, March 17** · Starboard
- Thursday, April 21** · The Greene Turtle, Rehoboth Boardwalk
- Thursday, May 19** · Fairfiled Inn & Suites
- Thursday, June 16** · Jimmy's Grille, Rehoboth Beach
- Thursday, July 21** · Nassau Valley Vineyards
- Thursday, September 15** · Hyatt Place, Dewey Beach
- Thursday, October 13** · Dewey Beer Co.
- Thursday, November 17** · Arena's Deli & Bar, Coastal Highway
- Thursday, December 8** · Jake's Seafood House, Coastal Highway

Chamber & Visitors Center Staff



From Left to Right. Kate Bell - Events, Meghan McCalley - Finance/Creative, Sue Krick - Visitors Center, Patty Burkentine - Membership, Elsa Muñoz - Distribution, Carol Everhart - President/CEO, Susan Maclary - Visitors Center, Karen McMahon - Visitors Center, Katie Bragg - Visitors Center Manager, Joy Kidd - Administrative Assistant. Not Pictured: Joe Kupchinski - Distribution and Donna Welsh - Distribution.

CONGRATS...to the Sea Witch Festival!

The Sea Witch Festival® was awarded the 2015 Southern Delaware Tourism Award!

The popular fall festival is produced by the Rehoboth Beach-Dewey Beach Chamber of Commerce and will be celebrating its 27th year in 2016. The award was presented by Nikky Fisher (Cape May-Lewes Ferry) and Scott Thomas (Director of Southern Delaware Tourism) and Carol Everhart accepted the award on behalf of the Chamber.



Member Comments...

"Great news. Congratulations. You and your staff deserve it". Paul Kuhns, Arena's & Summer House

"So very well deserved...as noted by the standing ovation when it was announced! You and your staff, and all the volunteers, should be very proud, Carol, as we are of all of you and to have the Sea Witch Festival here in Rehoboth and Southern Delaware"! Barbara Brewer, Atlantic Sands Hotel

"Congratulations on winning the Top Southern Delaware Tourism award. It's truly well deserved. Hard work does pay off and it shows. Your dedication and commitment to excellence are admirable. I'm honored and proud to partner with you". John Hollis, Sussex Outdoors

"Carol and all who work so hard to make our home a better place, a well deserved award to the Rehoboth Beach – Dewey Beach Chamber of Commerce. It is great to live in a little place with such a big heart". Mike Dunkes, Ft. Miles Historical Association

"That's great Carol! Congrats! You certainly earned it"! Susan Townley-Wood, Cultured Pearl



Service at the Beach

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- Water Pumps
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- Remodeling
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MILTON - LEWES - REHOBOTH



BRAG BOARD

Thanks for the Opportunity

Good Morning Joy,

Thank you for the opportunity to promote Wilmington University on WGMD. We appreciate all that the Chamber does throughout the year!

Thank You, Cathy Sing
Wilmington University Rehoboth Location

Taste of Delaware Reception

The Atlantic Sands Hotel & Conference Center was honored to be invited to help promote Southern Delaware's beaches and it's Culinary Coast at the annual Taste of Delaware reception in Washington, D.C. hosted by the Delaware State Chamber of Commerce and U.S. Senator Chris Coons on December 9th. Atlantic Sands Hotel & Conference Center staff members Justin Damiani, Lauren McFoy and Tom Graham were on hand in Washington to serve another inspired creation of Leonard Iorio, Executive Chef at the Atlantic Sands Hotel, that featured crabmeat, fresh mango, fire-roasted peppers and Bermuda onions in individual house-made wonton cups topped with a sweet chili sauce and cilantro. Over 400 attendees, which included congressmen, senators, Capitol Hill staff members and VIPs, enjoyed the Crab-Mango Wonton Cups during the annual event, which is intended to showcase Delaware as a place that residents, travelers and businesses enjoy.

The Atlantic Sands Hotel & Conference Center is located on the boardwalk at 1 Baltimore Avenue in Rehoboth Beach. The hotel is open year round and is host to many events. For more information, call 302-227-2511 or info@atlanticsandshotel.com.



Photo Credit: Nick Wallace Photography.
Left to right: Justin Damiani, Lauren McFoy, Senator Chris Coons

Senator Carper Speaks to Young Professionals

Senator Tom Carper recently spoke to the Rehoboth Beach/Dewey Beach Young Professionals group. They are pictured below.



Operation Gratitude Says Thanks For Donation

Excerpt from letter....

"On behalf of Operation Gratitude and the heroes who receive our care packages, I thank you for your generous donation of letters. Your contribution will enable us to send over 100,000 'chock full' Care Packages this year to tens of thousands of brave men and women still deployed overseas in harsh and remote areas; to their children anxiously awaiting their return; and to New Recruits and First Responders across our great country.



Thank you again for your thoughtfulness and wonderful patriotic spirit. Every single donation we receive furthers our mission of saying "Thank You" to those who serve. The recipients of your generosity will remember your kindness forever. And I will always be appreciative of your support and encouragement for Operation Gratitude".

Fondly, Carolyn Blashek, President

(The Chamber mails drawings by children participating in the Monster Art activity at the Sea Witch Festival).

Thanks for the Ribbon Cutting

Senator Lopez, Thank you so much for attending our ribbon cutting ceremony today. I truly appreciate your support. The Chamber of Commerce did an outstanding job with the ceremony and the photos. I am very fortunate to have such a supportive and encouraging community. I know our Association will be a tremendous success. Thank you again.

Best wishes with sincere appreciation,
James DeMartino of Y Bicycle Association

RIBBON CUTTING CEREMONIES



APPI Energy



Beebe Healthcare Cardiac Rehab & Ornish Reversal Program



Patterson-Schwartz Real Estate



Bennett Termite & Pest Control



H&R Block



Y Bicycle Association

Something New...Something Blue! Beach Goes Blue · June 4, 2016

.....
This new event will take place in the Rehoboth Beach Resort Area and will feature all things blue or blueberry! The fun includes: Lower Case Blues, blueberry foods & drinks, blue tag specials, blue shoe walks, runs & sprints, "Wild, Blue Yonder Find Amelia" contest and After Dark Blue Beach Glow!





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.

Bennett Termite & Pest Solutions

Robert Trout
13207 Hatchery Road
Bishopville, Maryland 21813
302-856-2127
www.bennetttermite.com
Service - Pest Services

Forgotten Mile Ale House

Rich Nofi
20859 Coastal Highway
Rehoboth Beach, Delaware 19971
302-212-2151
www.fmahde.com
Restaurant/Eatery

Gunnip & Company LLP

Donald Bromley & Michael Trolio
2751 Centerville Road, Suite 300
Wilmington, Delaware 19808
302-225-5000
www.gunnip.com
Service - Certified Public Accountants

H&R Block

Donna Brown
18585 Coastal Highway, Suite 17
Rehoboth Beach, Delaware 19971
302-645-2000
www.hrblock.com
Service - Financial Services

InterExchange, Inc.

Clay Lewis
100 Wall Street, Suite 301
New York, New York 10005
212-924-0446
www.interexchange.org
Service - Non-Profit

Jimmy's Grille Rehoboth

Meggin Holtzclaw
19724 Sea Air Avenue
Rehoboth Beach, Delaware 19971
302-227-CHIX (2449)
Restaurant/Eatery

Jobs for Delaware Graduates

Tom Ogden
381 W. North Street
Dover, Delaware 19904
302-734-9341
www.jobsdegrads.org
Service - Non-Profit

Kathy Marshall Realtor, Ocean Atlantic Sotheby's International Realty

Kathy Marshall
330 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-740-0232
www.coastalde.com
Real Estate - Sales

Lewes-Rehoboth Rotary Club

Tamara Morgan
Serving Lewes & Rehoboth Beach
302-236-4085
www.lewes-rehobothrotary.org
Service - Non-Profit

Mid-Atlantic Packaging

Mark Kershaw
14 Starlifter Avenue
Dover, Delaware 19901
800-284-1332
www.midatlanticpackaging.com
Service - Printers/Copying

Painting with a Twist - Lewes

John Peterson
17723 Coastal Highway, Suite 2
Lewes, Delaware 19958
302-313-5769
www.paintingwithatwist.com/lewes
Attraction/Amusements

Patterson-Schwartz Real Estate, Rehoboth Office

Jason Giles
18958 Coastal Highway, Suite C
Rehoboth Beach, Delaware 19971
302-703-6987
www.pattersonschwartz.com
Real Estate - Sales

Person 4 You

Lori Seward
22 Eagles Landing
Rehoboth Beach, Delaware 19971
302-228-8680
www.person4you.com
Service - Concierge Services

Rehoboth Beach Bums

Tamara Sim
35898 Bay Drive
Rehoboth Beach, Delaware 19971
610-513-7529
www.rehobothbeachbums.com
Retail - Apparel & Accessories

Y Bicycle Association

James DeMartino
PO Box 145
Nassau, Delaware 19969
302-396-3389
www.y-bicycle.org
Service - Non Profit



QUOTE OF THE MONTH

.....
"Intelligence recognizes what has happened. Genius recognizes what will happen".

John Ciardi



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 October 31, 2015 - January 31, 2016. Thank you for your continued support!

1776 Restaurant · Accents · Adams Oceanfront Motel · Adams Radio Group · Admiral on Baltimore
Adorn Period Fine Estate Jewelry & Treasures · Advantech · All Saints' Church & St. George's Chapel · Aloysius, Butler & Clark
Anderson Carpet One · Applied Bank · ART CLOSEOUTS - OCEAN GALLERY · Artisans' Bank
At the Beach Repairs and Maintenance · Atlantic Cellular · Atlantic Jewelry Expressions · Atlantic Liquors · Atlantis Inn
Bank of Delmarva · Barton's Grand Rentals · Bath, Kitchen & Tile Supply · Bathfitter · Bay Resort Motel · Bay Road Cottages
The Beacon Motel · Beebe Healthcare · Bellinger's · The Bellmoor · Berkshire Hathaway HomeServices Gallo Realty
Best Western Gold Leaf · Better Business Bureau of DE · Big Oaks Family Campground · Blue Moon Restaurant
Boardwalk Builders · Boardwalk Plaza Hotel · Body Shop Fitness Center · Boulevard Ford-Lincoln
Brandywine Sr. Living at Seaside Pointe · Brighton Suites · Browseabout Books · BSD · Candy Kitchen Shoppes · Cape Gazette
Cape Suites Associates · Casapulla's South · Children's Beach House · Chimes Delaware · Christmas Tree Hill · City of Rehoboth
Clean Delaware · Coastal Rentals & Hydraulics/CRH Tented Events · Coca Cola Refreshments · Cochran's Apartments
Comfort Inn · County Bank · Cracker Barrel · Creative Resource Group · Crowley & Associates · Crystal Restaurant
Cultured Pearl · D.F. Quillen & Sons · D3 Corp., Web Solutions · Dean Design/Marketing Group · Delaware Beach Life
Delaware Breast Cancer Coalition · Delaware Coast Press · Delaware Paddlesports · Delaweb Designs · Delmarva Board Sports
Delmarva Christian High School · Delmarva Power · Delmarva Temporary Staffing · Dewey Beach Parasail
Dickens Parlour Theatre · Dinner Is Served; Personal Chef Services · DiSabatino Construction Co. · Eastern Shore Coffee
Edgewater House · Ellis & Szabo · The Evergreene Companies · Fairweather by the Sea · Fine Line Websites & IT Consulting
Flexera · Fortier Photography · Fulton Bank, DE Division · Funland · Gallery 50 Contemporary Art & Frame Shop
George Sherman Corp. · Grand Rental Station · Great Memories Vacation Homes · Grotto Pizza · Halpern Eye Associates
Harbor Healthcare Center · Harvard Business Services · Henlopen Condominium · The Henlopen Hotel · High Seas Motel
Homestead Campground · Ivy · J. Conn Scott · Jack Lingo, REALTOR · Jeanine O'Donnell, State Farm Lewes
Jefferson, Urian, Doane & Sterner · Jolly Trolley · Kalmar Nyckel Foundation · Key Advisors Group · Kings Creek Country Club
L & W Insurance · Legum & Norman · Lewes Cycle Sports · Lewes Meineke Car Care Center
Bryce Lingo & Shaun Tull, Jack Lingo · Loungin' Lizzard · Luff & Associates, P.A., CPAs/EZ Payroll · Lula Brazil · M & T Bank
M Insurance Services · M.L. Lichtenberg & Associates · Maggio-Shields Real Estate Brokerage · Marshall, Wagner & Assoc.
McDonald's of Rehoboth Beach · Nancy Meadows/Patron Member · Mercantile Processing Inc. · Michy's Relaxed Dining
Mid-Atlantic Packaging · Midway Chiropractic · Millman's Appliances · Miss Pixie's by the Sea
Morris James Wilson Halbrook & Bayard · Morton Electric Motors · Mr. Go Glass · National Kidney Foundation
Never Never Land Kennels · Nicola Pizza · Nuttle Lumber Co. · Oak Construction Co. · Ocean Aerial Ads
Ocean Atlantic Sotheby's Int Realty · Oceanus Motel · One Virginia Avenue Condominium · Open Heart Ministries
Overfalls Foundation · P.D. Lovett & Co. · Papa John's Pizza · Parcel Plus · Patrician Towers Condominium · Penn-Del Lock
Philly Pretzel Factory · Pig & Fish Restaurant · Pirates of Lewes Expeditions · Possum Point Players
Raymond F. Book & Associates & Wealth Management · RE/MAX Realty Group · Rehoboth Art League · Rehoboth Auto Repair
Rehoboth Bay Realty · Rehoboth Bay Sailing Assoc. · Rehoboth Beach Dental · Rehoboth Beach Public Library
Rehoboth Car Wash · Rehoboth Guest House · Rehoboth Toy & Kite Co. · Rehoboth U-Store · ResortQuest Realty
Restaurants Plus · Rigby's Bar & Grill · Robin Hood Restaurant · Rodney Dunes Pier 12 · Royal Rose Inn Bed & Breakfast
Royal Treat Breakfast · S.K. Management, Inc. · Salt Air · Sammy's Kitchen · SCORE - Experienced Business Counselors
Sea Esta III & IV · Sea Shell Shop · SERVPRO of Sussex County · Shore Property Maintenance · Short's Marine · SolarCity
Something Comfortable · Southern DE Therapeutic & Recreational Horseback · Special Olympics Delaware
St. George's Chapel Thrift Shop · Star of The Sea Condominium · State Farm Insurance · Step by Stepping Stones · Stephan & Co.
STI Landscape Solutions · Stuart Kingston Gallery · Summer House Restaurant & Saloon · Sundew Painting · Sunny Day Guides
Sunsations · Super G · Super Snooper · The Surf Club · Sussex County Federal Credit Union · Sussex County Habitat for Humanity
Sussex County Parkinson Educational Support · Techno Goober · Telewire Communications
The Point Coffee House & Bake Shoppe · The Residences at Lighthouse Cove · The Shirt Factory · Thrashers French Fries
Times Printing Co. · Toth Distribution Service · Tunnell & Raysor · VFW Post 7447 · Viridian Energy · Visiting Angels
Robert Waegele/Patron Member · Walmart · WBOC TV 16 · Wealth Management Group, LLC · WGMD-FM
Wheeler, Wolfenden & Dwares · Williams Insurance Agency · Wilson Baker · Windsor's
Woody's East Coast Bar & Grill · Steven B. Wright.

Renewals from October 31, 2015 - January 31, 2016.

2015 CHAMBER YEAR IN REVIEW

Chamber Business Benefits

- Serves over 1000+ Business Members
- All Members are listed on the Chamber's website - Beach-Fun.com
- Visitors Center refers Members 7 days a week
- Offers Beach Job Board where Members can post job openings
- Provides distribution space for Member product at Visitors Center
- Promotes 175+ Member 2 Member Discounts
- Ribbon Cutting Ceremonies
- Offers discounted Member mailing services
- Legislative Rep provides updates on business issues and Alerts
- Member networking events and meetings such as Business After Hours and General Membership Meetings with guest speakers, local and state officials
- Email and fax distribution of Member Information Sheets alerting Members of events, hot topics, and Legislative issues
- Compilation of current demographics and area statistical info
- Tracking and reporting of accommodations stats
- Production and mailing of the Chamber's *Focus On* Newsletter
- Response and mailing of Relocation Packets
- Posting of specials & savings on Beach-Fun.com
- Response to all received complaints & comments
- Attendance at numerous business and tourism related meetings and seminars
- Coordinates seminars that focus on current issues like Health Care
- Numerous print and online opportunities for Members to advertise in: Official Area Visitors Guide, Dining Guide, Area Tear Off Maps, Chamber Coupons, Sea Witch Program, *Focus On* Newsletter, Beach-Fun.com hyperlinks and banners, Mobile App Banners, Dewey Beach Movie Slides, Realtor Bags, Dewey Doggie Bags and Event Bundle Sponsorships
- Annual Business of the Year, Mae Hall McCabe and Scholarship Awards presented at Awards Dinner along with recognition of Board of Directors, Sponsors and Volunteers

Chamber Tourism Initiatives

- The Chamber acts as the main marketing arm for the Resort Area. In addition to local advertising, mass marketed ads are placed in the Mid-Atlantic region primarily for leisure travel that generate reader response leads. Planned 2016 Regional Advertising Buys: *AAA World Magazine & Web, Best of American Travel, Better Homes & Gardens, Budget Travel, Comcast Spotlight, Country Living, DART, Delaware Tourism Office, Facebook Ads, Family Circle, Get Aways on Display, Good Housekeeping, Great Vacation Getaways, Guest Quest, I-95 Presence - Video/Product, Interfuse Media, Oprah Magazine, ParksByNature, Recreation News, Southern Living, Tanger Outlet Center, WBOC, WMDT, WRDE, Woman's Day.*
- Create new 2016 Spring Event, Beach Goes Blue
- Promotion of 100+ local events through Beach-Fun.com, Chamber created posters and event rack cards including distribution
- Year round operation of the Visitors Center in Downtown Rehoboth Beach where visitors can pick up maps, brochures, quarters, coupons, and ask questions as well as purchase City of Rehoboth Beach parking passes and State of Delaware Park passes
- Attendance at and/or placement of Resort Area product at regional travel shows such as the DC Travel Leisure Show
- Board Member of Southern Delaware Tourism, attendance at meetings, participation in advertising co-ops, and annual funding application submission
- Chamber Task Force Meetings (as needed)
- Response to all group leads
- Assist media outlets such as radio, newspaper, television with interviews and provide information/pictures on the Resort Area
- Free Chamber Mobile App for both Apple and Android devices
- Design, mail and distribute 140,000 Official Area Visitors Guides including local brochure bins
- Assist City of Rehoboth Beach with Parkmobile and provide Dewey Beach with Movies and Bonfires, etc.
- Chamber Staff went on numerous Familiarization Tours (FAM) to local attractions, accommodations, etc.

2015 CHAMBER YEAR IN REVIEW

Civic Affiliations & Representation

- Representative attendance at City of Rehoboth Beach and Town of Dewey Beach workshops and meetings as needed
- Hosting of Candidates' Forums: Local, State and Federal
- Involvement in Jr. Achievement of Delaware, Principal for a Day Programs, and guest speaker at local elementary and high schools
- Sussex Family YMCA Youth Community Service
- Participation in job fair & various activities hosted by elected officials
- Public Hearing Announcements
- Operation Gratitude serving men & women in uniform
- Opportunities for local clubs & organizations to volunteer and raise funds at Chamber produced events
- Shredding Event held in the spring for businesses and community
- Rehoboth Elementary's Rehoboth Empowers Dreams Program (RED)

Affiliations & Representation

- Advertising Co-Ops with Southern Delaware Tourism and the Delaware Tourism Office
- Advisory Boards
- Coastal Highway Pedestrian Safety Task Force
- DART Resort Task Force
- Delaware State Parks
- Destination Station Center Ltd.
- Dewey Business Partnership
- Green Force
- Insurance Company(s) Programs
- International Student Outreach Program (ISOP) and international education reps
- Numerous local advertising partners in print, radio and television
- SEDAC (Sussex Economic Development Action Committee)
- Small Business Administration (SBA)
- Sussex Outdoors Beach Feet on the Go Program



Mark Your Calendars for Sea Witch®
October 28-30, 2016

Visits www.SeaWitchFestival.com for updated festival information such as:

New Costume Parade Route
New Costume Parade Registration & Line-Up
Improvements to Shuttle & Satellite Parking

Chamber & Resort Area Info

- 20 Board Members with combined 100+ years of service and experience. Representing the categories of: Accommodations, Amusements, Real Estate, Restaurants, Retail and Services
- 4,100 people watched Dewey Beach Movies
- 4,300 people enjoyed Dewey Beach Bonfires
- 3,500+ people visited Santa's House on the Boardwalk
- 400+ Members, Sponsors and Volunteers participated in the 2015 Sea Witch Festival
- Sea Witch costume parade aired LIVE on WRDE NBC Coast TV
- 11,000+ pounds of paper shredded at the Shredding Event
- 56,000+ Likes on the Chamber's Facebook Page
- 2,900+ Followers on the Chamber's Twitter Page
- 12,000+ Chamber Realtor Bags assembled and distributed through Memorial Day to Labor Day
- Top 5 States to visit Beach-Fun.com:
PA, NY, NJ, VA MD
- Accommodations occupancy tracked & reported:
(2012 · 136,873) (2013 · 123,123) (2014 · 137,338)
(2015 · 142,468)
- 6 Million+ estimated visitors to the Resort Area
- Pageviews on Beach-Fun.com:
(2014 · 805,738) (2015 · 1,035,491)
- 1,000+ Business Members

Chamber's Scheduled Events

- **Merchants' Attic & Garage Sale** (New Location, Cape HS)
February 14, 2016
- **33rd Annual Spring Sidewalk Sale**
May 20-22, 2016
- **Beach Goes Blue, NEW EVENT!**
June 4, 2016
- **Monday Night Movies, Dewey Beach**
June 13 - August 29, 2016
- **Tues. (New) & Wed. Night Bonfires, Dewey Beach**
June 14 - August 31, 2016
- **38th Annual Sandcastle Contest, NEW DATE!**
September 10, 2016
- **40th Annual Fall Sidewalk Sale**
October 7-9, 2016
- **27th Annual Sea Witch Festival**
October 28-30, 2016
- **Santa's House on the Boardwalk**
November & December of 2016

REPORTS and STATISTICS

Accommodation Occupancy Chart | 2014 vs. 2015 and 2015 vs. 2016

Weekend	Room Count	Weather	Event	Wednesday	Room Count
October 31-November 2, 2014	2,128	50's Rainy	None	October 29, 2014	1,306
October 30-November 1, 2015	2,192	60's Sunny	Sidewalk Sale Re-Do	October 28, 2015	1,157
November 7-9, 2014	2,427	50's Sunny	Film Festival	November 5, 2014	1,254
November 6-8, 2015	2,216	70's Sunny	Cocoa Crawl	November 4, 2015	1,367
November 14-16, 2014	1,800	40's Sunny	None	November 12, 2014	1,092
November 13-15, 2016	2,177	60's Sunny	Film Festival	November 11, 2015	1,227
November 21-23, 2014	1,685	40's Sunny	None	November 19, 2014	1,007
November 20-22, 2015	2,050	50's Sunny	None	November 18, 2015	1,046
November 28-30, 2014	2,154	40's Sunny	Tree Lighting	November 26, 2014	1,148
November 27-29, 2015	2,276	60's Sunny	Tree Lighting	November 25, 2015	1,258
December 5-7, 2014	2,288	50's Rain	RB Marathon	December 3, 2014	1,049
December 4-6, 2015	2,531	50's Sunny	RB Marathon	December 2, 2015	1,020
December 12-14, 2014	1,689	40's Sunny	None	December 10, 2014	935
December 11-13, 2015	1,810	60's Sunny	None	December 9, 2015	966
December 19-21, 2014	1,389	40's Sunny	None	December 17, 2014	946
December 18-20, 2015	1,544	40's Rain	None	December 16, 2015	1,028
December 26-28, 2014	1,725	50's Sunny	Holiday	December 24, 2014	897
December 25-27, 2015	1,709	60's Sunny	Holiday	December 23, 2015	1,053
January 2-4, 2015	1,556	40's Rain	New Year/Merchants' Attic	December 31, 2014	1,490
January 1-3, 2016	1,931	50's Sunny	New Year	December 30, 2015	1,258
January 9-11, 2015	1,387	20's Sunny	None	January 7, 2015	884
January 8-10, 2016	1,611	50's Sunny	None	January 6, 2016	944
January 16-18, 2015	1,861	40's Sunny	Holiday	January 14, 2015	1,037
January 15-17, 2016	1,857	50's Sunny	Holiday	January 13, 2016	1,043
January 23-25, 2015	1,550	40's Cloudy	None	January 21, 2015	925
January 22-24, 2016	1,377	30's Snow	None	January 20, 2016	993

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - December 28, 2014 · 137,338
 January - December 27, 2015 · 142,468

WEEKEND

January - January 25, 2015 · 6,354
 January - January 24, 2016 · 6,776

WEDNESDAY

January - December 24, 2014 · 87,051
 January - December 23, 2015 · 81,790

WEDNESDAY

January - January 21, 2015 · 4,336
 January - January 20, 2016 · 4,238

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

	2015	2014	2013	2012	2011
NOV	414	461	375	410	534
DEC	326	321	369	281	425
JAN	371	337	305	286	347



DE Dept. Of Labor Statistics

(December 2015); Delaware's seasonally adjusted unemployment rate in December 2015 was 5.0%, down from a revised 5.1% in November 2015. There were 23,300 unemployed Delawareans in December 2015, compared to 23,600 in December 2014. The U.S. unemployment rate was 5.0% in December 2015, unchanged from November 2015. In December 2014, the U.S. unemployment rate was 5.6%, while Delaware's rate was 5.2%.

Source: DE Monthly Labor Review; January 22, 2016.
www.delawareworks.com/oelmi

REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

November 2015 vs. 2014 Comparison

2015	31,226 pageviews/hits 10,108 users/visits 8,364 absolute unique visitors 57.03% bounce rate 1:50 average time on site
2014	23,224 pageviews/hits 7,017 users/visits 5,584 absolute unique visitors 54.68% bounce rate 2:12 average time on site

December 2014 vs. 2015 Comparison

2015	29,563 pageviews/hits 9,737 users/visits 8,577 absolute unique visitors 56.61% bounce rate 1:55 average time on site
2014	23,738 pageviews/hits 6,992 users/visits 5,943 absolute unique visitors 52.15% bounce rate 2:12 average time on site

January 2015 vs. 2016 Comparison

2016	36,863 pageviews/hits 10,299 users/visits 9,415 absolute unique visitors 49.39% bounce rate 2:22 average time on site
2015	40,846 pageviews/hits 9,625 users/visits 8,690 absolute unique visitors 42.37% bounce rate 2:51 average time on site

Top 5 States to Visit Site - January 2016

1	Pennsylvania	3,031
2	Delaware (partly Member driven)	1,701
3	Maryland	1,647
4	New York.....	975
5	New Jersey.....	743

Top Pages Viewed - January 2016

Page on Site	Page Views
1 Events	3,159
2 Order a Free Visitors Guide	2,588
3 Area Activities.....	2,038
4 Accommodations.....	1,917
6 Attractions.....	1,412
6 Dewey Beach Activities.....	1,322
7 Sea Witch Festival.....	830
8 Dining	778
9 Photo/Video Tour	536
10 Real Estate	522

DON'T MISS OUT!



The Chamber is busy working on the popular 2016 Coupon Book and Dining Guide!!

Chamber Coupon Book: Members can purchase a coupon for \$100 which includes free design.

Dining Guide: Restaurant Members can purchase a 2 page menu spread for \$800. Plus receive either a 1/2 page ad in the Visitors Guide or product in the Realtor Bags, at no charge.

Deadline for artwork and payment is April 15th. Call Patty to reserve your spot...302-227-6446!

MEMBERS IN THE SPOTLIGHT

H&R Block

H&R Block retail tax office is open and ready to help residents navigate an increasingly complex tax code and claim the credits and deductions they are entitled. The office is located at 18585 Coastal Highway in Rehoboth Beach.

"For more than 60 years, H&R Block has been delivering trusted tax advice in neighborhoods across the country," said Ernie De Angelis, H&R Block franchisee.

This year, H&R Block is giving away a total of \$32 million in the first month of tax season. Anyone who files their taxes at a participating H&R Block office by February 15th can be automatically entered into the sweepstakes: thirty-two thousand people will win \$1,000 from H&R Block.

For more information, visit www.hrblock.com/grand or call 302-645-2000. ♦

Gunnip & Company LLP, Certified Public Accountants and Consultants

Gunnip & Company LLP, is a Delaware CPA firm serving Delaware, Pennsylvania, New Jersey and Maryland with highly personalized and comprehensive accounting, tax, and business consulting services. Our team of more than 50 dedicated professionals CPAs is known throughout the region for blending the resources and proficiency of a large accounting firm with cost efficiency and personal service. Our ability to see the big picture of your particular situation combined with a sharp eye for the details has made us a trusted advisor for large multinational corporations, entrepreneurs, small businesses and individuals for more than 65 years.

For more information, visit www.gunnip.com or call 302-225-5000. ♦



Bennett Termite & Pest Solutions

Bennett Termite & Pest Solutions is located in Bishopville, Maryland and services the entire lower Eastern Shore. Owner Dean Bennett and his team of professionals provides termite treatment and prevention, general pest control, bed bug extermination (heat treatment), and moisture control in crawl spaces.

For more information, visit www.bennetttermite.com or call 302-856-2127 (Delaware) & 410-352-3222 (Maryland). ♦



APPI Energy

Headquartered in Salisbury, Maryland, APPI Energy currently helps 200 businesses on the Eastern Shore, including hotels, restaurants, and specialty shops, to reduce and manage energy costs. The 38-person team of energy experts also serves members of 26 other chambers of commerce, providing data-driven procurement and consulting solutions to clients nationwide.



In 2016, APPI Energy will celebrate 20 years of reducing and managing energy expenses for clients in every deregulated market. APPI Energy delivers superior consulting, coordination of energy management strategies, and world-class customer service. The Powerful Solutions Program has earned the endorsement of 143 trade associations and chambers of commerce to provide solutions to members.

APPI Energy is available to analyze energy usage, evaluate energy bills, deliver apples-to-apples comparisons of supplier prices and contracts, and negotiate supply solutions. Dan Flaherty, CEP, APPI Energy Senior Energy Consultant, and Kathy Kiernan, APPI Energy Senior Vice President are both Delaware residents. Contact them at 410-749-5507 or kkiernan@appienergy.com. ♦

Mutual of Omaha

For more than a century Mutual of Omaha has been committed to helping their customers through life's transitions by providing an array of insurance and financial services.

Owning a small business entails a lot of responsibility – not only for yourself but also for others in your life. Mutual of Omaha can help you take care of your business by developing a smart business continuation plan. They also offer retirement savings planning, retirement income planning and estate planning strategies to protect your family and business assets.

Keep in mind only one in eight small business owners have a written plan for leadership continuity. A properly structured retirement plan can provide you with tax benefits now and retirement income down the road.

For more information, contact Scott Mahoney of Mutual of Omaha located at 20245 Bay Vista Road, Unit 303 in Rehoboth Beach. Available via phone 302-212-2542 or online at www.scottmahoney.biz.

Insurance products and services are offered by Mutual of Omaha Insurance Company or one of its affiliates. Securities and advisory services offered by Mutual of Omaha Investor Services, Inc., Member FINRA/SIPC. ♦

MEMBERS IN THE SPOTLIGHT

Y Bicycle Association

Y Bicycle Association will be hosting its 1st Annual Mid-Atlantic High School Bicycle Design STEM Competition and Expo to be held February 19-20, 2016 at the Atlantic Sands Hotel and Convention Center, 1 Baltimore Avenue at the Boardwalk in Rehoboth Beach. All Welcome! Come and see what the students have designed.



The festivities will start on Friday evening, 6-9 PM with a Silent Auction to raise funds for Y Bicycle Association's STEM scholarships. Senator Lopez will be the guest speaker at the Silent Auction. This event is open to the public. Admission is donation based. Cash bar and light hors d'oeuvres will be available.

Saturday Bicycle Expo, 10-5 PM is open to the public with free admission. High School finalists will display their bicycle projects and present their designs for judging. Student scholarships will be awarded during a ceremony from 6-8 PM.

There will also be various vendors along with members of THE WHEELMEN who are planning to display various antique bicycles that will show the evolution of the bicycle from a Draisine and including a Velocipede, an Irish Mail Trike, a child's High Wheel, an Ingo to many others.

The Department of Transportation will also be on hand to present their ongoing plans for a state wide network of pathways and trails.

Y Bicycle Association's focus is to present the bicycle as the connector to Science, Technology, Engineering and Math (STEM). Most children can relate to a bicycle because they have had one since an early age, or know someone with a bicycle. The increase of bicycle paths, trails and traffic lanes throughout cities and towns for safe riding and commuters continuously reinforces the presence of the bicycle to children. So we, as educators, community leaders and parents can capitalize on this awareness to make the connection to STEM. Children can then understand and enjoy the concept of math; the size of the wheel determines distance. Geometry of the frame provides structural strength to support body weight and provide comfort. The metals used in construction to reduce weight of the bicycle. The science of energy, as it's transferred from the body through the pedal and crank to determine momentum of the bicycle. Engineering can be explained as the method to design the most efficient bicycle from aerodynamics, to structure and comfort while riding. Finally, technology encompasses all the innovations used by the bicycling industry; lighter metals, composite materials, electric motors, digital shifting, belt drives, disc brakes and even GPS. The bicycle is an exciting caldron of innovation that can inspire and motivate children to learning.

Y Bicycle Association is a 501(c)(3) nonprofit public charity that promotes and supports youth bicycling programs from kindergarten through 12th grade. Y Bicycle Association encourages and supports activities for safe riding, education, health and fitness, and provides Science, Technology, Engineering and Math (STEM) scholarships through an annual bicycle design competition.

For information about Y Bicycle Association, event sponsorship or donations contact James DeMartino, Founder and President at jdemartino@y-bicycle.org. ♦

Dr. Dean Ornish Program for Reversing Heart Disease™ at the Beebe Health Campus in Rehoboth Beach

Beebe Healthcare introduced this nationally recognized program to Sussex County this year to help people with heart disease improve their health



and quality of life. Dr. Ornish, a physician, President and Founder of the nonprofit Preventive Medicine Research Institute in California, and a clinical professor of medicine at the University of California, San Francisco, developed the program, which has shown positive results for more than 30 years.

Participants attend a comprehensive program consisting of 18, four-hour sessions in which an experienced staff teaches them how to prepare and follow a low-fat, whole-food, plant-based diet; how to exercise; how to use techniques such as yoga and meditation to help them manage their stress; and how to find ways to connect and improve methods of communication through group contact. Beebe's program already has graduated one group with another attending. New classes are coming soon. Please call 302-645-3514 for more information.

Beebe Healthcare is a not-for-profit community healthcare system with a charitable mission to encourage healthy living, prevent illness, and restore optimal health for the people residing, working, or visiting in the communities they serve. It offers services throughout Southern Delaware for residents and visitors, including a 210-licensed-bed hospital, a cancer center, and outpatient facilities providing walk-in care, lab, imaging, and physical rehabilitation services. For more information, please visit them online at www.beebehealthcare.org. ♦

BUSINESS *after* HOURS PICTURES

THANKS to our November host: **Greene Turtle - Boardwalk**



THANKS to our December host: **Jake's Seafood House**



BUSINESS *after* HOURS PICTURES

THANKS to our January host: **Forgotten Mile Ale House**



IN THE WORKPLACE . . .

WHAT YOUNGER BOSSES NEED TO KNOW ABOUT OLDER WORKERS

Source: AARP works and jobs expert Kerry Hannon. AARP Bulletin/Real Possibilities. January/February 2016.

- 1) **They can see the big picture.** Older workers have weathered lots of business ups and downs. They have a long-term perspective and can help the workplace stay calm during difficult times.
- 2) **They've got people skills that boost morale.** They know the value of a phone call instead of a text, a face-to-face "good morning" or personal congratulations for a job well done.
- 3) **They've learned how to work.** Take advantage of their ability to do the job without supervision. When you let them do their thing, it frees you up for other managerial challenges.
- 4) **They can make you look good.** Recognize that they can help you excel at your job. Treat older employees as the experts they are, and make sure they have what they need to do their job. They'll appreciate that.
- 5) **They expect leaders to lead.** Show that you're a confident manager. Older workers will be resentful if they think they are reporting to someone who is hesitant or anxious.



Setting the example. 96% of office workers believe that organization is a sign of a better leader.

USA Snapshots. Source: Post-it Brand survey of 1,000 full-time office workers. Jae Yang and Janet Loehrke, USA Today.

Remember **Spring Forward** • **March 13th**



645-5105

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Apple Electric will change the **BATTERIES** in every smoke detector in your home and ensure they are in proper working order!



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