



FOCUS *on*

December 2021
E-Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.



Special thanks to everyone who helped make Santa's House on the Boardwalk a traditional experience!



.....

City of Rehoboth Beach & Staff
Coastal Towing · Short's Marine
Karen McMahon · Gary Ceman
Lin Pawlyck · Sam Cooper
Denny Huss · Donna & Paul Tregoe



Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

P.O. Box 216 (Mailing Address)
501 Rehoboth Avenue (Visitors Center)
306 Rehoboth Avenue (Administrative Offices)
Rehoboth Beach, DE 19971-0216
302-227-2233 · 800-441-1329
Member Hotline · 302-227-6446
Fax · 302-227-8351
rehoboth@beach-fun.com · Beach-Fun.com

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First Chair Vince DiFonzo
Second Chair..... Susan Townley-Wood
Third Chair/Treasurer Ben Gray
Immediate Past Chair Steve Montgomery
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Rob Marshall	Kay Wheatley
Keith Martin	**At Large Directors

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Legal Counsel Jay Becker
Legislative Representative Lincoln Willis

Staff Contact Information

Kate VanVorst, Event Coordinator/Membership.. Ext. 11
Carol Everhart, President/CEO Ext. 13
Emily Grothey, Administrative Assistant..... Ext. 14
Meghan McCalley, Office Mgr/Publications .. Ext. 16
Katie Bragg, Distribution & Vis Ctr ManagerExt. 25
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The Holidays are here!!

Let the Chamber help promote your specials, savings, events, entertainment and more!

As part of your membership, you can list your business on the **Beach Fun & Bargains** calendar. Just use the link below to view the calendar on the Chamber's website and make your submission.

[Beach-Fun.com/events/beach-fun-bargains.html](https://www.beach-fun.com/events/beach-fun-bargains.html)

LEGISLATIVE ALERT ON SB 1

Senator McBride · Family & Medical Leave Insurance Program

Watch for a business survey on this bill. As written, the Rehoboth Beach - Dewey Beach Chamber of Commerce Board of Directors does NOT support this bill. A few of the identified issues within the bill include: a overly broad definition of family; allows 80% of pay while on leave; would include seasonal employees; would also tax business that have their own plan; and many more.

Please review bill at <https://legis.delaware.gov/BillDetail/68659>

A Membership Alert e-mail as well as a survey will be sent to all Members prior to the January 11, 2022 Legislative Session. Your input is vital.

Contact Carol Everhart with questions at 302-227-2233 ext. 13 or 302-542-7547.

SAVE THE DATES

General Membership Meeting

Monday, January 24, 2022 · Noon · Price TBD
Dogfish Head Brewings & Eats · Downtown Rehoboth

Please RSVP to Emily at
emily@beach-fun.com or 302-227-6446 ext. 14

Guest speakers will be the City of Rehoboth, Beach Patrol Captain Jeff Giles along with Fred Watkins who is a representative for the Cover Down Organization.

The pair will be speaking on how the business community can help current and past lifeguards, the mission of the Cover Down organization and how the Beach Patrol and Cover Down can help serve the community. Plans for the 100th Year Anniversary of the Beach Patrol, which will take place in 2022, will also be announced.

Business After Hours

Members are invited to attend monthly Business After Hours! These mixers offer a great opportunity to meet and network with 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!

2022 Schedule (as of 12.20.21)

Wednesday, January 12 · The Pond

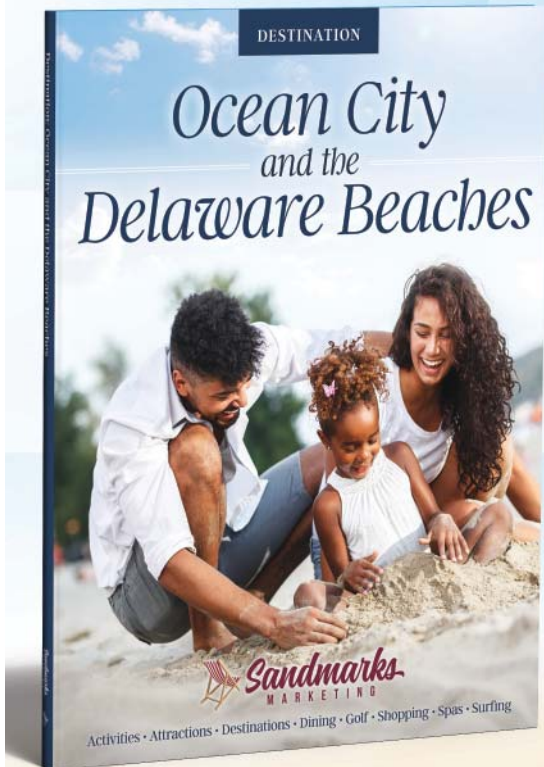
Thursday, March 17 · The Starboard

Wednesday, September 14 · Community Bank

Wednesday, November 16 · Thompson Island

Wednesday, December 8 · Dogfish Head

Please contact Kate with any questions at
302-227-2233 ext. 11 or events@beach-fun.com



GROW YOUR BUSINESS

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Sandmarks Marketing provides beautiful comprehensive destination books to the high-end hotels in three major cities on the East Coast. These hardbound resource guides give the hotel guests an overview of each city along with all that city has to offer.

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MEMBER SPOTLIGHTS & RIBBON CUTTINGS

Moe's Southwest Grill of Rehoboth Beach

The Rehoboth Beach – Dewey Beach Chamber of Commerce held a ribbon cutting to celebrate Moe's Southwest Grill of Rehoboth Beach re-opening with a fresh new look and the same great flavor! Moe's has been thrilled to welcome customers back and invite new guests in to try their delicious food.

As part of Moe's Re-Opening festivities, Moe's hosted a T-Shirt Design Contest to look for creative and exciting artwork that represents the culture of Rehoboth, along with the brand identity, from students at Cape Henlopen High School. The lucky winner has been selected, and was announced on Friday, December 10th! The winner's design will be featured on a t-shirt given to every customer (for FREE) who purchases a gift card over \$25 between 12/11-12/17, while supplies last. To keep the fun going and to support the High School, Moe's is donating 25% of the gift card sales during this time. The proceeds will go back to the art department at Cape Henlopen High School. A Moe's gift card makes the perfect holiday gift, so swing by the newly renovated restaurant to start your holiday shopping, while supporting Cape Henlopen.

The restaurant is located at 19266 Coastal Highway, Rehoboth Beach and will be open Monday through Saturday from 11:00 a.m. to 9:00 p.m., and from 11:00 a.m. to 8:00 p.m. on Sundays. The Rehoboth location offers several convenient and safe ways for guests to dine including dine-in, curbside pickup, mobile and online ordering, in-store pick up, and delivery.

The restaurant is owned by veteran franchisee Travis Odom, who owns and operates a total of 12 Moe's locations. For more information, visit www.moes.com, call the restaurant at 302-226-4266 or visit the Moe's Rehoboth Facebook page.

WonderFEST

The Rehoboth Beach – Dewey Beach Chamber of Commerce held a ribbon cutting to welcome Festival of Cheer, Inc.'s WonderFEST. Festival of Cheer, Inc - the nonprofit organization which produces WonderFEST at Hudson Fields, was thrilled to officially cut the ribbon for their 6th Annual season!

This community fundraiser has raised over \$227,000 in grants for local charities since 2016 thanks to over 200,000 supportive visitors! Back with their biggest Light Spectacular to date, this season includes a dazzling Journey Under the Sea & a very special debut of the Small Wonder Exhibit - featuring illuminated displays of the Dolle's Sign, Indian River Bridge, and more!

Festival of Cheer appreciates the support of the 44 amazing local businesses who sponsored this season. Additionally, they hope that visitors across the region will help them reach their goal of supporting at least 15 grants to local nonprofits - and build infrastructure at a new venue to revive their ice rink & Christmas Carnival in 2022!

Organizers remind the community that WonderFEST is open nightly thru January 2nd. Tickets are always available at the gate, and evenings are never sold out! More info at www.wonderfestde.org.



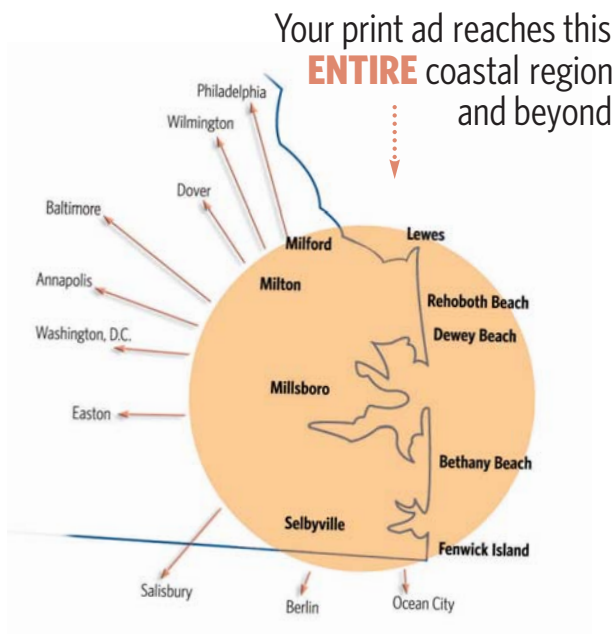
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Contact: info@delawarebeachlifecom



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.

26 Ocean Gallery & More

Joe Kirk
26 Wilmington Avenue
Rehoboth Beach, Delaware 19971
302-226-9507
www.26oceangallery.com
Retail - Art Galleries/Dealers/Framing

CardConnect, a Fiserv Co.

Jeanie Heun
32212 Wingate Circle
Millsboro, Delaware 19966
917-923-1960
www.cardconnect.com/jeanie-heun
Service - Financial Services

Harris S. Marx, Energy & Medical Consultant

Harris Marx
17560 Cloud Nine Drive
Lewes, DE 19958
240-988-7504
www.energynetwork.net
Service - Business Services

Member Benefit

Adrina Patterson
1809B Reynolds Avenue
North Charleston, South Carolina 29405
843-868-8229
www.memberbenefit.org
Service - Insurance

The Everafter

Chris Horne
1037 West Founds Street
Townsend, Delaware 19734
302-353-6232
www.theeverafter.simdif.com
Service - Theatrical/Entertainers

Merchants' Attic · Saturday, March 26, 2022



Join us for the State's Largest Indoor Garage Sale! The 2022 Merchants' Attic is Saturday, March 26th from 10AM to 2PM at the Cape Henlopen High School in Lewes.

Up to 100 vendors will sell their wares including excess business inventory, handmade items, antiques, collectibles, and secondhand household items.

Vendor applications are available!

Vendor fee is \$90 for a 10 ft. x 10 ft. space which includes one 8 ft. table and one chair. For more info, contact Kate at 302-227-2233 ext. 11 or kate@beach-fun.com.



Merry Christmas & Happy New Year!

From the Chamber of Commerce
Board of Directors and Staff



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 November 10 - December 17, 2021. Thank you for your continued support!

227 Rent · Adams Oceanfront Motel · Admiral on Baltimore · All Saints' Church & St. George's Chapel
Atlantic Jewelry Expressions Corporation · Atlantic Liquors · Atlantic Sands Hotel & Conference Center
Atlantis Inn · Bank of Delmarva · The Beacon Motel · Bellmoor Inn · Bennett Termite & Pest Solutions
Berkshire Hathaway HomeServices Gallo Realty · Boardwalk Plaza Hotel · Breakers Hotel & Suites
Brighton Suites · Browseabout Books · Builders Supply of Delmarva (BSD)
Candy Kitchen Shoppes, Inc. · Cape Business Network · Cape Gazette · Cape Suites Associates
Christmas Tree Hill · City of Rehoboth Beach · Coastline Furnishings · Coastline Pool Services
The Comfort Inn · Creative Courtyards · Crystal Restaurant · Delaware Beach Life · Delaware Coast Press
Delaware Hospice, Inc. · Delaware Payroll Services · Delmarva Temporary Staffing, Inc.
Diehl Foraker CPA's LLC · Discover Bank · The Dunes Rehoboth Beach · The Evergreene Companies
Fairweather by the Sea · Fine Line Websites & IT Consulting · Fisher Architecture, LLC
FitzGerald Financial Group · Go Glass · Gold Leaf Hotel of Dewey-Rehoboth Beach
Harvard Business Services, Inc. · The Henlopen Hotel · The Heritage Inn · J. Ehrlich Realty Company
Jeanine O'Donnell, State Farm Lewes · Jetset Travel American Express Travel Rep · JHF Capital, LLC
Khalsa Jewelers Group · Klem, LLC · L & W Insurance · Lavender Fields at Warrington Manor
Lewes Meineke Car Care Center · Luff & Associates, P.A., C.P.A.'s/EZ Payroll · M Insurance Services, LLC
Mann & Sons, Inc. · Maplewood Dental Associates · Mark Perry Productions, LLC
Mason's Famous Lobster Rolls · The Max Challenge of Lewes · McDonald's · McGee Fence
Michy's Relaxed Dining · Morris James · Neverland Kennel & Cattery, Inc. · Nick's Mini Golf
Nuttle Lumber Co. Inc. · Oak Construction Co., Inc. · Oceanus Motel
One Virginia Avenue Condominium · Parcel Plus · Penn-Del Lock Inc. · Pickwick Oceanfront
Quality Inn & Suites (Georgetown) · RE/MAX Realty Group · Rehoboth Art League
Rehoboth Auto Repair · Rehoboth Bay Sailing Assoc. · Rosenfeld's Jewish Deli · Salt Air
Sea Shell Shop/Shell We Golf · SERVPRO of Sussex County · Shore Marketplace
Shore Property Maintenance · Shore View Personalized Medical Care · Short's Marine, Inc.
Special Olympics Delaware · Star of The Sea Condominium · State Farm Insurance
Summer House Restaurant & Saloon · Summit Orthopaedic Home Care
Sussex County Parkinson Education & Support · Tall Pines Resort Community & Campground
Tangier Island Cruises · Mary Jo Tarallo (Patron Member) · TDS Brochure Distributors
Telewire Communications · Theos Steakhouse · Urban Float · Victoria's Restaurant · WGMD-FM 92.7
Wheeler, Wolfenden & Dwares, PA · Williams Insurance Agency · Woody's Dewey Beach

REPORTS *and* STATISTICS



Accommodation Occupancy Chart | 2020 vs. 2021

Weekend	Room Count	Weather	Event	Wednesday	Room Count
October 2-4, 2020	2,752	60's Sunny	Phase Two; Sidewalk Sale	September 30, 2020	1,600
October 1-3, 2021	3,356	70's Sunny	Sidewalk Sale	September 29, 2021	2,492
October 9-11, 2020	2,760	70's Rainy	Phase Two; Rummage Sale	October 7, 2020	1,631
October 8-10, 2021	3,248	70's Sunny	No Event	October 6, 2020	2,294
October 16-18, 2020	2,298	60's Sunny	Phase Two; Mini Jazz Fests	October 14, 2020	1,405
October 15-17, 2021	3,162	80's Sunny	Jazz Festivals	October 13, 2021	2,393
October 23-25, 2020	2,359	60's, Sun & Rain	Phase Two	October 21, 2020	1,460
October 22-24, 2021	2,157	70's Sunny	No Event	October 20, 2021	1,709
October 30-November 1, 2020	1,806	50's Rainy	Phase Two	October 28, 2020	1,320
October 29-31, 2021	3,123	70's Sunny	Sea Witch® Festival	October 27, 2021	1,990
November 6-8, 2020	2,395	60's Sunny	Phase Two	November 4, 2020	1,363
November 5-7, 2021	2,609	50's Sunny	No Event	November 3, 2021	1,581
November 13-15, 2020	1,833	60's Sunny	Phase Two	November 11, 2020	1,184
November 12-14, 2021	2,513	60's Sunny	No Event	November 10, 2021	1,531
November 20-22, 2020	1,554	60's Sunny	Phase Two	November 18, 2020	1,158
November 19-21, 2021	2,015	40's Sunny	No Event	November 17, 2021	1,367
November 27-29, 2020	1,273	60's Sunny	Phase Two; Thanksgiving Weekend	November 25, 2020	949
November 26-28, 2021	2,331	40's Sunny	Thanksgiving Weekend; Sip & Shop	November 24, 2021	1,654
December 4-6, 2020	1,423	40's Rainy	Phase Two	December 2, 2020	1,132
December 3-5, 2021	2,369	50's Sunny	No Event	December 1, 2021	1,401
December 11-13, 2020	1,427	60's Cloudy	Phase Two	December 9, 2020	1,142
December 10-12, 2021	1,935	60's Cloudy	No Event	December 8, 2021	1,333

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - December 13, 2020 · 91,919
 January - December 12, 2021 · 133,208



WEDNESDAY

January 1 - December 9, 2020 · 65,105
 January 1 - December 8, 2021 · 104,433



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.

REPORTS *and* STATISTICS

Website Results for www.Beach-Fun.com | 2020 vs. 2021

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
January	24,051	15,623	9,786	6,127	9,154	5,956	66.78%	67.41%	1:34	1:23
February	24,703	20,716	10,458	8,158	9,714	7,929	69.88%	55.52%	1:24	1:39
March	22,403	31,167	10,773	11,582	10,176	11,103	73.64%	54.62%	1:08	2:01
April	20,023	34,401	11,235	13,588	10,750	13,147	78.24%	62.56%	0:43	1:42
May	26,819	55,760	12,874	24,146	12,379	23,756	72.44%	67.99%	1:06	1:20
June	54,006	59,784	24,528	22,663	23,946	22,223	69.77%	59.43%	1:11	1:41
July	47,149	62,874	21,266	23,555	20,409	22,946	71.05%	59.38%	1:12	1:43
August	43,983	54,302	17,880	22,051	17,234	21,519	66.26%	62.15%	1:24	1:33
September	50,520	54,888	20,026	22,824	19,445	22,077	68.40%	64.99%	1:17	1:25
October	46,211	126,492	19,065	56,966	17,738	55,578	69.06%	70.27%	1:11	1:02
November	24,531	24,205	8,874	11,261	8,470	9,750	65.32%	67.43%	1:29	1:15
YTD Totals	384,399	540,212	166,765	222,921	159,415	215,984	70.08%	62.89%	1:14	1:31

* YTD Total Average

Top Pages Viewed - November 2021

Page on Site	Page Views
1 Sea Witch® Festival	2,594
2 Holiday Fun	1,625
3 Beach Fun & Bargains	1,183
4 Area Activities	430
5 Photo Tour: Sea Witch® Festival	422
6 Dewey Beach Activities	364
7 Chamber Events	363
8 Site Index	341
9 Dewey Beach Tree Lighting	329
10 BFB Calendar: Winter WonderFest	228

Top 10 States to Visit Website - November 2021

State	Visits
1 Delaware (partly Member driven)	3,840
2 Pennsylvania	1,994
3 Maryland	1,298
4 New Jersey	934
5 District of Columbia	744
6 Virginia	622
7 New York	439
8 California	134
9 North Carolina	118
10 Florida	110

Delaware Labor Force Trends

(November 2021); Delaware's seasonally adjusted unemployment rate in November 2021 was 5.1%, down from 5.3% in October 2021. There were 25,200 unemployed Delawareans in November 2021 compared to 27,900 in November 2020. The US unemployment rate was 4.2% in November 2021, down from 4.6% in October 2021. In November 2020, the US unemployment rate was 6.7%, while Delaware's rate was 5.8%. Source: DE Department of Labor - Monthly Labor Review; published 12/17/21. <https://lmi.delawareworks.com>

As of December 17, 2021, the Chamber has 74,805 Followers & 2,368 Instagram Followers!

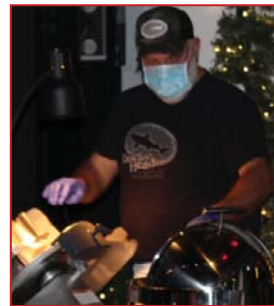
Follow the Chamber at: www.facebook.com/RehobothDeweyChamber & www.instagram.com/rdbbcc

CHRISTMAS PARTY PICTURES



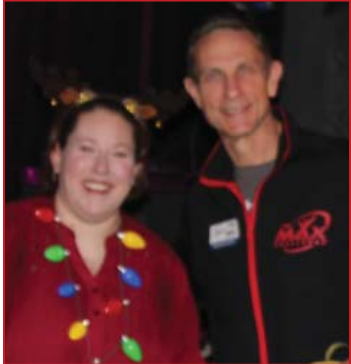
THANKS to our December Host!

320 Rehoboth Avenue, Rehoboth Beach
302-226-BREW · Dogfish.com



CHRISTMAS PARTY PICTURES

THANKS to Town of Dewey Beach Commissioner, Paul Bauer for making the door prizes & 50/50 announcements!

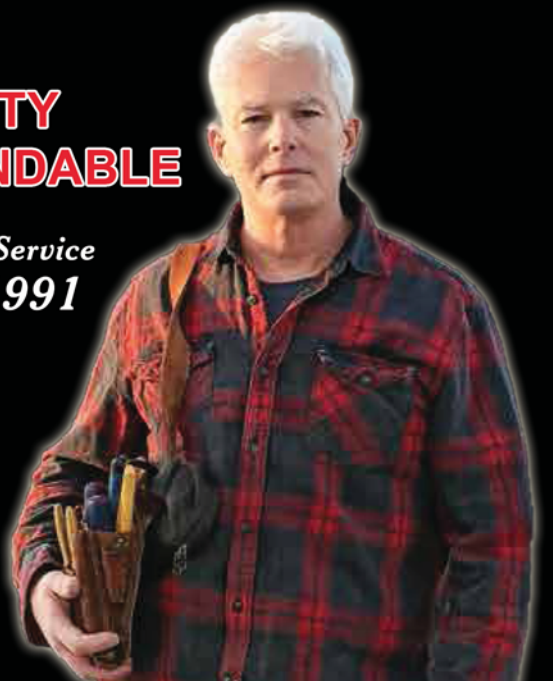


THANKS to the Cape Gazette for sponsoring the Christmas Party!!



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Rehoboth Beach (Rt. 1 and Rt. 24)
302-645-5105



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- Stupell Industries

