



FOCUS_{on}

June 2016

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

Something New...Something Blue

Beach Goes Blue . . . Now With Laser Shows

Saturday · June 4, 2016

8:00AM till Dark

Info at Beach-Fun.com



Official Event Sponsor:



5K Run & Walk



Help Our Helpers!

A portion of the Beach Goes Blue 5K proceeds benefit the MERR Institute.



- 8AM Race Start
- North End of the Boardwalk
- Registration & Post Party at the Sandcrab Beach Bar
- Register at Races2Run.com

Entertainment



Free At The Bandstand!

Listen to the sounds of Blues & Jazz at the Bandstand... no charge to listen!

- **Blue Cat Blues Band**
12-12:45PM
- **Cape Henlopen HS Jazz Band**
1-1:45PM
- **Lower Case Blues Band**
2-4PM
- **John Remy, Blues Duo**
4:15-5PM
- **Nothin' But Trouble Band**
7-9PM

Fun Activities



Join All The "Blue" Fun In The Resort Area!

See below & Beach-Fun.com for complete list.

- **Find Amelia Contest**
12-5PM
- **50/50 Raffle**
12-8PM
- **After Dark Beach Glow & Night Light Flight**
9-11PM
- **Laser Show on the Beach, 2 Shows!**
9PM & 10PM

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

Phyllis Fischer, Visitors Center Manager..... Ext. 0
Visitors Center StaffExt. 0
Sue Krick, Susan Maclary, Karen McMahon
and Nancy Stewart
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
June 4	Beach Goes Blue	8:00 am - 11 pm/Resort Area
June 9	Executive Board of Directors Mtg.....	10:30 am/Jake's Seafood
June 9	Full Board of Directors Mtg	11:30 am/Jake's Seafood
June 10.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
June 17	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room
July 8.....	Town of Dewey Beach Mtg	6:00 pm/Lifesaving Station
July 15	City of Rehoboth Beach Mtg	7:00 pm/Commissioners Room

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, 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

New Chamber Chick!

The Chamber's Visitors Center has a new manager...**Phyllis Fischer**. She is excited to be working in the Visitors Center and to help those who stop by for assistance.

Although she is still on the "on call list", Katie Bragg, our previous manager, is helping her husband full time with the family business, Union Street Woodwork. The Board of Directors and Chamber Chicks wish them much success!



Do we have your product?
Visitors are always looking for menus, coupons and brochures! Feel free to drop off your product at the Visitors Center between 9AM-5PM!



CHAMBER WELCOMES SUMMER INTERN



Chamber staff is happy to have summer intern Abbie Kaiser on board!

Abbie Kaiser is a rising junior at the University of Richmond, Virginia double majoring in American Studies and Religious Studies with a Latin American and Iberian Studies minor. In addition to her classes, she loves to get involved through UR's student programming organization, student teaching, a capella, and more. Growing up in Rehoboth Beach, she is excited to be even more active in her community through her internship with the Chamber of Commerce this summer.

Abbie's main focus will be coordinating the Dewey Beach Movies and Bonfires. She will also assist in the Visitors Center, Administration Office and Realtor Bags fulfillment.

Monday Night Movies and Tuesday & Wednesday Night Bonfires Start Soon!

The donation based Monday night movies and Tuesday & Wednesday night bonfires in Dewey Beach begin the week of June 13th. For the complete schedule, visit www.beach-fun.com/dewey-beach-info/dewey-beach-activities.html.

For \$100, Members can purchase a slide that will be shown repeatedly during the movie pre-show. Your 5 second slide includes your logo/picture/contact info. The slide show runs continuously for approximately 30-45 minutes before the movie starts. **Contact Abbie to be included: 302-227-6446 or intern@beach-fun.com!**



Service at the Beach

CLENDANIEL'S PLUMBING & HEATING

Residential and Commercial, Registered Master Plumber

"Over 70 Years Of Service"

HYDRONIC HEATING • ALL CREDIT CARDS ACCEPTED

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

CUSTOMER EMERGENCY SERVICE

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

227-1944, 644-1952, 684-3152

www.clendanielpumbingheating.com

MILTON - LEWES - REHOBOTH



BRAG BOARD

Boardwalk Buddy Walk Wins Award

The National Down Syndrome Society has named the Boardwalk Buddy Walk the 2016 Buddy Walk of the Year Award winner. Sara Weir, society president, attended the 2015 Buddy Walk in Rehoboth Beach and was much impressed with the involvement of the community and the picture-perfect venue.

Pictured accepting the award are: Liz Evans, director; Michelle Archer, executive director; and Dennis and Sharonlee Diehl, Boardwalk Buddy Walk founders and directors.

For more info, visit www.BoardwalkBuddyWalk.com.



Local Kayak Shop Recognized as a Top Dealer

The kayak shop - Delaware Paddlesports - has been named a Top 50 dealer for YaKattack, maker of kayak fishing accessories.



For more information, visit the shop online at delawarepaddlesports.com or call 302-645-7300.

MERR Releases Rescued Harbor Seal

The MERR Institute is happy to report that their harbor seal patient, Megatron, has been cleared for release!



After 11 weeks in rehabilitation, Megatron has recovered from his initial cases of dehydration, emaciation and skin lesions. Thanks to a steady diet of herring, squid and capelin, Megatron has gained almost 21 pounds throughout his rehabilitation stay. He has also grown 15 centimeters in length! On the morning of May 11, MERR transported Megatron down to Ocean City, Maryland for release.

For more info on MERR, visit www.merrinstitute.org.



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 April 13 - May 16, 2016. Thank you for your continued support!

a (muse.) Restaurant · All Saints' Parish Thrift Shop · Ameriprise Financial · Apple Electric
ASAP SCREENPRINTING · Automated Copy · Bayhealth Medical Center · Beach Boutique · Beach Marine
Beachside Bar and Grill · Becker Morgan Group · Bethany Blues · Budget Blinds · Buffalo Wild Wings
Cape Henlopen Senior Center · Capital One Bank · Capstone Homes · Coastal Kayak · Coastal Point
Cold Stone Creamery · Coldwell Banker Resort Realty · Comcast Business · Community Pride Financial Advisors
Cordrey Center · Crabby Dick's Marketplace & Grill · Creative Impressions · CrossFit Rehoboth
Delmarva Printing · Discovery Map · Jeffrey Fowler/Keller Williams Realty · Freshcoat Painting
Garden Shack Farm · Grandpa Mac · Henlopen City Oyster House · Hudson, Jones, Jaywork, & Fisher · IHOP
Jake's Seafood House · Jane and Georgie · JC Ehrlich Pest Control · Kilwin's Rehoboth Avenue
Paul Kuhns/Patron Member · Lessard Builders · Minuteman Press · Oceanwild Design · O'Reilly Electric
Papa Grande's Rehoboth · Pierpont's Creations · Rehoboth Art and Framing · Rehoboth Beach Farmers' Market
Rehoboth Beach Film Society · Rehoboth Beach Variety · Rehoboth Products Co. · RehobothBeach.city
Rookery Golf Club · Ryan Homes · Sea Air Village · Starboard Restaurant · Stoneworks Lapidary
Storage Solutions · Sussex Family YMCA · Sussex Tree · The Sand-Sun-Fun Team @ Maggio Shields
Tidewater Physical Therapy · Troops Barbecue & Catering · Turnstone Custom Homes · Under Armour
WGL Energy Services. Renewals from April 13 - May 16, 2016.



CINEMA ART THEATER

REHOBOTH BEACH FILM SOCIETY



Hold your next event at CINEMA ART THEATER!

The new Cinema Art Theater is available to rent for business meetings, sales presentations, and other community events.

- Convenient, central location
- Plenty of parking
- Handicap accessible
- Quality sound system and projection capabilities
- 104 comfortable tiered and staggered seats
- Affordable rent
- Also available: a multi-purpose/screening room for small groups (40 or fewer)



REHOBOTH BEACH
FILM SOCIETY

CINEMA ART THEATER 17701 Dartmouth Drive,
#2 Dartmouth Plaza, Lewes (at Rt 1 behind Lewes Wawa)



RBFS is Standards for Excellence® accredited, having met all the requirements for best practices in nonprofit management

Rehoboth Beach Film Society ■ 107 Truitt Ave., Rehoboth Beach, DE 19971
Phone: 302-645-9095 ■ Fax: 302-645-9460



www.rehobothfilm.com

Advertise on-screen at CINEMA ART THEATER!

Put your advertising message on the big screen in front of an attentive audience at Cinema Art Theater, the Rehoboth Beach Film Society's new venue for independent film.

- Your ad will screen in a continuous loop for 20 minutes prior to each screening
- Your ad will play before every scheduled film, including featured "THIS WEEK" screenings, monthly National Theatre Live, and other special events. Reach approximately 3,000 people a month.
- Flexible schedules are available, starting with a 3-month duration, and including discounts on longer commitments
- Very affordable rates—the best advertising purchase at the beach!

For more information on these offerings please contact info@rehobothfilm.com

Delaware Division of the **Arts**

This program is made possible, in part, by a grant from the Delaware Division of the Arts, a state agency dedicated to nurturing and supporting the arts in Delaware, in partnership with the National Endowment for the Arts.



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.

Axis Restaurant

Tim Ragan
42.5 Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-227-2258
www.axisrehoboth.com
Restaurant/Eatery

BesTemps

David and Stacey Leone
1310 Bridgeville Highway
Seaford, Delaware 19973
302-629-4357
www.besttemporaries.com
Service - Employment Contractors

Brooks & Palmer Custom Homes, LLC

Sandi Brooks
24214 Zoar Road
Georgetown, Delaware 19947
302-934-1157
www.brooksandpalmer.com
Service - Home Builder

Chesapeake Jewelers

Melissa Bailey-Descoteaux
30400 Mt. Vernon Road
Princess Anne, Maryland 21853
410-251-0394
www.chesapeakejewelers.com
Retail - Jewelry

Clark Services Inc. of Delaware

Debbie Peirce
19388 Old Landing Road
Rehoboth Beach, Delaware 19971
302-947-9145
www.clarkhvacservices.com
Service - Heating & Air Conditioning

Crooked Hammock Brewery

Rich Garrahan
16989 Kings Highway
Lewes, Delaware 19958
302-644-SUDS
www.crookedhammock.com
Restaurant & Eatery

DeBellis & Ferrara - Advertising, Branding, Digital

Gail Donohue
20393 John J. Williams Highway
Lewes, Delaware 19958
302-827-1200
www.debellis-ferrara.com
Service - Advertising & Marketing

The Elegant Plate

Jay D. Allen
PO Box 1442
Rehoboth Beach, Delaware 19971
443-955-4927
www.theelegantplate.com
Restaurant & Eatery - Personal Chef

Harrington Insurance Agency

Stacy Lowe
330 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-645-9344
www.harrington-ins.com
Service - Insurance

Ann Hauser

Patron Member

Merle Norman Cosmetics and Gift 4 U & Me

Pattie McClain
19470 Coastal Highway
Shoppes of Camelot
Rehoboth Beach, Delaware 19971
302-226-8100
Retail - Gifts & Specialty Shops

MV Transportation

Lindsay Downing
20055 Shuttle Road
Rehoboth Beach, Delaware 19971
707-430-3092
www.mvtransit.com
Service - Transportation

Quakertown Wellness Center

Karyn Jennings
1307 Savannah Road
Lewes, Delaware 19958
302-644-0130
Service - Health Services

Sky Light Aerial Advertising

Zach King
18693 Coastal Highway
Rehoboth Beach, Delaware 19971
302-841-0963
www.kingmarketingco.com
Service - Advertising & Marketing

Statera Homes

Amy Kellenberger
18464 Plantations Blvd.
Lewes, Delaware 19958
302-313-9949
www.staterahomes.com
Service - Home Builder

StressLess Downsizing and Moving LLC

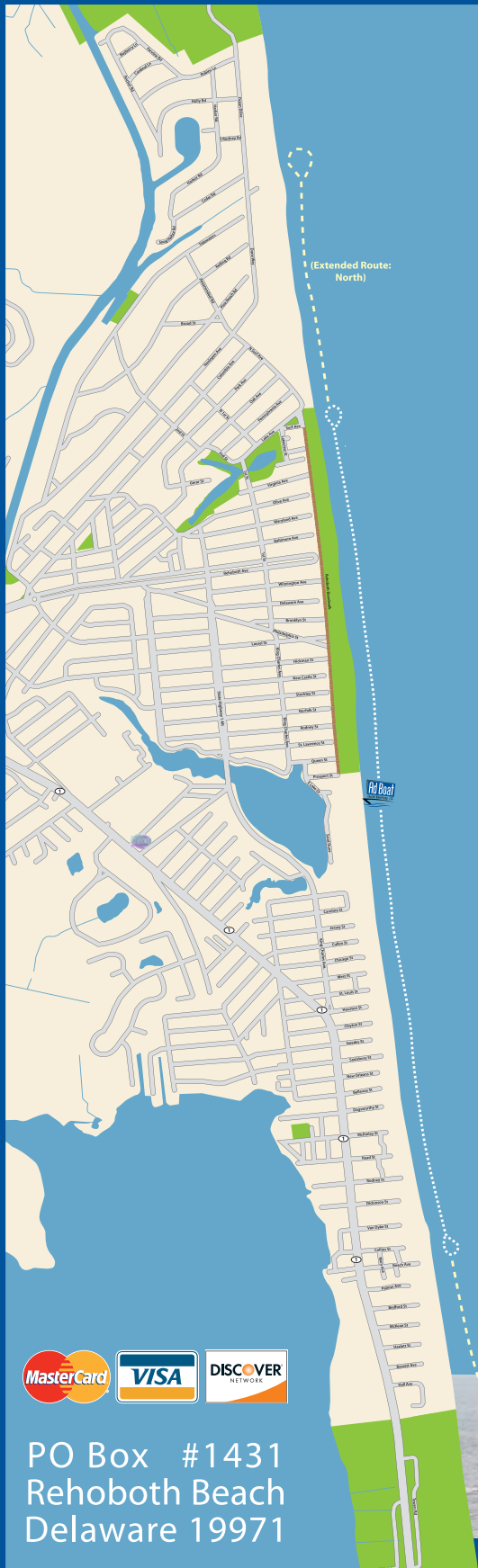
Chris Steele
Rehoboth Beach, Delaware 19971
302-864-2376
Check them out on Facebook!
Service - Moving Services

Ad Boat

Coastal Advertising, LLC

Chris DePrince
609.744.5426
chris@ad-boat.com

Don't
Miss
the
Boat



PO Box #1431
Rehoboth Beach
Delaware 19971



TEXT AD



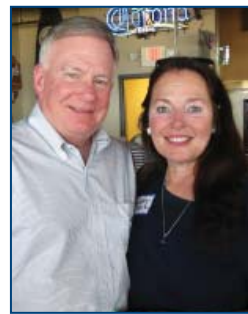
HALF-BANNER AD



FULL-BANNER AD

BUSINESS *after* HOURS PICTURES

THANKS to our April host: The Greene Turtle, Boardwalk



7th Annual Shredding Day a Success Even in the Rain!



WSFSbank
We Stand For Service®



On Friday, May 6th, the Chamber held the **7th Annual Shredding Day** in partnership with WSFS and assisted by Bethany Blues. Members and residents brought thousands of pounds of paper to be shredded.



GENERAL MEMBERSHIP MEETINGS

Held at Kings Creek Country Club

Jennifer Cohan, DeIDOT Secretary, spoke at the April 26th meeting.



Sharon Lynn, Rehoboth Beach City Manager, spoke at the May 11th meeting.



REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2015 vs. 2016

Weekend	Room Count	Weather	Event	Wednesday	Room Count
March 6-8, 2015	1,756	40's Sunny	Chocolate Fest	March 4, 2015	958
March 4-6, 2016	1,800	50's Sunny	Gumbo Fest	March 2, 2016	1,089
March 13-15, 2015	2,015	50's Rain/Cloudy	None	March 11, 2015	1,118
March 11-13, 2016	2,169	60's Cloudy	None	March 9, 2016	1,195
March 20-22, 2015	2,318	50's Cloudy	Merchants' Attic	March 18, 2015	1,090
March 18-20, 2016	2,556	40's Sunny	St. Patrick's Day	March 16, 2016	1,226
March 27-29, 2015	2,151	40's Rain	None	March 25, 2015	1,213
March 25-27, 2016	2,472	70's Sunny	Easter	March 23, 2016	1,309
April 3-5, 2015	2,186	50's Cloudy	Easter	April 1, 2015	1,322
April 1-3, 2016	2,356	50's Rain	Chocolate Festival	March 30, 2016	1,365
April 10-12, 2015	2,710	70's Cloudy	Get Down in Town	April 8, 2015	1,340
April 8-10, 2016	2,203	50's Rain	Dewey Music Festival	April 6, 2016	1,147
April 17-19, 2015	2,927	70's Sunny	Pop Fest	April 15, 2015	1,303
April 15-17, 2016	2,676	50' Sunny	Dewey Music Festival	April 13, 2016	1,284
April 24-26, 2015	2,789	50's Cloudy	Beach Goes Carno	April 22, 2015	1,294
April 22-24, 2016	3,117	70's Sunny	Coastal DE Running Festival, Bacon Fest, & Dewey Music Festival	April 20, 2016	1,075
May 1-3, 2015	3,227	50's Cloudy	Coastal DE Running Festival	April 29, 2015	1,188
April 29-May 1, 2016	2,393	60's Cloudy	None	April 27, 2016	1,286
May 8-10, 2015	3,602	70's Sunny	Mother's Day	May 6, 2015	1,218
May 6-8, 2016	2,621	60's Cloudy	Mother's Day, Dewey Arts Fest	May 4, 2016	1,411

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - May 10, 2015 · 41,658
 January - May 8, 2016 · 41,663

WEDNESDAY

January - May 6, 2015 · 21,379
 January - May 4, 2016 · 21,855

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

	2016	2015	2014	2013	2012
APR	790	1,153	1,234	1,021	1,025



DE Dept. Of Labor Statistics

(March 2016); Delaware's seasonally adjusted unemployment rate in March 2016 was 4.4%, down from 4.6% in February 2016. There were 21,100 unemployed Delawareans in March 2016, compared to 22,700 in March 2015. The U.S. unemployment rate was 5.0% in March 2016, up from 4.9% in February 2016. In March 2015, the U.S. unemployment rate was 5.5%, while Delaware's rate was 4.9%.

Source: DE Monthly Labor Review; published April 15, 2016.
<http://lmi.delawareworks.com>

REPORTS and STATISTICS

Website Results for www.Beach-Fun.com | 2015 vs. 2016

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
January	40,846	36,863	9,625	10,299	8,690	9,415	42.37%	49.39%	2:51	2:22
February	43,396	45,436	10,743	13,358	3,065	3,755	43.81%	49.42%	2:41	2:07
March	62,043	54,147	15,562	15,909	14,499	14,530	44.33%	50.88%	2:30	2:08
April	74,574	66,091	18,042	18,447	16,782	17,036	43.85%	50.39%	2:33	2:12
YTD Totals	220,859	202,537	53,972	58,013	43,036	44,736	43.59%	50.02%	2:38	2:12

* YTD Total Average

Top Pages Viewed - April 2016

Page on Site	Page Views
1 Events	5,348
2 Order a Free Visitors Guide	4,205
3 Area Activities	3,957
4 Dewey Beach Activities	3,656
5 Accommodations	3,499
6 Attractions	2,812
7 Sea Witch Festival	1,515
8 Dining	1,473
9 Dewey Beach Camera Live	1,078
10 Beach Goes Blue Event	1,070

Top 10 States to Visit Website - April 2016

State	Visits
1 Pennsylvania	5,005
2 Delaware (partly Member driven)	3,131
3 Maryland	2,503
4 New York	1,889
5 District of Columbia	1,796
6 New Jersey	1,602
7 Virginia	1,209
8 Ohio	575
9 Massachusetts	478
10 California	278

Visitors Guide YTD Distribution 2015 vs. 2016 (Jan-April)

2015: 43,755 · 2016: 43,463



BUSINESS TID BITS

Overall Delaware Economy. In the third quarter of 2015, Delaware grew at an annual rate of 1.0% which was slower than the overall US growth rate of 1.9%. By comparison, Delaware's 2014 growth of 5.2% was up from the 2013 level of 0.8%. (Source: BEA)

Employment. Private-sector employment increased 1.8% in 2015. This was below the previous year's increase of 2.4%. (Source: CES)

International Trade. A total of 1,627 companies exported goods from Delaware in 2013. Among these, 1,406, or 86.4%, were small firms; they generated 18.9% of Delaware's total known export value. (Source: ITA)

Income and Finance. The median income* for individuals who were self-employed at their own incorporated businesses was \$49,431 in 2014. For individuals self-employed at their own unincorporated firms, this figure was \$23,243. (Source: ACS). (*Median income represents earnings from all sources. Unincorporated self-employment income includes unpaid family workers, a very small percent of the unincorporated self-employed).

Information from the Delaware Small Business Profile, 2016. SBA Office of Advocacy.

MEMBERS IN THE SPOTLIGHT

Ward & Taylor, LLC

Ward & Taylor, LLC officially opened their newest office in Rehoboth Beach on Wednesday, April 13, 2016. Partners Bill Ward, Jonathan Taylor, and Nancy Law are proud to bring their dedicated legal representation, outstanding customer service, and leading-edge technology to Sussex County. The experienced staff of legal professionals at Ward & Taylor, LLC is uniquely qualified to provide realtors, lenders, buyers, and sellers with the broadest range of real estate settlement services in Delaware. As the largest and most comprehensive real estate settlement firm in Delaware, they take pride in their innovative problem-solving solutions and uncompromising customer service that is at the foundation of everything they do. Their areas of practice also include estate planning and probate. They were voted Readers' Choice for Best Legal Services in Delaware for six consecutive years by the readers of the Delaware News Journal. In addition to their new Rehoboth location, Ward & Taylor, LLC has offices in Wilmington, Middletown, and Dover to provide state-of-the-art settlement experiences throughout Delaware.

Attorney Meaghan Mahoney Hudson has joined Ward & Taylor, LLC to head their Rehoboth office, bringing the number of full-time real estate attorneys on staff to nine. In addition to having extensive experience in Delaware real estate settlement law, Meaghan also provides complete Estate Planning services such as Wills, Trusts, and Powers of Attorney, as well as estate probates. To experience the unparalleled customer service of Ward & Taylor, LLC for yourself, visit their website at www.wardtaylor.com, contact them at 302-227-1403, or stop by the office located at 37212 Rehoboth Avenue Extended, Rehoboth Beach, Delaware 19971. ♦

Oceanna Fabrics

Now open, Oceanna Fabrics is your full service fabric store at the beach! They carry cotton, silk, batiks and home decoration fabric as well as all the notions (threads, scissors, needles) you will need to complete your project perfectly! They are located at 17723 Coastal Highway in Lewes. For more info, call 302-313-4381, email fabricsgreat@yahoo.com or like them on Facebook. ♦



Top It Off

Top It Off, a national leader in the apparel and accessories market for women, is pleased to announce the opening of its third retail location at 146 Rehoboth Avenue in downtown Rehoboth Beach. Top It Off President, Karena Rasser, explains, "we researched coastal locations carefully and are very excited about our decision to open in Rehoboth Beach!" Top It Off has two additional retail stores located in Alexandria, Virginia.



Known primarily as a wholesaler and headquartered in Massachusetts with a distribution center in Virginia, the Top It Off brand is carried in over 2,000 great boutiques nationwide. Founded in 2003, Top It Off's goal is to create stylish and affordable accessories for women of all ages. Inspired by textures, sights and sounds from around the world, there is something at Top It Off for everyone -- from their best-selling tunics and wraps to gorgeous jewelry. Founders and owners Karena Rasser and Elizabeth Hoenscheid are thrilled with the company's expansion to Rehoboth Beach and look forward to serving the community for years to come with fun fashion and great prices. Nothing in the new store is over \$50!

Top It Off hopes shoppers will enjoy their offerings as much as they have enjoyed designing them! For more information, call 302-260-9667. ♦



QUOTE OF THE MONTH

"Grit is the stubborn refusal to quit".
Jonah Lehrer

RIBBON CUTTINGS & CELEBRATIONS



Grand Re-Opening! Grub Grocery & Cultured Pearl Liquor Company



10 Year Anniversary! Rehoboth Beach Farmers' Market



Ferri Business Consulting



FirstService Residential



Join The Fun! Contact Kate at 302-227-6446 to join the Meet & Greet Committee.

MEMBERS IN THE SPOTLIGHT

DESTORAGE.COM

DESTORAGE.com recently acquired Rehoboth U-Store, a locally owned self-storage facility that has served the Rehoboth area for the past 20 years. Rehoboth U-Store operated from the location at 19659 Bluebird Lane in Rehoboth Beach since the facility was constructed and was acquired in March by the new self-storage operator.



DESTORAGE.com is a subsidiary company of Investors Realty, Inc., a diversified property management company based in Dover, Delaware which operates multiple storage facility locations in Delaware: Rehoboth, Dover, Milford and a fourth facility planned for Millsboro later this year.

The facility offers both non-climate and climate controlled spaces in a variety of sizes, catering to the needs of commercial and residential customers. The facility also offers outdoor parking for recreational vehicles, boats, heavy equipment and other commercial vehicles in a secure, fenced and well monitored location.

The new owners have improved the features of the facility with enhanced signage, increased security measures, additional lighting and new property management software offering customers the ability to manage their account and reserve units ahead of schedule through their website.

The Rehoboth location is located along the southbound lane of Rt. 1 behind the Crabhouse Restaurant, across from K-Mart. Specials are offered monthly and a \$50.00 discount is given on the first month to all new customers. For additional information, visit www.DESTORAGE.com or contact the Rehoboth facility directly at 302-231-2127. ♦



FIVE TAX SCAMS TO WATCH OUT FOR IN 2016

Every filing season, taxpayers have to be on the lookout for con artists looking to run tax scams. With a variety of tactics at their disposal, these criminals find ways to get your personal information and look to turn it into cash. **Let's take a look at five of the most common tax scams the IRS has highlighted.**

1 IDENTITY THEFT. The most pernicious tax scam involves thieves stealing your personal information and using it to file false tax returns. Crooks arrange to provide erroneous information on a return that will generate a refund that they can intercept. Often, the scam goes unnoticed until you file your legitimate tax return and the IRS informs you a return has already been filed. The IRS has issued about 1.5 million personal identification numbers aimed at helping victims of identity theft, and it has started a pilot program in certain states that allows people to get PINs even if they haven't been victimized. For most taxpayers, though, the best defense is to protect your personal information as well as you can.

2 IRS IMPERSONATION. Criminals work hard to try to trick you into giving them valuable personal information. Some scams involve threatening emails or phone calls from people purporting to work for the IRS, saying you could be arrested, have your license revoked or even get deported if you don't agree to comply with their demands. The IRS reminds taxpayers that it will never call to demand immediate payment, ask for credit or debit card numbers over the phone or threaten to bring in law enforcement officials.

3 CALLER ID SPOOFING. One tool many criminals have in their arsenal is the ability to have your caller ID system display what appears to be a legitimate IRS toll-free customer service number. These scams often involve robo-calling systems and can include a combination of tactics, including related emails and calls purporting to be from other organizations such as police or the DMV. The IRS advises that if you're uncertain, hang up and call the IRS at 800-829-1040.

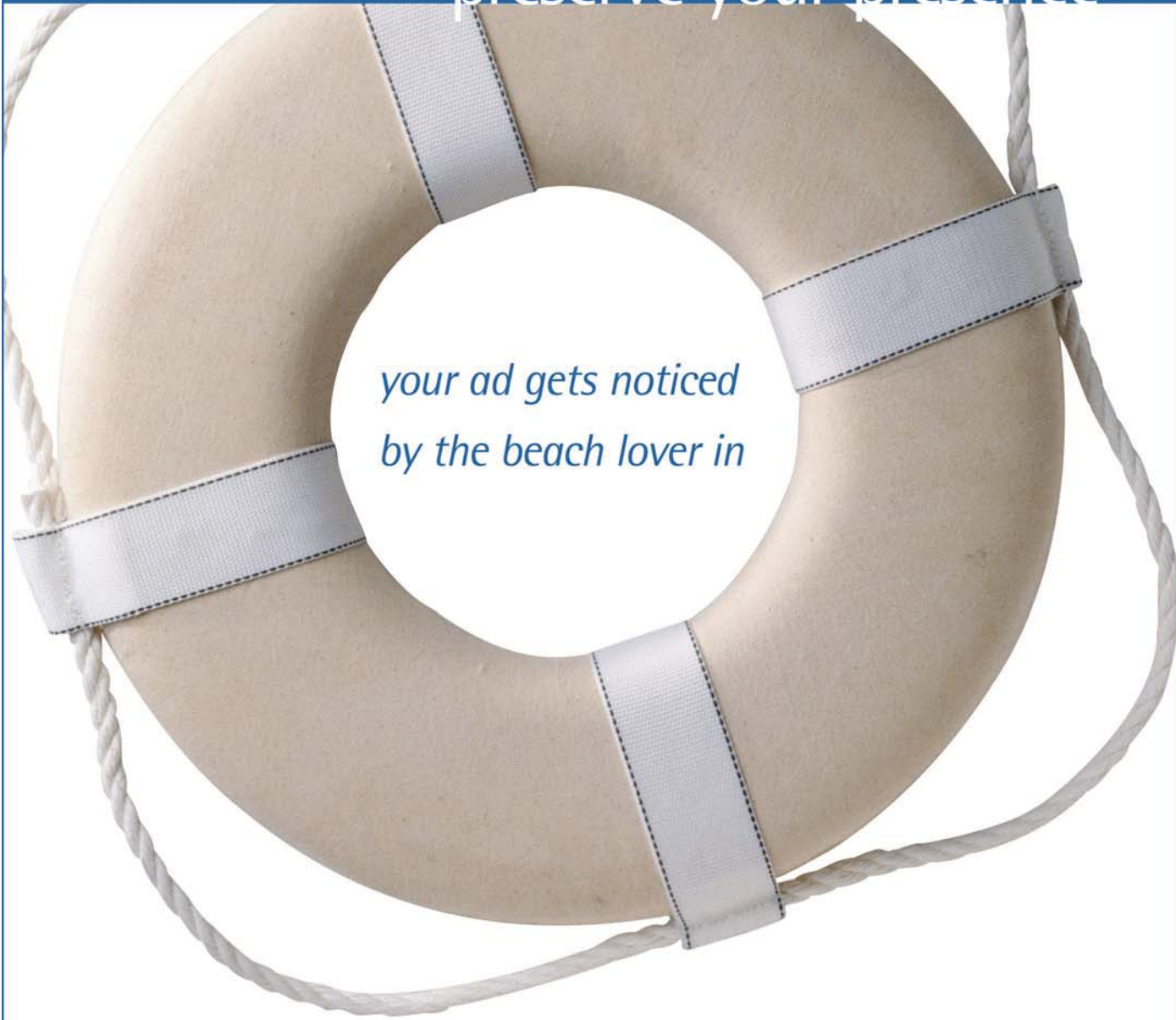
4 BOGUS CHARITABLE ORGANIZATIONS. The end of the year brings an increase in charities asking for donations. This year, four charities claiming to raise money for cancer patients were accused of fraud; the FTC says donors were taken for \$187 million over a five year period. Often, such charities have convincing names; an online search tool at irs.gov will let you enter the name of a charity to verify whether it's legitimate and is eligible to receive tax-deductible contributions.

5 TAX PREPARER PHISHING. Not all scammers target individual taxpayers. In one scam, criminals send out emails to accountants and other tax preparation professionals, telling them that they need to update their information in order to keep using the IRS e-services portal. In the process, the con artists hope that unsuspecting accounts will provide their user names, passwords and electronic filing identification numbers. That information in turn can help the criminals impersonate tax preparers and seek personal information from clients and other individual taxpayers.

Doing your taxes is hard enough without having to worry about tax scams. With plenty of crooks out there, you can't afford to let down your guard. Knowing the tactics they use can help you avoid being scammed.

Source: Dan Caplinger, The Motley Fool which is a USA Today content partner.

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