



FOCUS_{on}

March 2017
E-Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce
Mission: To promote business, tourism and civic responsibility.

We're Revvin' Up For . . . **BEACH GOES BLUE...RED & WHITE TOO!**



Delaware



Official Event Sponsor



Saturday • June 10, 2017 **Rehoboth Beach & Dewey Beach**

The **Rehoboth Beach-Dewey Beach Chamber of Commerce** & **USO Delaware** invite you to join us as we salute Police Officers, Firefighters, Paramedics, Lifeguards, our Military & First Responders!

Patriotic oversized Chamber provided pinwheels posted at businesses offering a discount to first responders showing their ID. Want to get your business involved by saying Thank You by offering a discount ? Contact Kate at 302-227-6446 or kate@beach-fun.com.

“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

- Chairman of the Board** Jay Becker
First Chair Steve Montgomery
Second Chair..... Barbara Brewer
Third Chair/Treasurer Carrie Lingo
Immediate Past Chair Paul Kuhns
Board of Directors
Marvin Carney Michael Meoli
Vince DiFonzo* Kyle Morgan
Jerry Esposito** Scott Swingle
Chip Hearn Rachel Webster**
Bill Klemkowski Chris Weeks
Dale Lomas Kay Wheatley
Rob Marshall Susan Townley-Wood
Keith Martin *Board Representative
 **At Large Directors

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

- Chamber Staff Contact Information**
Sophia Sawicki, Visitors Center Manager..... Ext. 0
Visitors Center StaffExt. 0
Sue Krick, Susan Maclary, Karen McMahon
and Nancy Stewart
Kate VanVorst, 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

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2017 Upcoming Calendar

DATE..... MEETING or EVENT..... TIME/PLACE

- April 6Executive Board of Directors Mtg..... 10:30 am/Jake's Seafood
April 6Full Board of Directors Mtg 11:30 am/Jake's Seafood
April 8Town of Dewey Beach Mtg9:00 am/Lifesaving Station
April 21City of Rehoboth Beach Mtg7:00 pm/Fire Station, 2nd Floor

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

2017 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, April 20** · Lefty's Alleys & Eats
Thursday, May 18 · Rehoboth Ale House
Thursday, June 15 · i.g. Burton, Lewes
Thursday, July 20 · Nassau Valley Vineyards
Thursday, September 14 · Hyatt Place, Dewey Beach
Thursday, October 12 · The Resort at Massey's Landing
Thursday, November 16 · Cilantro de Cocina Mexico
Thursday, December 7 · Stand By . . . To Be Announced

General Membership Meetings

- May 17, 2017** · Todd Lawson, Sussex County Administrator
Noon at Kings Creek Country Club
October 18, 2017 · Ken Simpler, Delaware State Treasurer
Noon at Kings Creek Country Club

RSVP by contacting Joy at 302-227-2233 x.14 or joy@beach-fun.com.



34th Annual
Spring Sidewalk Sale
.....
May 19-21, 2017
Rehoboth Beach & Dewey Beach Resort Area

LEGISLATIVE UPDATE



Chamber Legislative Task Force Members:

Kay Wheatley, Chip Hearn, Jerry Esposito, Mark Lally, Jay Becker, Rob Marshall, Mike Meoli and Scott Swingle.

Following a meeting of the Chamber's Legislative Task Force on February 27, 2017 and discussion of their prime governmental issues at the Chamber Full Board Meeting on March 9, 2017 . . . **The following legislative topics are on the Chamber's agenda.**

FEDERAL ITEMS:

1. Student Visa Acquisition Time and Associated Housing Needs
2. The Federal Labor Standards Act (FLSA)
3. American Health Care Act

STATE ITEMS:

1. Minimum Wage Increase
2. Budget Deficit - New Revenue Sources Considerations
3. "Late School Start" - continued support
4. Roadway trash pick-up needs in the Resort Area
5. Mass transit increase needs from the West side to the East side of Sussex County
6. Sussex County Legislative Task Force - representation increase
7. Workforce Development Bill

COUNTY ITEMS:

1. Economic Development Director open position
 2. Sussex County Comprehensive Master Plan participation
-

Meetings are being scheduled with Federal and State Legislative Representatives and Governor Carney.

BRAG BOARD

Visitor Comment

Comment from the Chamber's Visitors Survey on the Website . . .

"Loved, loved, loved everything. The quaint shops, dining was WONDERFUL! And the best part was, we parked the car, & walked everywhere. There was nothing we DID NOT LOVE. Cindy of Mechanicsburg, PA

Thanks for the Donation

Carol, thank you for donating to Delaware Hospice in Cheryl's name. She loved you and all the years participating in Chamber events. She valued all her recognition plaques and volunteer shirts. Mostly she loved Rehoboth and all the people that shared in that joy. Thank you also for Sea Witch 2016. It was a glorious day and Cheryl was so proud to sit on the judges' stand. Thank You!

Fondly, Sharon Sherwood and Family

FOR YOUR ENJOYMENT

Things A Great Line Is Good For

Advocating: "You know when there's a problem when you realize that out of three Rs, only one begins with an R". *Dennis Miller, comedian*

Critiquing: " He has Van Gogh's ear for music". *Billy Wilder, director*

Both praising and insulting: "She loves nature in spite of what it did to her". *Bette Midler*

Waxing philosophical: "Start every day with a smile and get over it". *Attributed to W. C. Fields*

Looking inward: "I wish I had confidence of the woman who boldly admits she's the Miranda of her crew". *Jessica Biel, actress*

Summing up the world:
"Karaoke is the great equalizer".
Aisha Tyler, talk show host

Source: Reader's Digest, October 2016.



Sussex County Job Fair

Thursday, April 13th • 2PM to 6PM

Atlantic Sands Hotel & Conference Center • Rehoboth Beach

Delaware's Congressional Delegation, U.S. Senator Thomas R. Carper, Christopher A. Coons and Congressman Lisa Blunt-Rochester are pleased to announce the Sussex County Job Fair on April 13, 2017 from 2 p.m. until 6 p.m., at the Atlantic Sands Hotel and Conference Center (1 Baltimore Avenue, Rehoboth Beach, DE 19971).

The Delaware Congressional Delegation Job Fairs are an opportunity for those seeking employment, or those who are underemployed to meet with representatives from government agencies, private sector employers, staffing agencies, military recruiters, and more!

If you have any question or concerns, contact J Francis at J_Francis@coons.senate.gov or 302-573-6345.

BEACH GOES BLUE...RED & WHITE TOO!

Numerous organizations are participating by offering activities during the Beach Goes Blue...Red & White, Too! event on June 10th! Groups to date are:

American Legion Post 5 · Delaware State Police · Dewey Beach Police Department
Ft. Miles Historical Association · Rehoboth Beach Museum
Rehoboth Beach Police Department · Rehoboth Beach Public Library · Rehoboth VFW 7447
Rehoboth Beach Vol. Fire Company · Sussex County EMS · USO Delaware



Turn to page 15 or visit www.Beach-Fun.com for program!



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.

ALS Association Greater Philadelphia Chapter

John Gauger & Taylor Montgomery
321 Norristown Road, Suite 260
Ambler, Pennsylvania 19002
215-643-5434
www.alsphiladelphia.org
Service - Non-Profit

Avis Budget Group/Pastorie Agency

Joe Pastorie
19563 Coastal Highway
Inside K-Mart
Rehoboth Beach, Delaware 19971
302-227-3041
Service - Transportation & Rentals

Bluecoast Seafood Grill & Raw Bar Rehoboth

Nelia Dolan
30115 Veterans Way
Rehoboth Beach, Delaware 19971
www.sodelconcepts.com
Restaurant/Eatery

Casino at Ocean Downs

Crystal Layton
10218 Racetrack Road
Berlin, Maryland 21811
410-641-0600 x 3122
www.oceandowns.com
Amusement - Attraction

Country Lawn Care & Maintenance

Stephania Dougherty
30435 Hollymount Road
Harbeson, Delaware 19951
302-593-3393
www.clclawns.com
Service - Landscape Contractor

Delaware Beacon Network LLC

Charlie Wojciechowski
1201 N. Market Street, Suite 101
Wilmington, Delaware 19801
610-608-1032
www.delawarebeaconnetworkllc.com
Service - Marketing/Advertising

Edward Jones - Andrew Stump

Andrew Stump
17577 Nassau Commons Blvd.,
Suite 101
Lewes, Delaware 19958
302-645-6208
www.edwardjones.com/andrew-stump
Service - Financial Services

Egg

Missi Moore
510 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-227-EGGS
www.eggrehoboth.com
Restaurant/Eatery

Jamestown Painting & Decorating Inc.

Veronica Jester
32175 Dupont Blvd., Suite B6
Dagsboro, Delaware 19939
302-841-9302
www.jamestownpainting.com
Service - Painting Contractor

Jenn Jones - Keller Williams Realty

Jenn Jones
33012 Coastal Highway
Bethany Beach, Delaware 19930
302-545-1988
www.jenniferjonesrealestate.com
Real Estate - Sales

K.C. Company, Inc. Pella Windows & Doors

Jillian Mullan
34634 Bay Crossing Blvd.
Lewes, Delaware 19958
302-645-0140
www.leweswindowsales.com
Service - Building Materials

Urology Associates of Dover

Cliff Farmer
611 Federal Street, Suite 5
Milton Medical Park
Milton, Delaware 19968
302-736-1320
www.urologyassociatesofdover.com
Service - Health Services

Sun Otter Tours, LLC

Jody Dengler
Serving the Delaware Beaches
302-519-3580
www.sunotter.com
Attraction - Attractions/Recreation

Whiteford, Taylor & Preston LLC

Chad J. Toms, Esquire
209 Fifth Street, Suite 200
Bethany Beach, Delaware 19930
302-829-3040
www.wtplaw.com
Service - Lawyers

Questions about your membership?

Contact Patty at 302-227-6446
or patty@beach-fun.com

SOCIAL SECURITY CHANGES IN 2017

WHAT TO EXPECT

Source: AARP Bulletin, 12/2016.

- 1. Benefits increase slightly.** The program's 60 million beneficiaries will get 0.3 percent more in monthly benefits next year. Retired workers will see a \$5 bump on average, to \$1,360. But that cost-of-living adjustment will, for many, be eaten up by higher Medicare Part B premiums.
- 2. High earners pay more taxes.** The amount of earnings subject to Social Security tax in 2017 will increase to \$127,200, up from \$118,500 this past year. This tax hike will affect about 12 million of the 173 million people paying into the system.
- 3. Retirement age inches up.** For people born between 1943 and 1954, full retirement age (FRA) is 66. This year, the FRA will increase to 66 years and 2 months for people born in 1955. This increase will continue each year, reaching 67 years for those born in 1960 or later.



Thank You Monthly Renewing Members

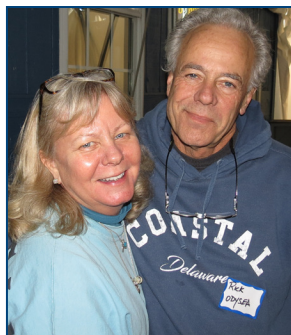
The Chamber wishes to thank the following Members who recently renewed their membership investment. The list below represents Members who renewed during the period of February 1 - March 16, 2017. Thank you for your continued support!

Adorn Period Fine Estate Jewelry & Treasure · Advantech Incorporated
Alarm & Communication Systems Group · Aloysius, Butler & Clark · Alzheimer's Association DE Valley
Anchorage Motel · ART CLOSEOUTS - OCEAN GALLERY · Asset Management Alliance
At the Beach Repairs and Maintenance · Atlantic Oceanside Resort
Atlantic Refrigeration & Air Conditioning · Atlantic Sands Hotel & Conference Center · Bad Hair Day?
Baird Mandalas Brockstedt LLC · Bay Coast Realty · BB & T Cleaning Service · Beach House Rentals
The Beach Retreat · Bellevue Sands Suite · Bethany Blues · Big Fish Grill & Seafood Market
Bike To Go · Bling Salon & Spa · Blue Hen Disposal · CHEER
Clendaniels Plumbing, Heating & Cooling · Community Bank Delaware · Deakyne Law Office
Debbie Reed Team of Re/Max Realty Group · Delaware Beach Storage Center
Delaware Center for the Inland Bays · Delaware Sleep Disorders Center · Delaware SPCA
Delmarva Board Sports & Discovery Tours · Dellose & DiFonzo · Dewey Beach Watersports
Dewey BeachFit · Patrick Diamond (Patron Member) · DiFebo's · DSM Commercial Real Estate
East Coast Garden Center · Envirotech Environmental Consulting · Epworth United Methodist Church
Eric Blondin Insurance Agency · Sandra Fennell (Patron Member) · Ferri Business Consulting
Fisher's Popcorn · Fisherman's Wharf Cruises & Fishing Center · FMS Rehoboth Beach
Fortier Photography · Nancy Genet (Patron Member) · Grizzly's Landscape Supply & Services
Harrington Insurance Agency · Healthy Outcomes Weight Loss Center · Hebron Station Warehouse
Hotel Rehoboth · Hyett Refrigeration · Inn at Canal Square · Irish Eyes Pub & Restaurant
J. Conn Scott Showhouse · Jiffy Lube Lewes/Jiffy Car Wash · Joan and Michael Devaney - Glass Artists
Jolly Trolley of Rehoboth Beach · Joshua M. Freeman Foundation · Jungle Jim's
Junior Achievement of Delaware · Kaisy's Delights · Key Advisors Group · KINFolk
Law Office of Susan Pittard Weidman, PA · Leisure Point Resort · Lewes Printing · M & T Bank
Mariachi Restaurant · Mark Showell Interiors · Meals on Wheels of Lewes & Rehoboth
Megalodon Shark Teeth · Mercantile Processing Inc. · Midway Par 3 Golf Course · Midway Speedway
Millville Town Peddler · Mutual of Omaha · NAI Emory Hill · National Kidney Foundation of Maryland
Nickle Electrical Companies · O'Bie's By The Sea · Oasis Wellness Spa · The Olive Orchard
One Spirit Massage Studio · Open Heart Ministries · Pig & Fish Restaurant Co. · Platinum Roofs
Possum Point Players · Read Aloud Delaware · Rehoboth Ale House
Rehoboth Beach Animal Hospital · Rehoboth Beach in a Box · Rehoboth Beach Running Company
Rehoboth Homeowners Association · Ristorante Zebra · Run & Tri Rehoboth Beach · Ryan Homes
Schagrin Gas Co. · Sea Air Village · Sea Esta III & IV · Seagreen Bicycle · Starboard Restaurant
Step by Stepping Stones · STI Landscape Solutions · Straight Eights Car Club · Suburban Propane
Tiffany Caldwell Photography · Transformative Dynamics · U.S. Small Business Administration/Delaware
The UPS Store · Ward & Taylor · Windsor's Flowers/Plants · Yoder & Sons Construction

BUSINESS after HOURS PICTURES

THANKS to our March Host!

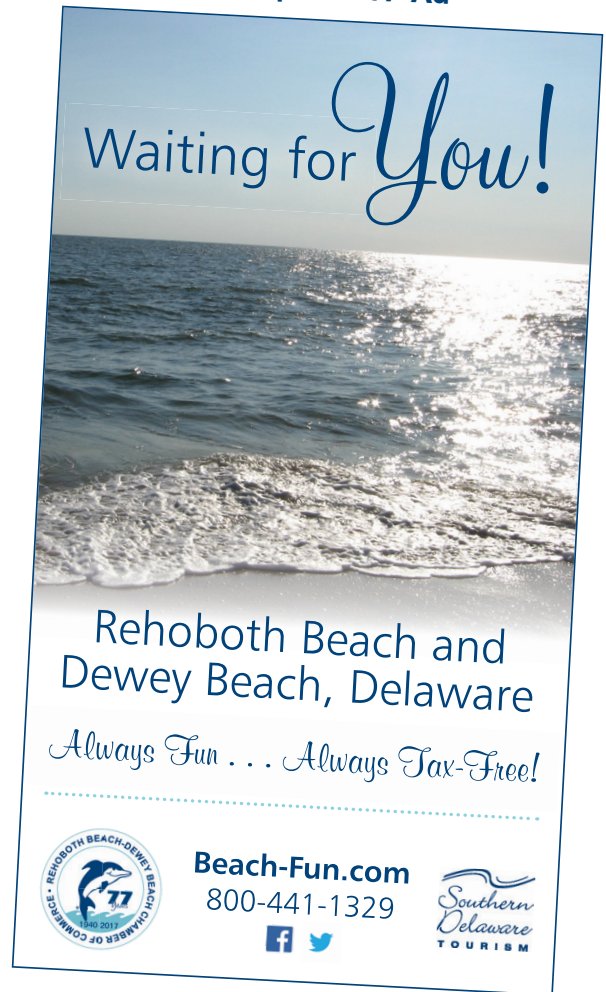
2009 Highway One · Dewey Beach · 302-227-4600
www.thestarboard.com



2017 Regional Advertising Placement (as currently approved)

Publication	Run Date
AAA World Magazine	March/April; May/June
AARP Magazine.....	Feb/Mar; Apr/May; Sept/Oct
Best of American Travel	May
Better Homes & Garden	April
Calkins Media.....	January
Comcast/Xfinity.com Web	2017
Country Living.....	May
DART (Bus Shelters/Tails)	May-August
Delaware Tourism Office	Ongoing
Facebook/Social Media.....	2017
Family Circle.....	April
Getaways on Display.....	May-Oct
Good Housekeeping	May
Great Vacation Getaways	April
Guest Quest	Spring/Summer
Horizon Travel/Times Sq. Marquee.....	January
I-95 Presence/Welcome Center.....	2017
Interfuse, Online.....	Spring
Martha Stewart Living Magazine	May
Oprah Magazine.....	April/October
Pocket Ranger App.....	2017-2018
Recreation News Email Blasts	2017
Resort Maps.....	Summer
Southern Living	March
Tanger Outlet Center (Static Ad).....	July-Sept
WBOC	Ongoing
Woman's Day.....	May
WRDE	Ongoing
WMDT	Ongoing

Sample 2017 Ad



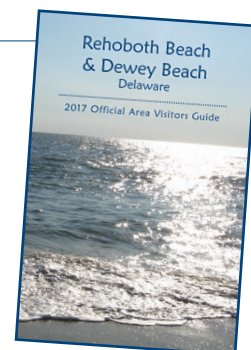
2017 Regional Advertising Budget - \$107,000. 2017 Local Advertising Budget - \$9,500. Sample local advertising includes: Atlantic Theatre, Jolly Trolley, etc. Additional advertising is taken as sponsorship becomes available.

Visitors Guide YTD Distribution Comparison

(based on ad placement response)

2016 vs. 2017 (January-February)

2016: 24,057 · 2017: 17,548



REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event
January 1-3, 2016	1,931	50's Sunny	New Year
January 6-8, 2017	1,406	30's Snow	No Event
January 8-10, 2016	1,611	50's Sunny	No Event
January 13-15, 2017	1,795	30's Sunny	No Event
January 15-17, 2016	1,857	50's Sunny	Holiday
January 20-22, 2017	1,777	40's Rainy	No Event
January 22-24, 2016	1,377	30's Snow	No Event
January 27-28, 2017	1,783	40's Sunny	No Event
January 29-31, 2016	1,602	30's Sunny	No Event
February 3-5, 2017	2,201	30's Sunny	Polar Bear Plunge
February 5-7, 2016	2,143	40's Sunny	Polar Bear Plunge
February 10-12, 2017	1,952	50's Sunny	No Event
February 12-14, 2016	2,305	30's Snow	Holiday/Merchants' Attic
February 17-19, 2017	2,644	70' Sunny	Holiday/Merchants' Attic
February 19-21, 2016	2,034	30's Sunny	None
February 24-26, 2017	2,096	70's Sunny	None
February 26-28, 2016	2,440	40's Sunny	None
March 3-5, 2017	1,922	40's Cloudy	None
March 4-6, 2016	1,800	50's Sunny	Gumbo Fest
March 10-12, 2017	1,927	40's Rainy	None

Wednesday	Room Count
December 30, 2015	1,258
January 4, 2017	968
January 6, 2016	944
January 11, 2017	972
January 13, 2016	1,043
January 18, 2017	1,028
January 20, 2016	993
January 25, 2017	1,012
January 27, 2016	970
February 1, 2017	916
February 3, 2016	1,065
February 8, 2017	934
February 10, 2016	1,027
February 15, 2017	922
February 17, 2016	1,114
February 22, 2017	1,083
February 24, 2016	1,054
March 1, 2017	1,088
March 2, 2016	1,089
March 8, 2017	1,121

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - March 6, 2016 · 19,100
 January - March 12, 2017 · 19,503

WEDNESDAY

January - March 2, 2016 · 10,557
 January - March 8, 2017 · 10,044

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

	2017	2016	2015	2014	2013
JAN	246	371	337	305	286
FEB	401	358	307	438	304



Delaware Labor Force Trends

(January 2017); Delaware's seasonally adjusted unemployment rate in January 2017 was 4.4%, up from 4.3% in December 2016. There were 20,600 unemployed Delawareans in January 2017 compared to 21,500 in January 2016. The U.S. unemployment rate was 4.8% in January 2017, up from 4.7% in December 2016. In January 2016, the U.S. unemployment rate was 4.9%, while Delaware's rate was 4.5%.

Source: Delaware Department of Labor - Monthly Labor Review; published March 3, 2017. <http://lmi.delawareworks.com>

REPORTS *and* STATISTICS

Website Results for www.Beach-Fun.com | 2016 vs. 2017

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
January	36,863	35,856	10,299	10,682	9,415	9,896	49.39%	45.53%	2:22	2:02
February	45,436	47,246	13,358	14,461	12,031	13,406	49.42%	49.34%	2:07	1:52
YTD Totals	82,299	83,102	23,657	25,143	21,446	23,302	49.41%	47.44%	2:14	1:57

* YTD Total Average

Top Pages Viewed - February 2017

Page on Site	Page Views
1 Current Events	4,579
2 Order a Free Visitors Guide.....	4,214
3 Area Activities.....	2,715
4 Accommodations	1,906
5 Attractions	1,733
6 Dewey Beach Activities	1,600
7 Sea Witch® Festival Page	993
8 Dining.....	890
9 Merchants' Attic	890
10 Thank You Page/Visitors Guide.....	839

Top 10 States to Visit Website - February 2017

State	Visits
1 Pennsylvania	4,111
2 Delaware (partly Member driven)	3,038
3 Maryland	2,304
4 New Jersey.....	1,423
5 District of Columbia.....	1,199
6 New York.....	1,169
7 Virginia	739
8 Ohio	367
9 Massachusetts	316
10 Michigan	297

QUOTE OF THE MONTH

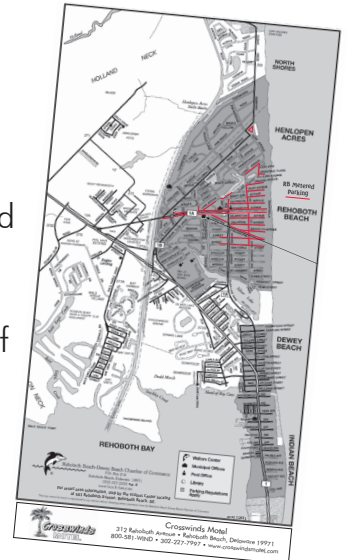
"Surround yourself with a trusted and loyal team. It makes all the difference".

~ Alison Pincus



Directional/Locator Map Pad Sponsorship

Resort Area 2 Sided Maps are handed out to visitors at the Chamber's Visitors Center. Sponsorship includes your logo and contact information printed on 5,000 tear off sheets for a total of 50 pads! The Chamber will keep 2,500 maps to distribute at the Visitors Center and you receive 2,500 to distribute at your business. Cost is \$525.00.



To get started, contact Meghan at 302-227-6446 or meghan@beach-fun.com.

2016 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 staff refers Members 7 days a week
- Beach Job Board for Members to post help wanted
- Provides distribution space for Member product at Visitors Center
- Promotes 200+ Member 2 Member Discounts
- Ribbon Cutting Ceremonies
- Offers expanded discounted Member mailing services
- New locator map - "Shoppin' Spots" to highlight shopping areas
- 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 statistics
- Production and mailing of the Chamber's *Focus On* Newsletter
- Response and mailing of Relocation Packets
- Posting of Member specials and savings on Beach-Fun.com
- Response to all complaints and comments received
- Chamber representative attendance at numerous business and tourism related meetings and seminars
- Coordinates seminars that focus on current issues
- Coordination of non-profit radio spots on WGMD
- Numerous print and online opportunities for Members to advertise in: Official Area Visitors Guide, Dining Guide, Area Tear Off Maps, Chamber Coupon Book, Sea Witch[®] Program, *Focus On* Newsletter, Beach-Fun.com hyperlinks and banners, Dewey Beach Movie Slides, Realtor Bags, Dewey Doggie Bags, Shoppin' Spots Retail Locator Map and Event Bundle Sponsorships
- Direct delivery of the Visitor Guide, Dining Guide, Coupon Book, Posters & Event Ticklers to Members
- Recognition of Board of Directors, Sponsors, Volunteers, Business of the Year, Mae Hall McCabe and Scholarship Awards at the Annual Awards Dinner

Mission Statement: To Promote Business, Tourism & Civic Responsibility

2016 CHAMBER YEAR IN REVIEW

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
- Dewey Business Partnership
- Governor's Transition Team
- Green Force
- Insurance Company(s) Programs
- International Student Outreach Program (ISOP) and international education reps
- MERR Institute
- Numerous local advertising partners in print, radio and television
- SEDAC (Sussex Economic Development Action Committee)
- Small Business Administration (SBA)
- Sussex Outdoors
- USO Delaware

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 & Federal as requested
- Involvement in Jr. Achievement of Delaware, Principal for a Day Programs, and guest speaker at local elementary and high schools
- 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)

Chamber & Resort Area Info

- 21 Board Members (19 vote) with combined 100+ years of service and experience. Representing the categories of: Accommodations, Amusements, Real Estate, Restaurants, Retail and Services
- 3,000 people watched 2016 Dewey Beach Movies; 5,700 people enjoyed 2016 Dewey Beach Bonfires
- 4,000+ people visited 2016 Santa's House on the Boardwalk
- 400+ Members, Sponsors and Volunteers participated in the 2016 Sea Witch[®] Festival
- 180,000+ visitors to the Sea Witch[®] Festival over the 3 day festival
- Sea Witch[®] costume parade aired LIVE on WRDE NBC Coast TV
- 11,000+ pounds of paper shredded at the Shredding Event
- 65,000+ Likes on the Chamber's Facebook Page (grand total)
- 3,500+ Followers on the Chamber's Twitter Page (grand total)
- 11,000+ 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 and reported:
(2013 · 123,123) (2014 · 137,338)
(2015 · 142,468) (2016 · 143,475)
- 6 Million+ estimated visitors to the Resort Area
- 941,029 Pageviews on Beach-Fun.com in 2016
- 1,000+ Business Members



RIBBON CUTTING CEREMONIES



Andrew Stump, Edward Jones – Financial Advisor



Pella Windows and Doors

LESSONS from the RICH

How America's wealthy think about money will surprise you. Read on for why we all might want to start thinking the same way.

By Neil Wertheimer. AARP The Magazine, Feb/Mar 2017.

THE THOUGHT: If you want more money, get to work.

THE PROOF: Millionaires put in some of the longest hours of any economic group in America. In one survey, 86 percent of wealthy workers said they log more than 50 hours a week. One reason for their dedication: About 70 percent own their own business. Only 10 percent inherited their wealth. **THE TAKEAWAY:** Forget about the lottery tickets or slot machines. The one reliable path to wealth is through hard work. So launch that side business, take that second job, volunteer for overtime hours or go for that promotion.

THE THOUGHT: Be prepared for retirement.

THE PROOF: Why save for the future if you're rich, right? Wrong. America's top earners channel almost 40 percent of their income into savings. They understand they will need lots of cash for a long retirement. **THE TAKEAWAY:** A general rule of thumb is to set aside 10 to 15 percent of your income for retirement. If you haven't done that up to now, shoot for even more.

THE THOUGHT: It pays to own, not rent.

THE PROOF: Nearly 90 percent of Americans with annual household incomes above \$120,000 own a home. The financial benefits: You build equity, get tax breaks and can make a profit when you sell. **THE TAKEAWAY:** If you plan to stay put for five years or more, it makes sense to own your home.

THE THOUGHT: Invest in your children.

THE PROOF: The wealthiest spend big on their kid's education as well as "enrichment activities" - camps, music lessons, sports. The outcome: Family income is now a top predictor of a child's college success. **THE TAKEAWAY:** Spend more on the people you love than on the stuff you like. It's not only moral but practical, since successful children don't require financial help.

THE THOUGHT: Spend time (and reasonable cash) on being happy.

THE PROOF: Wealthy Americans go on six vacations a year. But they aren't extravagant: 77 percent fly economy. **THE TAKEAWAY:** If the wealthy can find six times a year to get away, so can you, even if its just jumping in the car and visiting an old friend for a weekend.

BEACH GOES BLUE...RED & WHITE TOO! Planned Activities to Date

- 7-9 AM. USO Foot Race & Walk. Registration at 7AM; Race at 8AM.
- 9 AM-7 PM. Youth and adult beach recreational activities provided by the Dewey Beach Patrol at Dagsworthy Street in Dewey! Activities include beach basketball, volleyball, tetherball, and interactive fitness station.
- 10 AM-10 PM. Military Village Open. Military Village to include military equipment, personnel, demonstrations and exhibits. Will also include kid's zone with games, face painting, crafts, troop care package making station, etc.
- 10 AM-10 PM. Discounts offered by participating businesses to those who present service ID. All military branches, police officers, fire fighters, lifeguards, paramedics, etc.
- 10 AM-10 PM. Organizations planning to participate by offering activities: American Legion, Delaware State Police, Dewey Beach Police Department, Ft. Miles Historical Association (WWII Jeeps and search light displayed at Visitors' Center and tours, etc. at Ft. Miles in Cape Henlopen State Park), Rehoboth Beach Museum, Rehoboth Beach Police Department, Rehoboth Beach Public Library ("Real Live Heroes" Talks & History of Service in Rehoboth Beach), Rehoboth Beach Volunteer Fire Company, Sussex County EMS, and VFW.
- 10:30-2 PM. D.J. on Bandstand. Background music, kid's games, dances, etc.
- 11 AM-3 PM. Visit the "Angry Water" exhibit at the Rehoboth Beach Museum and learn about shipwrecks, storms, and Life Saving Stations.
- 11AM. Village Improvement Association (VIA) to hand out FREE mini flags, courtesy of the Rehoboth Beach-Dewey Beach Chamber of Commerce, while supplies last.
- 10-10:30AM. Race Ends. Awards Announced on Bandstand
- 1-3 PM. Learn Rip Current Awareness Info & Beach Safety Tips. Hosted by Rehoboth Beach Patrol at Beach Patrol headquarters (Boardwalk & Baltimore Avenue)
- 1:15-2 PM. USO Show Troupe Performance on Bandstand
- 2:15 PM. Push up Contest /Mini Boot Camp. Hosted by RISE Fitness + Adventure
- 6-6:45 PM. USO Show Troupe Performance on Bandstand
- 7-8 PM. The U.S. Navy Band Country Current on Bandstand. Hosted by the City of Rehoboth Beach
- 8:15-9 PM. USO Show Troupe Performance on Bandstand
- 9:15-10 PM. Big Cat Blues Band on Bandstand. Hosted by the Rehoboth Beach-Dewey Beach Chamber of Commerce
- 10-10:30 PM. Choreographed Light Show on the Beach & Boardwalk in Rehoboth Beach

Military Demonstrations throughout the afternoon.



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