



FEBRUARY 2024

DELAWARE'S FAVORITE PLAYGROUND

Official Newsletter of The Town of Dewey Beach

We Love Dewey!

If you're in need of a valentine this year, look no further - Dewey Beach may just be the perfect partner. Who else can offer relaxation, sun, fun, excitement, new friends, new experiences, and of course, an outstanding date night meal - or breakfast, lunch, or dessert, take your pick - all in one place? We just can't help but fall in love with Dewey over and over again! In this issue, money talks, the summer countdown begins, and flowers bloom. Read on for what's happening in Dewey this month!

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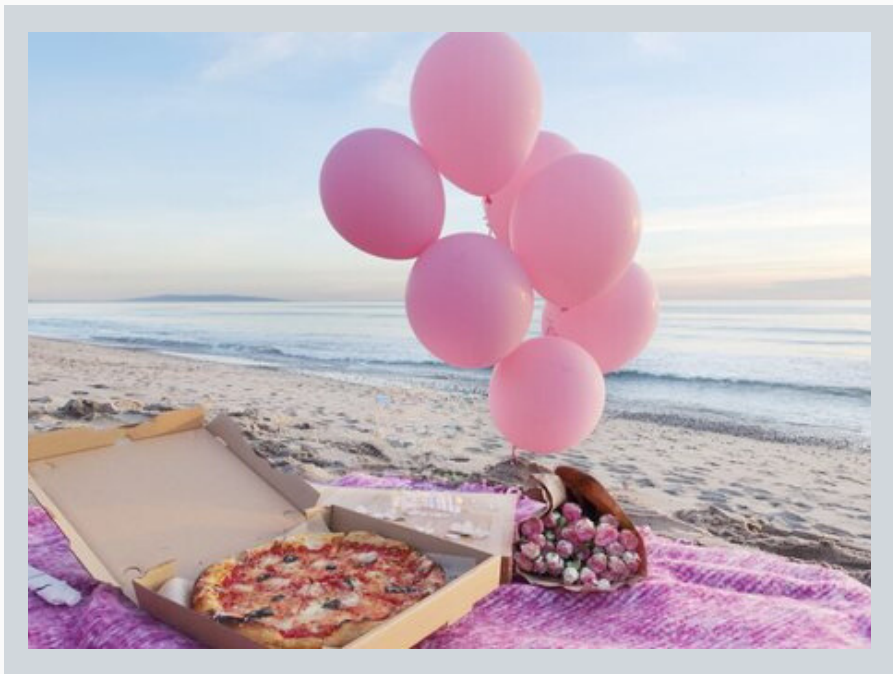
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TOWN MANAGER'S

Update

It's hard to believe, but St. Patrick's Day Weekend is only 37 days away with warmer temperatures right around the corner. Speaking of warmer weather, the Marketing Committee is working on a "Dewey in Bloom" flower box project for the town. You may have seen similar projects in Lewes and Rehoboth. I think this is a great way to improve the look of the town, add colorful flowers along our sidewalks, and increase community involvement. Check out page 3 of this newsletter for more information.

After further review of Jersey, Carolina, and Chesapeake streets, I've decided not to pave these three streets at this time. There are flooding issues on some of those streets that will need to be addressed before starting a paving project. Assistant Town Manager Jim Dedes and I will be meeting and reviewing with engineers different options to address the flooding in the north end of town in the near future. I'll be providing additional information on the street flooding during the Infrastructure Committee meeting on Thursday, February 8th at 3pm at the Dewey Beach Lifesaving Station. You can attend in person or attend by Zoom. Remington and Vernick will also provide an update on the Read Ave bayside project.

Center of the Inland Bays (CIB) and DeDOT will be attending the Commissioner's meeting on February 16th at 3pm to provide an update on their projects. CIB is working on a "Living Shoreline" project from Dagsworthy Ave bayside to McKinley Ave bayside. This project hopes to mitigate erosion along the bay shoreline, bay flooding on those streets, and improve habitats for local species. DeDOT will be providing an update on the Dewey Beach Pedestrian Safety Improvements along Coastal Highway. They will be discussing driveways, possible widening of sidewalks, poles in the sidewalks, and continuing the "Dewey Wave" center island project. Both of these projects are important to improving the town's bay environment and the town's public safety.

Three of the five 5G poles have been moved off of the dunes because of the relentless hard work of Assistant Town Manager Jim Dedes and his continued push against Verizon to get the poles moved. We hope the next pole to be moved off the dune will be on Collins Ave.

As the town approaches its draft 2025 Budget Proposal, I'd like to explain the budget process and its improvement since I arrived 3 years ago. In the past, the town would produce a budget spreadsheet with expenses and revenue projections. This was very outdated, and provided no content on why numbers increased or decreased. Working with the Finance Director, Sheena Hall, we improved and updated the town's budget process:

- At the end of July, we ask the department heads to draft their department's proposed budget.
- In the fall, Sheena and I meet with the department heads and review their budget requests and make adjustments where necessary.
- Sheena and I propose a draft budget and send it to the Budget & Finance Committee for review, changes, and recommendations to the commissioners.
- We then draft a narrative explaining the proposed budget and the requests from each department.
- The proposed budget with recommendations from the Budget & Finance Committee are sent to the commissioners for their review and possible approval at a commissioner's meeting.
- This year the town held a budget workshop to review the budget during a commissioner's meeting.

Because of your continued support and the hard work of our dedicated employees, the town has made great improvements in the last three years. Our proposed 2025 budget keeps the town moving in the right direction, improving public safety and public services, and increasing our employees' salaries so we can be competitive with the other beach towns.



-Bill

dewey in

bloom

NEW BEAUTIFICATION PROJECT PROPOSED IN DEWEY BEACH

In late January, the Dewey Beach Marketing Committee proposed Dewey in Bloom, a project to enhance curb appeal in town with the addition of planter boxes filled with colorful flowers and plants. This project goes to the Town Council for official approval February 16th.

This project is cost-neutral, relying on public donations and the participation of volunteers to set up and maintain the planter boxes.

While the project is in its infancy, we are moving forward with organizing Dewey in Bloom to be ready when spring arrives, as we anticipate the support of our Town Council. At this time, our Marketing Committee is researching the cost of materials and how to best organize a team of volunteers.

Do you have an interest in donating to Dewey in Bloom, or volunteering your time to set up or maintain the planter boxes? Do you have a business in Dewey Beach that could sponsor a planter box near your location? We'd love to hear from you!

[CONTACT US](#)



COUNTDOWN

Summer 2024

1 1 0

days until Memorial Day

get vacation ready

Seasonal parking permits available starting April 1st!
Stay tuned for new cost-effective options for scooter parking!



It's never too early to book your beach bonfire!
Online booking available starting April 1st!



New furry addition to the family?
Skip the line and license your dog online today!



FOLLOW THE MONEY

The Dewey Beach Town Council will vote in February to approve the budget for the upcoming year. During “budget season,” both our Council and Budget & Finance Committee must make difficult decisions to ensure the security and positive growth of Dewey Beach. Without a property tax, the town must rely on other revenue streams – namely, parking fees, hotel tax, accommodations tax, licensing fees, and building permit fees.

As Dewey Beach grows in popularity, it is crucial that our infrastructure and public safety efforts can support the influx of beachgoers.



Finding the Balance

It is a complex task to balance a town budget. In Dewey Beach, this proves even more difficult without a steady, reliable revenue source that we can count on without fail. While careful analysis is used to project income sources, as we’ve learned in the past few years, we must expect the unexpected. While we hope to never repeat the Covid-19 pandemic, other, more common occurrences can easily derail an otherwise solid budget in a summer town, such as weather conditions. Major storms that alter our beaches, a cold spring, or a rainy summer can all cause tourism-related revenues to decline. While other towns can rely on their annual property tax to cushion the blow, Dewey Beach remains greatly dependent on other income sources.

Even still, our Town Council is committed to making decisions that strike a balance of shared responsibility for Dewey’s future success. Our licensing and permitting fees remain competitive with neighboring towns, as does our hotel tax and parking fees. Our accommodations tax rate remains the lowest in the area when compared to other beach towns.

When the need arises for an increase in town fees, you may wonder, where do those dollars go? Read on to learn more.





Town Administration

Our local government can't operate without a dedicated team to oversee daily operations that include managing land use and zoning, construction regulations, accounting, vital record keeping, and processing requests and concerns from the public. We strive to recruit team players who take pride in working for Dewey Beach, and serving you! Administrative costs also include supplies, hardware and software, information technology and security, and ongoing training that is crucial for our administration team.

Town Maintenance

Our maintenance team is small but mighty, and they're some of the hardest workers around. It's not uncommon that this team is called in early, and continue working late into the evening for severe weather issues and flooding. The team also ensures the safety of the public by rebuilding dune crossings as needed and maintaining the cleanliness of town property. Don't forget, maintenance costs include public trash collection, landscaping, and beach raking services.



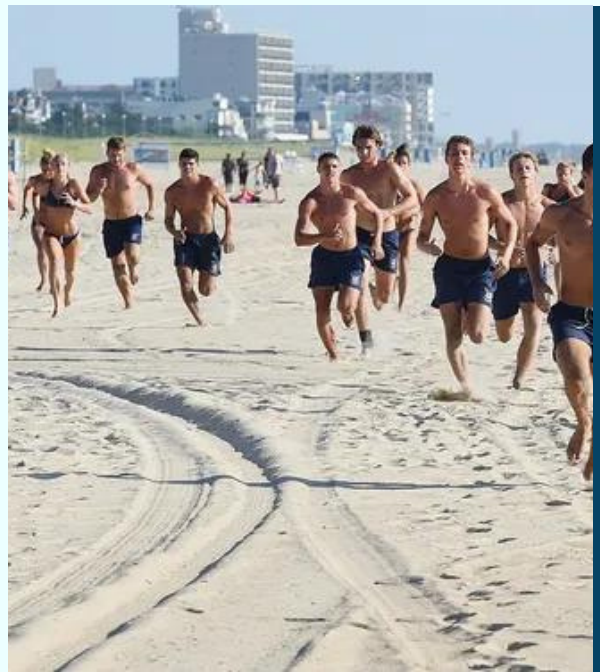
Police Department

Part of the Dewey Beach culture is our exciting nightlife! However, this attribute comes with it's own set of public safety challenges. We want Dewey Beach to remain a safe place to have a great time, and this cannot be achieved without a dedicated, well-trained police force. Our DBP officers are charged with a great responsibility, and because of this, we only hire and train the best individuals for the job of protecting you and your family. Our officers work in a unique, often high-stress, unpredictable environment, and they do it with professionalism and pride. We want to be sure we take care of our officers as they take care of us! Police Department costs also include routine training, recruitment, protective gear and equipment, and vehicle expenses,.



Beach Patrol

Each year we find ourselves in competition with neighboring towns in recruiting our lifeguards. Thankfully, we welcome back many of our Beach Patrol members each year, despite currently having the lowest hourly wage compared to other beach towns. To maintain high-standards and exemplary performance, all members of the patrol must undergo physical and mental wellness tryouts, rigorous physical training, and educational coursework. The DBP is nationally accredited by the United States Lifesaving Association (USLA) to certify its members in open water rescue. Each guard is certified as an Emergency Medical Responder, Healthcare Professional (AHA), and an Open Water Rescue Lifeguard (USLA). Simply put, the Dewey Beach Patrol saves lives, and we strive to provide a fair wage for those that protect our beaches and beyond every day. The DBP also has the lowest membership fees for the Junior Lifeguard Program, and provides a free Youth Recreation program throughout the summer. Beach Patrol expenses include the purchase and maintenance of life-saving equipment.





ARE YOU READY

DEWEY BEACH PATROL 2024



THE CHALLENGE AWAITS

Are you ready to be a part of a team, learn skills to benefit you for a lifetime, work for one of the top beach destinations in the country, maintain excellent physical fitness, make unforgettable memories and friendships, become a local leader, and most importantly, spend your summer making a difference and saving lives? We are looking for you!

The Dewey Beach Patrol is recruiting lifeguards and EMTs for the 2024 summer season, and we want to hear from you! Our award-winning Beach Patrol guards our beaches daily from Memorial Day through Labor Day, and also answers calls throughout the Town of Dewey Beach to assist with various emergency situations. The DBP also hosts the Junior Lifeguard and Youth Recreation programs throughout the summer season. Our lifeguards also participate (and win!) at a variety of competitions locally, regionally, and nationally!

[CONTACT US](#)



[APPLY NOW](#)



Where the Fun Never Ends!

DEWEY BEACH HOSTS A VARIETY OF EVENTS ALL YEAR LONG!



Book a Bonfire

We offer booking for private bonfires all year long, and fall is the perfect time of year to enjoy a fire by the sea!

[READ MORE](#) 



Movies on the Beach

The Monday Movies on the Beach schedule is here!

Which movie are you most excited to see?

[READ MORE](#) 



Local Events

The Rehoboth-Dewey Chamber of Commerce will keep you updated on all area events! Mark your calendars for holiday happenings!

[READ MORE](#) 



Dewey Business Partnership

Next month kicks off spring events for the Dewey Business Partnership!

[READ MORE](#) 

news brief

Quick Update...
what you need to know this month!

CURRENT RFPs

Keep an eye on our [current RFPs](#). New opportunities to work with the Town of Dewey Beach are announced on our [website](#).

UPCOMING MEETINGS

- February 8th - Infrastructure Committee
- February 8th - Investment Committee
- February 16th - Town Council
- February 17th - Planning & Zoning Commission
- February 21st - Board of Adjustment
- March 1st - Planning & Zoning Commission

Stay in-the-know! Keep an eye on the town meeting [calendar](#). New meetings can be added at any time. Watch live or past meetings on our [YouTube channel](#). We encourage the public to participate and voice their opinion at any of our Town Council or committee meetings.

SNOW REMOVAL

While we're hoping for an early spring, we're still prepared for snow! A reminder that snow removal is a shared responsibility between town maintenance staff and DelDOT. In the event of heavy snowfall, stay up-to-date on the town Facebook page or the homepage of the town website. Please understand that we have limited maintenance staff, and snow removal is a tedious and tiring job. During excessive snowfall, please be patient, as our maintenance team will be working around the clock to keep roads as accessible as possible.

DON'T FORGET TO SHARE!

Summer is on the way, and our town newsletter is a great way to keep visitors up-to-date on new regulations, town happenings, and provide answers to frequently asked questions!

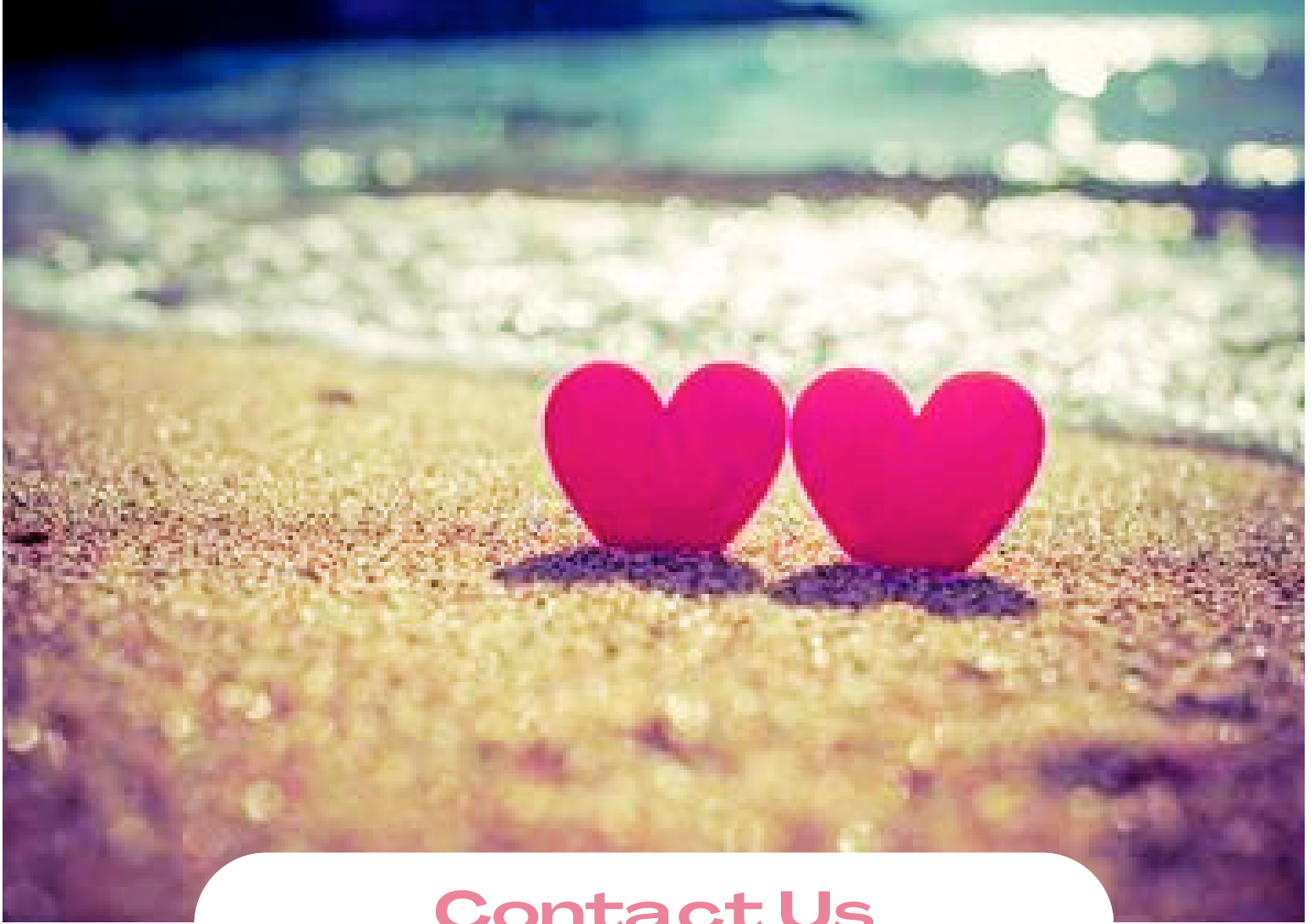
Please consider sharing our newsletters with your friends, family, and other visitors to keep all those who love Dewey in-the-know!



FEBRUARY HOLIDAYS

Town administrative offices will remain open on President's Day, February 19th.

Black history is American history. This month we honor black leaders, activists, writers, and thinkers that helped to shape, and continue to build, a better America for all.



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