FENWICK LOCALS PROGRAM

PURPOSE: This is a program to strengthen the relationship between local Fenwick Island homeowners/residents and local Fenwick Island businesses and merchants.
Simply stated, local Fenwick businesses supported by local residents, local employees and the Fenwick business community as a whole makes a better Town of Fenwick Island.

THE PROGRAM: This is a totally voluntary program for participating Fenwick business/merchants to reward local residents, local employees and other local businesses for their patronage of local Fenwick businesses.

Participating Businesses/Merchants: Each local participating business will define their own rewards for the Fenwick Locals Program. Participation in the program is free and voluntary for local business and customers. Each can join, develop and improve their reward program or withdraw from the Fenwick Locals Program at any time.
Each local business/merchant participating will receive a Fenwick Locals Program window sign or display poster to indicate their participation in the program. A list of participating Fenwick local business will be posted on the Town of Fenwick Island website to encourage residents to visit the local Fenwick businesses. This list of participating local Fenwick business/merchants will be updated on the Fenwick Island Town website as the list changes occur overtime.

Local Residents, Employees and Businesses (local customers): Each local Fenwick Island resident, business and /or Fenwick Island employee within the Fenwick Island, DE local zip code 19944 is included in the Fenwick Locals Program. This is a free program; there is no cost to use the program. Participation is totally voluntary. Any local tax bill, resident F.I. parking hangtag, employee I.D. or Delaware License with a 19944 zip code address identifies the customer as a Fenwick Local under this program. Each participating Merchant is the final authority to determine if a customer qualifies for their customer reward program.

Program Administration and Length: The Fenwick Locals Program will be controlled and administrated by the Fenwick Island Town Business Development committee members. Support from local business is welcome and encouraged. This Fenwick Locals Program is for 2016 / 2017. Additional participating business/merchants window signs will be available at Fenwick Island Town hall for new businesses as needed. The Fenwick Locals Program may be revised or extended by the committee.

Program Costs: There is no cost to implement the Fenwick Locals Program. “Fenwick Locals” participating merchant/ business display signs will be donated.

Program Scope and Area: The Fenwick Locals Program is intended for the benefit of Local Fenwick Island residents, town employees and the local businesses and their employees within the Fenwick Island, DE zip code 19944. The area included in the program is from bridge on Route 54 / Lighthouse Road north to the Narrows and east of Little Assawoman Bay. This includes both the incorporated and unincorporated areas of Fenwick Island.

CURRENT PARTICIPATING MERCHANTS:

FENWICK VILLAGE & TOWN CENTER

- Ha-Ha's
- Fins
- Twilley's Willys
- L'ete & Co.
- Sophia's Jewerly
- Dirty Harry's

SUNSHINE PLAZE & OCEAN BAY PLAZA

- Iris Hair Designs
- Sherwin Williams Paint
- Tyndalls
- Pottery Place
- Warrens Station
- Windsor Teak Imports
- Pizzazz by the Bay
- Rhonda's Attic Consignment Shop

FENWICK LOCALS PROGRAM MERCHANT LIST **BAYSIDE**

- McCormick Paints
- Electic
- Fenwick Pet Stop
- Lady Fenwick
- Holly's Treasure Chest
- Sea Shell City
- Claddagh by the Shore
- Crapes and Crazes

FENWICK LOCALS PROGRAM MERCHANT LIST **OCEANSIDE**

- Fenwick Surf Shop
- Sleepy's
- Southern Exposure
- Dairy Queen

"FENWICK LOCALS 19944"

PARTICIPATING BUSINESS

2016/2017

Support Local Fenwick Businesses

FENWICKISLAND.DELAWARE.GOV