

Dew Tour boosts businesses

Some OC employers note more customers during four-day event

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OCEAN CITY -- In preparation of this weekend's Dew Tour, Boardwalk-area businesses equipped themselves for the potential onslaught of customers.

Many of their plans and strategies paid off, as they were ready for the influx of attendees to the four-day event that spanned the vicinity of Dorchester Street.

Kenny Unal of Piezano Pizza, which is located directly across from the gate entrance, said all-day Thursday and Saturday night were their busiest times.

"Thursday was opening day and Saturday was because of the (Kid Cudi) concert," he said. "It was very busy and very crazy. I would say it was twice as many people as usual, but we're used to it because we work on the Boardwalk."



The Dew Tour, which kicked off its first leg in Ocean City, drew strong interest from attendees from both near and far. Organizers said official attendance numbers will be available today.

The staff of Kingie's Funnel Cakes have noticed some increases in business.

"Saturday we had a lot of business and we were busy," said employee Andreea Flichis. "The days before, not quite as much."

Flichis' co-worker, Erika Henry, said while Saturdays provide steadier business, there was more on Saturday night.

"Saturdays are always busy, but it was busier that night probably because of the concert," she said.

Danny King, the owner of the store, said the extremely high temperatures during the course of the event also made an impact on Boardwalk businesses.

"When it's extremely hot, the Boardwalk in general is slow because people are down by the water or they're hiding in the shade," he said. "It's been hard to judge because it's been so darn hot. If it was 85 degrees instead of 95, it would be a bigger crowd in the daytime."

While some businesses saw the boom from the Dew Tour, not all them benefited from it. Beach Break Sportswear & Accessories hired an extra person for the occasion, but didn't see much traffic in the store.

"We thought we'd be really busy in the store, but we didn't get all of the foot traffic we expected," said store manager Anupa Pandey. "There were lots and lots of people out there and I have never seen this many people here on the beach. They just didn't come to our store."

Pandey said that with the concert ending Saturday night, she believed there would be a residual effect for the store, but it didn't happen.

"After the concert, we hoped the people would come here and buy, but they all went home," she said. "Maybe they spent more of their money on the things at the Dew Tour."

Unal said the amount of people that have come for the Dew Tour has been huge for most of the resort stores.

"It's been good for the businesses and it's good for the town," he said. "I'd wish they'd do it here every year."

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