

2026

OLD TIMERS' DAY

Community Impact Report

\$10,746
INVESTED LOCALLY

\$7,532
SPENT WITH LOCAL BUSINESS PARTNERS

\$3,214
IN CHARITABLE CONTRIBUTIONS

\$1,750 - SELBYVILLE VOLUNTEER FIRE CO.
\$607 - SELBYVILLE PUBLIC LIBRARY
\$857 - DE HOSPICE

ADDITIONAL: \$1,418 - WOMEN OF FAITH

19 VENDORS

20 VOLUNTEERS

26 SPONSORS

27 AWARD WINNERS

156 REGISTERED VEHICLES

384 SHARE THE ROAD EXHIBIT GUESTS

EVENT PROMOTION

47ABC-WMDT

COASTAL POINT

FOREVER MEDIA

PAID SOCIAL MEDIA CAMPAIGN

SOUTHERN DELAWARE EXPLORER

THE GUIDE

WEBSITE

5.3K VIEWS

SOCIAL MEDIA

45K VIEWS

18.5K VIEWERS

603 INTERACTIONS

2,286 CLICKS

101 FOLLOWS

VISITATION

1.4K+ VISITORS

FROM AL, DE, MD, NJ, PA, & VA

137 MINUTE AVERAGE VISIT

BEST IN SHOW



Jack Jennings 1949 Ford Woody

OLDEST OF THE OLD TIMERS



Steve Lamphier 1915 Ford Model T

SAVE THE DATE
SATURDAY, JUNE 12, 2027



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