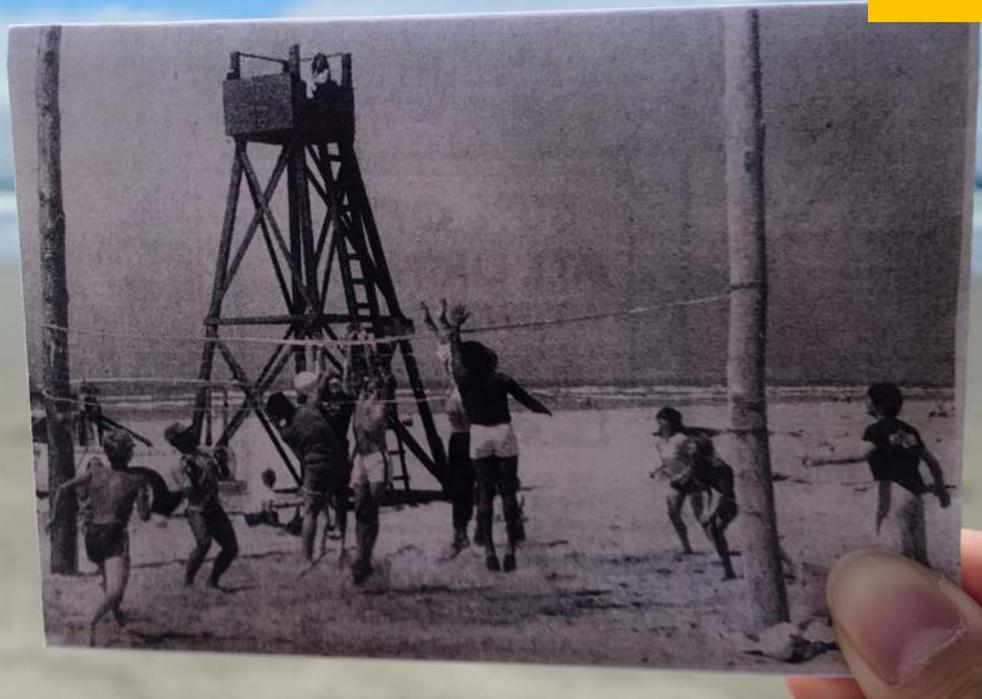




your city.
your county.
your **CHAMBER.**

JULY | 2021



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JUNE RIBBON CUTTINGS

Take a look at June Ribbon Cuttings! Book one today for an anniversary, new location or new business!



A BLAST FROM THE PAST

Seaside Beach Volleyball! On it's 39th year. See why and how it started!



CHAMBER MEMBER SPOTLIGHTS

We have highlighted some important things our Chamber Members are doing this month!

Chamber Staff



BRIAN J. OWEN, IOM

CEO



BRANDY STEWART

Membership & Events



KATIE MCCLINTOCK

Marketing & Communications

Board of Directors

President

Brandon Kraft

LAM Hotels

Secretary

Kendra Lounsbury

Seaside Outlets

Past President

Robert E. Perkel

Honey Books

Treasurer

Mark Squire

Providence Seaside

Andrew Stein

Logotek, Inc.

Skyler Archibald

Sunset Empire Park & Recreation District

Jessica Newhall

CCC Small Business Development Center

Jeff Dunn

Brew 22 Coffee

Andy Klumper

Papa Murphy's Pizza

JUNE REPORT

Happy July!

Halfway through the year and it has been a whirlwind... June was a busy month: We have moved our weekly networking event Good Morning Seaside back to in person! It has been so refreshing to see everyone's faces again and we are excited to bring Business After Hours back in the fall!

Planning for Seaside Beach Volleyball is in full swing and looks to be just as big if not BIGGER than 2019. This is the 39th (again) year for this tournament. Hotels are filling up fast and players are anxious to get back on the beach to play.

Miss Oregon Scholarship Programs took place towards the end of June. I was fortunate (despite the timing of Volleyball) to be one of the judges for this annual event. It was a long week of interviewing, reviewing, and judging to help crown the next Miss Oregon and Miss Oregon Outstanding Teen. I want to congratulate the newly crowned Miss Oregon 2021, Abigail Hayes and Miss Oregon Outstanding Teen 2021, Moira O'Bryan. We love having this event annually in Seaside!

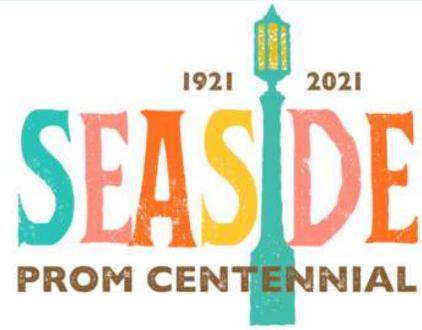
If you are out and about on Wednesdays, I encourage you to stop by the Seaside Farmer's Market right next to the Chamber/Visitor's Center parking lot. There isn't many places better to buy local, organic products. As always - Shop Local!

Even though Seaside is not doing fireworks this year, I hope everyone is able to celebrate and have a safe and happy Fourth of July.

-Brian J Owen, IOM, CEO

UPDATES FROM THE DMO

The Visitors Bureau is a department of the City of Seaside and the official Destination Marketing Organization. We work in partnership with the Chamber of Commerce – but at the overall destination level – to grow the local economy by attracting overnight visitors to Seaside.



JULY UPDATE - NEW FISCAL YEAR

The city's fiscal year ended in June. For the difficult (but surprisingly robust) 2020-2021 campaign, we delivered 34 print ads and 44 banner ads to 14 different publications within our sphere of travel influence.

Nine of the print ads were full page pieces that really shined to the full extent possible in this medium. Seventeen were half-page, which is another size format that really works for our branding and storytelling. Five were sized at 1/3 and most of those were value-added placements within the context of wider contracts. Three were 1/9 page but don't let the relatively small size fool you into discounting their impact... they were travel planner placements that directly brought in 693 visitor guide requests and an equal amount of monthly email signups. Quite a value really.



Publications included our common placements like AAA subscriber magazines (**VIA & Western Journey**), popular Portland magazines (**1859, Portland Monthly, etc.**), popular Washington magazines (**1889**) and annual visitor guides for the state and the coast. We also tried some novel placements this year with a full-page ad in both **Woman's Day** and **Good Housekeeping** in the Seattle market. Banner ads did well on travel sites, of course, but some of our most effective banners were on the news stories on **OPB's** website this spring.

Our ongoing video campaigns for Seaside and the **North Coast Food Trail** will end later this month. **Univox Media** has delivered more than 1,349,000 impressions and 73,300 end-to-end views of our video to this point. Preroll, despite being a small part of the outlay, has generated 5,120 clickthroughs to our website. **KOIN** is wrapping up a two-month Facebook campaign with the video, which is ending strong with more than 3,000 clickthroughs to the website in the last two weeks and 8,395 complete views in that time. Because of the overwhelming positive feedback we received from the April broadcasts, we added an additional two-week flight of broadcast spots to **KOIN/KRCW** the second half of June. This includes 13 airings of the full two-minute video during **KOIN 6 News, Extra, Colbert**, and notably during the **Thorns vs. Kansas City** game on Sunday, June 20. The 30 second cut will air 25 times on **KOIN** in primetime and in broad rotation KRCW.

Website conversions for guides continue to be strong, especially with traffic on the homepage, on the Prom Centennial page, and on the 'Unique Vacation Rentals in Seaside' article page that we pushed out via the monthly email newsletter.

We're running a social media ad that resulted in 500 direct guide orders in May via FB/Instagram, dominating our referral conversions. Other important traffic that resulted in significant guide orders last month came via the new City of Seaside website, **Travel Oregon, OPB**, and **Oregon Beach Vacations**.

Visit Seaside, Oregon Sponsored

We're honoring 100 years of unforgettable memories on the Seaside Promenade with a Centennial Booklet, Historic Homes Walking Tour and a year-long Sweepstakes for visitors!

EVERYONE NEEDS TO EXPERIENCE THE PROM

SEASIDEOR.COM
GET A FREE GUIDE [Sign Up](#)

1.7K 118 Comments 184 Shares



JUDY & GLEN THANK YOU FOR YOUR YEARS AS AN AMBASSADOR!

Judy and Glen were both long time Ambassadors with each over 10 years. If you have been in the area long enough you are sure to have seen them at a ribbon cutting, flag service or various events throughout the Seaside area.

We want to sincerely thank them for their years of dedication to the Chamber Ambassadors and the excellent work they have helped in the Seaside community.

"I have watched how dedicated both have been to the Ambassadors. I know that Judy has held many roles with our ranks, & in each one she excelled. They both have been there as Michael entered the Ambassadors during his high school years & they have encouraged, supported & were a vital part of his success & growth. Their presence & abilities will be sorely missed"

- Andrew Oberembt

"It was great to work alongside of them. They worked hard to be great ambassadors and they will be greatly missed."

- Michael Oberembt



Good morning Seaside is a weekly Networking event held every Wednesday from 8:30AM - 9:30AM. Every week it is presented by different business/organization.

Good Morning Seaside is not just a cup of coffee, it's an opportunity to meet other business professionals and community leaders, build new partnerships, learn about upcoming events and announcements and of course - NETWORK!

07
WEDNESDAY
JULY

Seaside Inverted Experience
8:00AM - 9:00AM
111 Broadway St. #11

14
WEDNESDAY
JULY

Avamere at Seaside
8:00AM - 9:00AM
2500 S Roosevelt Dr

21
WEDNESDAY
JULY

Healthy Hub Massage & Wellness
8:00AM - 9:00AM
600 Broadway, #9

28
WEDNESDAY
JULY

Nicolle Landwehr, Investment Advisor
8:00AM - 9:00AM
960 N Roosevelt Dr

Looking to advertise your business?

HOST A GOOD MORNING SEASIDE!

We are looking for Good Morning Seaside Hosts!

Showcase your business in front of a crowd!
As the host the spotlight is on YOU!

EMAIL BRANDY@SEASIDECHAMBER.COM TO SCHEDULE!



Don't see your event?
Don't forget to add it to the Community Calendar!

June

RIBBON CUTTINGS

GROCERY OUTLET



SEASIDE MUSEUM & HISTORICAL SOCIETY



Does your business want a Ribbon Cutting...?

LET'S CUT A RIBBON!

Ribbon Cuttings are a fantastic way to not only **celebrate** a milestone, anniversary or a new business - it is also an excellent way to gain some exposure in the community. There is no better way to get new customers and fellow business partners alike to come into your store front than through a celebration with a red ribbon!

Included in your Chamber Membership are ribbon cuttings. We offer everything needed to host a Ribbon Cutting from making an event, getting the word out to bringing the famous BIG scissors! The only thing you need to do is invite your staff, partners, friends, family and anyone who has helped your business succeed!

To schedule a Ribbon Cutting contact:

Brandy Stewart:
brandy@seasidechamber.com
(503) 738-6391



WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brand-new business, big anniversary, or relocated business. Ribbon Cutting services are included in your Chamber membership investment.

The most common location is the main entrance of the building but it can also be stretched across another important location within the business, especially during inclement weather.

BENEFITS OF A RIBBON CUTTING

Ribbon Cuttings are a perfect setting for those who have never been to your business. It is an opportunity to talk to new customers and fellow business owners.

Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity.

WHAT THE CHAMBER DOES

The Seaside Chamber of Commerce invites the Chamber Board of Directors, Ambassadors and local government officials to attend. We promote your event through our online calendar, social media, and newsletter, arrive at your location with red ribbon and official ribbon-cutting scissors, and take photos and share them with you and to local media representatives following the event.

THINGS TO CONSIDER

- **WHO** will cut the ribbon?
- **WHAT** do you wish to promote during the event?
- **WHEN** will you hold the event?
- **HOW** do you schedule a Ribbon Cutting? Just email us!





PREDIABETES IS A WARNING TO MAKE HEALTHY HABITS NOW

By Arna Vanebo

*Registered Dietitian, with Felicia Struve
Care Management, Columbia Memorial Hospital*

You know that moment when you're driving and the traffic light turns yellow? You've got two choices: Keep your foot on the gas pedal and risk disaster, or slow to a stop and enjoy the song on the radio.

Getting a diagnosis of prediabetes is like that.

If your blood sugar levels are high, but not high enough to be considered type 2 diabetes, your doctor may tell you that you have prediabetes. When you hear that news, you have a choice. You can stay on a path that may lead to type 2 diabetes, and all the potential complications that come with it. Or you can use the news as a catalyst for making healthy changes in your life.

Who's at risk for prediabetes?

Prediabetes typically does not cause symptoms, so it might go undetected. You may want to talk to your health care provider about being tested if:

- **You're overweight.**
- **You're at least 45 years old.**
- **Your parent or sibling has type 2 diabetes.**
- **You are physically active fewer than three times a week.**
- **You ever gave birth to a baby that weighed more than 9 pounds.**
- **You had gestational diabetes (diabetes during pregnancy).**

Turn it around

Building new healthy habits can drop your blood sugar levels to the normal range and significantly lower your risk of developing type 2 diabetes, heart disease and stroke. And it's easier than you might think.

According to the CDC, you can reduce your risk by losing 7% of your body weight through healthy eating and increasing your activity to at least 150 minutes a week. Research shows that people with prediabetes can cut their risk of developing type 2 diabetes by more than half by taking part in a structured lifestyle change program.

Free diabetes prevention program

Columbia Memorial Hospital's new Diabetes Prevention Program starts on July 14, 2021. This program is CDC-recognized and based on research. It is focused on healthy eating and physical activity.

You are eligible for this program if you:

- **Have been diagnosed with prediabetes based on a blood test completed in the last year,**
- **Are a woman and have been diagnosed with gestational diabetes during pregnancy, or**
- **Have a positive screening for prediabetes based on the CDC Prediabetes Screening Test.**

This lifestyle-change program will be offered online and in-person. This first yearlong cohort will not be billed for the classes, so this is a good time to take advantage of working to improve your overall health and well-being

Please contact Arna with any questions at 503-338-7592.





2021 Seaside Beach Volleyball Player's Guide

August 12th-15th, 2021

3,500 copies printed, 3,200 inserted into players bags!

Remainder distributed throughout Seaside during event!

Please circle desired advertisements.

AD SIZES		PRICE:	CHAMBER MEMBER:
Full Page ad	5" x 8"	\$400.00	\$300.00
Half Page (horizontal)	5" x 3.875	\$300.00	\$200.00
Email and Volleyball FB push during event.		\$300.00	\$100.00
Design fee (if you want us to create your ad)		\$150.00	\$50.00
Total Due:			\$

Company Name: _____

Contact Name: _____

Phone: _____ **Email:** _____

Space and copy deadline July 16th, 2021.

Camera ready ads, high resolution at least 300 dpi, deadline July 21st 2021.



Visa, cash and checks accepted. Payment due with reservation. Make checks payable to Seaside Chamber of Commerce. P.O Box 7 Seaside, OR. 97138

For questions call or email Brandy Stewart

(503) 738-6391 events@seasidechamber.com



Seaside, Oregon

Photo by Mel Anderson

SEASIDE BEACH VOLLEYBALL: THEN & NOW

Seaside Beach Volleyball is celebrating its 39th (again) year in 2021. We wanted to take a look back at how it began, why it began and what it is now vs 39 years ago.

Debbie Hauger a Seaside Highschool Student recieved a Rotary scholarship for a year in Argentina. During her time there she witnessed what would now be a national phenomenon - Beach Volleyball. Once back in Seaside she came back with the idea to start a tournament here in Seaside, Oregon.

At the time Debbie was a lifeguard and with the help of a couple of fellow lifeguards the tournament was created and took place Sept. 4, 1982! Pulling in 57 teams and 215 players.

Originally, the tournament was a fundraiser for a lifeguard tower (seen in the photo). Originally, the tournament was a fundraiser for a lifeguard tower (seen in the photo).

The next year the tournament expanded and by the third year the tournament was turned over to the Seaside Chamber of Commerce where it has stayed and grown each year since. The tournament has now expanded to three days with over 1,600 teams and 184 volleyball courts.

We are excited for the 40th year of this long held tournament and what exciting things we have in store for the anniversary!



GROCERY OUTLET

Grocery Outlet has partnered with South Clatsop County Food Bank.

You can purchase Food Bags at Grocery Outlet to be donated to South Clatsop County Food Bank!



FOOD DRIVE ALL OF JULY

Fight hunger in our community. All donations stay local.

GIVE \$5, GET \$5*

Donate today. Visit groceryoutlet.com/donate for details.

*Donate \$5 or more and receive a coupon for \$5 off a future purchase of \$25 or more.
Limit one coupon per transaction. Restrictions vary by state.

NEW MEMBERS

Welcome to the Seaside Chamber of Commerce!

THE TROPHY CASE

2968 Hwy 101 N
Gearhart, OR 97138
(503) 717-8576
thetrophycase@qwestoffice.net

GROCERY OUTLET

825 Avenue N
Seaside, OR 97138
(503) 741-3143
www.groceryoutlet.com

SEASIDE SLUSHIES & DOGS

550 Broadway A
Seaside, OR 97138
(503) 791-0103
www.seasideslushieanddogs.com

KRISTI ISRAEL PROPERTIES

2140 Skyline Dr
Seaside, OR 97138
(503) 468-2099
kristiisrael@gmail.com

THE VINESIDE, LLC

737 Broadway Street #2
Seaside, OR 97138
(646) 593-4980
www.thevineside.com

*Not a Member of the
Seaside Chamber of Commerce?*

JOIN TODAY!
Emailbrandy@seasidechamber.com

MEMBER ANNIVERSARIES

*Seaside Chamber of Commerce has been a part of the Seaside community since 1936.
We wouldn't exist without the support of our local business community, thank you Seaside Area!*



15+ YEARS

- Albertsons Safeway



10+ YEARS

- CEDR/SBDC
- Lewis & Clark Bank
- Scandinavian Midsummer Festival Association



5+ YEARS

- Aalpha Shuttle & Taxi
- Morrisey Video Production
- Seaside Ace Hardware



> 5 YEARS

- Ashore Hotel
- Brew 22 Coffee
- Mrs. Tami's Daycare & Preschool, LLC
- Realty One Group Prestige
- Saltline Hotel

BUSINESS OF THE MONTH

BUSINESS OF THE MONTH

Selected by:
Thai Me Up (Business of the Year)

KBGE - 94.9 The Bridge

KBGE - 94.9 The Bridge - your connection to the Oregon North Coast! 94.9 The Bridge is a broadcast radio station providing music to Seaside, Cannon Beach and Astoria with a blend of genres. Indie, Alternative, Classic Rock and even Local Musicians!

If you are looking for advertisement for you event, specials, news or anything in between - look no further! 94.9 is the perfect promoter! The Bridge has MUCH shorter breaks AND fewer of them... giving your message more value and making it stand out!

Whether it is music, news or local events 94.9 is the station for everyone!

"We are creating a community where people can express themselves through music. We are true believers that music is the cure to almost anything."

(503) 738-8668 • 615 Broadway, Suite 22, Seaside • www.949TheBridge.com



THAI ME UP

"We are a restaurant that specializes in authentic Thai cuisine. Rest assured this is the best spot for you, your family as well as friends to enjoy a dining experience with some Thai classics."

Our menu consists of a handful of original and unique dishes that have been perfected over time by our top chefs, who have all amassed experience over the years.

More so, our restaurant boasts a beautiful and relaxed atmosphere and relaxed atmosphere."

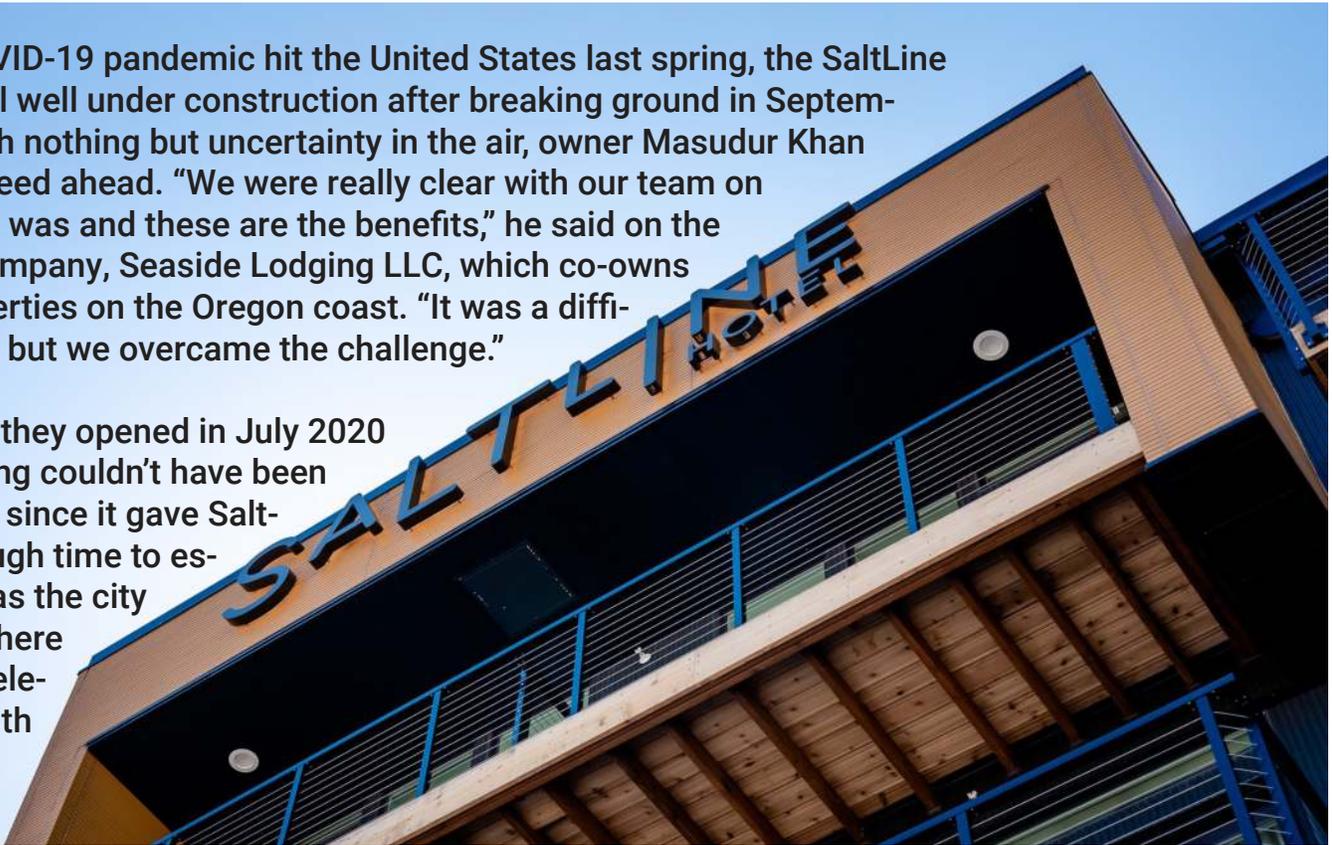
(971) 544-9565 • 1575 S Roosevelt Drive, Seaside • www.thaimeupusa.com



SALTLINE HOTEL NAMED “13 AMAZING ASIAN AMERICAN-OWNED HOTELS IN THE U.S.” BY TRAVEL + LEISURE

When the COVID-19 pandemic hit the United States last spring, the SaltLine Hotel was still well under construction after breaking ground in September 2019. With nothing but uncertainty in the air, owner Masudur Khan forged full speed ahead. “We were really clear with our team on what our goal was and these are the benefits,” he said on the blog of his company, Seaside Lodging LLC, which co-owns a dozen properties on the Oregon coast. “It was a difficult situation, but we overcame the challenge.”

Sure enough, they opened in July 2020 - and the timing couldn't have been more perfect, since it gave SaltLine just enough time to establish itself as the city of Seaside, where it's located, celebrates its 100th birthday this year.



SEASIDE FARMERS MARKET - OPEN FOR THE SEASON!

Market is open on Wednesdays from 2 to 6 pm, June 16 - September 29. Pick up locally grown produce from the farmers, grab lunch to go from Sasquatch Sandwiches, shop our many artisans who make packaged foods, art, and crafts.

Great open-air shopping. Cross streets are Broadway and Hwy 101 (Roosevelt). The market is held in the Broadway Middle School Parking lot next to the visitors center.



your city. your county. your **CHAMBER.**

Thank you to our Top Investors:



Let's keep in touch!

Seaside Chamber of
Commerce
7 N Roosevelt Drive
Seaside, OR 97138

(503) 738-6391
info@seasidechamber.com
www.seasidechamber.com

