



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

JUNE | 2021



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RIBBON CUTTINGS

Take a look at May & June Ribbon Cuttings.



A BLAST FROM THE PAST

Take a look at Seaside from the decades. A trip down memory lane never hurts.



SEASIDE BEACH VOLLEYBALL

It's back! And bigger than ever. Get ready for Seaside Beach Volleyball this August.

Chamber Staff



BRIAN J. OWEN, IOM
CEO



BRANDY STEWART
Membership & Events



KATIE MCCLINTOCK
Marketing & Communications

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Brandon Kraft
[LAM Hotels](#)

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Skyler Archibald
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Jessica Newhall
[CCC Small Business Development Center](#)

Jeff Dunn
[Brew 22 Coffee](#)

Andy Klumper
[Papa Murphy's Pizza](#)

NEWS FROM THE CHAMBER

The Seaside Chamber of Commerce is happy to announce that Good Morning Seaside will once again be back to in person! Since the beginning of the pandemic, we have been hosting Good Morning Seaside virtually via Zoom and have appreciated everyone's support and adaptability. Now that CDC guidelines are lifting, we feel comfortable in our ability to successfully go to in person meetings again while still adhering to state guidelines.

Safety is our number one priority, so we are following the state guidelines and requiring everyone to continue to wear masks. We will also provide hand sanitizer and keep distance during these times. Please stay home if you or someone in your household has any symptoms.

We are so excited to see everyone's faces again and we know you are as well. Please keep in mind that for now we are sticking to strict social distance guidelines until the restrictions are fully lifted.

We look forward to seeing everyone again!

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.



VIDEO & RADIO

April was a good month for our annual, multifaceted campaign with Audacy (formerly Entercom) radio. Top line: website visits were up 42 percent following air time, email clickthroughs were up 17 percent, and contest entries were up 98 percent. In April, we had spots running on 97.1 Charlie and 99.5 The Wolf, as well as a three-week bonus schedule on 105.1 The Buzz. Our three different spots in rotation this month focused on spring bike riding, the Prom Centennial, and even a little whale watching. On April 21, a very-nicely-designed direct-to-subscriber email went out to 63,000 listeners in support of our North Coast Food Trail video. That demographic was then retargeted from April 28 through May 4 with web banners encouraging users to clickthrough to our Food Trail page on the website. Seaside also benefited from 320 aired promos for the “Experience the Prom Centennial” contest, which generated 385 unique entries and 221 opt-ins for our monthly email newsletters.

NORTH COAST FOOD TRAIL

Seaside’s preroll video and Connected TV campaign with Univox Media is progressing nicely. The campaign has delivered 723,000 impressions of [Seaside’s North Coast Food Trail video](#) to our target audiences in Portland and Seattle since kick off on April 19. Clickthrough rate on our preroll has risen 60 percent during that time due to some great account management. Impressions are one metric but it’s also key to note that more than 41,900 instances of the video have been watched end-to-end so far on Connected TV, a 98.6 percent completion rate. The leading platforms of viewing are on Roku, Amazon Fire, Xbox, and Apple TV and the distribution points include KPTV News, CNN, NBC, MSNBC, Fox Sports, Discovery Channel, Travel Channel, Lifetime, and Food Network. This campaign runs through June 19.



Watch the North Coast Food Trail Video [HERE!](#)

EMAIL UPDATES

Seaside’s monthly email newsletter subscription base is pushing 35,000 now, with solid, sustained growth occurring through new website call-to-action blocks and our automated email marketing program running in the background. April’s newsletter especially generated lots of opens and clickthroughs as we announced the first winner of [Great Prom Centennial Sweepstakes](#) this year. The email also covered the Art in the Park and 100k Relay on the Prom events and generated more than 2,000 clickthroughs to the website. May’s email featured a great story on [unique vacation rentals](#) in the area, [top selfie spots](#), and a history of [Seaside’s remarkable Cypress trees](#).

Got a comment or question? You can reach Seaside’s Director of Tourism Marketing at jheineman@cityofseaside.us.



WHERE YOU CAN FIND THE AMBASSADORS

RIBBON CUTTINGS

Ambassadors are the headliners for Ribbon Cuttings. You won't see a Ribbon Cutting without an Ambassador cheering the business on. They help coordinate and welcome new businesses to the community.



NETWORKING

Ambassadors are always the welcoming face of the Chamber and also the Community. You'll always catch them at networking events to help greet and engage the new members and people to the community. If you don't know anyone at an event - find an Ambassador!

FLAG SERVICE

Businesses (members and non members) can participate in having flags flown at their establishment on the eight national holidays throughout the year. The Ambassadors place and remove the flags on the day of the holiday.








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!


09
WEDNESDAY
.....
JUNE


 Captain Kid
Amusement Park


 8:00AM - 9:00AM

 2735 S Roosevelt Dr.


16
WEDNESDAY
.....
JUNE


 Seaside Batting Cages
(Sunset Empire Parks & Rec)


 8:00AM - 9:00AM

 1140 Broadway St.


23
WEDNESDAY
.....
JUNE


 Maggie's on the Prom


 8:00AM - 9:00AM

 580 Beach Drive

30
WEDNESDAY
.....
JUNE

 **TO BE ANNOUNCED**

 8:00AM - 9:00AM

 TBA

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!

RIBBON CUTTINGS



THE VINESIDE



UPCOMING RIBBON CUTTINGS

11
FRIDAY
.....
JUNE


 [GROCERY OUTLET](#)

 10:00AM

 825 Avenue N

11
FRIDAY
.....
JUNE

 [Seaside Museum & Historical Society](#)

 12:00PM

 570 Necanicum Drive

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!





DITCH THE STIGMA

By Allison Whisenhunt, LCSW
Director of Behavioral Health and
Care Management, Columbia Memorial Hospital

For many, the term “mental health” carries a negative stigma, but “physical health” doesn’t. Yet our mental and physical health are connected, and both contribute to our well-being.

We often seek help from a medical care provider when we don’t feel physically well. So why do we hesitate to get help from a mental health provider when we are feeling stressed, have problems relating to others, or struggle to get through the day?

“Everyone needs to manage their mental health, not just those who suffer from severe and/or chronic mental illness,” said

Rebecca Larson, a licensed clinical social worker (LCSW) supervisor at CMH. Living through a pandemic is not a normal experience, and it has negatively affected many people’s mental health. “It is normal to be activated by all of the surrounding chaos that this pandemic has created,” commented Paige Sutton, Clinical Social Worker for CMH Specialty clinics.

In fact, 79 percent of people screened at MHAscreening.org showed signs of moderate to severe anxiety.

As Tammy Ray, an LCSW at CMH Primary Care in Warrenton said, “We are not given tools to help ourselves which can add increased anxiety, low energy and shame. And, we don’t ‘get over’ things; we work through what’s going on by first acknowledging something has changed for us and then adding new awareness and skills to our toolboxes.”

Let’s ditch the shame and stigma around mental health and embrace it as an important part of our well-being. Let’s admit that we all can benefit from some support in managing negative emotions, recognizing trauma, challenging negative thinking patterns, and identifying tools to better cope with life’s challenges.

I encourage you to seek help from any of the mental health professionals in our community. CMH’s team works with patients in the hospital, emergency department, and clinics. We offer counseling services or can connect you with other help.

“I really hope that our community knows that we are here for each other and that we can work together to lift each other up,” said Larson.

Call your CMH primary care provider’s office or 503-338-4046 to request an appointment or seek help.

www.columbiamemorial.org
2111 Exchange St, Astoria, OR 97103
(503) 325-4321



A TRIP DOWN MEMORY LANE



HILLCREST INN: THEN & NOW!



Hillcrest Inn started in 1931 with 8 cottages. Along with most things, we have grown and expanded over the years, where we now have 3 cottages, 11 basic hotel rooms, 4 mini-suites, 2 king suites, 2 kitchen units and a large vacation rental house.

And like us, families have been growing and joining us every year to celebrate family, friends and fun on the Oregon Coast.

While we are small, we are big on family and having fun in Seaside! We have had easter egg hunts, scavenger hunts, halloween trick or treating, floats in the many parades in Seaside and barbecues in our courtyard.

Things you might not know:

We are a letterbox location! Letterboxing combines artistic ability with "treasure-hunting" in parks and forests that the whole family can enjoy. Participants seek out hidden letterboxes by following clues to their prize: a rubber stamp—often hand-carved—to stamp into one's one personal logbook.

The lighthouse located on our little hill is one of over 600 we have on the property.

We have a family that stays with us a week in August, that has been coming for over 50 years!



GROCERY OUTLET

GROCERY OUTLET
bargain market®

Seaside

825 Avenue N,
Seaside, OR 97138

(503) 741-3143



**INDOOR PRODUCE TENT
SALE HAPPENING NOW!**

DON'T MISS
WEEKLY
Deals

**GROCERY
OUTLET**
bargain market®
Seaside

NEW Email Sign-Ups receive a \$3 Coupon!

When you sign up, you'll receive a coupon for \$3 off your \$25 or more purchase!

Don't miss out on Coupon Offers, New WOW! Item Alerts. Hottest Selling WOW! Items & Store News & Events!

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

TC HOME FURNISHINGS

719 1st Ave
Seaside, OR 97138
(503) 738-6252
www.tchomefurnishings.com

SEASIDE SLUSHIES & DOGS

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

SPOTON

12760 SW Glenhaven St.
Portland, OR 97225
(503) 810-0250
www.spoton.com/alyssadodge

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!

Email brandy@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

- Jeremy Mills State Farm Insurance
- Lower Columbia Hospice
- Ohana Media Group



10+ YEARS

- American Legion Post #99
- Astor Street Opry Company
- Budget Blinds
- Inn at the Prom
- KFC / Tacobell
- Pacific Alarm Systems
- Pizza Harbor



5+ YEARS

- 101 Things To Do Magazine
- Columbia Memorial Hospital
- Dena's Shop on the Corner
- Dutch Bros Coffee
- Hood to Coast Relay



> 5 YEARS

- Bamm! Promotional Products
- Evoke Winery
- Sons of Norway
- Sweet Shop Gearhart

BUSINESS OF THE MONTH

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

BREW 22 COFFEE

The vision of Brew is to serve our community a high quality product while maintaining a speedy service. We understand the drive-thru business and know that Brew isn't our customers final destination. With that in mind, we will always continue to be one of the fastest drive-thru coffee shops there is without ever decreasing the quality of our product.

Brew 22 Coffee was built off of a dream and vision by founder Jeff Dunn. From the location, to the look and feel of the coffee shop itself. In doing so, he wanted to create a business designed to help community relations and donate back to the county it resides.

We source only the highest quality products and take diligent time in training our staff to be knowledgeable of what we serve and how to do so in a manner that is considerate of our customers time.



(503) 739-7140 • 1260 S Holladay, Seaside • www.brew22coffee.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

AUGUST 12-15, 2021



IT'S BACK...



THE **BIGGEST** EVER!

DETAILS COMING SOON!

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

