



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

**MAY | 2021**



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### NEW EMPLOYEE SPOTLIGHT

Welcome to the Chamber Staff - Our newest employee who will be handling Marketing & Communications.



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### A BLAST FROM THE PAST

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



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### SEASIDE CHAMBER AWARDS & AUCTION

Congratulations to the winners of the 2020 Awards & Auction. A big thank you to everyone who made it happen.

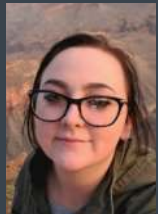
Chamber Staff



**BRIAN J. OWEN, IOM**  
CEO



**BRANDY STEWART**  
Membership & Events



**KATIE MCCLINTOCK**  
Marketing & Communications

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[LAM Hotels](#)

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**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](#)

# A 360° VIEW: TAKE A LOOK AROUND

Welcome to the Seaside Chamber of Commerce Monthly Newsletter. Please accept my invitation to look around and TAKE A 360° view of your city, your county, and your chamber.

In each issue, you will find relative articles from our medical community, monthly events, member resources, business spotlights, and much much more. This publication is all about you! All about our members! If you are not yet a member of the Seaside Chamber, I invite you to call me, and Let's talk!

The Seaside Chamber of Commerce understands that we must have a strong economic environment to have a strong community. Our community is blessed to be small but mighty. I believe no other community rivals the commitment from our business owners, community leaders, educators, and citizens. I am proud to call Seaside home, and I am proud to have you as my neighbor.

One of the chamber's primary goals is to work toward improved quality of life. We do this by working with our membership, volunteers, and committees. I am honored to work alongside our members. We hope you find this publication a valuable monthly resource in connecting you with your business community.

This last year has shown us all how we need to work together and work for solutions. It also showed us we can do amazing things if we put our minds and resources to it. Today I was reminded how working together and placing the community first helped us all raise the tide. It helped us move from uncertainty to action to compromise to reopening.

Over the next few months, as we move forward in reducing our state restrictions, I am challenging everyone in our community to treat others with the respect they deserve - the same respect you expect of them. We are in a time where grace, forgiveness, respect, and kindness is needed more than ever.

This past year has been hard on everyone and as a community we have the opportunity to be the friend, neighbor, co-worker and even stranger that displays all of these traits.

Let's have one goal: **To BE the neighbors we all want.**

- Brian J Owen, 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.



## PUBLICATIONS

On the destination advertising front, you'll find Seaside print ads on newsstands in a variety of magazines this spring, including *Via* and *Western Journey* (both AAA magazines), *Portland Monthly*, *1859 Magazine*, *1889 Magazine*, *Oregon Home*, and *Northwest Travel & Life*. You'll also catch Seaside spots on the air via *OPB* and the *Alpha Media* and *Entercom* radio groups.

We're into the second month now of Seaside's three-month digital campaign with *Willamette Week*. We delivered two direct-to-subscriber emails in March, both of which generated approximately 20,000 impressions and together resulted in 1,194 clickthroughs to SeasideOR.com.

In April, we were featured in four weekly newsletters (photo example shown) and we'll finish the campaign in May with premium top-of-page animated web banners on 33% of all mobile traffic to *wweek.com*.



## NORTH COAST FOOD TRAIL

Seaside's full two-minute North Coast Food Trail video began airing in April on *KOIN* in the Portland metro, including programs like *KOIN 6 News*, *Extra*, and the *Late Show with Stephen Colbert*.

A 30 second edit of the video will also air on *KRCW* and *KOIN* for 98 broadcast spots in total through May 2 and then via a KOIN Facebook campaign for two months.

Seaside is looking at reaching more than 1 million viewers with these food/drink-focused on-air broadcasts and many more potential visitors through Facebook.

On April 19, we also kicked off a two-month OTT campaign through *Univox* featuring preroll and connected TV airings of the 30 second edit in both the Seattle and Portland DMAs. The campaign will be split 75/25 in favor of preroll and aims to deliver 1,394,260 impressions through June 19.



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

### SEASIDE'S GREAT PROM CENTENNIAL SWEEPSTAKES IS OFFICIALLY ONE-FOURTH COMPLETE!

Over the first three months of 2021, the Visitors Bureau received entries from 101 different cities across 12 states for the first of our four seasonal sweepstakes this year. After a slow, tenuous start in January, visitor entries doubled in February and then really picked up speed in March with more than 152 percent growth month-over-month.

Congrats to first-year teacher **Drew Rosa** of Portland, who entered in-person at the Seaside Welcome Center on March 29 and was our Winter Season sweepstakes winner by random draw.

Drew's prize package includes a two-night stay at the Seashore Inn, a gift certificate to Dooger's, a gift certificate to the Seaside Carousel Mall, a free rental from Prom Bike Shop, a family pass to the Seaside Aquarium, 2lbs of taffy from Rascals, and some goodies from the Visitors Bureau including Prom Centennial shirts.

Find more info on the Prom Centennial and the year-long sweepstakes at [SeasideProm.com](#)

**A VISIT TO SEASIDE IN EACH SEASON = 4 CHANCES TO WIN!**

**WINTER**  
is when our weather takes center stage and The Prom becomes a walkway for storm watching. Wear layers!

**SUMMER**  
is when Seaside becomes its most bustling beach town self. And be on the lookout for beach volleyball players and Hood to Coast runners.

**SPRING**  
is your best chance to spot a whale. Keep your eyes attuned to the water as you stroll, especially at the start of sun breaks.

**FALL**  
features our favorite weather of the year. Perfect for long walks with stunning views at sunrise or sunset, or both!



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!

**WHAT IS A CHAMBER AMBASSADOR?**

Chamber Ambassadors are the welcoming face of the Chamber! As an Ambassador you can be the "welcoming" committee for new and existing businesses who join the Chamber.

Ambassadors are an exclusive group of volunteers who work for Chamber member organizations, believe in the Chamber's mission, support their community and provide assistance for many of the Chamber's activities and events.

Get your business name out there by attending networking events, ribbon cuttings, meetings and annual events.

Becoming an Ambassador is to help YOUR business grow as well as help the Chamber grow and steering businesses in the right direction when first starting out.

**WHO CAN BE AN AMBASSADOR?**

Any individual(s) from a business/organization that is in good standing as a Chamber member can join the Ambassador Program.

Are you the business owner but you're too busy to volunteer as an Ambassador? Find the individual that will represent your business/organization the best!

**7 BENEFITS OF BEING AN AMBASSADOR**

- Opportunities to make valuable connections with businesses and leaders - new & existing throughout the Seaside Area.
- Recognition at Chamber events, Seasidechamber.com and in Chamber publications.
- Increased referral opportunities through other Ambassadors and one-on-one contact with members.
- Chance to help the community and show community pride.
- Increased name and face recognition for individual and business.
- Networking opportunities through events, meetings and special opportunities.
- Insider scoop - be the initial contact for new members.

**PEOPLE YOU MEET AT CHAMBER EVENTS COULD BECOME YOUR BIGGEST CLIENT TOMORROW!**

**05**  
WEDNESDAY  
MAY

**Sunset Empire Park & Recreation District**  
8:30AM - 9:30AM  
Location (Zoom)

**19**  
WEDNESDAY  
MAY

**Scandinavian Midsummer Festival**  
8:30AM - 9:30AM  
Location (Zoom)

**12**  
WEDNESDAY  
MAY

**Clatsop Community College Foundation**  
8:30AM - 9:30AM  
Location (Zoom)

**26**  
WEDNESDAY  
MAY

**TO BE ANNOUNCED**  
8:30AM - 9:30AM  
Location (Zoom)

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!*

# INTRODUCING: KATIE MCCLINTOCK

**Katie McClintock** is the newest employee to the Seaside Chamber of Commerce! She hails from the Columbia River Gorge (The Dalles). She comes with over three years of Chamber experience and will be a great asset to the team!

"I am very excited to be in Seaside and to start this new journey with my new team! The beach has always called to me and I just happened to be on vacation and saw the job was posted that day. I took it is fate I guess and applied and here I am!"

I have over three years of Chamber experience. I started as a Chamber Ambassador and then before I knew it I had moved to about every position there was at the Chamber. From tourism to front office to marketing and finishing with events. The Chamber world is definitely where my heart is, and I am so happy to be back in the thick of it. Plus, the huge bonus of an ocean right next to me! My boyfriend (Jim) and I packed everything and moved here to our next adventure.

Brian and Brandy have both been amazing and have shown me what a Chamber really is. I could not have asked for a better team and it has been nothing but amazing since day one of working here.

I will be doing things like: The Weekly Wave, graphics, marketing and even designing this Newsletter! I look forward to meeting everyone and getting acquainted in Seaside!"

- Katie McClintock



## Want to boost your attendance?

# HOW TO ADD AN EVENT TO THE COMMUNITY CALENDAR

The Seaside Area Community Calendar is a great way to advertise your events & meetings to the public FREE of charge!

## How to Submit an Event:

1. Go to: [www.seasidechamber.com/events](http://www.seasidechamber.com/events)
2. Click on the "+" to submit your event or meeting.
3. Be sure to fill in all subject lines and hit "Submit for Approval"

## TIPS TO MAXIMIZE YOUR EVENT

- **MAKE SURE TO INCLUDE a PHOTO, GRAPHIC or LOGO** to your event. This helps catch the eye of email viewers!
- **EXPLANATION or MARKETING** about the event or announcement
- **AND A WEBSITE LINK** to register, or your website for more info, **IN** the paragraph of information, so it creates a clickable hyperlink.
- Your event will be reviewed for approval.

Super easy and - **FREE!**

There are various Chamber resources that are available to you as a Chamber Member! Are you taking advantage of them all?



# STATISTICS

### MOST VIEWED WEBPAGES



- WEBCAMS
- HOME PAGE
- BUSINESS DIRECTORY
- FLAG SERVICE (4TH OF JULY)
- EVENTS CALENDAR

MARCH 2021

### CHAMBER MEMBERS



321

### WEBSITE REACH



136,415

### YEARLY EVENTS



56

### PPE SUPPLIES DISPURSED



- MASKS (3,858)
- GLOVES (1,278)
- HAND SANITIZER (2,787)
- BUSINESSES (101)

STATS FROM 2021



## HELPING YOUR KIDS COPE

By Misty Bottorff, LCSW

The year 2020 brought with it a plethora of crises—including wildfires, a global pandemic,

political unrest, and uncertainty—which have had an astronomical impact on children and teen’s mental health.

Children learn and communicate through play, social interaction, and modeling from peers and adults, but COVID-19 guidelines on social distancing and school closures caused many children to be isolated over the past year. When schools closed last spring, families struggled with the transition to online learning and the loss of extracurricular activities. Many kids weren’t able to see friends, no longer had healthy outlets for socializing and learning teamwork, and were now living in uncertainty and fear of getting sick.

As an integrated behavioral health clinician at the CMH Pediatric Clinic, I have seen an increase in anxiety and depression among children and youth that I see. Parents are reporting that their kids are spending more time on screens, are less motivated to do activities they used to find enjoyable, and have more behavioral and mental health issues.

However, there are ways we can help children cope with these stressors and help build their resilience. Parents and caregivers should check in with children often about how they are feeling and how they are managing stress. What I have noticed right now is that most children and teens just need someone to really listen to them—without trying to fix the problem.

Setting and keeping routines in the home is also very important for children’s mental health. I encourage you to set regular bed and wake up times, schedule time for physical activity and limited socializing with other children, spend more time outdoors together, and start new family rituals. Now is the perfect time to learn and teach new skills like cooking, gardening, playing games, and to just spend quality time together.

If your children are struggling with anxiety or depression, talk with their pediatrician. There are many great therapists in our area who treat children and adolescents. Help is also available from the integrated behavioral health clinicians at any CMH Primary Care clinic.

Providing support, building resilience, and teaching healthy coping skills are all ways that we can help our children through this difficult time

[www.columbiamemorial.org](http://www.columbiamemorial.org)  
 2111 Exchange St, Astoria, OR 97103  
 (503) 325-4321



## SEASIDE CHAMBER OF COMMERCE: THEN & NOW!



The Seaside Chamber of Commerce was first organized on April 15, 1936. It wasn't until the late 40's after the war a combination of volunteers and donations helped build a small Chamber building that was located at 20 N Columbia St (now Norma's Seafood & Steaks).

After forty years in the building the staff and Board of Directors decided the Chamber needed a new building and location that was easy for out of town visitors to stop in. The property was sold to Norma Saunders in the early 80's and opened as Norma's Seafood & Steaks which is still there today.

After the railroad closed down in the late 70's the property was turned into a parking lot owned by Seaside School District. With the money they had from the property being purchased and lots of fundraising The Chamber was able to build a new building. The school district allowed the Chamber to build on the property with the exception that the building will only ever be used as a Chamber of Commerce. Many of the building materials were donated by local businesses and with the help of the community the building was completed in 1982. Once completed the Seaside Visitor's

The Seaside Chamber of Commerce has flourished with a thriving membership and a staff of three. We provide community leadership for local businesses, professionals, nonprofits, governments and individuals that binds our small town into a veritable force of Business!

Seaside Visitors Bureau is thriving with an average 12,500 walkins a year and 357,426 unique web users and is the leading tourism driver in the area.



# GROCERY OUTLET bargain market® Seaside

825 Avenue N,  
Seaside, OR 97138  
**(503) 741-3143**



# NEW MEMBERS

Welcome to the Seaside Chamber of Commerce!

## CAPTAIN KID AMUSEMENT PARK

2735 S Roosevelt on Hwy 101  
Seaside, OR 97138  
(503) 738-2076  
[www.seasidefamilyfun.com](http://www.seasidefamilyfun.com)

## TC HOME FURNISHINGS

719 1st Ave  
Seaside, OR 97138  
(503) 738-6252  
[www.tchomefurnishings.com](http://www.tchomefurnishings.com)

## HAMILTON MARKET, LLC

250 Avenue U  
Seaside, OR 97138  
(206) 250-5919  
[www.hamilton-market.com](http://www.hamilton-market.com)

## SPOTON

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

## THE VINESIDE, LLC

737 Broadway Street #2  
Seaside, OR 97138  
(646) 593-4980  
[www.thevineside.com](http://www.thevineside.com)

Not a Member of the  
Seaside Chamber of Commerce?

**JOIN TODAY!**  
Email [brandy@seasidechamber.com](mailto: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

- Seaside Attorneys



## 10+ YEARS

- John L Scott



## 5+ YEARS

- A Aardvark Carpet Cleaning
- Gearhart Bowl & Fultano's Pizza
- KBGE - 94.9 The Bridge
- LegalShield
- Warrenton Fiber Co.
- Windermere Real Estate



## > 5 YEARS

- Clatsop CASA Program Inc
- Healthy Hub Massage & Wellness
- Northwest Community Alliance
- Thai Me Up/Bhadin Corporation

# 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!

# BUSINESS OF THE MONTH

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

(503) 738-3500  
616 Broadway St, Seaside, OR 97138  
[www.beachbooks37.indielite.org](http://www.beachbooks37.indielite.org)



**Q: Year Established?**

*A: We opened the store in 2005 on North Edgewood and moved to our current location in 2013.*

**Q: Number of Employees?**

*A: Including me, there are six of us at Beach Books*

**Q: When you're not working where in Seaside fo you spend your time?**

*A: There are lots of things I enjoy in Seaside but right now my favorites are taking my granddaughter (and soon my other grandchildren) to the Aquarium and the carousel.*

**Q: What do you enjoy most about your business?**

*A: While I love the books, it's really the people I enjoy the most. And putting the right book in the right person's hand is the best.*

**Q: Best advice for someone starting their own business?**

*A: My advice to anyone opening their own business is to plan on working twice as much as you think you will be consistent with your hours, and make customer service the focus of everything you do.*

While attending Wordstock, the wonderful Portland book festival, in the Spring of 2005, Karen Emmerling realized the world she should have spent the previous 35 years working in - the world of books.

So, after a lot of reading, even more soul-searching and with both children off to college, when a cozy location was being renovated on a convenient side street in downtown Seaside, she jumped in with both feet.

After 7 years as the "bookstore around the corner", Beach Books outgrew the space. When the ideal location on the most prominent corner in Seaside became available, Beach Books expanded to where they are today



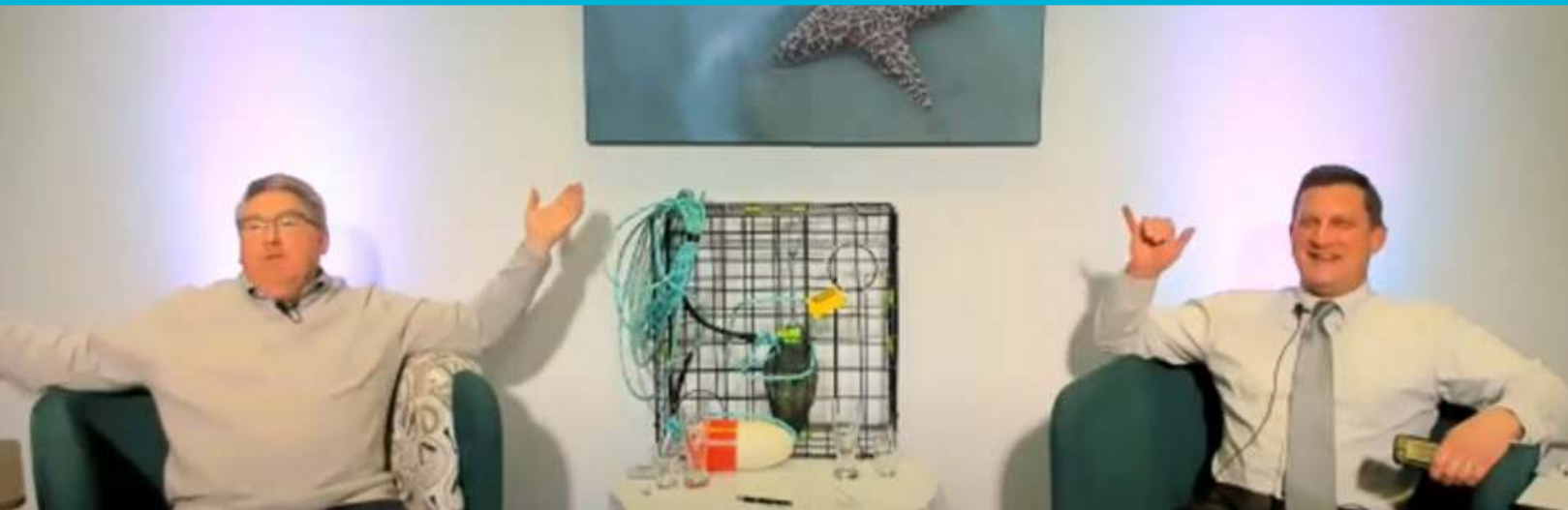
"We are a restaurant that specializes in authentic Thai cuisine. Rest assured this is the best spot for you, your family as well as friends to enjoy a dining experience with some Thai classics.

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 Dr,  
Seaside, OR 97138  
[www.thaimeupusa.com](http://www.thaimeupusa.com)





Brian Owen, Chamber CEO & Ken Heman from Visit Seaside as the emcee's for the night  
A very special thank you to: Shelly Owen, Seaside Convention Center and the Community!

**COMMUNITY IMPACT**  
**Columbia Memorial Hospital**



**BUSINESS OF THE YEAR**  
**Thai Me Up Seaside**



**THANK YOU TO OUR SPONSORS:** Providence Seaside Hospital  
TLC A Division of Fibre Credit Union Columbia Memorial Hospital  
Grocery Outlet - Seaside The Kathryn Riverfront Inn  
Pacific Power Holiday Inn Express & Suites

**LEGACY AWARD**  
**Knutsen Insurance**



**RETAIL EXCELLENCE**  
**Cleanline Surf Co.**



**BYRON AWARD**  
**Keith Chandler**



“The Byron Award is presented each year to a member of the Seaside community who has shown outstanding qualities in community service. This award is presented to a person who has volunteered their time and energy for the betterment of Seaside. The award is named and dedicated to the memory of Byron Meek who displayed a spirit of leadership and sharing for more than 40 years.”

**CHAMBER VOLUNTEER**  
**Doug Barker**



**RISING STAR/NEW BUSINESS**  
**Sea Star Gelato**





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](mailto:info@seasidechamber.com)  
[www.seasidechamber.com](http://www.seasidechamber.com)

