



your city. your county. your CHAMBER.

MAR | 2022



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VISITORS BUREAU UPDATES

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ANNUAL AWARDS & AUCTION

Read more about who was honored and about them/their business!

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MEMBERSHIP SPOTLIGHT

See who the Business of the Year chose to highlight!

CHAMBER STAFF



BRIAN J. OWEN, IOM
CEO



KATIE McCLOUD
Marketing & Communications

BOARD OF DIRECTORS

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Jacobs Radio

MARCH REPORT

Happy International Women's History Month!

For Women's History Month I (Katie) am taking over this portion!

This month we are interviewing just a small fraction of the amazing women in our community. I have been so honored to be able to sit down and talk about all their different experiences, challenges, failures and most importantly their achievements! I could easily sit and talk to each individual for hours just to soak up their knowledge like a sponge. Not only is this highlighting the women but it is also women supporting women by asking them who they are inspired by. The support we have received is overwhelming and not something we would have EVER imagined.

This is just the beginning! We will be doing SO much more with this and will expand this into other campaigns, committees, seminars and more. If you have not had a chance to look at our social media please do so. I guarantee there are things you don't know about somebody we have interviewed and I hope you reach out to them and ask them to expand on it!

Brian J Owen, IOM CEO - KATIE McCLOUD



PACIFIC POWER

WWW.PACIFICPOWER.NET (888) 221-7070



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
MAR

BURLY AND THE BEAN

8:00AM - 9:00AM

1803 S Roosevelt Dr.

16
WEDNESDAY
MAR

SUNSET EMPIRE PARKS & REC

8:00AM - 9:00AM

1140 Broadway St.

23
WEDNESDAY
MAR

CRAFTED IN SEASIDE

8:00AM - 9:00AM

530 Broadway St.

30
WEDNESDAY
MAR

SEASIDE FIRE DEPT.

8:00AM - 9:00AM

150 S Lincoln St.

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!

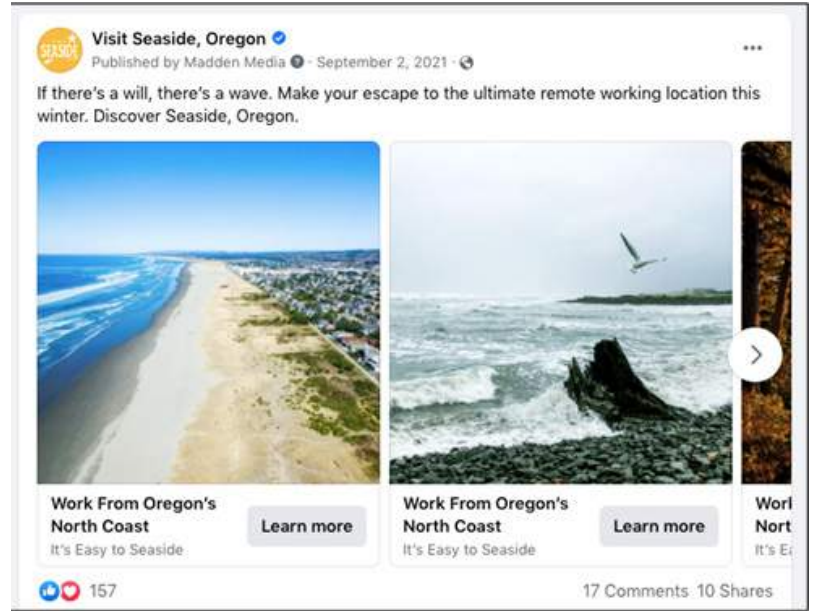


Don't see your event?
Don't forget to add it to the Community Calendar!

FEB / MAR UPDATES

The end of the calendar year marked the end of a very fun and successful Great Prom Centennial Sweepstakes at the Visitors Bureau.

Remember, to enter the sweepstakes, folks had to come into the Welcome Center & Chamber building to retrieve their Prom booklet and holographic stickers. We had entries coming in right down to December 30th to close the program. In the end, we received 1,314 walk-in entries representing 447 cities and 38 states and provinces.



Last September we launched a two-part digital campaign with Madden Media to span the shoulder season featuring six months of prospecting and three months of remarketing. The initial phase just ended and, before we start the remarketing phase, it's worth covering the interesting way our creative was delivered. We featured four sets of creative themes: whale watching + storm watching, beachcombing, remote workcations, and long weekends for remote workers.

Each theme had sets of photos and three different versions of 125-character primary copy, 40-character headlines, and 30-character descriptions. The campaign algorithm generated random combinations of the elements and served them to Facebook audiences, taking note of which combos performed the best. Essentially this means we had dozens of ads featuring different creative in circulation at the same time and then over time the frequency of the best-performing combos were increased and the lower performers dropped off.

It also means some people saw several different versions, allowing us to have some easter-egg-type fun with puns like "seas the day" and "if there's a will, there's a wave" and "don't let others beach you to it." Next up we'll pivot away from remote work back toward general leisure and pushing visitor guides as the retargeting phase runs through June.

Our second OPB campaign in less than a year ended in December, but not before generating more than 3.5 million impressions.

Between August 30 and December 19, our support spot aired each week 16 times during All Things Considered/Marketplace/The Daily, 16 times during midday Saturday, and 32 extra times during the week. We also had three animated banner sizes on article pages during that time, which generated almost 2 million impressions itself and a healthy clickthrough to SeasideOR.com.



Additionally, we sponsored streaming during this time (as one of six sponsors in rotation) and were featured in lead-in spots whenever a listener started a stream and via an animated banner in the pop-up player. The pop-up banner alone generated 349 clickthroughs.



SEASIDE VISITORS BUREAU

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.

(503) 738-3097
7 N Roosevelt Dr., Seaside, OR 97138
www.seasideor.com



Bonus Pic: One of our MAX Light Rail trains in circulation now in the Portland Metro.

SPRAIN YOUR ANKLE? DON'T JUST LIMP AWAY

By Dr. Adam Bingham, CMH Podiatrist

Your ankle bones and joints are held together with tough, stretchy bands called ligaments.

Although they support your ankle as it moves, bends and twists, ligaments do have their limits. And when they are stretched past those limits, such as when you step awkwardly and twist your ankle, you may end up with a sprain.

Sprains can range from mild, with a slight amount of tenderness and swelling, to severe, where the ligaments tear completely, and swelling and pain are significant.

Play it safe

The worse the sprain, the longer it will take to heal. Mild sprains might feel better after just a few days. For severe sprains with torn ligaments, healing could take months, and surgery could be needed to repair the ligament, though even a complete tear may heal without surgery.

If you suspect you've sprained your ankle and it's very swollen and painful or you can barely put any weight on it, it's best to have a doctor check it out.

These symptoms could also be signs of a broken ankle.



A doctor can determine what is wrong with your ankle and the best way to treat it. He or she will also let you know when it's OK to return to your usual activities, including playing sports. If you try to do too much too soon, you could reinjure the ankle.

RICE it for best results

For mild or moderate sprains, treatment is pretty much the same. Apply the tried-and-true RICE method, which helps reduce pain and swelling.

Rest the ankle. Don't walk on it.

Ice keeps swelling down. Apply ice to the injured ankle for 20 to 30 minutes at a time, three or four times a day for about three days.

Compression bandages or elastic bandages can help immobilize and support the ankle.

Elevate your ankle above heart level as much as possible for the first 48 hours.

Over-the-counter pain relievers, such as naproxen or ibuprofen, can help ease the ache.



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



Beach Books

Funland Entertainment Center

Our Saviour's Lutheran Church (ELCA)

Port of Astoria

Recology Western Oregon

Seaside Coffee House

Seaside United Methodist Church

Sign One Signcrafters

The Wine & Beer Haus



10+ YEARS



Coaster Theatre Productions

City of Long Beach

EZ Shipping Drop Off

High Life Adventurs - Zip Line Tour

Inland Electric, Inc.

Oregon Beach Vacations

Papa Murphy's

Seaside Tsunami Amatuer Radio Society

Tsunami Sandwich Company

United Way of Clatsop County



5+ YEARS



Astoria Sunday Market

Darlene Warren Insurance LLC (Farmer's Insurance)

Knife River Seaside Quarry

Seaside Golf Course

Seaside Visitors Bureau



> 5 YEARS



Bliss Mercantile & Brocante

Coast Family Law LLC

Coast Galley and Numismatics

ESS

Fairway Independent Mortgage

Hamilton Market, LLC

Lewis & Bark Pet Boutique

Norcoast Solutions

Oregon Web Solutions

Sea Star Gelato

Seaside ShootOut

Vacasa LLC

Zingers Homemade Ice Cream

ONCE UPON A TIME IN SEASIDE...



ONCE UPON A TIME... ... IN SEASIDE

Thank you to everyone who came to our Annual Awards & Auction this year! The theme was “Once Upon a Time in Seaside” a fairytale/storybook theme. We were so happy to be back in person and love that so many attendees dressed up to fit the theme!

We love being able to honor Businesses and Individuals with awards that are nominated and voted on by the public and kept a secret until we announce their names. There was many tears shed and a standing ovation for Robin Knoll our 2021 Byron Award recipient. This is a long time coming and we are so lucky to have him in Seaside. Next time you are in one of the businesses or see an individual that received an award please take a minute to congratulate them!

A BIG thank you to TLC, a Division of Fibre Federal Credit Union for being our Sponsor for the night and always being such an amazing support to the Chamber and the Community!

**Mark you calendars for February 9th, 2023 for the next Annual Awards.
Hosted at Seaside Civic & Convention Center!**

Thank you ALL!

2021 BUSINESS OF THE YEAR

MAGGIE'S ON THE PROM



The owners never stop moving and are always upgrading, improving and adding to their businesses. In the past year they have brought new faces into the community and have shown what being a leader is to their staff and fellow business owners. Their customer service is top of the line and they are "the spot" to go in Seaside for both locals and travelers. From restaurants, hotels and catering. This business also holds a very special place in Brian's heart as this is the location of his and Shelly's first date. With that we are happy to present..

Maggie's on the Prom with the 2021 Business of the Year Award!

2021 VOLUNTEER OF THE YEAR

SEASIDE FIRE DEPT. (VOLUNTEERS)



There is no Volunteer quite as dedicated as this one. They volunteer day and night, weekends, holidays and every day in between. They are the type of volunteer that will never be thanked enough for what they do. Their selflessness is something that is crucial to our community and their dedication is something no one else can hold a flame to...

With that we are long overdue in presenting..

Seaside Fire Dept. (Volunteers)
with the 2021 Volunteer of the Year Award!

2021 RETAIL EXCELLENCE

C & R MERCANTILE



The recipient this year really does go above and beyond with this commitment to always change, adapt and set the pace for what "Retail Excellence" truly is. When you walk into this business you feel the passion and see the attention to detail on the walls, the shelves and even the merchandise on the floor with the displays always changing! This business has only been here a few short years but has set a new standard for Seaside by pulling people in as they walk downtown. From exceptional customer service to the big "WOW" factor we could not be happier to present...

C & R Mercantile with the 2021 Retail Excellence of the Year!

2021 COMMUNITY IMPACT AWARD

SEASIDE COFFEE HOUSE



The Community Impact Award is deemed to have made a positive impact on Seaside. This business goes above and beyond for the greater benefit of the community and is a valued community partner. Whether it's donations, community involvement, resources or education, Seaside is greater because of them. We are honored to present...

Seaside Coffee House with the 2021 Community Impact Award!



2021 BYRON AWARD

ROBIN KNOLL



This individual without a doubt deserves this award. We know this because we understand how much they do for the community. HOWEVER... It was nearly impossible to get information about everything they have done because they are the type of person that does not brag about themselves or talk about their accomplishments and all the great things they have done. They are the type that just 'does' and moves on to the next thing. With over 40 years living in Seaside this individual has been a member of just about every organization or at the very least been involved in one way or another. Not only do they continuously volunteer at every event they also understand the importance of business. This individual has played a major role in many businesses success of the years. Whether it was advocating for them, volunteering or literally working for them, this person is tied to many facets of Seaside business. On top of that, they also own and operate their own business. I hope by now you all have a guess of who this person is that we are honoring. If not, that just truly shows how selfless and humble they are. You will see this person directing parade floats, putting up flags in Seaside, keeping runners safe during Hood to Coast and of course... shipping your package With an overwhelming amount of votes..

This year's Byron Award recipient is Robin Knoll!



2021 LEGACY AWARD

DEL'S CHEVRON



The Legacy Award honors members of our community and/or families who have been part of the Chamber and business community for at least 10 years. It is both a testament to the member and their commitment to service. They have adapted, overcome and conquered over the years to be where they are now. This business has been in the community for over 50 years and through 2 generations. Whether you are a traveler or a resident you have stopped at this business. We are so honored to present...

Del's Chevron with the 2021 Legacy Award!

2021 NEW BUSINESS/RISING STAR BURLY AND THE BEAN



Like all the businesses that were nominated, this business has not been in Seaside for long but in the short amount of time they have become a huge part in people's daily routine. This business is continuously adding new things to their menu and always keeping up with the trends while setting their own. The overwhelming support and love that this business has is astounding. We are so excited to see what they roast up next in the community. We are so thankful that this "small AND mighty" business made the one thousand mile move here and made Seaside their new home. With that we want to we are so happy to present...

Burly and the Bean with the 2021 Rising Star/New Business Award!



BUSINESS OF THE MONTH

HAMILTON MARKET, LLC

At the South end of Seaside stands a relatively new (Since Fall of 2019) business. Hamilton Market, a local family owned business, focuses on local, quality, sustainable and organic foods and other sundries. Every item in their store is specifically and carefully chosen by Hamilton's owners Natasha and Mike. They put tremendous care to choosing the products that fit within their mission to offer the best quality local and sustainable products available. You will frequently find Natasha and Mike at the store doing their thing! They are a one stop shop - they have quality produce, organic meats, and everything else you need to make dinner tonight! Stop in for a new brew, a bottle of wine and a tasty snack - there is always something new to discover there!



TH
C



Selected by Business of the Year Maggie's on the Prom

(503) 738-6403

580 Beach Drive,
Seaside, OR 97138

maggiesontheprom.com

Our team of culinary experts source, prepare and create the very best, locally sourced food. We are passionate about the ingredients we bring into the restaurant to put on your plate, and we only choose the freshest products from the closest purveyors we can source.

We refuse to compromise on quality in our restaurant. We source our ingredients from more than 20 fisheries, farms, foragers, bakeries, breweries and wineries located within Oregon and Washington.

Our goal is to highlight the bounty available on the Oregon Coast.

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

