



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

DEC | 2021



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VISITORS BUREAU UPDATES

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BRANDY'S NEW ROLE

Brandy has moved on and we are so thankful for everything she has done for the Seaside Chamber!



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HOLIDAY TOUR OF LIGHTS

Follow the lights through Seaside & Gearhart along with a Reindeer Trail!

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DECEMBER REPORT

Happy December!

The Tour of Lights has officially started in Seaside, Gearhart & Warrenton! Follow the directions on our website or get a printed map at our Sponsor, Grocery Outlet of all the locations. Grab some hot cocoa, cider and/or cookies at our various small businesses in our area before you head out on your self-guided adventure!

Brand new this year is the Reindeer Trail! A fun scavenger hunt for kids and families to take part in. There are Reindeers at various business locations that are part of the Tour of Lights. Find each Reindeer in their window or part of their display. If you pick up the printed map at Grocery Outlet and find all the Reindeer - bring it back to Grocery Outlet for prizes!

We want to give a VERY special shout-out to **Brandy Stewart** for all the amazing things she has done for the Seaside Chamber of Commerce. She has moved on to Jacob's Radio and we wish her the best! THANK YOU!

-Brian J Owen, IOM, CEO



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!

08
WEDNESDAY
DEC

🗨️ **Beach Books**
🕒 8:00AM - 9:00AM
📍 616 Broadway St.

15
WEDNESDAY
DEC

🗨️ **Maggie's on the Prom**
🕒 8:00AM - 9:00AM
📍 580 Beach Dr.

22
WEDNESDAY
DEC

NO GMS
Happy Holidays!

29
WEDNESDAY
DEC

NO GMS
Happy Holidays!

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!

NOVEMBER UPDATES

Scout Books published a case study on our Seaside Prom Centennial booklets on their website, alongside a fun interview with me about the Centennial project and Seaside as a destination. Scout Books was one of the key partners for this endeavor – our publishing partner – along with Travel Oregon (grant funding), Lookout (creative), and Integraf (holographic stickers). Essentially, the case study signals they feel strongly enough about the project to highlight it for other potential clients to see the possibilities in their books... quite a nice nod for our work's outcome, I think.



Read more about it [HERE](#).

- Joshua Heineman,
Director of Tourism Marketing

For the second year in a row, SDDA's **Halloween Happenin's** (an event funded in part by our annual tourism grants) was a huge success. Participation on a local level was very strong this year and our marketing support in the Portland metro area was extensive. We had two different spots running on Audacy stations, one voiced by The Wolf's Kristen Flowers (who recently spent time in Seaside with her family and attests to the fun in her spots now directly) and another with silly "ghoulish" voices that really grab the listener's attention. Our October email blast to approximately 35,000 subscribers led with a Halloween story and 36 percent of email openers clicked through to that particular feature, showing strong interest.

Organizers super charged the large pumpkin drop this year by lifting it from a crane at the Turnaround over a pool down on the beach. A nice crowd gathered around the spectacle in the sand and along the Turnaround wall and placed bets on little toy ducks and beavers which were placed in the pool. The furthest flung won... although that was just extra. The splash itself was prize enough judging from the reaction. We posted a reel of the drop on Instagram that gathered 6,000 plays in 24 hours. We were far from alone, though. The drop made its way across the internet from multiple angles including from above in a drone, and – just for example – was covered by **KATU-TV, KOIN-TV, KGW-NBC** in Portland; **KPIC-TV, CBS 13, KGAL-AM** in Eugene; and **CBS 11** in Bend. As a result of this (plus a sea turtle rescue by the Aquarium) our Media Coverage Report for the week following Halloween had its highest audience number since Hood to Coast back in August.



YULETIDE IN SEASIDE

THANKSGIVING WEEKEND

PRESENTED BY: SEASIDE CHAMBER OF COMMERCE

ARTISAN FAIR
NOVEMBER 26-27TH

WINDOW CONTEST
NOVEMBER 26TH - DECEMBER 19TH

COMMUNITY TREE LIGHTING
NOVEMBER 26TH

PARADE OF LIGHTS
NOVEMBER 26TH

TOUR OF LIGHTS
NOVEMBER 26TH - DECEMBER 19TH

PHOTO'S WITH SANTA
NOVEMBER 26-27TH

COLORING CONTEST
DEADLINE: DECEMBER 17TH

LETTERS TO SANTA
DEADLINE: DECEMBER 15TH

BRANDY'S NEW ROLE



BRANDY STEWART

NEW ROLE AT JACOBS RADIO!

Brandy Stewart, Events & Membership has moved on to her new journey at Jacobs Radio! While we are sad to see her go, we are also happy for her and know she will be a great asset to their team. Brandy has been with the Seaside Chamber of Commerce for over 4 years and has helped push and grow our Chamber and Community in so many ways that we are very thankful for.

While she is no longer working at the Seaside Chamber of Commerce, she will still be at our major events.

Since starting at the Seaside Chamber of Commerce, Brandy has made a splash in our Annual Events; Seaside Beach Volleyball, Awards & Auction Dinner, Pouring at the Coast, Parade of Lights and everything in between! She has also been the Membership liaison and helping all new members get started and help with their success.

Stop into Jacobs Radio to say "hi" and welcome Brandy to her new job!

THANK YOU BRANDY!

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



Lower Columbia HR Association
Seaside Oceanfront Inn
Venice RV Park



5+ YEARS



At The Waters Gate
Quality Inn Seaside
Seaside Wellness Center



> 5 YEARS



Coast Pregnancy Clinic
High Life Adventure Park
Line-X of Clatsop Court
Salon On Broadway

REFLECTING ON NURSING

*By Judy Geiger, Vice President of Patient Care Services
& Nurse Leader at CMH*

When I was young, I never thought much about becoming a nurse. I always wanted to be a National Park Ranger in Yellowstone National Park. After I completed a couple of years of college, I rethought becoming a park ranger. On a whim, I decided to apply for nursing school knowing full well if I ever had to give someone a shot, I would need to quit.

Well, it's now 37 years later. I have given hundreds of shots, worked in a pediatric intensive care unit, managed that same 32-bed ICU and became a chief nursing officer twice. My first chief nursing officer job was at the Children's Hospital in Salt Lake City. My second chief nursing officer job is as the Vice President of Patient Care Services at Columbia Memorial Hospital in Astoria.



My story shows that there are many options for nurses including caring for patients on both ends of the age spectrum. I love being a nurse. Helping people when they are at their most vulnerable is such a wonderful feeling.

There are so many different opportunities for nurses to help patients at CMH. A nurse can work on the traditional Medical-Surgical floor, in a Critical Care Unit, in the Operating Room and all the other areas in Surgical Services. They can work in the Family Birth Center, the Emergency Department or Hospice. They can work in the Cancer Center, Care Management, Quality, in our outpatient clinics and in many more places.

We have lots of different positions open waiting for the right nurses to join our team. You never know who our next DAISY award winner will be. Please consider joining our outstanding team.



FAMOUS FOOTWARE OUTLET

HELLY HANSEN

RACK ROOM SHOES

TOKYO TERIYAKI

BATH & BODYWORKS

NIKE FACTORY OUTLET

BOOK WAREHOUSE

LEGENDS PUBLIC HOUSE

COASTAL OCCASIONS

THE WINE AND BEER HAUS

CBD HEMP STORE OUTLET

PENDLETON

SCOUT NW TRADING COMPANY

ZUMIEZ

EDDIE BAUER

CMH URGENT CARE CLINIC

CARTER'S

RUE21

ADVANTAGE DENTAL

HANES BRANDS

BRAND NAMES, TAX FREE SHOPPING ALL IN ONE PLACE!





Tour of Lights is BACK again this year!

Starting November 26th (right after Parade of Lights) through December 19th, 2021.

Participants will pickup or download the map and begin their FUN filled night of watching the beautiful seasonal lights and decorations. Once finished they can go online and vote for their favorite houses! This application is open to ALL residents of Seaside and Gearhart.

Maps will be available to pickup at Grocery Outlet. In the Tour of Lights Guide participants will find the map with all entries, a FUN Scavenger Hunt checklist to turn back in to Grocery Outlet for a chance to win prizes and stops for hot cocoa, cookies and MORE!

There will be a 1st, 2nd & 3rd place for both Residential & Business with prizes!

Winners will be announced on December 21st, 2021

Help us light up Seaside and Gearhart this Holiday Season! And a HUGE thank you to our Sponsor - Grocery Outlet!

[**TOUR OF LIGHTS MAP**](#)

REINDEER TRAIL:

Rudolph needs help looking for all the lost Reindeer to bring them back to the North Pole! Santa's Reindeer have flown into Seaside this Holiday season, and they have left a "Reindeer Trail" of clues to find them all! Find Rudolph at Grocery Outlet to begin the search for all the Reindeer scattered throughout Seaside & Gearhart! If you complete the Reindeer Trail, return your guidebook back to Grocery Outlet for some FUN prizes!

This is where YOUR business/organization comes in! If you participate in the Window Decorating & Location Contest, you will also be given a small reindeer to incorporate into your display in a discreet, somewhat hidden spot that participants will need to look for. Each Reindeer's name and hints will be unique to the business/organization as a fun way to have kids and families go search throughout Seaside & Gearhart.



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

