

This meeting is to take care of city business and 25 people are allowed in the building at any given time as long as there is social distancing. The city recommends only those having business on the agenda attend the meeting. We highly recommend all others stay home and watch the meeting electronically. Public Comments can be emailed to publiccomment@cityofseaside.us. Thank You for your patience.

**AGENDA SEASIDE CITY COUNCIL MEETING
JULY 13, 2020 7:00 PM**

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA
5. COMMENTS – PUBLIC – (please keep speaking time to four minutes)
6. DECLARATION OF POTENTIAL CONFLICT OF INTEREST
7. CONSENT AGENDA
 - a) PAYMENT OF THE BILLS - \$1,220,538.33
 - b) APPROVAL OF MINUTES – June 22, 2020
8. REPORTS AND PRESENTATIONS:
 - a) SEASIDE CIVIC AND CONVENTION CENTER/VISITORS BUREAU 2019 ANNUAL DEPARTMENT REPORT, Russ Vandenberg and Josh Heineman
9. UNFINISHED BUSINESS:
 - a) VACANCY - PARKS ADVISORY COMMITTEE
CITY TREE BOARD
10. NEW BUSINESS
 - a) RESOLUTION #3968 – A RESOLUTION OF THE CITY OF SEASIDE, OREGON, AMENDING RESOLUTION #3693 REGARDING BUILDING, PLUMBING, MECHANICAL, AND MOBILE AND MANUFACTURED HOME PERMIT FEES
 - PUBLIC COMMENTS
 - COUNCIL COMMENTS
 - MOTION TO READ BY TITLE ONLY – ALL IN FAVOR AND OPPOSED
 - MOTION TO ADOPT – ALL IN FAVOR AND OPPOSED
 - b) BID RESULTS – SEASIDE CIVIC AND CONVENTION CENTER STORAGE RENOVATION PROJECT, Russ Vandenberg
11. COMMENTS FROM THE CITY STAFF
12. COMMENTS FROM THE COUNCIL
13. ADJOURNMENT

Complete copies of the Current Council meeting Agenda Packets can be viewed at: *Seaside Public Library and Seaside City Hall. The Agendas and Minutes can be viewed on our website at www.cityofseaside.us.*

All meetings other than executive sessions are open to the public. When appropriate, any public member desiring to address the Council may be recognized by the presiding officer. Remarks are limited to the question under discussion except during public comment. This meeting is handicapped accessible. Please let us know at 503-738-5511 if you will need any special accommodation to participate in this meeting.

SEASIDE PARKS ADVISORY COMMITTEE

(Meetings are scheduled the first Thursday of every month at 7:00 PM)

The purpose of the Seaside Parks Advisory Committee is to act as an advisory body to the City Council, the City Manager, and the Public Works Director regarding issues concerning the Seaside Parks.

The committee shall consist of seven members who are not officials or employees of the City and who will be appointed by the City Council. A minimum of six members shall reside within the city limits, and a maximum of one member may reside within the Urban Growth Boundary, or be an owner or employee of a business located in the city limits. No more than two members shall be engaged in the same kind of occupation, business, trade, or profession. The Mayor shall appoint one member of the City Council as Council liaison, and the City Manager or his designee, shall be the Staff liaison to the Committee.

The members shall serve without salary or compensation of any nature.

All members shall be appointed by the City Council and shall serve for a term of three years. The initial terms will be: two members shall be appointed for a term of one year, two members for two years, and three members for three years. As those terms expire, all vacancies will be filled for three year terms.

Each year, at the first Committee meeting in January, the members shall appoint one of their members as Chairperson and one as Vice-Chairperson. One of the Committee members will serve as Secretary. Minutes of all meetings will be filed with the City Council.

The Committee shall hold a regular meeting at least once each month of the calendar year. The meetings shall be open to the public. Any person appointed by the City Council to serve on this committee who misses three or more regularly scheduled meetings during a 12 month period shall be notified by letter that the position must be vacated. The individual may appeal the decision to the City Council. (A 12 month period is defined as beginning in January of each calendar year.)

COMMITTEE/COMMISSION APPOINTMENT

1. **Date Council Notified:** March 9, 2020
Name: Norman Brown
Commission/Committee: Parks Advisory Committee
Resignation Date: March 9, 2020 – Brown
Term Expiration Date: March 31, 2020
Wants to be considered again: Brown – No
2. **Applicants:**
3. **Nominations:**
4. **Appointment:**

CITY of SEASIDE

OREGON'S
FAMOUS
ALL-YEAR
RESORT

989 BROADWAY
SEASIDE, OREGON 97138
(503) 738-5511

PARKS ADVISORY COMMITTEE

Term of Office: 3 years
Number of Members: 7

Chairperson*
Vice Chairperson**
Secretary***

<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE</u>	<u>TERM EXP.</u>
VACANCY			3/31/2020
JASON BOYD**	1940 Huckleberry	738-4363	3/31/2020
MICHAEL HINTON	1015 S. IRVINE PL.	738-5748	3/31/2021
NANCY HOLMES*	1520 COOPER ST.	717-1614	3/31/2021
PAM BIERLY	120 12TH AVENUE	738-8107	3/31/2022
MATTHEW STOLBERG	870 Avenue T' Unit 2	739-2593	3/31/2022
MARY BLAKE	1668 Whispering Pines	717-3810	3/31/2023
TOM HORNING	808 26TH AVENUE	738-5770	horning@pacifier.com
DALE MCDOWELL	1387 AVENUE 'U'	738-5112	dmcdowell@cityofseaside.us

SEASIDE CITY TREE BOARD

(Meetings are scheduled every other month on the third Wednesday at 4:00 PM)

The purpose of the City Tree Board is to study, investigate, and develop and/or update annually, a written plan for the care, preservation, pruning, planting, replanting, removal or disposition of trees in parks, along streets, and in other public areas. The Tree Board, when requested by the City Council, shall consider, investigate, make findings, report and recommend upon any special matter or question coming within the scope of its duties and responsibilities,

- (1) Develop criteria for city staff and/or contractors to apply in making decisions entrusted to staff and/or contractor discretion,
- (2) Designate Heritage Trees on public and private lands within the city,
- (3) Promote the planting and proper maintenance of trees through special events including an annual local celebration of Arbor Day, and
- (4) Obtain the annual Tree City USA designation by the National Arbor Day Foundation.

The Board consists of five members, appointed by the City Council for a three-year term, and who are residents, or owners or employees of businesses within the city limit.

The City Tree Board shall schedule meetings as needed and elect a chairperson and a vice-chairperson. No more than 3 unexcused absences allowed in a calendar year.

Tree Board members serve without salary or compensation of any nature.

COMMITTEE/COMMISSION APPOINTMENT

1. **Date Council Notified:** June 17, 2020
Name: Vineeta Lower
Commission/Committee: City Tree Board Committee
Resignation Date: Vineeta Lower - June 30, 2020
Term Expiration Date: Lower – June 30, 2020
Wants to be considered again: No

2. **Applicants:**

3. **Nominations:**

4. **Appointment:**



CITY of SEASIDE

OREGON'S
FAMOUS
ALL-YEAR
RESORT

989 BROADWAY
SEASIDE, OREGON 97138
(503) 738-5511

CITY TREE BOARD

Term of Office: 3 years

Number of Members: 5

<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE</u>	<u>TERM EXPIRES</u>
ARNIE OLSEN	PO BOX 645	717-5745	6/30/2021
WILLIAM BARNES	2070 COOPER ST.	503-739-2118	6/30/2021
JOHN CARTER	PO BOX 679	738-4387	6/30/2022
PAM FLEMING	1255 AVENUE 'B'	738-5637	6/30/2023
VACANCY (LOWER)			6/30/2023
DALE MCDOWELL	1387 AVENUE 'U'	738-5112	STAFF REPRESENTATIVE

RESOLUTION #3968

A RESOLUTION OF THE CITY OF SEASIDE, OREGON, AMENDING INCREASES IN BUILDING, PLUMBING, MECHANICAL, AND MOBILE AND MANUFACTURED HOME PERMIT FEES AND REPEALING RESOLUTION #3570

THE SEASIDE CITY COUNCIL RESOLVES AS FOLLOWS:

SECTION 1. In accordance with Chapters 150.74 and 154.01 of the Seaside Code of Ordinances, Building, Plumbing, Mechanical, Medical Gas Piping, Manufactured dwelling/Recreational Vehicle Parks, and Mobile and Manufactured Home set-up permit fees are adopted as follows:

BUILDING AND MECHANICAL PERMIT FEE SCHEDULE FOR NEW AND ADDITIONS OR ALTERATIONS TO COMMERCIAL, MULTI-FAMILY RESIDENTIAL & INDUSTRIAL PROJECTS AND COMMERCIAL FIRE PROTECTION SPRINKLER SYSTEMS

\$501.00 to \$2,000.00	\$70.00 for the first \$500.00 plus \$2.64 for each additional \$100.00 or fraction thereof
\$2,001.00 to \$25,000.00	\$110.00 for the first \$2,000.00 plus \$10.53 for each additional \$1,000.00, or fraction thereof
\$25,001.00 to \$50,000.00	\$352.00 for the first \$25,000.00 plus \$7.90 for each additional \$1,000.00, or fraction thereof
\$50,001.00 to \$100,000.00	\$549.00 for the first \$50,000.00 plus \$5.27 for each additional \$1,000.00, or fraction thereof
\$100,001.00 and up	\$813.00 for the first \$100,000.00 plus \$4.39 for each additional \$1,000.00, or fraction thereof
Minimum Permit Fee	\$84.00

The valuation for 1 & 2 Family Dwellings is set by the International Code Council in April of each year.

MECHANICAL FEE SCHEDULE FOR NEW AND ADDITIONS OR ALTERATIONS TO ONE AND TWO FAMILY DWELLINGS

Air Handling Unit	\$32.00 per appliance
Air Conditioning Unit	\$44.00 per appliance
Alteration of Existing HVAC System	\$32.00 per appliance
Heat Pump	\$58.00 per appliance
Install/Replace Furnace	
Up to 100,000 Btu's	\$44.00 per appliance
Over 100,000 Btu's	\$52.00 per appliance
Install/Replace/Relocate Heaters	
Suspended, Wall or Floor Mounted	\$44.00 per appliance
Vent for Appliance other than Furnace	\$32.00 per appliance
Appliance Vent	\$32.00 per appliance
Dryer Exhaust	\$32.00 per appliance
Hood	\$32.00 per appliance
Exhaust Fan Connected to a Single Duct	\$22.00 per appliance
Gas Piping	
1 to 4 Outlets	\$18.00
Each Additional Outlet	\$4.00
Fireplace/Woodstove	\$32.00 per appliance
Other	\$32.00 per appliance
Permit Issuance Fee	Included in permit schedule
Supplement Fee	Included in permit schedule
Minimum Fee	\$84.00

PLUMBING PERMIT FEE SCHEDULE FOR NEW ONE AND TWO FAMILY DWELLINGS

1 Bathroom	\$286.00*
2 Bathroom	\$312.00*
3 Bathroom	\$352.00*
Each Additional Kitchen and/or Bath (or ½ Bath)	\$ 42.00
Additions, Alterations and Remodels for fee not listed above	\$ 22.00 per fixture
Water Heater Replacement	\$ 42.00
Backflow Device	\$ 42.00

Minimum Fee \$ 84.00

*Above fees include first 100 of sanitary, storm and water service. Each additional 100 feet or fraction thereof of sanitary, storm and water service is \$ 36.00.

PLUMBING PERMIT FEE SCHEDULE FOR ADDITIONS / ALTERATIONS AND ALL MULTI-FAMILY, COMMERCIAL AND INDUSTRIAL

Base Fee (3 or Fewer Fixtures)	\$250.00
More than 3 Fixtures Base Fee plus per fixture cost over 3 fixtures	\$ 22.00 per fixture
Water Service (First 100 feet)	\$ 65.00
Sanitary Sewer (First 100 feet)	\$ 65.00
Storm Sewer (First 100 feet)	\$ 65.00
Each Additional 100 feet or fraction thereof	\$ 36.00

MANUFACTURED DWELLINGS AND PREFABRICATED STRUCTURES

*Manufactured Dwelling Placement (includes placement, electrical Feeder, water/sewer connection)	\$160.00
*Connection to an Existing drain, sewer, storm and water	\$ 61.50
*Administration Fee	\$ 30.00

***These fees are State mandated and are subject to increase without adoption**

MANUFACTURED DWELLING OR RECREATIONAL VEHICLE PARKS

*Base Fee (Includes 5 or Fewer Spaces)	\$190.00
*Each Additional Space	\$ 33.00

Other Structures and Storm Sewer Systems Fees are as outlined above for Building, Mechanical and Plumbing Permits.

***These fees are State mandated and are subject to increase without adoption**

MEDICAL GAS AND PROCESS PIPING FEE SCHEDULE

\$501.00 to \$2,000.00	\$58.00 for the first \$500.00 plus \$2.54 for each additional \$100.00 or fraction thereof
\$2,001.00 to \$25,000.00	\$172.00 for the first \$2,000.00 plus \$2.37 for each additional \$1,000.00, or fraction thereof
\$25,001.00 to \$50,000.00	\$290.00 for the first \$25,000.00 plus \$2.20 for each additional \$1,000.00, or fraction thereof
\$50,001.00 to \$100,000.00	\$1,167.00 for the first \$50,000.00 plus \$2.11 for each additional \$1,000.00, or fraction thereof
\$100,001.00 and up	\$2,222.00 for the first \$100,000.00 plus \$2.45 for each additional \$1,000.00, or fraction thereof
Minimum Fee	\$84.00

BUILDING PERMIT FEE SCHEDULE FOR STAND-ALONE 1 & 2 FAMILY NFPA 13-D FIRE PROTECTION SPRINKLER SYSTEMS

Square Footage of Dwelling and Garage	Permit Fee
0 - 2,000 square feet	\$216.00
2,001 – 3,600 square feet.	\$284.00
3,601 – 7,200 square feet.	\$420.00
Greater than 7,200 square feet.	\$554.00

Plan review for NFPA13-D Sprinkler Systems equals 75 percent of the Building Permit Fee

OTHER INSPECTIONS AND FEES

1. Inspections outside of normal business hours. \$84.00 per hour
(Minimum charge-two hours)
 2. Reinspection fees (in addition to the allotted number by code). . \$84.00 each
 3. Inspections for which no fee is specifically indicated \$84.00 per hour
(Minimum charge-one-half hour)
 4. Additional plan review required by changes,
additions or revisions to approved plans \$84.00 per hour
-
- | | |
|--|---|
| Structural Plan Review Fee. | 75 percent of building permit fee |
| Fire and Life Safety Plan Review Fee | 50 percent of building permit fee |
| Mechanical Plan Review Fee. | 35 percent of mechanical permit |
| Plumbing Plan Review Fee | 35 percent of plumbing permit |
| Medical Gas/Process Piping Plan Review Fee | 35 percent of permit fee |
| Phased Construction | \$340 plus permit fees for cost of
the phased portion |
| Deferred Submittals. | \$340 plus 75% of the permit fee
according to OAR 918-050-0110
(2) (3) using the valuation of the particular
deferred submittal. This fee is in addition to
the project fees based on the total project
valuation. |
| State Surcharge. | 12 percent of permit fee (or as adjusted and
mandated by the State). |

MISCELLANEOUS FEES:

1. System Development Processing Fees
 - a. One and two Family Dwellings. \$25.00
 - b. Commercial New. \$120.00
 - c. Commercial Additions. \$84.00
2. Processing Side Walk Deferments. \$25.00
3. Preliminary Plan Reviews. \$84.00 hour
4. Bonding for System Development Fees. \$100.00

SECTION 2. Resolution #3693 is hereby repealed.

SECTION 3. This Resolution shall become effective upon approval.

PASSED by the Council of the City of Seaside this ___ day of _____, 2020.

SUBMITTED to the Mayor and APPROVED by the Mayor this ___ day of _____, 2020.

ATTEST:

JAY BARBER, MAYOR

Mark J. Winstanley, City Manager



CIVIC AND CONVENTION CENTER

MEMORANDUM

TO: Honorable Mayor & City Council
FROM: Russ Vandenberg, General Manager
DATE: July 6, 2020
RE: SCCC Storage Renovation CM/GC

We have received the following bids for renovating the existing restrooms on the west side of the first floor to increase storage capacity.

O'Brien Construction, LLC	\$125,020.36
Cove Built, LLC	\$145,049.42

After making a detailed comparison, staff recommends accepting the "GMP" (Guaranteed Maximum Price) bid from O'Brien Construction, LLC in the amount of \$125,020.36.



CIVIC AND CONVENTION CENTER

ANNUAL REPORT

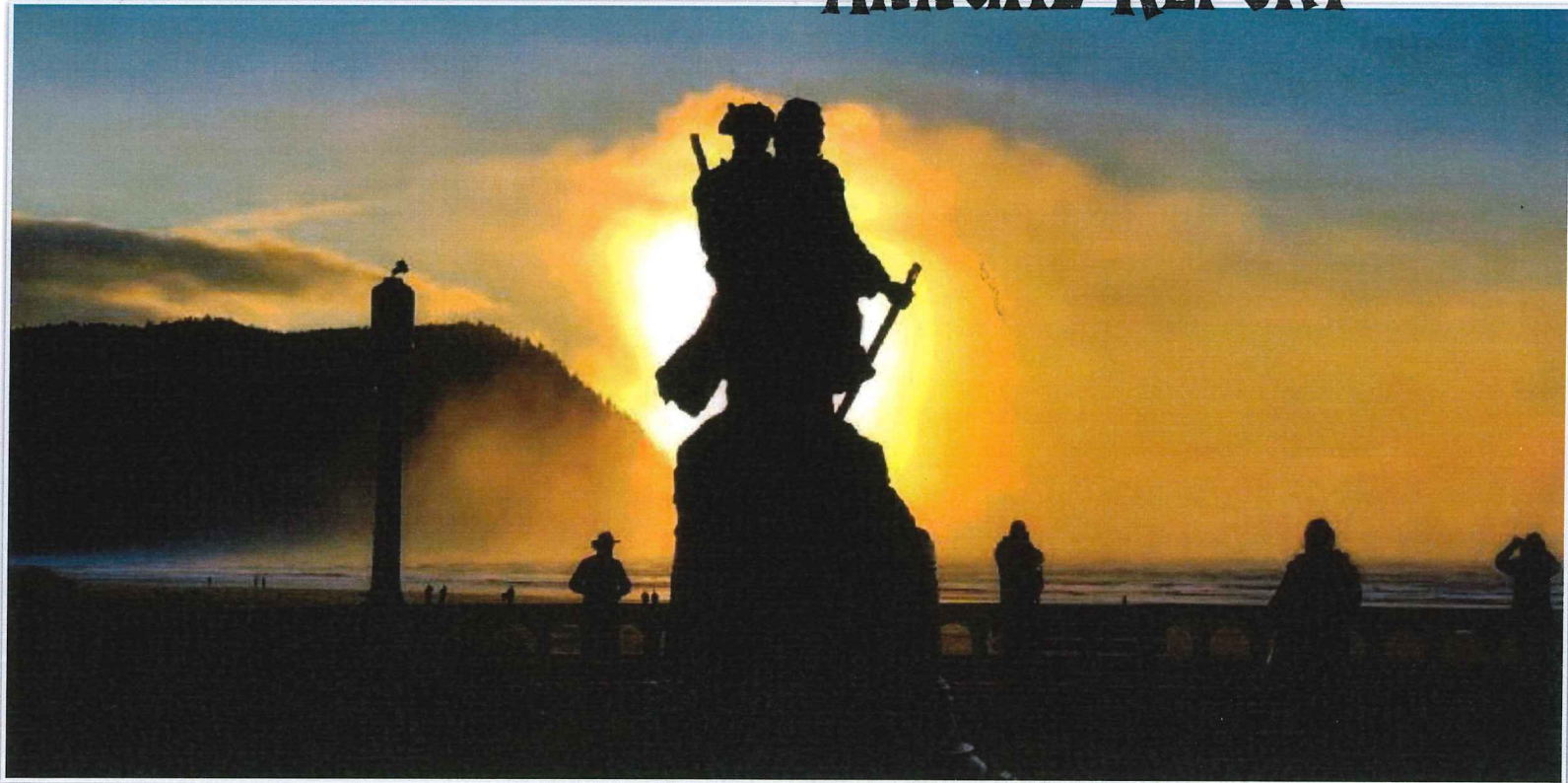


Photo by Genesee Dennis

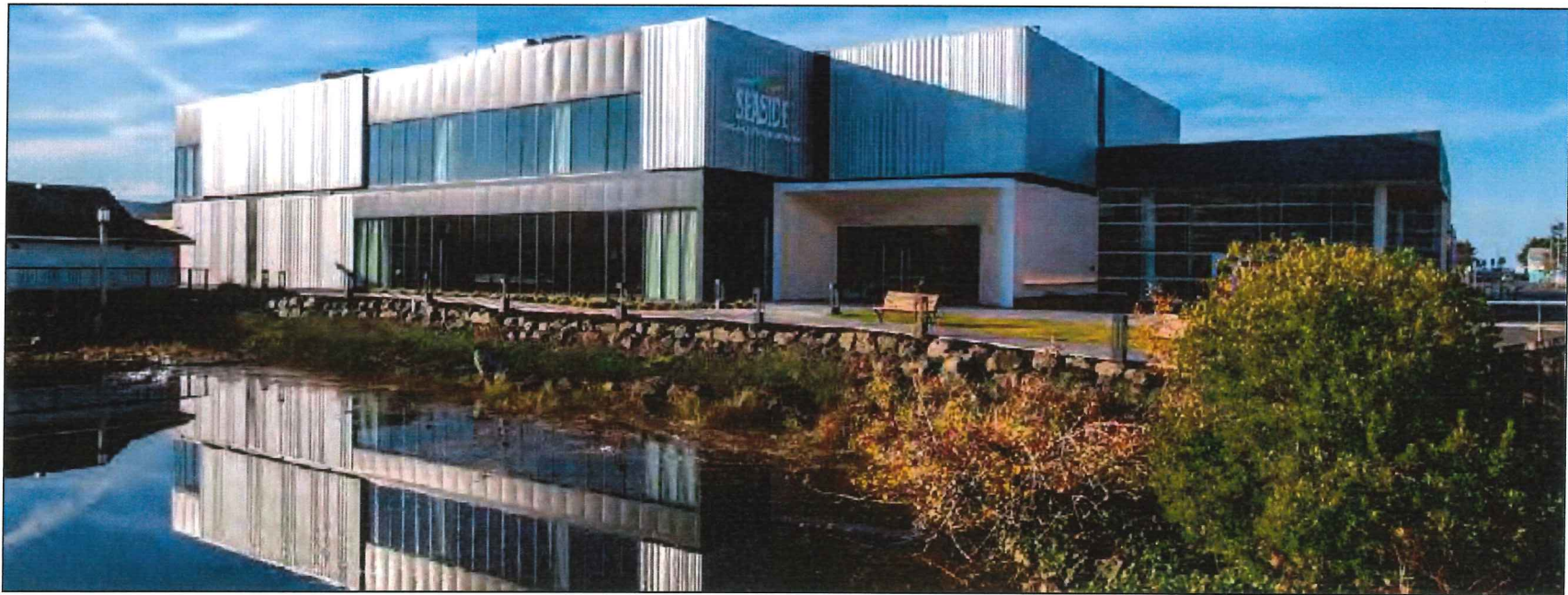
It's easy to
SEASIDE
OREGON





Convention Center Objectives

Our primary objective is to utilize the convention center to its maximum capacity and to generate economic benefit to the Seaside community.

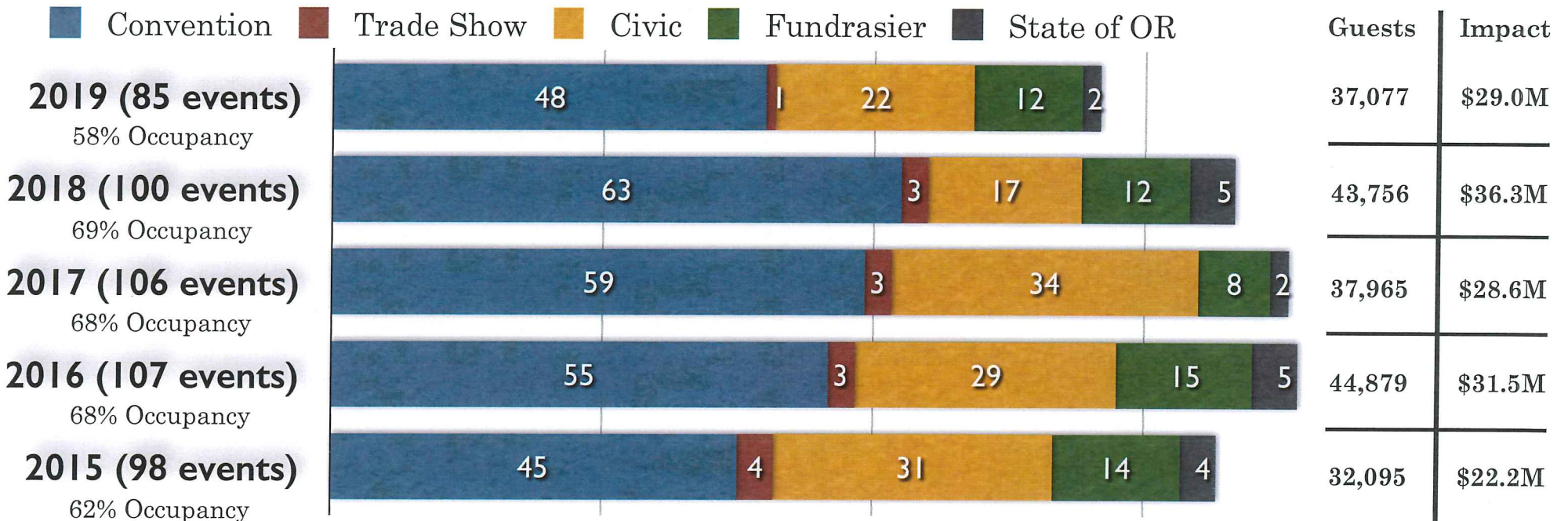


A secondary objective is to provide services and facilities to respond to the needs of local and civic related events.



Convention Center Annual Usage & Impact

	2015	2016	2017	2018	2019
Attendees	32,095	44,879	37,965	43,756	37,077
Economic Impact	\$22.2M	\$31.5M	\$28.6M	\$36.3M	\$29M



2019 / Average Usage Per Event - 2.51 Days



Convention Center Expansion Project

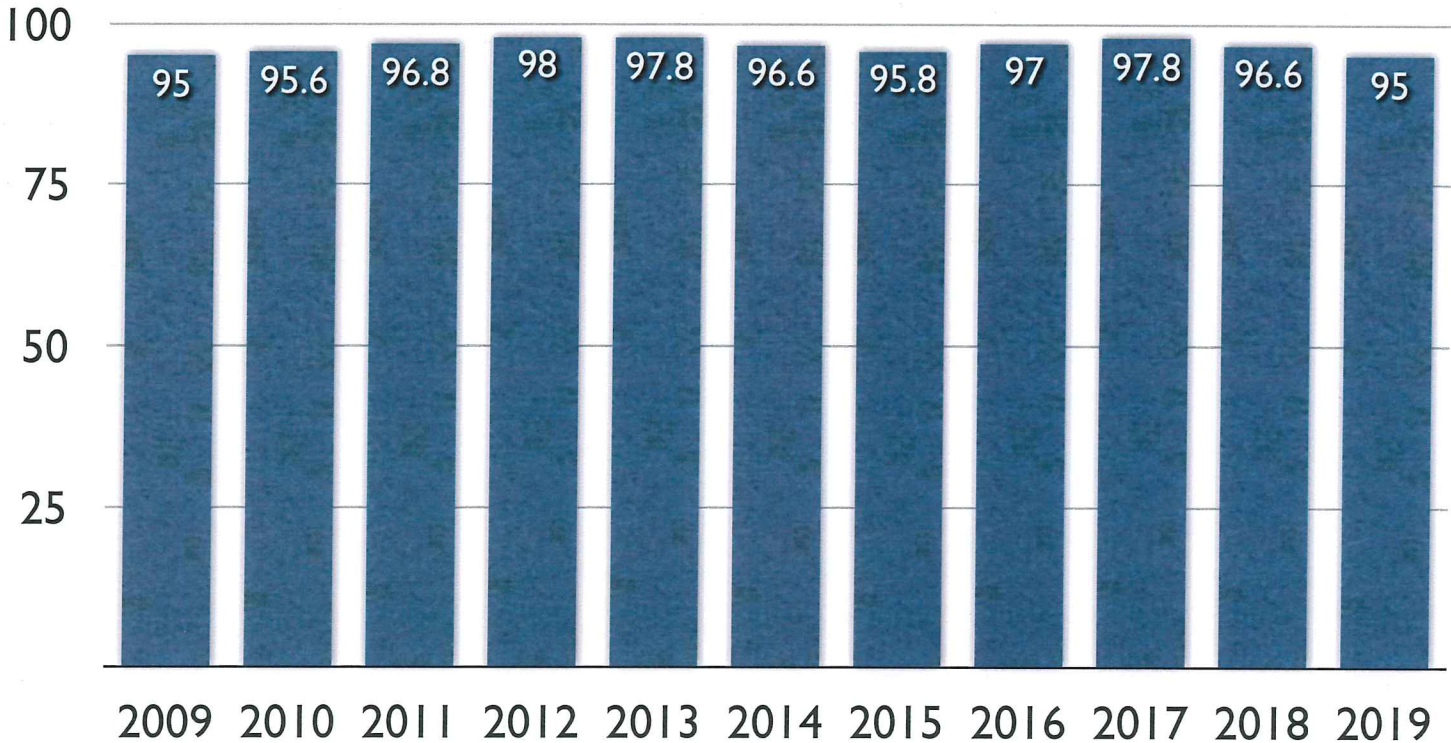
Project began May 21, 2018 and was completed on April 27, 2020. Project has endured sustained challenges balancing construction and event schedules, as well as other trials and tribulations. Overall we are thrilled with our newly renovated and expanded convention center. Highlights include **Necanicum Room increase by 1,685 sf (35%)** while improving meeting rooms, storage capacity, and various exterior and interior improvements. Overall **increase of 8,564 (16%) square footage.**

Project team consisting of HOLST & Convergence on architectural, O'Brien and Company on construction, and Klash Group, Inc. on project management.






Customer Service Analysis



The customer service rating is 95% for 2019. Our ratings have remained in the mid to high 90 percent range since 2007. Our staff excels in providing customer service that exceeds all expectations. Our reputation is built on total customer satisfaction and we consider referrals to be our best form of advertising. In 2019, we sent surveys to 78 clients with 53 of them responding for a 68% return rate.



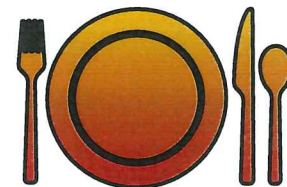


Industry Trends

For the second year in a row, **food and beverage options stand at the forefront of trends** for event attendees.

Coffee. Consumers are becoming better versed and tastes are changing rapidly. Rather than providing the same coffee available in gas stations, convention centers will need to think about things like single origin coffees, cold brew, and milk alternatives like almond or soy.

Bright Colors. People eat first with their eyes and want beautiful, bold colors. Food that has had all the vibrance cooked out of it or spent too long in the freezer isn't Instagram-worthy.





Industry Trends

Before COVID-19 hit, we also noted these strong trends:

Demand outpaced supply. There was a huge rise in demand for meetings and events. Meetings & Travel experts predicted up to a 10% growth in demand while the development pipeline was slowing.

Attendees wanted more face-to-face time. People in general spend increasing amounts of time in front of a screen each year and, because of that, face-to-face time at events and conventions became a treasured commodity.





Staff Acknowledgments

Convention Center staff encountered many ups and downs during the year that tested our patience. With all of the interruptions and challenges our staff met each with a positive attitude and can-do attitude. I could not be more proud of my staff for all of their dedication and commitment to this project. The staff are to be commended for their ability to work under extreme conditions while remaining cool and collected.

Visitors Bureau staff consistently perform at a very high level maintaining websites and newsletters while developing collateral. Our VB staff works diligently while greeting each guest with energy and politeness. Both departments have made a positive and lasting impact. We are very fortunate to have such a highly qualified group of dedicated and talented staff.



Staff Acknowledgments



The entire staff at **Oregon Fine Foods, Inc.** led by Rosco and Kelly Rotella continue to amaze our clients with creativity and mouthwatering entrees that some clients have proclaimed the best food service they have ever experienced in a convention setting. Owners Wayne and Linda Poole and the entire Oregon Fine Food's Family are to be commended for their consistent excellence and reputation.





Staff Acknowledgments

I'd like to thank all members of our **Convention Center Commission** for their support while serving on the Advertising/Marketing, Building Operations, Budget-Finance, and Renovation/Addition committees.

Shaun Wagner

Erik Marston

Patrick Duhachek

Jeff Kilday

Nancy McCune

Tim Tolan

Roger Schultz

Escape Lodging (Chair)

Pizza Harbor (Vice Chair)

Wheel Fun Rentals

Wine & Beer Haus

Seaside Citizen

Seaside Citizen

Seaside Citizen



CIVIC AND CONVENTION CENTER





City of Seaside Visitors Bureau

OFFICIAL MISSION

Grow the local economy by attracting and servicing visitors to the City of Seaside and those traveling along the Pacific Northwest coast.

BETWEEN-THE-LINES MISSION

Help Seaside tell its story.

Show the diversity of experiences, attraction and recreation opportunities.

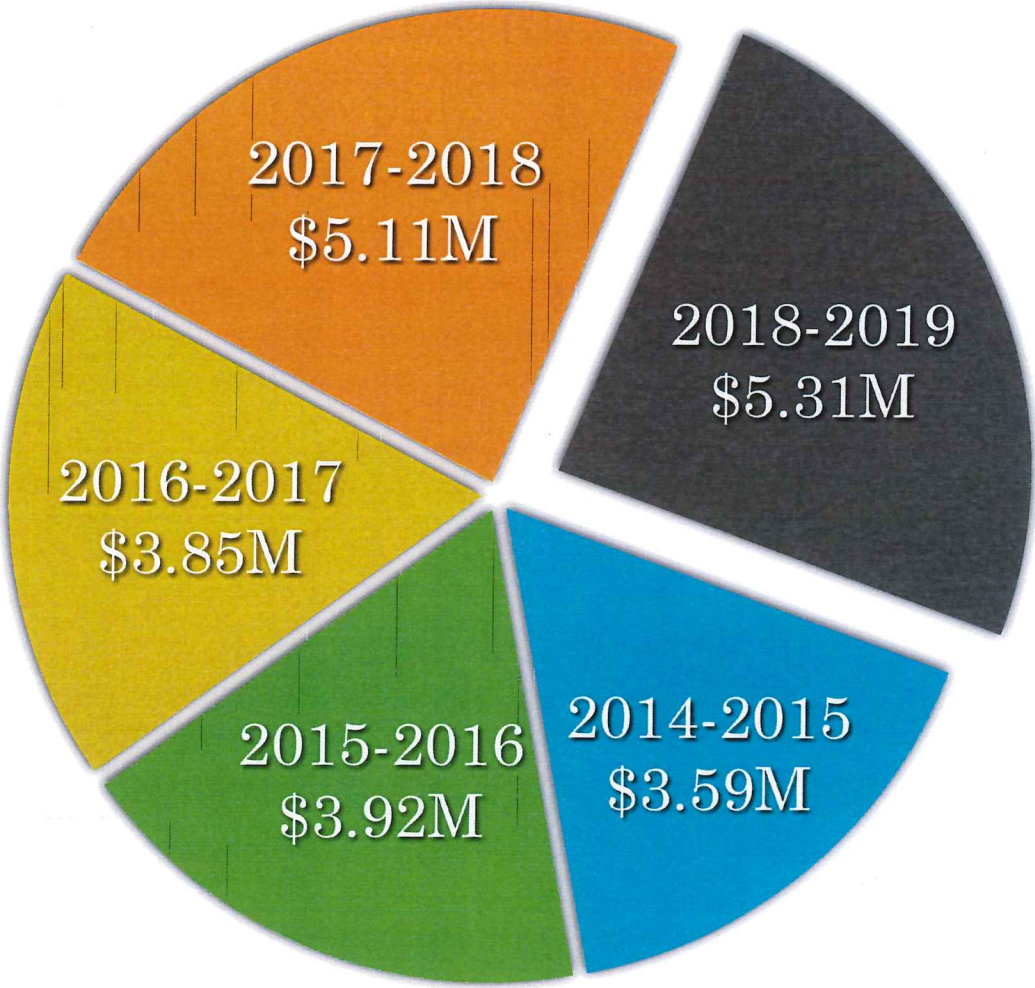
Shine a light on community events.

Shape behavior - ie overnight stays.

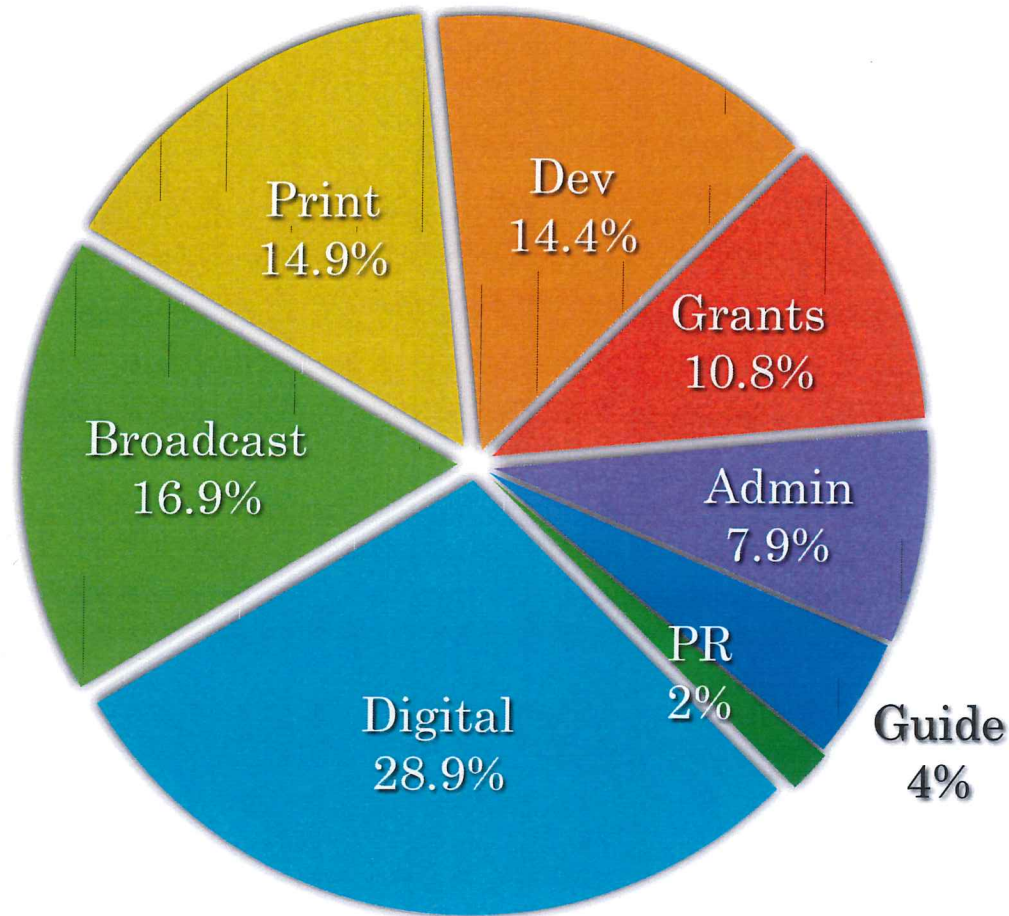
Share our love of Seaside with visitors.



Bed Tax History / 5-Year Chart



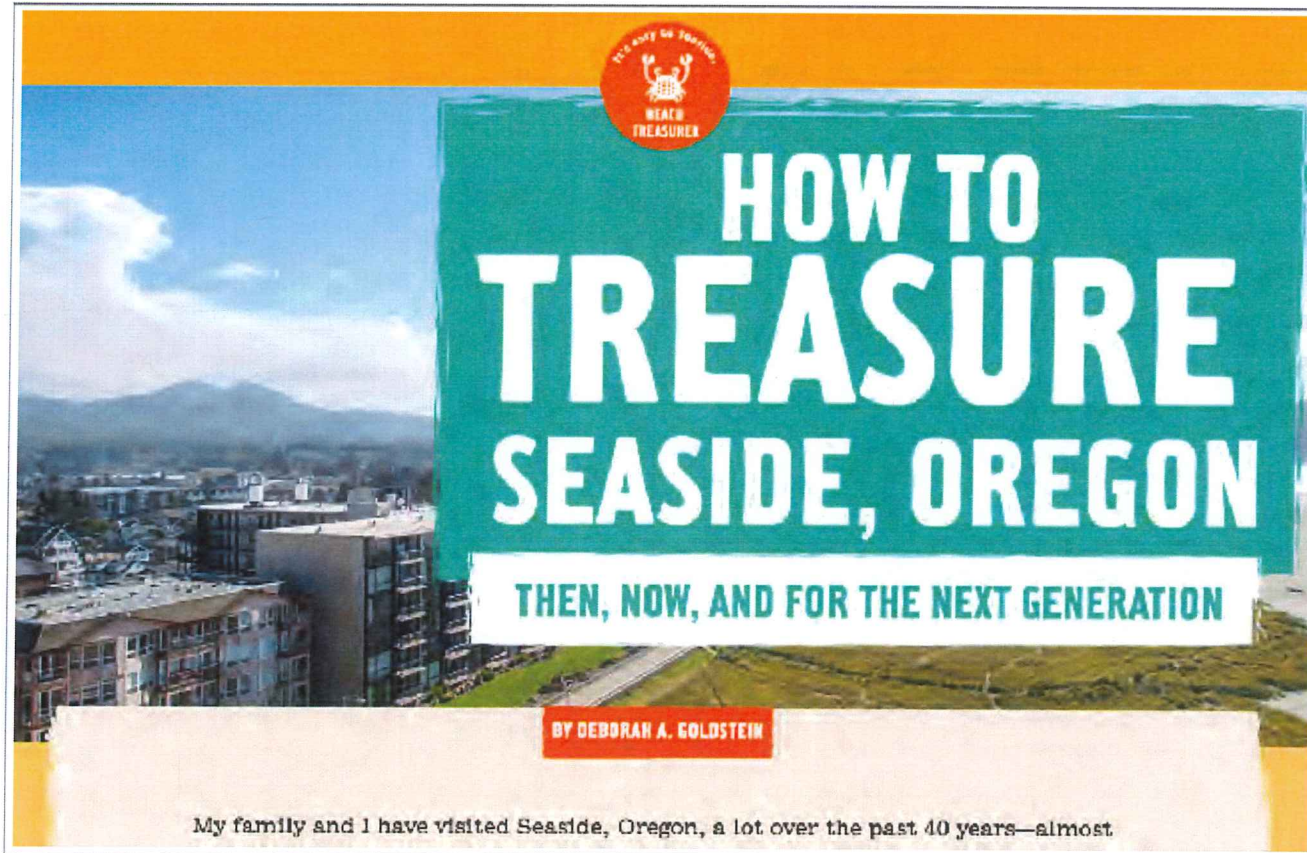
Budget Allocations



ADVERTISING COMMITTEE

2019-2020 advertising committee budget = **\$482,500**
(advertising, printing, postage, grants, travel/meeting)

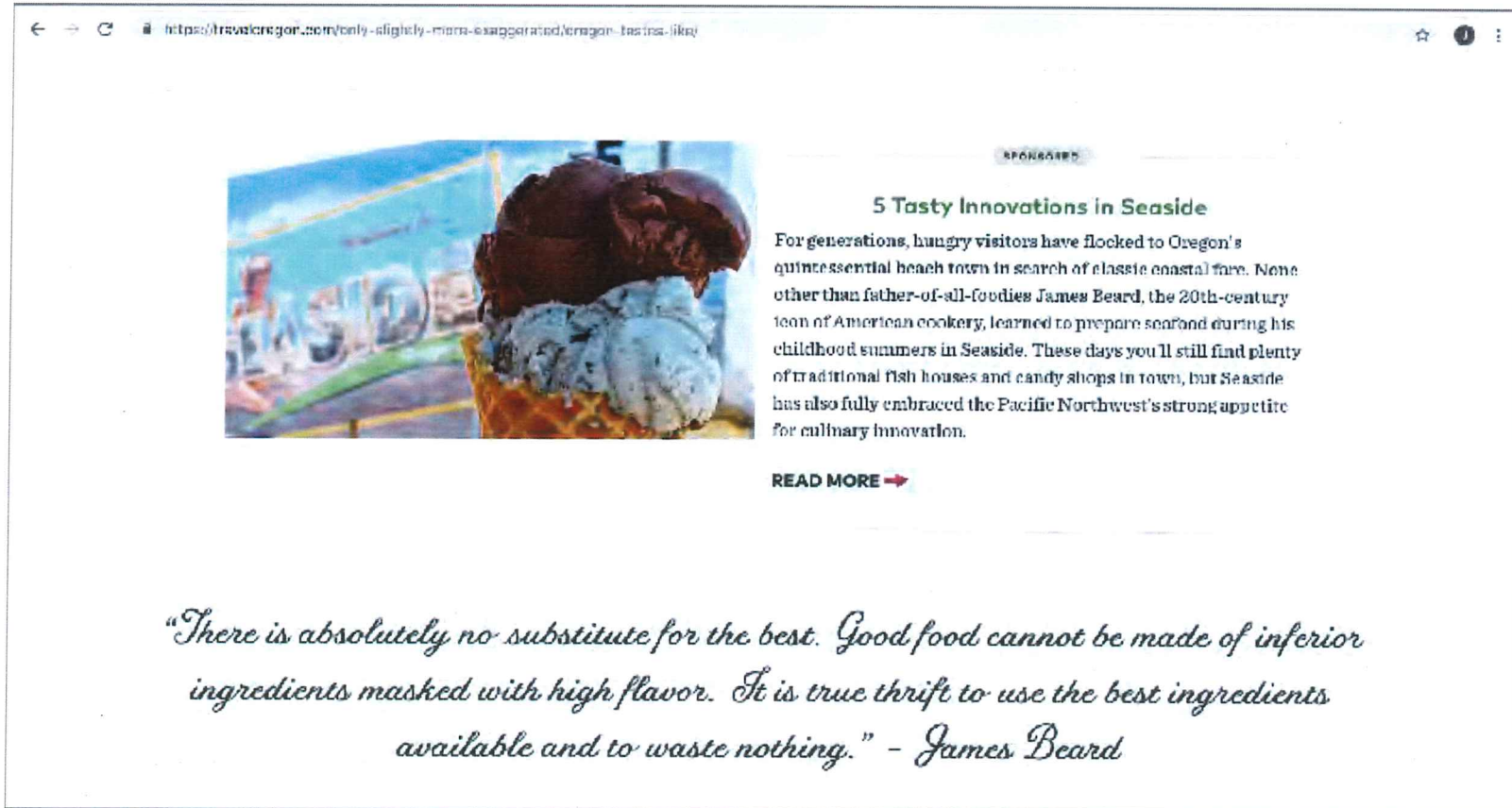
Digital Advertising



Leading Tactic in 2019-2020 Plan

SEM + Amplified Storytelling + FB distribution / 34,300+ clicks
Travel Oregon, OCVA, Oregonian, KOIN, and much more
Website Takeovers -> Portland Monthly, Seattle Met

Digital Advertising



The screenshot shows a web browser window with the URL <https://traveloregon.com/only-slightly-more-exaggerated/oregon-tasties-like>. The main content is a sponsored article titled "5 Tasty Innovations in Seaside". The article text reads: "For generations, hungry visitors have flocked to Oregon's quintessential beach town in search of classic coastal fare. None other than father-of-all-foodies James Beard, the 20th-century icon of American cookery, learned to prepare seafood during his childhood summers in Seaside. These days you'll still find plenty of traditional fish houses and candy shops in town, but Seaside has also fully embraced the Pacific Northwest's strong appetite for culinary innovation." Below the text is a "READ MORE" link with a right-pointing arrow. To the left of the text is an image of a chocolate ice cream cone with a scoop of blue ice cream. Below the article is a quote in italics: "There is absolutely no substitute for the best. Good food cannot be made of inferior ingredients masked with high flavor. It is true thrift to use the best ingredients available and to waste nothing." - James Beard

Leading Tactic in 2019-2020 Plan

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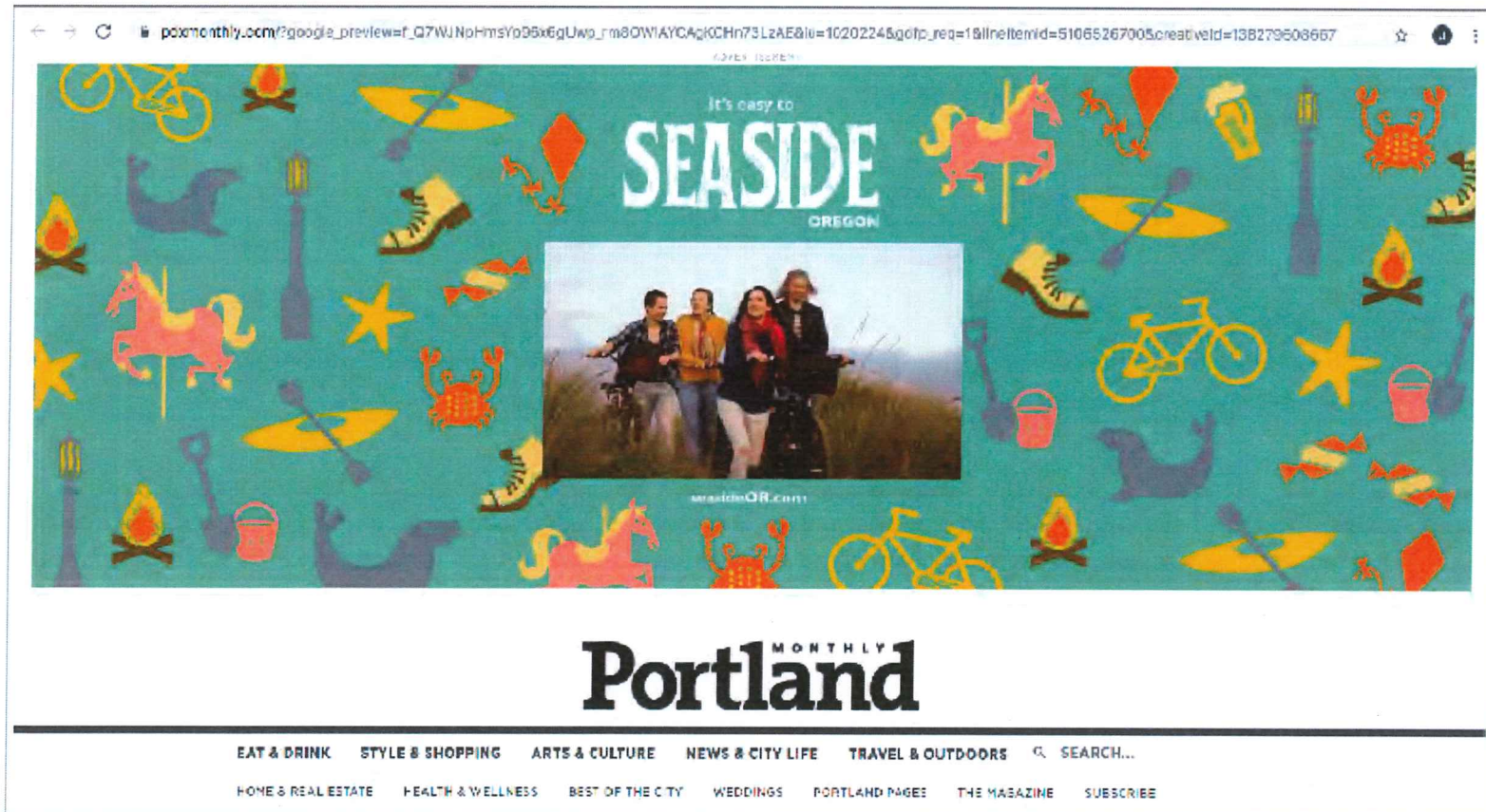
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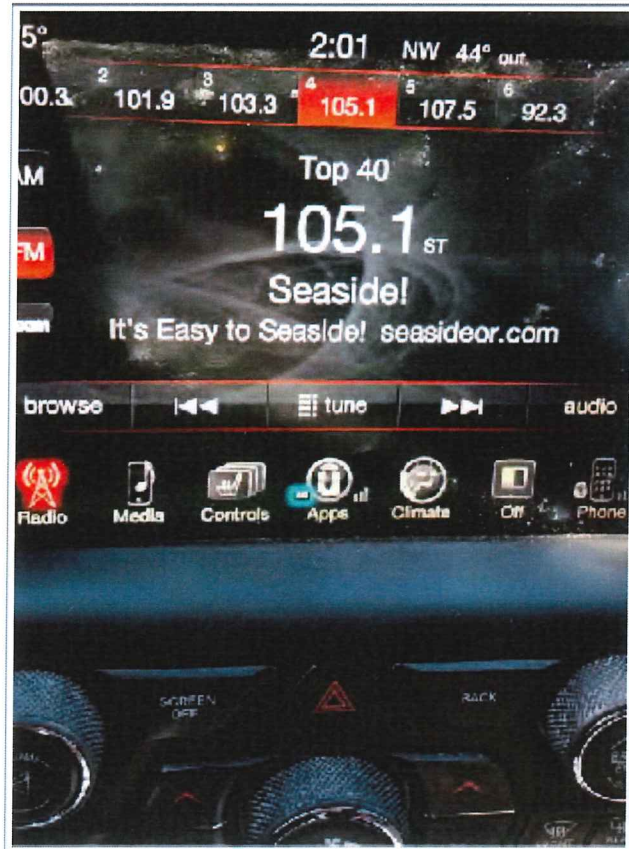
Broadcast Advertising



TV + Radio Partnerships

KOIN 6, OTT placements
Entercom, Clear Channel
OPB, All Classical Portland

Broadcast Advertising



Annual Summary

- 836x paid :30 commercials
- 240x sponsorships on KVOZ
- 60x Sponsorships on KRSC
- 60x Sponsorships on KCCN
- 60x Sponsorships on KNRK
- 120,000 Radio.com Streaming Impressions reaching A25-54
- 640x :30 on air promotional messages across seven Entercom stations highlighting Seaside's Sweepstakes
- Customized Easy to Seaside contest landing page
- 10x targeted contest email to station database members with station website inclusion
- 6x Targeted Facebook posts
- 3x Targeted email to 63k people with 25k retargeted display impressions
- RDS Feed on purchased stations, minimum of two weeks a month for all 12 months
- Opt-in database provided to City of Seaside at the end of the campaign



TV + Radio Partnerships

KOIN 6, OTT placements
Entercom, Clear Channel
OPB, All Classical Portland

Print Advertising

**EVERYONE NEEDS
A BEACH TOWN** ★



A place to relax, recreate, or contemplate the complexities of the universe. Ideally with a side of beer-battered fish and a locally brewed pint.

Seaside is just such a place.

Busting with shops and great places to eat, miles of sandy beaches and a grand promenade to stroll. Big enough to have the kayaking, hiking, razor clamming and kite flying seemingly to yourself.

So why not come and Seaside for yourself? And make Seaside your Oregon beach town.

seasideOR.com

**EVERYONE COULD USE A
FEW EXTRA SAND DOLLARS**

Good thing Seaside, Oregon has a beach that's three miles long!

So plan a long weekend with the beachcombers in your life to come looking at low tides.

And if anyone jokes that your sand dollars aren't worth anything, just smile politely and share a few of the great memories you made finding them.

It's easy to ★
SEASIDE
OREGON

seasideOR.com

**EVERYONE NEEDS
TO BIKE SEASIDE** ★

Our famous ocean view Turnaround is one of those iconic Oregon experiences like gazing up at Multnomah Falls or visiting Crabby Lake.

So rent a surrey bike, grab some friends and wind your way past shops and murals, kite flyers and kayakers, and beachfront eateries serving catch-of-the-day.

It's easy to ★
SEASIDE
OREGON

seasideOR.com

**EVERYONE NEEDS
A LITTLE FASCINATION**



And it just so happens one of the very last Fascination Parlors in the whole wide world is smack dab in the middle of downtown Seaside, Oregon. So bring the whole gang and bring some change—a round of play is only 25 cents!

Afterwards, saunter over to the historic Times Theatre for a pint and a movie, take a sunset walk along the Prom, and commemorate the evening with a group photo at the Turnaround.

seasideOR.com

36 ad creative for 14 different publications

24 half-page / 7 full-page / 5 third-page

Washington + Oregon + Idaho

92% Shoulder and Off-Season

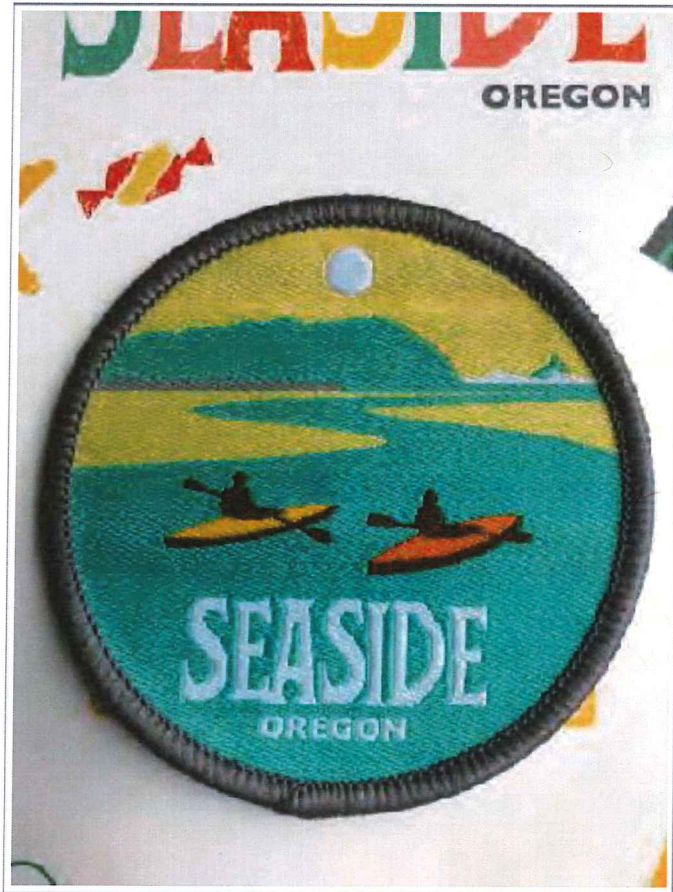
Development



Behind The Scenes Work

Creative Ad Production + **Photography**
Optimizations and VB Collateral
Email Marketing Automation Project

Development



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Looking Forward



Challenges (mostly) and Opportunities

COVID-19 Impacts

Prom Centennial: Ads + Book + Passport Program

North Coast Food Trail Redux



CIVIC AND CONVENTION CENTER

RUSS VANDENBERG, CVE
General Manager
Convention Center / Visitors Bureau
SeasideConvention.com
(503) 738-8585

THANK YOU

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