

Cannon Beach Chamber celebrates its members

Visitors to coastal town spend \$118 million each year

By LYRA FONTAINE
EO Media Group

CANNON BEACH — Fifty people gathered last week to shine the spotlight on particularly outstanding members of the Cannon Beach Chamber of Commerce at the chamber's annual membership awards ceremony.

Bill Steidel, whose Hemlock Street studio Steidel's Art has been an important part of the Cannon Beach community for decades, received the Lifetime Achievement Award.

"We as a group are responsible for creating the reputation that Cannon Beach has," Chamber Executive Director Court Carrier said, displaying numerous accolades the city has received.

The chamber board includes people from restaurant, retail, wellness, real estate, banking, government and hospitality perspectives.

"We have a mix of industries that we come from, and that's on purpose," said board President Steven Sinkler, who owns The Wine Shack with his wife, Maryanne. "We want to get everybody's feedback from their industry, to see how decisions we make impact their businesses."

After Sinkler leaves the board in June, Jason Schermerhorn, who serves as vice president, will fill his position.

"It is going to be a marvelous opportunity to work with Jason when he takes office," Carrier said.

Also celebrated were chamber Treasurer George Vetter, Secretary Christen Allsop and at-large members, Robin Risley, Becki Filan, Rachel Conyers, John Newman and Greg Swedenborg.

A report on tourism's economic impact showed 2015 transient room taxes were \$3,690,791, a 13 percent increase compared to the previous year. These taxes come from more than \$46 million in lodging revenue. Combining sales from other industries, visitors spend more than \$118 million. Using the multiplier effect, which takes into account money re-spent within the community by employees of local businesses, the value of the tourism industry is about \$354 million.

The chamber recognized its annual supporters, which grew from nine to 17 in the past year.

The chamber also offered memorial remembrances for Terry Swigart, Rob Spooner, and Wendy Richardson. Swigart was the owner, with wife Carmen, of the Sea Ranch Resort and Stables in Cannon Beach. Spooner was known as a publisher and author. Richardson had owned a Christmas shop, 'Tis the Season, in Cannon Beach and was a longtime sales representative for EO Media Group.



ABOVE: Cannon Beach Chamber of Commerce President Steve Sinkler presents the Excellence in Leadership award to Police Chief Jason Schermerhorn. BELOW RIGHT: John Nelson of Coaster Construction receives the Sponsor of the Year award from Steve Sinkler.



Steve Sinkler presents the Volunteer of the Year award to Sheri Russell of Columbia Bank.

| 2016 WINNERS |
|---|
| Lifetime Achievement: Bill Steidel |
| Excellence in Customer Service: Dogs Allowed |
| Excellence in Leadership: Cannon Beach Police Chief Jason Schermerhorn |
| Sponsor of the Year: Coaster Construction |
| Volunteer of the Year: Sheri Russell |
| Member of the Year: The Wine Shack |



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