



Academy startup plan gets a boost

Funds to pay for curriculum, building compliance

By R.J. Marx
Cannon Beach Gazette

The Cannon Beach Academy received good news this week. The charter school, set to open its doors in September, received a recommendation for a \$100,000 award through the Oregon Charter School Program.

Funds will be allocated to curriculum costs,

teacher training, classroom equipment and marketing costs, Phil Simmons, director of startup operations for the academy, said Tuesday.

"The planning grant is administered by the Oregon Department of Education and the funds came from the federal government," Simmons said. "The purpose is to help defer the startup costs for charter schools. We applied for the maximum grant amount of \$100,000, and they awarded the grant."

The Seaside School District participated in the grant process by verifying that the academy had been granted a charter to operate in the district and supported their receiving the

grant to provide startup funds, Superintendent Sheila Roley said.

"The members of the Cannon Beach Academy board have worked very hard to make this a reality and we were happy that they received some resources to help them in the process," Roley said.

Charter schools program

The state was awarded \$8.79 million for charter school planning, implementation and dissemination grants in October 2015, charter school grant specialist Jennifer Donovan said.

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What will new school campus look like?

A 'snapshot' of timeline

By Katherine Lacaze
For Cannon Beach Gazette

What will Seaside's new campus look like? Representatives with the agency representing the Seaside School District shared their vision for the design process, a tentative construction timeline and ideas for community engagement during the board meeting Feb. 21.

DAY CPM, a Beaverton-based owner's representative consulting firm, was contracted in January to administer construction management services on behalf of the district throughout the project.

Before the school board meeting, the district hosted an informal meet-and-greet event for staff, administrators, board members and a few community members to make contact with the representatives from DAY CPM, who then gave a presentation during the meeting.

The presentation included a history of the firm, which was established in 2002; a summation of the firm's values; and an overview of the firm's experience with K-12 projects, which are "definitely part of our wheelhouse," said Mike Day, bond program manager.

Project planning and timelines

Project Manager Mitali Kulkarni presented "just a snapshot" of the approximate timeline for the process, emphasizing "there are several pieces that go into making the schedule from the start to the end."

As with any large-scale project, she said, "the foundation is good planning. So that's what we're going to start with."

Project planning and design likely will take most of 2017, although some logging at the project site also is scheduled. In 2018, design will progress and major construction — including a remodel and expansion of Seaside Heights Elementary School — will start. The construction will continue throughout 2019, with expansion finishing that year. Construction on the other facilities should be substantially completed during the first half of 2020, allowing the high school and middle school to start moving in. The goal is for the campus to open for the 2020-21 academic school year.

"Once we get into more details, we will have the more complicated schedule published, but this gives you an idea of what the construction timeframe is," Kulkarni said.

A glance at the delivery method

The district has chosen the construction management/general contractor method for the school project.

In this project delivery style, the construction manager provides input throughout the design process. As the design finishes, the construction manager may become the general contractor through negotiations with the school district.

The complexity of Seaside's project, Kulkarni said, makes it well suited for the delivery method, which emphasizes collaboration, fiscal transparency, eliminating overlap of services and providing the best overall value.

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Cannon Beach chamber celebrates 'incredible year'

Direct impacts from city's tourism reaches \$123 million

By Katherine Lacaze
For Cannon Beach Gazette

"Here comes the sun" was the message as the successes and impact of the Cannon Beach Chamber of Commerce were celebrated Thursday, March 2, during the organization's annual membership awards ceremony.

"What an incredible year it has been," Chamber of Commerce Executive Director Court Carrier said at the event, held at the chamber's North Spruce Street home.

Enjoying a spread of hors d'oeuvres and libations, about 50 members took part in the event, an opportunity to recognize a number of businesses and individuals for a job well done.



KATHERINE LACAZE/FOR CANNON BEACH GAZETTE

Sandcastle Committee Chairwoman Debbie Nelson at the Cannon Beach Chamber of Commerce awards ceremony. The 53rd annual contest is scheduled for June 17.

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KATHERINE LACAZE/FOR CANNON BEACH GAZETTE

The winners of the Cannon Beach Chamber of Commerce's annual Membership Awards included Buddie Anderson Deni, as Volunteer of the Year (from left); Sheri Russell, for Excellence in Leadership; Paul and Margo Dueber, of Maggie and Henry, for Excellence in Customer Service; John Nelson, of Coaster Construction, for Annual Supporter of the Year; and Barbara Cool-Olson and Brian Olson, of Beachcomber Vacation Homes, for Member of the Year.

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Tourism expert shows how to put heads in beds

Outside partnerships could benefit businesses, speaker says

By Nancy McCarthy
For Cannon Beach Gazette

If two is stronger than one, then businesses that find partners could reap greater success, according to Jeff Miller, CEO of Travel Portland.

Cannon Beach has "everything you could want" to attract visitors to the area, said Miller, who spoke about connecting the tourism industry with retail during a seminar sponsored by the Cannon Beach Chamber of Commerce Feb. 24.

In addition to partners within Cannon Beach, businesses could seek links outside the area that share tourist-attracting attributes, Miller said. He played a short portion of a reality television series from The Netherlands where competitors on a worldwide scavenger hunt traveled to Portland. The video clip displayed the beauty of Oregon, including Cannon Beach. About 13 million people watch the show, Miller said.

Some may be intrigued enough to visit Oregon.

"One thing we know is that people will stay in Portland and go to the coast," Miller said.

Travel Portland, a non-profit organization that promotes tourism to Portland, participates in distributing the popular Chinook Book,



NANCY MCCARTHY
Jeff Miller, CEO of Travel Portland

which features coupons from Portland area businesses. Miller suggested that Cannon Beach businesses might want to consider including coupons in the book "to get promotions in the hands of visitors who might be attending meetings here."

The book also is distributed in San Francisco, Phoenix and Minneapolis.

To capture visitors' interest, consider what Cannon Beach is known for, he suggested.

In Portland, Miller said, "we don't really have (specific) places where people go. We don't have an iconic tower or a Space Needle. People come to Portland to share our experiences and values, such as artisanal food. Portland doesn't try to impress; it's laid back, and people go to the local spots in Portland to find those things."

While Portland is a tax-free shopping destination, Cannon Beach has art galleries. "That's something you own that we can't own," Miller said.

Local live theater also is strong, he added. "The (Coaster) Playhouse Theatre is a gem," Miller said.

Visitors want destination "packages," said Miller, who suggested that local businesses "find a few influencers in Portland to help you." Partnerships combining both destination locations is possible, he added.

But, he also said that lodging operators must be sure that packages offer the lowest price available at that location during the time the package is offered.

Packages can include dining options — "Brunch is huge," Miller said. Or they might be two-for-one passes at attractions, such as museums, or a free glass of wine.

"I don't think people want a free meal, they just want to be appreciated for visiting that venue," he said.

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