

What are the qualities that draw people to Seaside?

DIRECTOR'S CHAIR

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In destination marketing, like all marketing, you work to build a compelling strategy on how best to reach out and get your message into the world.

Our message is simple: Visit Seaside! We're lucky because we know visitors won't be disappointed by the sweeping sea views, the ebb and flow of the rivers, the allure of Broadway and the Prom, and the chance to get away and spend some time with family and loved ones.

Much of the advertising calendar is determined early on and — if everything stays on the rails — there are few surprises. So one of my favorite things about working in Seaside are the many good surprises that announce themselves unexpectedly outside of the marketing plan we put together each year.



The western entrance of the Seaside Civic and Convention Center.

Take this morning, for instance. I got into the office a little early, made some coffee, and sat down to analyze our website traffic from the night before. Immediately, I noticed there were several users browsing the site who came from Travel + Leisure. Checking the

referral path, I was pleased to discover a brand new story posted hours prior titled "The 10 Most Romantic American Road Trips for Couples" and specifically the section on "Oregon's Scenic Coast" which called for couples to finish "your journey in Sea-

side and enjoy its historic arcade, old-fashioned carousel, bumper cars, and indoor miniature golf. The loser has to buy the winner some signature Seaside saltwater taffy." The word Seaside was a link taking users directly to our website.

A similar scene will play out later this month when Seattle Magazine releases its January Travel Issue. I have no idea what aspect of the Seaside experience will make the cut in this feature but an editor requested a handful of photographs back in the fall so I know something's coming down the line. Stay tuned.

Other surprises are harder to define but can still lead to favorable outcomes. An example: Recently I was unhappy with the way a Seaside photo had been stretched and distorted in a Travel Oregon e-newsletter ad. I reached out (politely!) to point out the error and we received a complimentary ad of an identical nature in a future e-newsletter as consolation. OK, fine, but here's the kicker ... this extra ad gave us the

opportunity to use a new photo from local photographer Lance Wagner that hadn't existed when we initially mapped out the marketing plan.

Despite the digital ad's compact size, this new long-exposure shot of a starry night above the beach and Tillamook Head was a big hit, drawing 132 click-throughs, 10 visitor guide orders, and three email subscriptions for Seaside in less than 24 hours. Well above average for that placement and none of that would have happened without the initial mistake.

There are less fun surprises, too, of course. Like when you must get the final proof of the official 2020 Seaside Visitor Guide design to the printer by 2 p.m. and you've just realized your monthly newspaper column is due at roughly the same time.

On an unrelated note, I better wrap this up.

Got a tourism-related comment or question? I'd love to hear from you. Write me at jheineman@city-ofseaside.us.

Community Calendar

Friday, Jan. 10

Wes Wahrmond

6-9 p.m., The Bistro, guitar, 263 N. Hemlock, Cannon Beach; 503-436-2661.

Bucky Is Back

8 p.m., Hosted by Times Theatre & Public House, 133 Broadway, Seaside.

Saturday, Jan. 11

Learn to Play Ukulele

9:45 a.m., for beginners, conference room, Bob Chisholm Community Center, 1225 Avenue A; sunsetempire.com.

Liberty Theatre Tour

AAUW event, Karen Beck at karal1946@gmail.com for details.

Bobby 'Bobcat Rice'

6-8 p.m., blues, Seasons Cafe, 255 N. Hemlock St., Cannon Beach, 503-436-1159.

Nate Botsford

8 p.m., live music, Public Coast Brewing Co., 264 E. Third St, Cannon Beach; 503-436-0285.

Sunday, Jan. 12

Buffet Breakfast

8:30-11 a.m., waffles, omelets and more; American Legion, 1315 Broadway, Seaside.

Free Sunday Supper

Doors open 3 p.m.; dinner at 4, all welcome; Our Lady of Victory Church, 120 Oceanway, Seaside.

Maggie & the Katz

5:30 p.m., The Bistro, 263 N. Hemlock St., Cannon Beach, 503-436-2661. Maggie & the Katz play world-class blues music, Creole, jazz, funk and rhythm-n-blues and soul.

Monday, Jan. 13

Coffee, crafts and conversation

10 a.m., senior group, Bob Chisholm Community Center, 1225 Avenue A; sunsetempire.com.

Jam Session

6:30-8:30 p.m., featuring local musicians, Cannon Beach

American Legion, 1216 N. Hemlock.

Tuesday, Jan. 14

TOPS

9:15 a.m., Take Pounds Off Sensibly focuses on healthy lifestyle changes for weight loss, meets weekly. North Coast Family Fellowship, 2245 N Wahanna Road, Seaside; ncffchurch.org or call 503-738-7453.

Seaside Museum and Historical Society

5:30 p.m., board meeting, Helen Gaston Building, 570 Necanicum Dr., Seaside.

Wednesday, Jan. 15

Good Morning Seaside

8 a.m., Weekly coffee and networking; Seaside Chamber of Commerce; contact for details, www.seasidechamber.com.

Thistle and Rose

5-7:30 p.m., folk/Americana; The Bistro, 263 N. Hemlock, Cannon Beach; 503-436-2661.

Awana Youth Group

6-8 p.m., age 3 to sixth-graders, North Coast Family Fellowship, 2245 N. Wahanna, Seaside; 503-738-7453.

Thursday, Jan. 16

SDDA Breakfast

8:30 a.m., Pig 'N Pancake, 323 Broadway, Seaside, 503-717-1914, www.seasidedowntown.com. Weekly speakers, discussions and a no-host breakfast.

Rotary of Seaside

Noon, lunch meeting with featured speakers; Shilo Ballroom, 30 N. Prom.

Senior Movie

1 p.m., Bob Chisholm Community Center, 1225 Avenue A, Seaside.

Annual dinner

5:30 p.m., Seaside Chamber of Commerce annual dinner, Bob Chisholm Community Center; 503-738-6391; Seasidechamber.com.

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