

# Visitors Bureau



# Visitors Bureau



## OUR MISSION

**Strengthen and invigorate Seaside's economy by attracting overnight visitors and assisting all in accessing the attractions the city has to offer.**

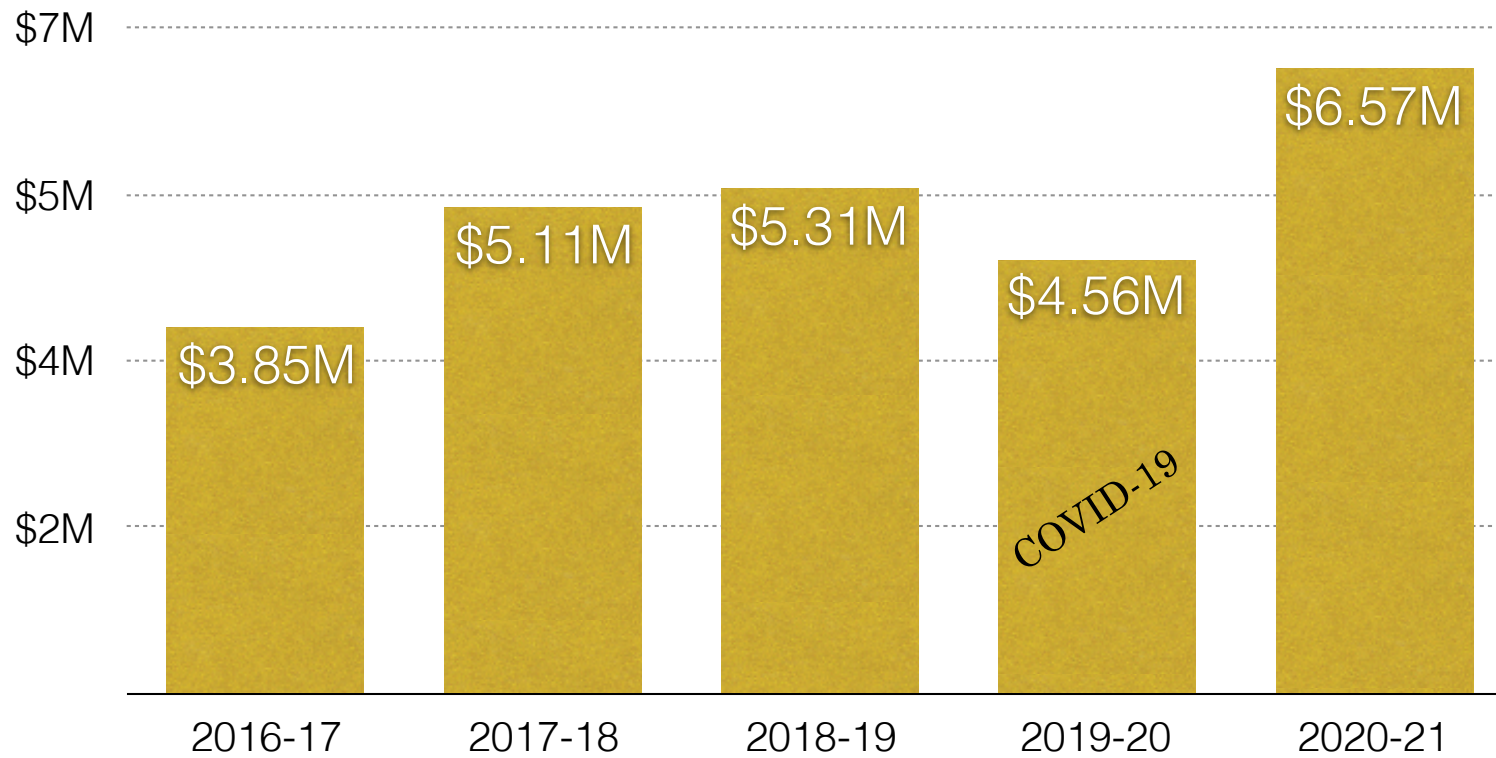
# Visitors Bureau



## WHAT WE DO

- » **Help Seaside tell its story.**
- » **Shape behavior** (winter stays, for example).
- » **Shine a light on community events.**
- » **Share our love of Seaside with visitors.**

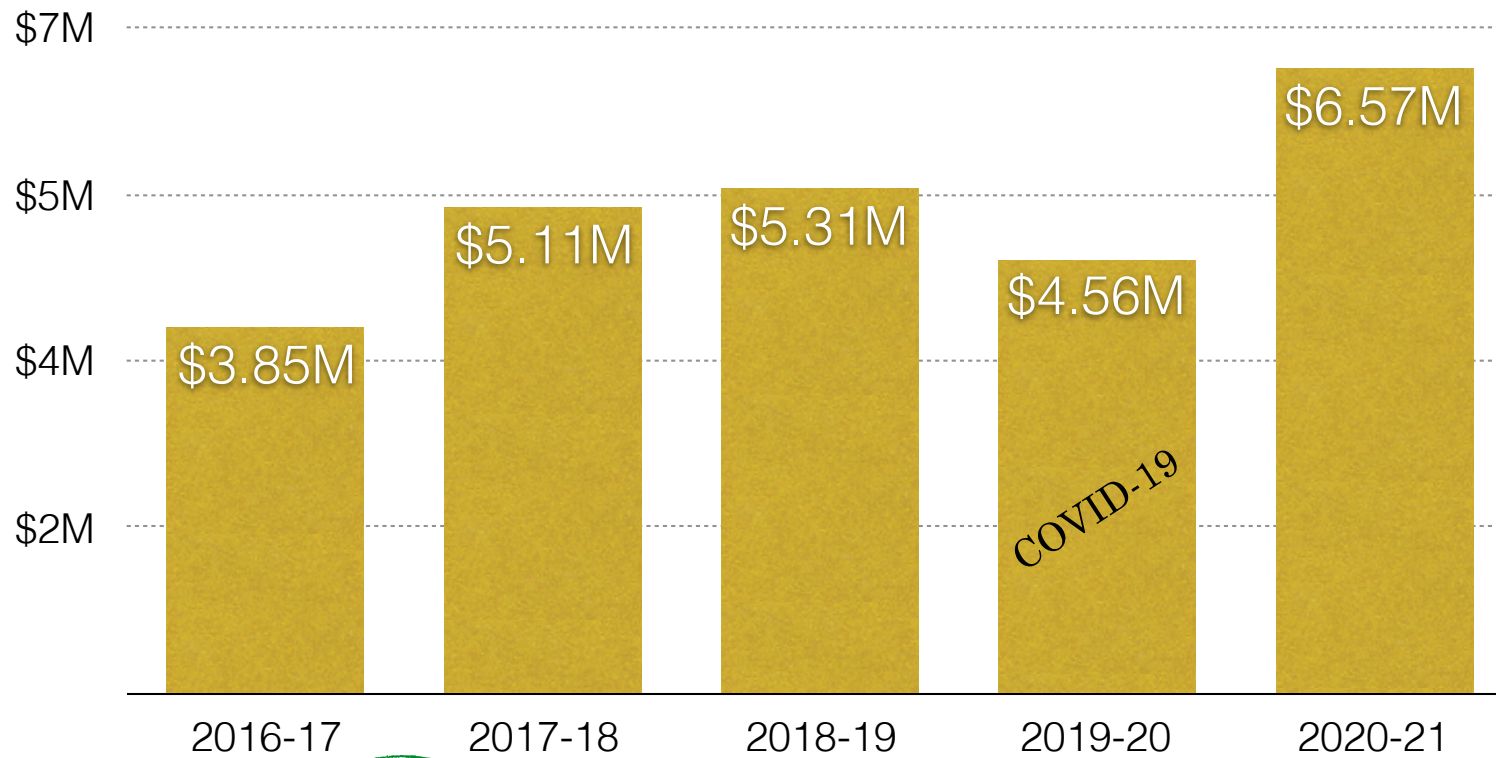
# Bed Tax: 5-Year



32.51%

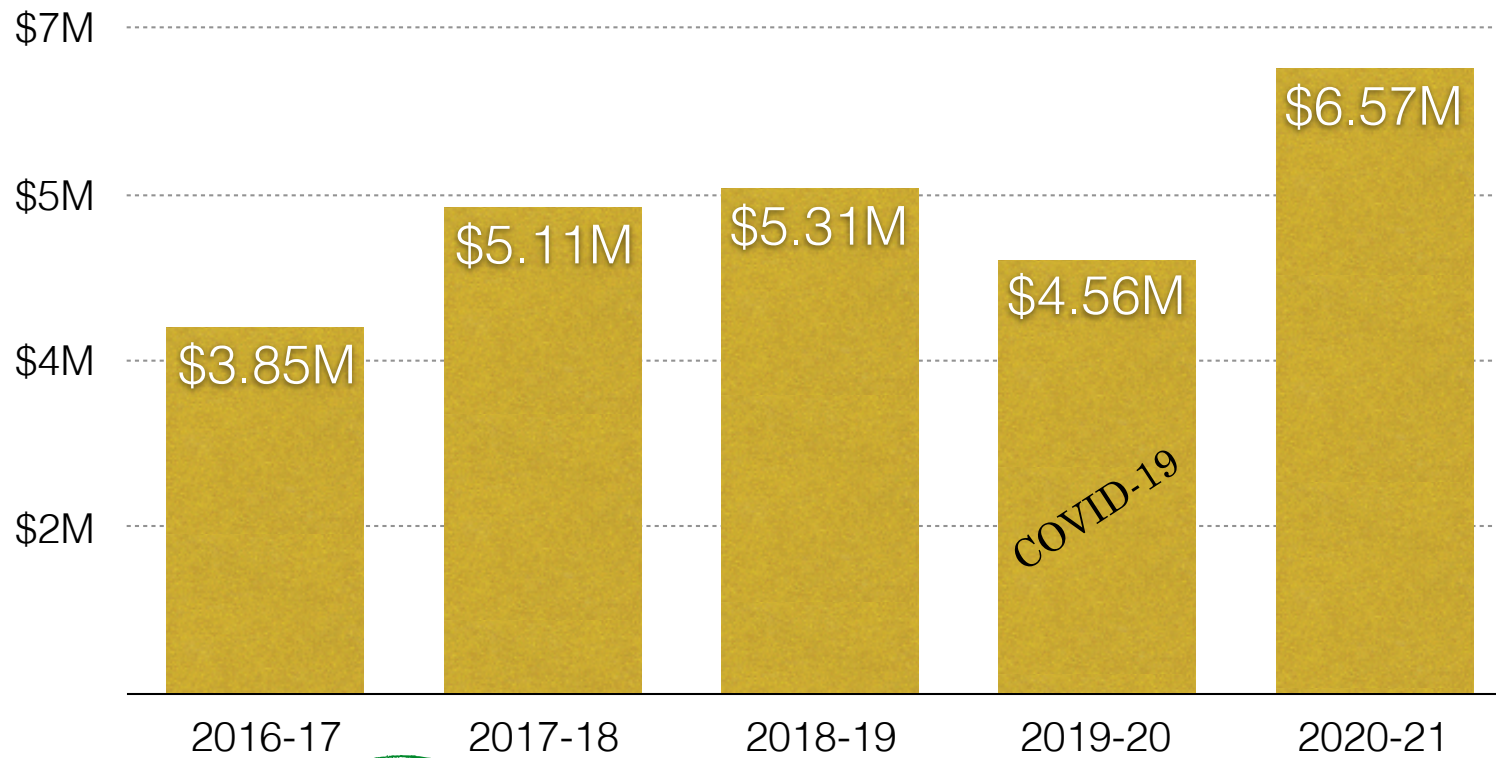


# Bed Tax: 5-Year



6%  
~~32.51%~~

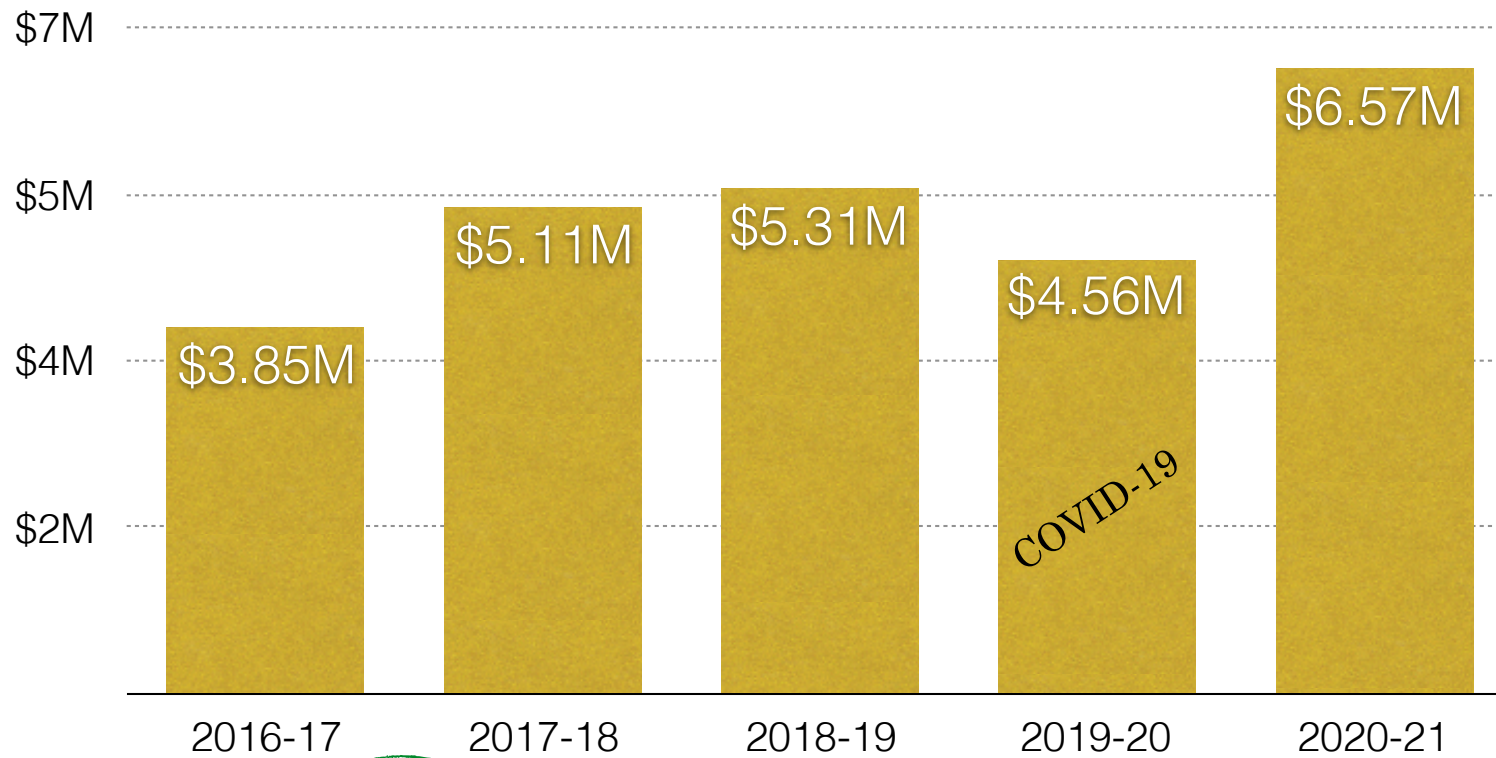
# Bed Tax: 5-Year



6%  
~~32.51%~~

3.84%

# Bed Tax: 5-Year

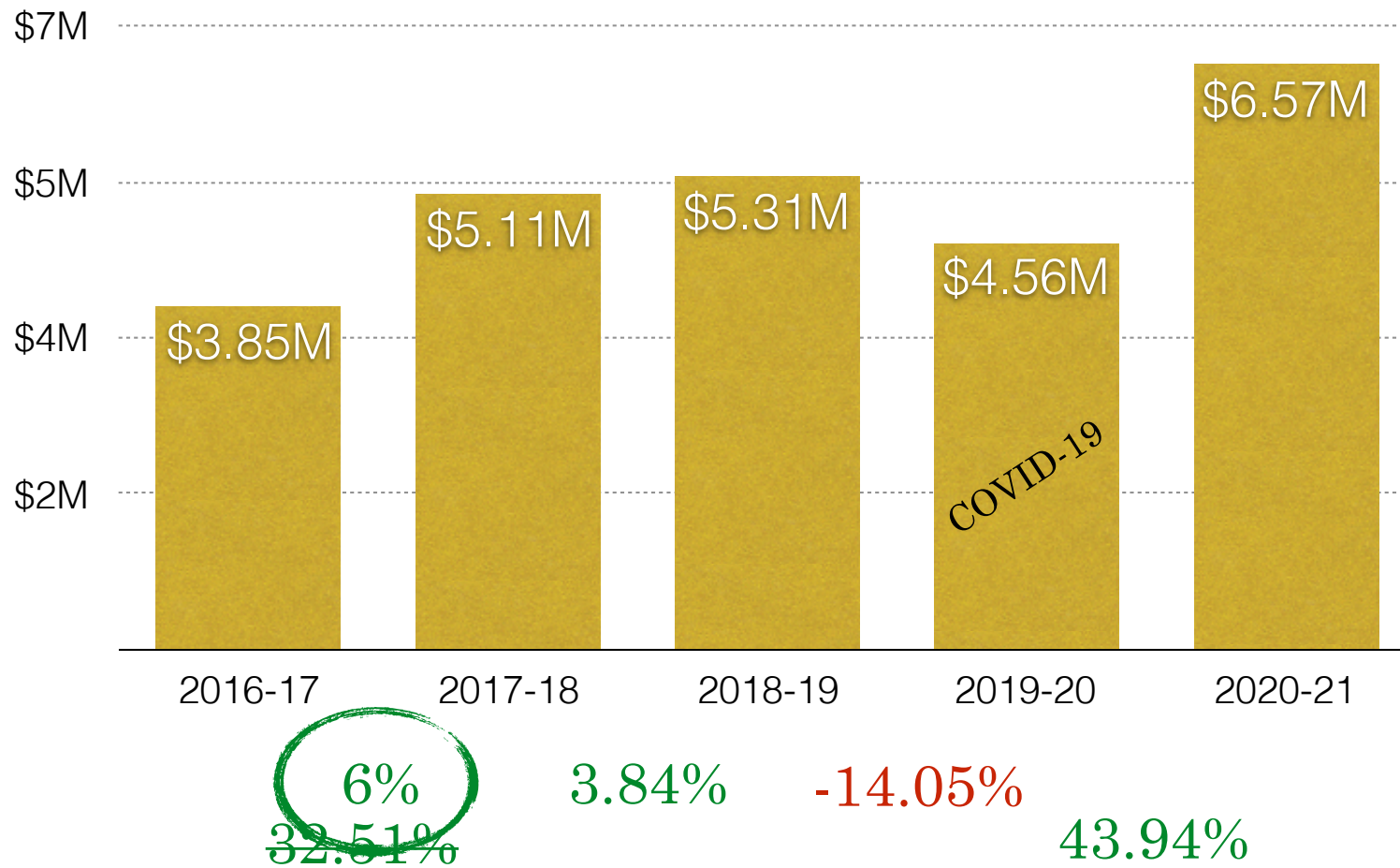


6%  
~~32.51%~~

3.84%

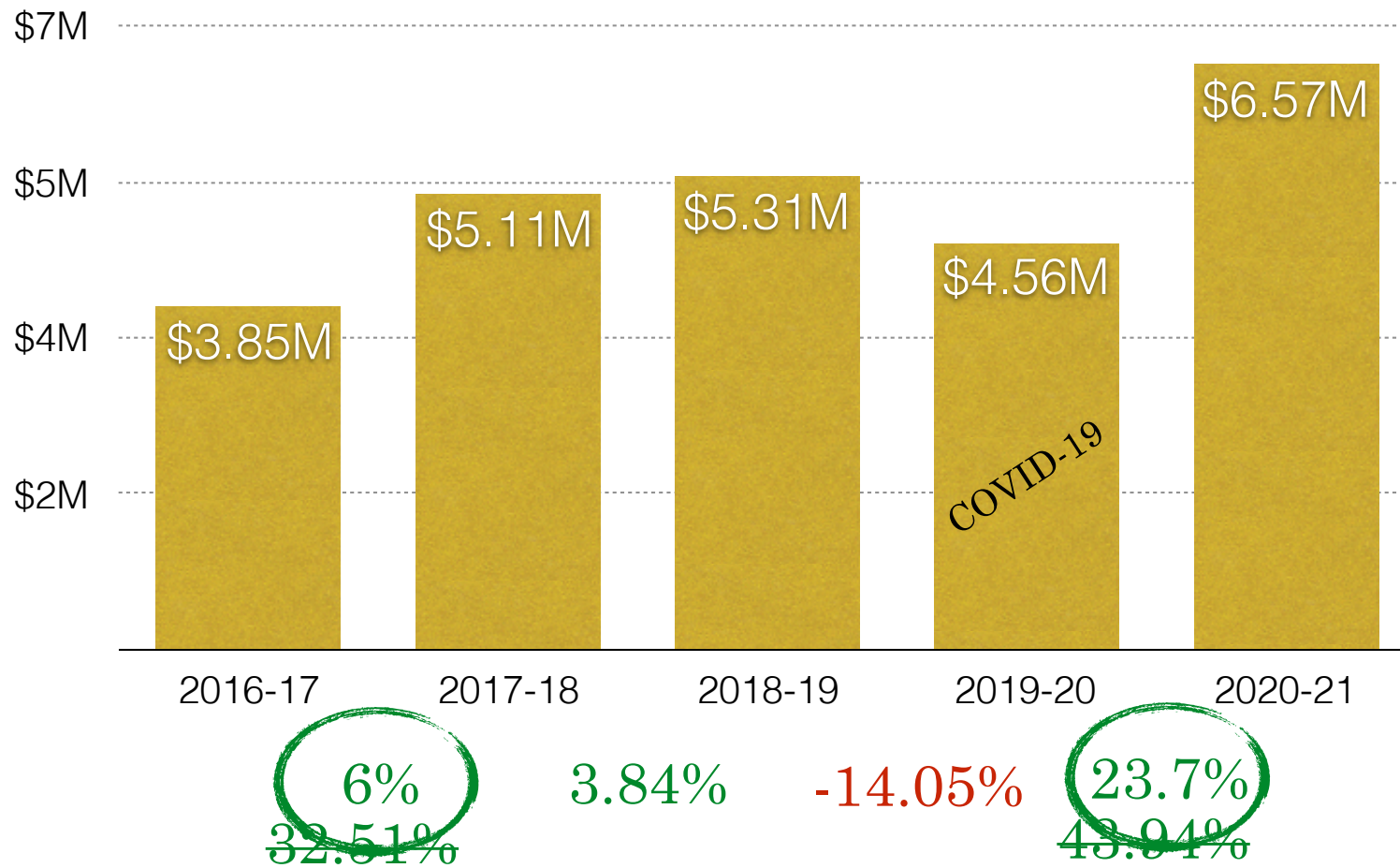
-14.05%

# Bed Tax: 5-Year





# Bed Tax: 5-Year





1921

2021

# SEASIDE

PROM CENTENNIAL



# Advertising

- Print -

## EVERYONE NEEDS TO EXPLORE SEASIDE'S PROM CENTENNIAL!

Can you find the reasons?  
There's lots to see and do!

### SEE:

- SALTWORKS
- TERRIBLETILLY
- GRAY WHALES
- FAMOUSTURNAROUND
- SAND DOLLARS
- BALD EAGLES
- SUNSETS



### DO:

- BIKE
- SWING
- KITE FLY
- HIKE
- KAYAK
- GELATO
- SELFIES



If you're searching for some fun come help us celebrate the Centennial of the Seaside Prom! That's right, it's been 100 years since our grand Promenade first graced a mile and a half of our beachfront.

You'll find lots to see and do and our Wi-Fi works great for any online school or work. Oh, and be sure to pick up your Centennial Booklet full of treasure hunts, trivia and four chances to win an epic Seaside getaway!

[SeasideProm.com](http://SeasideProm.com)



# EVERYONE NEEDS TO EXPERIENCE THE PROM!

This year marks 100 years since our grand Promenade first graced our beachfront. So come help us celebrate!

The views are spectacular and it offers easy access to kite flying, tandem biking, trail hiking, river kayaking and beach frolicking.

Oh, and be sure to pick up the Centennial Booklet full of treasure hunts, trivia, and four chances to win an epic Seaside getaway.



[SeasideProm.com](http://SeasideProm.com)



# Advertising

- Environmental -





# Advertising

- Environmental -



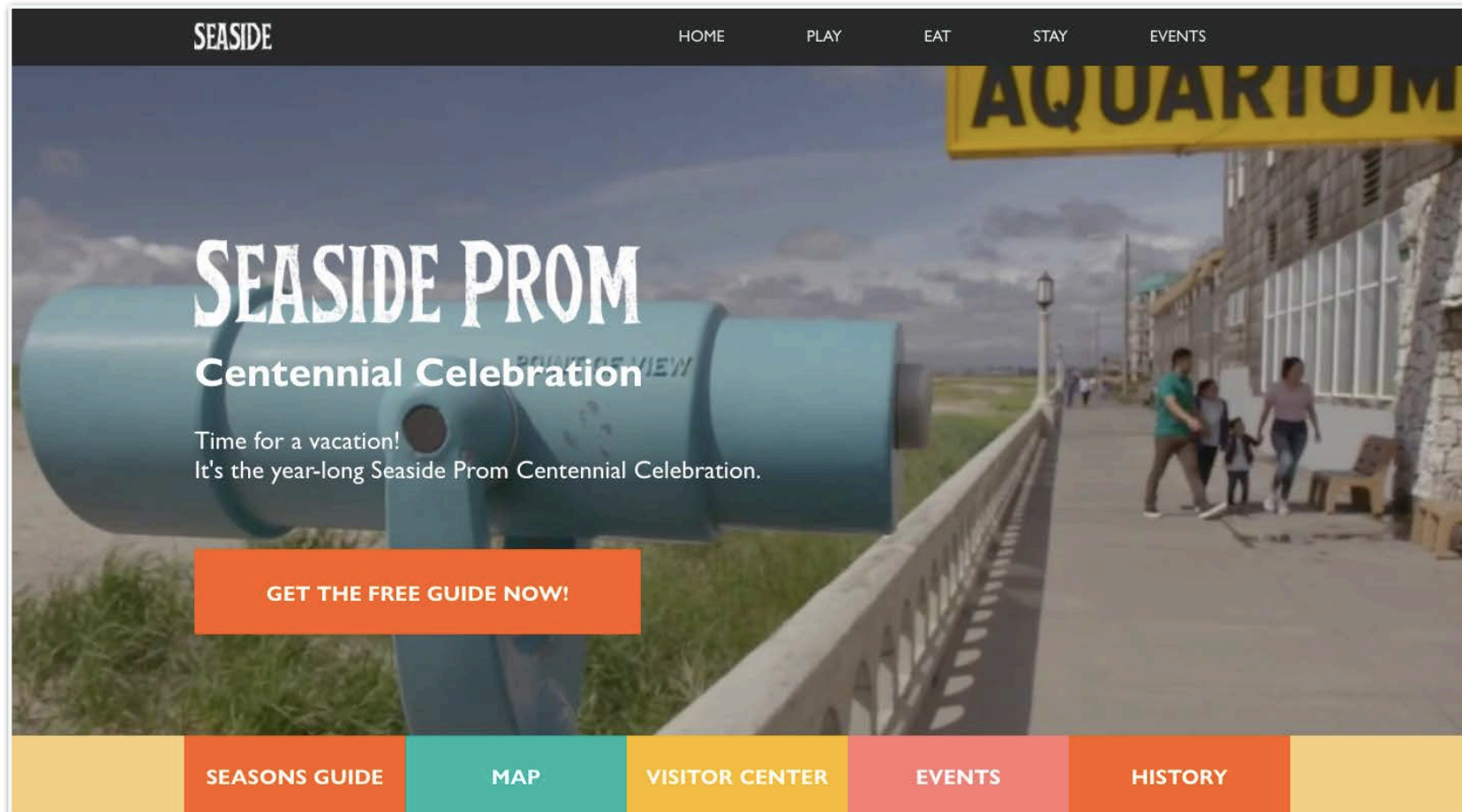
# Advertising

- Broadcast -



# Advertising

- Digital -



SEASIDE

HOME PLAY EAT STAY EVENTS

## SEASIDE PROM

### Centennial Celebration

Time for a vacation!  
It's the year-long Seaside Prom Centennial Celebration.

[GET THE FREE GUIDE NOW!](#)

SEASONS GUIDE MAP VISITOR CENTER EVENTS HISTORY



# Dedication Day

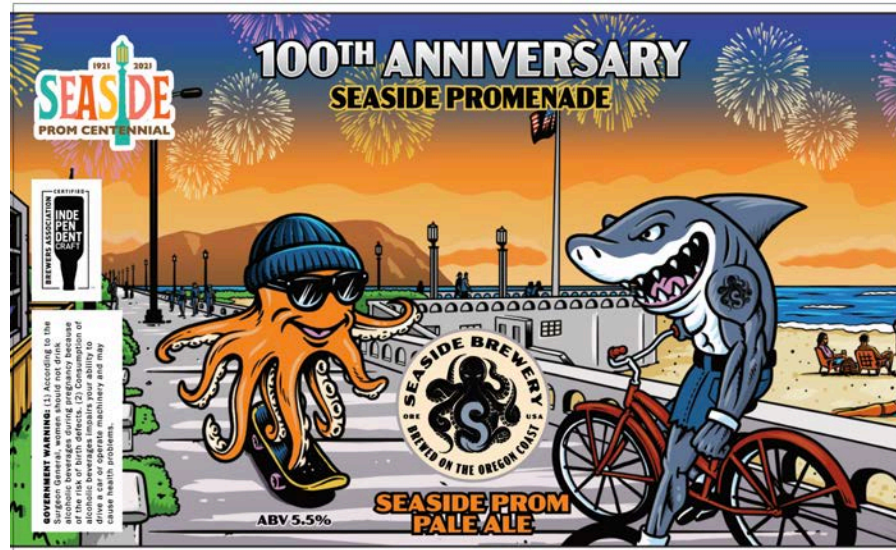
- August 7, 2021 -





# Keepsakes

- Community -



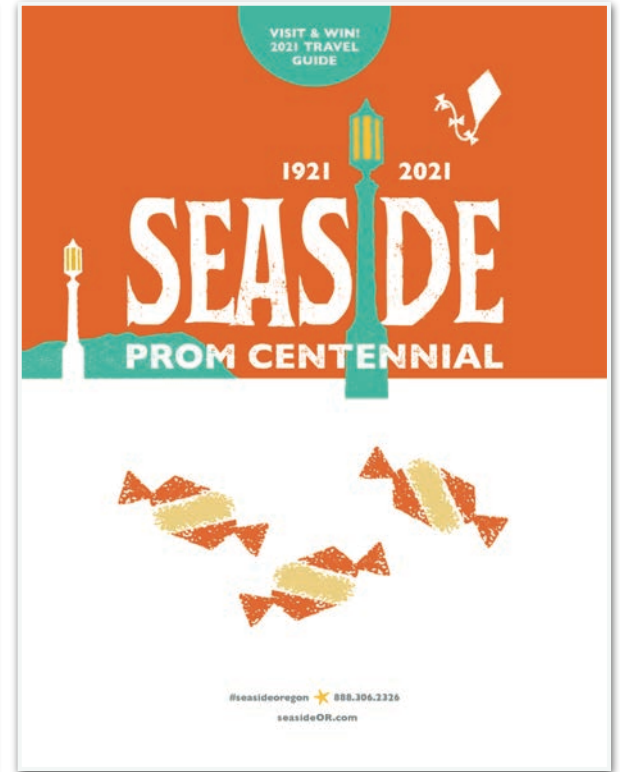
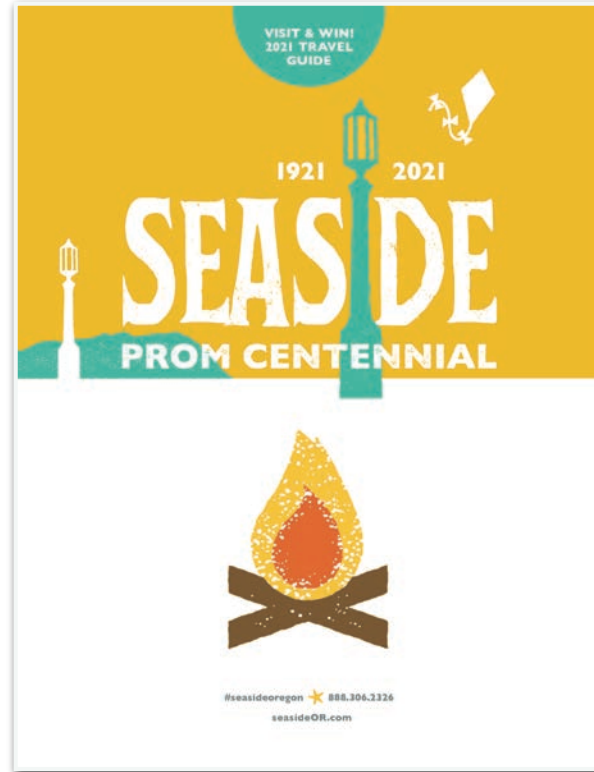
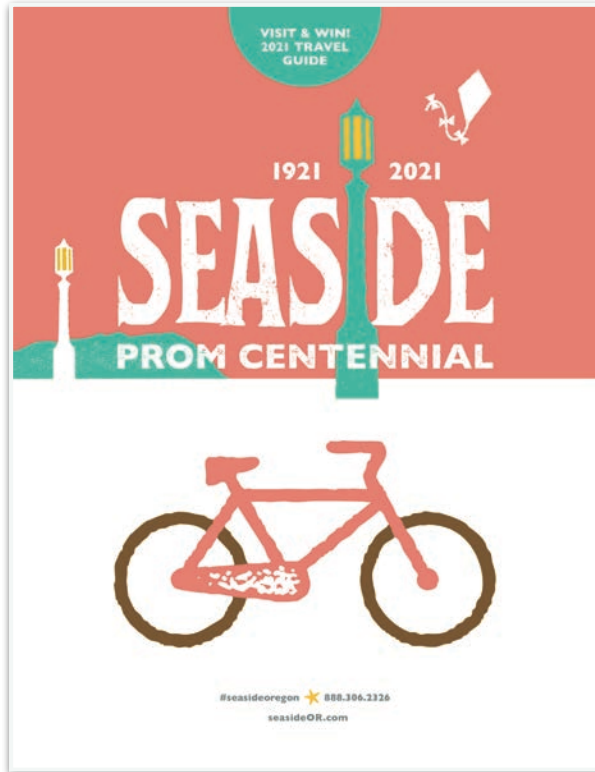
# Keepsakes

- City -



# Travel Guides

- 100,000 -





# Travel Guides

- Distribution Partnerships -





# Sweepstakes

- 1,314 entries from 447 cities across 38 states/provinces -

**A VISIT TO SEASIDE IN EACH SEASON  
= 4 CHANCES TO WIN!**

The Prom is a great place to experience the change of seasons—the light, the storms, the sea life—that are only revealed on repeat visits. Come in four different seasons, stop by the Visitors Bureau to get your commemorative sticker, and you'll be entered four times to win.

## WINTER

is when our weather takes center stage and The Prom becomes a walkway for storm watching. Wear layers!



## SUMMER

is when Seaside becomes its most bustling beach town self. And be on the lookout for beach volleyball players and Hood to Coast runners.



## SPRING

is your best chance to spot a whale. Keep your eyes attuned to the water as you stroll, especially at the start of sun breaks.



## FALL

features our favorite weather of the year. Perfect for long walks with stunning views at sunrise or sunset, or both!

# Grants

- \$28,590 for Prom Projects -

## Before There was a **PROM**

Built in 1904, the old Pacific Pier stretched straight out into the sea just north of the present-day Turnaround. Four years later a long wooden boardwalk of planks was added along the rocky beach in both directions—businesses sprang up and tourists came.

Neither the pier nor the boardwalk fared well during winter storms, and within a decade upkeep had become impossible. In its place a grand Promenade was imagined, anchored by a majestic Turnaround, built of concrete to withstand the elements, and equipped with restrooms and comfort stations.



**“A MASTERPIECE OF  
CONSTRUCTION AS WELL  
AS A MASTER CONCEPTION.”**

—Benjamin W. Olcott, Governor of Oregon 1919–1923



Hundreds of officials from across the state joined the throng to see the Prom officially christened by Martha Hagmeier, age 8, who broke a bottle of seawater on the concrete.



## Construction of the **PROM**

City engineer L.C. Rogers designed and J.H. Tillman constructed what would become 8,000 feet of seawall stretching one and a half miles and built at the expense of \$150,000—quite a handsome sum at the time.

The Prom was completed in 1921, the same year roads connected the communities along the Coast, which were chock-full with traffic opening weekend. Today, the Prom has become one of the most iconic coastal landmarks in the Pacific Northwest, an Oregon nod to the great boardwalks and promenades of the world like Brighton Pier and San Sebastian.



## the **TREASURE BEACH**

Enjoy the beauty of the Oregon Coast. Please help us keep the beach clean for everyone's enjoyment, and to protect vital coastal habitat.

Funded in part by a grant from

TRAVEL  OREGON



# Looking Ahead

- Seaside ... -





# Looking Ahead

- Seaside is ... -



# Looking Ahead

- Seaside is for ... -



# Looking Ahead

- Seaside is for Fun! -





# Tourism Advisory Committee

<b>Marci Utti</b>	Del's Chevron / Chamber (Chair)
<b>Ruth Swenson</b>	Hillcrest Inn (Vice Chair)
<b>Keith Chandler</b>	Seaside Aquarium / SDDA
<b>Linda Wyss</b>	Seaside Citizen
<b>Sadie Mercer</b>	Maggie's on the Prom
<b>David Posalski</b>	City Council Representative





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

**THANK YOU**

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(503) 738-3097

