



## Seaside Tourism Awards \$41,800 in Event and Arts Grants to Ten Local Recipients

**SEASIDE, Ore. – Dec. 31, 2025** – The City of Seaside Visitors Bureau and Tourism Advisory Committee (TAC) have concluded the 2025-2026 grant cycle, awarding a combined \$41,800 to support offseason events, public art, and placemaking projects throughout Seaside. Funding requests totaled \$69,650 across two grant programs, both designed to strengthen Seaside's appeal as a year-round destination. The longstanding Destination Events & Programming grants opened on a rolling basis May 2, 2025, and the new Community Arts & Vitality grants program opened Oct. 2, 2025. The application deadline for both grant programs was Dec. 5, 2025.

### **Destination Events & Programming Grants Total Awarded: \$25,000**

This grant program supports events and programs that encourage overnight visitation during Seaside's fall, winter, and spring seasons. Because grants were awarded on a rolling basis, funding supported a mix of recently held and upcoming events:

- Doxies of PNW Club received \$3,750 to support the sixth annual DachSand dachshund beach gathering event held Sept. 5-7, 2025.
- Seaside SandFest received \$3,000 to support the fourth annual SandFest master-level sand sculpting event held Sept. 11-14, 2025.
- Seaside Museum & Historical Society received \$2,500 to support the annual Saltmakers Return Lewis & Clark historical event held Sept. 6-7, 2025.
- Winter Waters, an event series celebrating seafood with an emphasis on seaweeds, shellfish, and sustainably caught Oregon fin fish, received \$3,000 in funding for the February 2026 event series.
- Seaside Downtown Development Association received \$3,000 to support the annual family-friendly Halloween Happenin's event held on Oct. 25-26, 2025.
- Beach Books received \$5,000 to enhance and market to visitors an event celebrating the store's 20<sup>th</sup> anniversary held on Nov. 1, 2025.
- Tsunami Skippers Jump Rope Team received \$3,750 to bring the Oregon Coast Classic tournament back to Seaside April 24-25, 2026.



- North Coast Land Conservancy received \$1,000 to support an Indigenous Gathering event at Circle Creek May 1-3, 2026.

“Events are a solid driver of overnight visitation outside the summer season,” said Joshua Heineman, Tourism Marketing Director for the City of Seaside. “This longstanding grant program ensures those offseason events have support to continue thriving in the months where their impact matters most to the community.”

### **Community Arts & Vitality Grants**

**Total Awarded: \$16,800 (with an additional \$8,000 request pending)**

This brand-new grant program supports public art, placemaking, and beautification projects that enhance Seaside’s visual landscape and long-term appeal as a tourism destination and coastal community. For the inaugural grant cycle, the TAC awarded the following:

- The Seaside Chamber of Commerce received \$6,800 to complete installation of vinyl art wraps on the City’s trash receptacles through the chamber’s Trash Receptacle Art Campaign. In the first phase completed October 2025, 44 receptacles were furnished. This award will fund completion of the remaining 68.
- The Seaside Downtown Development Association (SDDA) received \$10,000 to support beautification and wayfinding work on the alleyway between the Avenue A public parking garage and Broadway in downtown Seaside. SDDA will work with the Planning Commission and building owners to move forward.

Additionally, the TAC is continuing to consider an \$8,000 grant request from the Necanicum Watershed Council for a mural project while site location and permissions are finalized.

“Investing in public art and placemaking shapes how people experience Seaside when they visit and live here,” Heineman said. “We look forward to these first projects and what the future of this grant program will bring to enhance Seaside’s sense of place and support downtown vitality.”

The Seaside Visitors Bureau is a department of the City of Seaside and the official destination marketing/management organization. The Seaside Welcome Center, located at the intersection of Highway 101 and Broadway, also serves as an official State Welcome Center in collaboration with Travel Oregon.

**\*\*end of release\*\***