

IEDC Sharon & Gloria

City of Seaside CA

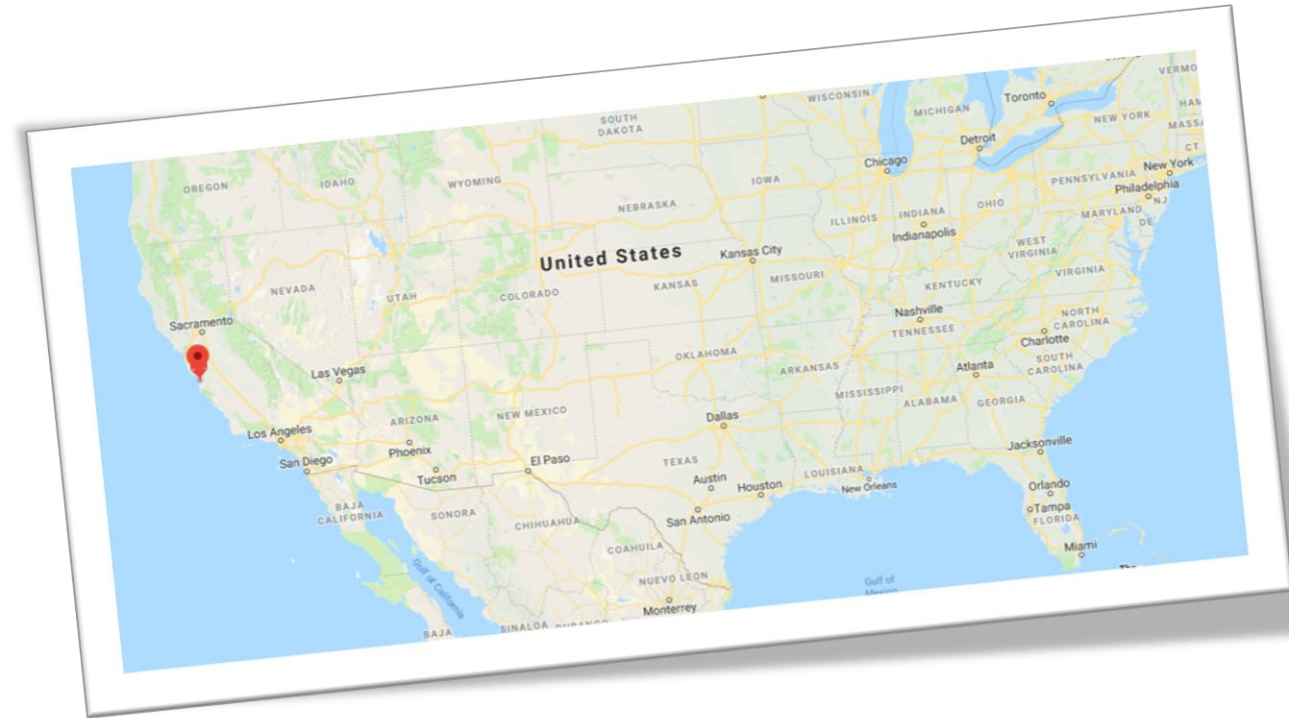


Presenting this part of the webinar LIVE from



Context – Seaside, CA

- Seaside is a small (35,000) city on the CA coast next door to some more famous cities like: Monterey, Carmel, Pebble Beach
- Minority-majority city
- Currently creating a new downtown
- Redeveloping over 1,000 acres of a former army base
- Heavily dependent on the tourism economy
- We really need marketing



[← back to previous page](#)

ECONOMIC DEVELOPMENT WEEK #SEASIDELOVE #EDW2017 SELFIE CONTEST

[City of Seaside \(/listings/city-of-seaside/1487/\)](#) 440 Harcourt Ave, Seaside, CA 93955

May 8, 2017 - May 13, 2017

Phone [\(831\) 899-6734 \(tel:\(831\) 899-6734\)](#)

SEND EMAIL ([MAILTO:SMIKESELL@CI.SEASIDE.CA.US](mailto:SMIKESELL@CI.SEASIDE.CA.US))

VISIT WEBSITE

([HTTP://WWW.CI.SEASIDE.CA.US/DOCUMENTCENTER/VIEW/3987](http://WWW.CI.SEASIDE.CA.US/DOCUMENTCENTER/VIEW/3987))



https://res.cloudinary.com/simpleview/image/upload/crm/montereycounty/seaside-love-for-website_8327fc2a-0a3934f690977c9d.jpg



Sharon Mikesell @s... · 5/4/17 ✓

Tonight! [@city_of_seaside](#)
proclaims next week
[#EDW2017](#) and kicks off a
campaign to show
[#SeasideLove](#). Meeting starts
at 7 [@iedctweets](#)

City of Seaside
PROCLAMATION



“Economic Development Week”

May 8-13, 2017



2





Seaside Love
#EDW2017

City of Seaside
PROCLAMATION



“Economic Development Week”

May 8-13, 2017

WHEREAS, economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth, and provide a stable tax base; and

WHEREAS, economic developers stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the hallmark of the American economy; and

WHEREAS, economic developers are engaged in a wide variety of settings including rural and urban, local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

WHEREAS, economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

WHEREAS, a team of economic developers work in the City of Seaside within the State of California; and

WHEREAS, the City of Seaside recognizes that small businesses in Seaside are a core component of our local economy and pays tribute to the determination and entrepreneurial spirit of City of Seaside business owners; and

WHEREAS, the International Economic Development Council has created Economic Development Week to celebrate the achievements of economic developers and the international event will occur from May 8 to May 13, 2017.

NOW THEREFORE, BE IT PROCLAIMED, that, I, The Honorable Ralph Rubio, Mayor of the City of Seaside, California, on behalf of the City Council do hereby proclaim May 8 to May 13, 2017, as “Economic Development Week,” and remind individuals of the importance of this community celebration which supports expanding career opportunities and improving quality of life. A copy of this proclamation is authorized to be transmitted to the International Economic Development Council.

A handwritten signature in blue ink, reading "Ralph Rubio", is written over a horizontal line.

Ralph Rubio
Mayor

May 4, 2017





Seaside, California · 5/4/17



Check out who loves Seaside
Council Meetings!

[#SeasideLove](#) [#EDW2017](#)





Seaside, California · 5/4/17

@City_of_Seaside kicks off
#SeasideLove Economic
Development Week: Post a
selfie @ your favorite Seaside
Spot to win! Use #EDW2017!





HER Helmet Thurs... · 5/5/17 ✓

Replying to @City_of_Seaside

#SeasideLove #EDW2017

What do I love about
Seaside? Places w/ Thursday
bit.ly/HHTdiscounts because
you bike!

bit.ly/bikeseaside



Do you bike in SEASIDE?

Businesses and organizations in the H-E-R Helmet Thursdays Project give discounts to males and females, locals and visitors, on Thursdays year-round, throughout Monterey County.

H-E-R Helmet Thursdays is a long-term workplace economy sustainability project that encourages more bicycling.

HER refers to Mother Earth, who benefits from more people biking!
And HER is an acronym for:

Discounts available at over 200 participating businesses and organizations countywide.

SEASIDE'S 1st
HER Helmet Thursdays
participants include:



Basin Thai
Bazzoni Bar & Grill
Barrido Coffee Company







Bio-One Central CA · 5/8/17

#EDW2017 #SeasideLove

@City_of_Seaside

@BioOneCentralCA @salnews



2



1



Sharon Mikesell @s... · 5/9/17 ▼

Of course Grady needed to be sure mom got an ice cream cake at BR for her b-day @City_of_Seaside #EDW2017 #Seasidelove @IEDCtweets





dave pacheco @da... · 5/10/17 ✓

Great food, friends, and
outstanding service at Nifty
Fifty in Seaside.

[#SeasideLove](#) [#EDW2017](#)





Chris Caffrey with Burl Mikesell and 2 others.

May 12 at 5:44 PM · 🌐



👍 Dennis Rizzi and 9 others

👍 Like

💬 Comment

➦ Share



Sharon Mikesell @... · 5/12/17 ▾

An all-@City_of_Seaside themed Dine & Whine episode taped today at AMP Studios! Jim's, DelMonte Cafe & Chopstix #EDW2017 #SeasideLove





Sharon Mikesell @... · 5/10/17 ▾

Photos are coming in to
[@City_of_Seaside](#) showing
[#SeasideLove](#) during
[#EDW2017](#) [@IEDCtweets](#)
share your photos today!





dave pacheco @da... · 5/10/17 ▾

Loving Angelina's Bakery at
1725 Fremont Blvd.

[#SeasideLove](#) [#EDW2017](#)





Burl Mikesell

May 13 at 12:04 PM • Bottoms U...

Home brew! What's not to love about that! Getting supplies from Duane #SeasideLove #EDW2017



11

1 Comment



Like



Comment



Share

But WAIT, there's more

....don't stop just
because the contest is
over!



Media Release



City of Seaside
May 22, 2017

Contact:
Gloria Stearns
Economic Development Program Manager
831.899.6830

The City of Seaside is proud to announce the winners for the #SeasideLove and #EDW2017 social media competition. Prizes include City of Seaside swag, plus gift cards to local businesses.

FAN-demonium was to honor the most prolific posting. **Councilmember Dave Pacheco** dominated social media during this competition and to honor that commitment, **Helen Rucker** at Nifty 50 wins the FAN-demonium Award in a post submitted by the councilmember.

The Who? Award goes to **Kaitlin Vallin** and **Breanna Tate** for their choice to celebrate at Jose's.

Kaleidescope Award: **Maddy Jurado Willison** at Demarco's Pizza took a fabulous and colorful selfie with a friend.

Sign of the Time Award goes to **Daphne Hodgson** and friends in front of Googie Grill.

Some honorable mentions include: Craig Malin in the Kaleidescope category; Debbie and Lesley in the Sign of the Time category; and Kristen Rice for The Who? Award.

Oddly, there were no entries for the Puppy Love category.

The City of Seaside thanks everyone for participating and urges them to continue to post to #SeasideLove to showcase Seaside CA places, events and people.

#SeasideLove was very prominent in the International Economic Development Council (IEDC) #EDW2017 social media feed during economic development week, May 8th – May 13th. This event was held worldwide to generate greater awareness of local economic development efforts, plus the City of Seaside is now eligible to win recognition for their social media efforts promoting Seaside businesses.





Sharon Mikesell · 9/16/17



Retweeting on behalf of the
[@City_of_Seaside](#) team!
[#SeasideLove](#)

IEDC @IEDCtweets

IEDC is on the way to
Toronto. Download/
retweet this badge when
you're in route!
[#IEDCToronto](#)

**ON MY WAY TO TORONTO, ON FOR
2017 IEDC ANNUAL CONFERENCE!**







Global

CONNECT. COLLABORATE. CREATE.

IEDO 2017

ANNUAL CONFERENCE

SEPT. 17-20

ORIO

#Seaside Love
#EDW2017





INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

2017
International
Economic Development Council
Gold Award

Presented to

City of Seaside

In recognition of

#SeasideLove for #EDW2017

Innovation in Economic Development Week


#Seaside Love
#EDW2017



IEDC @IEDCtweets · 5h



We're excited that the [#SeasideLove](#) team will join us on this week's free [#EDW2018](#) webinar! Sign up now [#econdev](#) iedconline.org/edw

Seaside Creates @Sea...
Spreading [#SeasideLove](#)
[@IEDCtweets](#)

| Speaking during a free IEDC | |
|--|--|
|  | Economic Development Strategies and Award-W March 15, 2018 • 2:30 p.m. Gloria Stearns Economic Development Program Manager City of Seaside, CA |
| at iedconline.org/virtual | |
|  | Economic Development Strategies and Award-W March 15, 2018 • 2:30 p.m. Sharon Mikesell Administrative Analyst City of Seaside, CA |
| at iedconline.org/virtual | |



Winning was a learning experience!



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

June 26, 2017

Dear Sharon,

Congratulations! I am pleased to inform you that City of Seaside has been selected as an International Economic Development Council Excellence in Economic Development **Gold Award recipient** for the following program:

- **#SeasideLove for #EDW2017 – Innovation in Economic Development Week, Population 25,000 - 200,000**

The award will be presented to you at our awards ceremony on Tuesday, September 19th during the 2017 IEDC Annual Conference in Toronto, Ontario. We invite you or a representative of your organization to attend the conference and accept the award. Also, I encourage you to take advantage of this special offer to register for the Conference at the Early Bird rate until Friday, July 21st. The registration rate will increase by \$140 after this date. Visit our website to register online and to secure your hotel accommodation.

IEDC is excited to bring back the **Best in Show Award**! This award recognizes the best entry out of all 24 categories of promotional, program, and partnership awards, and, is IEDC's Excellence in Economic Development's highest honor. As a **Gold Award recipient**, your project is in the running for the **Best in Show Award**. The reveal will take place at the awards ceremony in Toronto.

Finally, we ask that you hold the release of the news regarding your award until after the award ceremony on September 19th. Then, we will provide you with a personalized press release. If you have any questions, please contact (202) 942-9483 or awards@iedconline.org. Congratulations again -- we look forward to seeing you in Toronto!

- Merge w other events
- Engage people of all ages
- People love swag
- Leverage everything
- Reach out to everyone
- Hang out with the popular crowd



It's not over till it's over...but this presentation is over.

I am speaking during a free IEDC Webinar!



**Economic Development Week
Strategies and Award-Winning Tips**
March 15, 2018 • 2:30 p.m. ET

Gloria Stearns
Economic Development
Program Manager
City of Seaside, CA



Register now at iedconline.org/virtual



- Thanks for listening!

I am speaking during a free IEDC Webinar!



**Economic Development Week
Strategies and Award-Winning Tips**
March 15, 2018 • 2:30 p.m. ET

Sharon Mikesell
Administrative Analyst
City of Seaside, CA



Register now at iedconline.org/virtual



- Good luck with your entry for #EDW2018