

The Price is right

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The Lincoln City Cultural Center has hired local journalist Niki Price as its new executive director after a unanimous vote from its board of directors.

Board President Leslie Green said the Center received dozens of applications for the position, which became vacant with the departure of former executive director Mikaela Norval in July.

"Niki's cover letter went right to the heart of the matter," Green said. "Niki wrote 'I know that we share a dream: for the Lincoln City Cultural Center to succeed ... I cannot sit by and watch your hard work come to naught.' It carried a lot of weight with the board to have an applicant who is a member and is knowledgeable of the early and ongoing efforts to make the Cultural Center a thriving and rich addition to Lincoln City."

Price is the co-owner and editor of Oregon Coast TODAY, which has operated on the central coast since 2005. Her new position means she will be leaving the day-to-day operations of the TODAY to her husband and business partner, Dave Price.

"We've spent the last six years building our business, and I've had a great time covering the coast." Price said. "I'm very proud of the TODAY, and what Dave and I have accomplished here. But in the Lincoln City Cultural Center, we have the opportunity to build something that will benefit us all, now and in the future."

Price was a Flinn Scholar at the University of Arizona, where she earned a liberal arts degree, with concentrations in literature, humanities and theatre history. She has always loved the stage, filling roles both in front and behind the curtain, from costumes and stage management, to research and group sales. Her visual arts background includes gallery sales here on the coast, and fine arts publications in Scottsdale and Sedona, Ariz.

"Niki quickly became our top choice due to her great strengths in public relations and communication," Green said. "The fact that she is well known and universally liked in the community was also a major factor in the decision. All of us are looking forward to a long and rewarding collaboration at the Lincoln City Cultural Center."

Price will start her new duties on Thursday, Aug. 25.