

# Pacific City

## People and Place

### Location

Pacific City is 3 miles north of the mouth of the Nestucca River in Tillamook County. The community is approximately 104 miles southwest of Portland. Pacific City encompasses 3.74 square miles of land and 0.11 square miles of water. Its geographic coordinates are lat 45°12'09"N, long 123°57'42"W.

### Demographic Profile

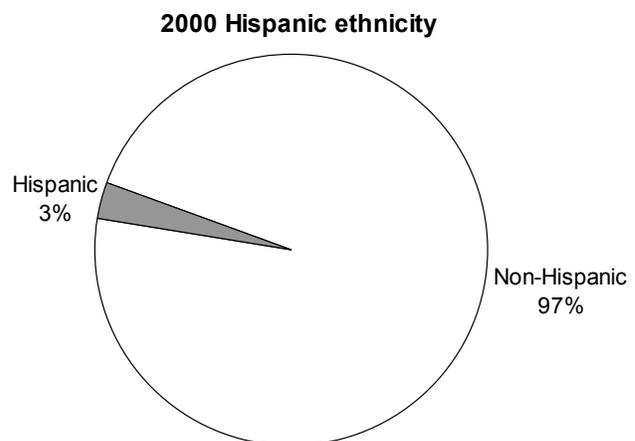
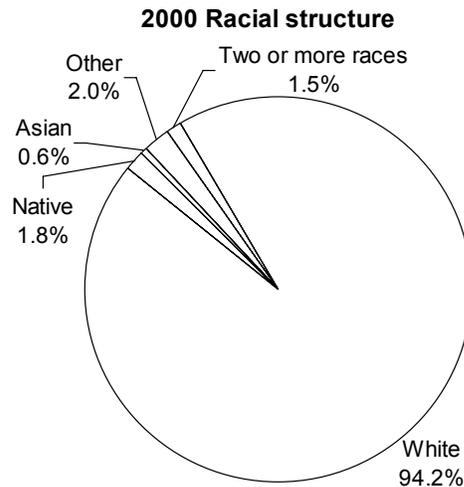
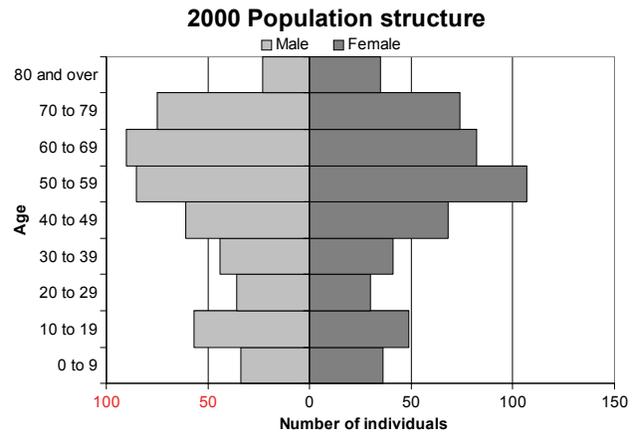
According to the 2000 U.S. Census, the population of Pacific City was 1,027. The gender composition was 50.8% female and 49.2% male. The median age was 53.2, considerably higher than the national median of 35.3. Of the population 18 years of age and older, 80.5% had a high school education or higher, 25.7% had a bachelor's degree or higher, and 10.2% had a graduate or professional degree; the national averages were 79.7%, 22.3%, and 7.8% respectively.

The majority of Pacific City's racial structure was white (94.2%), followed by people who identified with another race (2.0%), American Indian and Alaskan Native (1.8%), people who identified with two or more races (1.5%), and Asian (0.6%). Three percent identified as Hispanic. Approximately 6.3% of the population was foreign-born, with nearly half (45.0%) of those born in Mexico.

In 2000 81.0% of the population lived in family households.

### History

Long before Euro-Americans came to the Pacific Northwest, Native Americans inhabited Tillamook County. Groups such as the Tillamook, Nehalem, and Nestucca fished and hunted throughout Tillamook County's coastal areas. These peoples had a close relationship with the sea and the area's waterways, as seen in the boats they built. Their dugout canoes ranged from tiny vessels used for duck hunting to large canoes used for long distance travel to California. At one time the Tillamook people had a fishing village nearby at Garibaldi's present location. The Indians of Tillamook Bay died in large numbers due to the onset of European diseases. Their population was estimated to be around 2,200 at the turn of the nineteenth century and declined to one-tenth of that by the mid-1800s. A large Indian community once stood at the mouth of the Big Nestucca



River, evidenced by the numerous mounds and artifacts found in the area.

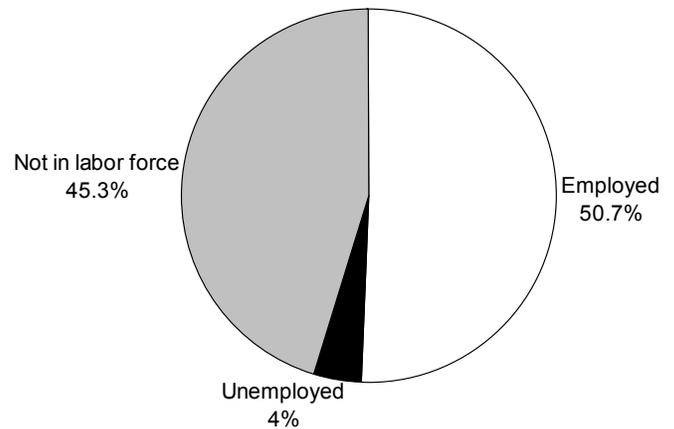
Although Captain Robert Gray was credited with being the first Euro-American to land in Tillamook Bay in 1788, it wasn't until the middle of the 1800s that white settlers came. The entrance to the bay is recognized as challenging today and was identified as perilous in Gray's time, illustrated by a crew member's account of an awkwardly situated shoal, narrow entrance, and strong tide. In 1853 the territorial government created Tillamook County. The county's earliest industries were shipping, logging, fishing, farming, and dairy. Fishing played a key role because it was the major avenue for bringing cash into the area. Fish were caught in the area's coastal waters, bays, and rivers, and canned in numerous canneries throughout the region. Middlemen bought the packaged fish and sold them nearby in Willamette Valley. The funds brought into the area from the sale of fish enabled the development of other enterprises and aided the growth of Tillamook Bay communities.

The dairy and lumber industries developed alongside fishing. The dairy industry success blossomed with the production of cheese that could withstand long storage periods for distribution. The lumber industry took off in the 1890s, producing containers for dairy, fish, and other products. In 1911 the Pacific Railway and Navigation Company constructed a railway from Portland to Tillamook. This reliable source of transportation facilitated the growth of the three industries.

Cape Kiwanda, a sandstone point that extends about a half mile from the coast and is still used as a landform feature for launching small vessels and dories, is named after a prominent Nestucca Indian leader and local celebrity. Cape Kiwanda became a particularly important natural asset when the Nestucca River was closed to gillnetting in 1926 and fishers moved into the open ocean. It was not until the 1950s that fishing thrived in Pacific City, following the introduction of a road between the community and the cape that facilitated access to the launch site. Fieldwork indicates dories have been dated back to the turn of the century when they were pulled by horses to the beach at what is now called the "turnaround." On the first calm day, the dories were launched and rowed to Cape Kiwanda where they were kept for the season. In 1976 Pacific City became the second-largest salmon fishing port on the Oregon coast.

Concerns with overfishing arose as far back as the early part of the 1900s. The dory fleet has since declined along with access to coho salmon runs, a fishery that has seen increasing restrictions in recent years. However, dories used in Pacific City are unique from those used in

**2000 Employment structure**



Northern California or Newfoundland, and the boats continue to play a role in the contemporary fishing industry of Pacific City.<sup>1,2</sup> In response to decreasing salmon numbers, gillnet and trawl fishing were banned in the bay in 1961. In the 1990s the designation of coho salmon as an endangered species and an increase in the restrictions placed on harvesting bottomfish further limited the area's commercial fishers. North of Pacific City, in the Tillamook Bay area, commercial clamming, oystering, and shrimping were all relatively successful during the 1990s. However, in recent years the shrimp industry's harvests have declined along with the bay's commercial oyster industry, the latter largely the result of ongoing sedimentation and pollution. While the area's commercial fishing industry has declined in recent times, the bay's sportfishing industry has enjoyed substantial growth.

Alongside sportfishing, tourism became an important economic driver in the 1980s, an economic response to the area's waning lumber and commercial fishing industries. Tourists visit Pacific City to participate in numerous events including Pacific City's Dory Days festival and a blessing of the dory fleet in June that commemorates the community's heritage and the importance of dories in its fishing history and current fishing practices. In late March and again in September, community businesses host volunteer beach cleanups. In early August the community holds a vintage surf and longboard event that draws surfers from all over the West Coast.

## Infrastructure

### Current Economy

According to the 2000 U.S. Census, 50.7% of Pacific City's potential labor force 16 years of age and older were employed, 4% were unemployed, and the

unemployment rate was 7.4% (calculated by dividing the unemployed population by the labor force). In addition, 45.3% were not in the labor force. The top employment sectors were educational, health, and social services (23.6%), government (22.4%), manufacturing (14.3%), retail trade (13.4%), and accommodation and food services (12.5%). Natural resources jobs including agriculture, forestry, fishing, and hunting employed 2.9%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in the data.

According to the 2000 U.S. Census, the per capita income in 1999 was \$25,819 and the median household income was \$33,250. In 1999 7.9% lived below the poverty level. In 2000 Pacific City had 1,090 housing units, of which 44.5% were occupied and 55.5% were vacant. Of the occupied units, 81.6% were by owner and 18.4% were by renter. Most of the vacant units (84.8%) were for seasonal, recreational, or occasional use.

## Governance

Pacific City is an unincorporated Census Designated Place (CDP). Oregon has no general sales tax, but does levy a 1% overnight lodging tax that funds the Oregon Tourism Commission. See the Governance subsection (page 43) in the Overview section for a more detailed discussion of taxes affecting fishermen and processors in Oregon.

The Oregon Department of Fish and Wildlife's Marine Resources Program is based 47 miles south of Pacific City in Newport, which is also home to a field station of the NOAA Fisheries Northwest Fisheries Science Center and a U.S. Coast Guard Motor Lifeboat Station. Meetings of the Pacific Fishery Management and North Pacific Fishery Management councils are held in Portland, which is also home to the district office of the U.S. Citizenship and Immigration Services.

## Facilities

Pacific City is accessible by land, air, and water and lies just off of U.S. Highway 101, which serves as the major vehicular corridor along the Pacific Coast from Washington to California. Two small airports are located within 15 miles of Pacific City, Pacific City State Airport and Tillamook Airport. Pacific City is accessible by water, but there are no formal structures to aid access.

Pacific City is in the Nestucca Valley School District, which has an elementary school, a middle school, and a high school. The community's police force is contracted through the Tillamook County Sheriff Department. The county's Office of Emergency Management and Nestucca Fire and Rescue manage other emergency services. Pacific City Transfer and

Refuse Dump and the county manage other public facilities. Samaritan North Lincoln Hospital is about 18 miles from Pacific City and Tillamook County General Hospital is 20 miles away in Tillamook. Pacific City has at least nine options for overnight accommodations, and the surrounding region has additional motels, hotels, and bed and breakfasts.

A local nonprofit organization, the Dorymen's Association, has more than 300 members and is dedicated to the preservation of the traditional cultural and economic values of the dory fleet. The association also works to promote safety and access to the public beach.

## Involvement in West Coast Fisheries

### Commercial Fishing

Two processors operated in Pacific City in 2000, Sea Q Fish and Doryland Seafood Market and Store. In 2000 West Coast fisheries landings were delivered to Pacific City by 31 vessels, all commercially registered. In 2000 landings in Pacific City were made in the following West Coast fisheries (data shown represents landings in metric tons/value of landings/number of vessels making landings): crab confidential/confidential/1; groundfish 19 t/\$29,685/18; highly migratory species confidential/confidential/2; salmon 1.1 t/\$5,360/13; shrimp 1.9 t/\$2,500/5; and other species confidential/confidential/2.

Pacific City residents owned 34 commercial vessels in 2000, of which only one participated in the federally managed groundfish fishery. The number of vessels owned by Pacific City residents in 2000 that participated in each fishery by state (WA/OR/CA) was: coastal pelagic 0/1/0, crab 0/8/0, groundfish 0/0/NA, highly migratory species NA/0/NA, salmon 0/34/0, shellfish NA/0/NA, and shrimp NA/0/0.<sup>3</sup>

The number of residents holding state permits in each fishery by state (WA/OR/CA) was: coastal pelagic 0/1/0, crab 0/6/0, highly migratory species NA/0/0, salmon 0/28/0, and shellfish 0/0/NA.<sup>4</sup>

Pacific City residents held at least 38 commercial fishing permits in 2000, all state registered. The number of state permits held by residents in each fishery by state (WA/OR/CA) was: coastal pelagic 0/1/0, crab 0/6/0, highly migratory species NA/0/0, salmon 0/31/0, and shellfish 0/0/NA.<sup>5</sup>

### Sportfishing

In 2000 residents of Pacific City owned at least two sportfishing charter businesses and two licensed charter vessels operated out of the community. Pacific City's

three active sportfishing licensing agents sold 885 sportfishing licenses at a value of \$15,584 in 2000.

For the port complex around Pacific City, the 2000 recreational salmonid catch in the Ocean Boat Fishery was 88 Chinook salmon and 1,463 coho salmon. The recreational nonsalmonid catch in the Ocean Boat Fishery was 13,066 fish. The top species landed were black rockfish, lingcod, cabezon, blue rockfish, and canary rockfish.

## Subsistence

Many local community members engage in subsistence fishing. Both nontribal and tribal fishermen utilize marine and stream resources for subsistence means from the areas within and around Pacific City. Specific information on subsistence fishing in Pacific City is not discussed in detail in this community profile due to the lack of available data.

## Involvement in North Pacific Fisheries

### Commercial Fishing

In 2000 one Pacific City resident owned a vessel that participated in North Pacific fisheries. Two residents held state permits for Alaska fisheries and one resident held a federal permit for North Pacific fisheries.

In 2000 Pacific City residents held 1,587 halibut individual fishing quota shares. Residents also held four commercial fishing permits for North Pacific fisheries, including one Commercial Fisheries Entry Commission (CFEC) permit for Bering Straits Aleutian Island groundfish, one CFEC halibut permit, one CFEC salmon permit, and one CFEC shellfish permits.

### Sportfishing

Pacific City residents purchased 13 Alaska sportfishing licenses in 2000.

## Notes

1. J. Gilden (ed.). 1999. Oregon's changing coastal fishing communities. Online at <http://seagrant.oregonstate.edu/sgpubs/onlinepubs/o99001.html> [accessed 24 January 2007].
2. M. Guardino III and Rev. M. Riedel. No date. Sovereigns of themselves: A liberating history of Oregon and its coast. Vol. III. Online at <http://www2.wi.net/~census/lesson36.html> [accessed 24 January 2007].
3. NA refers to data that were not available, for example, due to few or no recorded permit numbers, or the partially permitted nature of a fishery in 2000.
4. See note 3.
5. See note 3.