

Seaside

People and Place

Location

Seaside is located at the mouth of the Necanicum River on Oregon's north coast. The Necanicum originates at Saddle Mountain in southern Clatsop County and runs north and south through Seaside. The town is 80 miles northwest of Portland and 17 miles south of Astoria. Seaside encompasses 3.9 square miles of land and 0.2 square miles of water. Its geographic coordinates are lat 45°50'46"N, long 123°55'17"W.

Demographic Profile

According to the 2000 U.S. Census, the population of Seaside was 5,900, a 10.1% increase from 1990. The gender composition was 52.5% female and 47.5% male. The median age was 41.3, higher than the national median of 35.3. Seaside had a relatively even age distribution in 2000. Of the population 18 years of age and older, 80.5% had a high school education or higher, 16.7% had a bachelor's degree or higher, and 4.7% had a graduate or professional degree; the national averages were 79.7%, 22.3%, and 7.8% respectively.

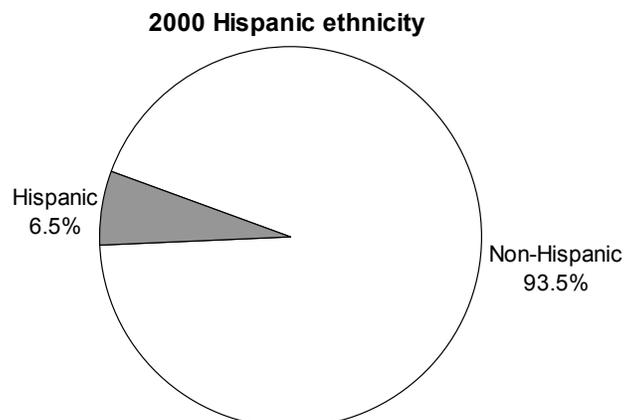
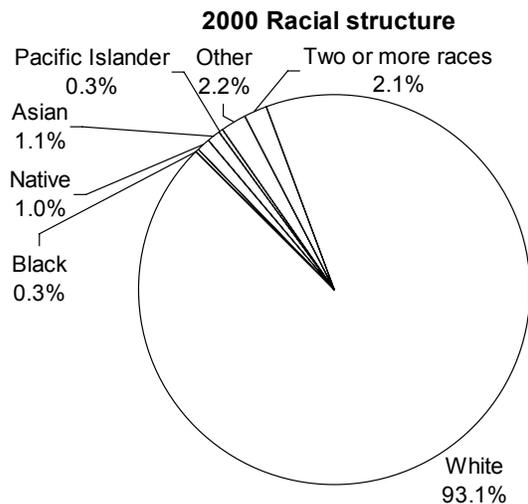
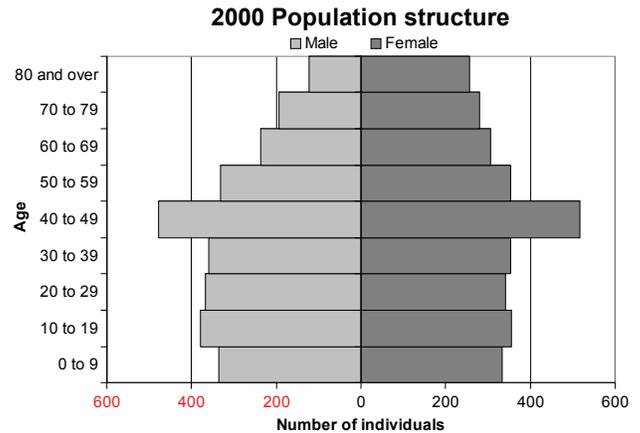
The majority of Seaside's racial composition was white (93.1%), followed by people who identified with another race (2.2%), people who identified with two or more races (2.1%), Asian (1.1%), American Indian and Alaska Native (1.0%), black (0.3%), and Pacific Islander (0.3%). Ethnicity data indicate 6.5% identified as Hispanic and 6.2% were foreign-born, of which 71.5% were born in Mexico.

In 2000 73.9% of the population lived in family households.

History

Clatsop County was created in 1844 and named for the Clatsop Indians, one of the Chinook tribes living in Oregon. Fourteen Clatsop villages are known to have existed including three in the Seaside area: Quatat, Ne-ah-coxie, and Ne-co-tat. Quatat was at the mouth of the Necanicum River. The Clatsop Indians were referred to as "flatheads" because of their sloping foreheads created by tightly binding an infant across its brow to a cradleboard used by the mother to transport the child.¹

Clatsop Indians lead a non-nomadic lifestyle, building strong and permanent long houses from cedar planks that could be up to 60-feet long. They also used cedar for their canoes. The environment offered dense forests, fertile plains, and rich waters with many species



of salmon, freshwater fish, and shellfish. The Clatsop believed salmon to be a divine gift from the wolf-spirit Talapus, who created the fish to save their people from extinction at a legendary time of near disaster. The Clatsop interacted with white people in the Seaside area long before the first Euro-American settlers arrived in 1852.²

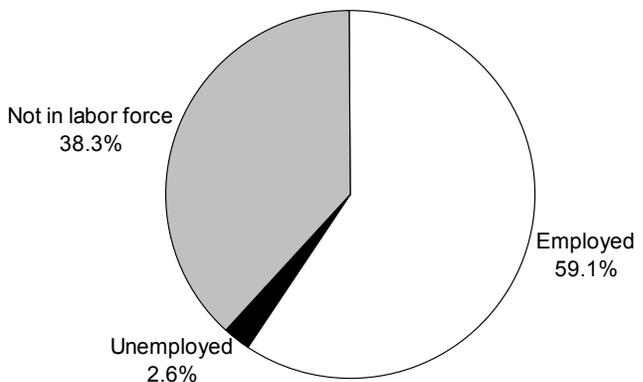
Most of the Clatsop Indians, whose population was estimated at 300 in 1806, moved to the Grande Ronde Reservation. By 1910 their number had declined to 26. In 1954 the Grande Ronde Tribe and reservation lost formal recognition when congress passed the Termination Act. In 1983 the tribe was reinstated and five years later regained 9,811 acres of the original reservation. The Clatsops are now separately entered among the general population of the Grande Ronde Agency, whose population, according to the 1990 U.S. Census, was 57.

The history of Seaside is linked to the discovery of the Columbia River. The river was first sited in 1775 by the Spanish navigator Bruno de Heceta, and 17 years later Captain Robert Gray of Boston navigated the bar and named the river after his ship, *Columbia Rediviva*. In 1804 the Lewis and Clark expedition began its historic overland journey, reaching the Columbia in October, 1805. The expedition sent five men south to find a suitable site for saltmaking, and a camp was established 15 miles south near the mouth of the Necanicum, the present site of Seaside. Today the saltmaker's cairn is an honored monument at the center of Seaside, representing the westernmost encampment of the Lewis and Clark expedition.³

The first community landowners and business entrepreneurs, Alexander and Helen Lattie, arrived in the area in 1852 and purchased 6,112 acres. The couple established the northwest coast's first boarding-house named Summer House in the late 1850s. Ben Holladay, a prominent Portland land developer and railroad builder, purchased the Lattie property and began the construction of the famous Seaside House in 1871. The house was advertised in West Coast newspapers as "the oldest fashionable summer resort" on the Oregon coast with 400 guests in 1875. Prior to construction of modern highways, guests arrived at the resort via the Columbia River or on Holladay steamers from San Francisco. Between 1907 and World War II, beach-goers would take the Spokane, Portland, and Seattle Railway to visit the beaches in Seaside but the line was removed after the war.⁴

By the turn of the century Seaside—named after the Seaside House—had evolved into two separate towns, Seaside and West Seaside, on opposite sides of the Necanicum. In 1902 the combined population was 500,

2000 Employment structure



with summer populations rising to 5,500–10,500. Transportation facilities had improved and the town boasted five hotels, numerous stores, a Western Union Telegraph, four daily trains, cannery, sawmill, box factory, three churches, and a school.⁵

The two cities, Seaside (incorporated in 1899) and West Seaside (incorporated in 1905), merged in 1913 and the city constructed its first high school three years later. In 1920 Seaside's unique and famous landmark, the Promenade, was constructed along 8,010 feet of beach front. Its dedication drew between 25,000 and 30,000 visitors. Tourists businesses (souvenir shops, concessions, amusement rides, and taffy stores) rapidly occupied spots along the promenade. In 1924 Seaside House, after serving as a military hospital during World War I, was dismantled and its grounds purchased by the Seaside Golf Course. The next few decades saw the rise and fall of several local businesses, but following World War II Seaside's economy again began to boom. The Seaside-Gearhart Airport was dedicated in 1957, further solidifying the city's role as a prominent tourist destination on the Oregon coast.⁶

Today the primary industries of Clatsop County are fishing, lumber, agriculture, and tourism. The area is a major recreation center with miles of ocean beaches, dense forests, streams, mountains, and rivers. Seaside is one of three popular beach resorts in the county, where tourists come to walk along the oceanfront promenade and enjoy numerous recreational opportunities. Astoria, 17 miles north of Seaside, is home to a deepwater port where several cruise ships dock each year. The Necanicum River estuary at Seaside occupies approximately 451 acres with a watershed of about 87 square miles. It is designated as a conservation estuary under the Oregon Estuary Classification System. The increase in transportation facilities, recreational opportunities, and community services in Seaside has

lead to growth in residential, tourist, and retirement populations over the last several decades.

Infrastructure

Current Economy

According to the 2000 U.S. Census, 59.1% of Seaside's potential labor force 16 years of age and older were employed, 2.6% were unemployed, and the unemployment rate was 4.2% (calculated by dividing the unemployed population by the labor force). In addition, 38.3% were not in the labor force. The top employment sectors were service jobs (28.2%), sales and office positions (28.1%), management, professional, and related occupations (24.6%), and local, state, or federal government (11.1%). Natural resource jobs including agriculture, forestry, fishing, and hunting employed 1%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in these data.

Seaside is predominantly a retirement community. Its economy relies heavily on tourism and to a lesser extent on fishing, seafood, and wood processing. The top four employers in 2002 were the Seaside School District (187), Providence Seaside Hospital (185), Safeway (160), and the City of Seaside (80). Tourism in Seaside is well developed with more than 30 hotels and vacation rentals and 18 restaurants.

According to the 2000 U.S. Census, the per capita income in 1999 was \$17,893 and the median household income was \$31,074. In 1999 5.6% lived below the poverty level. Seaside had 4,078 housing units in 2000, of which 65.1% were occupied and 34.9% were vacant. Of the occupied units, 47.9% were by owner and 52.1% were by renter. Of the vacant units, 53.5% were due to seasonal, recreational or occasional use.

Governance

Seaside is an incorporated city that operates under a council-mayor government. Six city council members represent the community. Oregon has no general sales tax but levies a 1% tax on overnight lodging. See the Governance subsection (page 43) in the Overview section for a more detailed discussion of taxes affecting fishermen and processors in Oregon.

The National Marine Fisheries Service has offices 16 miles north of Seaside in Hammond and in Astoria. Seaside is home to an Oregon Department of Fish and Wildlife (ODFW) field office for the Jewel Meadows Wildlife Area. The nearest ODFW regional office is located 95 miles southeast in Clackamas. Seaside is 13 miles from the closest U.S. Coast Guard Unit in

Warrenton and 80 miles from the nearest U.S. Citizenship and Immigration Services Office in Portland. Meetings of the Pacific Fishery Management and North Pacific Fishery Management councils are held in Portland.

Facilities

Seaside is accessible by ground and air. The main roads connecting Seaside to neighboring communities include U.S. Highway 101 south to Cannon Beach and U.S. Highway 26 southeast to Portland and north to Astoria. Amtrak offers daily bus service to Portland and the Sunset Empire Transportation District provides local bus service. Portland International Airport is the closest airport offering international service. The Seaside Municipal Airport is accessible by single engine and light twin engine aircraft only. The nearest ports are 17 miles northwest in Astoria and 15 miles north in Hammond. The Astoria port group includes Gearhart/Seaside and Cannon Beach.

The Seaside School District provides kindergarten through twelfth grade education to more than 1,500 students. Clatsop Community College, a public, two-year institution, is about 17 miles north in Astoria and has an enrollment of more than 10,000. Pacific Power and Light and Northwest Natural Gas are the primary electricity and gas providers for the city. The City of Seaside provides water and wastewater treatment services and its police department administers public safety. Seaside is home to the Providence Seaside Hospital, offering in-house physician care and emergency services.

Local businesses include the Seaside Aquarium, City of Seaside Library, Seaside Historical Society Museum, Seaside Theatre Company, Seaside Chamber of Commerce, an indoor youth center, and several recreational activities and places of worship. The Seaside Aquarium, founded in 1937, is one of the oldest aquariums on the West Coast. The aquarium is active in several community awareness programs including Marine Mammal Stranding, Necanicum Estuary Discovery Program, Sea Week, and other educational tours and activities for children. There are several community events held in Seaside each year including the Oregon Dixieland Jubilee, Spring Whale Watch Week, Great Oregon Spring Beach Cleanup, Seaside Sand Sculpture and Beach Festival, Seaside Beach Volleyball Tournament, Chocolate Lovers Festival, Seaside Chowder Cook-off, and the Hood to Coast Relay Race. There is no harbor located at Seaside.

Involvement in West Coast Fisheries

Commercial Fishing

In 2000 there were no landings reported for Seaside, however, residents of Seaside may contribute to fish landed in nearby Gearhart, which reported landings in the following West Coast fisheries (data shown represents landings in metric tons/value of landings/number of vessels landing): salmon confidential/confidential/2; and shellfish 0.4 t/\$2,919/8.

Seaside residents owned 12 vessels in 2000, including 4 vessels that participated in the federally managed groundfish fishery. Available data indicates 12 commercial vessels made landings in Gearhart in 2000. According to recorded data, the number of vessels owned by Seaside residents that participated in each fishery by state (WA/OR/CA) was: coastal pelagic 0/3/0, crab 0/3/0, groundfish 0/0/NA, highly migratory species NA/0/NA, salmon 0/11/2, shellfish NA/0/NA, and shrimp NA/3/2.⁷

In 2000 the number of Seaside residents who held permits in each fishery by state (WA/OR/CA) was: crab 0/4/0, highly migratory species NA/0/0, salmon 0/9/1, shellfish 0/0/NA, shrimp 1/3/2, and other species 0/0/1.⁸

According to available data, 15 state permits were registered to Seaside residents in 2000. The number of permits held by community members in each fishery by state (WA/OR/CA) was: coastal pelagic 0/2/0, crab 0/2/0, highly migratory species NA/0/0, salmon 0/0/3, shellfish 0/0/NA, shrimp 1/3/3, and other species 0/0/1.⁹

According to a joint ODFW and Oregon Coastal Zone Management Association Inc. (OCZMA) publication in 2003, the Astoria port group (which includes Gearhart/Seaside) landed 130.1 million pounds of fish in 2000 valued at \$29.4 million.¹⁰ Most fish meal production in Oregon is done by several large seafood processors based in Astoria. The homeport vessel count for the Astoria port group was 359 vessels in 2000, including 44 vessels with limited entry trawl permits, 20 with limited entry fixed gear permits, and 25 vessels making landings in the open access groundfish fishery. The ODFW/OCZMA report defines a vessel's homeport as the port where a vessel made its most landings.

Fieldwork indicates Tsunami Seafood and Exotic Meats, a seafood retailer and café, has closed its Seaside business. The company used to supply local and national buyers with a wide range of seafood including smoked and fresh salmon, shellfish, albacore tuna, crawfish, shrimp, and sole. The Bell Buoy Crab Company, founded in 1946, offers fresh, cooked, and canned seafood. Bell Buoy also owns a small plant in Chinook, Washington, which it purchased from Ocean Beauty Seafood in the late 1990s.¹¹

Some vessels homeported in Seaside may occasionally fish in Hawaii. Razor clam digging also takes place in Seaside as an open access fishery. Fieldwork indicates residents sell razor clams to Bell Buoy Crab Company and to commercial fishermen for bait.

Sportfishing

Seaside had at least seven outfitter guide businesses in 2003, and residents owned at least three licensed charter vessel businesses, each capable of holding six passengers. One charter business homeports its vessel in Hammond. Internet fishing guide sources indicate at least four sportfishing businesses operating in Seaside: Perry's Fishing Adventures, Salmon Master Guide Service, Hilene Guide Service, and Columbia River Discovery Tours. In 2004 Seaside had two sportfish licensing vendors whose agents sold 1,286 licenses in 2000 at a value of \$18,763. Area sport fishermen are also involved in a local surf perch fishery, a sport crab fishery, steelhead fishing in the Necanicum River, and trout and carp fishing.

Subsistence

Nontribal and tribal fishermen, including members of the Confederated Tribe of the Siletz, may utilize marine and stream resources for subsistence means from the areas within and surrounding Seaside. Specific information on subsistence fishing in Seaside 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 Seaside residents owned four vessels involved in North Pacific fisheries. Community members landed fish in the following North Pacific fisheries: Bering Strait Aleutian Island (BSAI) groundfish and Gulf of Alaska groundfish, halibut, and salmon. All landing data are confidential.

Six community residents held registered state permits and nine held registered federal permits.

A total of 14 state and federal permits were registered to individuals in Seaside in 2000. Residents held three groundfish License Limitation Program permits, two Commercial Fisheries Entry Commission (CFEC) BSAI groundfish, three CFEC halibut permits, and three CFEC salmon permits. The halibut and sablefish individual fishing quota shares for Seaside residents were 1,206,438 and 1,897,793 respectively.

In 2000 21 residents held crew member licenses for North Pacific fisheries.

Sportfishing

Seaside residents purchased 33 Alaska sportfishing licenses in 2000.

Notes

1. Clatsop County. No date. Clatsop County reference information: The history of Seaside, OR. Online at <http://www.clatsop.com/ccri/seaside/> [accessed 26 January 2007].
2. See note 1
3. See note 1.
4. See note 1.
5. See note 1.
6. See note 1.
7. NA refers to data that were not available, for example due to few recorded permit numbers or the partially permitted nature of a fishery in 2000.
8. See note 7.
9. See note 7.
10. Oregon Department of Fish and Wildlife. 2003. Oregon's commercial fishing industry: Review of years 2000 and 2001, Preliminary estimates for 2002, Outlook for 2003. Online at http://www.dfw.state.or.us/odfwhtml/commercial/commercial_fishing_report.pdf [accessed 26 January 2007].
11. See note 10.