

Outage impacts local businesses

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As for the local businesses, their responses to the outage varied, along with how they were impacted.

"I know there were businesses that lost money. But to what level? That's tough to say," Director of Tourism Marketing Jon Rahl said, adding the biggest financial impact would be on the restaurants.

Substation failure

The holiday incident started at 4:40 p.m. Saturday when a transformer at the Seaside substation failed, accompanied by some pops and smoke that triggered a response from Seaside Fire & Rescue, said Tom Gauntt, a spokesperson for Pacific Power.

The outage affected roughly 8,400 customers. "Pretty much all of Seaside, Gearhart and the southern part of Warrenton," Gauntt said.

The power company called in a specialized crew from Portland to replace the transformer, extending the time it took for power to return. Some of the affected customers were back on the grid by 10:06 p.m.; the rest returned about 10:22 p.m.,

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just as the fireworks show concluded, sources said.

Fourth of July tends to be one of Seaside's busiest days, with thousands of visitors descending on the city to partake in festivities. Those who were set up on the beach or already checked into their rooms for the night likely were not as heavily impacted.

"On some level, we can make an assessment that a lot of those people weren't affected," Rahl said.

Also, he added, "I think it was mitigated as much as it can, because of when the power came back on."

Numerous businesses, from Rite Aid to the Human Bean on North Roosevelt Drive, were forced to close early or at least for a few hours.

Not to over-exaggerate the importance of the holiday, every day is almost like the Fourth of July at this point in the year, Dooger's Weise said. The whole sum-

mer is busy. Still, he added, "One of our very large days was adversely affected."

Manual processing, acoustic music

The morning after the Fourth of July, he spent about three hours dealing with the aftermath, or getting the business' computers back online, recovering credit cards that were not closed at the time of the power outage, redoing credit card charges done manually and other tasks.

At the Crabby Oyster, also on Broadway, employees finished serving those already at the restaurant before shutting down the restaurant. Owner David Posalski calculated they lost about \$4,000 to \$5,000.

His other business, Tsunami Sandwich Company, fared better.

With an iPad-based point-of-sale system, the shop was able to keep running until the hot soup, ice cream and sandwich meat ran out. Although, even then, patrons could get cheese and bread. Some did not have the necessary cash, but they were fed anyway, Posalski said.

By the end, it was nearly 95 degrees in the shop and employees were using cell-phones as flashlights until about 9:40 p.m., when it became impossible to keep going, Posalski said.

"We were pleased by the time we got to the end of the day," Posalski said, adding he was especially proud of his crew for their perseverance.

Usually Tsunami Sandwich closes for the fireworks show and then re-opens afterward. Since they had ran out of prepped sandwich fixings, they opted to stay closed after the fireworks but it didn't affect the restaurant too much, Posalski said.

"Our sandwich shop did just fine," he said.

Other businesses also found ways to make the best of a bad situation. Denise Fairweather's Fairweather House and Gallery was part of the First Saturday Art Walk in the Gilbert District.

"We were real fortunate that all three of us in the Gilbert District kept our doors open and actually took the art to the street," she said.

At SunRose Gallery, the musicians moved outside and they played acoustic rather than electric music. An artist who was scheduled to paint at Fairweather House and Gallery moved to the front entrance and took advantage of the natural light and painted live using watercolors, Fairweather said.

"We had perhaps double the usual crowd because people saw what we were doing closer, rather than in the back of the gallery," she said, adding, "I appreciate the artists. Everyone stayed and kind of thought outside of the box and created an event that everyone will remember."

In addition to restaurants, several grocery stores were affected, as well.

The Seaside Rite Aid closed during the power outage, but customers were able to pick up any necessary items, including prescriptions, from the corporation's store in Warrenton, said Kristin Kellum, a Rite Aid public relations specialist. The store reopened Sunday morning with business per usual, she said.

Seaside celebrates in style

Fourth from Page 1A

At the conclusion of the parade, crowds made their way to the Seaside Museum on Necanicum Drive for the Old-Fashioned Social and Silent Auction, a 30-year tradition. Vendors, many of whom were from local nonprofit and service organizations, served hot dogs, hamburgers, clam chowder, pies, drinks and other treats. The event also featured face-painting, Bingo and a raffle drawing for a \$100 Fred Meyer gift card. Some of the most popular events were live music, provided by the North Coast group Smoke and Mirrors, and a continuous Cake Walk, with cakes donated by Safeway.

The silent auction featured donated items from businesses and museum supporters, and the proceeds went to benefit the organization. Numbers from the event were not finalized as of Monday, but the organization felt the auction went fairly well, Seaside Museum and Historical Society President Steve Wright said.

"The attendance was very good, particularly in the early hours," he said. "When it gets hotter and later in the day, it slacks off some."

The event is run by volunteers.

"It's something that we feel is a privilege to do for the town and the visitors," Wright said, adding the organization believes it's important to provide a fun, inexpensive activity, particularly for families. "This is Seaside's chance to get together with a whole lot of friends."

Also during the afternoon, the Portland-based Oregon Crusaders and two other drum and bugle corps — Impulse and Eruption — put on a full-fledged Drum and Bugle Corps Concert at Broadway Park.



PHOTO BY KATHERINE LACAZE
Seaside's 2015 Fourth of July Parade featured participants of all ages.

At about 5 p.m., the city was hit by a large power outage. The Seaside Police Department urged motorists, of which there were hundreds, to take their time and use extreme caution when traveling throughout town, as intersections were also without power.

Seaside's fireworks show, one of the largest in Oregon and produced by pyrotechnics company K-Pyro, still took place. However, the music K-Pyro previously and painstakingly arranged to accompany the fireworks display was not available because of the outage. Even so, thousands took to the beach and the Promenade, or stood on hotel balconies, to watch the show, sponsored by the Seaside Chamber of Commerce.

Besides a few glow sticks and beach fires, the late evening only was illuminated by fireworks. Combined with smoke and haze, it created a different sort of atmosphere from previous shows.

Power had returned by the end of the show, with street lamps and traffic lights back in use just in time for visitors and locals making the long journey home through stop-and-go traffic.

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