

The Bridge Bistro & Brews finalizes rebranding

BY JOHN TILLMAN
Hermiston Herald

The owners of Umatilla's former adult entertainment venue finally made the relaunch into The Bridge Bistro & Brews official.

"We started in July 2020, but haven't had an official grand opening in two years," owner Paulette Dufloth said.

She and husband Daren Dufloth have been in business for 21 years, but in March 2020 they closed Riverside Sports Bar & Lounge due to the pandemic. They remodeled and branded the establishment at 1501 Sixth St., even winning Umatilla's Business of the Year award in 2021, and finally held a ribbon cutting ceremony June 18.

Two federal Paycheck Protection Program pandemic relief loans in May 2020 and January 2021 aided the revamp. Totaling \$99,468, the Small Business Administration forgave both loans. A great many Northeastern Oregon businesses received PPP loans.

The Dufloths also benefited from a Restaurant Recovery Fund grant of \$156,754. RRF grants were far fewer than PPP loans. The American Rescue Plan Act program mandated the vast majority of its funding to go to eligible businesses owned by women, veterans and socially and economically disadvantaged individuals.

Lawsuits challenged that priority policy, alleging discrimination against white men. After several judges ruled in favor of those claims, the SBA stopped processing applications from members of prioritized groups and rescinded some approvals already made.

The Bridge offers burgers, pizzas, steaks, salads and two poutines, a Quebecois dish of french fries and cheese curds topped with brown gravy. Dufloth is from Prince Edward Island, Canada, of French Acadian ancestry. The Bridge also serves cocktails, a variety of bottled beers and non-alcoholic beverages. It features live music on Wayback Wednesdays and some Saturdays.



Yasser Marte/Hermiston Herald

Umatilla's The Bridge Bistro & Brews is ready to serve hungry patrons Thursday, June 30, 2022. Federal pandemic relief programs aided in the transformation of the Riverside Sports Bar & Lounge into The Bridge.



Yasser Marte/Hermiston Herald

Umatilla's The Bridge Bistro & Brews operates Thursday June 30, 2022, and features Maple Moose Coffee and a drive thru for customers on the go.

Sit down dining and takeout service are available. Takeout orders helped The Bridge survive pandemic lockdowns.

For more information, including hours of operation, visit The Bridge's website, thebridgebistroandbrews.com, and look for it on Facebook.



Yasser Marte/Hermiston Herald

Paulette Dufloth talks Thursday, June 30, 2022, about the rebranding of her restaurant in Umatilla. The Bridge Bistro & Brews held its ribbon cutting ceremony June 18.



Yasser Marte/Hermiston Herald

An option for al-fresco dining awaits customers Thursday, June 30, 2022, at the Bridge Bistro & Brews in Umatilla.

5 STEPS FOR SAFE DIGGING

Working on an outdoor project? Careless digging poses a threat to people, pipelines and underground facilities. Always call 8-1-1 first. Here are five easy steps for safe digging:

Know what's below. Call before you dig.

- 1. NOTIFY**
Call 8-1-1 or make a request online two to three days before your work begins. The operator will notify the utilities affected by your project.
- 2. WAIT**
Wait two to three days for affected utilities to respond to your request. They will send a locator to mark any underground utility lines.

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- 3. CONFIRM**
Confirm that all affected utilities have responded to your request by comparing the marks to the list of utilities the 8-1-1 call center notified.
- 4. RESPECT**
Respect the markers provided by the affected utilities. The markers are your guide for the duration of your project.
- 5. DIG CAREFULLY**
If you can't avoid digging near the markers (within 18-24 inches on all sides, depending on state laws), consider moving your project location.

85th ANNIVERSARY

For more electric safety information visit our Outage and Safety Center at:
WWW.UMATILLAELECTRIC.COM

Hermiston Office
750 W. Elm Ave.
Hermiston, OR 97838
(541) 567-6414

Boardman Office
400 N.E. Eldrige Drive
Boardman, OR 97818