



HUNTINGTON BEACH PIER Campaign

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JANUARY 1991

Early gifts push campaign to \$1 million

Pledges and gifts to the Landmark Campaign have reached \$1 million as community volunteers and donors push to meet their \$2.85 million private sector goal by the end of this summer.

A lead gift of \$250,000 to the Landmark Campaign was provided by Robert L. Mayer and Steve Bone of the Robert L. Mayer Corporation.

"We believe in giving back to the communities in which we do business," said Bone, who is a vice president for The Mayer Corporation. "We knew that construction was going to begin, but that full funding was not going to be possible without support from the private sector. We hope our pledge will challenge both business leaders and citizens to get involved."

This challenge was met with three additional \$100,000 Leadership Gifts by Roger Work, campaign co-chair and general manager of the Huntington Beach Company; Jon Coultrup, president of Coultrup Development; and the P.I.E.R. Group, a grass roots organization of local citizens concerned with expediting pier reconstruction.

"I grew up here in Huntington Beach surfing along the pier," reflects campaign cabinet member and donor Jon Coultrup. "It's given me many wonderful memories. As a father of two young children, I want them to experience the same. Our support helps to ensure that the pier will be here for future generations to enjoy," he added.

The visionary generosity of each of the above donors, and those with gifts or pledges of \$25,000 and above made before March 31, 1991, will be permanently recognized on the new pier as "Points of Light." Each will have a lightpost on the new pier permanently designated in their honor with a specially-inscribed brass plaque.

Additional donors providing leadership to the Campaign as "Points of Light" include California Resorts, Paragon Cable, Robert Zinngrabe, Rainbow Disposal Company,

Shell Western E & P, the Pier Special Events Committee, and Huntington Beach's Sister City, Anjo, Japan.



This artist's rendering depicts the new look for the Huntington Beach Pier.

Community rallies for pier's demolition

More than two thousand southlanders gathered on Nov. 25 to "blast the past and pier into the future" as they observed the initial demolition activity on the old Huntington Beach pier. The ceremonies, which were broadcast nationally by major television networks, showcased the fund-raising efforts of local citizens and community leaders to rebuild Orange County's beachfront landmark.

"The old pier began as a dream for the citizens of Huntington Beach in 1914," said Huntington Beach Mayor Peter Green. "It was built, matured, survived storms and declined with old age. Seventy-six years later, it is time for the citizens to dream again and build a new pier."

The cost of the new pier's reconstruction is estimated at \$11.7 million. The city is

committed to raising nearly \$9 million from public resources and the remaining \$2.85 million is being raised by the private sector.

"Today marks a major milestone in the history of Huntington Beach," added former mayor Tom Mays. "Grass roots efforts started the fund-raising two years ago. Today we have new leaders stepping forth to push the private sector campaign toward its \$2.85 million goal. Through their leadership and the involvement of every citizen, we can set a precedent which demonstrates what can be done when the public and private sectors work together to restore a vital community landmark."

Demolition and construction is on schedule for completion in the spring of 1992. The driving of the first of the new pier's pilings will begin after Jan. 1, 1991.

Early leadership Donors to Landmark Campaign

Points of Light (\$25,000 & Above)

Robert Mayer Corporation
Huntington Beach Company
Coultrup Development
P.I.E.R. Group
California Resorts
Shell Western E & P
Rainbow Disposal Company, Inc.
Delma Corporation
Paragon Cable
Pier Events Committee
Anjo, Japan (Sister City)

Pier Promenade (\$5,000 & Above)

The Koll Company
Southern California Edison
Newcomb Development
Terry Leasing
Macerich
Beachfront Development
Meredith Gardens Homeowners
Association

Griffin Realty Corporation
Mola Development

Millenium Club (\$1,000 & Above)

Moffett and Smith Schools
Ted Kuniyuki
Sowers School
Dwyer School
Rockwell International
Performance Mobile Home, Inc.
Jack's Surf and Sport
Tuan H. Nguyen
Paul Cook
Leonard Warmac/Wimpies
Hamburgers
Robert Koury Properties

Anjo shows the real meaning of Sister City

The Huntington Beach Pier received international attention from its Sister City, Anjo, Japan last November. A private luncheon was held at the Waterfront Hilton hosting seven delegates from Japan who came to the city with a gift to help rebuild the storm-damaged pier.

At the luncheon, Kazuhiko Inagaki, director of the Anjo International Friendship Association, Japan's Sister City program, presented Councilman Don MacAllister with a pledge for \$20,000.

"When Anjo citizens learned of our Sister City's Landmark Campaign, they were excited and wanted to participate. Tradition is a strong part of our culture and your pier is a traditional landmark which we would like to help preserve," explained Inagaki through interpreter Kerri Kanekasa.

"I was then appointed the head of fund raising for the project," said Inagaki. He started the fund-raising efforts by placing an advertisement in the local newspaper stating, "If you donate \$100 or more your name will be on the new pier in our Sister City, Huntington Beach." Through this effort, the citizens of Anjo rallied to raise the \$20,000.

Councilman MacAllister presented Inagaki with a key to the city and a mounted photograph depicting the new pier. He also gave an official letter to Inagaki that formally invites Anjo to participate in the pier fund-raising efforts.

"Now that we have an official request from your mayor to ours," said Inagaki, "the Anjo Council will look at doubling our contribution."

"Your fund-raising success is certainly a motivator for our community," said Tom Bagshaw, president of the P.I.E.R. Group (Persons Interested in Expediting Reconstruction).

Bagshaw proudly gave the Japanese delegation pieces of the old pier and P.I.E.R. Group lapel pins. In addition to Anjo's recent \$20,000 pledge, the citizens of this Japanese city joined the P.I.E.R. Group's efforts by selling \$3,000 worth of T-shirts.

Huntington Beach will be celebrating its 10th anniversary with Anjo in 1992. As part of the anniversary celebration, the opening festivities for the new pier will feature entertainment from Anjo.



Landmark Campaign cabinet member Ron Shenkman, right, accepts a \$20,000 pledge from Kazuhiko Inagaki, the leader of a delegation from Anjo, Japan. Anjo, a Sister City to Huntington Beach, has promised to continue its fund-raising efforts for the pier.

Public-private partnership becomes a reality

County donates \$1 million to pier rebuilding efforts

The partnership forged between public and private leadership to rebuild the Huntington Beach pier was dramatized recently when Orange County Supervisor Harriett Wieder presented the Huntington Beach City Council with \$1 million of county funds to use for the project.



"To make full funding of the pier's reconstruction possible, the commitment and hard work of both the private and public sectors is needed," said Wieder. Wieder challenged the Landmark Campaign Cabinet, a private sector group of community leaders working to raise funds to rebuild the pier, to match the county's donation by the end of 1990.

The Landmark Campaign Cabinet, supported by the efforts of the city council, the P.I.E.R. Group and the Pier Events Committee, reached the \$1 million mark in their fund-raising efforts just weeks prior to Wieder's deadline.

The \$2.85 million Landmark Campaign is co-chaired by Robert L. Mayer, president of the Robert L. Mayer Corporation and Roger J. Work, vice president and general

manager of the Huntington Beach Company. Other cabinet members focusing on Leadership Gifts of \$50,000 and above include such community leaders as Uri Gati, Jon Coultrup, Tom Clark and Robert Zinngrabe.

Former Huntington Beach Mayor Ron Shenkman and Robert Terry are also members of the Campaign Cabinet. They are spearheading the campaign's Special Gifts Committee, which is focusing on gifts and pledges of \$25,000 and below.

"I have seen the grass roots effort take hold and spread with enthusiasm throughout this whole city," said Shenkman. "Now we are at the beginning of the end of the project."

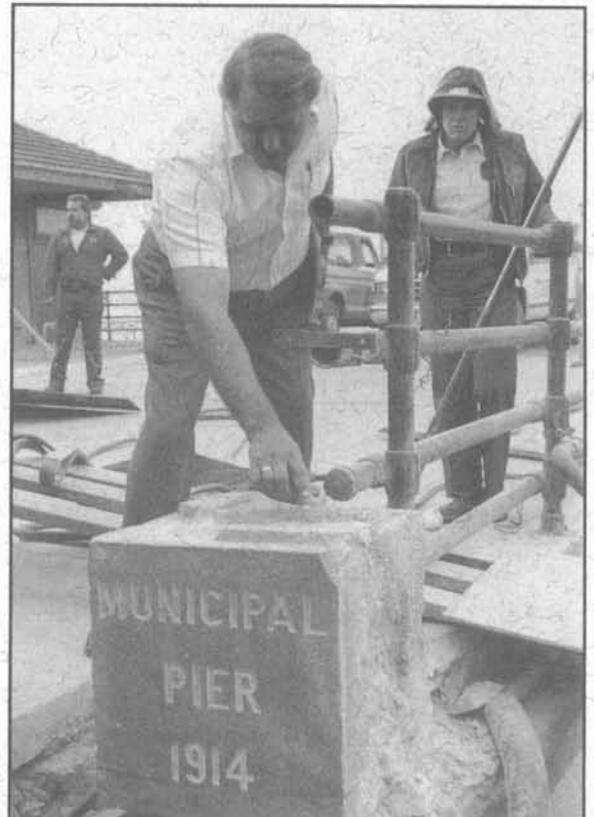
"We need everyone," Shenkman continued, "to join with us in this campaign. I ask each citizen of Huntington Beach and Orange County to think about how they can get involved. You can make a difference in our city - in our county. You can be a partner in rebuilding a landmark for generations of children and visitors to enjoy!"

NEXT ISSUE

- *Financial status report on the Landmark campaign.
- *Features on Landmark Campaign volunteers and donors.

Time capsule found in HB pier's cornerstone

A time capsule, dating back to 1914, was discovered when workers removed a historic cornerstone from the Huntington Beach Municipal Pier. The capsule, believed to contain newspapers and other documents, will be opened at a future Landmark Campaign event, according to campaign co-chair Robert L. Mayer. Jerry Person, left, chairman of the city's Historic Resources Board, points to an exposed corner of the time capsule as city employee Marcia Dunbar look on. Workers dismantling the 76-year-old pier noticed a corner of the time capsule protruding from the marble cornerstone which is inscribed, "Municipal Pier 1914." Once highly-polished, but now weathered, the marble had been hollowed out to hold the capsule. Concrete was poured in to seal the box.



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P.I.E.R. Group takes the lead in grass roots effort

Every weekend you will find a group of dedicated volunteers stationed at the head of the pier selling "Pier-a-pher-na-lia" and serving as an information resource on the pier's status.

This band of 40 or so members make up the Persons Interested in Expediting Reconstruction (P.I.E.R.) Group. This grass roots organization was formed in 1988 after a severe winter storm damaged the pier and destroyed The End cafe, a restaurant located at the end of the municipal pier.

Thomas Bagshaw, who managed the restaurant which fell into the ocean, is generally considered the founder of P.I.E.R., but his motivation was not just to replace his former place of employment.

"First, I wanted to help the owner of The End Cafe, (the late) John Gustafson, who lost \$300,000 because of the storm," said Bagshaw. "But also, I grew up at the pier. I learned to surf there and spent hours fishing

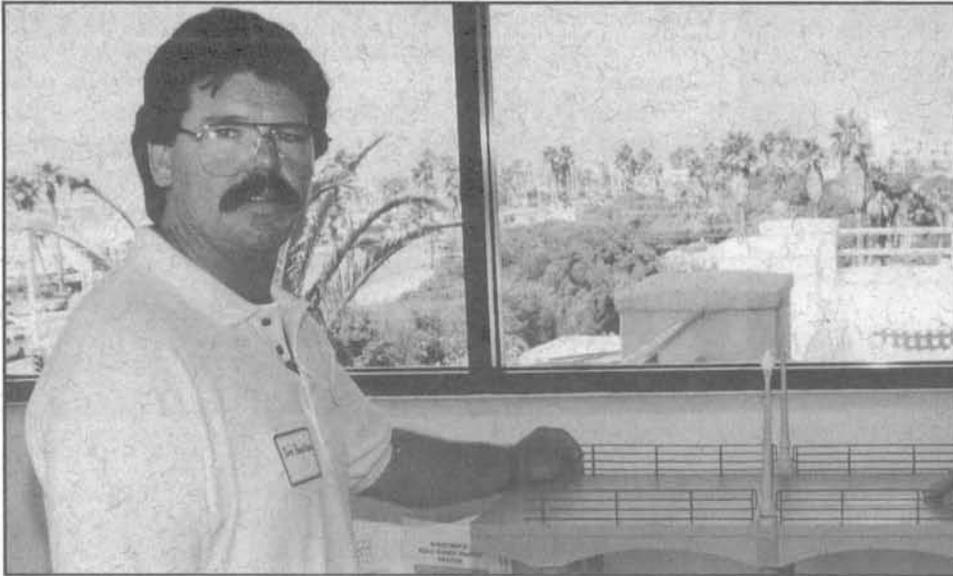
off the pier's end. When the pier was closed, I felt like I had lost an old friend," he recalled.

According to Bagshaw, the group's

P.I.E.R. members volunteer to help with other Landmark Campaign fund-raising events.

Through their strictly volunteer efforts, the P.I.E.R. Group has donated \$40,000 toward the rebuilding of the municipal pier.

The new pier is expected to be the centerpiece of the city's downtown redevelopment efforts. As a focal point for the new waterfront area, the rebuilt Huntington Beach Pier will enhance the local economy with increased tourism revenues and retail sales, increased real estate values, and



Tom Bagshaw and his group have led the grass roots effort to rebuild the HB pier.

volunteers are all long-time Huntington Beach residents who have strong emotional ties to the pier. "They all would like to see the pier re-opened as soon as possible," said Bagshaw. Each member usually donates between 8 and 10 hours a week to the cause, he added.

Besides selling "Pier-a-pher-na-lia" such as calendars, T-shirts, pier photos, etc.,

attract new businesses to the area.

All gifts made to the Landmark Campaign are tax deductible under California law. For more information, please call (714) 542-3196.

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