

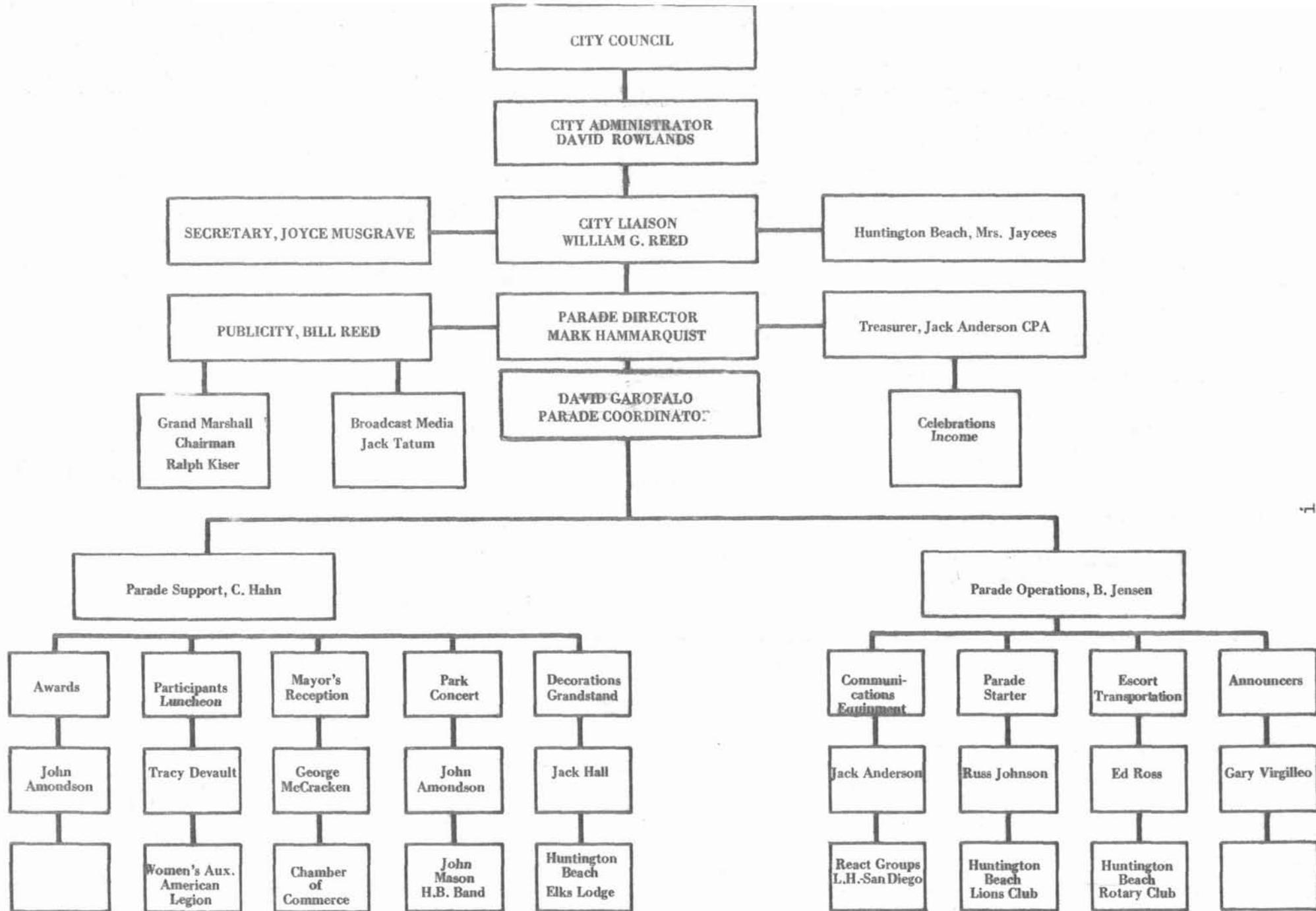
4TH OF JULY REPORT
CITY OF HUNTINGTON BEACH
PUBLIC INFORMATION OFFICE
WILLIAM G. REED, PIO
SEPTEMBER 25, 1973

Prepared by:

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HUNTINGTON BEACH 4TH OF JULY CELEBRATION 1973

INTRODUCTION

The Jaycees are dedicated to the development of young men by providing leadership training so that they can grow and be involved with their community. Public relations play an important part in the function of the organization.

The Jaycees role in the 4th of July Celebration is the organization of the parade. This gives them an opportunity to serve their city by supplying the manpower and the delegation of responsibility. The City Council has commissioned the Jaycees to stage the parade under direction of a city staff liaison officer.

BEGINNING ORGANIZATION

The work for the parade actually begins in December, according to Mark Hammerquist, Chairman of the 69th annual 4th of July Parade. A celebrations director (parade chairman) is selected by the president of the Jaycees. This person has complete control of the parade and usually volunteers his services. The Jaycee Board of Directors makes the final decision on who should be chairman.

The parade chairman becomes an officer in the Jaycees just for the time he works on the parade. He can only be parade chairman once. The parade director and committees change each year so that all of the men have the opportunity to gain first hand experience. The parade outline is revised and the new chairman learns from the past chairman who serves as technical advisor the following year.

On or about February 24, there is a general membership meeting of the Jaycees to select a parade coordinator, a celebrations coordinator and publicity chairman.

The parade coordinator works directly under the celebrations director and they usually share the same functions or are the same person.

Among the parade director and coordinator's duties are establishing and printing the letterheads and envelopes, deciding on a theme for the parade, typing the military letters, setting up the float and band committees, revising entry blanks and sending out the invitations.

The celebrations coordinator or director is in charge of contacting the Jaycee wives to work on various projects including the parade line-up book. His other duties consist of formalizing a "Mark Your Calendar" letter around March 15, drawing the parade route map, making contacts for printing, sending out military letters and printing the tickets.

This year the Publicity Chairman, William G. Reed, was also the city staff liaison between the parade director and the city. According to Hammarquist, this is a very important function and having a liaison save him important time. One person is needed to take care of arrangements within the city and be a cooperative liaison between the Jaycees and the city.

Publicity this year was limited to within the city in order to keep the outside crowds down to a minimum. There was no announcement of the fireworks display from the lifeguard station this year. Chief Robitaille of the Police Department requested that only local information be released in order to keep the crowds within reason.

Also, the chief requested that an area of 75 feet on each side of the pier be roped off to keep the kids from throwing fire crackers onto the pier, because of the hundreds of pounds of explosives.

THE BUDGET

The parade treasurer is in charge of the celebrations income for the parade. This year's treasurer was Jack Anderson, CPA. Along with the parade director and the Jaycee President, Anderson made a proposed budget of \$17,000 for the celebration with \$700 going for the Mayor's Reception and \$5,000 for the fireworks display.

This budget is presented to the City Administrator, who makes revisions if necessary and takes it before the City Council for approval. The money is then appropriated from the city treasury.

PARADE OPERATIONS

Parade operations deals with the mechanics and actual operation of the parade. This committee is in charge of street barriers, portable restrooms, ambulance and tow truck services, sound equipment for the announcers, the grandstands, escort transportation and the parade starter, who controls the parade flow.

The parade operations director makes up his own manual, revised from previous manuals. He works with the Public Works Department to establish locations for restrooms, parking, ambulance, tow trucks and sound equipment.

Grandstands are arranged by Norm Worthy, Director of Recreation and Parks. The Jaycees coordinate with the city for assembly and disassembly of the grandstands around April 15.

Operations is also responsible for the parade communications system. Beginning about March 10, the chairman of parade operations contacts Santiago REACT in Santa Ana. This is a group of volunteers who assist with parade communications every year. They donate 20 two-way systems with about 50 to 60 people to monitor the radios. This is a nationally recognized group and the main communications arm of the parade.

Another function of Operations is to contact the Lions Club for the parade line-up and supply them starting information and line-up equipment. They set up the starting area into various divisions and give the arriving entries starting numbers. After the Lions Club receives a map of the parade route from the parade office, they divide the line into sections and each entry is informed by letter which section or division they are in. Wooden stakes with the division numbers are driven into the ground where each entry should begin. The club helps everyone find their place and gets them started.

Operations arranged for the Auto Packard Club to donate 20 convertibles. This club has been used for the past five years to provide vehicles for parade officials, grand marshals and mayors to ride in the parade.

Another function of operations is the printing of the route maps, invitations and entry blanks. These should be mailed by March 17. The city print shop is responsible for most of the printing. However, the city is not capable of printing the entry blanks and so the parade director asks various print shops for competitive bids.

PARADE SUPPORT

Parade support is responsible for soliciting a grand marshal, celebrities, dignitaries, announcers, decoration of autos, awards, participant's luncheon, mayor's reception, and the park concert.

The grand marshal is usually a local citizen who has gained prominence. If a local person cannot be found, a state or government official or well known personality is chosen. The third choice would be a local group or organization. Patriotism is the key theme in choosing a grand marshal. According to Mark Hammarquist, selection a grand marshal is the single most difficult task to fill in the parade.

Parade support is also responsible for the participant's luncheon, held after the parade at Lake Park. The Women's Auxiliary of the American Legion serve the luncheon, which is purchased by the Jaycees. In 1972, an estimated 1,500 participants were fed at the luncheon and over 2,600 this year.

Each participant is entitled to a free lunch. The number of lunches should be finalized by June 15. There is an open bid for the food and local concessions such as McDonalds or Burger King usually donate the beverages. This year box lunches of chicken were served.

Directly following the luncheon are the awards presentations. The number of categories change each year. Trophies are bought for first, second and third place for each category in the parade. The awards are given by a panel of judges selected among the local citizens, selected business communities and social organizations. However, the bands and the equestrians are judged by professional judging associations, who are paid a fee by the Jaycees.

This year, only first and second place winners from the past two years were to participate in the parade. There were 149 entries including 28 bands, most of them being prior award winners of high quality.

Another function of parade support is the decoration of the grandstands. The Jaycees arrange for flat bed trucks to move the grandstands and last year Kordick and Son Company donated a crane and operator for two days, saving the city over \$250. They were not available this year, so the city crew was used. A street map showing the route planned to move the grandstands must be submitted to the Police Department for approval.

MAYOR'S RECEPTION

The Mayor's Reception is held after the parade at the Sheraton Beach Inn. This is the first year the Chamber of Commerce has been in charge of it.

Directly after the parade the police escort the VIPs to the Mayor's Reception at the Sheraton.

George McCracken, chairman of the reception committee set down some new rules this year for the Reception. No one would be allowed to enter until the mayor arrived. All city personnel would be required to wear the city emblems and identification tags and would not be admitted without them. Name tags were also provided for all dignitaries and visiting officials.

McCracken felt that VIPs have gone unnoticed in past years and have left the event feeling let down. It was his intention to upgrade the event and recognize and introduce every VIP to all the city officials, Jaycees and Chamber of Commerce. In this way an effort has been made to show appreciation for the VIP's participation.

A mayor's table, Jaycee and Chamber of Commerce tables were set up this year instead of the usual reception line. Members of the Chamber greeted people coming through the door and welcomed the dignitaries by name. They were then taken to the mayor's table, introduced to everyone and the mayor bought them a drink with tickets provided by the city. The dignitaries were then taken to the Jaycee and Chamber of Commerce tables and introduced and finally were seated at their designated tables.

This year there was entertainment provided at the request of the mayor. A buffet was set up so that everyone could eat at their leisure. The reception usually lasts one to two hours.

FIREWORKS DISPLAY

The fireworks display this year cost \$5,000, about 3½ cents per resident of the city. It is the largest free fireworks display in California and the finale was visible for six miles (when the fog did not block the display).

The man who buys the fireworks should be on the pier to count the pieces when they are set off, as an oversight could cost the City \$100 or more if one firework is missing. Sometimes one or two pieces are left out of the box by mistake.

The pier should be swept by 6 p.m. the night of the display. The display should begin about 20 minutes after sunset. Information on the time of sunset can be obtained from the weather bureau. The length of the display should be about 20 minutes.

It was recommended that a fireworks pyrotechnician be used to light the fireworks, as it can be a dangerous job for an untrained person.

PARADE SECRETARY

Joyce Musgrave, who has worked on the parade for 21 years, is the parade secretary. She works a ten hour week, January through July although she is only budgeted for forty hours a month.

Joyce is the one continuing body responsible for keeping the parade going every year. There is a complete change of manpower each year except for Joyce.

The Jaycees hire a temporary helper for Joyce about the middle of May. "Actually Miss Musgrave works on the parade all year round", states Mark Hammarquist. "She knows everything there is to know about the parade and takes care of all the paperwork by herself up until May".

CONCLUSION

The planning of the celebration should be started in December of each year and the letters and contacts should be made as early as possible.

The parade director estimated that 500 letters were sent out to potential participants and out of that only 5 to 10 bands accepted.

Most of the suggested participants (bands, equestrian units, drill teams, etc.) were supplied by the All-American Judges Association.

The director estimates that along with the 15 to 20 hours of time spent per week, he also put at least two hours in each evening making contacts by phone.

Letters should be sent to all colleges, high schools and similar institutions at the beginning of each school year inviting their applications for participation in the parade.

Approximately 100 invitations of participation were sent to other civic groups by the Jaycees asking for their help on any portion of the celebration. Only one organization responded.

Many letters of apology and regret for not being able to attend or participate in the parade were received by the parade director from senators, supervisors and various dignitaries. Most of them promised they would attend next year. Contact and follow-up on these should be done throughout the year.

COMMENTS

The following comments concerning the 4th of July Celebration were made by administration, staff, council, Jaycee members, participants and citizens.

CELEBRATION ORGANIZATION

It was the general consensus that each of the organizations involved in the celebration did a fine overall job.

It was suggested that the city take over the entire parade organization, soliciting aid from the various groups that have been involved in the past, a suggestion not well received by most of those involved with the parade.

BUDGET

There was a question concerning whether there would be a cost analysis done and also what the city is receiving in order to justify the expenditures. A random survey of the people in attendance might be valuable in determining this, i.e., number of local residents attending.

PARADE ROUTE

Due to the fact that there will be a new Civic Center, the question of a change in the parade route for next year was mentioned.

LIST OF CONCESSIONAIRES

The Police Department did not receive a list of concessionaires for this year's celebration.

NO PARKING AND PARADE ROUTE SIGNS

Many calls of complaint were received about the lack of advanced notification to residents living along the parade route. Several were roused from their homes in the early morning hours of the 4th to remove their street parked cars.

Street signs were not put up 24 hours in advance as the law requires.

PARADE

County Supervisor David Baker mentioned his disappointment with the selection procedure concerning VIP parade participants.

There were complaints of still too many "ragtag" units (low quality) in the parade.

The parade units should have been closed up more frequently, to prevent it from becoming too stretched out.

LAKE PARK LUNCH AND CONCERT

Even though there were many compliments on the lunch served to the participants at the park, there also were a few complaints. The committee felt that it would be very difficult to find a concession that would match the lunch served for the cost of 59 cents per person.

There were complaints of inadequate restroom facilities and trash containers at the park.

MAYOR'S RECEPTION

Some concern was expressed as to the manner in which the reception was handled, especially the policy in regards to drink tickets, VIP reception and attention, seating and table arrangements and entertainment.

FIREWORKS DISPLAY

Several suggestions were made to eliminate the Fireworks Display because of the cost and problems that existed. Some of these were delay in starting, traffic congestion, police problems which included crowd control and illegal fireworks on the beach and near the pier. With so many explosives on the pier it made the situation very hazardous for the spectators and the pyrotechnicians.

RECOMMENDATIONS

The following recommendations are the consensus of all of the involved groups.

CELEBRATION ORGANIZATION

It was recommended that the city provide an official coordinator to oversee the whole celebration. He would take charge of coordinating and channeling the workload to the proper organization. This would insure the city that all organizations function as a team and that loose ends are not left hanging. When several organizations or committees are in charge, some things are overlooked because they think the other committee has taken care of the job.

However, the mayor and most of the administration felt that the city should not take over the parade (for the Jaycees) as the city does not have the manpower or time to do the job properly and the work done by the Jaycees has been outstanding.

Mark Hammarquist stated that the Jaycees will lose interest if they are not in charge of the parade. He suggested that the city not take over the coordination, but only supply a liaison to work with the Jaycee Parade Director.

The Jaycees recommended that the city provide a list of guidelines they wish to have followed including budget, parade size, time, route, theme etc.

INVITATIONS

It was recommended that the invitations to officials and VIP's be coordinated by the city's Public Information Office. The master list should be assembled by them with the cooperation and input of the other organizations involved. The administration will handle the mailing and RSVP's. This will insure that duplicates are not sent and all eligible are not overlooked. It was strongly recommended that all city commissions and boards are invited.

BUDGET

A recommendation was made that the budget be increased to meet the rising costs of transportation and food. A copy of the budget will be found on the following page.

PARKING

Since the parking for the officials, dignitaries and VIP's has not been adequate in past years, a suggestion of providing more parking for future celebrations was made. This will probably be solved if the new Civic Center parking lot is used.

HUNTINGTON BEACH JAYCEES 1973 BUDGET *
69th Annual 4th of July Parade

A. Appropriations	<u>Budget Requested</u>	<u>Budget Approved</u>	<u>Actuals</u>
City of Huntington Beach	\$17,530.00	\$17,000.00	
B. Expenditures by function			
1. Parade lineup	100.00	100.00	
2. Band Transportation	2,800.00	2,800.00	
3. City Decorations	1,000.00	470.00	
4. Sound Equipment and Communications	100.00	100.00	
5. Sanitation, Health and Safety	375.00	375.00	
6. Grandstands - Transporta- tion, Support Equipment	150.00	150.00	
7. Trophies	1,000.00	1,000.00	
8. Judges	300.00	300.00	
9. Grand Marshal & Dignitaries	100.00	100.00	
10. Publicity - Posters & TV	300.00	300.00	
11. Printing	100.00	100.00	
12. Night Fireworks Display	5,000.00	5,000.00	
13. Mayor's Reception	700.00	700.00	
14. Participant's Luncheon	780.00	780.00	
15. Office Supplies & Equipment	450.00	450.00	
16. Postage	500.00	500.00	
17. Secretarial Salary	2,300.00	2,300.00	
18. Utilities and personal reimbursements	200.00	200.00	
19. Insurance	125.00	125.00	
20. Miscellaneous, Petty Cash	150.00	150.00	
21. Administrative Fee paid to Jaycees	<u>1,000.00</u>	<u>1,000.00</u>	
Totals	\$17,530.00	\$17,000.00	

* This is the only copy of the budget that was available at the time of the publication of this report. In view of the fact that the financial statement is not complete (Actuals), it is highly recommended that the Jaycees submit a complete financial statement within 30 days after the celebration.

NEW PARADE ROUTE

One method of alleviating some of the traffic congestion would be to change the parade route starting farther north, which would avoid the downtown and beach traffic congestion.

With the new Civic Center opening next year, it was suggested that the route of the parade be changed to encompass the complex. One recommended route would be assembling of units at Lake Park, starting the parade up Lake Street (north) to Mansion Avenue, west on Mansion Avenue to Main Street, south on Main Street to the park and disassembly at a designated area of the park. Reviewing and grandstands would be set up at a designated spot in front of the Civic Center. It was also suggested that a meeting be set up with representatives of the administration, police, traffic departments and Jaycees in order to study and determine the best route for the parade.

LIST OF CONCESSIONAIRES

A list of the concessionaires will be made available to the Police Department each year.

NO PARKING, PARADE ROUTE SIGNS

Since the legal requirements for closing streets call for the signs to be posted 24 hours in advance, it was suggested that the residents be notified the day before also.

Public Works Department should post the signs high enough so that the youngsters cannot reach them.

GRANDSTANDS

The number of invited and responding guests should be given to Public Works in advance so that sufficient seating will be provided.

The small grandstand used by the reviewing officers should be enlarged by at least 3 feet in width. When there are two rows of chairs on the stand, the second row of occupants do not have sufficient leg room.

The chairman of the parade committee should have a number of programs available at the stands for the visiting dignitaries, to give them as they enter the stands.

Since the parade is rather long, there should be someone on the committee to see that cold drinks are served to the people in the reviewing stands.

If at all possible, there should be a "Man on the street" interview made next year, so that the city can determine the number of local residents versus out-of-towners attending the parade and celebration. This information could be very valuable towards the cost analysis.

PARADE

A theme should be chosen and followed by ALL units throughout the parade.

It was suggested that it would be more effective if the reviewing officer and the mayor head the parade to the reviewing stand, disembark and be seated in the stands so that they could review the entire parade.

The parade should be trimmed down even more by cutting down on the number of units. The people would like to see more quality and less quantity. Efforts to upgrade the quality of units should be continued.

To insure that the parade does not become stretched out or have long breaks between units, it was suggested that the officials penalize the violating units by declaring them ineligible to receive trophies or awards. The Police Department feels that closing up the units to 50 foot intervals would help keep pedestrians from crossing the route.

LAKE PARK LUNCHEON AND CONCERT

With over 2,500 participants descending on Lake Park after the parade the number of restrooms and trash barrels were inadequate. Parade officials should increase this number next year.

All of the VIP's should be informed of the hospitality trailer and it's location in the park.

MAYOR'S RECEPTION

The mayor recommended that an aide or runner be assigned to run errands at the reception as the mayor is usually involved in greeting and chatting with guests and dignitaries and cannot leave the table area.

In regard to the table and seating arrangements, it was suggested that the mayor's table be located closer to the entrance, but in an uncongested area.

It was also suggested that the tables should be arranged so that the honored guests are seated closer to the front of the room.

The visiting dignitaries should be provided with a one to one match of a member of the city and the mayor's reception committee.

Since the last musical trio was a little on the loud side, it was suggested that it might be a little easier to converse during the reception if a stringed ensemble were provided for entertainment.

Whichever type of entertainment is used, the committee should see to it that the speaker system is in proper operation. This was the contributing factor in the loudness of the music.

FIREWORKS DISPLAY

It was a unanimous recommendation that the Fireworks Display be discontinued, so that the major crowd and traffic control problems can be alleviated. The cost of this display has been around \$5,000 and the discontinuance would represent a considerable savings. This has been ordered by the City Council.

BI-CENTENNIAL CELEBRATION

It was recommended that a committee be formed to plan the Bi-Centennial Celebration of 1976 as it is less than three years away.

The committee should concentrate on the possibility of the city's 4th of July Parade being designated as the official State Parade for the Bi-Centennial year. Contacts with state and county officials should be made as soon as possible.

Some suggestions made were to involve many of the social, civic and fraternal organizations and clubs in a week long celebration.

Since Huntington Beach first celebrated the 4th of July in 1904 with the opening of the railroad line from Long Beach to Newport, it was suggested that a "Red car" might be acquired to run along a portion of the existing (unused) tracks in the city. This would have to be investigated and contact with the railroad company made.

The Jaycees and Mark Hammarquist have requested that they be involved with and included in on the planning of the 1976 celebration. If approved, they would start immediately with the groundwork.

The attached history might be valuable in planning the event.

HISTORY OF THE FOURTH OF JULY CELEBRATION IN HUNTINGTON BEACH

The first Huntington Beach 4th of July Celebration began in 1904 and was sponsored by the Board of Trade, a businessman's association and the forerunner of the Chamber of Commerce.

The Board of Trade was organized in 1904 and located in a small building at the rear of the bank building. They maintained a live organization and used the same name until May 5, 1916 when it was changed to the Huntington Beach Chamber of Commerce. Many other cities in the county had organized under the name of Chamber of Commerce and had a loose knit Orange County Associated Chamber of which Huntington Beach Board of Trade was a member. They were also a member of the Los Angeles Chamber of Commerce at one time.

Mr. J. Armitage from Sunset Beach, the first secretary of the Board of Trade planned the celebration. It was a great day for the residents as the first of the "Red cars" rolled into town from Los Angeles. People came from all over for the parade, free barbeque, speeches, games and fireworks display. It was estimated that 50,000 people attended, many of them enticed here by the efforts of 50 or more real estate promoters.

With the completion of the Pacific Electric Railroad, the town of "Pacific City" was to be renamed "Huntington Beach" in honor of Henry E. Huntington, owner of the railroad company.

- 1905 - Huntington Beach's first birthday celebration was held in conjunction with the 4th of July festivities. It was billed as "The greatest little town around". Even though there was no parade this year, 8,000 to 12,000 people attended the free barbeque of beef, lamb, ox and mutton.
- 1906 - Huntington Beach was host to over 6,000 people from neighboring towns and the back country. Patriotic speeches, footraces, horseraces, baseball, music, dancing and fireworks were enjoyed by all. The amusing feature of the day was the "Greased pig" contest. C. W. Warner was "Marshal of the day".
- 1908 - Starting with a parade, the celebration consisted of a "Tug of war", races, baseball, music and dancing, a group of tent "Side shows", one with an Egyptian Fortune Teller (straight from Tulare County), and fireworks, W.T. Newland was Marshal.
- 1909 - An estimated 12,000 people attended this year's celebration even though there was no parade. One of the finest Canton drill teams put on an exhibition. Patriotic speeches, swimming contests, races and fireworks were also part of the newly incorporated Huntington Beach festivities.

- 1910 - With the new Plunge and Bathhouse completed, Huntington Beach combined the 4th of July celebration with the opening of the facility on the beach. Most of the festivities were held on the beach and included daytime and evening fireworks, sponsored by the Wintersburg Japanese Association and a large baseball game that the whole town turned out and rooted for.
- 1911 - The parade this year consisted of decorated automobiles. A "Wild West Show", band concert, races, and "Free for all" completed the celebration.
- 1912 - The city was filled with pleasure seekers for the 4th of July festivities. "Crowds and jollity" were the headlines for the day. A "Confetti battle" lasting all evening, parade, races and day and night fireworks costing \$250 were enjoyed by all.
- 1913 - A celebration of the "Pier progress" will be held later on this year and so the city will not host a 4th of July program. Other nearby cities will be having celebrations that the citizens may attend.
- 1914 - Upon completion of the pier, a huge celebration was held June 20 and 21 which attracted visitors from all over the county. The 4th of July being so close, there was no formal celebration planned. The patrons who did spend the day in Huntington Beach found the pier with the same decorations intact.
- 1915 - The beach and pier were hosts to a large number of strangers in town for the weekend, all of whom entertained themselves, except for three Mexicans and a large Texan who entertained by the city Marshal. It seemed that the facilities provided would not hold all four of them at once, so the Texan was set free after the encounter.
- 1916 - The patriotic services were a great success. The largest audience in the history of the Methodist Episcopal Church attended the service and addresses of the speakers. Each person was presented with a small flag button.
- 1917 - A mass patriotic service was held Sunday evening with Judges Thomas and Wilbur speaking. A musical program under the direction of choir leader Turner was well presented.
- 1919 - This year's celebration was financed with approximately \$175, since nothing big in the way of entertainment was planned. Music was provided by the Huntington Beach Municipal Band and a negro trio from Los Angeles. Free shows at the Princess Theatre featuring "For France" were offered.

- 1920 - Races starting at 10 a.m. in the morning followed by a bathing suit parade and baseball game entertained the visitors and citizens on the 4th of July. Also a penny scramble for the children on the beach, Japanese wrestling match, street dance and fireworks display were featured.
- 1921 - The parade committee set \$50 aside to be divided into three prizes for the best decorated auto or float. In the afternoon, the American Legion sponsored boxing matches followed by different races. The climax of the celebration was a beautiful display of fireworks including star shells and flares equivalent to 50,000 candle power. An exhibition on how the Army lays down a barrage with artillery was also one of the features.
- 1922 - Coupled with the opening of the new pavilion, the 4th of July festivities included a carnival with 54 concessions sponsored by the American Legion. A parade, concert, aeroplane rodeo and athletic stunts and fireworks display completed the day.
- 1923 - The Chamber of Commerce and American Legion arranged the celebration starting with a carnival, concert, vaudeville, diving events and ending with a \$1000 fireworks display.
- 1924 - The beaches were filled with miles of tents as thousands flocked to the city for the weekend. Free camping, parking, fishing, concert and picnics were enjoyed by all the visitors. The holiday began with an explosion of fireworks on the beach early in the morning and the American Legion held an industrial exposition and circus side show featuring entertainers, games and clowns.
- 1925 - Over 30 of California's most beautiful bathing girls competed in a review. A tug-of-war, penny scrambles, band concert, games and races were also part of the day's fare.
- 1926 - The American Legion sponsored the three day campaign which included a baby parade, carnival, athletic events, concert, vaudeville and two evenings of fireworks.
- 1927 - An estimated 65,000 people were here to see the fireworks display. 5,000 of them competed in the various contests that were held. The celebration was staged through the cooperation of the City Trustees and Chamber of Commerce. The first event was a Baby Parade followed by a "Bucking Ford", started the morning with a big parade in the afternoon followed by indoor baseball, tug-of-war, athletic events, band concert, and fireworks display.

- 1928 - With the "City Fathers" paying the bill, the legionaires planned the show of a parade, water sports, vaudeville, bathing beauty contest, concert and fireworks for the 4th.
- 1929 - The program included the parade, water sports, Japanese wrestlers, patriotic speeches, band concert and day and evening fireworks.
- 1930 - Biggest crowds on record, with 200,000 here in the City for the 4th of July. Although most of them didn't stay long as they were looking for campsites, some were entertained by the "Wild West Rodeo", featuring Bonnie Gray and her champion jumping horse leaping a cadillac automobile with five passengers. The regular athletic contests, vaudeville, concert, dancing and fireworks display events were also part of the celebration.
- 1931 - The official dedication of the 2000 ft. concrete pier on July 1 opened the greatest five day celebration the community ever attempted. A fine variety of animal talent was provided by the Golden Rule Circus and thousands of patrons crowded the narrow pathways among carnival booths. Children rode the attractions free. The American Legion held a dance in the new Memorial Hall. 50,000 witnessed the fireworks display.
- 1932 - Mass humanity literally covered the strand as far as the eye could see. Many expressed dissatisfaction that the annual fireworks display was not held. The City Council decided not to appropriate the funds for the display this year.
- 1933 - "Mardi Gras of Huntington Beach" was the billing for the 4th of July Celebration. The day was filled with events for all to enjoy. Parades of all kinds, baby show, swim contest, japanese exhibition, drum and bugle corps, street dancing, burning of the barn, old settlers picnic, baseball, bathing beauties and bands were but a few of them.
- 1934 - La Fiesta De la Plate was the most spectacular affair in the city's entire career. The parade was most colorful with fourteen costumed bands, 150 saddle horses, 17 legion units and scores of fancy floats and decorated automobiles.
- 1935 - In June of this year, the business associations merged to become the Chamber of Commerce, with William H. Gallienne as it's manager. In years past reference to the "Chamber of Commerce" was probably used for the Board of Trade or the other Businessman's Association. The Chamber sponsored the celebration for the City and were allowed a budget of \$1500 this year.

"Generalissimo" Galliene, as he was called, organized the event and guided the 4th of July parade into the position it now holds in the state as second only to the Pasadena Tournament of Roses. T.P. Talbert, grand marshal of the parade headed the mile long event which featured an equestrian division with 300 horses and a music division of 15 bands and drum corps.

- 1936 - A fire siren announced the arrival of the 12,00 ton destroyer, U.S.S. Simpson to start the celebration this year. Parade, races and the regular activities were part of the weekend with a "Pie eating contest" and grand military ball added. Lt. Commander Cruzen received members of the city council and VIP's on board the destroyer.
- 1937 - Huge crowds witness the colorful celebration. The U.S.S. Hovey was anchored off the pier. The Coronation Ball was the feature of the opening day festivities. One of the smart parties of the day was the dinner given in the salon of the Golden Bear Cafe preceding the coronation of the Queen.
- 1938 - Patriotic street parade, bathing beauty, baby and pet reviews, horse show, kayak races, children's sucker scramble, popcorn eating contest and fireworks were the events scheduled for the 4th of July. The U.S.S. Milwaukee naval ship was anchored off shore.
- 1939 - The theme of the celebration this year was "California Under 13 Flags". Colorful coronation ceremonies opened the festivities with two additional events of a spelling bee and soap box derby to complete the program.
- 1940 - The 37th annual 4th of July Celebration drew 100,000 for the two mile parade. Nat Pendelton, well known actor rode his famous horse as grand marshal. Bands, equestrian units, floats and many celebrities took part.
- 1941 - The coronation ceremonies opened the festivities on Thursday evening. A huge military and patriotic parade was highlighted by a large equestrian division. Leo Carrillo, guest of honor, participated in the parade and was entertained throughout the day with horse shows, concert, picnic and ended the evening with the drum majorette review.
- 1942 - Horse show was the main feature of the 4th this year. A Granger duo provided music at the Pavalon.
- 1943 - No celebration because of war.

- 1944 - Coronation of Queen. Sold War Bonds.
- 1945 - No Celebration because of war.
- 1946 - No Activities.
- 1947 - The 4th of July Parade was voted "Best in the West". Eight divisions consisting of bands, floats, equestrians and marching units participated. A "Mexican Colony" float with flowers and pretty girls won the first place Judges prize.
- 1948 - The first Huntington Beach Air Show was held in conjunction with the celebration. The "Firecracker Queen" descended in a helicopter and greeted the audience. The parade was attended by thousands and consisted of military and centennial units along with the regular ones.
- 1949 - The two hour parade of floats, bands, military marching units and equestrians started the celebration with lots of color. An air show, automobile races, bathing beauty contest, swimming contest and fireworks were also part of the day's activities.
- 1950 - This was the 43rd annual Orange County 4th of July and Golden California Centennial Parade. The day started with daytime and evening dancing, jalopy races, bathing beauty contest, carnival on the beach, fireworks and air show, but was marred by a plane crash of one of the show's performers. A luncheon buffet was served to the parade participants at Lake Park.
- 1951 - The biggest celebration of the year, the 4th of July Parade in Huntington Beach has been designated the Orange County 4th of July Parade.
- 1952 - The Parade consisted of eight divisions and 3,500 participants this year. Ruth Elder, famous aviatrix heroine was Grand Marshal. The theme of the parade depicted heroines.
- 1953 - The 46th Annual parade was "Bigger and Better" than ever. The theme of the parade was "Patriotic Panorama" for the 300 entries. Movie star Victor McLaglen was Grand Marshal.
- 1954 - Three miles of marching units, beautiful floats, bands and equestrians made up the parade. "Our Golden Heritage" was the theme.

- 1955 - The parade with pioneer aviator Glenn L. Martin, grand marshal and Rear Admiral McCorkle, reviewing officer was a smashing success. Entertainment was provided at the open air amphitheater on the beach, dancing in the Pavilion and aerial fireworks displayed at night. The only problem of the day was the tremendous traffic jam caused by the crowds after the fireworks display.
- 1956 - Mouseketeers Jimmy Dodd and Roy Williams were grand marshals. George Putnum was equestrian marshal. Several floats with a portrayal of the lives of Presidents Lincoln, Washington, Jackson, Hoover, Taft, Coolidge, Teddy Roosevelt, Truman and Eisenhower followed the theme of "Pageantry and Portrayals of Famous American Presidents".
- 1957 - The parade featured several silver saddled equestrians. Bob Roberts rode roller skates leading 200 majorettes.
- 1958 - One mishap occurred just before the parade when one of six horses owned by L.B. Wickersham was injured in a fall and was dragged by the other five bolting horses.
- 1959 - The 52nd annual event was staged under a brilliant sun and drew an enthusiastic crowd. For the first time, a woman headed the parade. Jane Mansfield was grand marshal.
- 1960 - The parade based on the theme "Conquest of California" unfolded in ideal weather for the thousands of appreciative people attending.
- 1961 - Six aerial bombs announced the start of the annual 4th of July Celebration. The theme was "A Salute to the Civil War Centennial". Practically every form of amusement the city offered operated at peak capacity.
- 1962 - With the weather ideal the city was host to more people than it could comfortably accommodate for the celebration. Bumper to bumper traffic kept accidents at a minimum as the motorists could do no more damage than nudge the other car.
- 1963 - "Salute to Space" was the theme for this year's parade. It was a fitting one as the large Douglas Space and Missile plant was being built in Huntington Beach. Newscaster George Putnum astride his palomino horse decked with \$30,000 in silver trappings was equestrian marshal.
- 1964 - The feature of the parade was the U.S. Naval Center's "Recruit fifty state flag team" carrying all the state flags of the United States. With over 200 entries including representatives of the army, navy, air force and marines participating. All in all it was a patriotic success.

- 1965 - George Putnum, grand marshal led the parade of eight divisions, 24 bands, 1000 military personnel, 21 floats, 250 horses (many in silver trappings) in the theme "Spirit of 76". There was a controversy between the city and the John Birch Society over the "Birch Float" for the parade. The float did not take part in the event.
- 1966 - The 4th of July Celebration was under the sponsorship of the Huntington Beach Jaycees for the first time. Bands, floats, equestrian units and walking units made up the patriotic parade. U.S. Naval Admiral was reviewing officer.
- 1967 - The 63rd annual parade started the festivities with the theme, "Shot heard around the world". A mayor's reception followed in the afternoon and fireworks display at night. General Thrash, U.S.M.C. was reviewing officer. A "Miss Firecracker Contest" was held the following day.
- 1968 - The theme, "Birth of freedom" was used for the parade this year. Bands, floats and 37 marching units participated with General Feeley, U.S.M.C. as reviewing officer. The John Birch Society had 1000 people marching wreaths of black and white with names of California boys killed in Vietnam.
- 1969 - Huntington Beach's own Jackie Bennington, Miss Junior Miss of America was grand marshal. California State Treasurer, Ivy Baker Priest was guest of honor. The parade was a sparkling success.
- 1970 - Thirty-two beautiful floats and 18 bands made the parade larger than ever this year. Johnny Grant was grand marshal and George Putnum equestrian marshal with General Lewis H. Walt the official reviewing officer. Theme was "Achievements of our american youth".
- 1971 - A full weekend of activities were planned for the 4th of July Celebration starting with a fireworks display on Sunday night, followed by the parade and aerial balloon display the next day. Dorothy Lamour was grand marshal and George Putnum the equestrian marshal of the "America the beautiful" parade.
- 1972 - A total of 3953 participants followed the theme of "Salute to american music" for the parade. "The Mariners" singing group of Marina High School were selected as grand marshals in order to recognize their achievements. The mayor's reception followed the parade and the fireworks display was held at the pier later that evening.

1973 - The theme of "An old fashioned 4th of July" was chosen for the celebration. The parade of eight divisions contained 149 units. The Racine Wisconsin Explorer Scouts, one of the oldest and finest drum corps participated. Ex-POW Lt. Brian Ward, U.S.A.F. was grand marshal. Brig. General Jonah Levell, U.S.A.F. was the official reviewing officer. The crowds and traffic became a problem at the beach for the fireworks display. It is anticipated that this part of the celebration might be cancelled next year. A budget of \$17,000 was allotted for the celebration with \$5,000 of it set aside for fireworks, so this could be a considerable savings.