



BREA LINE

# Centennial Special

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JANUARY 2017

## Brea Marks a Century of Accomplishment with a Celebration of Pride

You will help us make history during 2017 with events to celebrate Brea's Centennial year. It's a very important time to re-visit a storied history and to dedicate fresh energy to the community. As people remember and take pride in all that has been accomplished during the first 100 years, they are sure to be inspired looking ahead for the next century!

Spend some time to learn about Brea's history and understand how this special place grew strong and steady. Check your calendar and save some dates to enjoy a series of events that celebrate our City. More activities are anticipated once 2017 gets underway.

There's a full year of wonderful opportunity ahead for everyone to build friendships and share their Brea spirit!



Event Schedule  
on Back

# REWIND FOR BREAS HISTORICAL HIGHLIGHTS



Brea has been a home to risk takers and innovators, always backed up by earnest hard work. Looking back, there were plenty of tough days and tough decisions. There were also some lucky discoveries, which were balanced by the solid values of the people who lived here. This City has always tried to project a friendly and generous character; a legacy well worth passing through the generations.

Even if you are familiar with Brea's history, there are probably many forgotten notes. This town certainly has an interesting story, and 2017 is your year to learn more and be inspired anew!

## Geography Dictates Rural Beginnings

The geographic land contours around Brea silhouette what drew the earliest settlers to this area. Soft hillsides, wide pastures and long canyons were hospitable to ranchers and farmers. Large herds of cattle, and later, sheep gradually gave way to dry farming for grains, barley and even citrus.

## On the Map with an Oil Strike

The Industrial Revolution required power and oil was in-demand. Drilling on nearby hillsides had begun in 1896. Wildcatters brought in a major strike only two years later. By 1902, new rotary drilling tools had been introduced and these oil leases became ever more productive. The Olinda campsite, known for its hardscrabble canyon existence, grew into a small village to accommodate Union Oil employee bunkhouses, plus tidy cottages for workers bringing along families.

## City Determination, Formation

As rapid growth progressed, many felt it was time to organize a town to meet expanded needs. A schoolhouse, small shop, and a social hall had been established to support oil lease workers and their families. However, many services were lacking. So, in a more level area west of dirty oil operations, land speculators began actively promoting a town site under the name, Randolph. They declared a school district in 1903 and engaged with railroads and oil companies attempting to establish a permanent new community.

Ultimately, this first attempt was unsuccessful. Ever optimistic, businesses organized a Chamber of Commerce with its first meeting in March of 1913. Using a strong booster mindset, one of their earliest activities was to organize a baseball team and win recognition for the area. There were other interesting twists and turns leading to incorporation as a city. Once confirmed that the permanent local population exceeded a requisite 500 minimum, town promoters pushed ahead once more and put incorporation on the ballot, this time under the name, Brea. Of the registered voters, the tally was verified at 245 "yes" and 45 "no." Official confirmation arrived from the California Secretary of State on February 23, 1917.



Looking north, Brea Boulevard 1920s



Brea Boulevard fifty years later



New concepts for Birch Street 2000

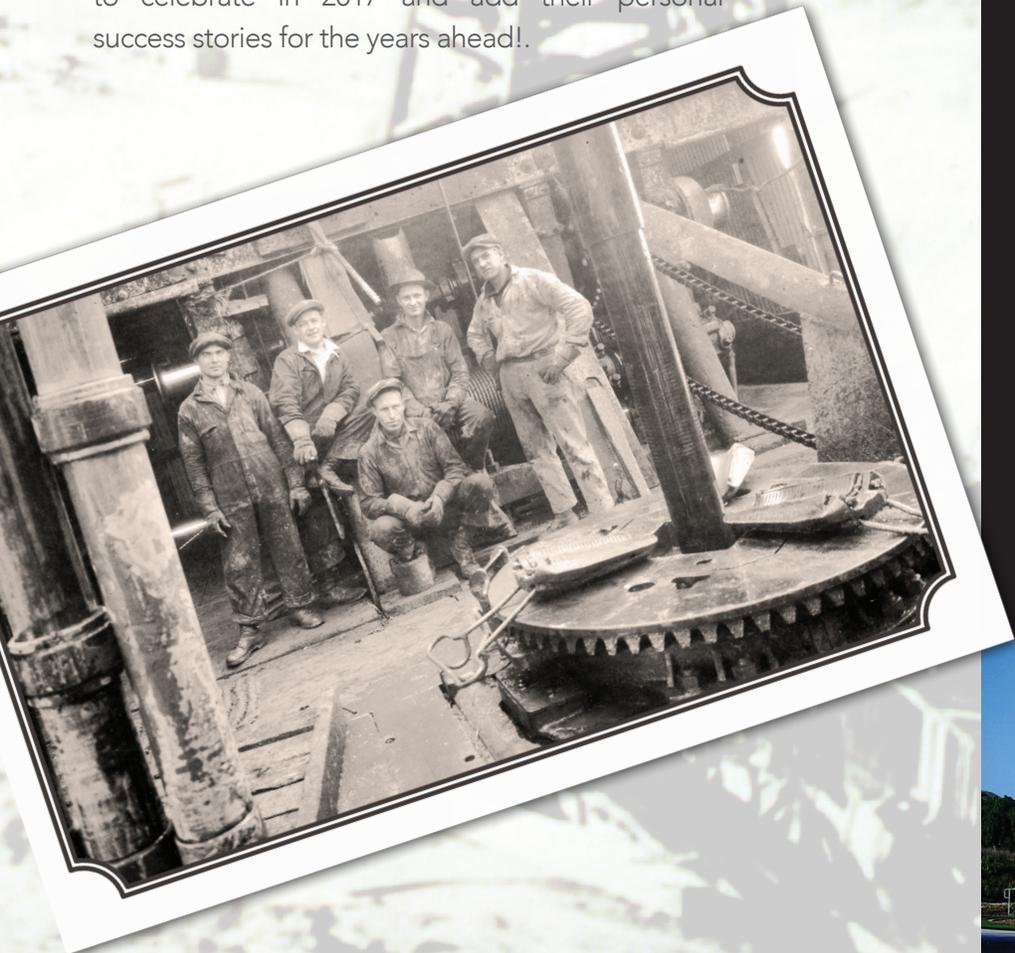
## Growth Boosts Lifestyle Quality and Culture

Brea's early motto was "Oil, oranges, and opportunity." While key industries have transformed over ten decades, the initial belief in opportunity has never waned. Each generation faced different challenges in keeping up with change and found ways to succeed.

There were several condensed periods of rapid expansion for Brea. Post-WWII years brought families to town for jobs and housing. The late 1970s saw another population increase as the 57 freeway and Brea Mall gave the City regional significance. Since 2000, yet more growth occurred with a re-invented downtown district and construction of new master planned neighborhoods.

Today's residents enjoy a multi-purpose Community Center and Sports Park. There are over 165 public art sculptures, plus a theatre and art gallery. An east-west trail will allow pedestrians and cyclists to easily cross the city. This, with a dozen nearby parks, a dog park, plus a Senior Center, two golf courses, and two historical museums are settings for diverse activity enjoyed by all ages.

The City of Brea is more than a desirable residential address. As from early days, it offers a strong business base. Employment is running above county averages and commercial vacancies are below average. It seems that prosperity and a high quality lifestyle still echo that early promise of opportunity. Everyone is encouraged to celebrate in 2017 and add their personal success stories for the years ahead!.



## THE BREA MUSEUM

The Brea Historical Society is an independent, community-based non-profit organization. Its mission is to provide educational opportunities that promote historical awareness.

495 S. Brea Boulevard - open  
Thursdays from 2-5pm and  
Saturdays from 10am-3pm  
714-256-2283  
[BreaMuseum.org](http://BreaMuseum.org)

Historical photos from the book,  
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## THE OLINDA OIL MUSEUM AND TRAIL

As part of the City of Brea's park system, this feature is operated in partnership with California State Park rangers.

4025 Santa Fe Road — Gates open  
9 am – 4 pm daily

Field office open Wednesdays  
10 am – 2pm and Sundays  
from noon to 4 pm

Group tour requests:  
714 671-4452



# MANY THANKS

## TO OUR GENEROUS CENTENNIAL SPONSORS!

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• Uni-Caps LLC

## Brea Centennial 2017 Schedule of Events

### Saturday, February 18, 2017

Community Parade — 10:00 a.m.

A celebratory procession down Birch Street from the Birch Hills Golf Course to the Sports Park. Expect a few surprises.

Picnic at the Sports Park — 11:00 a.m.

Enjoy food, entertainment, games and community fun.

Brea Art Gallery Opening Reception — 6:00 –10:00 p.m.

*The Birth of Motion Pictures: An Illustrated History of Silent Cinema 1910-1929*

Join a red carpet gala for this unique exhibition of vintage movie posters. Enjoy live entertainment, silent movie screenings and refreshments.

In partnership with DVQ Family Trust.

### Thursday, February 23, 2017

City Council Meeting — 6:00 p.m.

Birthday cake on Brea's 100th birthday, commendations, speeches and the unveiling of the Time Capsule.

### Tuesday, July 18, 2017

Brea Centennial Night at Angel Stadium — Game Time TBA

Angels vs. Washington Nationals

Enjoy a special evening of baseball with Brea friends and family.

### Friday, August 18, 2017

Brea Fest — 6:30 p.m.

Fireworks are planned for this favorite community event featuring food from local restaurants, live music, theater and art.

### Saturday, October 15, 2017

Brea Loves Art — 3:00 – 6:00 p.m.

Youth art project sponsored by Brea Rotary Club

### Saturday, October 21, 2017

Centennial Gala — 7:00 p.m.

Evening of dinner, dancing and entertainment on the Plaza at the Brea Civic & Cultural Center.

### November 2017

Curtis Theatre performance of *Tales from the Canyon: The Olinda Story* — November 11, 12, 17, 18 and 19

This original play takes you back into Brea's past to experience what life was like for early settlers. Live on stage at the Curtis Theatre!

## Celebrate!

Many local groups will salute Brea with a Centennial spin. Save dates highlighted in this special edition. Check future issues of Brea Line and visit [cityofbrea.net/centennial](http://cityofbrea.net/centennial) to get more details as the year progresses and activity is added.

## Support!

Share news about Brea's celebration and show your hometown pride. Merchandise items will be available for purchase at the Brea Community Center.

## Volunteer!

Get close to the action by volunteering to help. Make new friends by working together on engaging activities. Call 714-990-7152.

## Sponsor!

Consider making a donation to strengthen community partnerships this year and support Centennial activities.

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[#BreaCentennial](https://twitter.com/BreaCentennial)

