



Centennial NOTES

CITYOFBREA.NET/CENTENNIAL

APRIL/MAY 2017

Brea Marks a Century with Celebration and Pride

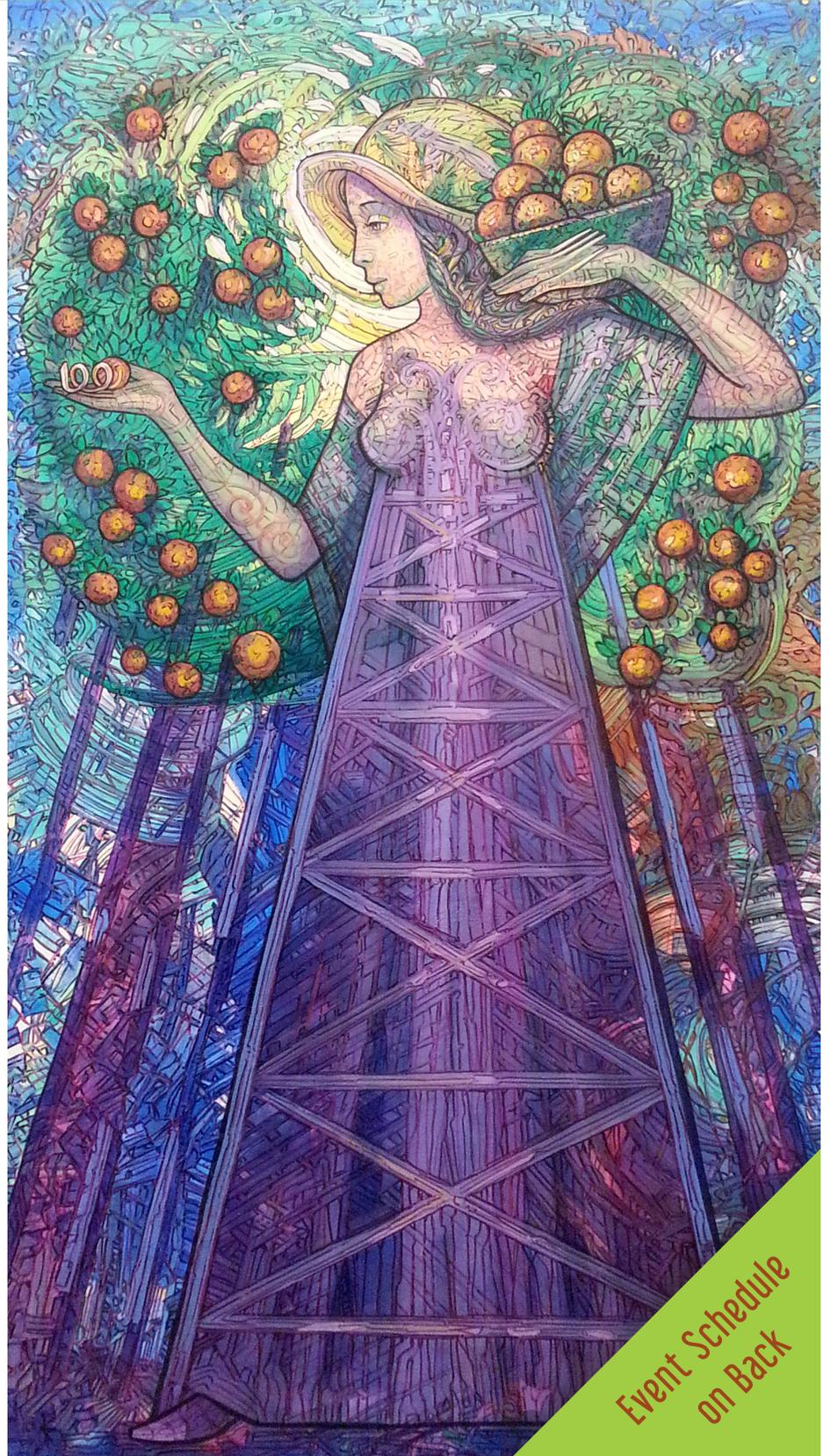
The Brea Spirit is alive and well! Join the celebrations and become a part of Brea history during 2017. This is your year to discover stories of the past and help write a new chapter for future generations!

As the City of Brea marks one hundred years of accomplishment, residents can take pride in their hometown. Learn why this is a great place to live and do business. Renew your spirit of community and be inspired by all the good work that is underway here. Everyone is invited to share in the many opportunities Brea's Centennial offers to make new friends.

Please spend a few minutes to read historical highlights inside. Plan to visit local museum displays and learn more. Clear your calendar so you don't miss any of the official Centennial celebration activities listed on the back side.

Happy 100th Birthday Brea!

"The Beautiful Brea" painted by former Artist in Residence, Carlos Terres, is a Centennial gift to the City. It depicts the land of oil, oranges and opportunity as a young woman who wears a garment representing the discovery of oil. Her right hand carries oranges, with a peel forming the number 100. The oil and citrus industries have now evolved into a vibrant and beautiful city.



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

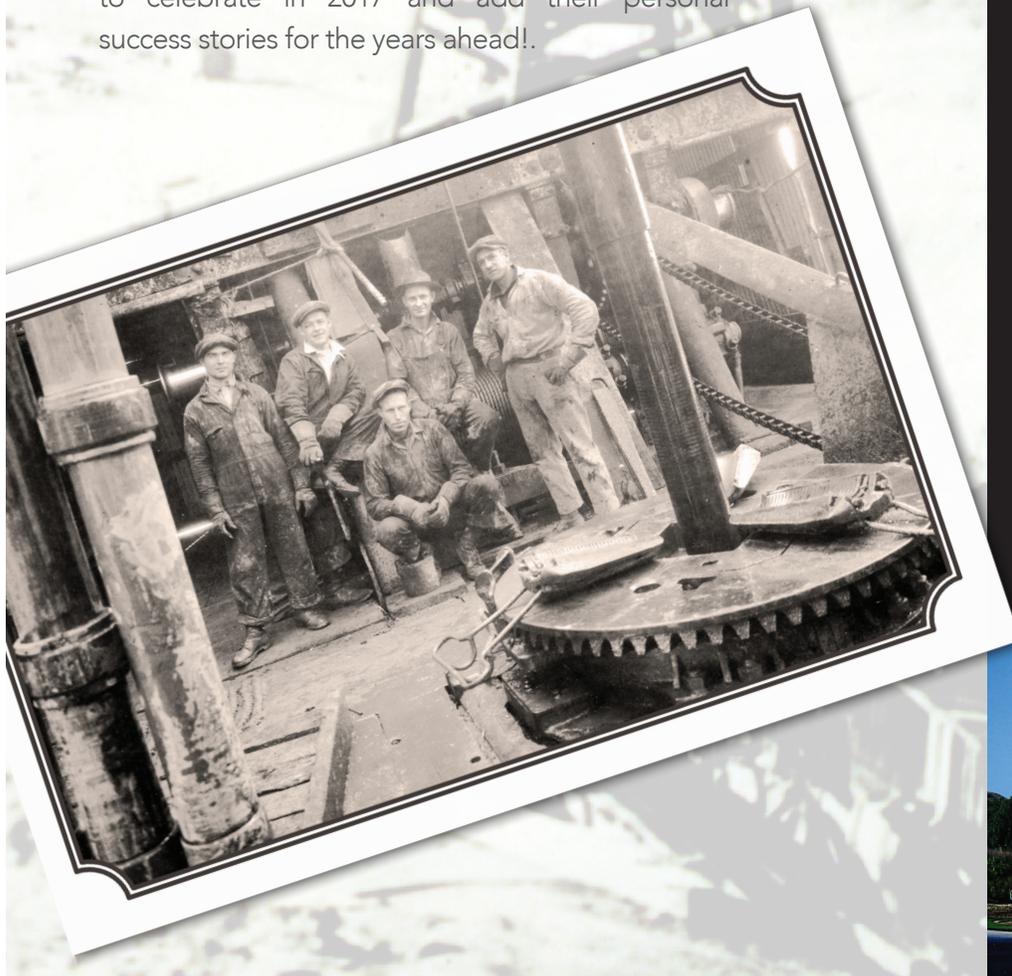
Growth Boosts Lifestyle Quality and Culture

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 2 – 5 pm and
Saturdays 10 am – 3 pm

714-256-2283

BreaMuseum.org

Historical photos from the book, **Brea, Then and Now** are used with permission.

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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 – 2 pm and
Sundays 12 – 4 pm

Group tour requests: 714-671-4452



Brea Centennial 2017 Schedule of Events

Saturday, February 18

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

The Birth of Motion Pictures:

An Illustrated History of Silent Cinema 1910-1929

Exhibition presented in partnership with the DVQ Family Trust.

Thursday, February 23

City Council Meeting Birthday Celebration — 6:00 p.m.

Saturday, May 20

Centennial Parade — 9:00 a.m.

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

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

Enjoy food, entertainment, games and community fun.

Tuesday, July 18

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

Brea Fest — 6:30 – 10:00 p.m.

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

Sunday, October 15

Brea Loves Art — 3:00 – 6:00 p.m.

Youth art project, sponsored by Brea Rotary Club.

Saturday, October 21

Centennial Gala — 7:00 p.m.

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

November 3, 4, 5, 10, 11 and 12

Curtis Theatre performance — Times TBA

Tales from the Canyon: The Olinda Story

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!



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