

## *A World Class Icon for Our World Class City*



***The beliefs, customs, arts, and the collective past of a particular society, group, place and time defines its unique culture.***

For 81 years of its 119 year history, Long Beach has boasted a showcase Charles Loeffler carousel. Loeffler, a Long Beach resident, who is buried here, reigned for 42 years as the Victorian Walt Disney. The Loeffler saga comprises a compelling tale that stretches from his first hand crafted ride, built piecemeal from wood scraps, that became the very first amusement ride on the sands of Coney Island in 1876. His genius culminated in transforming a sewer line extension into the ocean, creating the famed Santa Monica Pier in 1916. He moved his family and factory to Long Beach in 1911 building

carousels and amusement parks that spanned the West Coast and the continent. Over the decades, a Loeffler carousel has been an integral part of our local Long Beach culture.

The Shoreline Village Carousel was swept away from Long Beach in 1998, now sitting dramatically above the streets of San Francisco atop the Moscone Convention Complex in an all glass enclosure. The City by the Bay tracked that particular carousel for 20 years, patiently waiting to reclaim it. The city already possesses three other grand, antique carousels, but they specifically sought this one. A bid of \$1 million by Long Beach to retain the precious ride came too late.

There remains *one last Loeffler carousel* to be obtained. When it was constructed, in Long Beach, in 1913, Charles Loeffler specifically built it for a monumental event — The 1915 Panama Pacific International Exposition — one of the great World's Fairs of the early 20th Century. Shall we bring it home and continue our history well into the future?

**I am proposing that the Queen Mary project kindly consider the prominent placement of the last great carousel at Harry Bridges Park where it can serve as a beacon to draw crowds, a backdrop for all manner of events and an enhancement for the Queen Mary. The public/private partnership strategy for this project will not cost the city money.**

# *Why have an Historic Antique Carousel?*

- Hand carved and constructed a century ago, it holds the same mystique today as it did then... even more-so now that there are so few remaining.
- This is history, art, culture, community and something enjoyable for every generation, ethnicity, income, and social standing.
- A museum in motion, this is living history. It remains a reason for people of all ages to visit again and again.
- A carousel becomes a place to relive history, memories, now and for the future.
- This is not a children's (but don't tell them that). It is a ride that welcomes children, but it was created for adults: young lovers, families, couples of all ages, and anyone who wants to share a smile and a pleasant moment.
- A stunning place to have a wedding to remember, a unique location for anniversaries, business meetings, corporate and special events, event memorial services.
- This becomes the centerpiece for every holiday or birthday.
- It is a great place to stop and enjoy again and again — to make an day special.
- It is a cornerstone symbol that distinctly identifies our city apart from others.
- This constitutes a singular place to gather and meet, just as it was a century ago.
- It is a regional attraction, an item to go out of your way to visit and bring others to experience.
- Historic, nostalgic, and a joyful place to enjoy together, bringing a sense of community and connected-ness.
- It is a time machine, allowing one to return to any age and recall good times past and brand new memories for the future.
- It is a portal to the past, to relive ancestry, history, culture...eat, drink, shop and ride having more fun doing it.
- And it will be much more memorable occasion that will draw them back repeatedly to visit and ride and remember that century old wooden horse.



**Jane's Carousel sits majestically next to the Brooklyn Bridge, a "must see" attraction in Manhattan.**



*Charles Looff's Original Long Beach Pike Carousel — 1911.*

A true carousel is an elegant, antique, hand-carved, hand crafted, ten ton ride that is an attraction and an icon unto itself. A carousel is *not* an amusement park and pre-dates them.

A Carousel is not the little portable ride found in carnivals, fairs, zoos, and malls usually child sized and plastic. Those are even akin to apples and oranges. The little merry go rounds are nice, simple rides; just rides. Nothing of special note about them. Enjoyed for a moment, they are quickly forgotten. No History. No memories. No allure.

In contrast, Antique Park Carousels are so scarce that major cities and venues collect them.

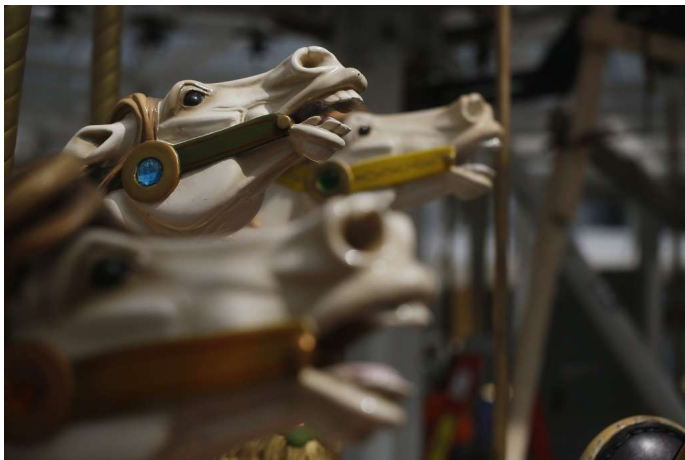
The few full size carousels are essentially living museums of American art and industry. Those few still existing are held close by the cities that have them.

*Long Beach has the opportunity to bring home the grandest of them all. And the most historic, since it is only one of two surviving rides built in Long Beach.*





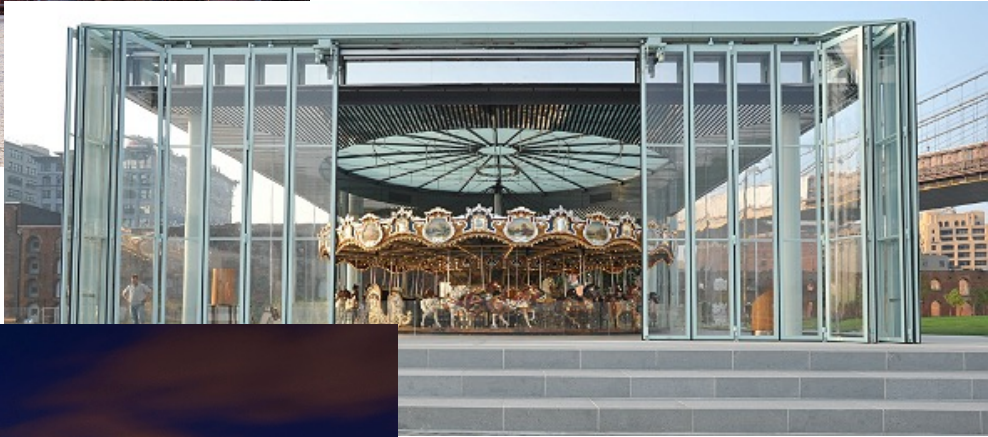
This presentation is a preliminary overview of this particular concept and individual machine, along with its significance to Long Beach. Should the process prove interesting to officials and developers, more details will be forthcoming, along with a comprehensive set of plans and options regarding the ride and its disposition here.







***Jane's Carousel  
At the Base of the Brooklyn Bridge  
Listed as the latest "Must See" attraction and  
trendy site for gatherings in Manhattan.  
Vanity Fair recently had a major event there.  
Weddings are filling the calendar along with  
corporate events, anniversaries, birthdays***



***Jane's Carousel produces  
only a fraction of its po-  
tential but, still generates  
over \$750,000 annually  
and lends a stunning  
beacon to the grand ele-  
gance of the Brooklyn  
Bridge.***

***The proposed Long  
Beach ride is larger, older,  
more elaborate and would  
produce twice the in-  
come. Imagine what it  
might look like standing a  
short distance from the  
Queen Mary.***



image courtesy Ateliers Jean Nouvel





Prominent places and popular cities everywhere covet and carefully place antique carousels for maximum attention.

- The Eiffel Tower has two bright carousels complimenting it.
- Brighton Beach sits dramatically alone on the seashore.
- London's Hyde Park, across from Buckingham Palace, possesses a beacon of for park goers.
- The Smithsonian Castle on the Capital Mall presents an antique carousel for tourists.





