City of Manhattan Beach
City Hall
1400 Highland Avenue
Manhattan Beach, CA 90266
Phone: (310) 802-5000
Facsimile: (310) 802-5001

Monday - Friday
8:00 a.m. - 5:00 p.m.

WWW.CITYMB.INFO

Bruce's Beach Re-naming Ceremony
10:30 a.m.
Saturday, March 31, 2007
City Officials

Nick Tell
Mayor

Jim Aldinger
Mayor Pro Tem

Richard Montgomery
Councilmember

Portia Cohen
Councilmember

Mitch Ward
Councilmember

Geoff Dolan
City Manager

Richard Gill
Parks & Recreation Director

Bruce’s Beach

In 1912, Mr. George Peck, one of our community’s co-founders, made it possible for the beach area below this site to be developed as Bruce’s Beach, the only beach resort in Los Angeles County for all people. Charles and Willa Bruce were the African American entrepreneurs who settled here, thus the name Bruce’s Beach. This two-block neighborhood was home to several minority families and was condemned through eminent domain proceedings commenced in 1924. Those tragic circumstances reflected the views of a different time.

The land was referred to as City Park and Beach Front Park and later named Bayview Terrace Park through a community contest in 1962.

The park was designated Parque Culiacan on March 16, 1974 at the time of a visit from representatives of our first Sister City.

The Manhattan Beach City Council renamed the park as Bruce’s Beach in July 2006, commemorating our community’s understanding that friendship, goodwill and respect for all begins within our own boundaries and extends to the world community. All are welcome.

A project of Leadership Manhattan Beach Class of 2003.

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Program

Welcome from the Honorable Mayor Nick Tell

Remarks by Councilmember Mitch Ward

Introduction of other Dignitaries

Mrs. Willa Bruce on beach with umbrella, 1920s.