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For Immediate Release

Pacific Park And The Santa Monica Pier History Timeline

1909 - The Pier was created as a public utility to move treated sewage to the ocean.

1909 – September 9 – The Pier opened to the public on California Admission Day.

1916 - Charles Looff who built Coney Island’s first carousel in Brooklyn, New York, saw the potential of the Santa Monica Pier as a landmark attraction. He began constructing his own pleasure pier.

1924 - La Monica Ballroom opened to become the site of many first-time national radio and television broadcasts.

1930s – The Santa Monica Pier was confronted with severe weather patterns and new entertainment trends. As a result, the roller coaster was torn down in 1930, and the La Monica Ballroom eventually closed its doors.

1953 - Looff pleasure pier is taken over by the City, which leased it to a private operator.

1972 – Due to the decline in popularity and deterioration of the Piers, the Santa Monica City Council ordered the demolition of both Piers.

1973 - In response to the Council’s decision, Santa Monica residents joined together to fight for the survival of the Piers. They developed a “Save Our Pier Forever” campaign and won!

1975 - The Hippodrome building and carousel were designated a Los Angeles County historical landmark by the U.S. government.

1983 – Sever storms destroyed more than one-third of the Pier.

1987 – Construction began on repairing and improving the Pier that included concrete pilings, concrete fishing decks, and a classic wooden deck – that would house an amusement park.

1990 – Pier construction is complete.

1996 – Pacific Park opens becoming the first amusement park on the pier since the 1930s.

1998 - Pacific Park converts its Ferris wheel to the world’s first solar-powered Ferris wheel.

2008 - Pacific Park introduces an all-new \$1.5 million Pacific Wheel Ferris wheel featuring more than 160,000 energy-efficient LED lights that provide higher energy savings versus the 5,392 incandescent bulbs, while complementing the solar-power application.

Today - Pacific Park on the Santa Monica Pier is LA’s only admission free amusement park and offers 12 amusement rides, 14 midway games, oceanfront food plaza and beachside retail shops. Now, more than 8 million visitors enjoy the Pier and Pacific Park each year.

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