



Re-TURN

The Jantzen Beach Carousel



SAVING HISTORIC PLACES

About the C.W. Parker Carousel (aka the Jantzen Beach Carousel)



The Jantzen Beach Carousel, a national treasure, was built by C.W. Parker, renowned carver and aptly named “amusement king,” in 1904 in Abilene, Kansas, for the St. Louis World’s Fair. It then moved to Venice, California, for an intermediary period, before arriving at its longtime home at Jantzen Beach Amusement Park in 1928. Jantzen Beach, named after the Portland-founded Jantzen swimwear brand, was the site of the first Olympic-size pool in the Pacific Northwest, which later expanded to the amusement park complex of which the carousel became a part.

According to a September 2007 plaque from the National Carousel Association, the “antique wooden carousel brings magic to children of all ages” and is the last operating 4-row, 72 horse Parker Superior Park Machine.

From 1928 to the 1960s, the amusement park was frequented by up to 725,000 people annually. By 1970, however, attendance had dipped to the point that the park was closed and soon demolished. Countless Portland- and Vancouver-area residents recall memories made at Jantzen Beach Amusement Park fondly.



By 1971, construction on a 500,000-square-foot shopping mall, the Jantzen Beach Center, began in the place of the amusement park. The mall, however, maintained a connection to the history of the site by preserving the original Jantzen Beach Carousel and installing it within the shopping center. In 1987 the Jantzen Beach Carousel was listed in the National Register of Historic Places, along with four other similarly remarkable wooden carousels in the state. (It was delisted in 2008 when plans to move it to the Portland Children’s Museum did not go through.)

In 1995, the carousel was threatened by a redevelopment effort of the mall, but the community and staff of Jantzen Beach advocated on behalf of the carousel’s historical significance and successfully deterred its demise. The carousel was then entirely disassembled and renovated at a cost of \$500,000 before its grand opening and re-dedication in its new location in the mall’s food court. This is where it stayed, beloved by many, until April 22, 2012, when the carousel was closed to the public in anticipation

of a \$50 million remodel of the Jantzen Beach Center by EDENS, Inc., a South Carolina-based developer and real estate holding company. The shopping center has since been sold to Kimco Realty Corporation, joining the New York real estate investment firm’s eight other open-air retail properties in the Portland metro area.

In 2012, it was included in Restore Oregon’s Most Endangered Places list, joining the company of scores of historic properties nominated by people across the state that are in imminent danger of being lost due to hard times, development pressures, demolition or neglect. On September 1, 2017, Restore Oregon received the historic carousel as a donation made by the former owner of the Jantzen Beach Center, EDENS, Inc. Restore Oregon will not serve as the long-term owner, but will now work with community leaders and the public to shepherd the 1904-built carousel to its new future.

Timeline

- 1904** The C. W. Parker Four-Row Park Carousel is built in Abilene, Kansas, by C.W. (Charles Wallace) Parker, the “American Amusement King,” for the St. Louis World’s Fair. According to the Leavenworth Historical Museums Association, “Parker built five large, extravagant ‘park’ machines, designed to be permanently installed in large amusement parks. Only one of those five is still in existence: the Jantzen Beach Carousel, Portland, Oregon.”
- 1921** Moved and installed in Venice Beach, California.
- 1928** Sold to Hayden Island, Inc. for \$28,000 and moved to the Jantzen Beach Amusement Park on Hayden Island, which operates for 41 years.
- 1970** Due to low attendance, the Jantzen Beach Amusement Park closes.
- 1971** Construction of the new, 500,000-square-foot Jantzen Beach Center begins.
- 1972** As an homage to the site’s history, the carousel is refurbished and installed in the new Jantzen Beach Center.
- 1976** Entered in the “The Guinness Book of Records” for the longest carousel ride of 311 hours and 17 minutes.
- 1987** At 83 years old, listed in the National Register of Historic Places.
- 1995** Threatened by mall redevelopment, but eventually saved by advocates in the community, the carousel is entirely disassembled and renovated at a cost of \$500,000.
- 1996** “Carousel Day” on the grand opening of the Jantzen Beach SuperCenter unveils the carousel’s new home in the mall’s food court.
- 2012** Closed to the public in anticipation of a \$50 million remodel of the Jantzen Beach Center. Last ride is at 6 p.m. on April 22, 2012.
- 2012** Included in Restore Oregon’s Most Endangered Places list, sparking the organization’s involvement in the project.
- 2017 July:** Jantzen Beach Center real estate property is sold to Kimco Realty Corporation.
September: The Jantzen Beach Carousel is donated by EDENS, Inc. to Restore Oregon for a chance to find a new home and owner/operator that will return this beloved family attraction to the greater Portland community.



SAVING HISTORIC PLACES

About Restore Oregon

Restore Oregon is a 501(c)(3) nonprofit organization that works statewide to preserve, reuse, and pass forward the historic places that make our communities livable and sustainable. With a recent donation of the Jantzen Beach Carousel, Restore Oregon has stepped up and launched an effort to return the carousel to the Portland metro area and provide the community an opportunity to permanently save it. Restore Oregon will not serve as the long-term owner, but will now work with community leaders and the public to shepherd the 1904-built carousel to its new future.

Founded in 1977 as the Historic Preservation League of Oregon, Restore Oregon has always focused on the places that make Oregon, OREGON: the historic homes and neighborhoods, bridges and barns, churches and Main Streets that make this place so authentic and livable.

Historic places are cultural, environmental and economic assets, and they need active stewardship or they will be lost to future generations. Restore Oregon's efforts to save Oregon's Most Endangered Places are preserving historic structures from the Ermatinger House in Oregon City to the Egyptian Theatre in Coos Bay. Restore Oregon prides itself in being part of a movement of historic preservation

focused on livability, sustainability, adaptive reuse, placemaking, job creation and Main Street revitalization. Restore Oregon's Most Endangered Places list, begun in 2011, is made up of historic structures nominated by people across the state and works to spotlight these places as cultural and economic assets. Once a place is named a Most Endangered Place, Restore Oregon works to bring together rehabilitation expertise, resources and local support to revitalize these properties so they can again contribute to their communities and be passed forward to future generations. The Most Endangered Places program is one of Restore Oregon's core initiatives, with significant staff time, resources and volunteer efforts devoted to the preservation of these unique historic places.

The Jantzen Beach Carousel was named a Most Endangered Place on Restore Oregon's 2012 list, and the organization has been involved in protecting the carousel's future ever since. Restore Oregon received the historic carousel as a donation made by the former owner of the Jantzen Beach Center, EDENS, Inc.





Join Restore Oregon to Re-TURN the Jantzen Beach Carousel to Portland

Portland/Vancouver Residents Asked to Support the Campaign; Share Their Memories

Area residents are invited to help Re-TURN the Carousel by taking action:

- **Share** their favorite Jantzen Beach Carousel memories, photos and videos at [Facebook.com/restoreoregon](https://www.facebook.com/restoreoregon); share at [Instagram.com/restoreoregon](https://www.instagram.com/restoreoregon) using the hashtags [#returnthecarousel](https://www.instagram.com/returnthecarousel) [#restoreoregon](https://www.instagram.com/restoreoregon)
- Visit [restoreoregon.org/carousel](https://www.restoreoregon.org/carousel) to sign up for updates and contribute financial support to Restore Oregon's effort.
- Hashtags [#returnthecarousel](https://www.instagram.com/returnthecarousel) [#restoreoregon](https://www.instagram.com/restoreoregon)
- Donations to support Restore Oregon and this campaign to transition the carousel to its new owner and home can be made at [restoreoregon.org/carousel](https://www.restoreoregon.org/carousel).



Restore Oregon Re-TURN the Carousel Blue Ribbon Committee

To aid with the carousel's transition, Restore Oregon has established a Re-TURN the Jantzen Beach Carousel Blue Ribbon Committee to lead the public effort to facilitate the future of the carousel. The Blue Ribbon Committee, composed of prominent Oregonians, will work to facilitate the carousel's transition to a new site. The committee will contact individuals and organizations that might be interested in the carousel, encourage donors to fund Restore Oregon's carousel effort and help chaperone the carousel to its new owner.

COMMITTEE MEMBERS:

- » Margaret Carter, *former State Senator, Honorary Co-Chair*
- » Gerry Frank, *Oregon 'Premier Citizen,' Honorary Co-Chair*
- » Nick Fish, *Portland City Commissioner*
- » Barbara Roberts, *former Oregon Governor*
- » Jessie Burke, *The Society Hotel*
- » Marilyn Clint, *Portland Rose Festival*
- » Jane DeMarco, *People & Process Fixes*
- » Richard De Wolf, *Arciform LLC/Versatile Wood Products*
- » Roy Fox, *Restore Oregon*
- » Amy Keiter, *Carousel Rider*
- » Debby Kennedy, *Camas, WA*
- » Thomas Lauderdale, *Pink Martini*
- » Mike Lindberg, *former Portland City Commissioner*
- » Jonathan Nicholas, *Moda Health*
- » Rick Michaelson, *Inner City Properties, Inc.*
- » Mary Oberst, *former First Lady of Oregon*
- » Kerry Tymchuk, *Oregon Historical Society*
- » Lee Weinstein, *Weinstein PR*

(Additional committee members to be named.)



Frequently Asked Questions

Q: Where is the Jantzen Beach Carousel presently located?

A: It is stored securely at Jantzen Beach in a warehouse. For its security, we are not disclosing its exact location.

Q: When was the Jantzen Beach Carousel built?

A: The carousel was built in 1904 for the St. Louis World's Fair.

Q: Who built it?

A: C.W. Parker, nicknamed the "amusement king," built the carousel in Abilene, Kansas. Parker was a renowned carver who built primarily portable carousels for traveling carnivals. The carousel that would come to reside at Jantzen Beach was one of just five larger, more elaborate "park models" he built.

Q: How big is the carousel?

A: The carousel is four horses abreast with 72 horses in total. It weighs approximately 20 tons and has a diameter of 67 feet. The carousel needs to be housed indoors in a building at least 100 by 100 feet with a center clearspan of 73 feet.

Q: When did the carousel come to Jantzen Beach?

A: The carousel was moved to the Jantzen Beach Amusement Park in 1928 after a brief tenure in Venice Beach, California.

Q: How long did the carousel operate at the Jantzen Beach Amusement Park?

A: The carousel operated at the amusement park for 41 years. When the amusement park was torn down and replaced by the Jantzen Beach Center mall a year later, the carousel was preserved as the sole surviving attraction from the park. The carousel remained a part of the mall until 2012, when it was disassembled and put into storage.

Q: Why does the carousel matter?

A: The Jantzen Beach Carousel is a beautiful piece of art carved nearly 100 years ago. It's one of the biggest, fastest, oldest wooden carousels left from its era—few of its kind and size still exist in the world. Over the 84 years that the carousel has been in the Pacific Northwest, countless families and individuals from all walks of life and communities in Portland have built cherished memories. However, the carousel matters beyond its value as a nostalgic look to the past. It presents an opportunity to create economic development as a destination draw for visitors, and would be an asset for families in a region that needs more “inside things to do” given our long fall and winter months. Re-TURNing the Jantzen Beach Carousel to the Portland area can promote a future that doesn't depend on erasing the past and can retain a part of “old Portland” amid our changing city's future.

Q: Why did the former owner decide to disassemble the carousel? Who made that decision?

A: The carousel was disassembled and closed to the public in 2012 by the owners of the mall, EDENS, Inc., in anticipation of a \$50 million remodel of the Jantzen Beach Center.

Q: Who owned the carousel and who gave it to Restore Oregon?

A: On September 1, 2017, Restore Oregon received the historic carousel as a donation made by EDENS, Inc. Since the carousel was dismantled in 2012, Restore Oregon placed it on its Most Endangered Places list and has consistently advocated for the carousel to stay connected to Portland and its people.

Q: What is Restore Oregon's role?

A: The Jantzen Beach Carousel was nominated to Restore Oregon's Most Endangered Places list in 2012. As part of its Most Endangered Places program, Restore Oregon provides hands-on technical support to help protect the state's cultural heritage. This involvement has led Restore Oregon to step in to acquire and secure storage for the carousel on an interim basis, in order to give the community the opportunity to save it permanently. Restore Oregon is a small nonprofit, and the campaign to identify and develop a plan for a new site will be expensive, but the organization strongly believes the carousel's cultural history is very important to Oregon. Restore Oregon now has a unique opportunity to work hands-on with the Portland-area community to save the beloved carousel, an exceptional step outside of the organization's typical Most Endangered Places process. Given the carousel's distinctive design and its memories to generations of Portlanders, Restore Oregon hopes to ultimately see it passed forward to a new generation of Oregonians. Looking forward, Restore Oregon is now leading the Re-TURN the Jantzen Beach Carousel campaign alongside leading Oregonians on the Blue Ribbon Committee.

Q: What do you think it will cost to find it a new home? How will donations made to Restore Oregon to Re-TURN the Carousel be used?

A: Donations will be used to help cover staff time and out of pocket costs dedicated to finding the carousel a new home. Restore Oregon estimates we will initially need \$200,000-\$250,000 for the first year or so. The planning work could include a feasibility study to identify potential sites, owners, and what it would take to be successful, what different building configurations might look like and cost, and to estimate the future capital costs to build its new home, move, repair, and install the carousel. Funds may also be used to move and safely store the carousel should long-term storage at its current location not be possible.

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Q: What can area residents do who want to help?

A: Area residents who care about the carousel and want to see it remain a part of our city can post photos, videos and share memories of the carousel online. Join our Facebook group at [Facebook.com/RestoreOregon](https://www.facebook.com/RestoreOregon) or share at [Instagram.com/restoreoregon](https://www.instagram.com/restoreoregon) using the hashtags #returnthecarousel #restoreoregon. They can also visit restoreoregon.org/carousel to sign up for updates and contribute financial support to Restore Oregon's effort.

Q: What can policymakers do to help?

A: Policymakers can consider the carousel in their plans. They can also reach out to Peggy Moretti at Restore Oregon or a member of the Blue Ribbon Committee to discuss their role.

Q: Who should people contact if they have a home for the carousel, or an idea about its future?

A: Any person, organization or developer that has a lead for the carousel's new home, or any other ideas about how to plug in to this effort, should send a message to carousel@restoreoregon.com.



Additional Resources

Carousels that Inspire this Effort

Portland's other splendid antique carousel is the much smaller, American-made, 1913 Herschell Spillman Company wooden Noah's Ark Carousel at Oaks Amusement Park. The carousel was listed in the National Register of Historic Places at the same time as the Jantzen Beach Carousel. This carousel is 48 feet in diameter with a total of 46 hand-carved animals.

On August 15, 2017, Albany, Oregon's Historic Carousel & Museum, a nonprofit 501(c)(3) organization, opened the Albany Carousel to the public, after the community volunteered over 160,000 hours, with carvers creating 52 new animals for its menagerie and receiving the donation of a 1909 Dentzel Carousel Corporation mechanism. Tickets for the carousel are \$2.

Salem, Oregon's Riverfront Carousel opened on Front Street near the Willamette River in 2001, offering wonderful experiences on an Old World-style carousel housed in a beautiful building on the banks of the Willamette River. The carousel's mission is to enhance the quality of life in the Willamette Valley by invigorating community

cohesiveness, fostering cultural and educational opportunities, creating a living history and increasing tourism. Tickets are \$1.50.

In Spokane, Washington, the 1909 Loeff Carrousel along the Spokane River is another gem. It features 54 horses, one giraffe, one tiger, two Chinese dragon chairs and a brass ring to catch, and can accommodate wheelchairs. According to The Spokesman-Review, the "Carrousel, named for its designer, Charles Loeff, closed Jan. 2, 2017 for dismantling. ... The current construction timetable calls for a new facility to open by Valentine's Day 2018" at a cost of \$7 million, according to a Spokane Parks Department spokeswoman. Voters approved a bond for the Riverfront Park's redevelopment in 2014.

Outside the Pacific Northwest, in Brooklyn, New York, Jane's Carousel opened in 2011 on the East River, with a classic three-row carousel machine and 48 horses preserved in a glass building designed by French architect Jean Nouvel. Tickets for both carousels are \$2.



Contacts

- » Peggy Moretti, Executive Director, Restore Oregon 503-946-6446. Press Inquiries, please contact Jeannette Shupp, jeannette@restoreoregon.org, (971) 717-6895 office
- » Bradford Perron, President, Historic Carousels, Inc. Hood River, Oregon (541) 387-3897 office, (541) 993-9939 cell
- » National Carousel Association, Bette Largent, President, carousels.org
- » Carousel History, carouselhistory.com, antiquecarousels@gmail.com

Photos/Digital Assets

Downloadable Jantzen Beach Center and Jane's Carousel images: www.dropbox.com



Sample Social Media Posts

FACEBOOK

- Restore Oregon has just announced its campaign to Re-TURN the Jantzen Beach Carousel to Portland. The beloved 1904 carousel now needs a permanent home and owner so it can remain a part of the Portland community! Share your photos, memories and support of the carousel at www.facebook.com/RestoreOregon using #returnthecarousel #restoreoregon
- Did you ever go to the Jantzen Beach Amusement Park? Do you have fond memories of riding the old, beautiful carousel with your family and friends? Restore Oregon has just stepped up to Re-TURN the Jantzen Beach Carousel to the Portland metro area and provide the community an opportunity to permanently save it. Share your photos, memories and support of the carousel at www.facebook.com/RestoreOregon using #returnthecarousel #restoreoregon

INSTAGRAM

- www.instagram.com/restoreoregon find us @restoreoregon

TWITTER

- Help Restore Oregon Re-TURN the Jantzen Beach Carousel! #returnthecarousel #restoreoregon www.twitter.com/RestoreOregon
- Re-TURN the Jantzen Beach Carousel. Share your favorite memories + pics #returnthecarousel #restoreoregon www.twitter/RestoreOregon
- Restore Oregon needs help Re-TURNing the Jantzen Beach Carousel to the Portland community! restoreoregon.org/carousel #returnthecarousel

HASHTAGS

- #returnthecarousel #restoreoregon