On August 1, 1887, Mr. D.W. Grover, a Santa Cruz lumberman, filed paperwork with the County of San Luis Obispo to subdivide 1,150 acres of property that would become known as the Town of Grover City.

Over the years, our little town changed hands several times, first to John F. Beckett, then to Harold E. Guiton, and finally to Horace V. Bagwell. Mr. Bagwell, who filed a grant deed with the County of San Luis Obispo on March 9, 1935, continued to subdivide the property and began naming the streets within the subdivisions.

Some 72 years later on December 21, 1959, an incorporation election was held. Of the 1900 registered voters, 636 voted in favor of incorporating the Town of Grover into a city and 380 citizens voted against incorporation. On December 28, 1959, the City of Grover City held its first City Council Meeting with Port McGowne selected to preside as Mayor until the general election scheduled for the Spring of 1960. After a general election on April 12, 1960, Faye Keen was seated as the City’s first Mayor.

Several years later, the quandary regarding the redundancy in the name “City” of Grover “City” was finally settled when the majority of voters cast during a 1992 general election officially changed the name to City of Grover Beach.

This guide has been developed to provide today’s citizens with a historic self-guided tour of our City’s yesterday. As you visit the current businesses located at the historic sites outlined within this brochure, make sure to have your guide stamped. Once you have visited all of the sites, stop by City Hall to receive a 50th Anniversary commemorative lapel pin.