

REPORT OF GENERAL MANAGER

**APPROVED**

NO. 07-191

DATE August 14, 2007

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C.D. 11

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VENICE BEACH - MUSCLE BEACH WALK OF FAME

R. Adams \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
S. Huntley \_\_\_\_\_  
V. Israel \_\_\_\_\_

J. Kolb \_\_\_\_\_  
F. Mok \_\_\_\_\_  
\*K. Regan JKR  
M. Shull \_\_\_\_\_

  
General Manager

Approved           

Disapproved           

Withdrawn           

RECOMMENDATION:

That the Board approve the creation of the Venice Beach Walk of Fame at the Muscle Beach weight pen.

SUMMARY:

Since 1959, Venice Beach Boardwalk, operated as part of the Venice Beach Recreation Center, has been home to the world-renowned weightlifting and exercise venue known as Muscle Beach. In July 2003, the Department issued a permit to Joe Wheatley Productions for the promotion and production of the three bodybuilding competitions at Muscle Beach, which occur on Memorial Day, the Fourth of July, and Labor Day, in conjunction with the Department of Recreation and Parks. Due to the historical significance of Muscle Beach, Joe Wheatley proposed that we honor significant individuals in the world of muscle building by creating a Hall of Fame.

The Muscle Beach Venice Bodybuilding Hall of Fame is a non-profit organization whose Board of Directors include Joe Wheatley; Jon Balik and Mark Massicoreck of Iron Man Magazine; and Helen O'Neil, President of the Venice Beach Park Advisory Board. Victor Jauregui, Recreation Director of Venice Beach Recreation Center, serves as the City's liaison to this group. The Hall of Fame Selection Committee is appointed by the Board of Directors and is comprised of seven members: Joe Wheatley, Hall of Fame founder; John Balik, Publisher of Iron Man Magazine; Gene Mozee, recognized historian and photojournalist; Armand Tanny, Mr. USA and journalist for Muscle and Fitness Magazine; Maria Raia,

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former owner of Gold's Gym in Northridge and winner of over 40 ladies' bodybuilding contests; Larry Scott, Mr. America and Mr. Olympia with 48 years in bodybuilding; Bill Pearl, three-time Mr. Universe and bodybuilding expert; and Victor Jauregui, Recreation Director at Venice Beach Recreation Center.

The first Hall of Fame Inductee, Don Howarth was honored at the September 2003 competition. Since that time, 23 notable bodybuilders, bodybuilding historians and major contributors to the sport of bodybuilding have been inducted into the Hall of Fame. The inductees include notables such as Mr. Olympia's, Larry Scott, Frank Zane, Samir Bannout, and Ms. Olympia's, Rachel McLish and Cory Everson. Additionally, several Santa Monica Muscle Beach Pioneers including Paula Boelsom, Glenn Sundby and Armand Tanny have also been inducted, as well as community leaders in health and fitness such as Joe Gold. The first Lifetime Achievement Award was presented in September 2006 to Joe Weider, well-recognized as the "Father of Fitness" and founder of the world renowned International Federation of Bodybuilders (IFBB). This award was presented to Mr. Weider by Governor Arnold Schwarzenegger, also a world-renowned bodybuilder and former Mr. Olympia (1970-1975 and 1980).

To recognize the Hall of Fame inductees, the Department of Recreation and Parks and the Muscle Beach Venice Bodybuilding Hall of Fame are proposing the creation of a Walk of Fame which will display bronze plaques of each of the current inductees. The plaques will be mounted to the cement perimeter of the Muscle Beach weight pen. A dedication plaque will also be mounted at the site. The project is being sponsored by Bodybuilding.com, and the donation amount will be determined upon the final calculation of the costs.

A grand opening of the Walk of Fame will be held in conjunction with the Muscle Beach Venice Championship, to be held on Labor Day, September 3, 2007. At the event, the Hall of Fame Selection Committee will be awarding its second Lifetime Achievement Award to Jack LaLanne. Additional plaques will be added to the Walk of Fame to include the 2007 inductees: Tony Pearson, 1979 Mr. World; DeForrest (Moe) Most, a Santa Monica Pioneer; Franco Columbu, a former Mr. Olympia; Pudgy Stockton, a Santa Monica Pioneer; and Jack LaLanne.

It is anticipated that the bodybuilding Walk of Fame will generate considerable tourist interest and enhance the world-wide reputation of Muscle Beach Venice as the home for excellence in the sport of bodybuilding.

The recommended action involves the placement of minor structures accessory to an institutional facility and, therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11 (1,6) of the

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City CEQA Guidelines. The Coastal Commission granted a waiver of a coastal development permit for this project.

FISCAL IMPACT STATEMENT:

This project is being funded through donations and will offer a valuable public attraction without cost to the General Fund.

This report was prepared by Debby Rolland, Superintendent, West Region.