

STEVE FORD

REMARKS IN SUPPORT OF MUSCLE BEACH RENNOVATION

SANTA MONICA CITY HALL

“BEACH IMPROVEMENT GROUP”

GOOD EVENING MAYOR AND COUNCILMEMBERS.

THANK YOU FOR THE OPPORTUNITY TO SPEAK TO YOU TONIGHT. I KNOW THAT I HAVE VISITED WITH SEVERAL OF YOU IN THE PAST, AND TRUST THAT IN ADDRESSING THE MUSCLE BEACH PORTION OF THE SOUTH BEACH I DON'T NEED TO GIVE YOU THE HISTORY OF MUSCLE BEACH. AND I CERTAINLY CAN'T DO THAT IN THREE MINUTES.

BUT BEFORE SPEAKING TO THIS ISSUE FURTHER, I WOULD LIKE TO COMMEND THE DILLEGENT EFFORTS OF BARBARA STINCHFIELD, JUDITH MEISTER AND THE RELATED STAFF AND DESIGNERS ON THIS PROJECT. THESE INDIVIDUALS HAVE TAKEN EXTENSIVE STEPS TO HELP ENSURE THE MOST CREATIVE AND THOUGHTFUL PLANS – WITH BOTH COMMUNITY AND CONSULTANT INPUT.

AS A SPOKESPERSON OF THE SANTA MONICA MUSCLE BEACH ALUMNI ASSOCIAION IN COMMUNICATION WITH THE CITY REGARDING THE PROPOSED REFURBISHMENTS OF MUSCLE BEACH SINCE 1988, I WOULD

LIKE TO ONCE AGAIN THANK THE CITY OF SANTA MONICA AND FORMER MAYOR DENNIS ZANE FOR OFFICIALLY REDEDICATING THE ORIGINAL LOCATION OF MUSCLE BEACH IN 1989. WHEN WE PLACED THE SIGN ON MUSCLE BEACH AT THAT TIME, WE RESTORED THE PRIDE AND DUE HONOR TO HUNDREDS OF WORLD-CLASS ATHLETES WHO TRAINED AND GREW UP WITH THEIR FONDEST LIFETIME MEMORIES ON THIS SMALL PATCH OF WORLD-FAMOUS SANTA MONICA BEACH.

IN 1989 WE COULD ONLY HOPE THAT ONE DAY THE CITY WOULD ACTUALLY REFURBISH THE FACILITY. IN HAVING PARTICIPATED IN THE EFFORTS TO RENNOVATE THE AREA KNOWN AS MUSCLE BEACH VENICE, I SHOULD NOTE THAT IN WORKING WITH THE CITY OF LOS ANGELES WE FOUND MAYOR BRADLEY AND CITY ADMINSTRATORS SUPPORTIVE OF SANTA MONICA BY OFFICIALLY DESIGNATING THE VENICE FACILITY TITLE AS MUSCLE BEACH “VENICE” SO AS TO RESPECT AND HELP ENSURE THAT SANTA MONICA MIGHT ONE DAY AGAIN RECLAIM ITS RIGHTFUL TITLE FOR THE ORIGINAL “MUSCLE BEACH.”

NOW THIS PLAN TODAY CALLS FOR REBUILDING YOUR WORLD-FAMOUS LANDMARK. WHILE WE OF THE MUSCLE BEACH GROUP DO NOT WISH TO SEE AN ATTEMPT TO MAKE A SEQUEL OF MUSCLE BEACH EXACTLY AS IT WAS IN THE 1930s, ‘40s AND ‘50s – WE DO WISH TO ENCOURAGE THE CITY OF SANTA MONICA TO RECOGNIZE THAT THE GYMNASTICS EQUIPMENT

LAYOUT AND OPERATION IS MORE THAN RE-INSTALLING A PLAYGROUND ON SAND. IF IT WERE THAT SIMPLE, MUSCLE BEACH COULD BE REPRODUCED ANYWHERE IN THE WORLD. THERE ARE CERTAIN CHARACTERISTICS ABOUT MUSCLE BEACH THAT MAKE IT UNIQUE. CAPTURING THE SPIRIT AND CAMARADERIE OF THE SETTING IS ONLY A NATURAL BY-PRODUCT OF THE COMBINED ELEMENTS IT OFFERS – THE BLEND OF THE ATHLETES, THE CLIMATE, THE PIER, AND THE ADJACENCY TO THE UNIQUE BEACH CITY OF SANTA MONICA AND SURROUNDING DIVERSE CULTURE OF LOS ANGELES.

THERE ARE A NUMBER OF TALENTED AND EXPERIENCED INDIVIDUALS AVAILABLE FROM OUR GROUP TODAY WHO LOOK FORWARD TO ASSISTING THE CITY IN TAKING CAREFUL STEPS TO MAXIMIZE THE SAFETY, FUNCTION AND EDUCATIONAL OPPORTUNITIES IN GYMNASTICS FOR YOUNGSTERS AND ADULTS ALIKE.

MOST IMPORTANT IN THE RESOURCE OF OUR VOLUNTEERS ARE PEOPLE WHO WERE THE VERY INDIVIDUALS TO WHOM WE OWE THE CREDIT FOR EARNING THIS INTERNATIONAL RECOGNITION – AND I ENCOURAGE THE CITY TO SEEK THEIR INSIGHTS. THESE PEOPLE ARE THE SOURCE OF THE POSITIVE WISDOM ABOUT MUSCLE BEACH AND WHAT MAKES IT MORE THAN JUST “ANOTHER PLAYGROUND” ON THE SAND. I TRUST THAT THEIR

RECOMMENDATIONS WILL FIND THEIR JUST PRIORITY IN YOUR FINAL
PLANS AND LAYOUT FOR TOMORROW'S MUSCLE BEACH ///.

THANK YOU.