

APPROVED
MAY 01 2019
BOARD OF RECREATION
AND PARK COMMISSIONERS

BOARD REPORT

NO. 19-076

DATE May 1, 2019

C.D. 11

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VENICE BEACH – APPROVAL OF SPONSORSHIP RECOGNITION SIGNAGE IN APPRECIATION OF MUSCLE BEACH VENICE WEIGHT PEN IMPROVEMENTS FUNDED THROUGH A DONATION TO THE LOS ANGELES PARKS FOUNDATION BY THERMOLIFE INTERNATIONAL, LLC.

A.P. Diaz _____
R. Barajas _____
H. Fujita _____

V. Israel _____
S. Piña-Cortez _____
*N. Williams NDW



General Manager

Approved X

Disapproved _____

Withdrawn _____

RECOMMENDATIONS

Approve the designs of the proposed sponsorship recognition signage (Signs) attached hereto (Attachment 1) and the bronze dedication plaque (Plaque) attached hereto (Attachment 2), and the installation of the Signs and Plaque at specified locations at the Muscle Beach Venice Weight Pen (Weight Pen) as further described in this Report, in accordance with the Department of Recreation and Parks (RAP) Sponsorship Recognition Policy, and in appreciation of the generous donation from ThermoLife International, LLC (ThermoLife) in the amount of Five Hundred Thousand Dollars (\$500,000), to the Los Angeles Parks Foundation (LAPF) for the refurbishment of the Weight Pen, as accepted through and described by the Gift Agreement approved by the Board of Recreation and Park Commissioners (Board) on March 6, 2019 (Report No. 19-046).

SUMMARY

ThermoLife, a leading manufacturer in the sports nutrition and supplement industry, has made a generous donation to LAPF in the amount of Five Hundred Thousand Dollars (\$500,000.00) for the refurbishment of the iconic Weight Pen at Muscle Beach Venice (MBV). The Donation will be used to fund the purchase and installation of various improvements to the Weight Pen located within Venice Beach Recreation Center at 1800 Ocean Front Walk, Venice, CA 90291.

On March 6, 2019, the Board approved a Gift Agreement (Agreement) between RAP, LAPF and ThermoLife, stipulating the terms and conditions for the refurbishment of the Weight Pen and acceptance of the completed project, subject to a post-development inspection by RAP. LAPF will use the donation to purchase and install new and improved weightlifting equipment and apparatuses, fabricate and install new roll-up steel doors at the MBV building, install new wire-mesh fencing with new fence posts and rails, replace rubber flooring throughout the Weight Pen,

BOARD REPORT

PG. 2 NO. 19-076

and other ancillary improvements (collectively, "Improvements"), collectively estimated in value at Four Hundred Forty-Seven Thousand, Twenty-Seven Dollars (\$447,027.00), as described more fully in the Agreement.

In appreciation of this generous gift of Weight Pen Improvements (Gift) made possible through ThermoLife, and in accordance with RAP's Sponsorship Recognition Policy (June 2013), RAP has agreed to recognize ThermoLife's donation through the installation of certain recognition Signs and the Plaque (Recognition). On March 6, 2019, the Board approved the Agreement and expressed concerns regarding the number of different Sign designs, particularly the predominantly orange color scheme of one Sign. The original Recognition Sign package included ten (10) Signs consisting of four (4) different designs, and a bronze dedication plaque (Plaque). Consequently, the Board directed staff to revisit the matter to discuss reducing the number of designs and revising the color scheme of the orange Sign.

Included herein as Attachment 1, are the two (2) revised Sign designs that staff discussed with ThermoLife which were mutually accepted by RAP and ThermoLife for further consideration by the Facility Repair and Maintenance Task Force (April 17, 2019) and Board. Such designs will be used to fabricate ten (10) Signs, five (5) of each, measuring 24"x30". Such Signs will be installed back to back along the interior and exterior of the Weight Pen at five (5) locations approximately twenty-five (25) feet apart from each other, upon Board approval. The Board expressed no concern over the Plaque at the March 6, 2019 meeting, and therefore its design was not modified. The text-content of the Plaque is attached hereto as Attachment 2. The proposed location for the installation of the Plaque is on the southeast side of the MBV building on the Ocean Front Walk side of the facility, adjacent to the two (2) existing bronze dedication plaques previously installed in 1991 and 2007. The approximate five (5) locations of sign installation, along with that of the Plaque, are identified on the Weight Pen Illustration included herein as Attachment 3. With the Board's approval of this Report, the Signs will remain in place until July 1, 2027, and the Plaque shall remain in place in perpetuity.

FISCAL IMPACT STATEMENT

The Board's approval of the proposed Recognition will have no fiscal impact on RAP's General Fund, as Recognition costs will be paid for through the ThermoLife donation to LAPF and Weight Pen refurbishment project budget.

This report was prepared by Joel Alvarez, Senior Management Analyst II, Partnership Division.

LIST OF ATTACHMENTS

- 1) Proposed Revised Signs
- 2) Bronze Plaque Text-Content
- 3) Weight Pen Illustration

City of Los Angeles, Department of Recreation and Parks
Muscle Beach Venice – 1800 Ocean Front Walk, Venice CA 90291

Sponsorship Recognition Sign Designs

Design #1 - Muscle Beach Nutrition Sign (24”H x 30”W):



City of Los Angeles
Department of Recreation and Parks



THANKS AND ACKNOWLEDGES

PARK PROUD LA



MUSCLE BEACH
— NUTRITION —

FOR ITS CONTRIBUTION TO HELP RENOVATE
**THE WORLD FAMOUS
MUSCLE BEACH VENICE WEIGHT PEN**

Design #2 - ThermoLife International Sign (24”H x 30”W):



City of Los Angeles
Department of Recreation and Parks



THANKS AND ACKNOWLEDGES

PARK PROUD LA



FOR ITS CONTRIBUTION TO HELP RENOVATE
**THE WORLD FAMOUS
MUSCLE BEACH VENICE WEIGHT PEN**

City of Los Angeles, Department of Recreation and Parks
Muscle Beach Venice – 1800 Ocean Front Walk, Venice CA 90291

Bronze Dedication Plaque (30”H x 20” W):

City of Los Angeles
Department of Recreation and Parks
Venice Beach Recreation Center

Muscle Beach Venice Outdoor Gym

The Birthplace of Bodybuilding
World Famous

MUSCLE BEACH VENICE
Weight Pen

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Eric Garcetti

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Herb Wesson Jr.
Tenth Council District

Councilmember
Mike Bonin
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Department of Recreation and Parks
Michael A. Shull, General Manager

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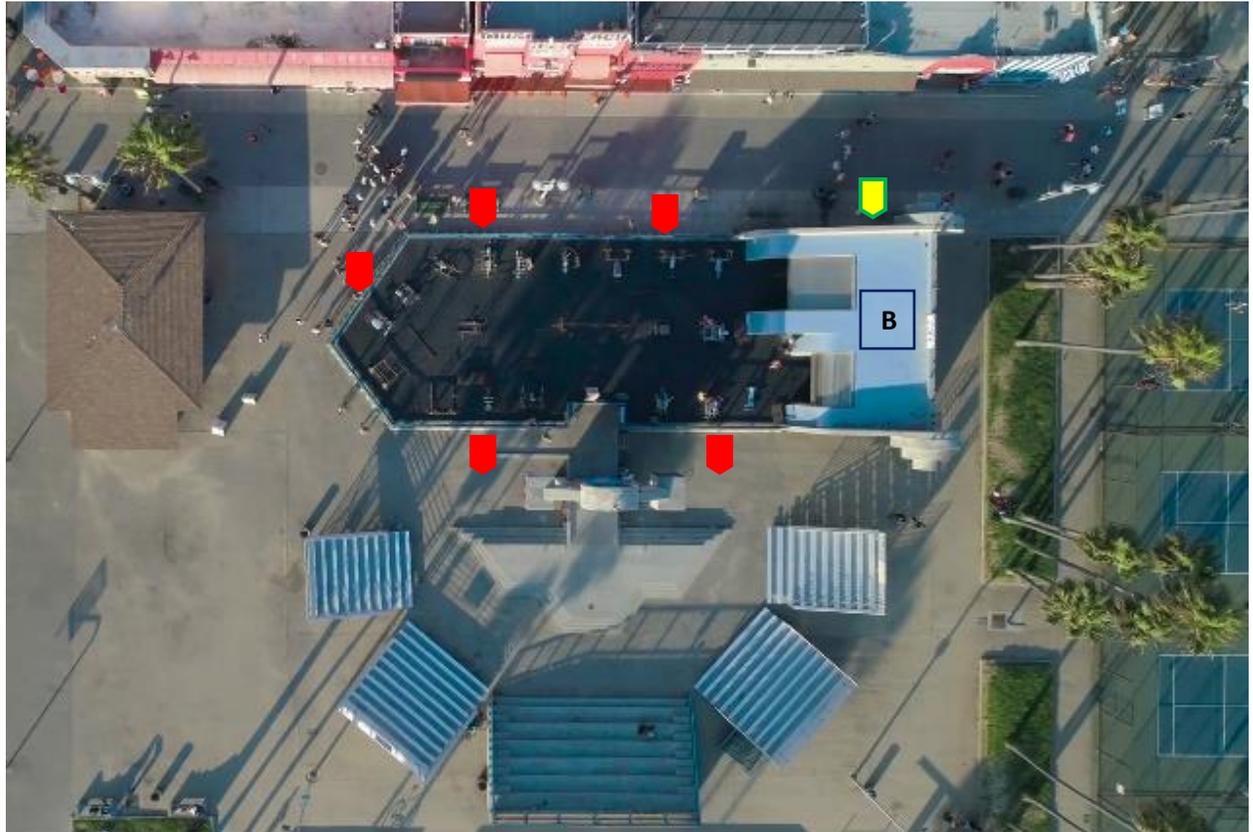
2019 Weight Pen Improvements
Installed through the generosity of

Mr. Ron Kramer, President and CEO
Thermolife International
and
Muscle Beach Nutrition

“For the Benefit and Enjoyment of Los Angeles Residents and Visitors”

City of Los Angeles, Department of Recreation and Parks
Muscle Beach Venice – 1800 Ocean Front Walk, Venice CA 90291

Sponsorship Recognition Sign Approximate Locations



Legend:

- Locations of Back-to-Back Signs..... 
- Location of Bronze Dedication Plaque..... 
- MBV Building..... 