



City of Long Beach

Working Together to Serve

**Memorandum
3rd Council District**

R-13

Date: April 6, 2010

To: Honorable Mayor Foster and Members of the City Council

From: Gary DeLong, Councilmember, 3rd District *GD*

Subject: **Dog Beach Zone Renaming**

Mr. Ralph Millero recently approached the 3rd District Council office with the request to rename the Dog Beach Zone. The request is to rename it Rosie's Dog Beach or Rosie's Haute Dog Beach in honor of the inspiration for the park, Rosie the Bulldog. The name change would memorialize her and the community's efforts to create the park.

History was made when, for the first time in more than 30 years, dogs were permitted to play on a Long Beach city beach on Sunday, June 24, 2001. In order to comply with existing ordinances banning unleashed dogs, the city allowed some K-9 freedom on the beach in what was called a "special event" to qualify for the one-time status.

Local resident Justin Rudd and his bulldog Rosie organized and hosted that special event -- and the next 20 or so monthly, Sunday dog beach special events that continued successfully through the summer of 2003. Then, after a 15-month Rudd-led pilot program, daily beach off-leash access began in August 2003 and ended Oct. 31, 2004, when the Long Beach City Council unanimously approved the permanent Dog Beach Zone. It remains the only off-leash dog beach in L.A. County (10 million inhabitants).

Recommended Action: Refer to Parks and Recreation Commission and the Housing and Neighborhoods Committee for consideration of renaming the Dog Beach Zone.

Rosie was a great mascot for Haute Dogs, Belmont Shore and the City of Long Beach. The 38-lb. dog had lots of media attention over the 12 years of her life, including an appearance with Justin Rudd on the *Tonight Show* with Jay Leno, a game show on Animal Planet, and an episode on HGTV where Rudd and Rosie made a trip back to Rudd's hometown in Alabama. She was also on the cover of *Westways* and was featured in an AP photo in an internationally released story about dog beaches. Two years ago she caused quite a stir in the Los Angeles network news when her wagon went missing. It was never found, but she received many Radio Flyer wagons that were donated from the adoring public. She helped to raise tens of thousands of dollars for local charities. Rudd and Rosie made numerous visits to school groups to talk about humane education and dog ownership.

In her private time with her family, she loved rides in her red flyer wagon on Second Street with Justin and Ralph and spending lazy days napping on her chair in the living room. And, she loved to play with her little bulldog brother Riley.

Rosie the Bulldog was born on October 7, 1997, and passed away January 24, 2010.

