



CAMPAIGN BRIEFING

WELCOME





AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP



CELEBRATING 500TH
Healthy Community this Year



NOW FUNDED
to welcome 1000 Healthy
Communities by 2025

CAMPAIGN MISSION: to Build Healthy Communities

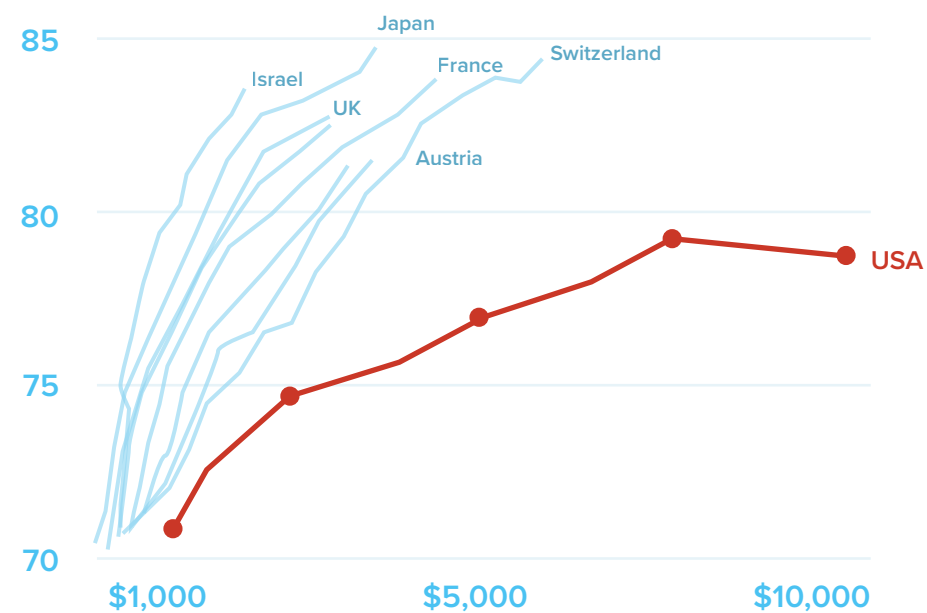


WHY THE CAMPAIGN DOES IT

TO MAKE WORLD CLASS FITNESS FREE



Life Expectancy vs Health Expenditure



UNDERSTANDING THE PROBLEM

AMERICA IS FACING A HEALTH CRISIS CAUSED BY SEDENTARY LIFE-
STYLES AND CITIES DESIGNED FOR CARS. USA SPENDS MORE MONEY
THAN ANY OTHER ON HEALTHCARE WITH POOR RESULTS.



BECOMING THE SOLUTION

WHEN COMMUNITIES ARE DESIGNED TO SUPPORT WELL-
BEING, HEALTH OUTCOMES CHANGE!



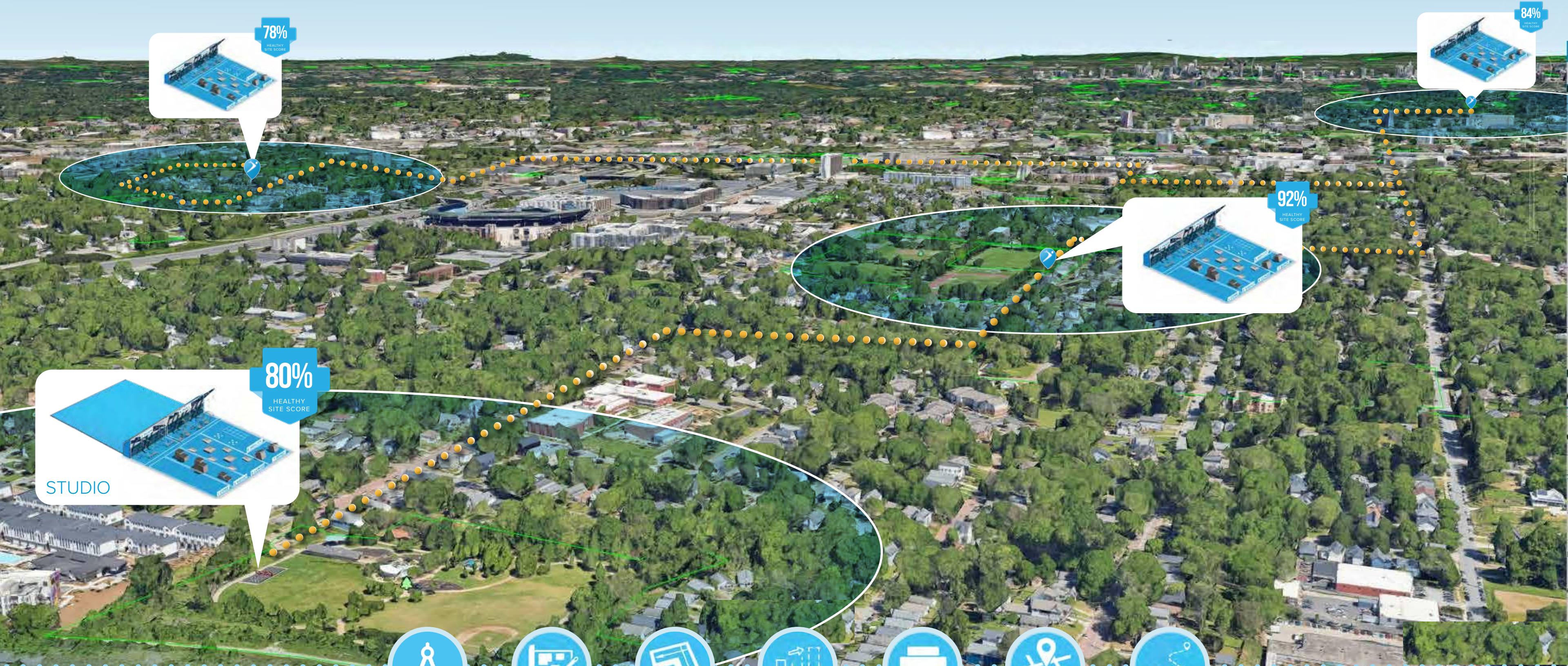
BROUGHT TO YOU BY





FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

MULTI-SITE PLANNING FOR HEALTH IMPACT



78%
HEALTHY
SITE SCORE

84%
HEALTHY
SITE SCORE

92%
HEALTHY
SITE SCORE

80%
HEALTHY
SITE SCORE

STUDIO

BUILDING HEALTHY COMMUNITIES
MULTI-SITE PHASING FOR HEALTH IMPACT
HEALTHY SITE SCORE (HSS)



PLANNING



PHASING



LAYOUTS



PROJECTIONS



SCORES



MAPPING



TRAILS



WHAT THE CAMPAIGN DOES

A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM

DESIGN & PLANNING

SPONSOR SUPPORT CAMPAIGN

GRANT FUNDING

INSTALLATION

LAUNCH & PRESS

PUBLIC ART

AMBASSADOR TRAINING

MOBILE APP





FITNESS COURT

WORLDS BEST OUTDOOR GYM



7 MOVEMENT FULL BODY WORKOUT
FUNCTIONAL TRAINING SYSTEM
DIGITALLY ACTIVATED | COACH IN YOUR POCKET



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND

NEW FOR 2024



FITNESS COURT
COMMUNITY WELLNESS HUB

STUDIO



COMMUNITY WELLNESS PROGRAMMING

WELCOMES ENTIRE COMMUNITY
MAYORS WELLNESS SERIES



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



TAI-CHI



FITNESS COURT | ART

EVERY FITNESS COURT IS A WORK OF ART



WORK WITH LOCAL ARTISTS
NFC DESIGN STUDIO



WORLD RENOWN ARTIST GALLERY
KEITH HARING | JEAN MICHEL BASQUIAT



CAMPAIGN IMPACT | NFC

BUILDING HEALTHY COMMUNITIES

1. BE A PART OF THE NATIONAL FITNESS CAMPAIGN

AMERICA'S LARGEST PUBLIC PRIVATE WELLNESS PARTNERSHIP

2. HEALTH BENEFITS

MORE TIME OUTDOORS, IMPROVED MENTAL & PHYSICAL WELLBEING

3. HEALTHY INFRASTRUCTURE

PLACES DESIGNED FOR PEOPLE NOT CARS

4. BUILDING COMMUNITY

CREATING A WELLNESS CULTURE THAT IS SOCIAL, CONNECTED AND FUN!

5. REDUCED HEALTHCARE COSTS

HEALTHIER, HAPPIER, PEOPLE



2024 STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

2024

200 NEW PARTNERS

WE'RE PLEASED TO ANNOUNCE THE 2024 CAMPAIGN

NFC Grant Requirements

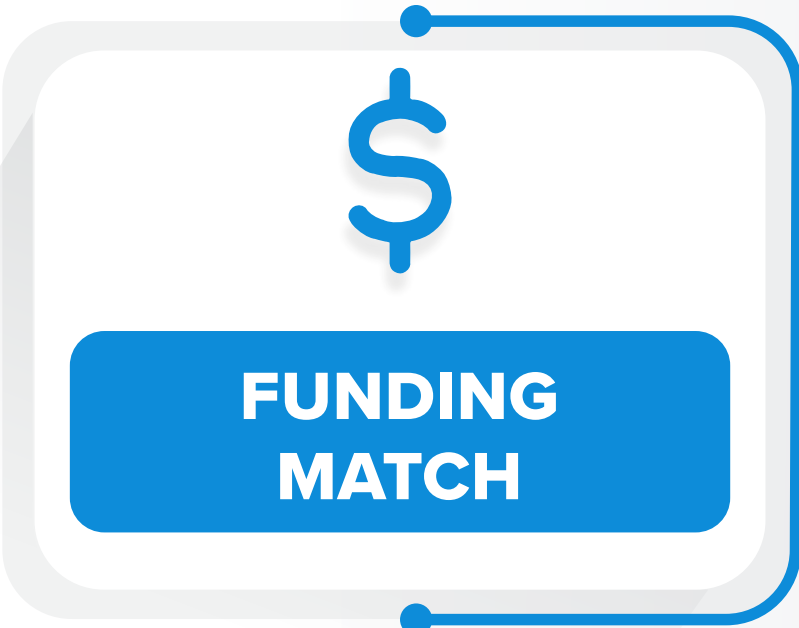
Program Qualification



STEP 1



STEP 2



STEP 3



STEP 4

JOIN THE CAMPAIGN



STEP 1

LEADERSHIP SUPPORT

*BUILD CONSENSUS / CONFIRM FEASIBILITY
MUNICIPAL LEADER SUPPORT*

SHARE 3 MINUTE VIDEO





STEP 2
SITES WITH IMPACT

*IDENTIFY SITES THAT MEET CRITERIA
FOR FUNDING*

*HEALTHY INFRASTRUCTURE PLANNING
• VISIBLE • CONNECTED • ACCESSIBLE •*

**SUBMIT SITES FOR
CONSIDERATION**





STEP 3 FUNDING MATCH

*NFC GUIDES FUNDING PLAN
CIP • STATE/NATIONAL • LOCAL SPONSORS*

**GRANT FUNDING AVAILABLE:
\$30,000-\$50,000 PER SITE**

*GRANT FUNDING TYPICALLY SUPPORTS ABOUT
1/3 OF FUNDING REQUIREMENT*

**PROGRAM FUNDING REQUIREMENT
\$150,000-\$225,000**
PER SITE





STEP 4 **QUALIFY FOR GRANT**

- A. PRE-APPLICATION PHASE
- B. GRANT AWARD
- C. BUILD/SITE PLAN
- D. LAUNCH LOCAL CAMPAIGN

**SUBMIT GRANT
APPLICATION**



JOIN US

LET'S BUILD HEALTHY COMMUNITIES
TOGETHER



Discussion - Q&A

NEXT STEP



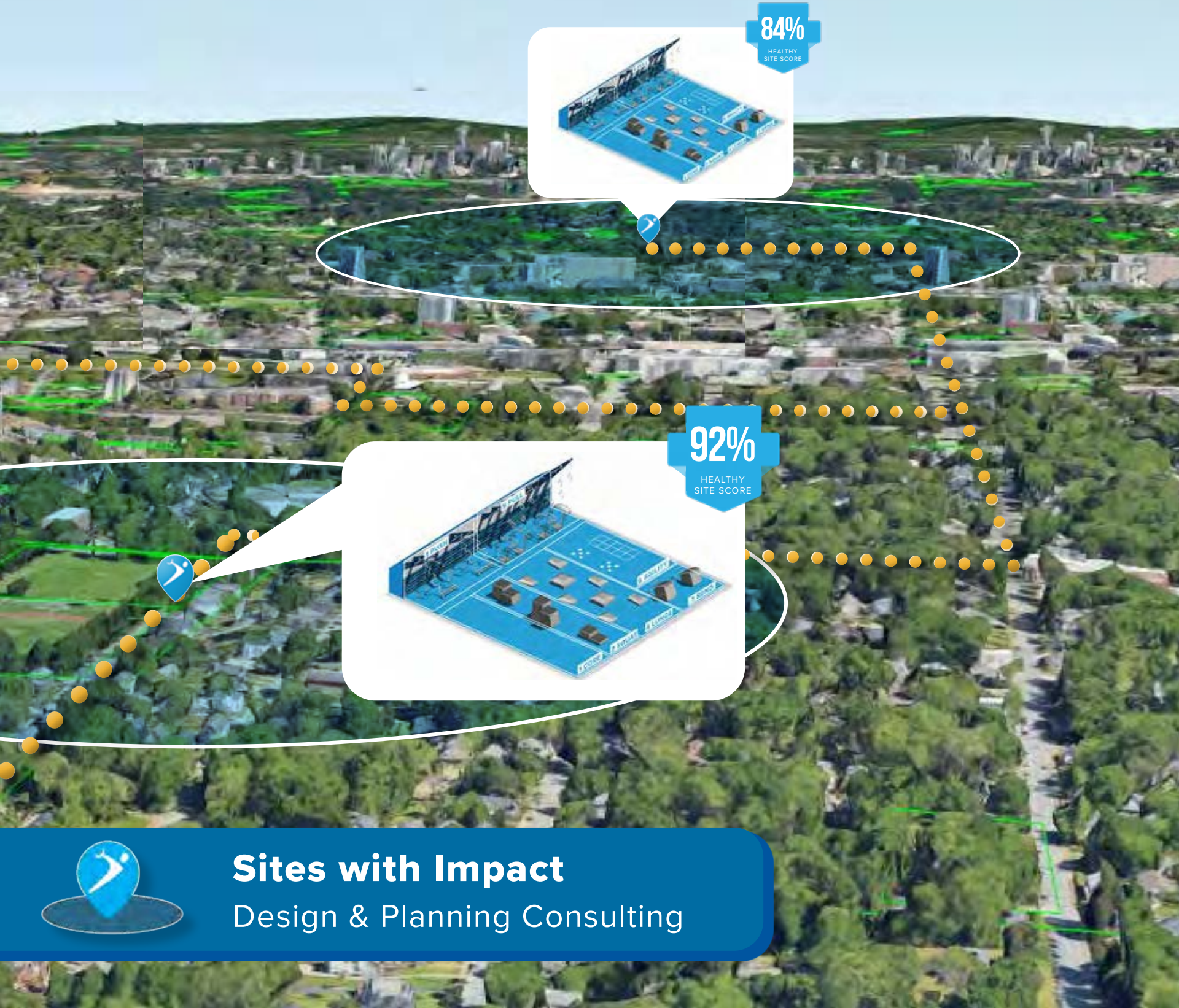
**ATTEND PARTNERSHIP QUALIFICATION
CALL IF APPROPRIATE**

DISCUSSED AT NEXT STEP:

- 1. FEASIBILITY & ALIGNMENT WITH
LOCAL PRIORITIES**
- 2. SITE ANALYSIS & LOCATION OPTIONS
FOR FUNDING CONSIDERATION**
- 3. FUNDING REQUIREMENT DETAILS AND
GRANT PROGRAM & AVAILABILITY FOR
YOUR STATE**
- 4. NON-BINDING GRANT QUALIFICATION
PROCESS**

STEP 2

PLANNING PHASING LAYOUTS PROJECTIONS SCORES MAPPING TRAILS



Sites with Impact
Design & Planning Consulting

QUALIFY SITE LOCATIONS FOR FUNDING

1

VISIBLE

Site locations must be recognizable with high visibility.



2

ACTIVE

Site locations must be heavily trafficked and centrally located.



3

CONNECTED

Site locations must be integrated with pedestrian infrastructure.



STEP 2

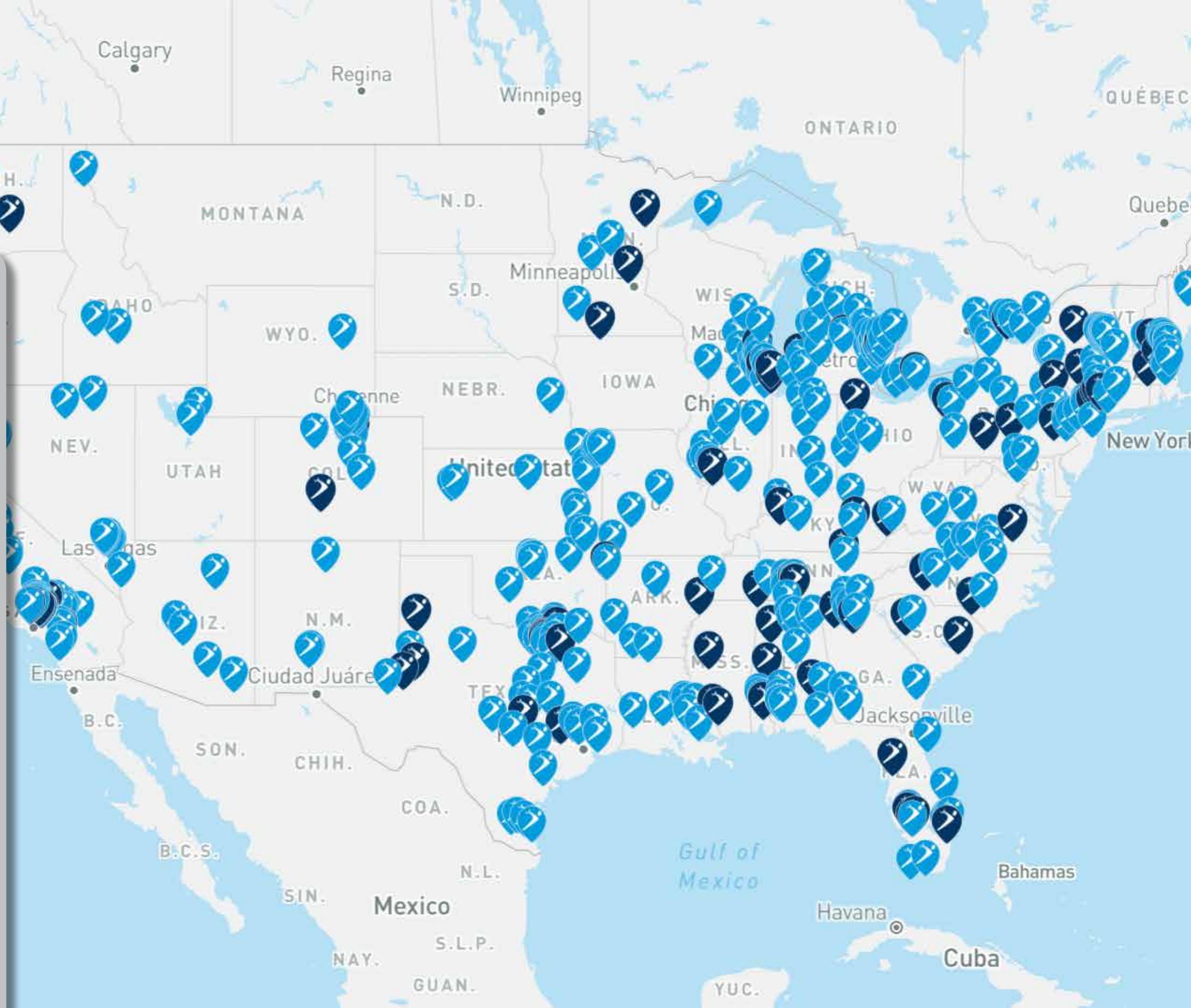


VIRTUAL MAPPING WORKSHOP

*IDENTIFY SITES THAT MEET CRITERIA
FOR FUNDING*

*HEALTHY INFRASTRUCTURE PLANNING
• VISIBLE • CONNECTED • ACCESSIBLE •*

**REFER TO LIVE MAP
FOR SITE FEASIBILITY
REVIEW**



STEP 3

2024 CAMPAIGN FUNDING REQUIREMENT



NFC PROGRAM FUNDING

The Fitness Court® Studio and National Campaign Services \$ 195,000

NFC Grant Funding Award (\$30,000-\$40,000)



Fitness Court® Studio Art Options: (note: powder-coating color and included art design dependent on state sponsor)



Design Studio Standard Art
Included



Local Artist
\$25,000

OPTIONAL

NFC PROGRAM TOTAL \$ 145,000-165,000

CONCRETE SLAB (FULL STUDIO DIMENSIONS 38X76) est.\$ 0-40,000

Can be performed in-house or in-kind

NFC APPROVED INSTALLER NETWORK INSTALLATION TEAM

Turn Key Fitness Court Assembly \$ 32,500
Art & Graphic Installation With Prevailing Wage Rates: \$34,500
Installation Partner (separate agreement)

INSTALLATION & CONCRETE TOTAL ESTIMATE \$ 32,500-72,500

FITNESS COURT STUDIO & INSTALLATION TOTAL
ESTIMATE AFTER \$30,000 GRANT FUNDING \$ 217,500*

*Assumes concrete pad costs of \$40,000 (national average) and includes Standard Art



NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services \$ 160,000

NFC Grant Funding Award (\$30,000-\$40,000)



Art & Custom Color Options



NFC Standard
Included



NFC Design Studio
\$10,000



Local Artist
\$25,000



Featured Artist
\$35,000

OPTIONAL

NFC PROGRAM TOTAL \$ 130,000

CONCRETE SLAB est.\$ 0-20,000

Can be performed in-house or in-kind

NFC APPROVED INSTALLER NETWORK INSTALLATION TEAM

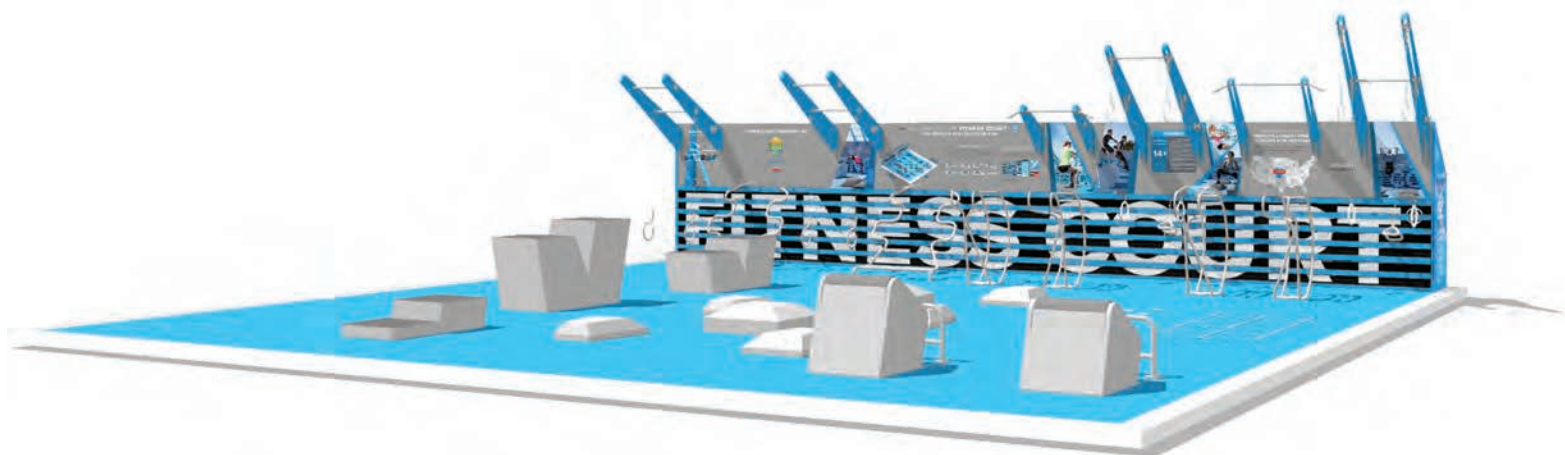
Turn Key Fitness Court Assembly \$ 25,000
Art & Graphic Installation With Prevailing Wage Rates: \$27,000
Installation Partner (separate agreement)

INSTALLATION & CONCRETE TOTAL ESTIMATE \$ 25,000-47,000

FITNESS COURT & INSTALLATION TOTAL
ESTIMATE AFTER \$30,000 GRANT FUNDING \$ 175,000*

*Assumes concrete pad costs of \$20,000 (national average) and includes Standard Art

Fitness Court® Public Art



2024 NFC Public Art Collection
No Additional Funding Required

EACH FITNESS COURT® IS A ONE-OF-A-KIND WORK OF ART.

NFC DESIGN STUDIO

Additional Funding Required:
\$10,000



LOCAL ARTIST

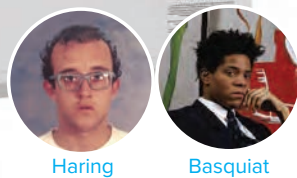
Additional Funding Required:
\$25,000



FEATURED ARTIST

Additional Funding Required
\$35,000

Limited licenses available



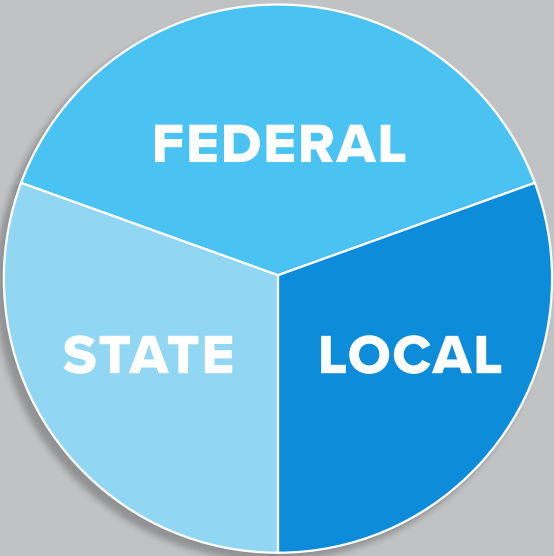
STEP 3



ALTERNATE FUNDING PATHWAYS
NFC CONSULTATIVE SUPPORT
Federal | State | Local | Regional

FUNDING PATHWAYS

FEDERAL AND STATE FUNDING



Expert funding consulting
for eligible partners



LOCAL AND REGIONAL SPONSORS



STEP 4

GRANT QUALIFICATION PROCESS

PRE APPLICATION PHASE

- 1 Feasibility Review
- 2 Evaluation Call
- 3 Non-Binding Grant Application

AWARD PHASE

- 4 Award of Grant Eligibility *(First Come, First Served for Qualified Applicants)*
- 5 Local Adoption by Governing Body
- 6 Develop and Confirm Funding Match

LAUNCH PHASE

- 7 Shipment for Storage
- 8 Install Concrete Slab and Art Approval
- 9 Fitness Court Assembly
- 10 Press Launch Ceremony



**CAMPAIGN LAUNCHES AND
FITNESS COURTS OPEN!**

**2024 GRANT
APPLICATION
PERIOD NOW OPEN**



Campaign seeking qualified applicants able to meet the 2024 time frame for adoption and local funding match.