



NATIONAL FITNESS CAMPAIGN CAMPAIGN BRIEFING





AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP

CELEBRATING 750TH
Healthy Community this Year



NOW FUNDED
to welcome 1000 Healthy
Communities by 2026

OUR MISSION : to Build Healthy Communities

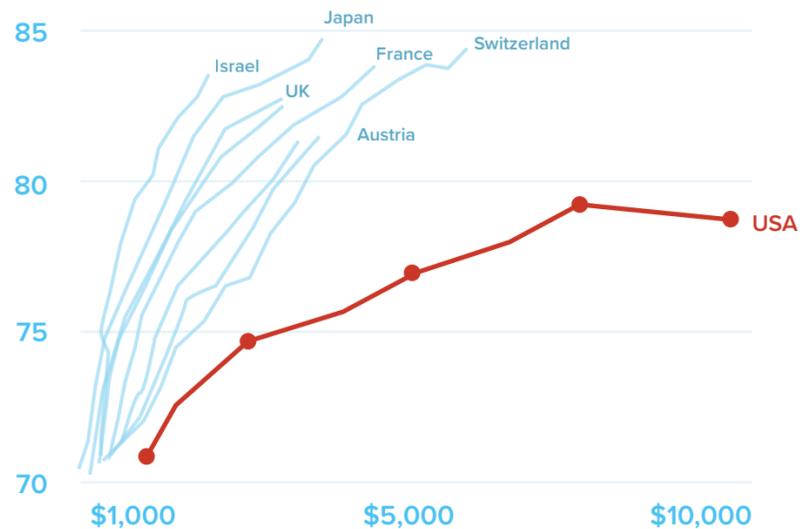


WHY WE DO IT

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!



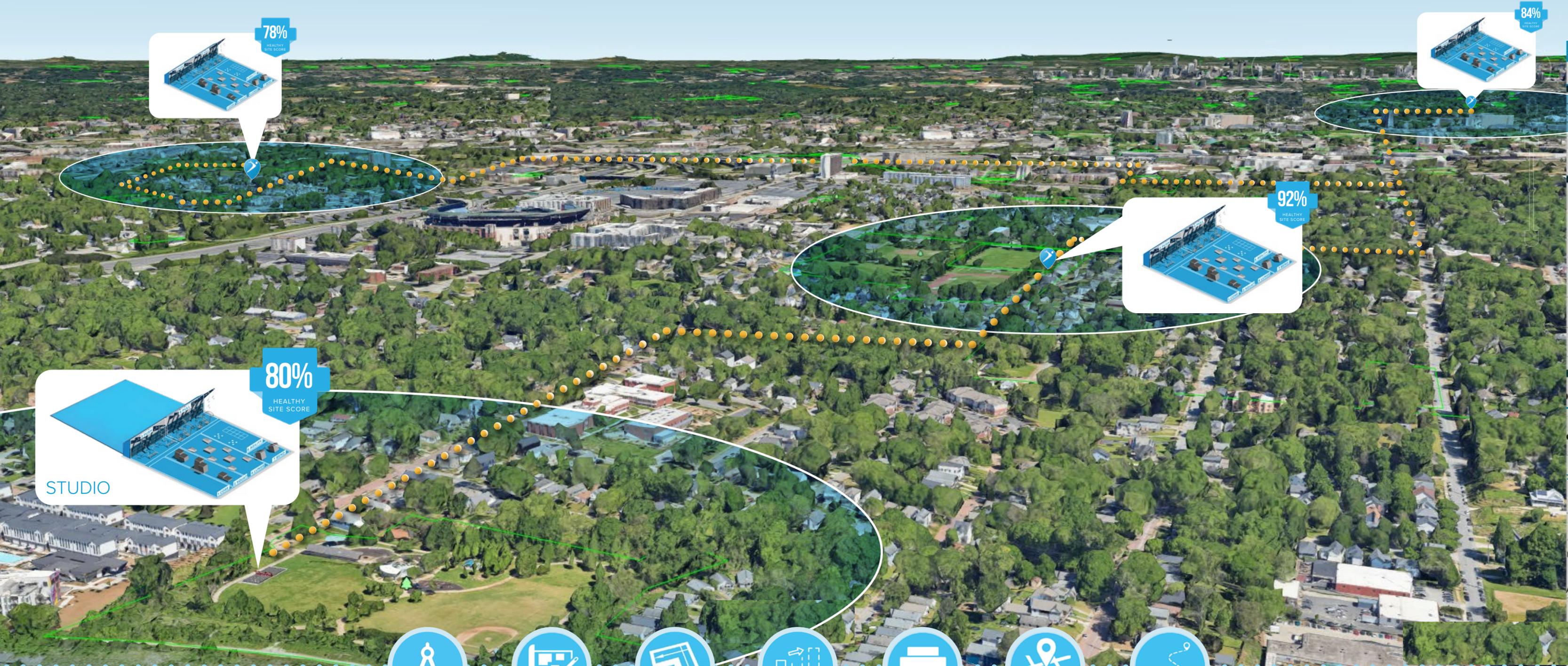
BROUGHT TO YOU BY





FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

MULTI-SITE FUNDING FOR HEALTH IMPACT



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



CAMPAIGN OVERVIEW

WHAT WE DO

A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM

DESIGN & PLANNING

LAUNCH & PRESS

SPONSOR SUPPORT

PUBLIC ART

GRANT FUNDING

AMBASSADOR TRAINING

INSTALLATION

MOBILE APP





FITNESS COURT

COMMUNITY WELLNESS HUB

STUDIO



COMMUNITY WELLNESS PROGRAMMING

WELCOMES ENTIRE COMMUNITY
MAYORS WELLNESS SERIES



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING

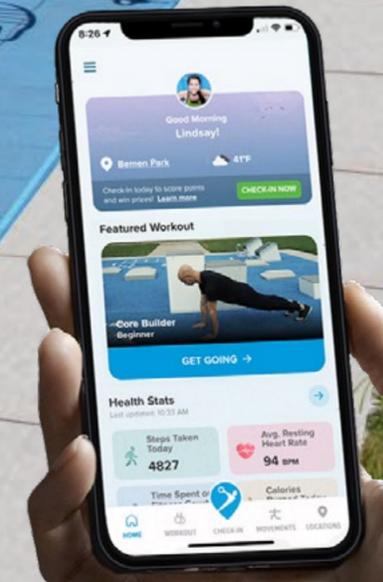


TAI-CHI



FITNESS COURT

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



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

Fitness Court® Custom Art

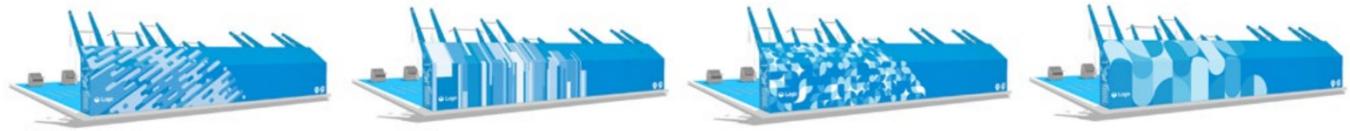


Local Artist Program
Additional Funding Required

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

FITNESS COURT® ART

No Additional Funding Required



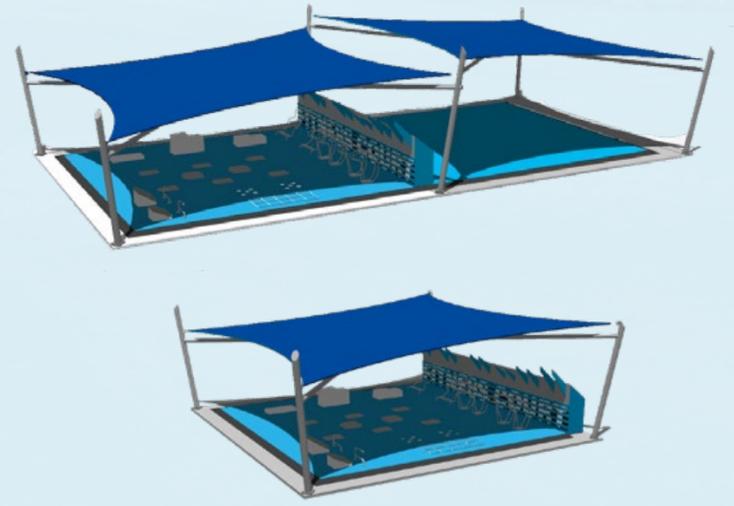
NFC CUSTOM ART

Additional Funding Required



NEW FOR 2025

NOW AVAILABLE FOR
**FITNESS COURTS &
FITNESS COURT STUDIOS**



FITNESS COURT | SHADE
WORLDS BEST OUTDOOR GYM JUST GOT COOLER



**EXTENDED
SEASONAL USE**



**UV & SUN
PROTECTION**



**INTEGRATED
DESIGN**



**ENHANCED
AESTHETICS**



**MADE IN
USA**



**LONG LASTING
MATERIALS**



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



2025 STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

2025

200 NEW PARTNERS

WE'RE PLEASED TO ANNOUNCE THE 2025 CAMPAIGN

NFC Grant Requirements

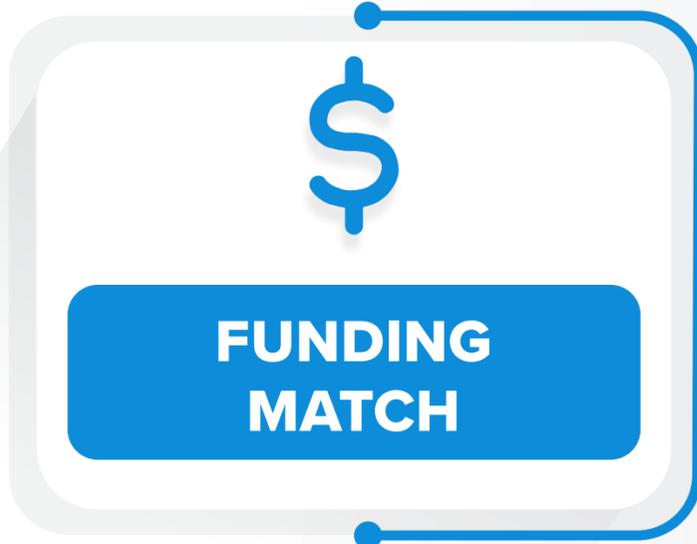
Program Qualification



STEP 1



STEP 2

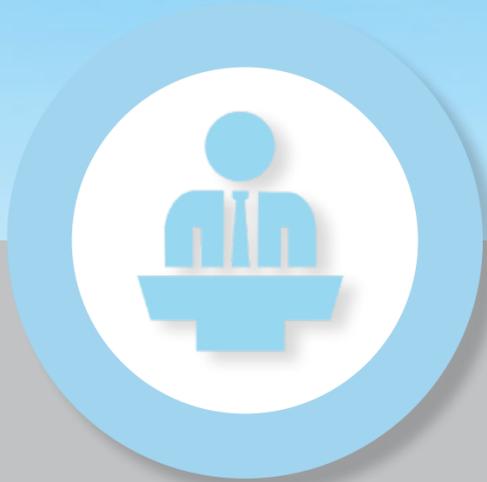


STEP 3



STEP 4

JOIN THE CAMPAIGN



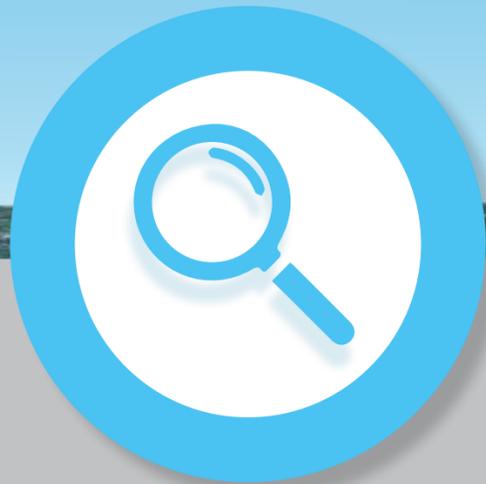
STEP 1

LEADERSHIP SUPPORT

BUILD CONSENSUS / CONFIRM FEASIBILITY
MUNICIPAL LEADER SUPPORT

SHARE 3 MINUTE VIDEO





STEP 2 SITES WITH IMPACT

Supported by NFC's Expert Consulting Services, Identify Site Locations that Meet Criteria for Funding Qualification & Health Impact

HEALTHY INFRASTRUCTURE PLANNING
• VISIBLE • CONNECTED • ACCESSIBLE •

Participate in Virtual Workshop led by NFC Expert Consultants to receive data & qualification information regarding your public spaces. See how your municipality or school benchmarks vs national averages.

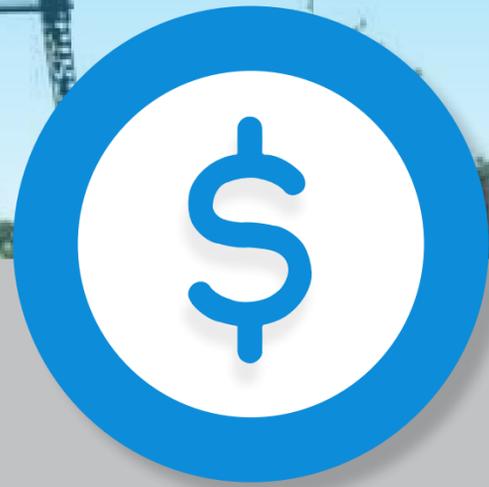


POWERED BY



NFC HEALTHY SITE SCORE

NATIONAL INDEX & DATASET
EXPERT CONSULTING FOR
LOCATING SUCCESSFUL
OUTDOOR WELLNESS HUBS



STEP 3

FUNDING MATCH

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

**GRANT FUNDING AVAILABLE:
\$30,000-\$60,000 PER SITE**

PROGRAM FUNDING REQUIREMENT

\$150,000-\$260,000

*PER SITE PENDING PROGRAM CONFIGURATION AND
INSTALLATION METHOD*





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



**SCHEDULE VIRTUAL SITE
REVIEW WORKSHOP LED BY
NFC EXPERT CONSULTANTS TO
EXPLORE FEASIBILITY**



DISCUSSED AT NEXT STEP:

- 1. *SITE WORKSHOP & HEALTHY SITE SCORE REVIEW***
- 2. *FEASIBILITY & ALIGNMENT WITH LOCAL PRIORITIES***
- 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



84%

HEALTHY SITE SCORE

92%

HEALTHY SITE SCORE



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.



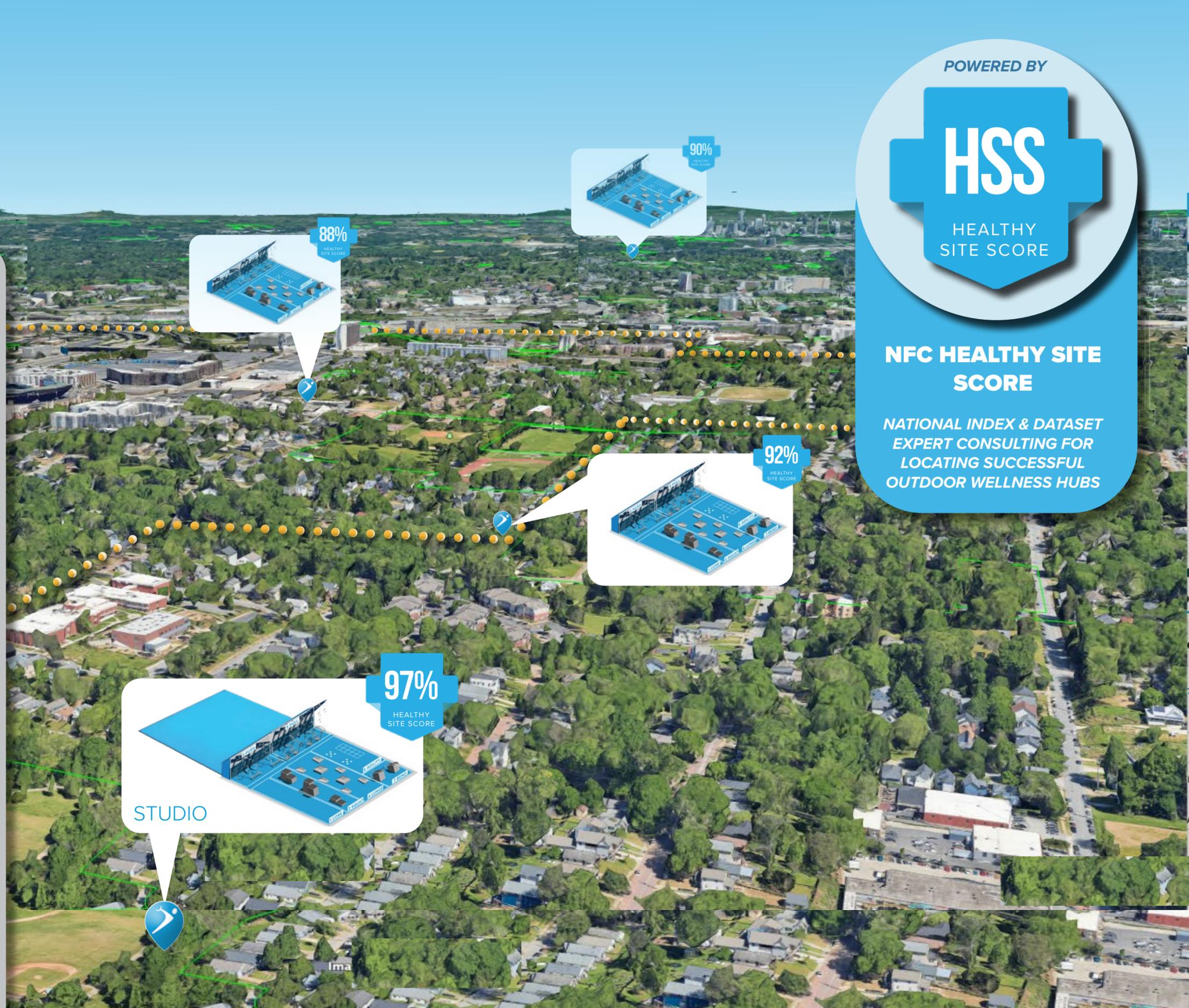


STEP 2 SITES WITH IMPACT

Supported by NFC's Expert Consulting Services, Identify Site Locations that Meet Criteria for Funding Qualification & Health Impact

HEALTHY INFRASTRUCTURE PLANNING
• VISIBLE • CONNECTED • ACCESSIBLE •

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POWERED BY

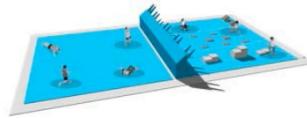


NFC HEALTHY SITE SCORE

NATIONAL INDEX & DATASET
EXPERT CONSULTING FOR
LOCATING SUCCESSFUL
OUTDOOR WELLNESS HUBS

STEP 3

2025 CAMPAIGN FUNDING REQUIREMENT



NFC PROGRAM FUNDING

The Fitness Court® Studio and National Campaign Services **\$205,000**

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)*



Fitness Court® Art
Included



NFC Custom Art
\$10,000



Local Artist
\$25,000

OPTIONAL

NFC PROGRAM TOTAL **\$ 165,000-175,000**

CONCRETE SLAB (FULL STUDIO DIMENSIONS 38'x72'9")
Can be performed in-house or in-kind **est.\$ 0-45,000**

NFC APPROVED INSTALLER NETWORK INSTALLATION TEAM
Turn Key Fitness Court Assembly **\$ 36,000**
Art & Graphic Installation
Installation Partner (separate agreement) *With Prevailing Wage Rates: \$38,500*

INSTALLATION & CONCRETE TOTAL ESTIMATE **\$ 36,000-81,000**

FITNESS COURT STUDIO & INSTALLATION TOTAL ESTIMATE AFTER \$30,000 GRANT FUNDING \$ 256,000*

**Assumes concrete pad costs of \$45,000 (national average) and includes Standard Art*



NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services **\$ 170,000**

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

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



Fitness Court® Art
Included



NFC Custom Art
\$10,000



Local Artist
\$25,000

OPTIONAL

NFC PROGRAM TOTAL **\$ 130,000-140,000**

CONCRETE SLAB
Can be performed in-house or in-kind **est.\$ 0-25,000**

NFC APPROVED INSTALLER NETWORK INSTALLATION TEAM
Turn Key Fitness Court Assembly **\$ 28,500**
Art & Graphic Installation
Installation Partner (separate agreement) *With Prevailing Wage Rates: \$30,500*

INSTALLATION & CONCRETE TOTAL ESTIMATE **\$ 28,500-53,500**

FITNESS COURT & INSTALLATION TOTAL ESTIMATE AFTER \$30,000 GRANT FUNDING \$ 193,500*

**Assumes concrete pad costs of \$25,000 (national average) and includes Standard Art*

STEP 3



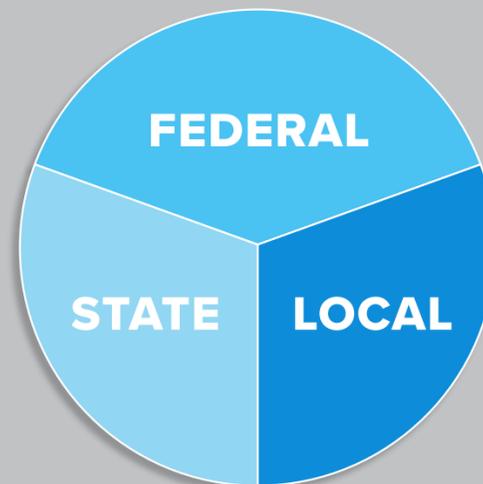
ALTERNATE FUNDING PATHWAYS

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!

2025 GRANT APPLICATION PERIOD NOW OPEN



Campaign seeking qualified applicants able to meet the 2025 time frame for adoption and local funding match.