

Memorandum

To: DDA Board of Directors
From: Austin Colson, DDA Director
Date: June 20, 2025
RE: National Fitness Campaign Grant Match

Background

The City of Lathrup Village has been awarded a \$50,000 grant through the 2025 Priority Health Campaign as part of the National Fitness Campaign (NFC). This initiative aims to make world-class fitness accessible in public spaces by installing a state-of-the-art outdoor Fitness Court in our community. As part of the grant requirements, the City must provide a funding match totaling \$120,000.

To support this transformational project, I am recommending that the Downtown Development Authority consider pledging \$25,000 toward the City's local match. This investment would represent half of the City's intended \$50,000 contribution and directly support wellness, placemaking, and activation efforts in the DDA district.

In addition, the City will utilize the NFC's new Grant Services Program, which offers dedicated support in identifying other grant agencies, private foundations, and potential corporate sponsors. The goal is to secure additional external funding to help meet the remaining \$100,000–\$120,000 needed for the full implementation of the Fitness Court project.

The Fitness Court will serve as a highly visible and valuable public amenity that aligns with the DDA's mission to enhance vitality and quality of life within the district. It will also be a platform for community events, programming, and health-focused initiatives that attract and engage residents, workers, and visitors.

Suggested Motion: *"Motion to pledge \$25,000 from the Downtown Development Authority to support the City of Lathrup Village's local funding match for the 2025 National Fitness Campaign grant and to authorize the DDA Director to coordinate with city administration to incorporate this commitment into the required grant documentation and funding confirmation."*