



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

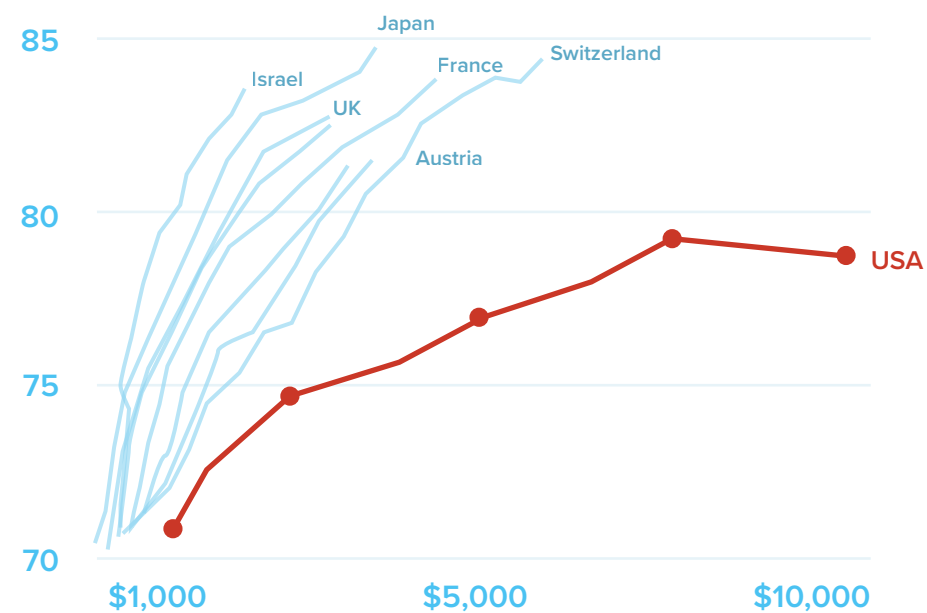
OUR MISSION : to Build Healthy Communities



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!



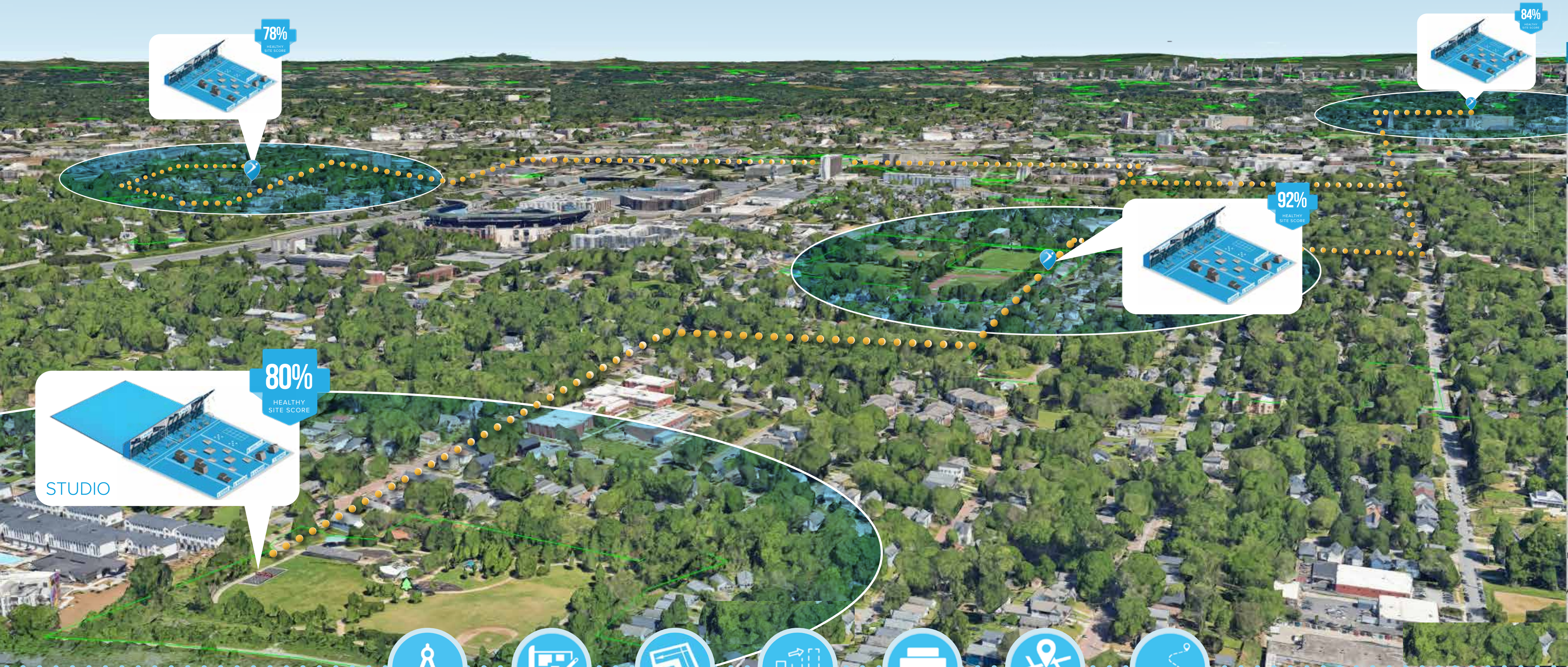
BROUGHT TO YOU BY





FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

MULTI-SITE FUNDING FOR HEALTH IMPACT



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



PLANNING



PHASING



LAYOUTS



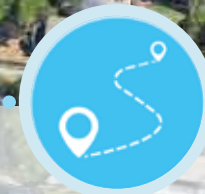
PROJECTIONS



SCORES



MAPPING



TRAILS



CAMPAIGN OVERVIEW

WHAT WE DO

**A COMPREHENSIVE COMMUNITY
WELLNESS PROGRAM**

DESIGN &
PLANNING

EXPERT
CONSULTING

GRANT
FUNDING

INSTALLATION

LAUNCH &
PRESS

PUBLIC ART

AMBASSADOR
TRAINING

MOBILE APP





FITNESS COURT

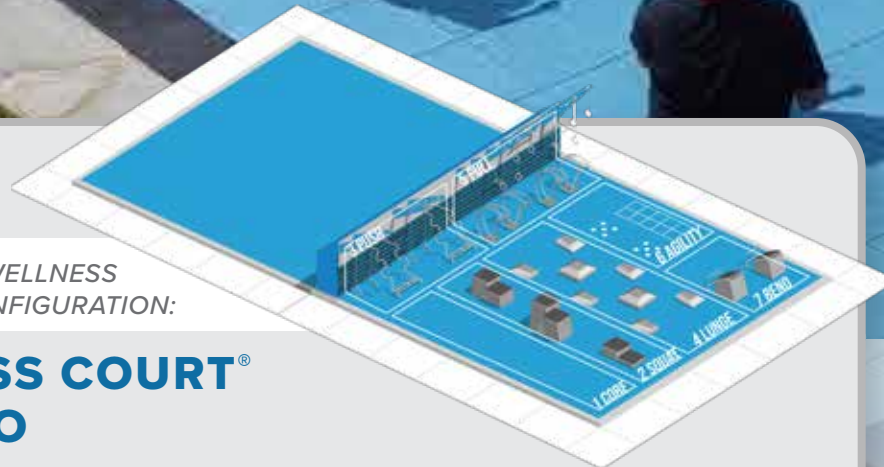
COMMUNITY WELLNESS HUB

STUDIO



OUTDOOR WELLNESS
CENTER CONFIGURATION:

**FITNESS COURT®
STUDIO**



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



TAI-CHI

**COMMUNITY
WELLNESS
PROGRAMMING**

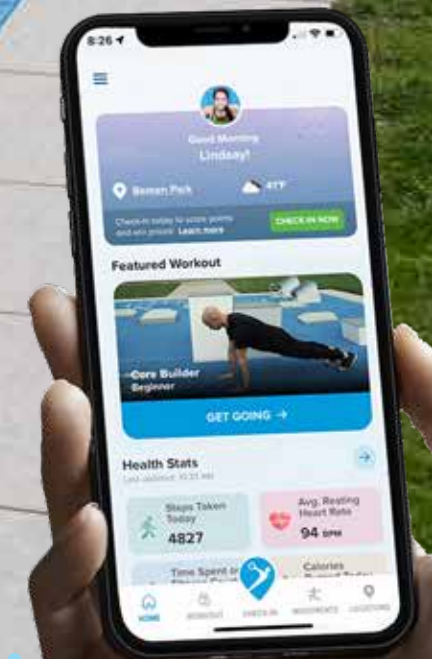
WELCOMES ENTIRE
COMMUNITY
MAYORS
WELLNESS SERIES



FITNESS COURT

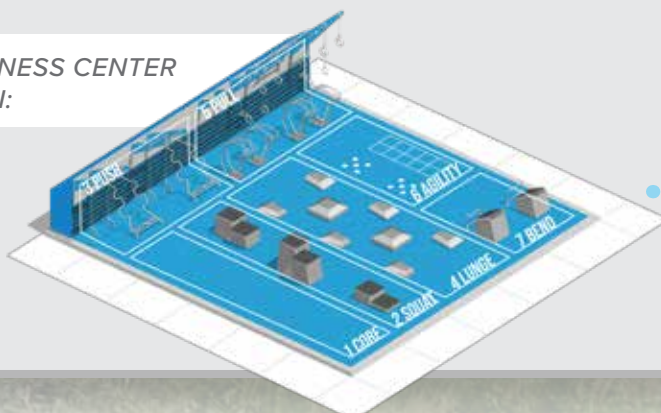
WORLDS BEST OUTDOOR GYM

**7 MOVEMENT
FULL BODY WORKOUT**
FUNCTIONAL TRAINING SYSTEM
DIGITALLY ACTIVATED
Coach in your Pocket



OUTDOOR WELLNESS CENTER
CONFIGURATION:

**FITNESS
COURT®**



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 ART OFFERINGS

Local Artist Invite a Local Artist to create a mural that represents your community!

Support your Local Artist Community with a **\$5,000 Grant to the Artist** provided by NFC!

Additional Funding Required. Example Art: Will be customized for your city



Front Wall Unlocked for
Additional Artwork



Custom Art Work with the in-house NFC Art Studio Team

Additional Funding Required. Example Art: Will be customized for your city



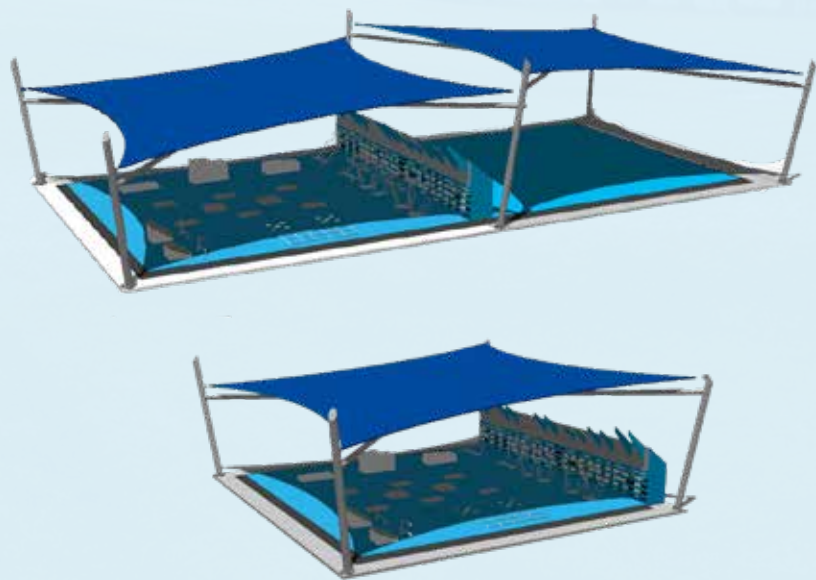
Fitness Court Art Unique design included in your state campaign

Actual Art:



NEW!

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



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



TEXAS CAMPAIGN

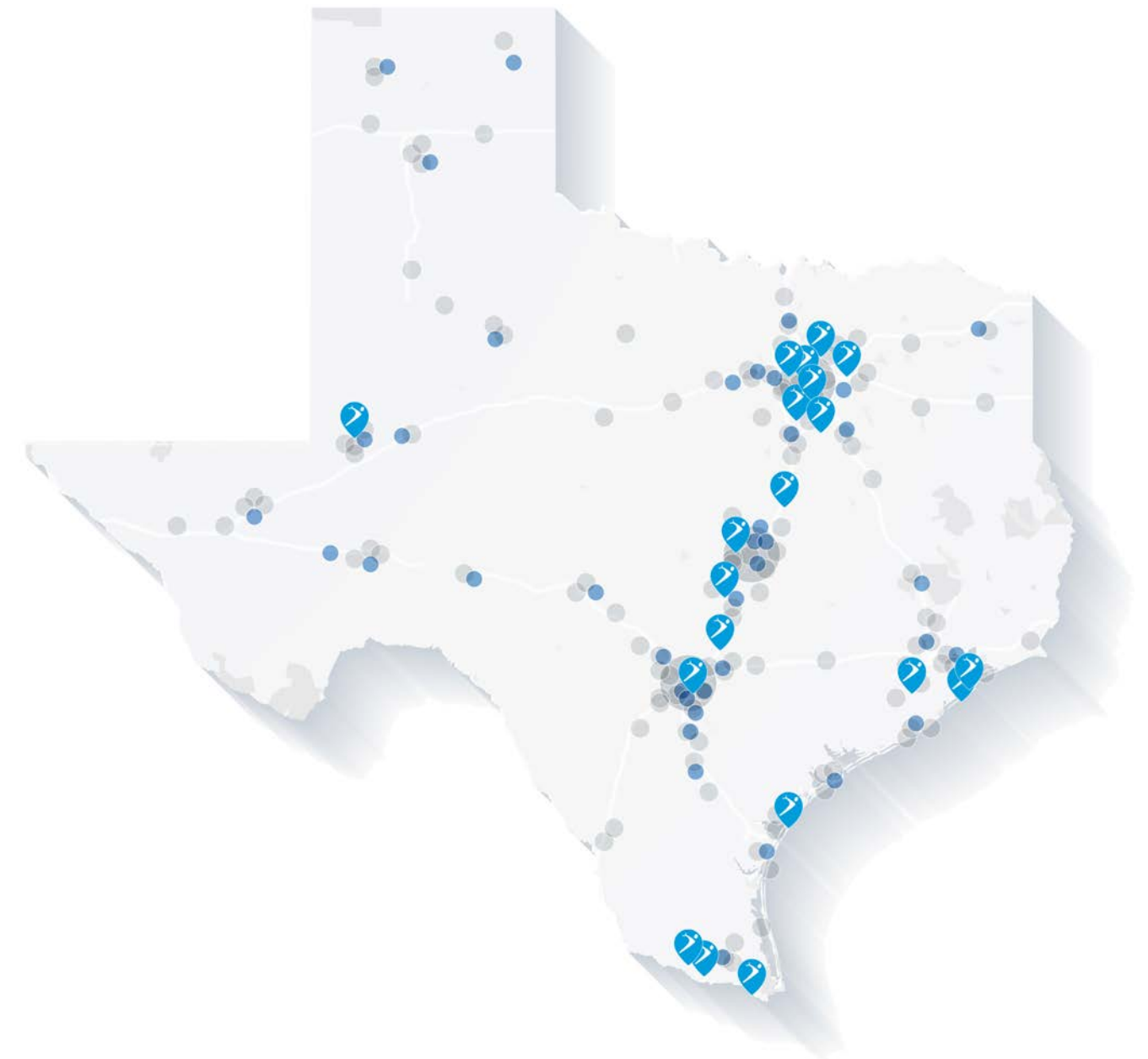
PRESENTED BY



STRATEGIC PLAN ADOPTED FOR HEALTH IMPACT ACROSS STATE

\$1M in Funding Now Available
for Qualified Site Partners

Limited funding for **20 communities** this campaign year



NFC Grant Requirements

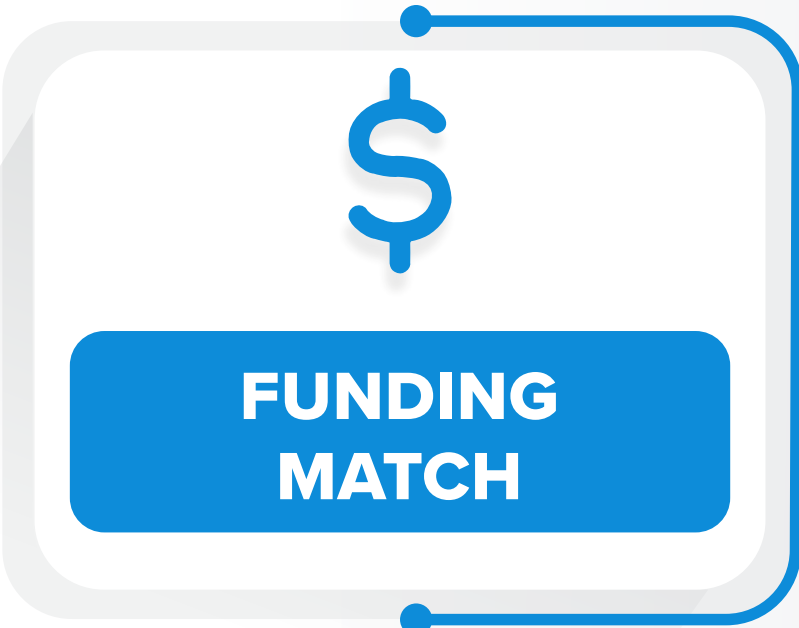
Program Qualification



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

HSS

HEALTHY
SITE SCORE

**NFC HEALTHY SITE
SCORE**

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



STEP 3

FUNDING MATCH

NFC GUIDES FUNDING PLAN

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

**LOCAL FUNDING REQUIREMENT
\$160,000-\$270,000**

*per site, pending program
configuration & 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**