**THE PROBLEM**
Preventable diseases like obesity continues to rise across America. The built environment can increase longevity.

**WHO WE ARE**
National Fitness Campaign is a San Francisco based social enterprise and consulting firm.

**WHAT WE DO**
NFC partners with cities, schools and state agencies who make health a priority to plan, build, fund and activate healthy infrastructure.

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**CAMPAIGN HISTORY**

1979
*FITNESS COURT INVENTED*

1980-2000
*CAMPAIGN EXPANDS*
3 • 10,000 *FITNESS COURTS*

2012
*A NEW CAMPAIGN & WORLD CLASS TEAM*

2018 & PRESENT
*NATIONWIDE CAMPAIGN LAUNCH*

2022
*EXPANSION TO 1,000 CITIES*

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**OUR MISSION**
DESIGN HEALTHY INFRASTRUCTURE FOR CITIES TO IMPROVE THE QUALITY OF LIFE FOR PEOPLE

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NFC partners with cities, schools and state agencies who make health a priority to plan, build, fund and activate healthy infrastructure.
A Comprehensive Wellness Program

The Campaign is a collection of resources and services designed to activate, encourage and support participation in outdoor fitness activities. Our campaign is separated into two stages: Healthy Infrastructure & Campaign Services. All Cities and schools awarded in the program receive all products, tools and services described on this page and detailed in this executive summary document.
**FITNESS COURT**

21st Century Healthy Infrastructure

National Fitness Campaign’s Fitness Court is the centerpiece to its holistic health and wellness initiative. The Fitness Court is an outdoor bodyweight circuit training center with functional fitness DNA. The best-in-class system provides a full-body workout to adults of all ability levels. With 7 functional fitness zones, the Fitness Court can be used in thousands of ways. The Fitness Court is the world’s best outdoor gym!

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**Strategic Planning Studies**
Strategic Planning & Feasibility Study, Site Design Consulting

**Campaign Funding Support**
Sponsor Strategy, Best Practices, National Installation Team Support

**Fitness Court App**
Free digital App Delivering Programming, Workouts & Content

**Ambassador Training**
NFC Fitness Court Ambassador Training ACE Certified (American Council of Exercise)

**Launch & Public Relations**
Featured Stories Highlighted through Press and Local Media

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**Annual Fitness Season 2022**
Spring/Summer/Fall national & local training, classes & challenges series

**SPRING**
World-class training videos will available on the Fitness Court App.

**SUMMER**
World-class training videos will available on the Fitness Court App.

**FALL**
The Fitness Season culminates with local, regional and national challenges for residents.
Each Fitness Court® includes an integrated sports floor made from durable 2’x2’ tiles which adhere directly to the concrete slab. Available in our standard NFC Blue or Gray to match any custom design.
The new campaign is now operating in over 100 cities and colleges across the Nation. By the end of 2022, the program will be thriving in over 200 communities across 40 states. The Campaign's unique funding model brings partnerships and funding to cities and schools of all sizes.
Data Mapping Tools, Analysis Methods, Healthy Infrastructure Planning

In recognition of the importance of continuing education and professional development and the extensive work supported by State Organizations, NFC proposes an innovative regional workshop series providing specialized training and education in the development of pedestrian infrastructure, healthy living policies and practices, and Fitness Court programming. These day-long programs will occur each Spring. The below information provides a tentative framework. NFC envisions close collaboration with state agencies to determine the structure and execution of the workshops.
IS WELLNESS A PRIORITY

Is health & wellness a priority in your city or school? Does the campaign align with your local goals and local initiatives? Is there support from appropriate stakeholders?

- Mayor
- City Council
- Park Director
- Superintendent
- Principle
- PE / Coaches

SITE SELECTION

Main Criteria for Site Selections

1. Iconic Sites
   Supports Success and Impact

2. Accessibility
   Engage all Population Sectors

3. Connectivity
   Program locations align with pedestrian infrastructure and trails systems.

PROGRAM FUNDING

Qualified cities/schools will receive $25,000 in Grant Funding from NFC for each Fitness Court and local Campaign. With variable funding models and opportunities for partnership development within your local and regional network, there are multiple ways to fund the Campaign. NFC is here to help!

PROGRAM TIMING

Application Deadline: ROLLING AWARDS
Submit Matching Funding: PER BUDGET CYCLE 2022
Program Launch: PER AWARD PERIOD 2022
NATIONAL FITNESS CAMPAIGN
GRANT FUNDING AWARD
REQUIRED FUNDING FOR EACH SITE

FITNESS COURT &
CAMPAIGN ECOSYSTEM
TOTAL FUNDING
REQUIRED PER FITNESS COURT

$140,000
+

$25,000
GRANT FROM NFC

LOCAL FUNDING MATCH
(PLUS INSTALLATION)

$115,000

INSTALLATION METHODS
CONCRETE SLAB + FITNESS COURT ASSEMBLY + GRAPHICS INSTALL

IN HOUSE OR IN KIND OR BID OUT
2022 PROGRAM SUMMARY: All items and services below are delivered to approved partners as part of the 2022 Campaign.

HEALTHY INFRASTRUCTURE

FITNESS COURT

Fitness Court® Description:
- 32’x32’ outdoor bodyweight circuit training system with the following components:
  - Seven station circuit training system providing full-body workout modules
  - Fitness Court body-weight training wall - 32’W x 2’D x 6’ H with custom graphics
  - Thirty pieces of body-weight fitness elements for simultaneous use by 28 users at one time. Fitness Elements anchored and grouped within seven stations.
  - Bolts, attachments and anchors required for installation

Fitness Court Surface - Tile Surface Specifications
- Outdoor Sports Floor Size: 1,024 SF (32’x32’)
- Color: NFC Blue
- Thickness: 1” Tiles
- ADA Border Included

Fitness Court Specifications:
- Warranty + Maintenance
  - Made for all climates
  - Equipment is anchor bolted into concrete
  - Replacement parts available through NFC
  - No requirement for disassembly in winter
  - Maintenance guide, including touch-up paint & necessary tooling included
  - See Official Warranty for Full Coverage Detail

HEALTHY INFRASTRUCTURE DESIGN SERVICES

Strategic Planning & Feasibility Study
- City-wide impact analysis and master plan integration plan
- Site Design and Visibility Analysis

Custom Fitness Court Design Services & Construction & Installation Support
- Customized Fitness Court powder-coating and decal design - no two Fitness Courts are the same!
- stamped and certified design plans, concrete slab drawings, and contractor management are provided by the NFC Activation Team.
- All cladding (skins) made from high-grade aluminum and powder coated
- Graphics and signage printed with anti-graffiti over-lamination material
- Manufactured in the United States
- Resilient to heavy, repeated daily use
- Over 30 individual pieces of equipment
- Powder-Coated Structural Components
- Galvanized fittings and bolts - included
- Stainless steel cables
- Full installation guide provided
- Warranty through NFC

GRANT FUNDING, CONSENSUS BUILDING, SPONSOR SUPPORT

NFC Grant Funding Qualification
- Access to qualify for NFC’s Grant Funding through NFC’s national partners to support seeding the program.

Consensus Building Consulting
- NFC has industry experts in project management, and from conception through execution, they will collaborate on an average of 2 intensive monthly planning calls to drive success.

Sponsor Strategy Consulting Support
- Up to 10 custom renderings provided by NFC Design Team to support outreach to local sponsors and partners. Up to 5 custom slide presentations provided for in-person meetings and internal stakeholder consensus-building.

CAMPAIGN SERVICES

FITNESS COURT® APP

The Fitness Court App
Free mobile app for iOS / Android teaches proper use, routines and challenges to all users
- Classes: schedule, run and track attendance using the Fitness Court App back-end scheduling tool, providing live class management through the OnSched platform. Training and basic setup provided by NFC within 30 days of launch event.
- Learn: video guides deliver workouts, and teach the basics for beginners on the Fitness Court. New content released quarterly, and updated by NFC National Training Team.
- Train: individual audio guides. New content released quarterly, updated by NFC National Training Team.
- Challenge: competitive tracking allows users to participate in timed, scored challenges, with an option to submit their scores to a national Leaderboard. Acts as a regional and national event qualification tool.

CERTIFIED AMBASSADOR TRAINING

Programming and Training Tools
Fitness Court Ambassadors build and sustain a healthy culture around the Fitness Court ecosystem
- Learn: education modules provided by the NFC Training Team are eligible for a range of industry certifications, are offered both in-person and remote, and provide a range of class templates, coaching tips and more to qualified Ambassadors. Partnership includes program vouchers for up to 12 individual Ambassadors per Fitness Court, individually eligible for up to 3 continuing education credits (CECs), approved through the American Council on Exercise (ACE).
- Train: classes, clinics and challenges become the building blocks of a Fitness Season, led by Ambassadors, that engage all ages and fitness levels. These guided workout options expand the user community and increase long-term usage and adoption.
- Share: continuous online and print storytelling, engagement and social connection further build out a healthy culture on each Fitness Court. Up to five local Ambassadors are eligible to attend an in-person regional training event of their choice in 2022.

MEDIA, PRESS, & PROMOTIONS

Promotions and Marketing Package
Media support and community engagement materials excite users and strengthen program adoption
- Custom Grant Announcement Kit: promote the development of the program in your community with NFC support through traditional and social media channels - including a custom Press Release, site rendering, and outreach planning tools.
- Launch Event Promotions Toolkit: announce the launch of the Fitness Court on traditional media channels with a separate customized press release, outreach support and uniquely branded assets for social media.
- NFC Website Feature Story: NFC-hosted custom storytelling showcases the partnership and program development in your community.
- Opening Day Launch Support: NFC provides event management templates, guidance for launch event planning, and custom promotional materials (flyers, media assets).

FITNESS SEASON 2022

Annual Activation Series: 2022 Fitness Season
Bring the Latest Events & Programs to Your Fitness Court® this Year!
- Spring 2022: 18 new workout routines & video tutorials introduced to the Fitness Court App, featuring pro trainer, Mark Lauren.
- Summer 2022: Classes and Clinics support ongoing programming for group exercise and app-based class
- Fall 2022: Challenge series builds competition & strengthens community. Marks the success of year’s activation program for all users.
- Healthy Infrastructure Awards: annual recognition program highlighting exceptional partners and leaders nationwide, winners receive custom awards, decals and press support to announce...