

Fitness Court

- National Fitness Campaign

Founded in 1979 by fitness enthusiast Mitch Menaged, National Fitness Campaign (NFC) has been helping people live more active and healthy lives across the country for over 30 years. In its history, the campaign has partnered with over 4,000 cities and colleges to convert public spaces into outdoor circuit-training systems, NFC Fitness Courts®.

National Fitness Campaign is a social enterprise that gives a share of the profits to communities in need to assist them in bringing the campaign to their neighborhood. Founder Mitch Menaged does not take any salary.

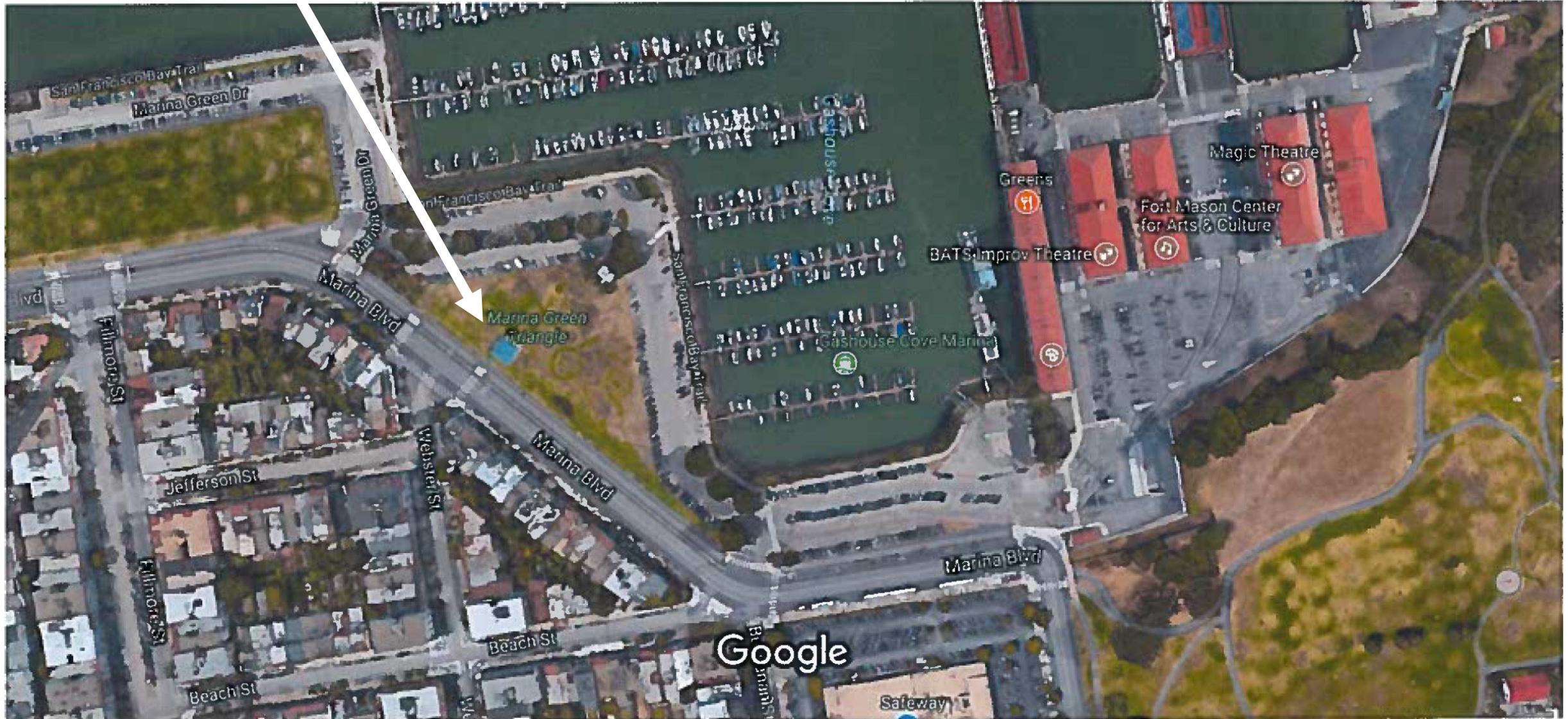
[youtube.com/watch?v=zMoThW_nL2o](https://www.youtube.com/watch?v=zMoThW_nL2o)

Fitness Court



Fitness Court

Location - San Francisco, CA



Fitness Court

- What is it?
 - A way to quickly get a good workout – in as little as 7 minutes
 - Workout in the outdoors in the fresh air
 - Adaptable to any age/any ability level
 - Fits in a 38' by 38' area
 - Consists of
 - a concrete pad,
 - rubberized sports workout surface,
 - resistance type exercise equipment.

Fitness Court

- Where might you put it?
 - A site with a lot of people/foot traffic
 - A site where people exercise
 - A site where there is natural beauty

The following pages show possible locations where a 38' x 38' pad would fit.

Fitness Court

Downtown



Centennial Park



Hecksher Park

Fitness Court

Neighborhood Parks



Prentiss French Park



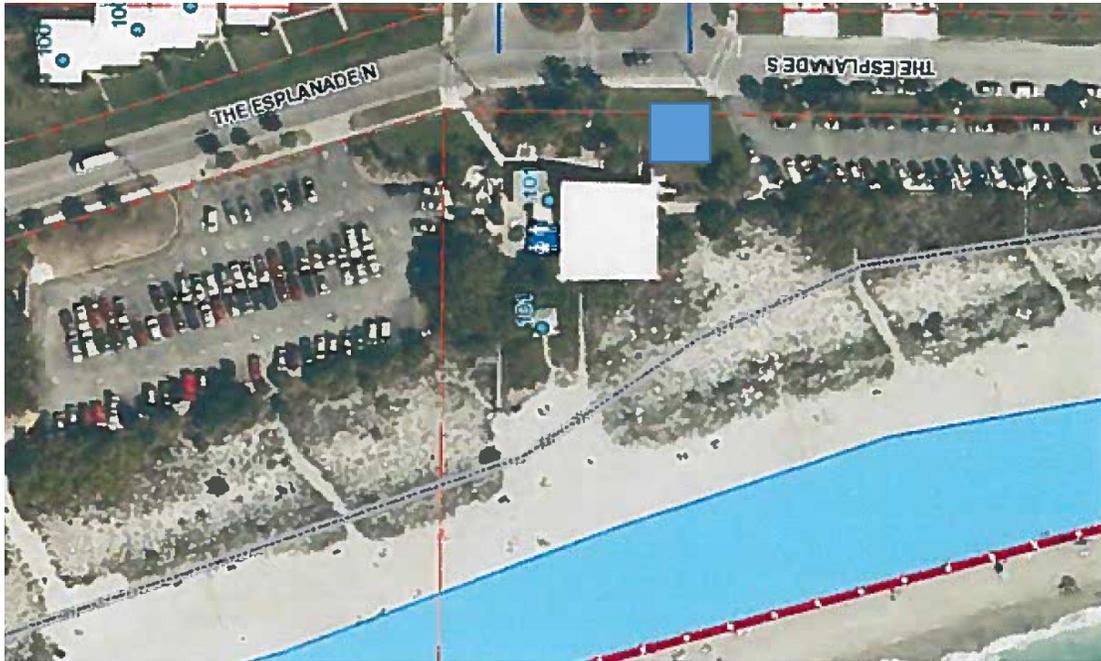
John Nolen Park



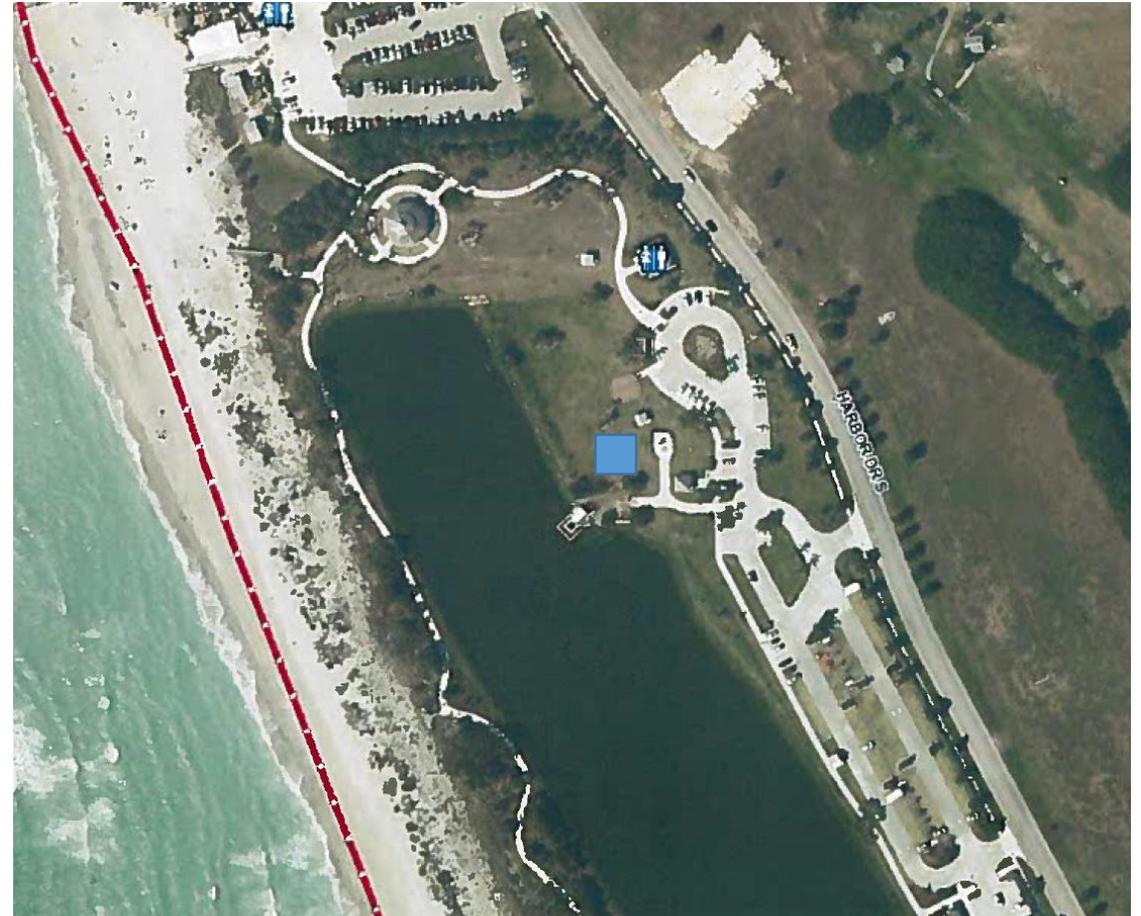
Chuck Reiter Park

Fitness Court

Near The Beach



Venice Beach



Maxine Barritt Park

Fitness Court

Near A Bike Trail



Marina Park/Legacy Park



Venetian Waterway Park

Fitness Court

- What does it cost?
 - Materials and Equipment \$90,000
 - Installation \$15,000 to \$30,000, est.
 - In Venice you might add a shade structure, say another \$25,000
- Total: \$130,000 to \$145,000

Fitness Court

- How can you pay for it?
 - NFC's partner Fit Radio will provide a \$10,000 grant
 - City may be able to use
 - 1-cent sales tax
 - Impact fees
 - Potential government partners
 - Sarasota County
 - County Schools
 - WCIND
 - Potential corporate partners:
 - Hospitals – may have funds to support Wellness programs
 - Large employers – may want to support community projects
 - Other businesses looking to support the community

Fitness Court

- Next Steps

1. City Council endorse the concept.
2. City staff to examine potential locations in more detail.
3. City staff to examine funding sources in more detail.
4. CMO to explore government partners.
5. City PWD to work with Serve Florida/Venice Cares to explore corporate partners.
6. City staff to report back to City Council by January 2018.