

## **Niagara River Greenway Commission Consultation and Review Form**

Date of Submittal:

5/23/2022

Project Registration Number (*office use only*):

Type of Review Required (please check one):

Mandatory Consultation for proposals seeking Greenway Funding

Voluntary Review and/or Endorsement for proposals not seeking Greenway Funding

### **PROJECT SPONSOR INFORMATION**

Name:	J. Duffy Johnston Town of Porter
Mailing Address:	3265 Creek Road
State:	New York
Zip Code:	14174
Federal ID#:	16-6002350
Charities Registration #:	N/A

### **PROJECT TYPE (Please check only ONE)**

Trail Development / Improvement

Interpretation / Cultural Monuments

Ecosystem / Riparian Habitat Restoration

Stewardship

Niagara River Greenway Placemaking / Public Access / Wayfinding

### **FUNDING COMMITTEE**

Host Community Standing Committee

Ecological Standing Committee

Buffalo and Erie County Standing Committee

State Parks Standing Committee

Unsure at this time / N/A

**TOTAL AMOUNT REQUESTED**

\$135,000

### **ADDITIONAL FUNDING FROM OTHER SOURCES**

Source	Amount
<b><u>MVP Health</u></b>	<b><u>\$30,000</u></b>

**PROJECT INFORMATION**

Project Name:	<u>Fitness Court (Outdoor Gym)</u>
Location (include GPS coordinates if possible):	-78.991146 43.275829 Porter on the Lake Town Park
Project Site Address:	3025 Deitz Road Youngstown
State:	New York
Zip Code:	14174
Minor Civil Division(s):	
County:	Niagara
Project Proponent Property Interest (own, lease, easement or other):	Owned by the Town of Porter

**AUTHORIZED OFFICIAL**

Name:	<u>J. Duffy Johnston</u>
Title:	Town Supervisor
Business Address:	3265 Creek Road
State:	New York
Zip Code:	14174
Work Number:	716-745-3730
Cell Number:	716-622-4103
E-Mail Address:	townsupervisor@townofporter.net

**PROJECT POINT OF CONTACT**

Name:	<u>J. Grasso</u>
Title:	Grant Writer/Administrator
Organization / Firm:	G&G Municipal Consulting and Grant Writing
Business Address:	PO Box 39 131 S. Union St. Suite E8 Spencerport
State:	New York
Zip Code:	14559
Work Number:	585-368-8866
Cell Number:	585-703-0920
E-Mail Address:	jay@ggprocess.com

**PROJECT NARRATIVE**

Please attach material which responds to the following six items in the order that they are presented.

1. In a brief paragraph, describe the project and its purpose, how and when it will be accomplished, and why it is important.
2. Referring to the Niagara River Greenway Plan, clearly document and describe how the proposed project will advance the Niagara River Greenway vision including the goals, principles, and criteria that define that vision.
3. Define the budget for the total proposed project and include costs for the following:

Planning	\$1,000
Construction	\$35,000
Acquisition	\$126,000
Administration	\$1,000
Operation and Maintenance / Year	\$2,000
<b>TOTAL PROJECT COST</b>	<b>\$165,000</b>

Identify all sources of funding and the amount of funding expected from each source. Identify and quantify funds that are already on hand or have been allocated for the proposed project. Explain how the project will be operated and maintained.

4. Describe the measures taken at the local level to gain community and government support for this project (hearings, petitions, public surveys, resolutions of support or other methods). If this project has been cited or described in a local planning document or some equivalent thereof, attach copies of that documentation highlighting the sections that are relevant to the proposed project. Describe the role of municipal agencies, stakeholder groups, consultants, volunteers, or others who will be involved in the proposed project.
5. Describe and document the environmental setting and existing conditions at the proposed project site. If you are not the owner of the property include a letter(s) or resolution(s) evidencing support for the project by the owner. Provide photographs, conceptual plans and drawings that show the site as it presently exists and how the site will change with the addition of the proposed project. Describe how your project will comply with the State Environmental Quality Review Act (SEQRA). The existence of wetlands, significant upland and aquatic habitats, and plant or animal species that are classified as rare, threatened, or endangered should be noted. Explain how such natural resources will be protected and/or enhanced. Cite any relevant project-related studies.
6. Please attach the proposed project timeline, identify any relevant milestones, and provide an estimated date for project completion/opening. If funded, it is expected that the project sponsor or point of contact will notify the Commission of the project opening date as it nears completion. *(Note: This addition to the application was made September 2018.)*

# *Niagara River Greenway Commission Consultation and Review Form*

## #1 Brief Project Description

### Town of Porter Outdoor Fitness Court

The Town of Porter is requesting funding to assist with the construction of an outdoor fitness court. The fitness court total cost is \$165,000. Porter has received a grant from MVP Health for \$30,000 towards the project. We are requesting \$135,000.

This fitness court will be located at Porter's beautiful 30-acre park on Lake Ontario. Porter on the Lake (POTL) Town Park is located next to NYS Four Mile Creek Park which has approximately 150 campsites. The plan (in the near future) envisions the Niagara Greenway bike trail coming through the Village of Youngstown with its endpoint at POTL.

This fitness court will be a true destination for people of any age or physical ability. We envision Lewiston-Porter school sports, youth football, Niagara Pioneer soccer and even Niagara University students exercising at this fitness court. POTL park already has a nature/fitness trail, park benches, three pavilions and ADA compliant restrooms.

This project is in compliance with (SEQRA) and the fitness court will be maintained by the Town of Porter highway department. We are reaching out to private companies and other grant funding sources to assist with project construction.

This project will be a significant enhancement to the Niagara River and Lake Ontario region.

Please consider funding our fitness court as it will offer exciting outdoor physical exercise opportunity and community involvement for our residents for many years to come!

# ***Niagara River Greenway Commission Consultation and Review Form***

## **#2 Niagara River Greenway Advancement**

### **Town of Porter Outdoor Fitness Court**

The Town of Porter Outdoor Fitness Court (see attached example) fits directly with the goals of Niagara River Greenway as it aspires to be part of a world-class corridor of places, parks and landscapes that celebrates and interprets our unique natural, cultural, recreational, scenic and heritage resources and provides access to and connections between these important resources while giving rise to economic opportunities for the region.

This Porter on the Lake (POTL)Town Park project sits directly in a Greenway Focus Area. The Fitness Court will be located adjacent to the nature and fitness trail (see attached map).

Connectivity of the Fitness Court to the Niagara River Greenway Plan is highly evident in the project's location. The Porter on the Lake Park is a unique and beautiful spot for the Fitness Court. The 33-acre park sits on the Lake Ontario shoreline, next to Four Mile Creek State Park which has a campground with approximately 115 tent and trailer sites. POTL is also at the end of the New York State Scenic Trail, which is a major parkway that comes from Niagara Falls, NY. POTL is slated to be the final destination of the NYS Greenway bike trail.

The Fitness Court will also be used by the Town of Porter Recreation Department in summer as well as the youth football and soccer leagues.

The Town of Porter recently received a NYS Local Waterfront Revitalization Program (LWRP) grant. This grant of \$140,000 will bring a new exercise/nature trail into POTL. A bike trail will come down the park road and continue to Lake Ontario. At the end of the road will be a 60-foot x 60-foot parking lot, with kayak access to the lake.

POTL has a large playground, basketball court and nine-hole frisbee golf course. The park has a large 100-foot-long pavilion and two 30ft x 30ft pavilions for rental. There is a large handicap accessible restroom, that is close to where the Fitness Court will be located. The Discover Niagara Shuttle carries tourists and residents to and from Niagara Falls to Youngstown. These shuttles have bike racks on them, allowing riders the opportunity to utilize the bike trails and Fitness Court.

This location boasts world class views and is a major economic driver for the entire area. It is truly an accessible world class destination. Funding from the Niagara River Greenway Commission for the Fitness Court would be well utilized in enhancing the commission's goals.

# *Niagara River Greenway Commission Consultation and Review Form*

## #3 Budget

### Town of Porter Outdoor Fitness Court

Planning	\$1,000
Construction	\$35,000
Acquisition	\$126,000
Administration	\$1,000
Operation and Maintenance / Year	\$2,000
<b>TOTAL PROJECT COST</b>	<b>\$165,000</b>

1. \$30,000 MVP Healthcare and National Fitness Campaign Grant Committee award (on hand).
2. \$135,000 Greenway grant.
3. Project will be operated and maintained by the Town of Porter.

Identify all sources of funding and the amount of funding expected from each source. Identify and quantify funds that are already on hand or have been allocated for the proposed project. Explain how the project will be operated and maintained.

## ***Niagara River Greenway Commission Consultation and Review Form***

#4 Community/Public/Town Support

Town of Porter Outdoor Fitness Court

1. The Town of Porter applied for and received an MVP Healthcare and National Fitness Campaign Grant Committee award of \$30,000 for the project.
2. The Town of Porter accepted the grant.
3. Niagara County Legislature Irene M. Myers (1<sup>st</sup> District Legislator) has provided a letter of support and has submitted a request to the Niagara County Ad Hoc Committee for funding support.
4. The Town of Porter has an established Recreation Commission with a Chairwoman and four other members. In the summer recreation program, Porter has close to 300 youth participants and 20 hired staff counselors.
5. The Town of Porter recreation budget for 2022 is \$122,356 with an additional \$60,000 being utilized from the highway department for the project location.
6. The Parks & Recreation Commission, the Town Supervisor and the four Town Councilpersons are in favor of the fitness court project.

***Niagara River Greenway Commission  
Consultation and Review Form***

#5 Environmental Setting

Town of Porter Outdoor Fitness Court

1. Photographs and maps are attached
2. State Environmental Quality Review Act (SEQRA).
  - The project site is a town park previously vetted and approved for past projects
  - No negative environmental impact.



***Niagara River Greenway Commission  
Consultation and Review Form***

#6 Project Timeline\*

Town of Porter Outdoor Fitness Court

1. Project Design - Complete
2. RFP/Bid Awards- Late Summer/Fall 2022
3. Construction- Fall 2022
  - concrete slab poured (28-day cure period)
  - installation of equipment
  - art design installation
4. Completion- Late Fall 2022

\*Timeline (with the exclusion of concrete curing period) is flexible



## Congratulations!

Porter, NY has been selected as a 2022 MVP Campaign | NY Grant Recipient!

Dear Duffy,

On behalf of MVP Healthcare and the National Fitness Campaign Grant Committee, we are pleased to share that Porter, NY has been selected as a grant eligible partner in the 2022 MVP Campaign! This notification letter confirms eligibility for one (1) 2022 NFC \$30,000 Grant. The next step is to schedule your official Grant Eligibility Award Call within the next 10 days, where the qualifications submitted in your Grant Application will be confirmed by the NFC team, and your Grant Program Requirements (GPR) will be aligned for eligibility and participation in this year's campaign. A copy of your GPR Document is attached to this formal award letter for your review, and is based on dates submitted in your Grant Application.

The \$30,000 Grant Award will be confirmed pending 1) the submission of a Resolution of Adoption, endorsed by your local governing body or appropriate council, and a countersigned copy of the attached formal GPR document within 60 days of the Award Call, 2) authorization to proceed, documented by formal funding confirmation (commonly a purchase order) and 3) confirmation of a scheduled shipping date for the Fitness Court and appropriate storage plans. Once set, GPR milestones must be met in order to maintain funding eligibility in the campaign.

To support this partnership and align your GPR milestones with your community's local adoption and funding processes, we have assigned a Partnership Manager – Ginger Bracewell – as your dedicated partner and champion in support of this partnership. Over the coming months, Ginger will work with your team to support the path outlined in the GPR Document, assisting in the confirmation of required remaining funding, installation, and launch of your program.

The 2022 MVP Campaign is part of a national movement to make world-class fitness free and accessible in public spaces across the country, which is more important today than ever before – thank you for your commitment to supporting this goal.

Here is a sneak peak at what's ahead:

- Fitness Court® Launch – Cut the ribbon on your beautiful new outdoor gym & announce free fitness to the community!
- Classes & Challenges – Get residents moving & keep them engaged with ongoing group classes, individual training, and competitive events.
- Press & Promotions – Shine a spotlight on your community and local partners for joining this exciting and innovative wellness movement!

Once again, we are thrilled to invite you to join us as a partner in the 2022 MVP Campaign, and we look forward to making world-class fitness free in Porter, NY!

Best in Fitness,

Mitch Menaged, Founder  
National Fitness Campaign



# Porter, NY - National Fitness Campaign

## 2022 Funding Cycle Grant Program Requirements (G.P.R.)

### MILESTONE 1: ADOPTION

- **Summary:** Commit to project adoption and confirm matching funding
  - **Requirement A:** Resolution of Adoption or Letter of Support
  - **Requirement B:** Countersigned Grant Program Requirements Document
  - **Deadline: Within 60 Days of completion of Grant Award call**
- \*Purchase Order Will Satisfy Adoption Requirement if Submitted Within 60 Days of Grant Award

### MILESTONE 2: AUTHORIZATION TO PROCEED - FUNDING CONFIRMED

- **Summary:** Execute budgeting and fundraising plan (as needed) and confirm total required funding
  - **Requirement:** Funding confirmation document submitted to NFC for remaining program funding (typically P.O)\*
- \*Refer to Official Quote and Funding Requirements Summary for details
- **Deadline: May 2nd, 2022**

### MILESTONE 3 : SHIPMENT FOR STORAGE

- **Summary:** Identify Fitness Court® storage location and schedule Fitness Court® delivery
- **Requirement:** Accept Fitness Court® delivery and store at a secure location, prepare to be invoiced for program funds
- **Deadline: May 16th, 2022**

---

### MILESTONE 4: INSTALL CONCRETE SLAB

- **Summary:** Review slab drawings, establish Fitness Court® orientation, schedule concrete installer
- **Requirement:** Install concrete slab (*cure time of 28 days before Fitness Court® installation*)
- **Deadline: May 30th, 2022**

### MILESTONE 5: FITNESS COURT® ART APPROVAL

- **Summary:** Finalize design with NFC design studio
- **Requirement:** Approve final art print preview for printing & shipment
- **Deadline: May 30th, 2022**

### MILESTONE 6: FITNESS COURT ASSEMBLY & PRESS LAUNCH CEREMONY

- **Summary:** Select Fitness Court® Assembly Team (NFC Factory Team EIS recommended), confirm install timeline, train ambassadors
- **Requirement:** Submit installation inspection photos, promote press release, hold Fitness Court® press launch event & ribbon cutting
- **Deadline: June 13th, 2022**

---

Trent Matthias, Director  
National Fitness Campaign

---

Duffy Johnston, Town Supervisor  
Porter, NY

*It is noted by the National Fitness Campaign and the municipality, school or organization listed above that this document in no way constitutes a binding agreement, or requirement to proceed with the NFC Program at any time. Formal commitment occurs upon receipt of complete local match funding by the program awardee, with submission of Funding Confirmation Documentation to National Fitness Campaign.*



## THE LEGISLATURE NIAGARA COUNTY

LEGISLATOR IRENE M. MYERS  
1<sup>st</sup> DISTRICT  
NIAGARA COUNTY LEGISLATURE

May 16, 2022

Niagara County Ad Hoc Committee  
Attn: Chairman Richard Andres  
Attn: Thomas Burgasser, Ad Hoc Attorney  
Niagara County Greenway  
Lockport, NY 14094

Dear Legislator Andres:

I am contacting you today regarding Porter on the Lake, Town of Porter, Niagara County. Porter on the Lake is a beautiful 30-acre "park" on the shore of Lake Ontario and is adjacent to Four Mile State Park, which offers camping. Each year, the Town of Porter has made strides of improvements -enhancing the park for the community. There is a long-term goal, a park for all ages, a destination, a place for many to enjoy. Whether to read a book, bird watch, ride your bike, bring the family to picnic, kayak, host a wedding/event or camp next door, Porter on the Lake will be a true destination!

At this time, the Town of Porter is seeking funding in the amount of \$165,000 for a "Outdoor Fitness Court" to be constructed at Porter on the Lake. On behalf of Town of Porter/Porter on the Lake, I am asking the Niagara River Greenway Commission and the Niagara County AD HOC Committee to consider funding for this project, which I support.

I feel that this project is in alignment with Greenway's philosophy - economic climate, access to the water and the connection to the Greenway Trail-Bike Path, which will connect Lake Erie to Lake Ontario. Build it and they will come! This will offer more reason for those to come explore our beautiful area while adding economic support to our local businesses.

As a Legislator representing this district, I would ask that you please consider funding this project, which I highly support! There is a vision of much more to come to our area in the near future!

Sincerely,

Irene M Myers  
1<sup>st</sup> District Legislator

cc: Supervisor Duffy Johnston-Town of Porter Supervisor

Form Name: National Fitness Campaign 2022 New York/Vermont Grant Application  
Submission Time: December 16, 2021 1:17 pm  
Browser: Chrome 96.0.4664.110 / Windows  
IP Address: 24.103.143.238  
Unique ID: 902802936  
Location:

## NATIONAL FITNESS CAMPAIGN 2022 NEW YORK GRANT APPLICATION

Please enter the unique ID provided to you by your Partnership Development Manager 0062E00001R2mGSQAZ

### I. GENERAL INFORMATION

Application Type	City or County Government
Legal Name of Organization	Town of Porter
Website URL:	townofporter.net
Applicant Name	J Duffy Johnston
Agency Address	3265 Creek Rd Youngstown, NY 14174
Office Phone	(716) 745-3730
Cell Phone	(716) 622-4103
Email	townsupervisor@townofporter.net

### II. Agency Eligibility Details:

**Why should National Fitness Campaign and MVP Health Care select your municipality, school or organization for funding in the 2022 MVP Health Care?**

The Porter on the Lake Park is in a very unique and beautiful spot for the Fitness Court. Our 33 acre park sits on the Lake Ontario shoreline, next to Four Mile Creek State park. Four Mile Park is a campground with 115 tent and trailer sites. Porter on the Lake (POTL), is also at the end of the New York State Scenic Trail, which is a major parkway that comes from Niagara Falls, NY. POTL will also be a final destination of the NYS Greenway bike trail this year. The Greenway bike trail starts in Buffalo, NY at Lake Erie and continues down to Niagara Falls and then Lewiston, NY. The bike trail will come from Lewiston to Ft. Niagara State Park to POTL in 2022. The fitness court will also be used by the Town of Porter Recreation Department in summer as well as the youth football and soccer leagues.

**Describe the existing recreation and wellness infrastructure for your community and visitors, especially any current or planned pedestrian-oriented design (i.e. trail systems, Rails-to-Trails projects, planned bicycle pathways, etc.)**

The Town of Porter just received a NYS Local Waterfront Revitalization Program (LWRP) grant. This grant of \$140,000 will bring an exercise/nature trail into POTL. A bike trail will come down the park road (3025 Deitz Rd) and continue to Lake Ontario. At the end of the road will be a 60 foot x 60 foot parking lot, with kayak access to the lake. POTL has a large playground, basketball court and nine hole frisbee golf course. Our park has a large 100 foot long pavilion and two 30ft x 30ft pavilions for rental. There is a large handicap accessible restroom, that is close to where the fitness court will be located. Niagara County, that Porter is in, has a Discover Niagara Shuttle that carries tourist to and from Niagara Falls to Youngstown. These shuttles have bike racks on them, so riders have the choice of where they want to start at.

**Describe current policies, initiatives and/or programs that contribute to equity across all neighborhoods in your campus or community.**

All grants that the Town of Porter has received, have met all Minority and Women owned business certifications. The main paths going to the pavilions and restrooms at POTL are ADA approved.

**Describe your current recreation and/or fitness and wellness programs, and staffing capabilities.**

The Town of Porter has an established Recreation Commission with a Chairwoman and four other members. In the summer recreation program, Porter has close to 300 youth participants and 20 hired staff counselors. Porter also has year round senior chair yoga and year round floor yoga. The Town has weekly story hours for the preschoolers at our two libraries.

**Provide an overview of existing funding measures in place that support recreation and/or outdoor wellness spaces and infrastructure in your community or school.**

The Town of Porter recreation budget for 2022 is \$122,356. The highway budget for POTL is \$60,000. The Town of Porter funds the Ransomville Free Library and Youngstown Free Library at \$130,000 annually.

**Describe what makes your community unique in the context of other cities and schools in New York.**

The Town of Porter is a 45 square mile rural farming community that consist of the Village of Youngstown and Hamlet of Ransomville. Porter is unique ,because it is bordered by the Niagara River on the West side and Lake Ontario on the North. Porter is rich in historic value as well. Old Fort Niagara an 1812 war site is second only to Niagara Falls in tourism visitation. Having two major bodies of water around it, Porter is a huge sport fishing destination as well, with several large fishing tournaments annually. Kayaking and canoeing are also a major fitness activity in the area. The Fitness court paired with the new exercise/nature trail will make Porter an even more unique destination.

**Support: Who else among your community leadership has adopted or supported the project?**

Parks & Recreation Commission / Board Council  
Other: Town Supervisor and the four Councilmen are in favor of the fitness court project.

Please list any community groups and/or organizations that will be involved with activating and promoting this initiative.

We have two public schools in our Town, Lewiston-Porter and Wilson Central. Both schools have all major sports teams that will be involved with the Fitness court. We have the Lew-Port youth football teams of different ages and the Niagara Pioneer soccer club ,of all ages. The Town recreation committee and staff will also be a part of this great project. The Niagara Greenway Commission is our major funding agency and also the main group that will bring the bike trail to POTL. The Town of Porter Highway Department takes care of the maintenance at POTL and will help with the Fitness Court. The Boy scouts will also have a part in this and already have, with Eagle scout projects that have been completed and new ones to be started.

Are there any future park, trail, or campus masterplans for which you may be interested in utilizing NFC's Healthy Infrastructure Consultation and Services?

Yes

### III. SITE SELECTION INFORMATION

Site #1 Name: Porter on the Lake Park

Site #1 Google Maps or other web URL of location <http://google.com/maps/43.2755724,-78.9902421>

Site #1 Location Type Public Outdoor Park

Is this site both highly visible and easily accessible? Yes

Has the site been approved by appropriate stakeholders or community leaders? Yes

Please describe what makes this site an excellent option for a MVP Health Care Fitness Court in your community. Lakefront view, Next to State park and State parkway, bike trails, existing exercise equipment

### IV. Timing & Funding Information

In what time period does your budget cycle begin, and when will funding be available? Based on this timeline, we will align the available funding with the program timeline milestones. Q1 : Jan-Mar 2022  
Q2 : Apr - June 2022  
Q3 : Jul - Sept 2022  
Q4 : Oct - Dec 2022  
Funding may also be available prior to above selected budget window.

If selected as a Partner and awarded the \$50,000 NFC Fitness Grant presented by MVP Health Care, 2 options are available for submitting the remaining \$115,000 in funding. Which of the below options will you be pursuing?

Option 2- Matching Funding from local budget and local sponsors plus donors.

If selected as a Partner and awarded the \$50,000 NFC Fitness Grant presented by MVP Health Care, how do you plan to match the remaining program and installation funding for approved sites?

Other: Niagara River Greenway Commission, Ralph Wilson Foundation

The 2022 NFC State-wide Program in New York requires a total of \$165,000 in funding, plus local installation of a concrete pad (specifications provided). \$50,000 is provided to approved partners through the NFC Fitness Grant presented by MVP Health Care. How much funding has your municipality, agency or school committed or planned to commit from internal budget(s) to support the remaining funding needs of \$115,000 plus concrete installation for each approved location?

\$20,000 for concrete installation

How much of the remaining funding, if any, do you expect to come from local sponsors, other grant programs, or alternative funding sources?

\$115,000 will come from Niagara River Greenway Commission

Please list any confirmed, tentative, or desired sponsors or donors in your community and region for review by NFC and MVP Health Care.

Niagara River Greenway and Ralph Wilson Foundation

If local fundraising from private sources is unsuccessful, do you still intend to proceed with the Fitness Court program in your selected Campaign Year?

Yes

Is your agency/ municipality tax exempt?

Yes

Please enter your tax exempt number: 166002350

## V. Site Design, Installation and Maintenance



All MVP Health Care Fitness Courts will arrive in standard powder-coating, with baseline customization options provided by NFC and MVP Health Care. For additional funding, Fitness Courts can be fully customized as a work of public art. Are you interested in any further customization to your Fitness Court that goes beyond the standard art customization?

Yes - Please share more information on funding requirements for expanded customization.

The Fitness Court installation requires a 38'x38' concrete slab foundation. Engineered plans are provided by NFC. How do you plan to accommodate this installation component?

Internal public works or facilities team  
in kind donation of labor/materials

Maintaining the MVP Health Care Fitness Court is the responsibility of the local site partner. Acceptance of a Grant Award requires compliance with standard NFC maintenance protocols. These include proper cleaning and repair of any damages to the MVP Health Care Fitness Court Mural Wall for a period of 20 years. Do you acknowledge these requirements and commit to fulfilling them if selected?

Yes

Please confirm that you understand NFC may request site photographs at the discretion of the National Grant Committee and sponsors to confirm local site status, which must be provided within 72 hours.

Yes

## VI. Partnership & Sponsors

Are you willing to host an opening day celebration at your Fitness Court inviting MVP Health Care representatives, civic leaders, community supporters and the local media?

Yes

In consideration of the initiative being funded and supported through the NFC's National Sponsors, MVP Health Care, and in some cases, local or regional sponsors - will you allow the identification of MVP Health Care and other major sponsors on the Fitness Court Mural Wall? Yes

---

Please confirm that you understand that NFC sponsors and partners reserve the right to provide new graphics and messaging on the rear of the Fitness Court for approved Fitness Courts at the conclusion of 48 months. Agency or municipality shall be allowed to approve the new design but shall not unreasonably withhold approval. Yes

---

Promote usage of the Fitness Courts and demonstrate the value of an active lifestyle using the Fitness Court App, NFC website and activation tools provided: Yes

---

Promote MVP Health Care and other sponsors who have supported the Campaign, and join relevant regional and national events and promotions: Yes

---

**VII. NFC Grant Award Acceptance:**

---

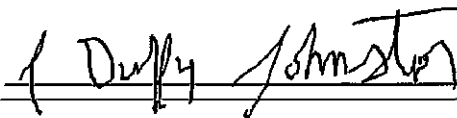
How will your organization accept the \$50,000 NFC Grant Funding presented by MVP Health Care and confirm that your matching funding will be available and committed to this program? Council/Board Resolution of Adoption

---

**VIII. Applicant's E-Signature**

---

Signature



Submission Date:

December 16, 2021

---

Existing Trail ——— Proposed Trail ——— Grass Path to next Entrance - - - - - Park Boundary - - - - -

- 1. Horizontal Ladder
- 2. Wooden Bridge
- 3. Push-up Bars
- 4. Pull-up Bars
- 5. Entrance Sign - Nature Trail
- 6. New Parking Lot - 12 spaces
- 7. Waterfront Benches - 4 each
- 8. Trail Benches - 3 each



# Porter on the Lake - Nature/Exercise Trail

Town of Porter  
July 14, 2021 ... v01



# NATIONAL FITNESS CAMPAIGN

2022 MVP Health Care Statewide Campaign Briefing



NATIONAL FITNESS CAMPAIGN  
**BROUGHT TO YOU BY**



## WHO WE ARE

National Fitness Campaign is a San Francisco based social enterprise and consulting firm.



## WHAT WE DO

NFC develops partnerships with cities, schools and sponsors to build healthy communities.



# CAMPAIGN STORY

**1979**  
**FITNESS COURT®**  
**INVENTED**

**1980-2000**  
**CAMPAIGN**  
**EXPANDS**

**2012**  
**NEW CAMPAIGN &**  
**WORLD CLASS TEAM**

**2018 - PRESENT**  
**WELCOMING OUR**  
**500TH HEALTHY**  
**COMMUNITY**

**2030**  
**NFC REACHES 10,000**  
**COMMUNITIES**

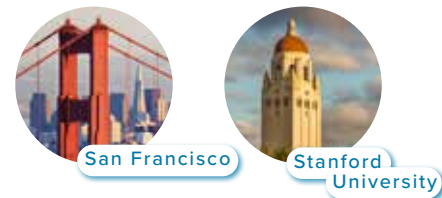
1979

1980

2012

2018

2030



**3 COUNTRIES**



**10,000**  
**FITNESS COURTS®**

**DESIGN TEAM**



**MITCH MENAGED**  
NFC FOUNDER



**GADI AMIT**  
NEW DEAL DESIGN



**SAM LUCENTE**  
HEWLETT PACKARD



**MARK LAUREN**  
SPECIAL FORCES





## OUR MISSION

**BUILD A FREE OUTDOOR FITNESS COURT®**

**WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN**



*LET'S BRING PEOPLE OUTDOORS AND MAKE WORLD CLASS FITNESS FREE!*



# 2022 CAMPAIGN OVERVIEW



**A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM**



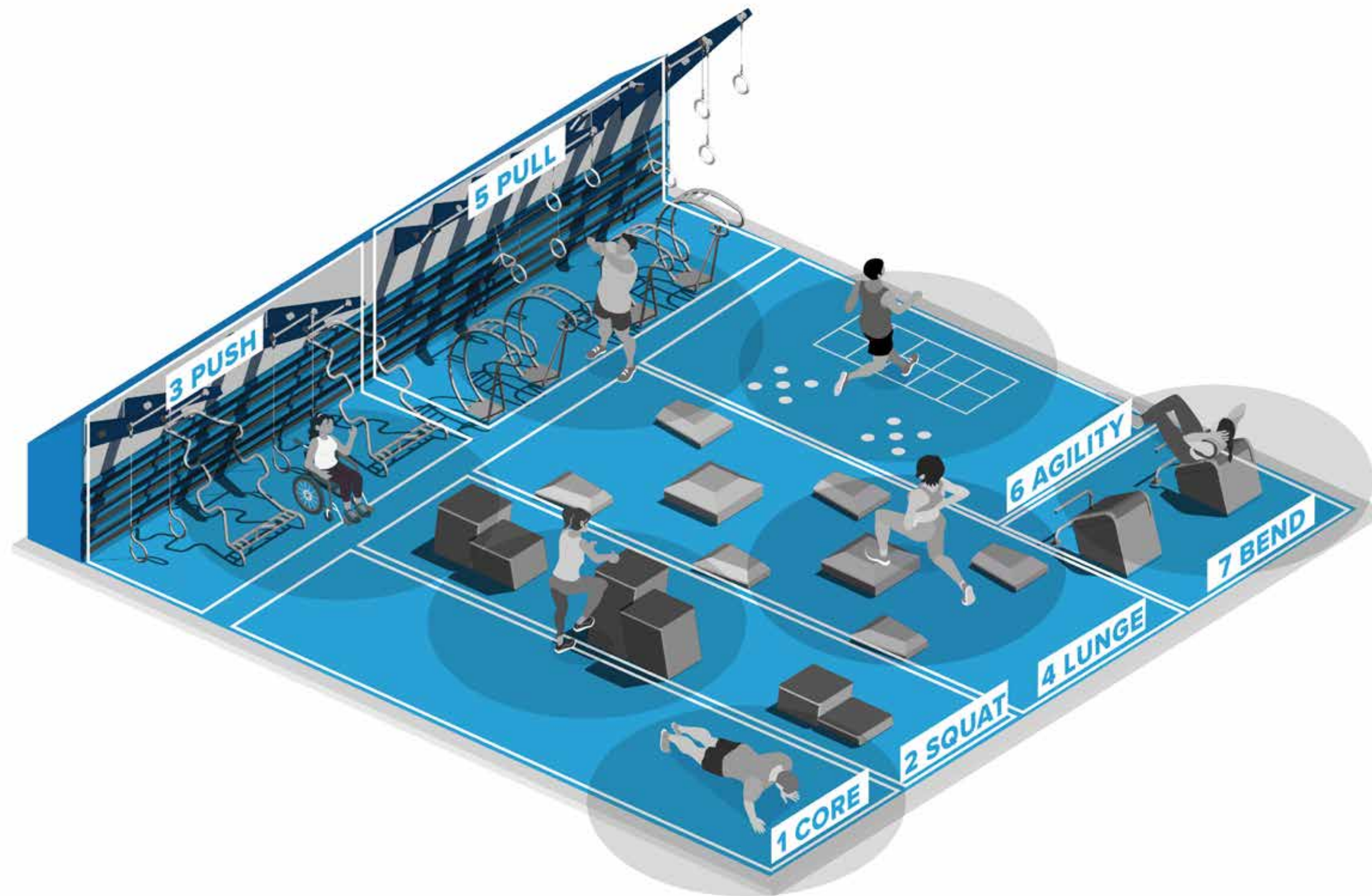


**FITNESS COURT®**  
**WORLDS BEST OUTDOOR GYM**



# **FITNESS COURT®**

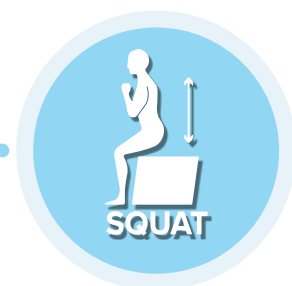
FUNCTIONAL TRAINING SYSTEM  
THOUSANDS OF EXERCISES



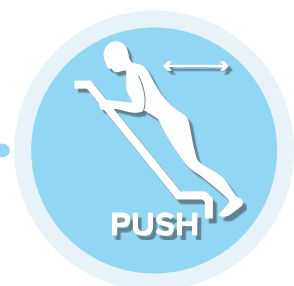
## 7 MINUTE FULL BODY WORKOUTS



CORE



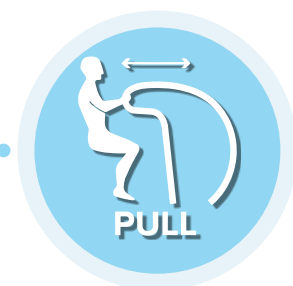
SQUAT



PUSH



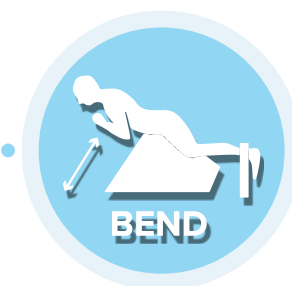
LUNGE



PULL



AGILITY



BEND



 **FITNESS COURT®**

**ADULTS OF ALL AGES AND ABILITY**



**I am glad to see movements to improve balance.**

*- Carol Claybaker, Senior Resident of Janesville, WI*



FITNESS COURT® APP  
CAMPAIGN SERVICES

# CAMPAIGN SERVICES



**LAUNCH**



**DATA & IMPACT**



**MEDIA & PRESS**



**AMBASSADOR  
TRAINING**

**FREE WORKOUTS &  
GROUP CLASSES**

A wellness culture to engage people in healthy communities!

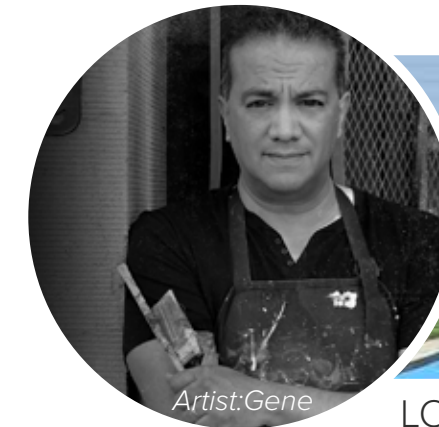
Each Fitness Court® is a one-of-a-kind work of art.



**WEST ALLIS, WI**  
FITNESS COURT® PUBLIC ART



FEATURED ARTIST : 2021 - KEITH HARING



Artist: Gene



LOCAL ARTIST



CUSTOM COMMUNITY DESIGNS

# 2022 CAMPAIGN OVERVIEW

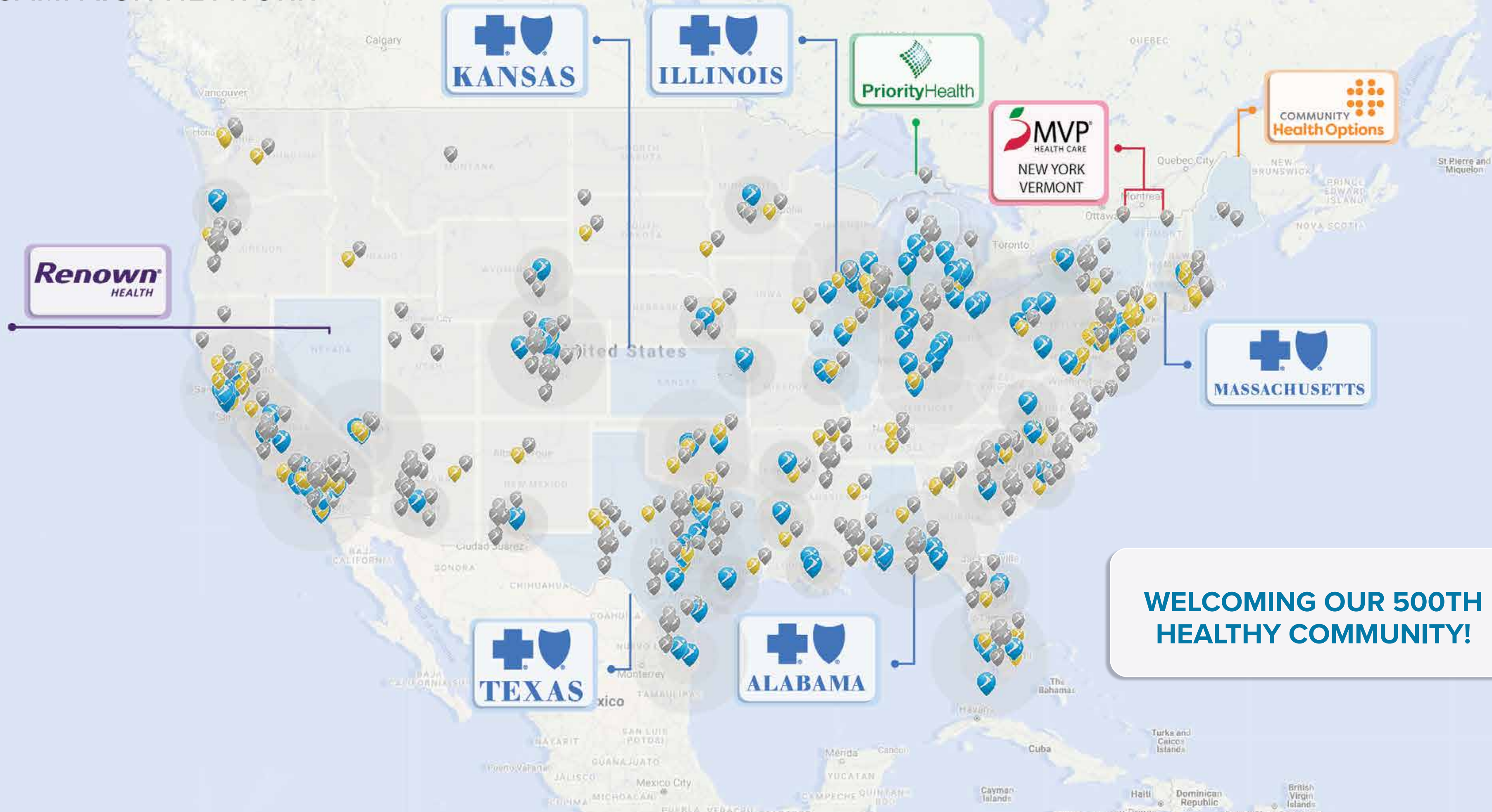


**A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM**





# CAMPAIGN NETWORK



**WELCOMING OUR 500TH HEALTHY COMMUNITY!**

# CAMPUSES ACROSS AMERICA

## AMERICA'S TOP UNIVERSITIES



STANFORD



FLORIDA  
STATE



CU  
BOULDER



BAYLOR



WEST  
VIRGINIA



NEBRASKA



# CAMPAIGN FEATURED PARTNERS



“Exciting options like the Fitness Court, reinforces our commitment to giving back to the people and places we call home.”

CHRISTOPHER DEL VECCHIO  
**PRESIDENT & CEO, MVP HEALTH CARE**

  
NEW YORK & VERMONT  
CAMPAIGN SPONSOR

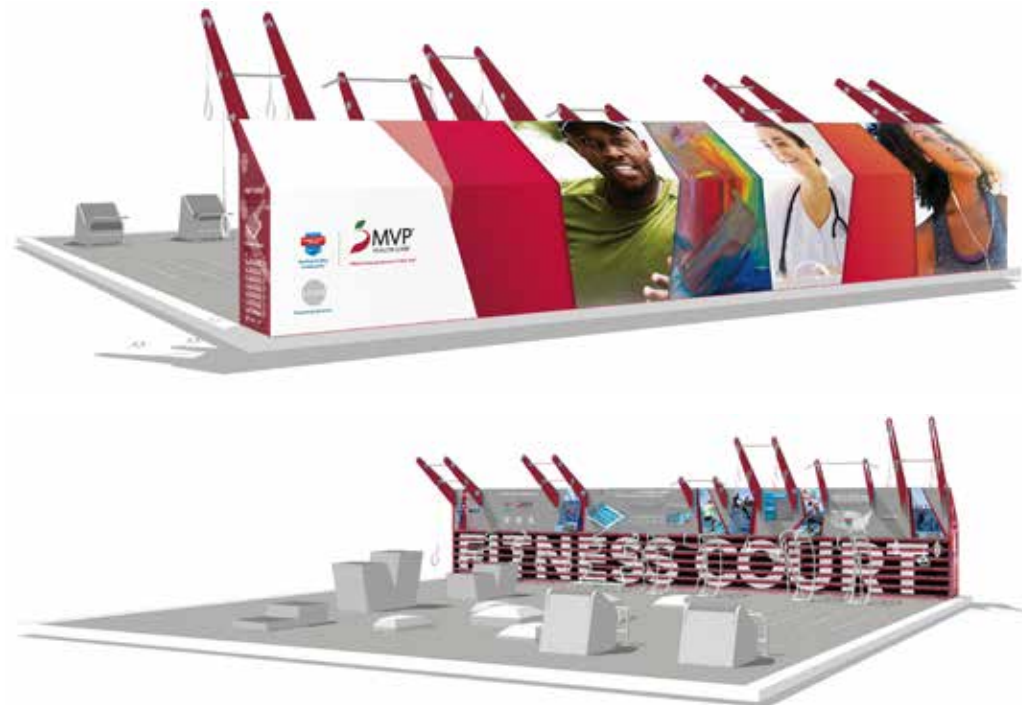
# 2022 NEW YORK & VERMONT STATEWIDE CAMPAIGN



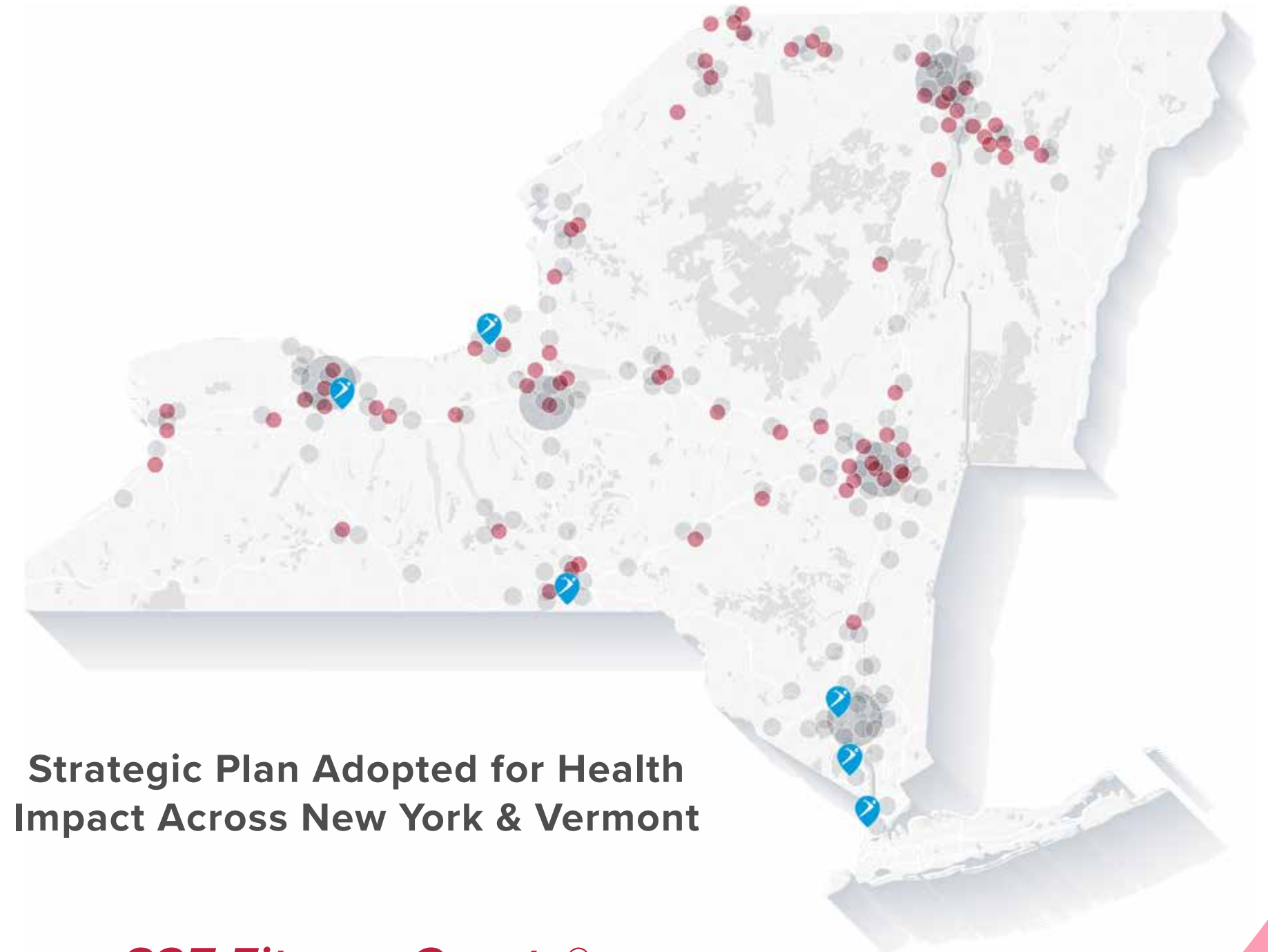
**PRESENTED BY MVP HEALTH CARE**

LIMITED FUNDING FOR UP TO 15 COMMUNITIES IN 2022





**\$750,000 in Funding  
Now Available for  
Qualified Site Partners**

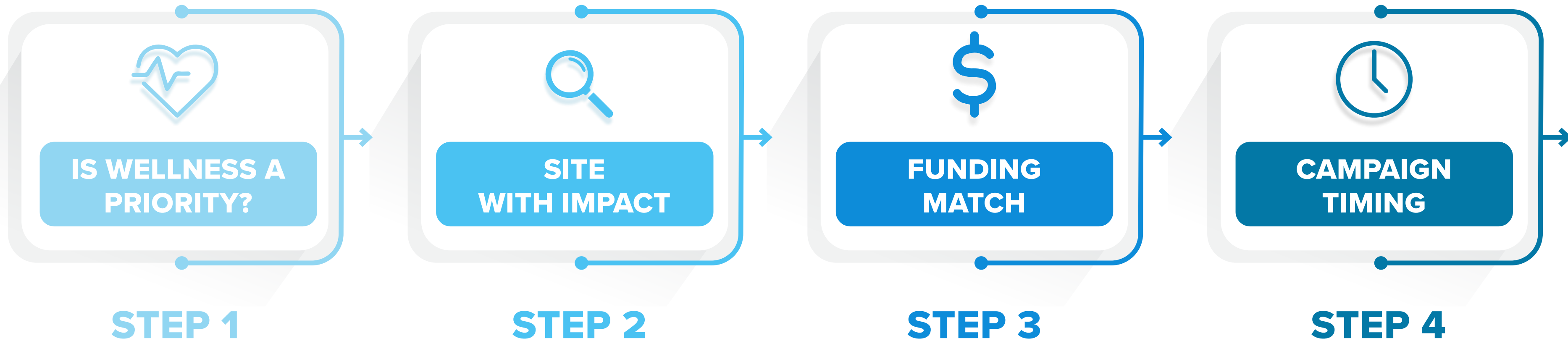


**Strategic Plan Adopted for Health  
Impact Across New York & Vermont**

***327 Fitness Courts<sup>®</sup>  
coming by 2030!***



## NFC GRANT PROGRAM



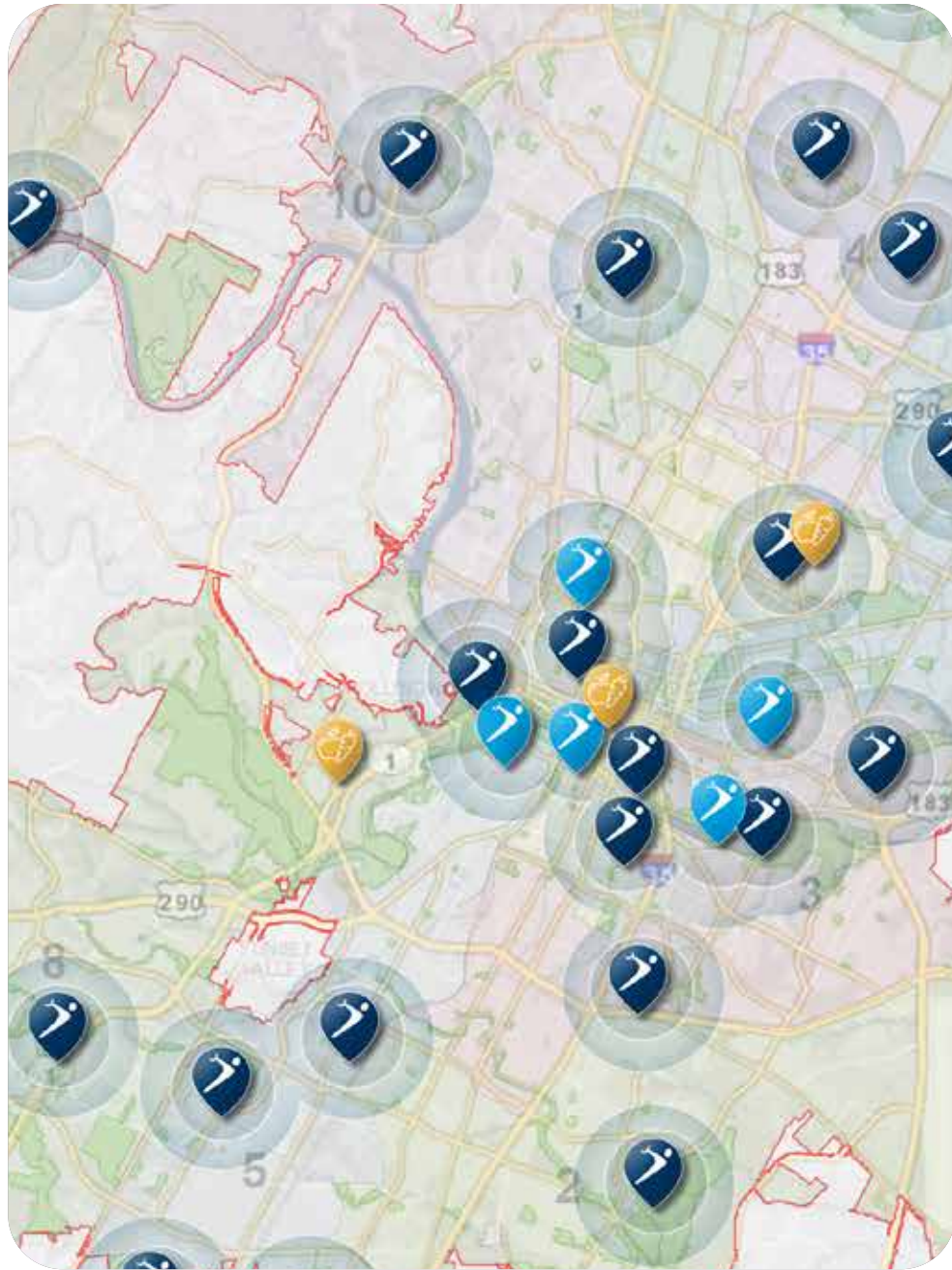
# WELLNESS AS A PRIORITY

## STEP 1



## Design & Planning Consulting

Site selection workshop



Phase Plan & Multi-Site Mapping



Circulation Planning



Site Plan Integration



Pedestrian Movement Analysis

## STEP 2

# 1

### Iconic Sites

Site locations must be recognizable with high visibility.



# 2

### Accessibility

Site locations must improve access across communities.



# 3

### Pedestrian Connectivity

Site locations must be integrated with pedestrian infrastructure.





# 2022 CAMPAIGN FUNDING REQUIREMENT

## NFC PROGRAM FUNDING

The Fitness Court®

2022 Campaign Services

\$140,000

Freight & Packaging

Assembly & Art Installation



Turn Key Fitness Court Assembly

Art & Graphic Installation

\$25,000

Performed by EIS - NFC Official Certified

Installation Partner (separate agreement)

**\$165,000**

## ART & CUSTOM COLOR OPTIONS



Standard Collection  
Included



Premium Collection  
\$8,500

**OPTIONAL**

## CONCRETE SLAB

Can be performed in-house or in-kind

**\$0-\$20,000 EST**

**STEP 3**

**NFC / MVP  
GRANT  
FUNDING  
AWARD**



**-\$50,000**

**TOTAL FUNDING  
REQUIREMENT**



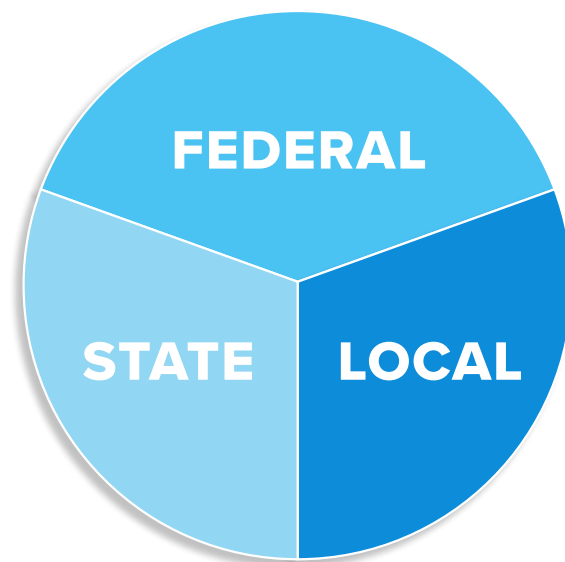
**\$115,000-**

**\$135,000**

*Includes standard art collection*

# ALTERNATE FUNDING PATHWAYS

## FEDERAL AND STATE FUNDING



Expert funding consulting  
for eligible partners



OVER **1000**  
SPONSORS NATIONWIDE

## LOCAL AND REGIONAL SPONSORS



# NEXT STEPS

1

## **Feasibility**

Share Video - Build Consensus

2

## **Qualification Stage - Site Selection Workshop**

Complete Evaluation Call

3

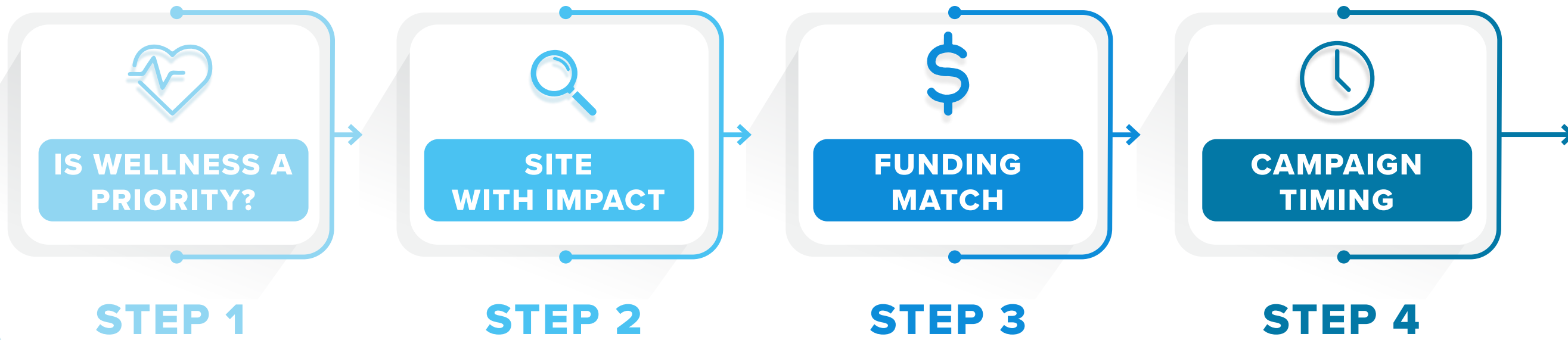
## **Non-Binding Grant Application**

Complete Online Application for Grant Eligibility

4

## **Award, Eligibility and Adoption**

NFC Awards Partnership, Funding Development Begins



**SCHEDULE EVALUATION CALL IF APPROPRIATE**

**NEXT STEP**



San Francisco, USA | [nationalfitnesscampaign.com](http://nationalfitnesscampaign.com)  
Contact: [info@nfchq.com](mailto:info@nfchq.com) | 415.702.4919