Beverly Hills City Council Liaison / Recreation & Parks Commission Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Room 280A
Beverly Hills, CA 90210

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 191 2424
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Thursday, August 25, 2022
11:30AM

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Recreation & Parks Commission Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Resolution of the Beverly Hills City Council Liaison / Recreation & Parks Commission Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

Recent legislation was adopted allowing the Beverly Hills City Council Liaison / Recreation & Parks Commission Committee to continue virtual meetings during the COVID-19
declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

3) Consideration of Beverly Hills / National Fitness Campaign (NFC) Fitness Court Project

4) Future Agenda Items

5) Adjournment

Huma Ahmed
City Clerk

Posted: August 22, 2022

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.
Item 2
STAFF REPORT

Meeting Date: August 25, 2022
To: City Council Liaison / Recreation & Parks Commission Committee
From: Jenny Rogers, Director of Community Services
Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / RECREATION & PARKS COMMISSION COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

Attachments: 1. Proposed resolution

RECOMMENDATION

Staff and the City Attorney’s office recommend that the City Council Liaison / Recreation & Parks Commission Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Recreation & Parks Commission Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Recreation & Parks Commission Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Recreation & Parks Commission Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

FISCAL IMPACT

The proposed resolution allowing the City Council Liaison / Recreation & Parks Commission Committee greater flexibility to conduct teleconference meetings is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Recreation & Parks Commission Committee has been conducting such teleconference meetings for over a year.
INTRODUCTION

AB 361 allows the City Council Liaison / Recreation & Parks Commission Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

BACKGROUND

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act’s standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

DISCUSSION

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / Recreation & Parks Commission Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / Recreation & Parks Commission Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Recreation & Parks Commission Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Recreation & Parks Commission Committee’s members to meet in person. Alternatively, for the second finding, the City Council Liaison / Recreation & Parks Commission Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness of death from COVID-19 to take protective measures such as
social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Jenny Rogers
Director of Community Services
Approved By
RESOLUTION NO. CCL-RPC-01

RESOLUTION OF THE CITY COUNCIL LIAISON / RECREATION & PARKS COMMISSION COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the City Council Liaison / Recreation & Parks Commission Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison / Recreation & Parks Commission Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the City Council Liaison / Recreation & Parks Commission Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.

2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the
emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are immunocompromised or unvaccinated to be able to safely continue to fully participate in public
meetings and the challenge of achieving compliance with safety requirements and recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the City Council Liaison / Recreation & Parks Commission Committee intends to continue holding public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison / Recreation & Parks Commission Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated by reference.

Section 2. The City Council Liaison / Recreation & Parks Commission Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison / Recreation & Parks Commission Committee shall continue to conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.
Section 5. The City Council Liaison / Recreation & Parks Commission Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the City Council Liaison / Recreation & Parks Commission Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the City Council Liaison / Recreation & Parks Commission Committee of this City.

Adopted: August 25, 2022

LESTER FRIEDMAN
Presiding Councilmember of the City Council Liaison / Recreation & Parks Commission Committee of the City of Beverly Hills, California
Item 3
STAFF REPORT

Meeting Date: August 25 2022
To: Recreation and Parks Council Liaisons Councilmember Friedman and Councilmember Nazarian
From: Jenny Rogers, Director of Community Services
Christopher M. Paulson, Recreation Services Manager
Subject: Recommendation by the Recreation and Parks Commission and City staff to Approve the Purchase and Installation of a National Fitness Campaign Fitness Court at La Cienega Park
Attachments: 1. NFC Presentation & Renderings
2. Grant Award Notification Letter
3. Grant Deadline Letter

INTRODUCTION
The proposed NFC Fitness Court was presented to the Recreation and Parks Commission on May 24, 2022. The Commission recommended pursuing this project and that the ad hoc committee schedule a meeting with City Council Liaisons to present the Commission’s desire to move forward with the Beverly Hills’ National Fitness Campaign (NFC) Fitness Court project at La Cienega Park, with preference for Photo Mural Design #1, the blue background with trees along with a gold or white City shield. If Council Liaisons consider and approve the design and location, the Beverly Hills’ NFC Fitness Court will then be presented to the full City Council for approval of design, location and authorization of purchase agreement.

DISCUSSION
The National Fitness Campaign (NFC), is a social enterprise based in San Francisco and founded in 1979, which partners with local communities and nationwide sponsors to promote healthy infrastructure and facilities in support of physical fitness and accessible outdoor recreation. The Fitness Court ecosystem combines digital tools, evolving community fitness challenges and best in class equipment to create the world’s best outdoor gym experience. With original locations in 4,000 cities worldwide, a flagship installation in San Francisco and 100 new locations across the United States, the National Fitness Campaign is committed to making world class fitness free for everyone.
When a city or organization joins the National Fitness Campaign, they become part of a 21st Century Healthy Infrastructure, which in addition to the Fitness Court includes strategic planning studies for site feasibility and design, campaign funding support, the Fitness Court mobile app, Ambassador Training, and support with the public relations surrounding the launch and activation of the court. The City of Beverly Hills has been invited to participate in the 2022 Healthy Cities Grant (HCG) application presented by the National Fitness Campaign. Now having been officially selected for a 2022 HCG grant, the City would receive a $30,000 Grant Funding Award from NFC to reduce the overall cost of the project.

When the City was originally approached by NFC in 2021, the initial discussion focused on NFC’s 2022 Featured Artist series, which is by invite only, and only ten exclusive licenses will be issued each year, each featuring a different design inspired by the same artist. The Featured Artist for 2022 is Jean-Michel Basquiat, in an exclusive curated collection developed in collaboration with The Estate of Jean-Michel Basquiat in New York, which unites art and fitness in iconic public spaces across America.

The Basquiat Fitness Court concept was presented to the Arts & Culture Commission at their August 10, 2021 meeting by staff and representatives from the National Fitness Campaign. The Commission unanimously voted to approve the concept of the Basquiat Fitness Court and present to the City Council Liaisons for approval. On August 24, 2021, the same Basquiat Fitness Court was presented to the Recreation & Parks Commission. Prior to taking the conceptual project to City Council Liaisons, staff thought it would be wise to work with NFC on a feasibility study to determine the most appropriate location(s) within the City, and then take the feasibility study through the Recreation & Parks Commission and Liaison process before ultimately recommending a site and funding plan for City Council approval.

City staff and NFC staff met several times to discuss possible locations and determined that the Fitness Court would need to be placed at one of the City’s larger parks, (ruling out the mini-parks and Will Rogers; Coldwater Canyon Park has limited parking; and Greystone as a historic site was deemed incompatible with this contemporary project). This narrowed the search down to three potential sites at Roxbury and La Cienega Parks. Roxbury has two potential locations, one on the existing croquet green, and one in an area in the northwest corner of the park that was once called the “putting green”. While both of these locations could work, they also result in a reduction of open green space and an elimination of an existing recreational space. The other location, and likely the most appropriate, is at La Cienega Park on the site of the existing fitness equipment area. The existing fitness equipment is approximately 10 years old and has reached the end of its lifecycle with some pieces of equipment that are broken and unable to be repaired. Locating the Fitness Court in the same location as this existing fitness area would be most appropriate as the community is accustomed to this type of fitness use in that area.

While working with NFC on the feasibility study, staff identified considerable savings from eliminating the selection of a limited-edition licensed artwork at this time. Upon further
Meeting Date: August 25, 2022

discussion, NFC representatives suggested less expensive designs options including the standard court in blue, a custom image and color, or a local artist design. Staff provided NFC with a few city-owned photographs of present-day Beverly Hills that feature the Lily Pond, palm tree-lined streets, and the hills of Beverly Hills. These images are then applied to the metal surface of the Fitness Court on a vinyl cling film, similar to the film used to wrap utility boxes, elevator doors, cars and buses, along with a layer of graffiti resistant coating also incorporated into the film.

These reimagined photos and renderings of the Fitness Court were then presented by City and NFC staff to the Recreation & Parks Commission Ad Hoc on May 12, 2022. The Ad Hoc, consisting of Chair Aimee Sherry and Vice Chair Myra Lurie, recommended bringing the Fitness Court project before the full Recreation and Parks Commission. Additionally, staff presented the updated designs to the Arts & Culture Commission Ad Hoc, which consists of Chair Deborah Frank and Vice Chair Stephanie Vaughn, on May 18, 2022, with the Ad Hoc supportive of the new design options.

On May 24, 2022, staff presented the Beverly Hills’ NFC Fitness Court project to the Recreation & Parks Commission. The Commission supported the concept of the Fitness Court, recommended that the Fitness Court be located in La Cienega Park at the location of the existing fitness equipment, and chose Photo Mural Design #1, the blue background with palm trees along with a gold or white City shield. Furthermore, the Commission recommended the Fitness Court be presented to Council Liaisons to consider and approve the design and location. If the Recreation & Parks Council Liaisons approve the design and location, the Beverly Hills’ NFC Fitness Court will then be presented to the full City Council for approval of design, location, and authorization of purchase.

Upon the vote of the Recreation & Parks Commission in favor of the Beverly Hills’ NFC Fitness Court, staff proceeded to prepare and submit the application for the 2022 Healthy Cities Grant from the National Fitness Campaign. On July 28, 2022 staff was notified (Attachment 2) by NFC that the City had been selected as a 2022 Healthy Cities Grant Recipient, which entitles the City to a $30,000 Grant to be applied towards the cost of the project. This was the final approval from the NFC, now the City of Beverly Hills needs to complete the review and approval process in order for the project to move forward.

Not long after receiving grant award confirmation, staff received correspondence (Attachment 3) from NFC on August 10, 2022 informing the City that “due to various factors, including limited funding availability as a result of the success of the 2022 campaign, increased demand for outdoor wellness infrastructure, and rapid increases in shipping and commodities costs,” that the City would need to provide funding confirmation documentation, which would be City Council approval, by September 30, 2022. The NFC cannot guarantee that grant funds will remain available after September 30, 2022, and should the City miss this deadline, NFC may recommend the City reapply in 2023.

In order to stay eligible for 2022 grant funding, it is recommended that Council Liaisons choose a design and location, and recommend further approval by the full City Council by September 30, 2022.
If the City moves forward with the National Fitness Campaign and purchases and installs a Beverly Hills’ Fitness Court using one of the City’s photographs, the entire fitness court will belong to the City in perpetuity. The Beverly Hills’ Fitness Court can also be removed and reinstalled in a different location, should the court need to be relocated due to potential future renovations of La Cienega Park.

As part of the City approval process, the City Council will need to adopt a resolution from the NFC indicating that the City will allocate funds to the Beverly Hills’ Fitness Court. Once the site and funding plan is confirmed and approved by City Council and the Fitness Court has been ordered, a contractor will need to be hired to pour a concrete slab, which will then take 28 days to cure; actual installation of the Fitness Court and the artwork will take four days.

**FISCAL IMPACT**

The cost to obtain one of the NFC Fitness Courts ranges from $152,850 to $172,850. That cost range includes the delivery of the Fitness Court in the amount of $142,350, turnkey installation of the equipment at the cost of $27,000, photo art and graphics in the amount of $13,500, plus the full suite of campaign services such as sponsor and fundraising support, launch event planning, and access to the mobile app. An additional significant cost is the pouring of a 38’ x 38’ concrete slab to place and secure the Fitness Court and equipment. The concrete slab cost is not known at this time due to the volatility in the price of construction materials and services during the pandemic. The National Fitness Campaign estimates the cost of the concrete slab at $20,000 which raises the high end of the range to approximately $172,850. The cost to the City to receive a Fitness Court is estimated to be $172,850, and its purchase and installation would be funded from existing CIP budget allocated to recreation facilities and amenities as part of the 5-Year CIP Plan.

The cost of the Fitness Court, including parts, labor, and concrete slab, is approximately $172,850. The cost breakdown, more specifically, is as follows:

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFC Fitness Court &amp; National Campaign Services</td>
<td>$138,000</td>
</tr>
<tr>
<td>Freight/Insurance</td>
<td>$4,350</td>
</tr>
<tr>
<td>NFC National Grant Funding Award</td>
<td>($30,000)</td>
</tr>
<tr>
<td>Art &amp; Custom Color Options</td>
<td>$13,500</td>
</tr>
<tr>
<td>Concrete Slab (estimate)</td>
<td>$20,000</td>
</tr>
<tr>
<td>EIS Installation</td>
<td>$27,000</td>
</tr>
<tr>
<td><strong>TOTAL FUNDING REQUIREMENT</strong></td>
<td><strong>$172,850</strong></td>
</tr>
</tbody>
</table>

If approved, the City would issue payment to the National Fitness Campaign in the amount of $125,850, which reflects the $30,000 grant.

The City would then work with Project Administration in Public Works to hire a contractor to install a 38’ x 38’ concrete slab to place and secure the Fitness Court and equipment. Lastly, NFC recommends using their nationwide-installer, Engineered Installation Solutions (EIS), as they have an already agreed upon installation price of $27,000 that
they charge any city or organization that works with NFC on the installation of a Fitness Court. The City would be issuing payment in the above amounts to three entities, NFC, EIS, and a to-be-determined local contractor.

Funding for the Beverly Hills’ Fitness Court, would come from the Community Services Department Capital Improvement Fund for La Cienega Park Facilities and Maintenance (CIP Fund 00343), which has approximately $5.6 million in funding.

RECOMMENDATION
It is recommended that Council Liaisons consider and approve the design and location at La Cienega Park of the NFC Fitness Court, and recommend the project be presented to the full City Council for approval and purchase. Additionally, it is recommended that Council Liaisons recommend the project be heard by the full City Council at either the September 12 or September 20, 2022 Council meeting in order to remain eligible for 2022 grant funding from NFC.
Attachment 1
NATIONAL FITNESS CAMPAIGN
2022 HEALTHY CITY CAMPAIGN BRIEFING
WHAT WE DO
NFC develops partnerships with cities, schools and sponsors to build healthy communities.

WHO WE ARE
National Fitness Campaign is a San Francisco based wellness consulting firm.
NATIONAL FITNESS CAMPAIGN
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®

MITCH MENAGED
NFC FOUNDER

GADI AMIT
NEW DEAL DESIGN

SAM LUCENTE
HEWLETT PACKARD

MARK LAUREN
SPECIAL FORCES

THE FIRST FITNESS COURT®
BUILD A FREE OUTDOOR GYM WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN

OUR MISSION

BUILD HEALTHY COMMUNITIES BY BRINGING PEOPLE OUTSIDE TO MOVE EVERY DAY.

WE MAKE WORLD CLASS FITNESS FREE!
A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM

2022 CAMPAIGN OVERVIEW

DESIGN & PLANNING

MEDIA & PRESS

SPONSOR SUPPORT

LAUNCH & IMPACT

GRANT FUNDING

AMBASSADOR TRAINING

INSTALLATION

MOBILE APP
7 MOVEMENT FULL BODY WORKOUTS

- CORE
- SQUAT
- PUSH
- LUNGE
- PULL
- AGILITY
- BEND
I am glad to see movements to improve balance.

- Carol Claybaker, Senior Resident of Janesville, WI
A wellness culture to engage people in healthy communities!
Each Fitness Court® is a one-of-a-kind work of art.
A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM

2022 CAMPAIGN OVERVIEW

- DESIGN & PLANNING
- SPONSOR SUPPORT
- GRANT FUNDING
- INSTALLATION
- MEDIA & PRESS
- LAUNCH & IMPACT
- AMBASSADOR TRAINING
- MOBILE APP

FITNESS COURT®
10,000+ Fitness Courts® coming to America by 2030

OUR GOAL
BUILD A FREE OUTDOOR FITNESS COURT® WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN
WE'RE PLEASED TO ANNOUNCE OUR 2022 CAMPAIGN

NATIONAL FITNESS CAMPAIGN

2022

150 NEW PARTNERS

WE'RE PLEASED TO ANNOUNCE OUR 2022 CAMPAIGN
NFC GRANT REQUIREMENTS

NFC GRANT PROGRAM

STEP 1
IS WELLNESS A PRIORITY?

STEP 2
SITE WITH IMPACT

STEP 3
FUNDING MATCH

STEP 4
CAMPAIGN TIMING
NATIONAL FITNESS CAMPAIGN

WELLNESS AS A PRIORITY

MAYOR & CITY MANAGER

COUNCIL MEMBERS

PARKS & RECREATION

STAKEHOLDERS

HEALTHY LIVING

BUILD A FREE OUTDOOR GYM WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN

OUR MISSION

ACCESSIBLE HEALTHY INFRASTRUCTURE®

CAMPAIGN MISSION

NATIONAL FITNESS CAMPAIGN

STEP 1
Design & Planning Consulting
Feasibility Study

Feasibility Study & Multi-Site Mapping

Circulation Planning

Site Plan Integration

Pedestrian Movement Analysis

1. VISIBLE
Site locations must be recognizable with high visibility.

2. ACTIVE
Site locations must be heavily trafficked and centrally located.

3. CONNECTED
Site locations must be integrated with pedestrian infrastructure.
## 2022 Campaign Funding Requirement

### NFC Program Funding

<table>
<thead>
<tr>
<th>Description</th>
<th>Standard</th>
<th>Premium</th>
<th>Premium + Color</th>
<th>Local Artist</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Fitness Court® and National Campaign Services</td>
<td>Included</td>
<td>$8,500</td>
<td>$13,500</td>
<td>$25,000</td>
<td>$138,000</td>
</tr>
<tr>
<td>Freight, Packing and Insurance for shipment</td>
<td>$4,350</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFC National Grant Funding Award</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>($30,000)</td>
</tr>
</tbody>
</table>

### Art & Custom Color Options

- **Standard Included**: $8,500
- **Premium**: $13,500
- **Premium + Color**: $25,000

### NFC Program Total

<p>| | | |</p>
<table>
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<tr>
<th></th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>$112,350</td>
</tr>
</tbody>
</table>

### Concrete Slab

- Can be performed in-house or in-kind
- Estimated cost: $0-20,000

### EIS Installation

- Turn Key Fitness Court Assembly
- Art & Graphic Installation
- Installation Partner *(separate contract)*
- Estimated cost: $27,000

### Total Funding Requirement

**$139,350 - $159,350**
ALTERNATE FUNDING PATHWAYS

FEDERAL AND STATE FUNDING

FEDERAL
STATE
LOCAL

Expert funding consulting for eligible partners

OVER 1000 SPONSORS NATIONWIDE

LOCAL AND REGIONAL SPONSORS
Campaign seeking qualified applicants able to meet the 2022 timeframe for adoption and local funding match.

2022 GRANT APPLICATION PERIOD NOW OPEN
PRE APPLICATION PHASE
1 Feasibility Review
2 Evaluation Call
3 Non-Binding Grant Application

AWARD PHASE
4 Award of Grant Eligibility (First Come, First Served)
5 Local Adoption by Governing Body
6 Develop and Confirm Funding Match

LAUNCH PHASE
7 Shipment for Storage
8 Install Concrete Slab and Art Approval
9 Fitness Court Assembly
10 Press Launch Ceremony
IS WELLNESS A PRIORITY?

STEP 1

SITE WITH IMPACT

STEP 2

FUNDING MATCH

STEP 3

CAMPAIGN TIMING

STEP 4

SCHEDULE EVALUATION CALL IF APPROPRIATE

NEXT STEP
Design #4
Attachment 2
Congratulations!
Beverly Hills, CA has been selected as a 2022 Healthy Cities Grant Recipient!

Dear Chris,

On behalf of the National Fitness Campaign Grant Committee, we are pleased to share that Beverly Hills has been selected as a grant eligible partner in the 2022 NFC Healthy Cities Campaign! This notification letter confirms eligibility for one (1) NFC Grant of $30,000. 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.

The 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 – Gloria Cox – as your dedicated partner and champion in support of this partnership. Over the coming months, Gloria 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 NFC Healthy Cities 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 Campaign, and we look forward to making world-class fitness free in Beverly Hills!

Best in Fitness,

Mitch Menaged, Founder

Beverly Hills, CA - National Fitness Campaign

nationalfitnesscampaign.com | info@nfchq.com | PO Box 2367 San Francisco, CA 94126
Funding Cycle Grant Program Requirements (G.P.R.)

MILESTONE 1: ADOPTION

- **Summary:** Commit to project adoption and confirm matching funding
- **Requirement A:** Countersigned Grant Program Requirements Document
  - **Deadline:** as soon as possible after award call
- **Requirement B:** Resolution of Adoption or Letter of Support
  - **Deadline:** TBD on 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)*
  - **Deadline:** TBD on award call
*Refer to Official Quote and Funding Requirements Summary for details

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:** TBD on award call

MILESTONE 4: INSTALL CONCRETE SLAB & ART APPROVAL

- **Summary:** Review slab drawings & schedule concrete installer, confirm Fitness Court® orientation, Approve art print preview
- **Requirement:** Install concrete slab (cure time of 28 days before Fitness Court® installation)
  - **Deadline:** TBD pending weather

MILESTONE 5: FITNESS COURT® ASSEMBLY

- **Summary:** Select Fitness Court® Assembly Team - NFC Factory Team EIS recommended, (EIS scope includes art install)
- **Requirement:** Confirm EIS or local contractor timeline with NFC, provide completed installation photos for NFC inspection
  - **Deadline:** TBD pending weather

MILESTONE 6: PRESS LAUNCH CEREMONY

- **Summary:** hold Fitness Court® press launch event & ribbon cutting
- **Requirement:** Promote press release, hold launch event within campaign year (weather permitting)
  - **Deadline:** TBD pending weather

___________________________________________
Trent Matthias, Director
National Fitness Campaign

Jenny Roger, Director of Community Services
Beverly Hills, CA

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.
Attachment 3
Dear Jenny,

This letter is written to communicate important funding confirmation and shipment deadlines for Beverly Hills, and critical updates to all remaining eligible awardees in National Fitness Campaign’s 2022 Grant Cycle.

**Urgent Updates:**
Due to various factors, including limited funding availability as a result of the success of the 2022 campaign, increased demand for outdoor wellness infrastructure, and rapid increases in shipping and commodities costs, National Fitness Campaign’s Grant Committee is instituting new recommendations for 2022 awardees surrounding local funding confirmations, to ensure compliance with GPR Deadlines that have been issued. These mechanisms are being put in place to ensure eligibility for our valued partners and communities, and reduce funding requirements nationwide before increases must be accommodated within the 2023 Campaign funding cycle and grants.

**2022 Grant Fund Distribution Schedule and Projected Closure of 2022 Grant Window**
This year, NFC has funding to support a maximum of 150 public agencies. We are pleased to report that all grants have now been awarded conditionally for local match and distribution. The grant funding must be distributed quarterly in accordance with GPR deadlines and requirements from national and state sponsors, who provide the funding to support communities across America.

Based on the latest analysis, we now project that all 150 Grants for 2022 will be fully distributed by October 1st, 2022.

**2023 Funding Requirements Increase**
Transfer eligibility into the 2023 Campaign may be provided through a re-application process for qualified communities. However, due to rising costs and additional 2023 program advancements, funding requirements for the 2023 Campaign are increasing to $155,000 plus installation. 2023 Campaign transfers are projected to occur as soon as September 1st as 2022 funds are depleted.

**Your Community Can Secure 2022 Funding: GPR Deadline Compliance**
Beverly Hills is currently eligible for funding within the remaining 2022 grant eligibility window, and our committee is prepared to allocate your conditionally awarded grant upon receipt of funding confirmation documentation (PO or other accepted document). It is now our objective to align and maintain 2022 funding requirements for your community ($138,000 plus applicable shipping requirements) **2022 Funding can be ensured by submitting funding confirmation documentation to NFC, in compliance with your currently issued GPR Document:**

Beverly Hills, CA Final Funding Confirmation Documentation / Submission of Purchase Order for remaining funding deadline:

- **Sep 30, 2022**

(continues on next page)
Minimum Requirement to Secure 2022 Funding

The minimum requirement to secure one of the remaining NFC Grants is receipt of an official agreement or authorization to proceed, typically a city/county generated purchase order, by the GPR Deadline. This will allow NFC, state and national sponsors to release your grant and confirm participation. Invoicing occurs subsequent to delivery of the Fitness Court and is typically due upon delivery (or as arranged through specific local requirements).

Should the deadline currently approved on your GPR Document for receipt of the funding confirmation document pose concerns, we ask that you contact your Partnership Development Manager immediately to assist with a solution and support, as adjusting the dates beyond October 1, 2022 may result in Grant Funding to be unavailable for 2022.

Support and Questions
Should you have any questions regarding this letter, please feel free to contact your Partnership Development Manager or NFC Director Trent Matthias at trent@nfchq.com. We appreciate the opportunity to support Beverly Hills as a leading partner in the National Fitness Campaign this year, and look forward to working together to impact health and wellness opportunities for your residents.

Best Regards,

Trent Matthias
Director, National Fitness Campaign