



Office of the West Seneca Town Supervisor
Hon. Gary A. Dickson

Memorandum

To: Honorable Town Board
From: Gary Dickson, Town Supervisor
Date: January 27, 2022
Subject: Fitness Court Grant

Dear Colleagues,

In November I received a presentation from the National Fitness Campaign (NFC), a quality-of-life consulting firm that partners with cities, schools, corporations, and design firms to fund and build outdoor Fitness Courts to improve the quality of life in America. The then-current town board members and current members received the briefing information.

NFC has \$750,000 in grants to install 15 fitness courts in NY and Vermont in 2022. The total cost is \$165,000 plus the installation of a 38'x38'x4' concrete pad.

I am pleased to announce that we have been approved to receive a \$50,000 grant for this project. Minus the grant award of \$50,000, the town will pay the remaining \$115,000 plus the cost of the pad. The Fitness Court has room for sponsor graphics, so we will try to get local sponsors and grants to reduce the cost to the town. American Rescue Plan money can be used to pay the balance.

NFC will provide the equipment and do the installation. The location is the Soccer Complex, probably next to the parking lot in the NE corner.

I've attached the NFC presentation the grant requirements. The deadlines will be adjusted to account for the weather. Please approve the attached resolution so we can proceed with the project.

TOWN OF WEST SENECA



Gary A. Dickson
Supervisor's Office

TOWN SUPERVISOR
Gary A. Dickson
TOWN COUNCIL
Joseph J. Cantafio
Jeffrey A. Piekarec
Susan K. Kims
Robert J. Breidenstein

RESOLUTION TO ADOPT AND ALLOCATE FUNDS FOR AN OUTDOOR FITNESS COURT® AS PART OF THE 2022 NATIONAL FITNESS CAMPAIGN

At a meeting of the Town Board of the Town of West Seneca held on January 31, 2022, wherein the following action was taken:

WHEREAS, the Town of West Seneca has submitted a Grant Application to National Fitness Campaign (NFC) for participation in their 2022 initiative to install and activate outdoor Fitness Courts® in 200 municipalities and schools across the country, and;

WHEREAS, the Town of West Seneca will accept a \$50,000 National Grant from our NFC Grant Committee and Statewide Partners, and provide a local match in the amount of \$115,000 to promote and implement a free-to-the-public outdoor Fitness Court®, and;

WHEREAS, the Town of West Seneca will secure supplemental funding as needed through community sponsors, which will be made available and committed to this program for the purchase of the outdoor Fitness Court®, and;

WHEREAS, the Town of West Seneca will commit to construction and launch of the outdoor Fitness Court® by the end of the 2022 calendar year, and;

WHEREAS, Town Board believes the outdoor Fitness Court® is an important wellness ecosystem that supports healthier communities, commits to funding/fundraising to participate in NFC's 2022 Campaign, and will earn local and national recognition as a leader in providing affordable health and wellness.

NOW THEREFORE BE IT RESOLVED that the Town Board will collaborate with NFC to implement the outdoor Fitness Court® and make fitness free to community residents and visitors.



Congratulations!

West Seneca, NY has been selected as a 2022 MVP Health Care Grant Recipient

Dear Gary,

On behalf of the National Fitness Campaign Grant Committee, we are pleased to share that West Seneca, NY has been selected as a grant eligible partner in the 2022 MVP Health Care Campaign! This notification letter confirms eligibility for one (1) 2022 MVP Grant of \$50,000. This is the first step towards formal confirmation of your participation in the grant program. 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 \$50,000 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 Health Care 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 Health Care Campaign, and we look forward to making world-class fitness free in West Seneca!

Best in Fitness,

Mitch Menaged, Founder
National Fitness Campaign



West Seneca, NY - National Fitness Campaign 2022 Funding Cycle Grant Program Requirements (GPR)

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: February 22nd, 2022**

MILESTONE 3 : SHIPMENT

- **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: February 28th, 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: March 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: March 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: May 16th, 2022**

Trent Matthias, Director
National Fitness Campaign

Gary Dickson, Town Supervisor
West Seneca, 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.