



**Hallandale Beach**  
PROGRESS. INNOVATION. OPPORTUNITY.

400 South Federal Hwy  
Hallandale Beach, FL 33009

## City of Hallandale Beach City Commission Agenda Cover Memo

<b>Meeting Date:</b>	June 19, 2017		<b>Item Type:</b> <small>(Enter X in box)</small>	<b>Resolution</b>	<b>Ordinance</b>	<b>Other</b>  XX	
<b>Fiscal Impact:</b> <small>(Enter X in box)</small>	<b>Yes</b>	<b>No</b>	<b>Ordinance Reading:</b> <small>(Enter X in box)</small>	<b>1st Reading</b>		<b>2nd Reading</b>	
	XX						
			<b>Public Hearing:</b> <small>(Enter X in box)</small>	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
					X		
<b>Funding Source:</b>	TBD		<b>Advertising Requirement:</b> <small>(Enter X in box)</small>	<b>Yes</b>		<b>No</b>	
						XX	
<b>Account Balance:</b>			<b>Quasi Judicial:</b> <small>(Enter X in box)</small>	<b>Yes</b>		<b>No</b>	
						XX	
<b>Project Number :</b>	N/A		<b>RFP/RFQ/Bid Number:</b>	N/A			
<b>Contract/P.O. Required:</b> <small>(Enter X in box)</small>	<b>Yes</b>	<b>No</b>	<b>Strategic Plan Priority Area:</b> <small>(Enter X in box)</small>  <b>Safety</b> <input type="checkbox"/>  <b>Quality</b> <input checked="" type="checkbox"/>  <b>Vibrant Appeal</b> <input checked="" type="checkbox"/>				
		XX					
<b>Sponsor Name:</b>	City Manager Roger M. Carlton		<b>Department:</b> Parks & Recreation		Cathie Schanz, Director		

### Short Title:

Discussion of the National Fitness Campaign Fitness Court Sponsorship Program.

### Staff Summary:

#### **Background:**

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®.

The 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. The organization is dedicated to building healthy communities around the world.

The NFC Fitness Court® is a 7 movement, 7 station bodyweight circuit-training system designed for adults of all ages and fitness levels. Each Fitness Court features 30 individual pieces of equipment, a shock resistant sports flooring, and is comprised of exercise stations that allow for up to twenty eight (28) individuals to use the court at the same time. The Fitness court is progressive, variable, and most of all fun. The Fitness Court builds and challenges the community to get outside and get active.

**Why Action is Necessary:**

In 2017, the National Fitness Campaign partnered with Fit Radio to launch a sponsor supported campaign. Funding is available to launch one hundred (100) new NFC Fitness Court® sites in 2018. The National Fitness Campaign has identified the City of Hallandale Beach as a potential partnership site to receive the \$10,000 Fit Radio sponsorship grant. The City would be responsible for providing the site prep, the pad, pour in place surfacing, and install of the equipment. The City's maximum expenditure would be \$80,000 which could be offset by sponsorships and/or in kind services.

Funding is available in the following Developer Agreement funds:

2010A 565000 8630B	\$25,000.00	2023B 565000 86302	\$ 9,752.57
2010A 564050 86302	\$14,112.01	2023B 534010 8630G	\$ 4,100.00
2010A 561000 86302	\$ 249.00	2023B 552210 8630G	\$ 49.00
2016A 565000 86302	\$ 750.00	2026C 565000 86302	\$10,000.00

**Proposed Action:**

Commission direction is requested on pursuing the National Fitness Campaign partnership grant and identifying funding sources to install a NFC Fitness Court® at South City Beach Park or a mutually agreed upon park location in the City of Hallandale Beach. If Commission is in consensus, staff will formalize the partnership with the National Fitness Campaign as well as the funding sources to bring back for Commission approval.

**Attachment(s):**

Exhibit 1 – Rendering of NFC Fitness Court® at SCBP

Prepared by:

Cathie Schanz  
Parks & Recreation Director

Concur:

Roger M. Carlton  
City Manager