



Congratulations — the City of Manhattan Beach has been selected as a 2019 NFC Healthy City!

Dear Mark,

We are pleased to announce that the City of Manhattan Beach has been selected to receive the NFC Fitness Grant, provided by official 2019 Campaign sponsors, to join the 2019 Healthy Cities Campaign.

This letter confirms your award of \$30,000 towards building a Fitness Court® and launching your local Fitness Campaign.

Your community has made a choice: to join a national movement and make world class fitness free! Our team will work with you to follow the path outlined in your grant application, to ship your Fitness Court® and to make you part of the National Campaign, promoting and activating the program in 2019.

We have assigned Trent Matthias as your dedicated Campaign Manager, your champion and partner in this program.

This grant award is the first step towards formal confirmation of your participation. The next step is a call with Trent to discuss building our partnership, to be scheduled in the next 14 days.

Here are some of the things to look forward to in 2019:

- ★ Launch Day Celebration – Open your Fitness Court® and build a network of NFC Ambassadors!
- ★ Fitness Court App – Learn the routines, film your challenge moves and compete nationally.
- ★ NFC Fitness Challenge – Get residents moving and keep them engaged with ongoing events.
- ★ Press & Media Promotions – Leverage NFC's reach for local and national feature coverage!

On behalf of the entire NFC team, I am thrilled to invite the City of Manhattan Beach to join us as partners in the 2019 Healthy Cities Campaign.

Best in Fitness,

Mitch Menaged, Founder
National Fitness Campaign



Grant Program Requirements

2019 NFC Healthy City Awardee

Grant Eligibility Information

Q1: Ends March 31, 2019

Your \$30,000 NFC Grant Award has been approved in the launch window selected in your grant application. This funding is contingent upon completion of key requirements and launch of The Fitness Court® program. Grant funds will be revoked if below deadlines are not met.

Welcome

Summary

Congratulations on your selection as an NFC Healthy City for 2019! In this stage, we work together to ensure adoption of the NFC project in your community, and to develop internal stakeholder consensus about program participation.

Requirement

Council Resolution of Adoption | Deadline: Within 60 Days of Receipt of Grant Award Letter

Timeline

Summary

At this stage, you will confirm that funding is ready and available to commit to the project. Upon request, NFC supports this phase with custom materials for potential partners and sponsors in the community.

Requirement

Issue Purchase Order | Deadline: December 21, 2018

Site Activation

Summary

During this time, cities will receive and install their Fitness Court at the selected site. NFC is fully available for targeted bid consulting, installation support and troubleshooting.

Requirement

Receive Fitness Court | Deadline: February 14, 2018

Launch

Summary

This stage is the culmination of all your efforts to bring this free, outdoor gym to your community - let's celebrate! The NFC team helps you coordinate a kickoff event with local stakeholders and media, and train your Fitness Court Ambassadors to formally launch the program.

Requirement

Launch Fitness Court | Deadline: March 15, 2018

Promotions



**PRESS RELEASE
MEDIA SUPPORT**

Web Feature



**SOCIAL MEDIA
FEATURE STORY**

Launch Party



**EVENT PLANNING
LAUNCH KIT**