

**RESOLUTION NO. 2024-200**

**RESOLUTION OF THE TOWNSHIP OF LITTLE EGG HARBOR, COUNTY OF OCEAN, STATE OF NEW JERSEY, COMMITTING TO PROJECT ADOPTION AND CONFIRMING INTENT TO PROVIDE MATCHING FUNDING FOR THE 2024 HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY FITNESS CAMPAIGN GRANT**

**WHEREAS**, the National Fitness Campaign (NFC) is seeking qualified partners in to install and activate outdoor Fitness Courts in 200 cities and schools across the country, and;

**WHEREAS**, the outdoor Fitness Courts provide free-to-use outdoor gym amenities for public use, with a goal of improving physical and mental health outcomes in the community, and

**WHEREAS**, Horizon Blue Cross Blue Shield of New Jersey has joined NFC as a State Sponsor for New Jersey, providing additional grant funding opportunities toward planning and procurement of outdoor Fitness Courts, and

**WHEREAS**, the Township of Little Egg Harbor believes the outdoor Fitness Court is an important wellness ecosystem that supports healthier communities, that it intends to fundraise to participate in NFC's 2024 Campaign, and it will earn local and national recognition as a leader in providing affordable health and wellness; and

**WHEREAS**, the Township of Little Egg Harbor authorized an application for a 2024 Horizon Blue Cross Blue Shield of New Jersey Fitness Campaign grant by Resolution 2024-187; and

**WHEREAS**, Little Egg Harbor Township has been selected to receive one (10) 2024 NFC Grant in the amount of \$50,000; and

**r|m|sh|c**

Rothstein, Mandell, Strohm,  
Halm & Cipriani, P.A.  
ATTORNEYS AT LAW

98 East Water Street  
Toms River, NJ 08753

o: 732.363.0777  
f: 732.905.6555

**WHEREAS**, the Township commits to fitness project adoption and confirms its intent to provide remaining matching funding.

**NOW, THEREFORE, BE IT RESOLVED**, by the governing body of the Township of Little Egg Harbor, County of Ocean, State of New Jersey as follows:

1. That the governing body does hereby commit to fitness project adoption and confirms its intent to provide remaining matching funding for the 2024 Horizon Blue Cross Blue Shield of New Jersey Fitness Campaign \$50,000 grant, to be used towards an outdoor Fitness Court.
2. That the Mayor is authorized to execute and the Township Clerk to attest to any and all documentation to accept the grant award and their respective signatures constitutes acceptance of the terms and conditions of the grant agreement and approval of the execution of the grant agreement.
3. That a certified copy of this resolution shall be forwarded to the Township Engineer, Chief Financial Officer and 2024 Horizon Blue Cross Blue Shield of New Jersey Fitness Campaign.

**CERTIFICATION**

**I, KELLY LETTERA, CMC, RMC**, Municipal Clerk of Little Egg Harbor Township do hereby certify that the foregoing resolution was duly adopted by the Little Egg Harbor Township Committee at a meeting held on the **8<sup>th</sup>** day of **August, 2024**.



**KELLY LETTERA, CMC, RMC**  
Township Clerk  
Little Egg Harbor Township

**r|m|sh|c**  
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## Congratulations!

Little Egg Harbor Township, NJ has been selected as a 2024 Horizon BCBS of New Jersey Grant Recipient!

Dear Mayor Scibetta,

On behalf of the National Fitness Campaign Grant Committee, we are pleased to share that Little Egg Harbor Township, NJ has been selected as a grant eligible partner in the 2024 Horizon BCBS of New Jersey! This notification letter confirms eligibility for one (1) 2024 NFC Grant of \$50,000. 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, 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 within 30 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 – Sean Grealy – as your dedicated partner and champion in support of this partnership. Over the coming months, Sean 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 2024 Horizon BCBS of New Jersey 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 2024 Horizon BCBS of New Jersey, and we look forward to making world-class fitness free in Little Egg Harbor Township, NJ!

Best in Fitness,

Mitch Menaged, Founder



## Little Egg Harbor Township, NJ - National Fitness Campaign 2024 Funding Cycle Grant Program Requirements (G.P.R.)

**Important:** Grant Program Requirement (GPR) Dates must be adhered to in order to confirm grant availability within the awarded campaign year. While NFC strives to accommodate all approved applicants for participation, National Fitness Campaign cannot guarantee grant availability within each calendar year should approved milestone dates not be met, due to the volume of applicants joining the campaign and limited nature of Grant Funding in each state. Please contact your Partnership Development manager for more information.

### MILESTONE 1: ADOPTION

Summary: Commit to project adoption and confirm intent to provide remaining matching funding

- Requirement: Complete Resolution of Adoption
- **Deadline: 8/15/2024**

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

Summary: Approve and secure funding (as needed) and confirm total required remaining funding listed below.

- Requirement: Funding confirmation document submitted to NFC for remaining program funding (typically a Purchase Order (P.O). Refer to Official Quote and Funding Requirements Summary for details.
  - **Remaining Funding Requirement: \$110,000.00**
- **Deadline: 9/19/2024**

### 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 remaining program funds due per Milestone 2.
- **Deadline: 9/20/2024 to 10/11/2024**

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### MILESTONE 4: PLANNING AND DESIGN

Summary: Confirm Fitness Court Orientation and Site Layout, Approve Fitness Court® Art Designs

- Requirement: Approve Site Orientation, Site Plan and Approve artwork.
- **Deadline: September/October 2024**

### MILESTONE 5: CONCRETE SLAB INSTALLATION

Summary: Review concrete slab drawings & schedule concrete installer, Confirm Art is produced and shipped.

- Requirement: Install concrete slab (cure time of 28 days before Fitness Court® installation)
  - **Estimated Funding Requirement: \$0-\$40,000 (Pending Standard or Studio Configuration)**
- **Deadline: September/October 2024 - pending weather (may go to Spring 2025)**

### MILESTONE 6: FITNESS COURT® ASSEMBLY

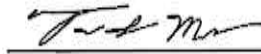
Summary: Select Fitness Court® Assembly Team - NFC'S Installation Network is recommended, (Includes art install)

- Requirement: Confirm installation timeline with NFC, provide completed installation photos for NFC inspection
  - **Estimated Funding Requirement: \$25,000-\$34,500 (Pending Standard or Studio Configuration)**
- **Deadline: October 2024 - pending weather (may go to Spring 2025)**

### MILESTONE 7: PRESS LAUNCH CEREMONY

Summary: Hold Fitness Court® press launch event & ribbon cutting (in coordination with State Sponsor if applicable)

- Requirement: Promote press release, hold launch event within campaign year (weather permitting)
- **Deadline: Spring 2025 - pending weather**

G.P.R. Authorized by:  Trent Matthias - Campaign Director



# CAMPAIGN BRIEFING

WELCOME





**AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP**

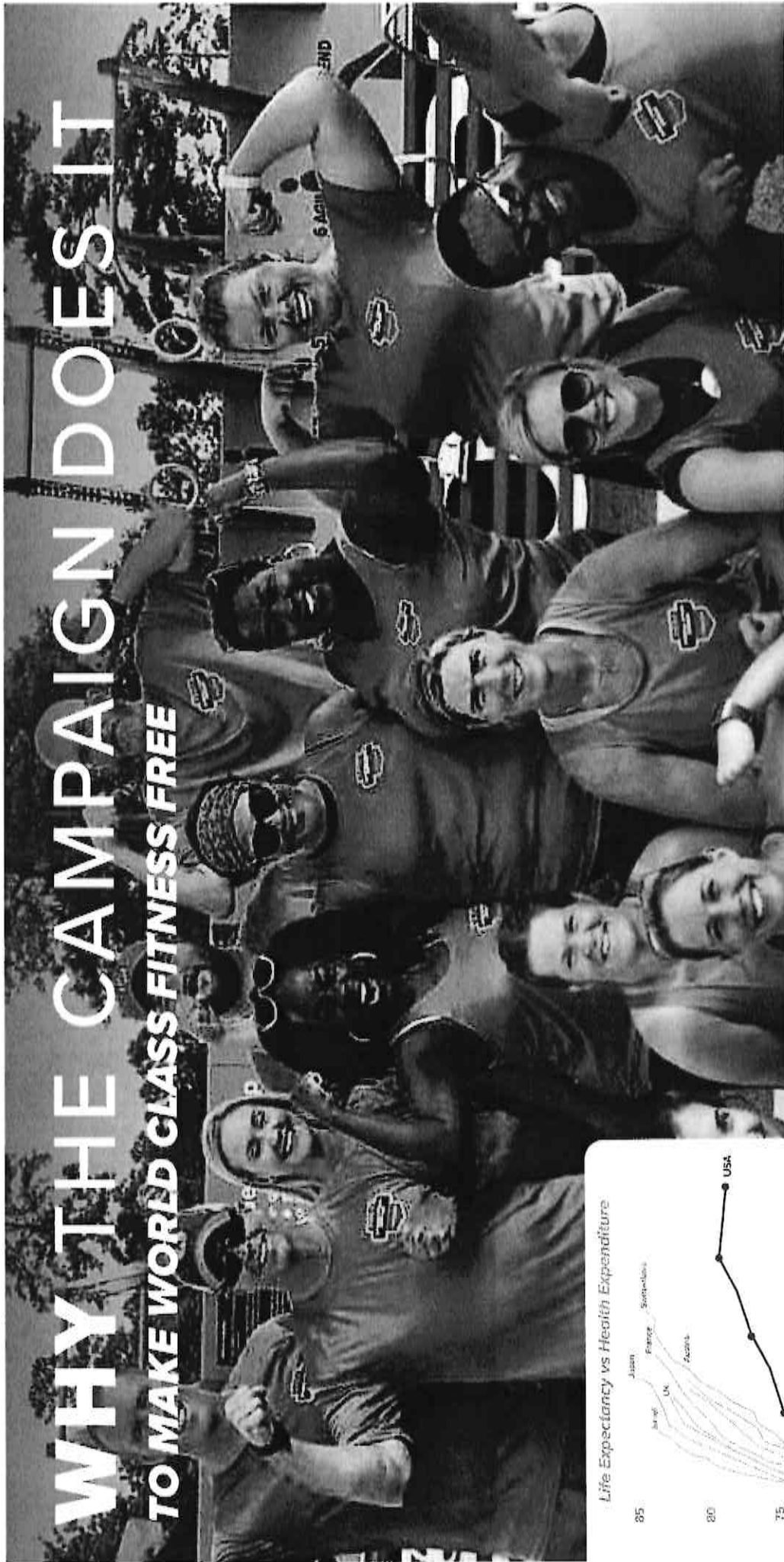
**CELEBRATING 500TH**  
Healthy Community this Year



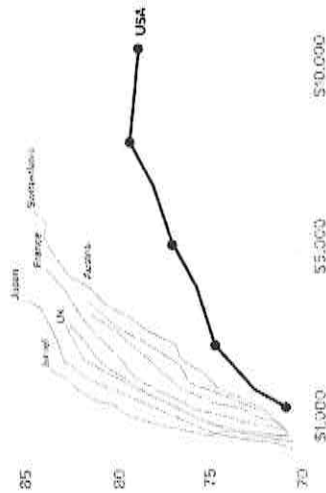
**NOW FUNDED**  
to welcome 1000 Healthy  
Communities by 2025

**CAMPAIGN MISSION:** to Build Healthy Communities

# WHY THE CAMPAIGN DOES IT TO MAKE WORLD CLASS FITNESS FREE



Life Expectancy vs Health Expenditure



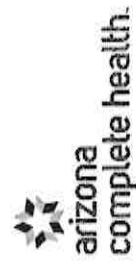
**UNDERSTANDING THE PROBLEM**  
AMERICA IS FACING A HEALTH CRISIS CAUSED BY SEDENTARY LIFE-  
STYLES AND CITIES DESIGNED FOR CARS. USA SPENDS MORE MONEY  
THAN ANY OTHER ON HEALTHCARE WITH POOR RESULTS.



**BECOMING THE SOLUTION**  
WHEN COMMUNITIES ARE DESIGNED TO SUPPORT WELL-  
BEING, HEALTH OUTCOMES CHANGE!



BROUGHT TO YOU BY

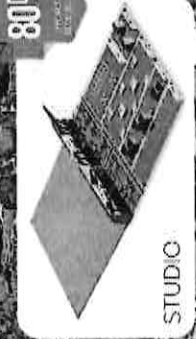






# FITNESS COURT

HEALTHY INFRASTRUCTURE PLANNING  
MULTI-SITE PLANNING FOR HEALTH IMPACT



TRAILS



MAPPING



SCORES



PROJECTIONS



LAYOUTS



PHASING



PLANNING

**BUILDING HEALTHY COMMUNITIES**  
MULTI-SITE PHASING FOR HEALTH IMPACT  
HEALTHY SITE SCORE (HSS)

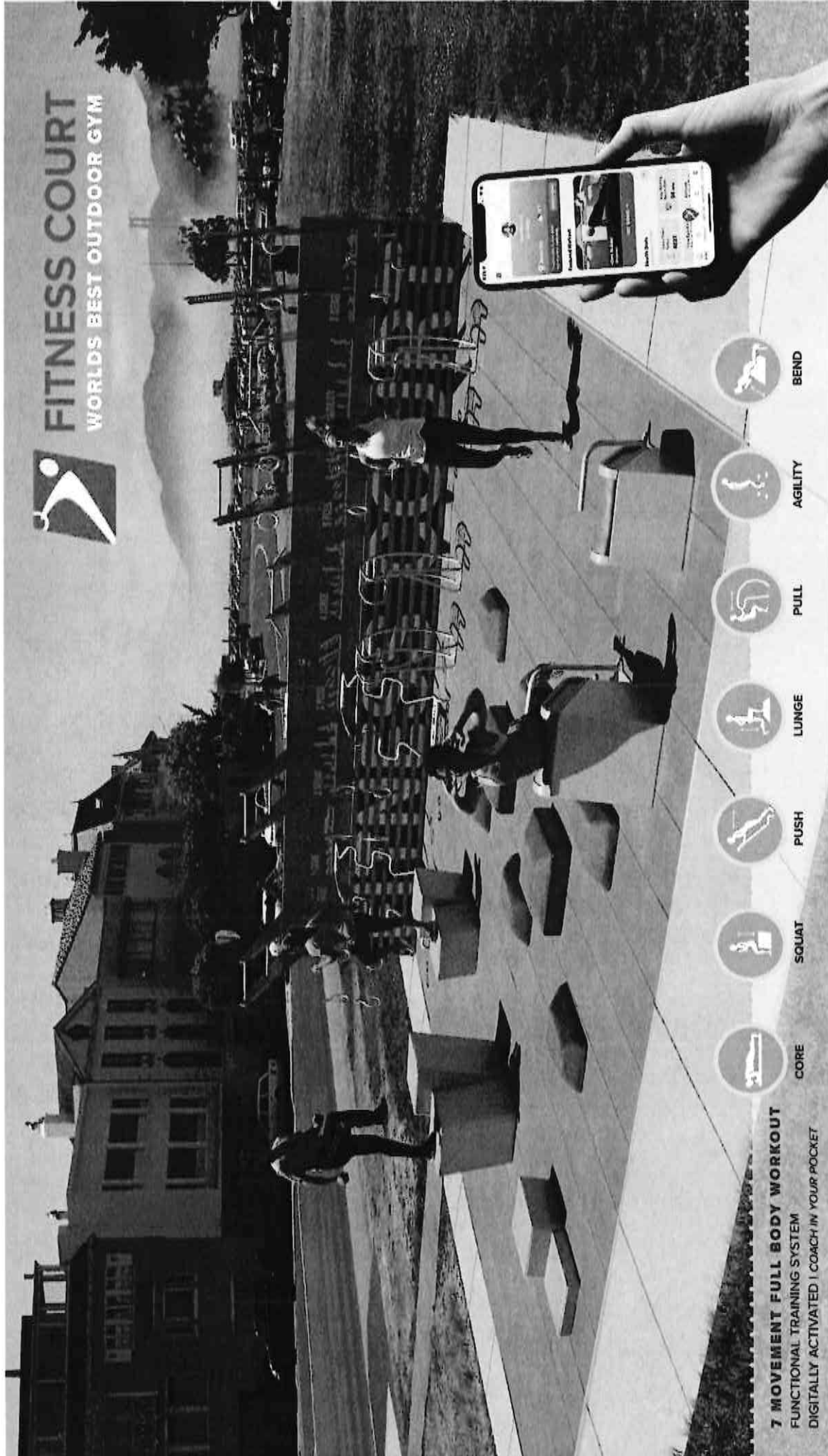


# WHAT THE CAMPAIGN DOES A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM





**FITNESS COURT**  
WORLDS BEST OUTDOOR GYM



-  CORE
-  SQUAT
-  PUSH
-  LUNGE
-  PULL
-  AGILITY
-  BEND

**7 MOVEMENT FULL BODY WORKOUT**  
FUNCTIONAL TRAINING SYSTEM  
DIGITALLY ACTIVATED | COACH IN YOUR POCKET

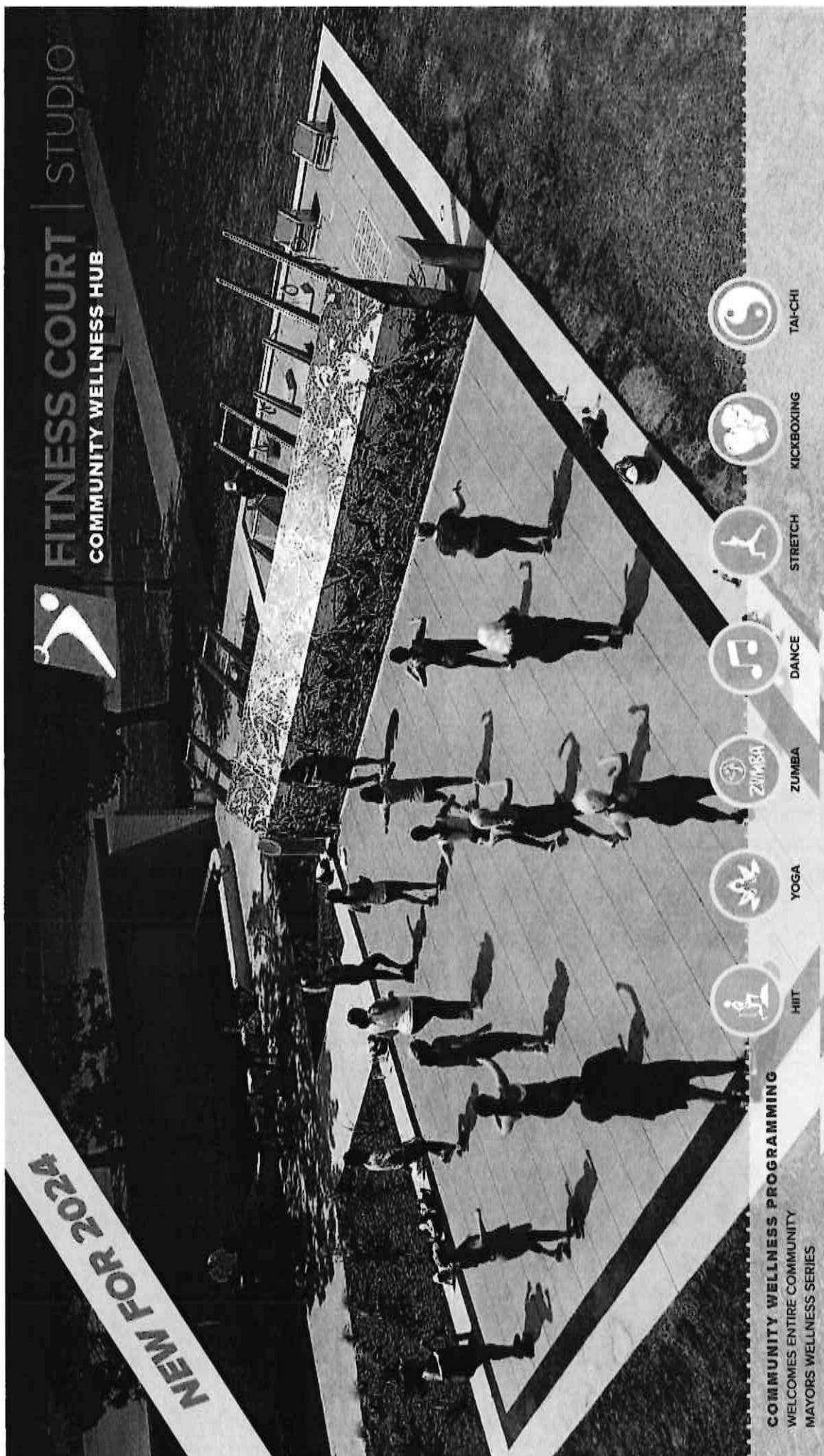


NEW FOR 2024



# FITNESS COURT | STUDIO

COMMUNITY WELLNESS HUB



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



TAI-CHI

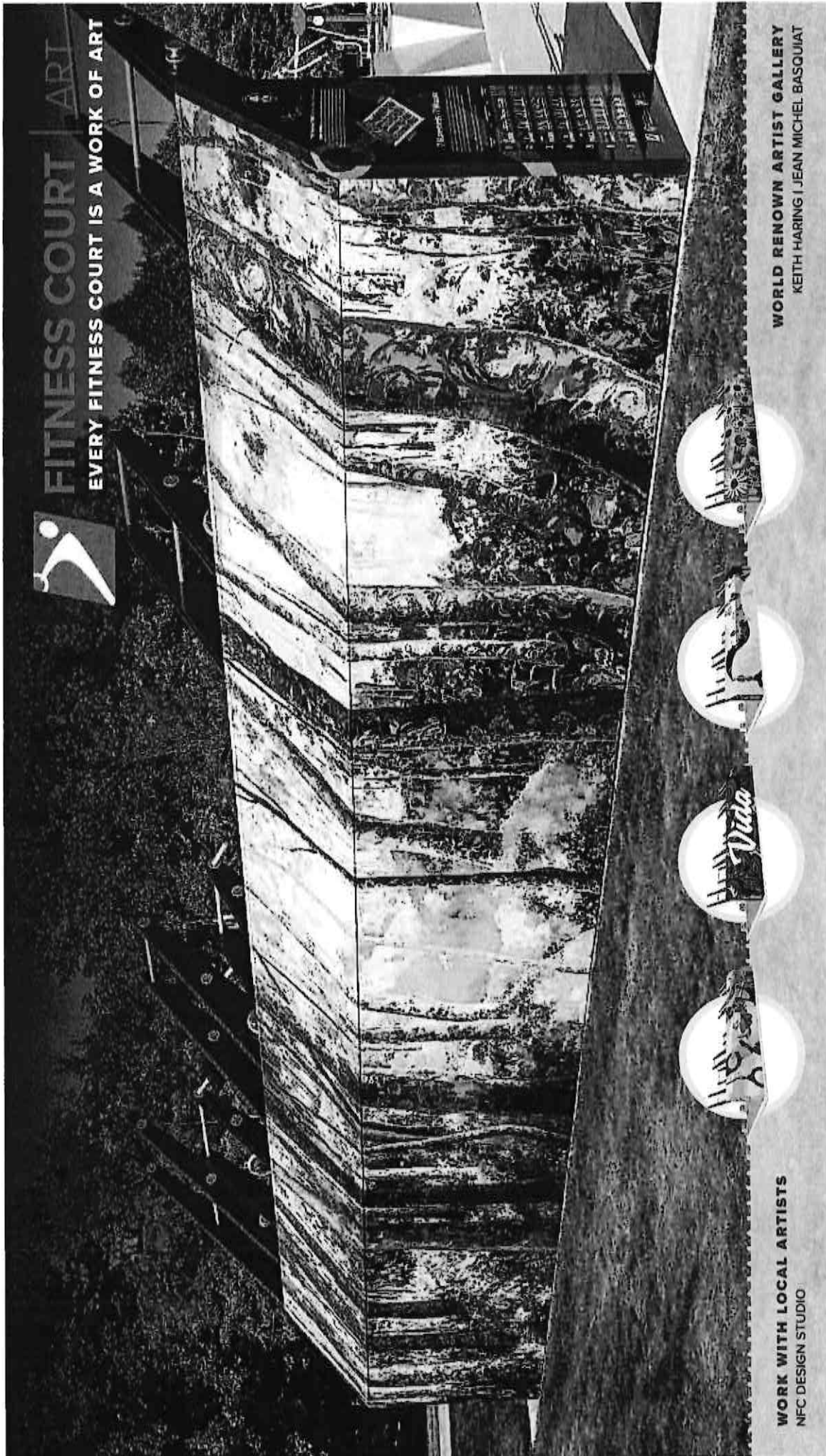
COMMUNITY WELLNESS PROGRAMMING  
WELCOMES ENTIRE COMMUNITY  
MAYORS WELLNESS SERIES





# FITNESS COURT | ART

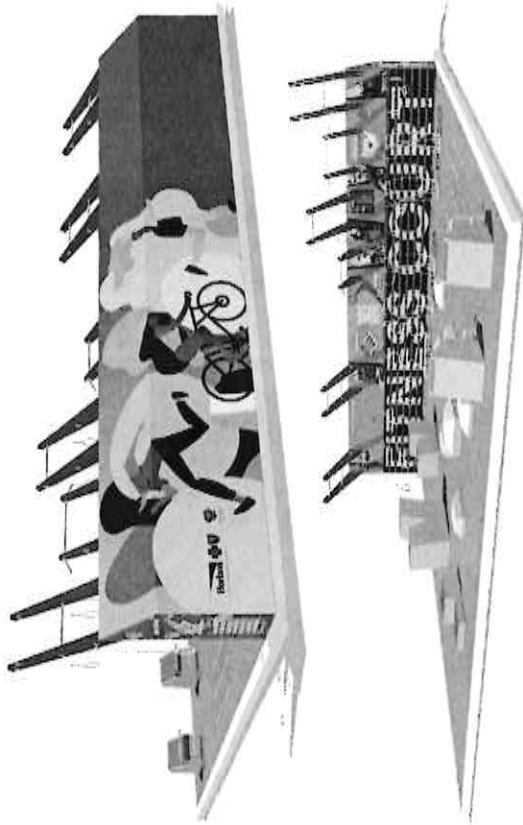
EVERY FITNESS COURT IS A WORK OF ART



**WORK WITH LOCAL ARTISTS**  
NFC DESIGN STUDIO

**WORLD RENOWN ARTIST GALLERY**  
KETH HARING | JEAN MICHEL BASQUIAT

# Fitness Court® Public Art



Example art design, to be confirmed by state sponsor at time of award.

## 2024 NFC State Sponsor Art Collection

No Additional Funding Required

# EACH FITNESS COURT® IS A ONE-OF-A-KIND WORK OF ART.

## NFC DESIGN STUDIO

Additional Funding Required:  
**\$10,000**



© 2023 Horizon Fitness Courts, LLC. All Rights Reserved.

## LOCAL ARTIST

Additional Funding Required:  
**\$25,000**



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## FEATURED ARTIST

Additional Funding Required:  
**\$50,000**



© 2023 JEAN-MICHEL BASQUIAT



**CAMPAIGN IMPACT** | NFC  
**BUILDING HEALTHY COMMUNITIES**

**1. BE A PART OF THE NATIONAL FITNESS CAMPAIGN**  
AMERICA'S LARGEST PUBLIC PRIVATE WELLNESS PARTNERSHIP

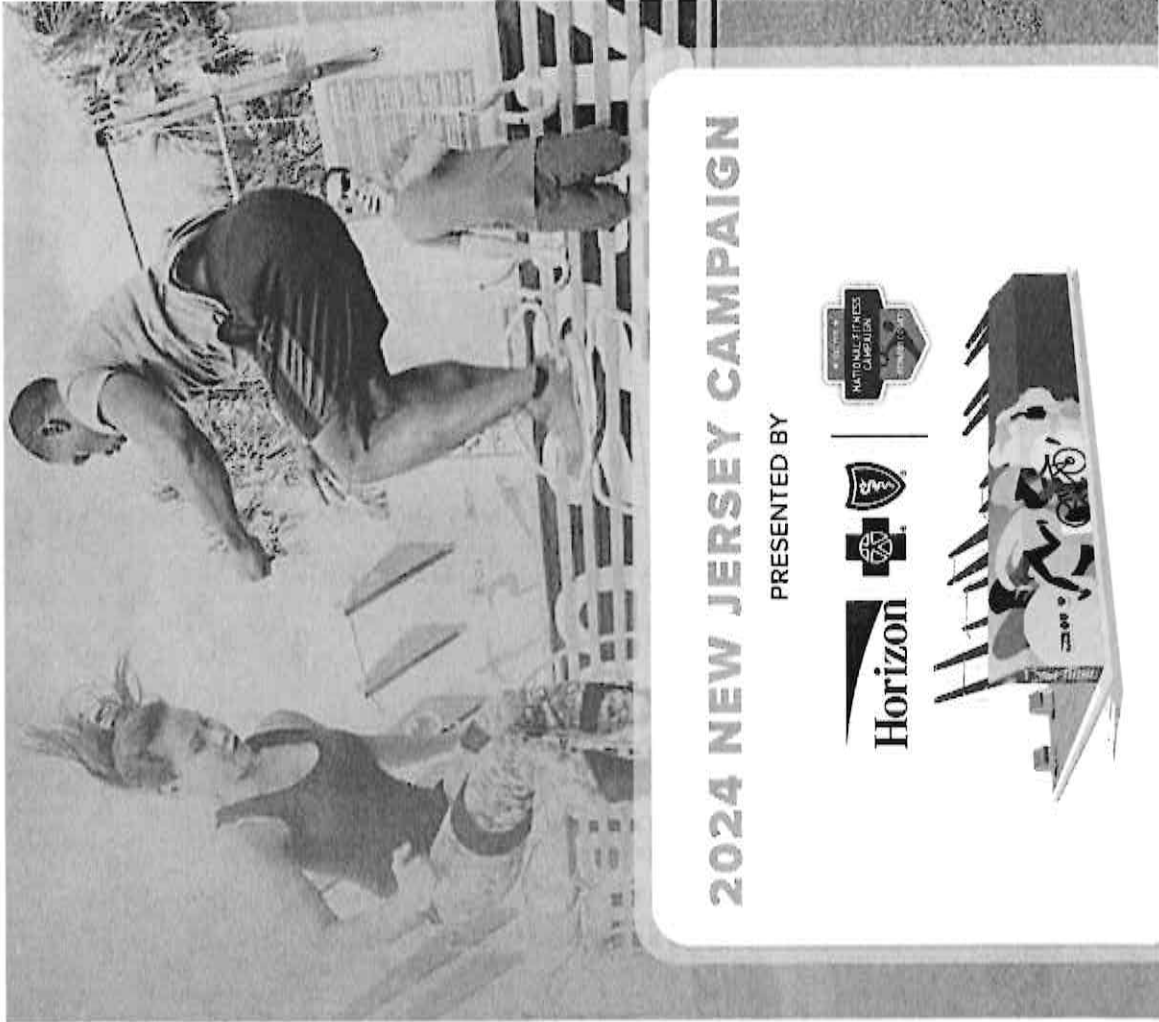
**2. HEALTH BENEFITS**  
MORE TIME OUTDOORS, IMPROVED MENTAL & PHYSICAL WELLBEING

**3. HEALTHY INFRASTRUCTURE**  
PLACES DESIGNED FOR PEOPLE NOT CARS

**4. BUILDING COMMUNITY**  
CREATING A WELLNESS CULTURE THAT IS SOCIAL, CONNECTED AND FUN!

**5. REDUCED HEALTHCARE COSTS**  
HEALTHIER, HAPPIER, PEOPLE





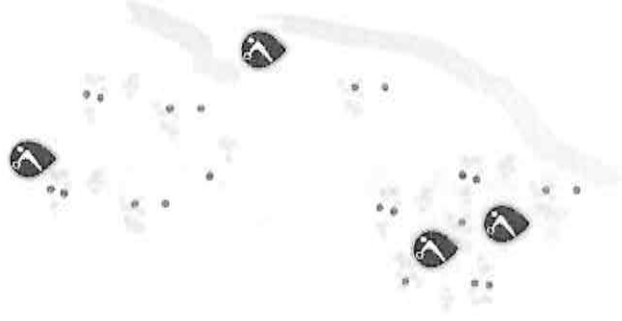
## 2024 NEW JERSEY CAMPAIGN

PRESENTED BY



Strategic Plan Adopted for Health Impact Across State

### Limited funding for 6 communities in 2024



\$500,000 in Funding Now Available  
for Qualified Site Partners



# NFC Grant Requirements

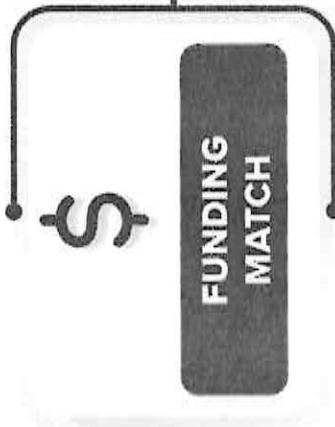
Program Qualification



**STEP 1**



**STEP 2**



**STEP 3**



**STEP 4**

**JOIN THE CAMPAIGN**



STEP 1

**LEADERSHIP SUPPORT**

BUILD CONSENSUS / CONFIRM FEASIBILITY  
MUNICIPAL LEADER SUPPORT

SHARE 3 MINUTE VIDEO





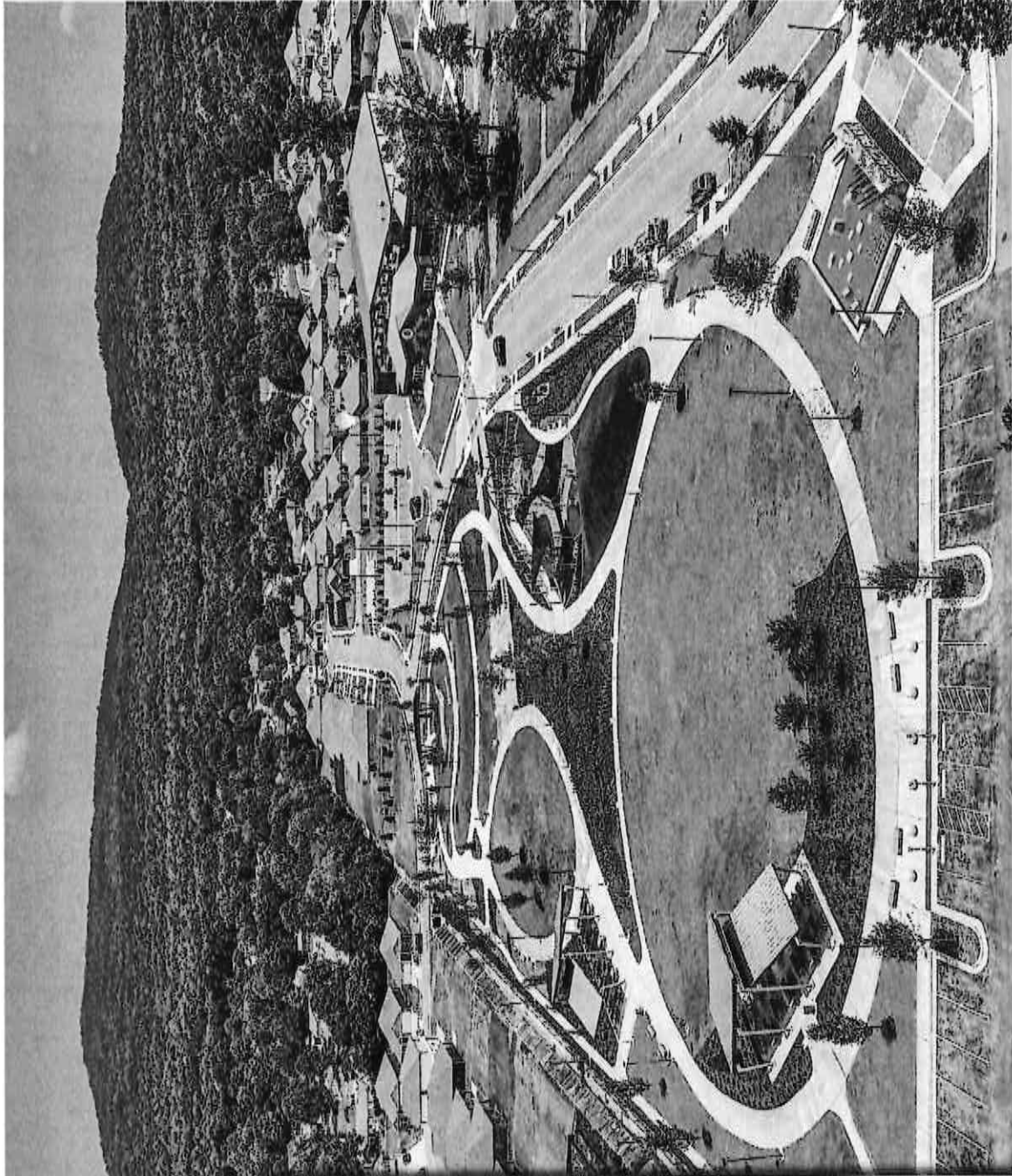
STEP 2

**SITES WITH IMPACT**

IDENTIFY SITES THAT MEET CRITERIA  
FOR FUNDING

HEALTHY INFRASTRUCTURE PLANNING  
• VISIBLE • CONNECTED • ACCESSIBLE •

**SUBMIT SITES FOR  
CONSIDERATION**





STEP 3

**FUNDING MATCH**

NFC GUIDES FUNDING PLAN  
CIP • STATE/NATIONAL • LOCAL SPONSORS

**GRANT FUNDING AVAILABLE:  
\$30,000-\$50,000 PER SITE**

GRANT FUNDING TYPICALLY SUPPORTS ABOUT  
1/3 OF FUNDING REQUIREMENT

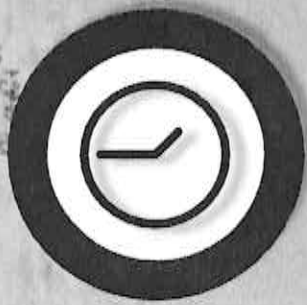
**PROGRAM FUNDING REQUIREMENT**

**\$150,000-\$225,000**

PER SITE





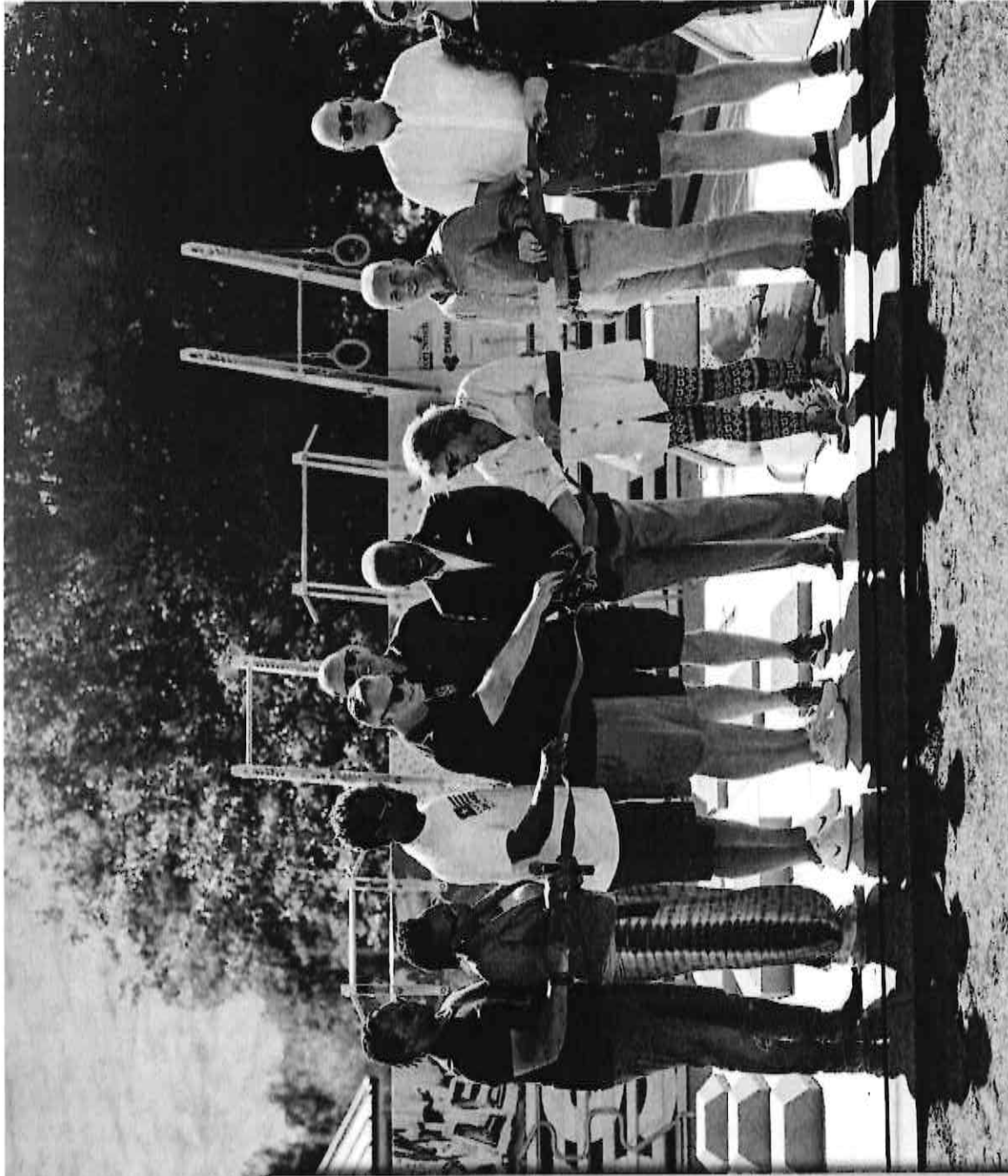


STEP 4

**QUALIFY FOR GRANT**

- A. PRE-APPLICATION PHASE
- B. GRANT AWARD
- C. BUILD/SITE PLAN
- D. LAUNCH LOCAL CAMPAIGN

**SUBMIT GRANT  
APPLICATION**



# NEXT STEP



ATTEND PARTNERSHIP QUALIFICATION  
CALL IF APPROPRIATE

## DISCUSSED AT NEXT STEP:

1. FEASIBILITY & ALIGNMENT WITH LOCAL PRIORITIES
2. SITE ANALYSIS & LOCATION OPTIONS FOR FUNDING CONSIDERATION
3. FUNDING REQUIREMENT DETAILS AND GRANT PROGRAM & AVAILABILITY FOR YOUR STATE
4. NON-BINDING GRANT QUALIFICATION PROCESS

# JOIN US

LET'S BUILD HEALTHY COMMUNITIES  
TOGETHER



## Discussion - Q&A

# STEP 3

## 2024 CAMPAIGN FUNDING REQUIREMENT



**FITNESS COURT | STUDIO**

### NFC PROGRAM FUNDING

The Fitness Court® Studio and National Campaign Services

**\$ 195,000**

### NFC Grant Funding Award

**(30,000-\$50,000)**

Fitness Court® Studio Art Options: *(note: powder-coating color and included/ art design dependent on state sponsor)*



Design Studio Standard Art Included

Local Artist \$25,000



OPTIONAL

### NFC PROGRAM TOTAL

**\$ 145,000-165,000**

### CONCRETE SLAB (FULL STUDIO DIMENSIONS 38X76)

est. \$ 0-40,000

Can be performed in-house or in-kind

### NFC APPROVED INSTALLER NETWORK INSTALLATION TEAM

Turn Key Fitness Court Assembly

Art & Graphic Installation

Installation Partner (separate agreement)

**\$ 32,500**

With Prevailing Wage Rates: \$34,500

### INSTALLATION & CONCRETE TOTAL ESTIMATE

**\$ 32,500-72,500**

**FITNESS COURT STUDIO & INSTALLATION TOTAL ESTIMATE AFTER \$50,000 GRANT FUNDING**

**\$ 217,500\***

*\*Assumes concrete slab costs of \$49,000 (incidental overage) and includes Standard Art*



**FITNESS COURT®**

### NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services

**\$ 160,000**

### NFC Grant Funding Award

**(\$30,000-\$50,000)**

Art & Custom Color Options



NFC Standard Included



NFC Design Studio \$10,000



Local Artist \$25,000



Featured Artist \$35,000

OPTIONAL

### NFC PROGRAM TOTAL

**\$ 110,000-130,000**

### CONCRETE SLAB

Can be performed in-house or in-kind

est. \$ 0-20,000

### NFC APPROVED INSTALLER NETWORK INSTALLATION TEAM

Turn Key Fitness Court Assembly

Art & Graphic Installation

Installation Partner (separate agreement)

**\$ 25,000**

With Prevailing Wage Rates: \$27,000

### INSTALLATION & CONCRETE TOTAL ESTIMATE

**\$ 25,000-47,000**

**FITNESS COURT & INSTALLATION TOTAL ESTIMATE AFTER \$50,000 GRANT FUNDING**

**\$155,000\***

*\*Assumes concrete slab costs of \$20,000 (incidental overage) and includes Standard Art*

# STEP 3



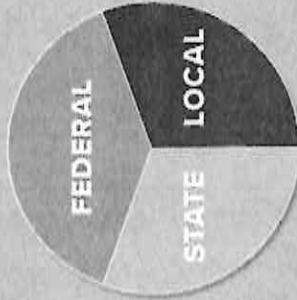
## ALTERNATE FUNDING PATHWAYS

### NFC CONSULTATIVE SUPPORT

Federal | State | Local | Regional

# FUNDING PATHWAYS

## FEDERAL AND STATE FUNDING



Expert funding consulting for eligible partners



## LOCAL AND REGIONAL SPONSORS

