



Town of Mendon, NY
Fitness Court Feasibility Study



CAMPAIGN OVERVIEW

WHAT WE DO

A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM

DESIGN & PLANNING



LAUNCH & PRESS



EXPERT CONSULTING



PUBLIC ART



GRANT FUNDING



AMBASSADOR TRAINING



INSTALLATION



MOBILE APP





FITNESS COURT | STUDIO

COMMUNITY WELLNESS HUB



OUTDOOR WELLNESS
CENTER CONFIGURATION:

FITNESS COURTSM STUDIO



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



TAI-CHI

COMMUNITY WELLNESS PROGRAMMING

WELCOMES ENTIRE
COMMUNITY
MAYORS
WELLNESS SERIES



FITNESS COURT
 WORLDS BEST OUTDOOR GYM



7 MOVEMENT
FULL BODY WORKOUT
 FUNCTIONAL TRAINING SYSTEM
 DIGITALLY ACTIVATED
Coach in your Pocket



OUTDOOR WELLNESS CENTER
 CONFIGURATION:

FITNESS COURT



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND

FITNESS COURT ART OFFERINGS



Local Artist Invite a Local Artist to create a mural that represents your community!

Support your Local Artist Community with a **\$5,000 Grant to the Artist** provided by NFC!

Additional Funding Required. Example Art: Will be customized for your city

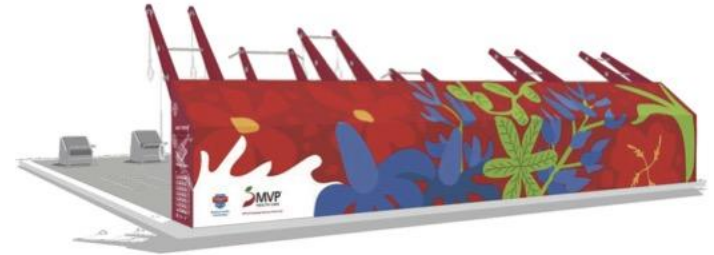


Front Wall Unlocked for Additional Artwork



Custom Art Work with the in-house NFC Art Studio Team

Additional Funding Required. Example Art: Will be customized for your city



Fitness Court Art Unique design included in your state campaign

Actual Art:





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



STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

2026

200 NEW PARTNERS

WE'RE PLEASED TO ANNOUNCE THE 2026 CAMPAIGN

NEW YORK CAMPAIGN

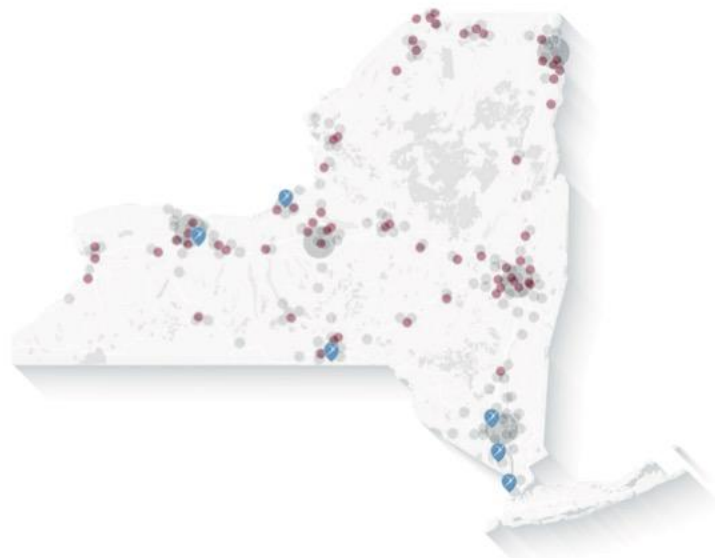
PRESENTED BY



STRATEGIC PLAN ADOPTED FOR HEALTH IMPACT ACROSS STATE

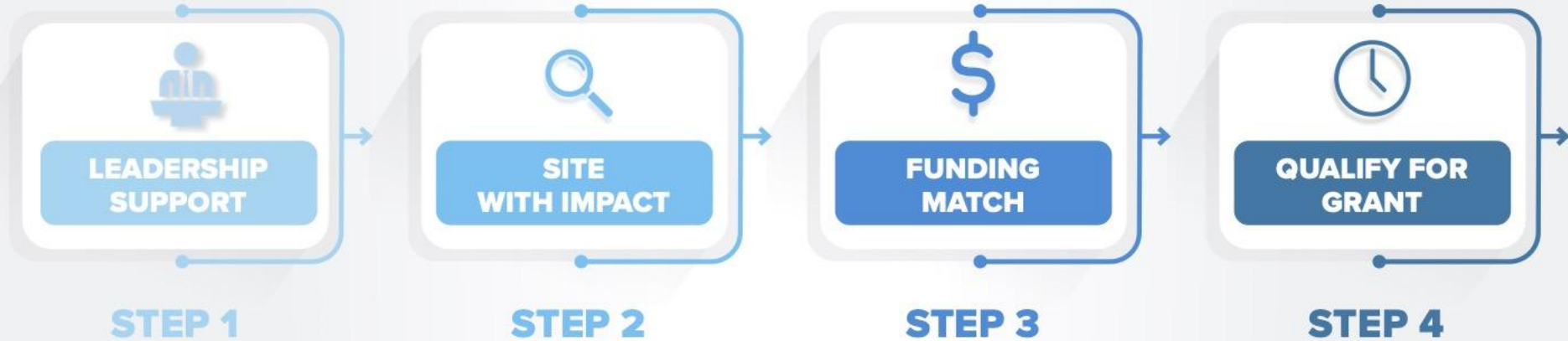
\$500K in Funding Now Available
for Qualified Site Partners

Limited funding for **10 communities** this campaign year



NFC Grant Requirements

Program Qualification



JOIN THE CAMPAIGN

STEP 2

PLANNING



PHASING



LAYOUTS



PROJECTIONS



SCORES



MAPPING



TRAILS



Sites with Impact

Design & Planning Consulting

QUALIFY SITE LOCATIONS FOR FUNDING

1

VISIBLE

Site locations must be recognizable with high visibility.



2

ACTIVE

Site locations must be heavily trafficked and centrally located.

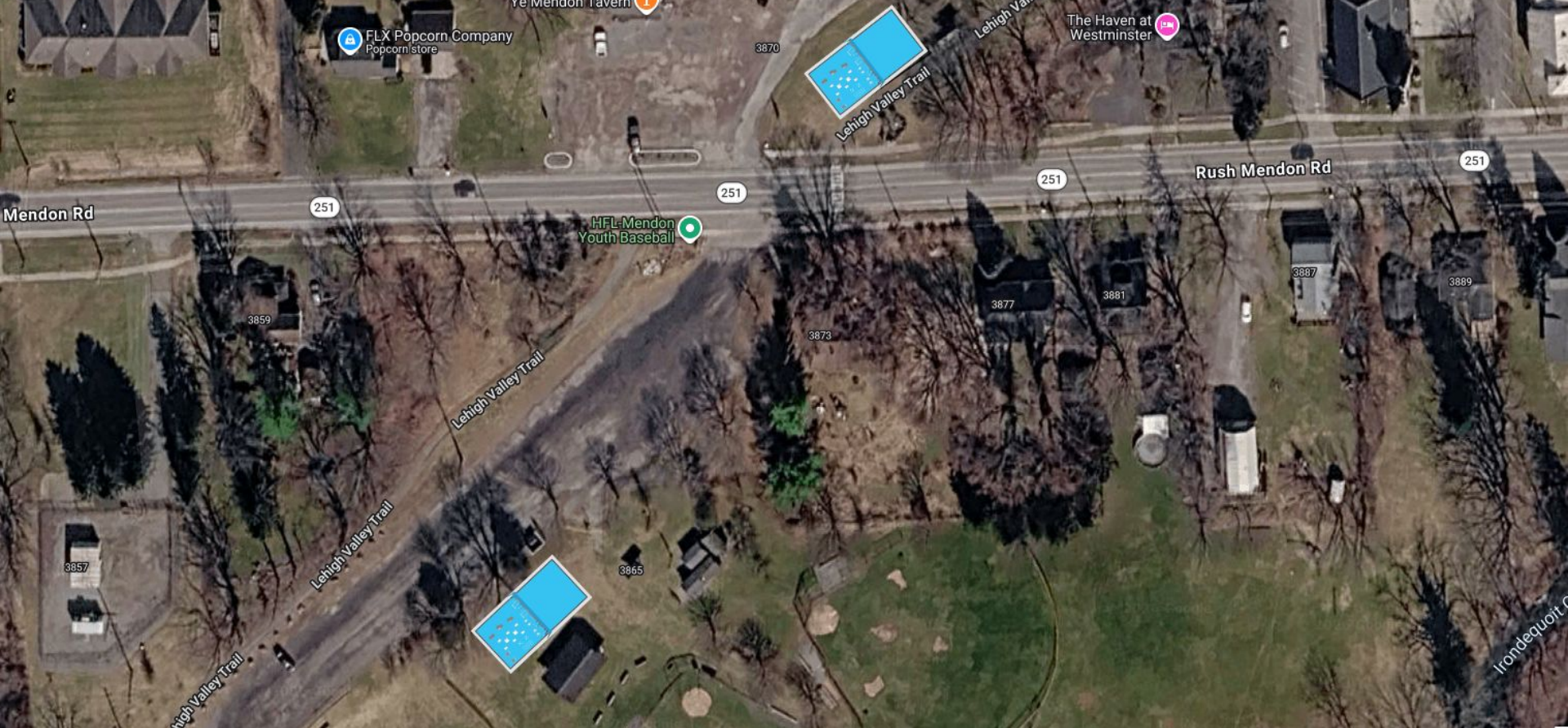


3

CONNECTED

Site locations must be integrated with pedestrian infrastructure.





Town of Mendon, NY
Potential Site Opportunity





Town of Mendon, NY
Pedestrian Activity: Heat Mapping



2026 CAMPAIGN FUNDING REQUIREMENT



FITNESS COURT | STUDIO

PHASE 1: NFC PROGRAM FUNDING

The Fitness Court® Studio and National Campaign Services **\$210,000**

NFC GRANT FUNDING AWARD (if selected and approved) **(\$30,000-\$40,000)**

Optional Fitness Court® Studio Additions: Art & Shade

Fitness Court® Art (included) Custom Art (+\$10,000) Local Artist Program (+\$25,000) Shade Structure*



Note: powder-coating color and included art design dependent on campaign sponsor *funding requirements available upon request

• FITNESS COURT® STUDIO & CAMPAIGN SERVICES \$170,000-\$180,000

See GPR Milestone 2

PHASE 2: ASSEMBLY FUNDING

• CONCRETE SLAB (Slab Dimensions 38'x73' - refer to drawings) **est. \$0-45,000**

Can be performed in-house, in-kind or by contractor (separate agreement)

See GPR Milestone 5

• FITNESS COURT® STUDIO ASSEMBLY \$37,750

NFC Approved Network (separate agreement)

See GPR Milestone 6

with prevailing wage rates: **\$39,750**

Fitness Court® Studio & Assembly Total Program Funding **\$252,750
Estimate After \$40,000 Grant Funding (if selected and approved)

**Assumes concrete pad costs of \$45,000 (national average), NFC grant of \$40,000, and includes Fitness Court® Art



FITNESS COURT®

PHASE 1: NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services **\$175,000**

NFC GRANT FUNDING AWARD (if selected and approved) **(\$30,000-\$40,000)**

Optional Fitness Court® Additions: Art & Shade

Fitness Court® Art (included) Custom Art (+\$10,000) Local Artist Program (+\$25,000) Shade Structure*



Note: powder-coating color and included art design dependent on campaign sponsor *funding requirements available upon request

• FITNESS COURT® & CAMPAIGN SERVICES \$135,000-\$145,000

See GPR Milestone 2

PHASE 2: ASSEMBLY FUNDING

• CONCRETE SLAB (Slab Dimensions 38'x38' - refer to drawings) **est. \$0-25,000**

Can be performed in-house, in-kind or by contractor (separate agreement)

See GPR Milestone 5

• FITNESS COURT® ASSEMBLY \$30,000

NFC Approved Network (separate agreement)

See GPR Milestone 6

with prevailing wage rates: **\$32,000**

Fitness Court® & Assembly Total Program Funding **\$190,000
Estimate After \$40,000 Grant Funding (if selected and approved)

**Assumes concrete pad costs of \$25,000 (national average), NFC grant of \$40,000, and includes Fitness Court® Art



FUNDING TECHNICAL ASSISTANCE (F.T.A.)



How to Qualify for Funding Technical Assistance (F.T.A.)

- Prioritize Campaign Partnership
- Identify initial Local Match
- Confirm qualifying site location
- Demonstrate successful past fundraising experience
- Apply to join Campaign with F.T.A.

FEDERAL AND STATE FUNDING



Expert funding consulting for eligible partners



FOUNDATIONS AND LOCAL SPONSORS



STEP 4

GRANT QUALIFICATION PROCESS

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 for Qualified Applicants)*
- 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

**CAMPAIGN LAUNCHES AND
FITNESS COURTS OPEN!**



2026 GRANT APPLICATION PERIOD NOW OPEN



Campaign seeking qualified applicants able to meet the 2026 time frame for adoption and local funding match.