

**CITY OF SWARTZ CREEK**  
**Park and Recreation Advisory Board**  
**Wednesday, June 2, 2021, 5:30 P.M.**  
**Abrams Park**  
**Agenda**

1. CALL TO ORDER:
2. ROLL CALL: James Barclay, Sandi Brill, Connie Olger,  
Samantha Fountain, Mark Gonyea, George, Hicks, Rae Lynn  
Hicks, Steve Long, Trudy Plumb.
3. APPROVAL OF AGENDA:
4. APPROVAL OF MINUTES :
5. MEETING OPEN TO PUBLIC:
6. COMMUNICATIONS TO BOARD:
  - A. May 5, 2021 Minutes
  - B. Staff Letter
  - C.
7. REPORTS:
  - A. DPW Director
  - B. City Manager
  - C.
8. BUSINESS:
  - A. Disc Golf Update
  - B. Slip and Slide
  - C. Jentery Farmer Memorial
  - D. Downtown Fit Lot
  - E.
9. MEETING OPEN TO PUBLIC:
10. BOARD MEMBER COMMENTS:
11. ADJOURNMENT:

CITY OF SWARTZ CREEK  
SWARTZ CREEK, MICHIGAN  
PARK AND RECREATION ADVISORY BOARD  
MINUTES OF REGULAR MEETING  
May 5, 2021

Meeting called to order at 5:31 p.m. by Chairperson Fountain.

Members Present: James Barclay, Rae Lynn Hicks, George Hicks, Samantha Fountain, Steve Long (5:53), Trudy Plumb.

Members Absent: Mark Gonyea, Connie Olger (Jentery Farmer is deceased)

Staff Present: Adam Zettel, Andrew Harris.

Others Present: Lania Rocha, Mr. and Mrs. Brill, Nate Henry, and Bob Plumb.

APPROVAL OF AGENDA: Motion by Plumb to approve the agenda of April 5, 2021, support by R. Hicks.

Unanimous Voice Vote.  
Motion Declared Carried.

APPROVAL OF MINUTES: Motion by R. Hicks to approve minutes of April 7, 2021, support by G. Hicks.

Unanimous Voice Vote.  
Motion Declared Carried.

MEETING OPEN TO THE PUBLIC: None.

COMMUNICATIONS TO THE BOARD:

- A. April 7, 2021 Minutes
- B. Staff Letter

REPORTS:

- A. DPW Director: Refurbished bricks for Elms Park playscape would cost \$17 each. Water is on at park buildings; they should be open next week. A community member is looking to donate sand to the sand boxes at Elms; AH will coordinate. The art guild is looking to donate a mural to the main pavilion at Elms Park; PB members would like to know how it will be protected against weather/paint and what it depicts. The Cornerstone Baptist Church is going to stain the playscape and gazebo at Elms Park on August 14<sup>th</sup>; AH to help coordinate.
- B. City Manager: The Genesee Valley Trail is 99%, with the last missing piece being the GM easement. Safe Routes to School is pending but is not likely to coincide with the GVT. The American Rescue Plan should be contributing \$500,000 to the city over the next two years. It is likely that some can go into parks.

**BUSINESS:**

- A. Disc Golf Update: Disc golf supplies have been ordered; it is unclear if there will be a Hometown Days event; RLH to check.
- B. Slip and Slide: Trudy Plumb will check with the Swartz Creek Firemen's Association to see if they have an interest in conducting the slip and slide in 2021. No date is set.
- C. Jentery Farmer Memorial: The Park Board agreed that memorializing Jentery would be proper, since he worked so hard to improve the community and was the sitting Park Board Chair. Some ideas were to name the disc golf course, part of the trail, or other features after him. The most well received idea was to construct a pavilion in his name at Otterburn Park. AZ is going to check with his family.
- D. Selection of Vice-Chair: R. Hicks nominated Trudy Plumb for Vice Chair. She declined. Plumb nominated Barclay, who accepted.

Motion by Plumb to selected Mr. Barclay and the Park Board Vice Chair, support by Long.

Unanimous Voice Vote.  
Motion Declared Carried.

MEETING OPEN TO PUBLIC: Sandy Brill thought that inquiries for brick refurbishing could be made to the donors. She was saddened by Jentery's passing and wondered how the mural would be protected. Nate Henry inquired about dragging the ball fields and mowing the parks.

BOARD MEMBER COMMENTS: R. Hicks was also saddened by Jentery's passing. Barclay noted that he used to get calls from Jentery after every Park Board meeting. He will be missed. Plumb felt that a brick fundraiser for Jentery might be appropriate.

Motion by Plumb, next Park Board meeting at Abrams Park, supported by Barclay

Unanimous Voice Vote.  
Motion Declared Carried.

Motion by Barclay, to adjourn the meeting, supported by Plumb

Unanimous Voice Vote.  
Motion Declared Carried.

ADJOURNMENT: Meeting adjourned at 6:16 p.m.

NEXT MEETING: June 2, 2021, 5:30 p.m. at Abrams Park.

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Connie Olger, Secretary



Date: May 26, 2021

**To: Park Commissioners**  
**From: Adam Zettel, AICP**  
**RE: June 2, 2021 Park Board Meeting**

Hello everyone,

**We will be meeting at 5:30 p.m. on Wednesday, June 2, 2021. This will be an in-person attendance located at the main pavilion in Abrams Park (by the ball field and restrooms).** Disc golf supplies have been delivered, baskets and launch pads! We cannot begin install yet, but the time is coming! I have not heard from the disc golf supports about possible fundraisers, Hometown Days, or course work. However, I have reached out, so we should have word.

I am also hopeful that we will have some of Jentery's family with us for the meeting. I have been communicating with his mother and should be able to meet with her prior to June 2<sup>nd</sup>. They are very much seeking to cooperate on a suitable memorial. I think a pavilion installation at Otterburn has a lot of potential.

I have put the slip and slide on the agenda. I have not heard a peep about it since our last meeting. If anyone has an update or needs anything, please contact me. I think Trudy might have volunteers to gauge the interest of our fire fighters.

Lastly, City Treasurer Deanna Korth has come across a really interesting idea. I am including some materials for a community exercise park. This is apparently something that has been getting a lot of attention and is very desirable in dense, walkable areas such as our downtown. It would be especially popular near a high daytime population of remote employees and seniors. As such, I am wondering if this might be a good use for the pavilion replacement at Abrams Park in downtown. This could be a project that is done jointly with the DDA and RRC grant funds.

Contact me with additional future agenda items, questions, or comments.

Sincerely,

Adam H. Zettel, AICP  
City Manager  
City of Swartz Creek  
[azettel@cityofswartzcreek.org](mailto:azettel@cityofswartzcreek.org)



**FITLOT**  
OUTDOOR FITNESS PARKS

November 2020

# Plan Your FitLot Guide

A start-to-finish guide for planning a new FitLot  
Outdoor Fitness Park in your community.

At FitLot, we believe that all Americans deserve to have access to safe, welcoming spaces to exercise within walking distance of their homes. Ideal for both individual and group workouts, FitLot outdoor fitness parks strengthen communities by improving public health and fostering authentic human connections. FitLot Inc. has helped communities plan, build, and activate FitLots throughout the country, and this guide will help you do the same.

FitLot works with [Landscape Structures Inc. \(LSI\)](#), one of the world's most respected playground equipment manufacturers and distributors. Each park is based on an innovative design that combines purposeful equipment elements into a fun, safe, and functional community fitness space for all ages and abilities to benefit from.

This guide walks you through the planning process to fund, build, and activate a FitLot outdoor fitness park in your area. When you're done reading, fill out this short form to [tell us about the FitLot project you are working to organize](#). We'll do our best to support you with guidance and information that will help you successfully plan and build a FitLot for your community.

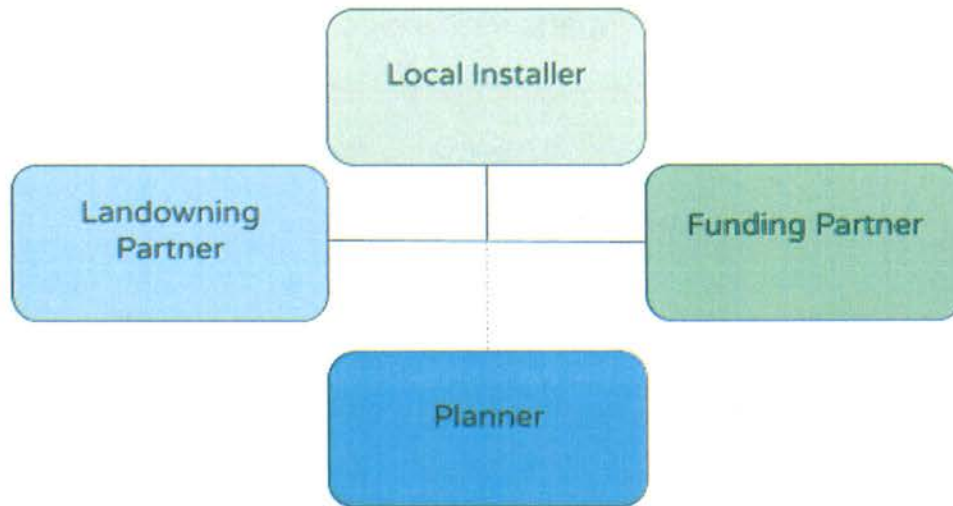
## FitLot Locations Across America



GREEN = 2019 Parks / BLUE = 2020 Parks / YELLOW = Parks planned for 2021

# TEAMWORK MAKES THE DREAM WORK

Building a FitLot Fitness Park is a community-based, team project.



**Every FitLot project will include several vital team members:**

- A land-owning partner who provides public space for the park
- A funding partner (or partners) to financially support park installation and activation
- A local, certified FitLot installer

**Many projects will also include:**

- Motivated community members who help plan, fundraise and sometimes even help build the park.

**This guide focuses on the three key elements of park planning:**

- I. **Selecting a Location**
  - Where should your local FitLot park(s) be located in your city?
- II. **Funding Your Project**
  - How to fund your FitLot project?
- III. **Activating Your FitLot**
  - How will your new FitLot be activated in your community?



## I. Park Location

We believe that every playground in the country should have an outdoor fitness space for the parents and adults to use and we are working to make that vision a reality. FitLot parks are often co-located with playgrounds in existing public parks to foster a multigenerational space where families can access the park while enjoying other amenities. The FitLot provides a place for parents, caregivers, and other family members to exercise while kids play safely nearby. FitLot parks work best in neighborhoods that are both walkable and densely populated. Existing foot traffic also helps make a new FitLot accessible and impactful for area residents.



*This park is located right next to a children's playground in Newington, CT.*

Each new FitLot park project needs to include:

1. A landowning entity willing to host (accept the donation of) the FitLot park
  - a. This is often the local municipal government, i.e. the parks and recreation department, but may also be non-governmental organizations that provide services to the community (e.g., non-profit community housing corporations or neighborhood-based organizations).
2. A public location that is easily accessible and actively maintained.



- a. FitLots should be located in areas that are open to the public, cleaned and maintained regularly, and preferably offer public amenities (e.g., restrooms).
3. A partnership with a local recreation program provider that will manage ongoing classes at the FitLot. This is typically a local Parks and Recreation Department.

FitLot parks should be located where they can have the most positive impact in a community. A number of characteristics and features can combine around an existing public park or green space to help foster an active and impactful FitLot location:

- Parks in densely populated, walkable neighborhoods with high foot traffic
- Parks along a [Rails-to-Trails](#) path that connects multiple communities
- Neighborhoods that lack access to outdoor fitness space or programs
- Areas with community health organizations that could use the park and programs
- Communities with populations that suffer from disparate health outcomes

## Assessing community needs

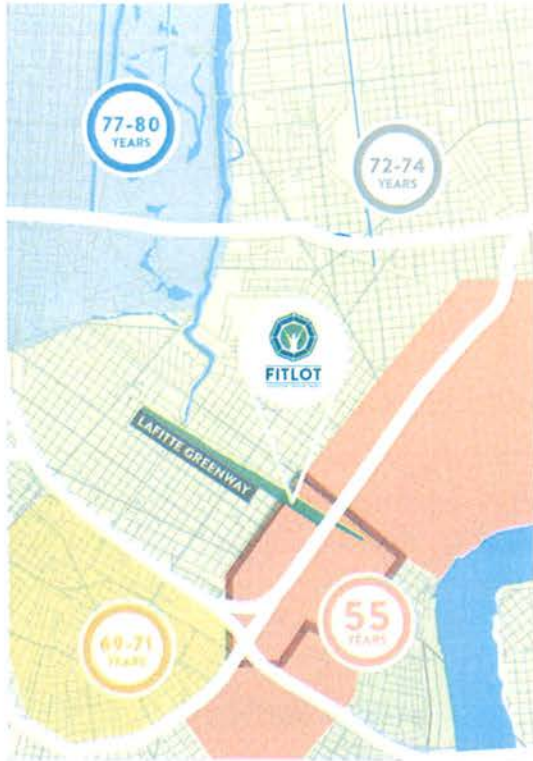
Use these questions to consider your community's needs (and [this worksheet](#) will help).

### 5 Questions for Thoughtful Site Selection

1. What areas in my community lack access to outdoor fitness space or programs?
2. Are there neighborhoods in my city that have been underserved compared to others?
3. Which neighborhoods would most benefit from a new outdoor fitness park?
4. Are there any existing public parks in my area located along a trail or bike path that connects different parts of the community?
5. Which local parks are located in densely-populated, walkable neighborhoods?

## CASE STUDY

### The What You Give Will Grow FitLot Outdoor Fitness Park in New Orleans



#### Health Equity

In selecting a location for our first FitLot, we wanted to make sure our flagship park in New Orleans would serve a community that wanted it and would truly benefit from it.

During our search, we learned that the Tremé/Lafitte neighborhood suffers from some of the country's worst health outcomes and the largest life expectancy gap in the nation. Residents in the Treme neighborhood live 25-30 years less than people in neighborhoods only two miles away.

We found this data shocking, and we knew that our first park should serve this community.

#### Neighborhood Synergy

We also wanted to make the park accessible to as much of the community as possible.

Our friends at the ReRefresh Project, a community hub of 50 health serving organizations, suggested The Sojourner Truth Neighborhood Center because there was underutilized space next to their existing playground, and it would create direct access to the residential community of 900+ people who live in the surrounding blocks. In addition, the park would be located along the path of The Lafitte Greenway, a 2.6-mile linear Rails to Trails park in the heart of New Orleans that connects neighborhoods from the French Quarter to City Park and is currently being used by over 315,000 people annually.

Learn more at [www.FitLot.org/Greenway](http://www.FitLot.org/Greenway).



## II. Funding Your FitLot

There are two avenues for funding a FitLot project. The first option would be to self fund the project on behalf of a parks and recreation department or public land owner. If you have a budget available to fund this project with, then Great! You can work directly with your local LSI Representative to plan and build your fitness park. [Use this website tool](#) to find your local installer and get in touch.

Unfortunately, many cities and towns lack the financial resources or capacity to build and program new outdoor fitness spaces, which is why FitLot as an organization is dedicated to helping communities find the resources they need to plan, build and program their own.

This information was put together to help a parks and rec department or motivated citizen effectively fundraise the support needed to build a FitLot for their community.

### Communicate the Need

Here are good resources to help you explore and quantify the needs in your community.

#### The American College of Sports Medicine American Fitness Index

Cities with the highest scores are considered to have strong community fitness, a concept analogous to individuals having strong personal fitness. Use this tool to better understand where your community ranks among other cities on community health and fitness. <https://americanfitnessindex.org/rankings/>

#### Use ParkServe to get data on your city's park system!

ParkServe is a tool from the Trust for Public Land that features a park planning tool and other resources related to urban parks and green spaces.

Cities are ranked based on **four characteristics of an effective park system:**  
1.) access, 2.) investment, 3.) acreage, and 4.) amenities.

To review your local data, visit [ParkServe.org](https://ParkServe.org) and search for your city.

For additional tools, information, and resources, visit our website at [FitLot.org/resources](https://FitLot.org/resources).

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## Project and Program Costs

### Project costs

There are both fixed and dynamic costs associated with each FitLot park project. The equipment, shade structure, and safety surfacing is a fixed cost, with variable taxes and freight costs. The cost of construction, installation and local permits vary depending on location and local labor rates. Here's a breakdown of sample budget based on national averages that you can safely use for planning and fundraising purposes.

- Site Prep + Construction - \$35,000
- Equipment and canopy (including taxes + freight) - \$78,721
- Safety Surfacing (including taxes + freight) - \$25,435
- Site amenities (benches, trash cans, bike racks)- \$3,000
- Installation - \$16,500
- Permit fees - \$400
- Program Funding (54 classes a year for 3 years) \$10,530
- **TOTAL Project Costs = \$170,090**

As you may know, the fundraising process is an opportunity to cultivate partnerships and build community support for your project. Here are some strategies for getting started and being successful in your project fundraising efforts.

### Planning your fundraising effort

Potential funding sources might include the following categories, each of which is covered in this guide in detail.

- Major sponsorships - corporate funding programs, usually \$25,000+
- Grants - foundation or corporate funding programs that require application, tracking, and reporting according to the terms and conditions of the grant
- Major gifts - large donations from individuals and small/family foundations

### Major sponsorships

Projects involving public parks can serve as excellent marketing opportunities for companies to demonstrate their commitment and give back to the community. Businesses often contribute to projects that improve the communities they serve, and corporations with a large local footprint often have active community giving initiatives.

## Project Funding (continued)

### 3 Examples of Corporate Giving Initiatives

1. **Community grant programs** - companies give monetary donations to local nonprofits and projects as a goodwill investment in their communities
2. **Local marketing partnerships** - companies partner on local projects to increase their brand awareness and connect with key audiences
3. **Employee giving programs** - companies provide an outlet for their employees to contribute to a nonprofit through paycheck withholding

Brainstorm a list of local companies that are mission-oriented towards public health and known to sponsor other community projects and organizations. For example, a new FitLot will contribute to improving community health, so a local healthcare company may sponsor a park project to demonstrate their commitment to community health.

### Sponsors & Recognition

FitLot parks offer a number of built-in recognition opportunities for major sponsors. From the park's color scheme and signage to the media campaign associated with new parks, the elements of the park development process can also serve as opportunities to recognize the companies and other organizations that brought the project to fruition. As you plan, consider incentives that will encourage organizations to support your project.



### AARP-sponsored outdoor fitness opens at Phoenix sports complex





## Project Funding (Continued)

Here's an example of project sponsorship levels and benefits for each tier.

Partner Sponsor \$5,000 +	Equipment Sponsor \$20,000 + (9 Available)	FitLot Champion \$60,000 + (3 Available)	Title Sponsor \$179,000 + (1 available)
Name on bench plaque	Logo included on welcome sign	Logo featured on welcome sign	Logo on shade canopy and/or park flooring + custom brand colors
Company name listed on project website	Company logo featured on the project website	Company logo featured on the project website	Company logo featured on the project website
2 Community Build Day Volunteer Spots	10 Community Build Day Volunteer Spots	20 Community Build Day Volunteer Spots	Unlimited Build Day Volunteer Spots
	Company table at the Community Build Day	Company table at the Community Build Day	Company table at the ribbon cutting
	Ribbon cutting program feature	Ribbon cutting public recognition	Ribbon cutting remarks + PR partnership
	Company listed as a sponsor on promotional video	Company featured in promotional project video	Company featured in promotional project video and/or livestream

## SPONSORSHIP PROCESS

While every park project will be unique, the process of connecting with and securing funding from potential sponsors will include the following steps:

- ❑ **Cultivation**
  - ❑ Researching, identifying, then connecting with potential sponsors
  - ❑ Having a conversation to share your enthusiasm and build excitement
  - ❑ Sharing information about the details of your project (here's a presentation template with supporting documents you can use)
- ❑ **Formal funding request / sponsorship proposal**
  - ❑ Submit a detailed request according to the potential sponsor's requirements, needs, or interests
  - ❑ Provide follow-up information as needed



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## Project Funding (Continued)

### ☐ Award and fulfillment

- ☐ The funder might require papers to be signed outlining the sponsorship and other agreement terms.
- ☐ Once the agreement is complete, funds will be awarded.
- ☐ Your certified installer can help you with the execution of sponsorship benefits, like installing branded welcome signage and getting logos printed on the shade canopy and safety surfacing.

## Grant funding

Corporations and private foundations award grants as a way of investing in the communities they serve. Grants are most often awarded to registered not-for-profit organizations. Many grant programs require the grantee to report outcomes and related information over the course of the grant period.

So, while grant funds may not have to be repaid, an entity seeking grant funding should be prepared to report back on the impact of the funds.

### Government grants

Government grant programs differ in that the process to apply for funds often varies greatly depending on the government entity responsible for the programs. We recommend coordinating with your local parks and recreation office on [potential government grants](#).

# GRANT PROCESS

While every park project will be unique, the process of identifying, connecting with, and securing funding from foundations will likely include the following steps:

### ☐ Identification and Cultivation

- ☐ Researching and identifying potential grant opportunities
- ☐ Connecting with funders to learn more about their processes
- ☐ Sharing general information about FitLot and your community's need for an outdoor fitness park

### ☐ "Letter of interest" and/or grant application submission

- ☐ Sending a letter of interest/intent with a project overview, as required
- ☐ Develop your proposal and any necessary supporting documents
- ☐ Submit the grant application with detailed and thoughtful responses

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## Project Budget (continued)

### ↳ Award and reporting

- ↳ If you are awarded grant funding, you may be responsible for tracking performance and outcomes and reporting this information to the funder on a timeline agreed upon in advance in the grant agreement.

Community partnerships are often key factors in successful grant awards, so we encourage you to develop and leverage local partnerships while developing and submitting grant applications.

### 7 Tips for Grant Applications

1. Write clearly, succinctly, and professionally.
2. Craft your application specifically to the grant requirements.
3. Be careful to respond fully to each prompt and question.
4. Plan enough time to garner buy-in from all project stakeholders.
5. A [letter of support](#) from the landowner is a helpful supporting document to include.
6. Use visuals and hyperlinks to strengthen your points.
7. Carefully read and edit your entire proposal before submitting.

## Individual donors

Individual donations remain a viable mode of fundraising. Compared to sponsorships and grants, the amount of money garnered from a donation will usually be much lower. But the process of requesting and receiving individual contributions is often faster. They can also be helpful in closing gaps in your project budget.

The hardest part of garnering donations from people is "the ask" -- that is, actually asking for a significant amount of money. However obvious it may seem, research has shown that an individual is two times more likely to donate when asked directly. So, identify your potential donors, do your research, and be confident in the *WHY* of your FitLot project. After all, you are not asking selfishly but rather inviting an investment that will support the residents of the community for years to come.

## Project Funding (continued)

### Making the ask

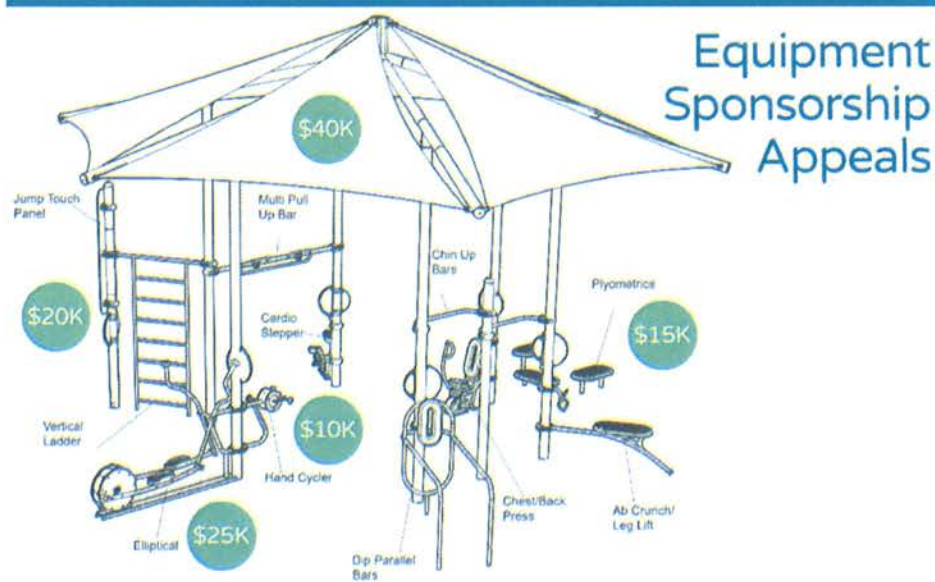
Following a simple process akin to an organizational sponsorship or grant application will help you find success in your individual donor efforts. Ask the right questions:

1. WHO? Brainstorm a list of potential donors, focusing on existing relationships.
2. WHY? Ask why each donor would be compelled to give; consider their interests!
3. HOW MUCH? Explore a potential donor's giving capacity and determine a number.
4. WHAT? Consider your "pitch" -- that is, specifically what you'll ask them to support.
5. WHEN? Plan and schedule your meeting with or outreach to the potential donor.

### "Major gifts"

A "major gift" is a large donation (\$10,000+) made by a single donor. Leveraging community relationships and partnerships can be helpful in identifying possible donors at this level. Often, a "warm" introduction with a potential donor by a trusted third-party can be the key to ultimately securing a large donation. Once connected, be sure to ask for specific amounts of money.

One way to determine donation amounts is to assign specific "donation amounts" for sponsoring various pieces of park equipment. Providing the chance to sponsor a piece of park equipment can help donors perceive the tangible impact of their gift and offer opportunities for sponsor recognition as discussed above.



### Equipment Sponsorship Appeals



## Project Funding (continued)

### Grant Links + Resources

FitLot's goal -- and the overall objective of this guide -- is to support you with practical guidance and relevant information that will help you successfully plan and build a FitLot for your community. Below you will find a collection of organizations and online tools that should give your funding research a positive boost. You can always find resources on the FitLot website at [www.FitLot.org/resources](http://www.FitLot.org/resources).

- [Community Foundation Locator](#) - Find community foundations in your area and view a listing of all accredited community foundations.
- [Landscape Structures Playground Grant Resources](#) - Our equipment partner, Landscape Structures, created this useful information on organizations and programs that offer funding for the purchase of park equipment.
- [Michael & Susan Dell Foundation](#) supports organizations focusing on broader systems of health with an emphasis on sustainability.
- [MetLife Foundation](#) partners with nonprofit organizations and social enterprises to build stronger communities by supporting projects that encourage people to make healthy lifestyle decisions.
- [The James M. Cox Foundation](#) provides grants in the areas of health and community development in communities where Cox Enterprises does business.
- [Humana Foundation](#) focuses their community partnerships and philanthropic giving to promote health equity as well as overall health and well-being.
- [Henry E. Niles Foundation](#) focuses charitable giving towards organizations that enhance public health and independence.
- [Equitable Park Funding Hub](#) provides resources and tips to identify funding opportunities for parks and recreation in low-income communities and communities of color. (This is a *great* resource!)
- [Local Initiative Support Corporation](#) connects communities with resources for numerous initiatives including sports and recreation.
- [Robert Wood Johnson Foundation](#) focuses funding on addressing health equities and just opportunities for health and well-being.

### Grant Links & Resources (continued)

- [Bank of America Charitable Foundation](#) focused funding to build thriving communities by supporting initiatives that fall under the guidelines of the Building Vibrant Communities area of focus.
- [Aetna Foundation](#) supports a variety of health-related initiatives, including an Obesity Prevention Grant Program to support and sustain better choices.
- [Kroger Company Foundation](#) invests in national and local efforts to strengthen communities with a focus on healthy food access, hunger, inclusion, and community well-being.
- [Whole Foods Market Community Giving Program](#) is part of a broad and diverse community support initiative including local grants for community projects and several strategic initiatives targeted toward specific challenges.
- [Walmart Foundation](#) manages a broad array of giving programs from local project support to global programs with a focus on strengthening communities and engaging their employees.
- [Southwest Airlines Charitable Giving Program](#) supports the communities where they operate through both local support and national coordination on issues ranging from placemaking, disaster response, and the environment
- [HydroFlask](#) has a charitable program called Parks For All to support the development, maintenance, and accessibility of public green spaces "so people everywhere can live healthier, happier and more fulfilled lives."
- [HDR Foundation](#) is employee-driven and supports efforts that align with HDR's areas of expertise: education, healthy communities, and environmental stewardship with preference given to organizations located in communities in which HDR employees live and work
- [Foundation for the Mid South](#) We enable communities to develop solutions to better conditions and improve lives, focusing on education, wealth building, health, community development
- [Cigna Foundation](#) partners locally with nonprofit organizations focusing on health equity and community health navigation



### III. Activating Your FitLot

Outdoor fitness parks are welcoming public spaces for people of all ages and backgrounds to get active, spend time outdoors, and connect with others. Each FitLot project includes multiple opportunities to engage the community from the construction process through the official opening and beyond. The equipment installation is really just the beginning.

#### Engaging the community

The activation of a new FitLot is an important step that engages the community proactively. A new park is activated primarily through regular community fitness classes and a targeted online outreach campaign to spread the word.

The classes serve as opportunities for new park users to get comfortable with the park layout and learn to safely and effectively use the equipment. A social media outreach campaign helps more people find out about the new park and the classes being offered. This lays the community groundwork for a culture of activity around the fitness park.



#### Community Build Day

A community build day is an opportunity for residents, future FitLot Coaches, and project supporters to come together to install the actual fitness equipment and add landscaping features around the park. These one-day, intensive volunteer events help create a sense of pride and ownership in the new outdoor fitness park. While not required, these events also help build community and foster a sense of investment in the new park. Your local certified FitLot installer can oversee a community build day if your community is interested in putting in some sweat equity.



## Activation (continued)

### Ribbon Cutting Events

Hosting a ribbon cutting event can be a fun way to welcome community members to their new park for the first time. Ribbon Cutting Events also provide an important opportunity to garner local news media coverage to let the community know that this resource is open and available for public use.

### Community Classes

FitLot aims to promote a culture of community health in which everyone has a chance to work with a trainer and learn how to safely and effectively use their park. To this end, each new FitLot project should include program funding for no-cost community classes, facilitated by the local parks and recreation department (or similar). FitLot helps facilitate this activation process by providing thoughtfully designed circuit training templates, guides, and online resources to support planners, fitness professionals, and park users in getting started.

The community fitness classes feature our carefully planned circuit training system, ideal for all ages and abilities. Each no-cost class should include hands-on instruction and demonstration of the equipment and exercises. The goal is for each park to have regular classes available to the community on an ongoing basis.

### FitLot Neighborhood Coaches

FitLot works with local partners to recruit and train local fitness professionals with group and/or personal training experience and a passion for their community. These neighborhood coaches lead regular classes which serve as opportunities for park users to interact with a trainer and learn how to use the park safely and effectively. Each coach is required to learn the FitLot Method of circuit training in order to lead safe, impactful classes while fostering a community of health.



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## Construction Partner

FitLot partnered with Landscape Structures Inc. (LSI), one of the leading park and playground equipment manufacturers in the world, to make our unique park design and comprehensive community fitness system available across the country. Landscape Structures has designed, manufactured, and installed more than 75,000 playgrounds worldwide. In addition:

- Landscape Structures is the only playground equipment manufacturer to perform all design, engineering, and manufacturing in-house with a team of experts.
- Landscape Structures utilizes steel, aluminum, polyethylene, and cable while continuing to develop products using recycled or reclaimed industrial and post-consumer waste.
- Landscape Structures was the first U.S. playground manufacturer to achieve ISO 14000 Certification for environmental stewardship.
- Landscape Structures is employee owned and has more than 400 people working in their manufacturing and distribution facilities in Delano, Minn.; Eden Prairie, Minn.; and Dallas, Texas.

### Connecting locally

Landscape Structures park and playground equipment is sold by a network of more than 50 independent representative organizations. Local installation representatives work with FitLot projects and planners on specifications, installation, community builds, maintenance, and other issues. These representatives are backed by a team of field technicians, designers, and customer experience representatives.

The national installer network is able to serve any city or town in the country. These local installation representatives are responsible for several important aspects of each project:

- Permitting
- Site prep
- Concrete pad and shade structure install. They will also manage the community build day and oversee the safety surfacing install.

Once the park is complete, Landscape Structures will support any maintenance or related questions with responsive customer service.

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## MOVING FORWARD

Putting all the pieces together can seem like a heavy lift. Working in coalition with a group of stakeholders will likely make the work easier and more successful. Here's another rundown of the steps necessary in moving forward.

### 1. Share your project with us!

- We strongly encourage you to complete [this brief form](#) to tell us about your project. Based on your responses, FitLot will keep track of your progress and share helpful resources to make sure your project is successful. We're here to help!

### 2. Select your location(s).

- Secure a letter of support from the landowner that expresses a willingness to accept donation of the FitLot(s) (see [the appendix](#) for sample letters you can use).
- The location(s) are an important part of the overall story of the project, so be prepared to offer details and an explanation as to what makes the chosen location(s) ideal.

### 3. Secure your funding.

- Tell your project's story to potential donors and sponsors using presentation tools, letters of support, and other supporting materials, data, and community testimonials.
- Feel free to save and customize [this presentation template](#) with information on your project's unique opportunity.

### 4. Connect with your local installer.

- Once you have identified park location(s) and secured funding for the project (or made progress in doing so), [connect with your local certified FitLot installer online](#).

## Conclusion

Bringing a FitLot outdoor fitness park to your city is a big project with the potential for big impact for your community. Our hope is that this guide will help you and other stakeholders in your community plan your own FitLot park (or network of parks) with local partners and resources.

We want to be a resource and partner as you build support and put together an impactful project plan. Questions or concerns? [Send us an email](#) - we're happy to help.

We are continually working to match funding partners with communities that express need and interest in building their own FitLot. You may complete our [Bring a FitLot to your Community Form](#) if you need support with funding.

Thank you for exploring the possibilities!

# FITLOT GUIDE

# APPENDIX

Use the following worksheets to help in your research and planning.



# FITLOT GUIDE APPENDIX

## Park Location Worksheet

What parks in your community already have existing outdoor fitness parks?	
Are there parts of your city that have been underserved compared to other areas and lack outdoor fitness space or programs?	
Which neighborhoods would most benefit from a new outdoor fitness park?	1) 2) 3)
What public parks in your area are located along a trail or bike path that connects different parts of the community?	1) 2) 3)
Which local parks are located in densely-populated, walkable neighborhoods?	1) 2) 3)
What are the top 3 potential locations for a new FitLot?	1) 2) 3)



# FITLOT GUIDE APPENDIX

## Funding Brainstorming Worksheet

<p>What are the largest corporations and/or employers in your area?</p>	
<p>What foundations in your community regularly sponsor community development projects?</p>	
<p>What local companies are most vested in the population health of your community? <i>Such as healthcare providers or insurance companies.</i></p>	
<p>Write down five (5) potential supporters with whom to share your call for support.</p>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li></ol>

# FITLOT GUIDE APPENDIX

## Grants and Government Funding Worksheet

<p>Is there a foundation or commission that supports parks and recreation in your city?</p>	
<p>What types of projects does your community foundation support the most?</p>	
<p>Is there funding available through your Parks and Recreation Department?</p>	
<p>Write down five (5) conversations to have as you research funding opportunities.</p>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>

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# FITLOT GUIDE APPLICATION

## Sample Letters of Support

### From the land-owning partner (e.g., local government)

To whom it may concern:

On behalf of the City of \_\_\_\_\_ Parks and Recreation Department, we express support for the \_\_\_\_\_ FitLot project to develop, build, and activate a FitLot Outdoor Fitness Park here in \_\_\_\_\_.

The pandemic has presented challenges like we've never seen before. But with those challenges come opportunities to try new solutions to long-term problems and invest in our neighborhoods proactively. We support efforts to improve our community's public spaces especially in ways that increase access to fitness opportunities and allow neighbors to come together again in a safe way. The FitLot model represents an innovative response to the challenges of lifestyle-related health problems, public health disparities, and lack of access to quality fitness equipment.

Working with the project organizers, we identified an impactful site for the new FitLot park at \_\_\_\_\_ Park which serves the \_\_\_\_\_ neighborhood(s). Locating an outdoor fitness park in this area will provide approximately x,xxx residents with access within a 10-minute walk. The City of \_\_\_ supports locating a FitLot at this park, and we will coordinate as necessary to bring this project to fruition.

The residents of \_\_\_\_\_ deserve to enjoy the benefits of a healthier, more active, and more connected lifestyle. We look forward to seeing the effect this FitLot project will have on our city's health.

Sincerely,

City Official

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# FITLOT GUIDE

APPENDIX

## Sample Letters of Support

### From elected official

To whom it may concern:

As an elected official for \_\_\_\_\_, I wholeheartedly endorse the \_\_\_\_\_ project to plan, build, and activate a new FitLot Outdoor Fitness Park for public use in \_\_\_\_\_. This project will benefit the \_\_\_\_\_ neighborhood(s) for the next decade and beyond.

The pandemic has presented challenges like we've never seen before. But with those challenges comes opportunities to try new solutions to long-term problems and invest in our neighborhoods proactively. I support efforts to create public spaces that increase access to fitness opportunities and allow neighbors to come together again in a safe way.

The FitLot Outdoor Fitness Park represents an innovative response to the challenges of lifestyle-related health problems, public health disparities, and lack of access to fitness facilities. Once the park is built, the space will be activated by local fitness training professionals hosting group classes at no cost to residents. FitLot also provides a wealth of online resources so that community members can make full use of the new park.

The residents of \_\_\_\_\_ deserve to enjoy the benefits of a healthier, more active, and more connected lifestyle. We look forward to seeing the effect this FitLot project will have on our city's health.

Sincerely,

Elected Official

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# FITLOT GUIDE

APPENDIX

## Sample Letters of Support

### From community leader

To whom it may concern:

I am writing in support of the \_\_\_\_\_ project to build a new FitLot Outdoor Fitness Park in \_\_\_\_\_. I am pleased to support this effort because the goals coincide with our mission of fostering an improved quality of life and healthy future for those who live, learn, work, and play in \_\_\_\_\_. This project is a great opportunity for our community!

Each FitLot park helps create a stronger community by empowering residents to get outside, get moving, and get connected. The development of outdoor fitness parks will foster conditions that enable health and healthy choices. Each Fitlot park is designed to provide functional fitness benefits while improving strength, coordination, and flexibility, bringing a fun, free way for the community to improve physical fitness.

As \_\_\_\_\_, I recognize the importance of protecting, promoting, and improving the health of all community members so everyone can achieve their full potential. In particular, this project will add tangible value to the \_\_\_\_\_ neighborhood(s), and the FitLot park will be a long-term asset for residents throughout the area.

We look forward to seeing the effect FitLot has on our city's health and fully support the work of this project as they bring fitness to our community members.

Sincerely,

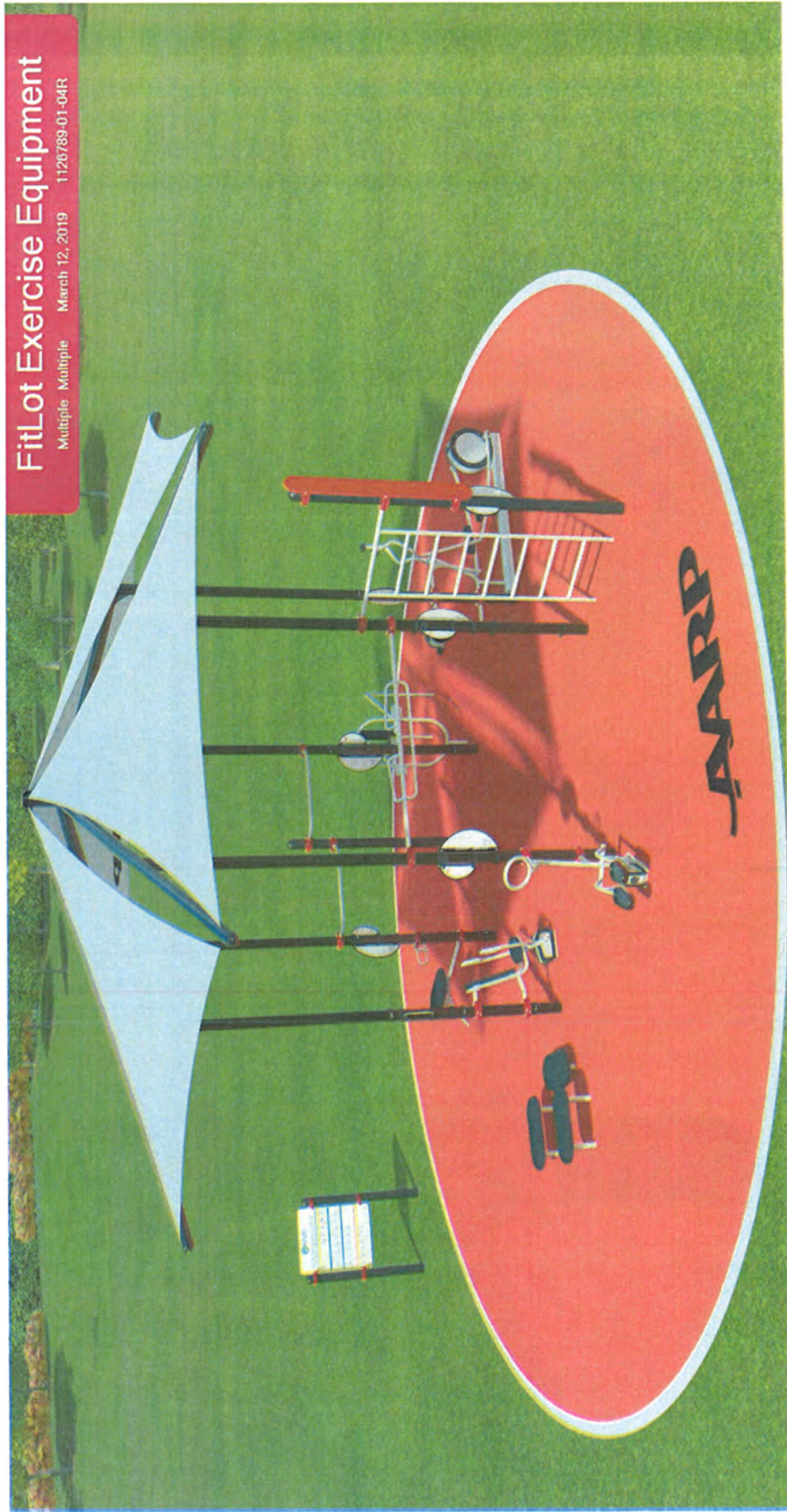
Dr. Community Leader



## The FitLot System

The FitLot design is a purposeful combination of equipment elements that provides a fully functional community fitness space. Because the FitLot park design and layout are consistent across the country, we are able to provide training materials and facilitate community programs in partnership with local park managers.

Our thoughtfully planned training methodology leverages the park as a whole unit and provides a standardized training platform including [instructional videos](#) and [downloadable guides](#).



Each FitLot park – which at approximately 1,400 square-feet is similar in size to a playground – is shaded and safety-surfaced, containing both static and moveable fitness equipment for strength, cardio, balance, and flexibility training.



# Welcome Sign

The Welcome Sign features a library of movements you can do with FitKit resistance bands.











# FITLOT

OUTDOOR FITNESS PARKS

**MAKING EXERCISE MORE ACCESSIBLE**  
BECAUSE STRONG NEIGHBORS MAKE STRONG NEIGHBORHOODS

<b>CHEST</b>	<b>CHEST PRESS</b>	<b>PRESS DOWN</b>	<b>FLY</b>	<b>BACK</b>	<b>STANDING ROW</b>	<b>SHOULDERS</b>	<b>SHOULDER PRESS</b>	<b>SHOULDER ROTATION</b>	<b>SHOULDER SHRUG</b>	<b>BOXING</b>

<b>ARMS</b>	<b>ARM CURL</b>	<b>ARM CURL SITTING</b>	<b>TRICEPS EXTENSION</b>	<b>TRICEPS EXTENSION FORWARD</b>	<b>TRICEPS EXTENSION SITTING</b>	<b>TRICEPS EXTENSION DOWN</b>	<b>TRICEPS EXTENSION UP</b>

<b>LOWER BODY</b>	<b>STEP UP</b>	<b>SQUAT</b>	<b>FROG</b>	<b>LEG PRESS DOWN</b>	<b>CORE</b>	<b>CORE ROTATION</b>	<b>KNEE RAISES</b>	<b>LEG RAISES</b>	<b>ROLL UP</b>

<b>STRETCHES</b>	<b>BACK STRETCH</b>	<b>HAMSTRING STRETCH</b>	<b>LOWER BACK STRETCH</b>	<b>SIDE STRETCH</b>	<b>SHOULDER STRETCH</b>

**BEFORE YOU START**

- Warm up before training
- Work larger muscle groups before smaller muscle groups





## Safety Surface

1,400 SQFT of 3" poured in place rubber surfacing meets ASTM safety standards and creates a fun and safe surface to exercise on. Each FitLot repurposes 10,000 lbs of recycled tire rubber, keeping that material out of landfills.









## Movable Elements

Movable Strength and Cardio Training Elements replicate the benefits of several pieces of commonly found indoor fitness equipment and makes them available for outdoor use.









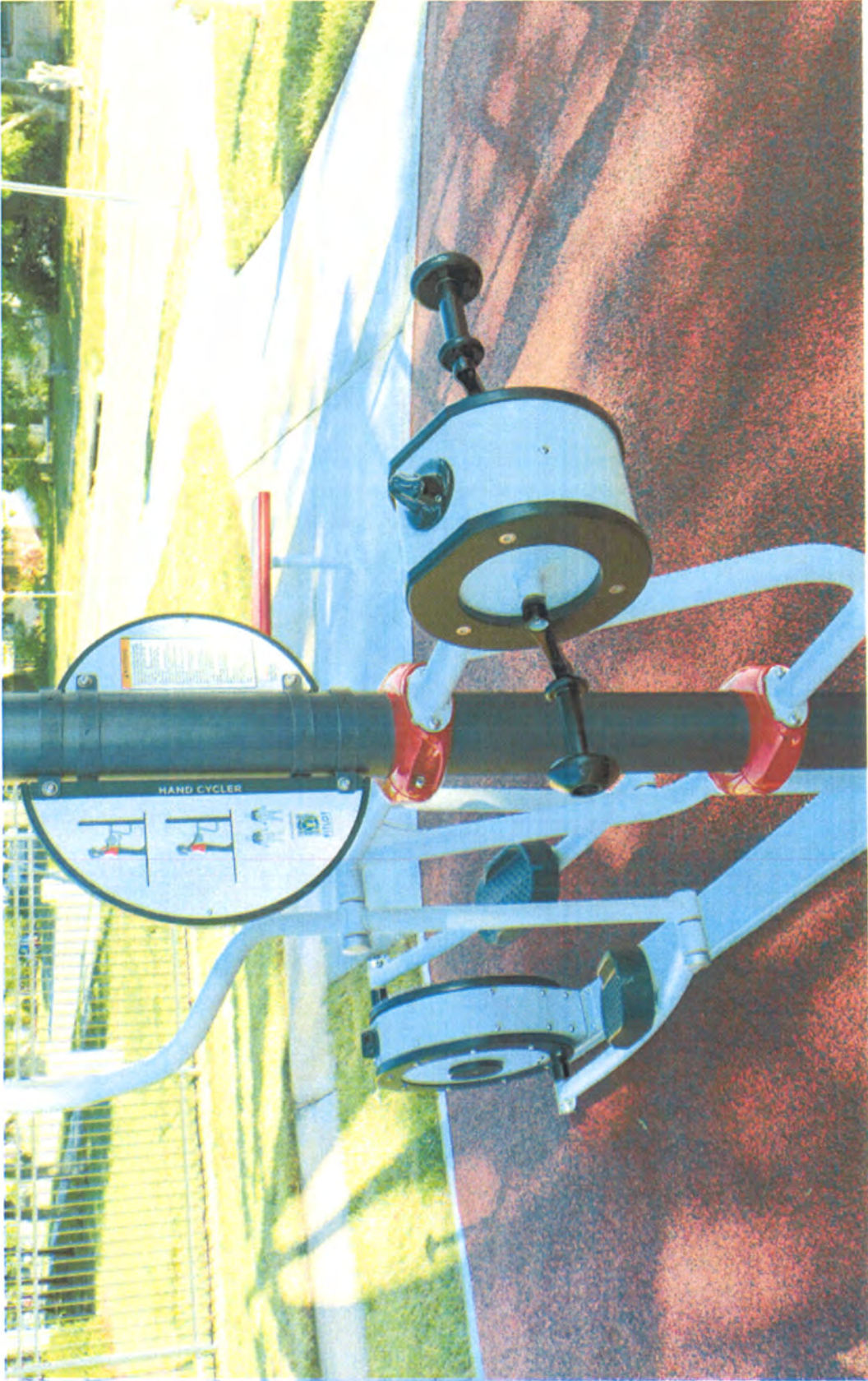




## Adjustable Resistance

Adjustable resistance dials allow users to increase or decrease the difficulty. The Elliptical, Stair Stepper, Chest Press and Hand Cycle have a resistance dial. Turn the dial right to turn up the resistance, turn the dial to the left to turn down the resistance.













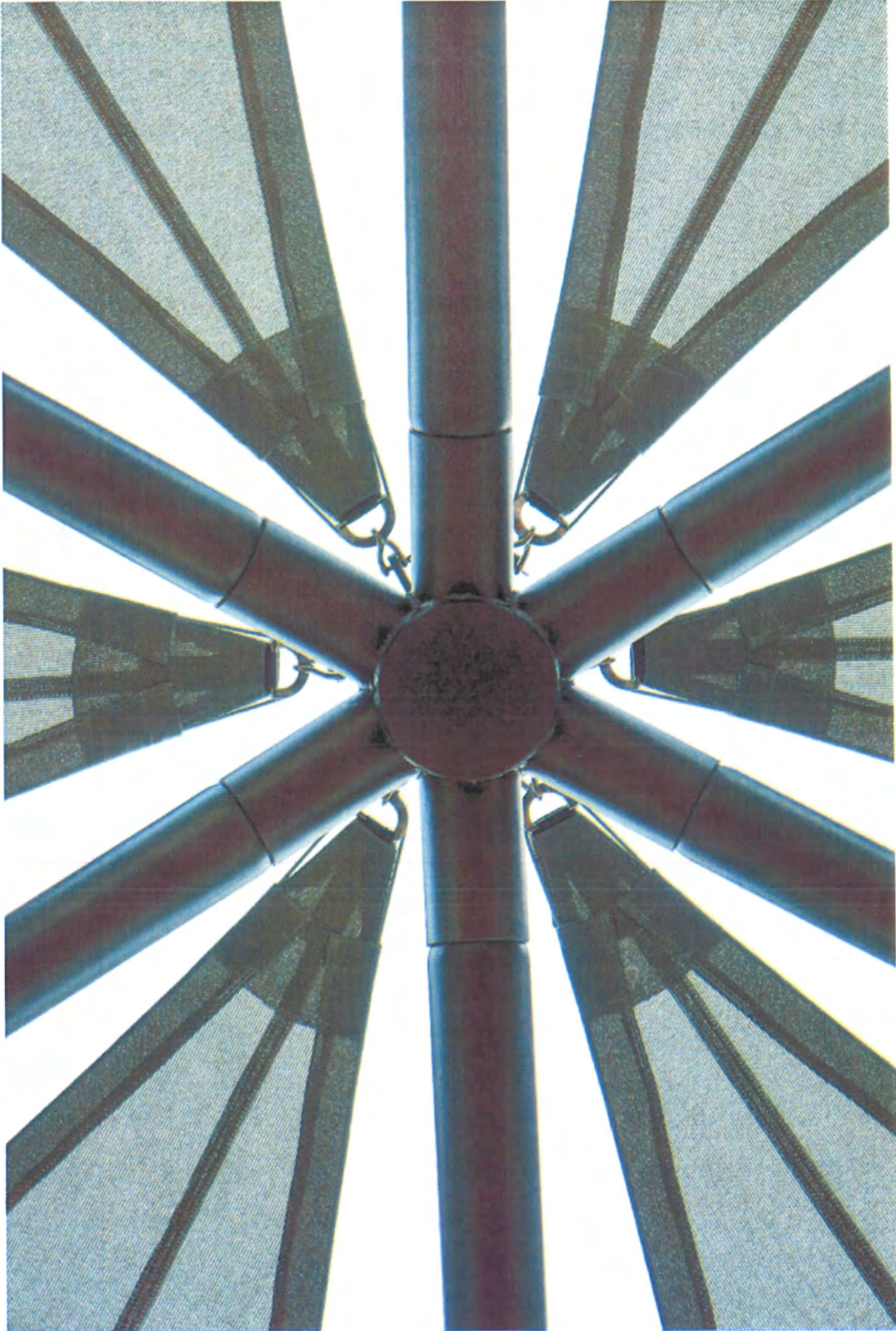
## **Integrated Design**

The fitness equipment of the park is integrated directly into the shade structure, creating a continuous circuit to follow.

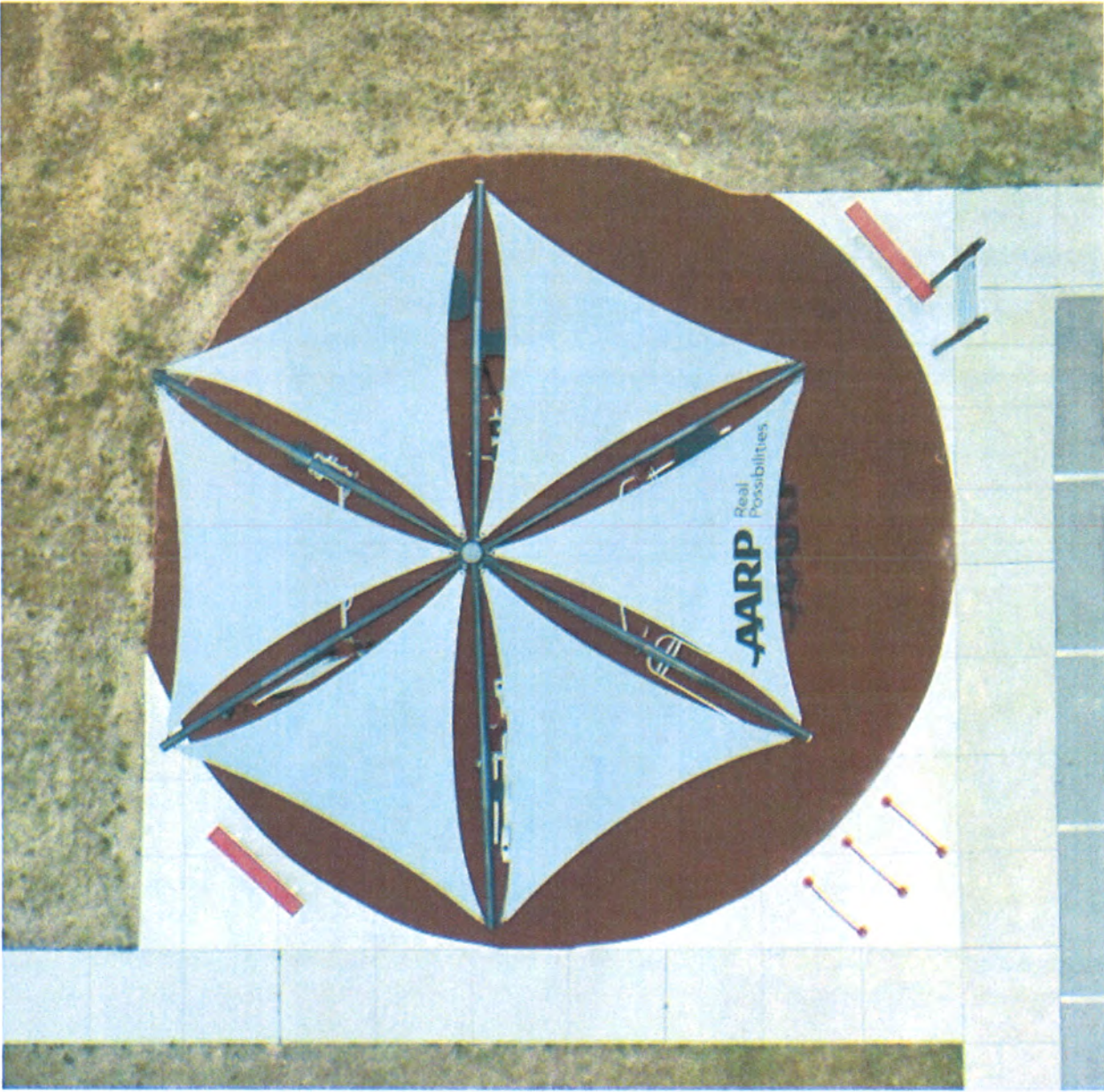








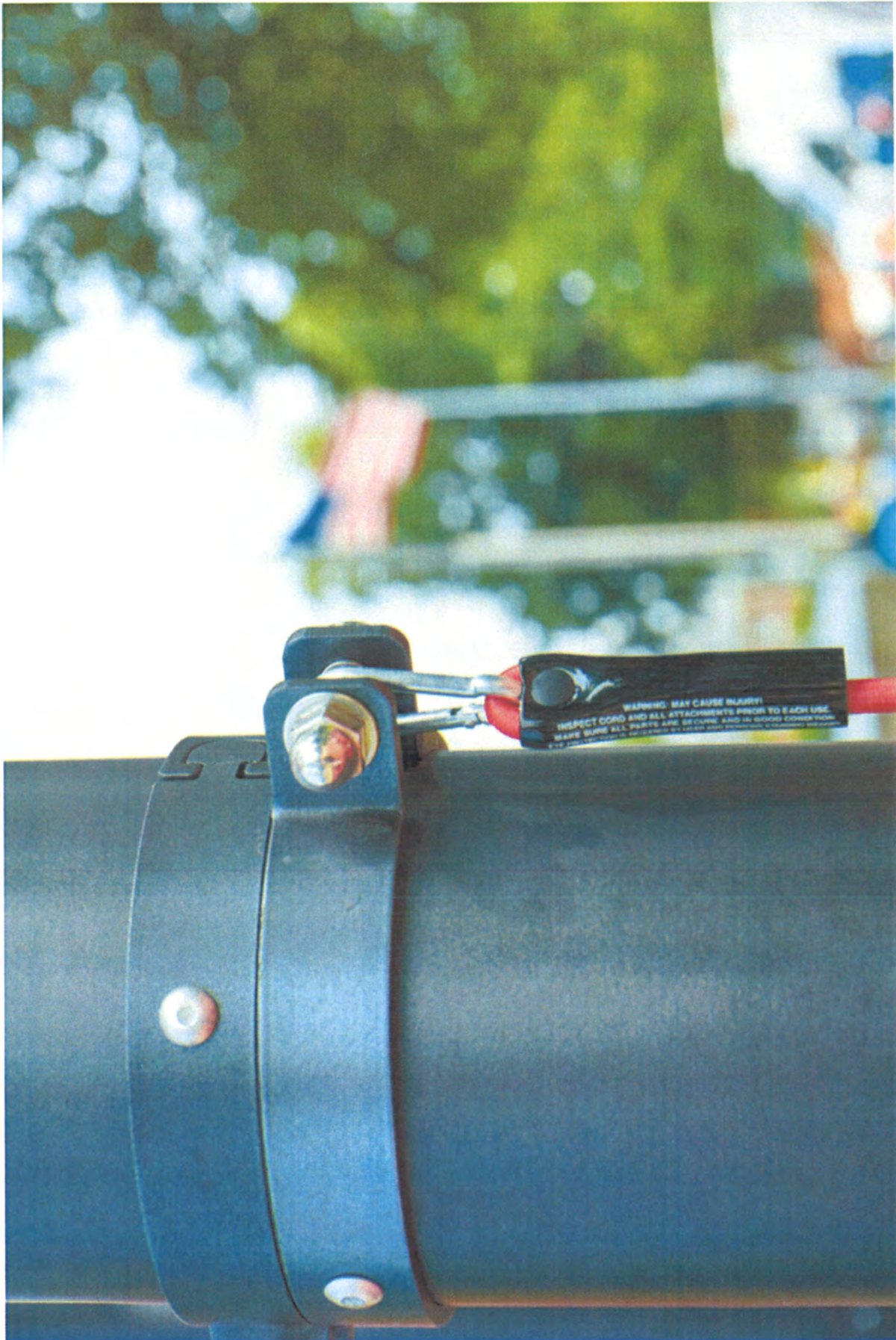




## Attach Resistance Bands

32 attachment sites for FitKit Resistance Bands. These resistance bands can be used at ankle, waist and shoulder heights so that park users can add dozens of additional exercise options to their workouts. [Buy the FitKit here.](#)













## Instructional Videos

Each piece of equipment has an instructional sign with QR Code. Scan the QR code to visit our Library of [Movements](#) and watch a brief instructional video on how to use that piece of equipment.





# FITLOT

OUTDOOR FITNESS PARKS







**WARNING**

- Prior to using the equipment, read all warning labels and instructions attached to the equipment.
- Failure to follow the instructions may result in serious injury or death.
- The equipment is designed for users ages 13 and older. Keep younger children away.
- Obtain a medical exam before beginning an exercise program.
- Installation over a hard surface such as concrete, asphalt, or packed earth may result in serious injury or death from falls.
- Remove jewelry, sharp objects and accessories from body, hair and clothing before use.
- Equipment and walking may become HOT and inside frame. Check surfaces prior to using equipment.
- Create resistance if you feel tired or dizzy.
- If you are unsure of how to use the equipment, please consult the instructor or other staff members.
- Do not use sharp objects or tools to clean the equipment.
- Immediately report to the owner any equipment that is not functioning properly, and/or any other safety concerns.
- Installation and use of the equipment is subject to the following conditions:
  - Installation must be done by a qualified professional.
  - Installation must be done in accordance with the manufacturer's instructions.
  - Installation must be done in accordance with the manufacturer's instructions.
  - Installation must be done in accordance with the manufacturer's instructions.
  - Installation must be done in accordance with the manufacturer's instructions.

Star  
handicapped  
structure

**CARDIO STEPPER**

