



Plan Your FitLot Guide

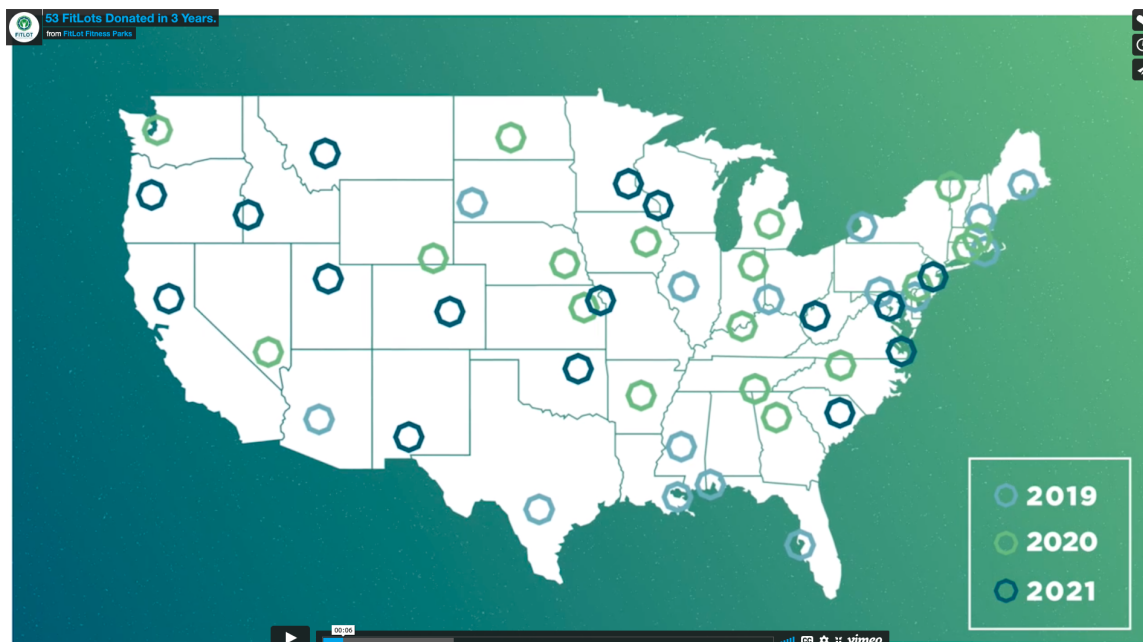
A start-to-finish guide for planning a FitLot Outdoor Fitness Park in your community.

At FitLot, we believe everyone deserves 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 while fostering a community culture of physical activity. FitLot Inc. has helped communities plan, build, and activate FitLots in all 50 States and this guide will help you do the same!

Each FitLot purposefully combines equipment elements into a fun, safe, and functional community fitness space that is designed to be useful for the widest range of ages and abilities possible.

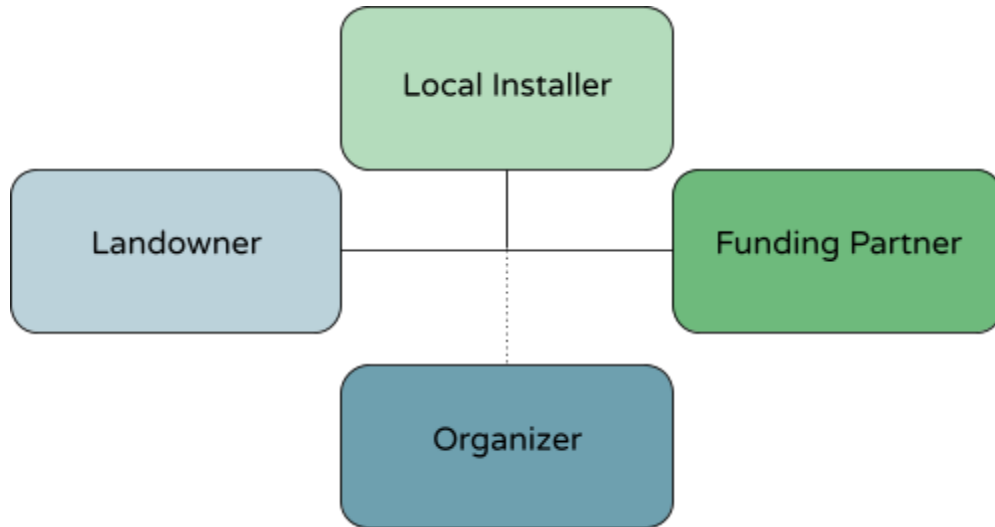
This guide walks you through the planning process to fund, build, and activate a FitLot outdoor fitness park in your community. When you're done reading, make sure to [fill out this short form](#) to tell us about the FitLot project you are working to organize. This will help us best support you with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

Find your nearest FitLot



TEAMWORK MAKES THE DREAM WORK

Building a FitLot is a team project.



Every project includes several key team members:

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

Many projects will also include:

- Motivated community leaders/organizers who help plan, fundraise and sometimes even help build the park during community build days. .

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

- I. **Selecting a Location**
 - Where should your FitLot park(s) be located?
- II. **Funding Your Project**
 - How to fund your project?
- III. **Activating Your FitLot**
 - How to organize high quality community fitness classes for 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 or other recreation facilities).
3. A partnership with a local recreation program provider that will manage ongoing classes at the FitLot. This is typically a Parks and Recreation Department.

FitLot parks should be located where they can have the most positive impact in a community. The following characteristics and features can 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 ([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 any existing public parks in my area located along a trail or bike path that connects different parts of the community?
3. Which local parks are located in densely-populated, walkable neighborhoods?
4. Are there neighborhoods in my city that have been underserved compared to others?
5. Which neighborhoods would most benefit from a new outdoor fitness park?

FitLot Equipment Details

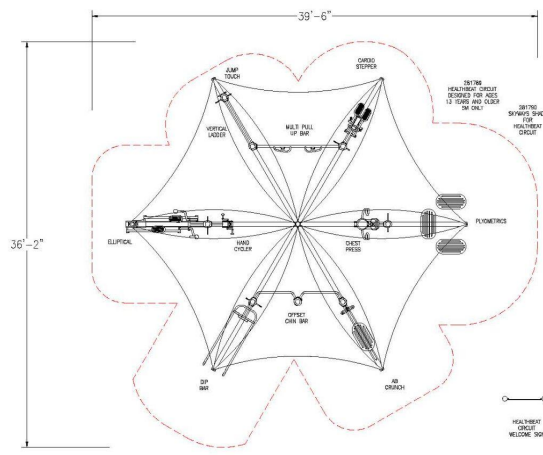
1. **Jump Touch:** Measure vertical progress while building strength, toning muscles, and improving bone density.
2. **Vertical Ladder:** Use for stretching or climbing, or attach resistance bands for unlimited exercise options.
3. **Multi Pull Up Bar:** Complete pull ups or chin ups with a standard grip, neutral grip, wide grip, or mountain climber grip all at one station.
4. **Cardio Stepper:** Step up to a popular aerobic workout for cardiovascular health. Adjust the level of resistance by turning the knob on the base.
5. **Plyometrics:** Increase muscle power and help develop strength for explosive motions such as jumping and running.
6. **Chest/Back Press:** Build equal endurance for opposing muscle groups of the upper body at one fitness station. Adjust the level of resistance by turning the knob on the base.
7. **Ab Crunch/Leg Lift:** Develop core strength by working both the upper and lower abdominals.
8. **Dip/Parallel Bars:** Achieve many different exercises and stretches for upper body and core by using the parallel bars in a variety of ways.
9. **Chin Up Bars:** Develop pulling strength by lifting your body weight to different heights.
10. **Elliptical:** Engage the lower body, upper body and core in a cardiovascular exercise while also encouraging muscle coordination—all without joint impact. Adjust the level of resistance by turning the knob on the base.
11. **Hand Cycler:** Activate and challenge the chest, shoulders, back, arms and core. Adjust the level of resistance by turning the knob on the base.
12. **32 locations to attach resistance bands:** Add exercise options by connecting resistance bands at different locations.
13. **Center Space:** Perform additional exercises and stretches in the center of the Circuit.



Project Costs - Sample Budget

Below is a sample budget based on national averages that can be used for planning and fundraising purposes. The equipment, shade structure, and safety surfacing are fixed costs and the cost of construction, installation, local permits, taxes and freight vary depending on location. To get an accurate estimate for your specific project, you'll need to reach out to your local LSI representative.

- Site Prep + Construction - \$35,000
- Equipment and canopy (including taxes + freight) - \$78,721
- Safety Surfacing (including taxes + freight) - \$31,000
- Site amenities (benches, trash cans, bike racks)- \$3,000
- Installation - \$22,500
- Permit fees - \$400
- Program Funding - \$7,800.
 - (\$2,600/yr for 3 years based off of 52* classes a year, \$40 instructor/\$10 Admin support. *This is a program grant suggestion and can be scaled up or down.
- **Total Project Budget = \$178,421**



For additional equipment information, color options, warranty details, installation specs or to look up your regional LSI Representative to get a local estimate, please visit [this website](#).

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.

The information below was put together to help a parks and rec department or project organizer effectively fundraise the support needed to build a FitLot for their community.

Communicate the Need

Here are good resources to help you understand 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 and search for your city.

For additional tools, information, and resources, visit our website at FitLot.org/resources.

The fundraising process is an opportunity to cultivate partnerships and build community support for your project. Below are strategies for getting started and being successful in your 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.

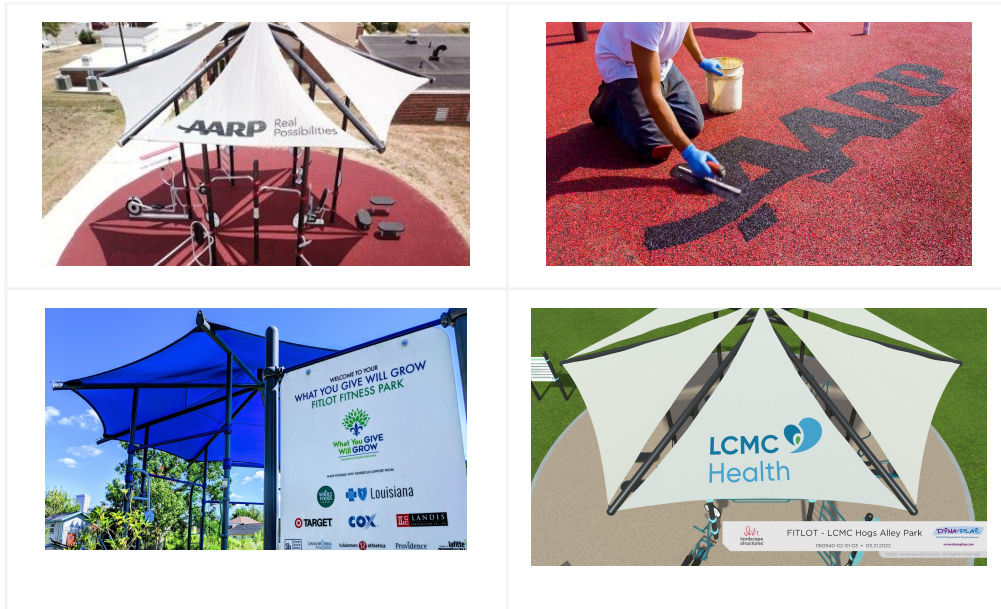
3 Examples of Corporate Giving Initiatives

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 support community projects and organizations. For example, a new FitLot will contribute to improving community health, so a local healthcare provider 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 or supporters. The park's color scheme, welcome signage, and shade canopy can all be used to highlight the support of your partners.



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

Bench 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	30 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	Participate in Ribbon cutting	Speaking Role at Ribbon cutting + PR partnership
	Company listed as a sponsor in promo video	Company featured in promotional project video	Company featured in project video/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 the details of your project (here's a [presentation template](#) you can use to build a case for support)

- ❑ **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

- ❑ **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 501c3 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 greatly vary depending on the government entity responsible for the program. We recommend coordinating with your local parks and recreation office on [potential government grants](#). 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

- ❑ **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

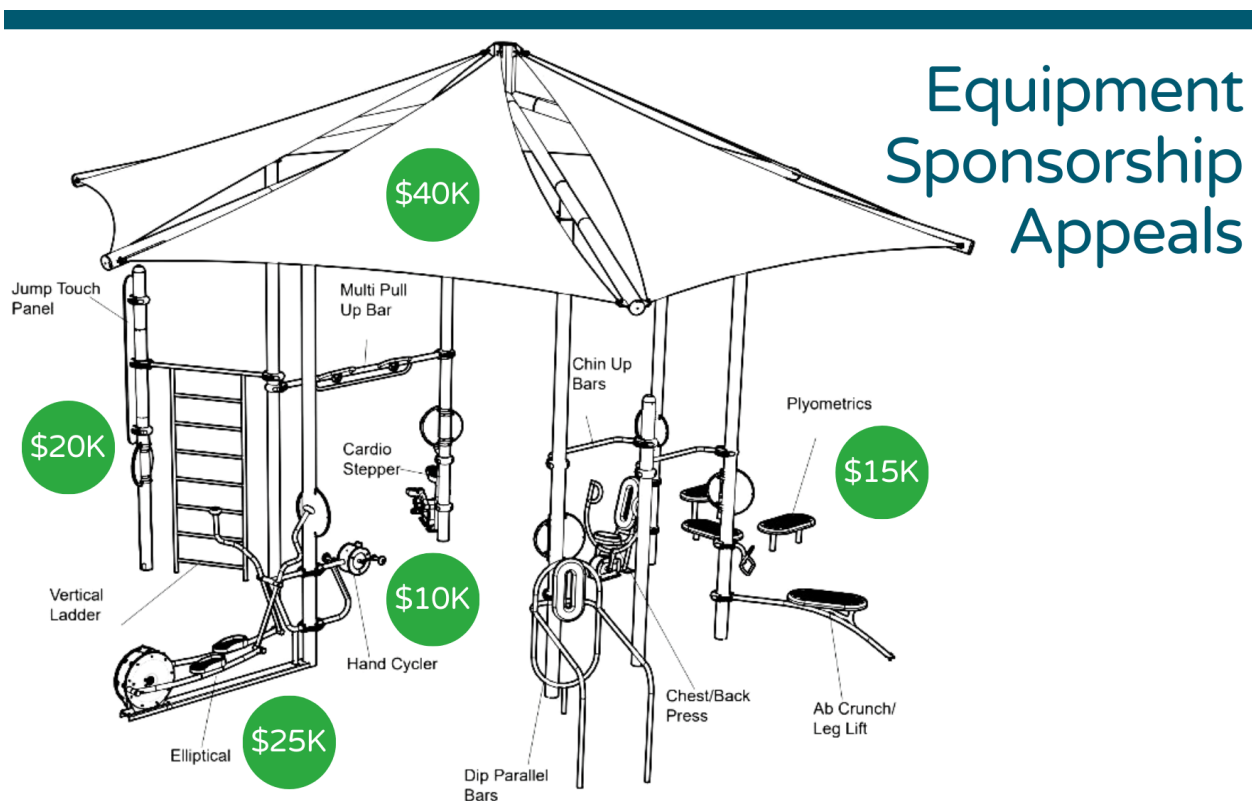
1. Write clearly, succinctly, and professionally.
2. Craft your application specifically to the grant requirements.
3. Be careful to respond fully to each prompt and question.
4. Plan enough time to garner buy-in from all project stakeholders.
5. A [letter of support](#) from the landowner is a helpful 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.

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.

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.



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 additional resources on the FitLot website at www.FitLot.org/resources.

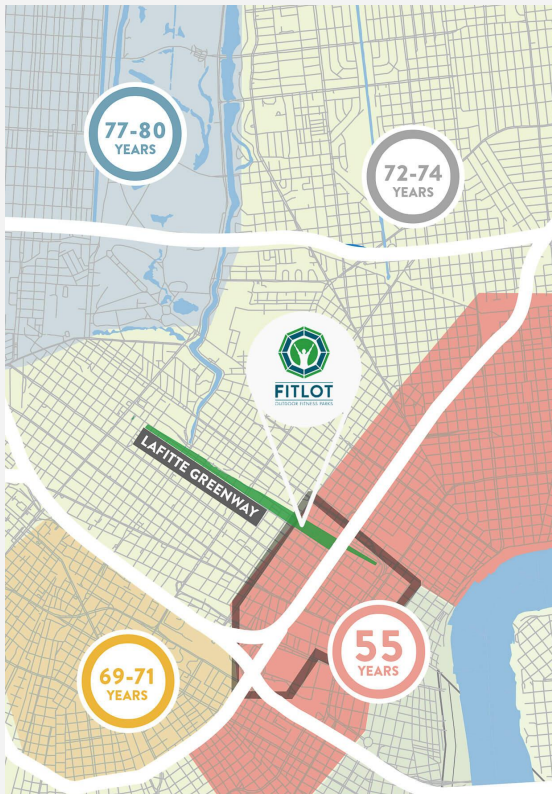
- [Community Foundation Locator](#) - Find community foundations in your area and view a listing of all accredited community foundations.
- [Landscape Structures Playground Grant Resources](#) - Our equipment partner, Landscape Structures, created this useful information on organizations and programs 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

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 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 wanted our first FitLot to 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.

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.

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 program partner). FitLot helps facilitate this activation process by providing thoughtfully designed circuit training templates, guides, and online resources to support program planners, fitness professionals, and park users in getting started.

The community fitness classes feature FitLot's 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 community 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. To learn more visit: [Fitlot.org/become-a-coach/](https://fitlot.org/become-a-coach/)

FitLot's Construction Partner

FitLot works 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, long term 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 U.S.. 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.

MOVING FORWARD

Being successful with organizing a project is all about bringing the right people together. 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!

- Now that you've read through the planning guide, 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!
 - i. If you do not have available funding for your project please check the box on the form and we will add your project to FitLot's funding efforts and interest map.

2. Select Your Location(s).

- Secure a letter of support from the Parks and Recreation Department or other community landowner that expresses a willingness to accept a donation of the FitLot(s) (see [the appendix](#) for sample letters you can use).

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 LSI installer online](#).

Conclusion

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

For an example of how FitLot compiles fundraising materials to build a case for support. Visit FitLot.org/net-nola.

We are here 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!

-The FitLot Team



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 if any?	
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 an outdoor fitness park?	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 support 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"> 1. 2. 3. 4.

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?</p>	
<p>Is there funding available through your Parks and Recreation Department or Councilmember's Office?</p>	
<p>Write down five (5) conversations to have as you research funding opportunities.</p>	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.

FITLOT GUIDE APPENDIX

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

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

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,

Community Leader