



WESTPORT CONNECTICUT
PARKS AND RECREATION DEPARTMENT
LONGSHORE CLUB PARK
260 SOUTH COMPO ROAD
WESTPORT, CT 06880

LEGAL NOTICE OF MEETING

Notice is hereby given that the Parks and Recreation Commission will hold a public meeting on Wednesday, February 10, 2021 at 7:30pm. Pursuant to the Governor's Executive Order No.7B, there is no physical location for this meeting. It will be held electronically. Meeting materials will be available on the Meeting List & Calendar page of the Town website at westportct.gov, along with the meeting notice.

Instructions to attend:

+1 646 876 9923

Meeting ID: 817 2685 8986

Passcode: 038957

1. Approval of Minutes: January 20, 2021
2. Public Comment
3. Reports of
 - Boating Advisory Committee
 - Golf Advisory Committee
 - Parks Advisory Committee
 - Racquets Advisory Committee
 - Levitt Pavilion Sub-Committee
4. To take such action as the meeting may determine to approve proposed Longshore Golf fees.
5. To take such action as the meeting may determine to approve proposed winter boat storage fees.
6. To take such action as the meeting may determine to approve proposal for a fitness court at Compo Beach.
7. To take such action as the meeting may determine to approve proposal of parking management system at Compo Beach.
8. Commissioners' Report
9. Administrative Update

Charles Haberstroh, Chairman
Parks and Recreation Commission

It is the policy of the Town of Westport that all Town-sponsored public meetings and events are accessible to people with disabilities. If you need assistance in participating in a meeting or event due to a disability as defined under the Americans with Disabilities Act, please contact Westport's ADA Coordinator at 203-341-1043 or eflug@westportct.gov at least three (3) business days prior to the scheduled meeting or event to request an accommodation.

D R A F T



**Town of Westport
Parks & Recreation**
WESTPORT PARKS AND RECREATION COMMISSION
Longshore Club Park, 260 South Compo Road
Westport, CT 06880

January 21, 2021

The Westport Parks and Recreation Commission held a meeting on Wednesday, January 20, 2021 @7:32pm. Pursuant to the Governor's Executive Order No. 7B, there was no physical location for this meeting. It was held electronically and recorded via Zoom.

Members Present:

Alec Stevens (7:33pm), Kate Kirby, Stephen Axthelm, Edward Iannone

Absent:

Charles Haberstroh, Chairman

Also Present:

Jennifer Fava, Director of Parks and Recreation; Rick Giunta, Deputy Director; Carmen Roda, Operations Manager; along with members of the public.

(N.B.: Numbering in the minutes below reflects the order in which items were discussed.)

1. Public Comment: None**2. Reports of:****Boating Advisory Committee – No Report****Golf Advisory Committee – Reported by Jane Dally**

- The Golf Advisory Committee did not meet in January 2021.
- Highlights from the December 2020 meeting:
 - Play continued until mid-December with 800+ rounds for the month. This exceeds previous records.
 - Approximately 35,000 rounds were played for the calendar year.
 - Todd Salamone and BrightView continue to work on course renovations, bunker repair as well as the greens.
 - The LWGA 2021 season opening day and meeting will be on April 6.
 - The LWGA 60th year celebration was not held last year due to COVID-19; however, they will try to hold a celebration this year.
 - The GAC will hold its first meeting of 2021 next month, in February.

D R A F T

Parks Advisory Committee – Reported by David Floyd

- The PAC held a meeting on January 11, 2021.
- Jennifer Fava reported some of the improvements that have taken place at Riverside Park:
 - Clearing of debris – removal of scrubs and stumps
 - Repaving of the aprons
 - Steve Edwards is also working on extending the sidewalk
- Jennifer Fava also reported the areas along the pathways around the Levitt Pavilion were also cleared.
- Proposals for the “on call” architect was sent out and will be finalizing next month.
- The PAC committee members suggested creating a “Guide to the Parks”, which would highlight some of the larger parks within the Town of Westport.

Racquets Advisory Committee – Reported by Ward Doonan

- The RAC did not have a meeting in January 2021.
- Tennis and Pickleball are dormant at this time of year.
- Platform Tennis has seen unprecedented usage.
- The Men’s League will be adding a 3rd team on weekends next Fall.
- The RAC continues requesting the additional courts and warming hut.
 - Jennifer Fava responded that this is part of the Longshore Site Plan and will be worked on as soon as possible. COVID19 has delayed the timeline considerably.

Levitt Pavilion Sub-Committee – Reported by Stephen Axthelm

- Held its inaugural meeting on November 9, 2020.
- This Committee is still in the preliminary stages and subsequent meetings are to be scheduled.

3. Approval of Minutes

Upon a motion by Stephen Axthelm, seconded by Kate Kirby, the minutes of the Parks & Recreation Commission meeting of November 18, 2020 were approved 3-0-1. (1-absent, 1-abstained)

4. To take such action as the meeting may determine to approve the 2021 Charity Golf Tournaments at Longshore.

Jennifer Fava reported that eight organizations were scheduled to host their charity golf tournaments last year. However, only four were held due to COVID-19. These were: Staples H.S. Gridiron Club, Westport Police Athletic League, Staples Lacrosse Association, and the Children’s Community Development Center. All eight organizations are requesting approval to host their 2021 charity golf tournaments. Fees for these tournaments will remain the same as last year.

Commissioner Comment:

Stephen Axthelm questioned the Gridiron Club regarding the net profits raised by their tournament and how they disburse it. Andy Thompson, President of the Staples H.S. Gridiron, who hosted this tournament, along with Joel Beck (financial representative), 17 Summerville Road, explained that the Gridiron Club raises monies through other activities, and golf is their biggest fundraiser. All monies raised is pooled and given to various charities.

Kate Kirby said she supports this charity tournament and is happy with the efforts.

Alec Stevens also supports the Gridiron Club.

D R A F T

Public Comment: None

Upon a motion by Edward Iannone, seconded by Kate Kirby, and passed unanimously 4-0 (1 absent)

RESOLVED: that the Parks and Recreation Commission approves the following charity golf outings at Longshore Club Park for the 2021 season subject to dates approved by the Parks and Recreation Director:

Westport Professional Firefighter's Association
Staples High School Gridiron Club
VFW Post 399
Westport Police Athletic League
Longshore Men's Golf Association
Staples Lacrosse Association
Children's Community Development Center
Learning Community Day School

The Parks and Recreation Commission approves waiving the golf cart fees and greens fees for the Longshore Men's Golf Association's charity golf tournament (Club House Cup) for 2021.

5. To take such action as the meeting may determine relative to a request from Westport P.A.L. to use Compo Beach for the 2021 town fireworks.

Jennifer Fava prefaced this discussion by saying that there is the possibility that this event may need to be cancelled due to COVID-19 and will be looking into alternatives. However, we are still moving forward with approvals. Jennifer Fava introduced Ned Batlin, President of the P.A.L.

Ned Batlin, President of the P.A.L. stated that last year the town's fireworks were cancelled due to COVID-19. In 2020, the fees were increased from \$35 dollars to \$40 per car and the number of tickets available were to be reduced from 2,000 to 1,800. He has requested the date of July 1, 2021 for the town's fireworks, with a rain date of July 2. He explained that P.A.L. and Parks and Recreation has an agreement that the fireworks cannot be held on the holiday itself or on the weekends. If the fireworks need to be cancelled, the decision needs to be made by April 30 to not incur any penalties.

Commissioner Comment:

Alec Stevens asked about the penalty charges to cancel. Ned Batlin stated that 60 days out, there would not be a penalty, however it is based on timing. The closer to the date you cancel, the more costly it is.

Public Comment: None

Upon a motion by Steven Axthelm, seconded by Kate Kirby, and passed unanimously 4-0 (1 absent)

RESOLVED: that the Parks and Recreation Commission grants approval to the Westport Police Athletic League to host the 2021 Fireworks at Compo Beach on Thursday, July 1st, rain date Friday, July 2nd. Compo Beach parking lots to close at 4PM and reopen to only fireworks ticket holders. Additionally, entry fee per car is approved at \$40.

D R A F T

6. **To take such action as the meeting may determine to approve proposed changes to the “Rules and Regulations Governing Use of Municipal Beaches, Yacht Basins, Longshore Club Park, Park Areas and Recreation Facilities.” (Rule changes include but are not limited to: the prohibition of animals on Town playgrounds, athletic fields and Luciano Park.)**

Jennifer Fava stated that these proposed changes were reviewed at length during the last Parks and Recreation Commission meeting, however it was asked that more time be given for additional feedback. Most of these proposed changes are for clarity and formatting reasons. However, it includes the prohibition of animals at Luciano Park, athletic fields and Town playgrounds. It also clarifies the language regarding parking requirements/rules at Old Mill Beach, specifically regarding residents. In speaking about Luciano Park, Jennifer Fava referred to a letter sent in by a resident who reported an incident that happened at Luciano Park between her small children and dogs.

Commissioner Comment:

Edward Iannone asked for clarity regarding the increase of age within the “Westport Residency Requirements”, changing from 23 to 26 living at home. Jennifer Fava stated that this age correction aligns with Federal guidelines for young adults being on insurance plans.

Kate Kirby said that she has seen dogs and people playing at Luciano Park.

Alec Stevens asked about enforcement. Jennifer Fava said that the public would need to be educated, and signage would be used. She also mentioned the use of email blasts to inform and remind residents of this rule.

Public Comment: None

Upon a motion by Stephen Axthelm, seconded by Alec Stevens, and passed unanimously 4-0 (1 absent)

RESOLVED: that the Parks and Recreation Commission approves the proposed changes to the “Rules and Regulations Governing Use of Municipal Beaches, Yacht Basins, Longshore Club Park, Park Areas and Recreation Facilities,” as submitted.

7. **To take such action as the meeting may determine to approve boating fees for the 2022 season.** Jennifer Fava stated that the boating fee increases were proposed during the October 21, 2020 meeting of the Parks and Recreation Commission for the 2021 season, but were declined for two reasons. 1) it would represent an increase two years in a row and 2) it was put into the budget and pre-approved by the Board of Finance before it was proposed to the Commission. It was felt that the fee increase should go before the Commission first before it gets entered into the 2022 budget.

This fee increase is being proposed again and would take effect for the 2022 season. This would be the first increase in two years and if approved, would bring the larger boat categories more in line with the surrounding areas, and would not impact the smaller boat categories.

The Commissioners reviewed the proposed fees, along with the comparison of fees from the area municipal marinas. A brief discussion was held.

Public Comment: None

DRAFT

Upon a motion by Alec Stevens, seconded by Stephen Axthelm, and passed unanimously 4-0 (1 absent)

RESOLVED: that the Parks and Recreation Commission recommends to the Board of Selectmen approval of boating fees as proposed.

- 8. **To take such action as the meeting may determine to approve entitling fees for the 2021 season.** Jennifer Fava reviewed and clarified the use of existing entitling fees. Two categories of people are eligible to pay the “Entitling Fee”, summer tenants or any association, corporation, business, or individual owning commercial real estate. Payment of the entitling fee gives them the same privileges as a resident. It is mostly used in purchasing beach emblems and allows utilization of the pool and participate in programs at the resident rates. The entitling fee has not increased since 2015 and remains at \$475. It is believed that the purchasing of an “entitling fee” has been abused.

Commissioner Comment:

Edward Iannone wanted clarity as to the timing of a seasonal rental. Jennifer Fava stated, a seasonal renter is more than 30 days, but less than a year.

Alec Stevens inquired how much revenue this raises? Rick Giunta stated approximately \$20,000 additional income.

Public Comment: None

Upon a motion by Edward Iannone, seconded by Stephen Axthelm, and passed unanimously 4-0 (1 absent)

RESOLVED: that the Parks and Recreation Commission recommends to the Board of Selectmen approval of the entitling fee as proposed.

- 9. **Review of proposed 5-year Capital Plan (Discussion only)** Jennifer Fava presented and reviewed with the Commissioners the 5-year Capital Plan. An open discussion followed.
- 10. **To take such action as the meeting may determine to approve the Parks and Recreation Commission meeting dates for February 2021 through January 2022.** The Commissioners reviewed the dates. Jennifer Fava recommended selecting the February 10 date instead of the February 24 date, based on timing.

Upon a motion by Stephen Axthelm, seconded by Alec Stevens, and passed unanimously 4-0 (1 absent)

RESOLVED: that the Parks and Recreation Commission approves the Parks and Recreation Commission meeting dates for February 2021 through January 2022.

- 11. **Commissioners Report – Edward Iannone stated that the turf fields look fantastic.**

DRAFT

12. Administrative Report: Jennifer Fava

- The Team Sports on Pause ban was lifted on January 19 and we are waiting for the updated Sector Rules and guidance from the DPH.
- The P.A.L. Ice Rink was unable to open this year, due to COVID restrictions, as it was not economically feasible.
- Currently working on spring/summer programming.
- Moving forward with applications/approvals for the Memorial Day Parade, along with the Road Runners Races. We are also looking into possible alternatives, should these be cancelled due to COVID-19.
- The lights are complete at Greens Farms Fields. New benches, fencing, fabric on backstop will also be replaced. The field restoration will begin as soon as weather permits.
- Replacement of fingers on the F-dock at the Compo Marina is complete.
- Boating invoices have been mailed out and payments are coming in. Drystall invoices will be mailed out mid-February.
- Proposals for the Riverside Park and the Lillian Wadsworth Arboretum were sent to three firms selected through an RFQ. They are due back early February.
- A department wide resource allocation and cost recovery project will be launched. This will provide data and philosophy that will guide Parks and Recreation in establishing fees and charges. This will require an in-depth investigation as to what is currently being charged for programs and fees and to ensure that costs are equitable. Anticipate this to possibly impact fees beginning this fall.

Upon a motion by Stephen Axthelm, seconded by Kate Kirby, the meeting adjourned at 9:28pm.

Respectfully,
Debbie Detmer, Recording Secretary

Parks and Recreation Commission

Meeting Date: February 10, 2021

Agenda Item: # 4

To take such action as the meeting may determine to approve proposed Longshore Golf Course fees.

Background Information:

Fees with the recommended changes were approved at the February 1, 2021 GAC meeting.

Back-up Documents:

Memo from Jennifer Fava, Director of Parks and Recreation dated February 3, 2021

Listing of current and proposed golf course fees.

Golf Rate Comparisons 2021.

2019 vs. 2020 Revenue Comparison.

Staff Recommendation:

Staff recommends approval.

Resolution Format:

The Parks and Recreation Commission recommends to the Board of Selectmen approval of golf fees as proposed.



WESTPORT CONNECTICUT

PARKS AND RECREATION DEPARTMENT

LONGSHORE CLUB PARK

260 SOUTH COMPO ROAD, WESTPORT, CT 06880

(203) 341-5090

MEMO TO: Parks and Recreation Commission

MEMO FROM: Jennifer A. Fava, Director of Parks and Recreation

DATE: February 3, 2021

RE: **Proposed Golf Fee Schedule**

Upon review of the Longshore Golf Course fees, including comparison with our local competitors, we are requesting fee increases to better position our fees within the marketplace.

As indicated in the attached comparison (Golf Rate Comparison 2021), Longshore charges the lowest fees in several categories and when not the lowest, is often on the lower end of the spectrum.

Additionally, over the past two fiscal years, the golf course has not covered expenses (includes debt service) with a deficit of \$26,520 in FY2019 and a deficit of \$263,570 in FY2020. Based on the number of rounds played during the calendar year of 2020, some would think we did very well; however, the course actually fell short from 2019 by \$119,932 (see attached).

During the February 1, 2021 meeting of the Golf Advisory Committee, these proposed fees were reviewed and approved unanimously, 7-0.

Based on these factors, we propose the attached fee schedule for 2021. The last fee increase was in 2019.

attachments

PROPOSED GOLF COURSE FEE SCHEDULE – 1-26-21

GREENS FEES:

MONDAY THROUGH THURSDAY	2020	2021
18 Hole Rate	Current	Proposed
Adult Resident Golf Handpass holder (age 18-61)	\$ 29	\$31
Senior Citizen Resident Golf Handpass holder	\$ 22	\$24
Junior Resident Golf Handpass holder	\$ 22	\$24
Guest Fee – Non Golf Handpass holder - Adult/Senior Citizen	\$ 52	\$52
Guest Fee – Non Golf Handpass holder – Junior	\$ 33	\$33
9 Hole Rate		
Adult Resident Golf Handpass holder (age 18-61)	\$ 26	\$26
Senior Citizen Resident Golf Handpass holder	\$ 18	\$18
Junior Resident Golf Handpass holder	\$ 18	\$18
Guest Fee – Non Golf Handpass holder - Adult/Senior Citizen	\$ 39	\$39
Guest Fee – Non Golf Handpass holder - Junior	\$ 28	\$28

FRIDAY, SATURDAY, SUNDAY & HOLIDAYS

18 Hole Rate		
Adult Resident Golf Handpass holder (age 18-61)	\$ 31	\$33
Senior Citizen Resident Golf Handpass holder	\$ 31	\$33
Junior Resident Golf Handpass holder	\$ 24	\$26
Guest Fee – Non Golf Handpass holder - Adult/Senior Citizen	\$ 58	\$59
Guest Fee – Non Golf Handpass holder - Junior	\$ 38	\$39

TWILIGHT – Daily from 4 PM

Resident Golf Handpass holder	\$ 24	\$25
Guest Non Golf Handpass holder	\$ 30	\$32

Longshore Inn guest (overnight) - Issued the Guest Inn pass, guest will pay the applicable guest rate.

CART RENTALS:

Electric Carts		
9 holes Per Person	\$ 12	\$13
18 holes Per Person	\$ 17	\$18
Single Rider*	N/A	\$24

**Fee would not be implemented when required/waived by Longshore Golf Course*

Pull Carts	\$ 6	\$ 6
------------	------	------

<u>RANGE BALLS:</u> – per token	\$ 6	\$ 6
--	------	------

	2019				2020				Difference
	Rounds	Carts	Range	TTL	Rounds	Carts	Range	TTL	
April	\$79,401	\$15,889	\$7,530	\$102,820	\$200	\$0	\$0	\$200	-\$102,620
May	\$156,189	\$32,613	\$12,060	\$200,862	\$92,976	\$0	\$5,286	\$98,262	-\$102,600
June	\$187,359	\$43,470	\$14,328	\$245,157	\$212,248	\$29,562	\$5,862	\$247,672	\$2,515
July	\$191,839	\$47,722	\$11,478	\$251,039	\$201,432	\$41,623	\$14,106	\$257,161	\$6,122
August	\$201,170	\$51,930	\$12,924	\$266,024	\$143,090	\$32,101	\$8,958	\$184,149	-\$81,875
Sept	\$145,628	\$35,756	\$8,610	\$189,994	\$178,503	\$36,042	\$9,246	\$223,791	\$33,797
Oct	\$94,226	\$20,652	\$3,840	\$118,718	\$124,146	\$23,694	\$6,372	\$154,212	\$35,494
Nov	\$38,453	\$7,332	\$1,746	\$47,531	\$92,869	\$15,843	\$5,670	\$114,382	\$66,851
Dec	\$4,767	\$289	\$180	\$5,236	\$23,484	\$2,852	\$1,284	\$27,620	\$22,384
	\$1,099,032	\$255,653	\$72,696		\$1,068,948	\$181,717	\$56,784		

Revenue 2019 vs 2020

2019	2020
\$1,427,381	\$1,307,449

Parks and Recreation Commission

Meeting Date: February 10, 2021

Agenda Item: #5

To take such action as the meeting may determine to approve proposed winter storage fees.

Background Information:

The Parks and Recreation Department would like to offer an opportunity to residents for winter boat storage at Longshore Club Park.

Back-up Documents:

Memo from Jennifer Fava, Director of Parks and Recreation dated February 3, 2021

Diagram of layout at Longshore Club Park.

Staff Recommendation:

Staff recommends approval of fees as proposed.

Resolution Format:

The Parks and Recreation Commission recommends to the Board of Selectmen approval of winter storage fees as proposed.



WESTPORT CONNECTICUT

PARKS AND RECREATION DEPARTMENT

LONGSHORE CLUB PARK

260 SOUTH COMPO ROAD, WESTPORT, CT 06880

(203) 341-5090

MEMO TO: Parks and Recreation Commission

MEMO FROM: Jennifer A. Fava, Director of Parks and Recreation

DATE: February 3, 2021

RE: **Proposed Winter Boat Storage Fees**

In an effort to provide an additional service to our residents, we would like to begin offering a winter boat storage opportunity at Longshore Club Park as of November 2021. This would allow residents to store their boats on their trailers in the gravel lot (Lot F) from November 1st through April 15th.

This would allow for up to 24 spaces for boats with trailer at an overall length of up to 24 feet (vessel and trailer) and 5 spaces for boats with trailer at an overall length of up to 32 feet. We propose rates of \$720 for up to 24 feet and \$960 for up to 32 feet (or \$30/ft).

For comparison purposes, below are some rates from the surrounding area:

Fairfield - \$20/ft – Residents, \$40/ft – Non-Residents (36 ft max)
Greenwich - \$25/ft (36 ft max)
Rex Marine - \$46/ft (minimum charge for 18' boat on trailer)
Norwalk Cove Marine - \$49/ft
Coastwise Norwalk - \$55/ft under 9' beam, \$60/ft 9' beam or more

Attached is a diagram indicating the layout.

This opportunity will be available to all Westport residents on a first come, first served basis.

We believe this will provide a service and additional revenue at a rate that is well positioned in the marketplace.

attachment

Longshore Trailer Storage Layout



Parks and Recreation Commission

Meeting Date: February 10, 2021

Agenda Item: #6

To take such action as the meeting may determine to approve proposal for a fitness court at Compo Beach.

Background Information:

As a central location of activity and exercise in Westport, staff recommends the installation of a fitness court to be located at Compo Beach for the benefit of our residents.

Back-up Documents:

Memo from Jennifer Fava, Director of Parks and Recreation, dated February 4, 2021

National Fitness Campaign Executive Summary 2021 Partner Invitation

National Fitness Campaign Westport CT, 2021 activity mapping evaluation

2021 Healthy City Campaign Budget Overview

Image of Proposed Location

Staff Recommendation:

Staff recommends approval of a fitness court at Compo Beach.

Resolution Format:

The Parks and Recreation Commission approves the proposal for a fitness court at Compo Beach.



WESTPORT CONNECTICUT
PARKS AND RECREATION DEPARTMENT
LONGSHORE CLUB PARK
260 SOUTH COMPO ROAD, WESTPORT, CT 06880
(203) 341-5090

MEMO TO: Parks and Recreation Commission

MEMO FROM: Jennifer A. Fava, Director of Parks and Recreation

DATE: February 4, 2021

RE: **Proposed Fitness Court at Compo Beach**

The installation of outdoor fitness equipment at Compo Beach has been brought up over the past few years. There have been concerns regarding the feasibility of such an installation, including ongoing maintenance, in particular how sand may affect the typical moving parts.

Recently, we became aware of an exciting opportunity for an installation of a fitness court through a partnership with the National Fitness Campaign. We believe this is a great way that we can provide users with infrastructure that can assist with healthy lifestyles in which so many Westporters participate. Additionally, while they have facilities across 40 states, Westport could be the first NFC fitness court in the state of Connecticut.

The court itself is relatively small, 38' x 38', which is about the size of half of a tennis court. The court contains thirty (30) pieces of body-weight fitness elements with almost no moving parts (only cables) and can be used simultaneously by 28 users at one time.

As part of their process, NFC conducted an activity analysis of Westport and selected several potential sites. Based upon their analysis, and our knowledge of usage patterns at the sites they noted, we agreed that the best location for this court is Compo Beach. As an activity and exercise hub, Compo Beach makes an excellent location for this additional amenity.

In addition to the instructions included in graphics on the court making it easy to understand how to use it, a free mobile app is also included where users can join classes, follow video workouts, train with individual audio guides and participate in competitive challenges. This court may also provide our department with various prospects for additional programming opportunities.

The cost of installation is expected to be between \$100,000 - \$160,700 (depending on options). It is believed that we have a very good chance of receiving a \$30,000 grant from NFC. The application deadline for the NFC grant is February 19, 2021. Additionally, we believe there are other grant options that may be able to offset the remaining needed funding.

To provide you with further information, the NFC Executive Summary 2021 Partner Invitation, the NFC activity mapping evaluation, the 2021 Healthy City Campaign Budget Overview, and image of the proposed location are attached.

attachments



NATIONAL FITNESS CAMPAIGN EXECUTIVE SUMMARY

2021

PARTNER INVITATION

NFC : WHO & WHAT

CAMPAIGN



MISSION

THE PROBLEM

Preventable diseases like obesity continues to rise across America. The built environment can increase longevity.

OUR MISSION

Design healthy infrastructure for cities to improve the quality of life for people.

WHO WE ARE

National Fitness Campaign is a San Francisco based social enterprise and consulting firm.

WHAT WE DO

NFC partners with cities, schools and state agencies who make health a priority to plan, build, fund and activate healthy infrastructure.

NFC : PAST, PRESENT, FUTURE

CAMPAIGN

STORY

1979

FITNESS COURT INVENTED



San Francisco



Stanford University

1979



The First Fitness Court

1980-2000

CAMPAIGN EXPANDS

3 • 10,000
Countries FITNESS COURTS



National Fitness Campaign
WELLS FARGO
10,000
Fitness Courts built in over 4,000 communities

1980

2012

A NEW CAMPAIGN & WORLD CLASS TEAM

FITNESS COURT DESIGN TEAM



MITCH MENAGED NFC FOUNDER
GADI AMIT NEW DEAL DESIGN
SAM LUCENTE HEWLETT PACKARD
MARK LAUREN SPECIAL FORCES

2012

2018 & PRESENT

NATIONWIDE CAMPAIGN LAUNCH



The New Fitness Court

2018

2022

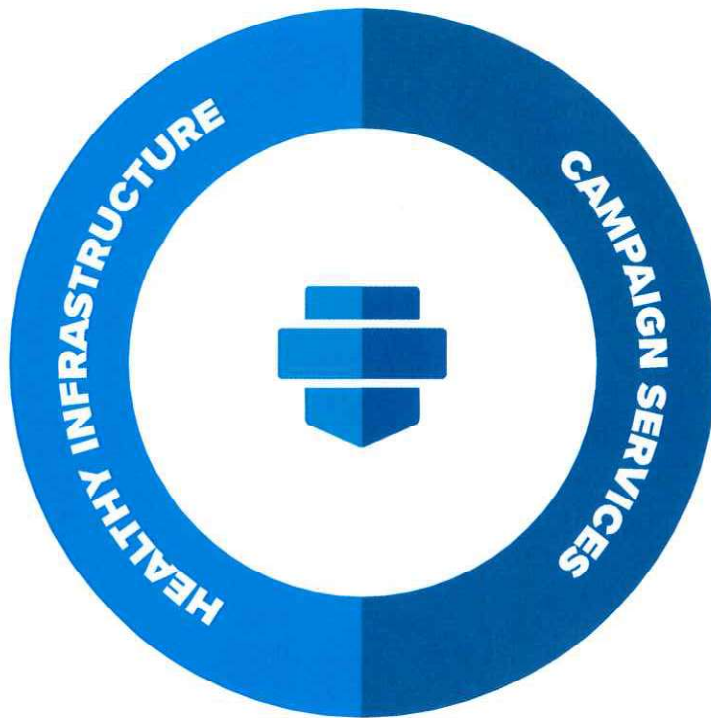
EXPANSION TO 1,000 CITIES



2022

THE NEW 2021 CAMPAIGN

A HOLISTIC QUALITY OF LIFE INITIATIVE FOR PARTNER CITIES



A Comprehensive Wellness Program

The Campaign is a collection of resources and services designed to activate, encourage and support participation in outdoor fitness activities. Our campaign is separated into two stages: Healthy Infrastructure & Campaign Services. All Cities and schools awarded in the program receive all products, tools and services described on this page and detailed in this executive summary document.



Healthy Infrastructure Development



FITNESS COURT



H.I. DESIGN SERVICES



GRANT FUNDING



CONSENSUS BUILDING



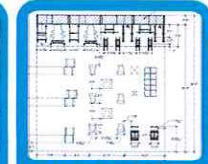
PARTNER TOOLBOX



SPONSOR SUPPORT



CUSTOM DESIGN SERVICES



INSTALLATION GUIDANCE



Annual Campaign Services



LAUNCH SUPPORT



OFFICIAL NFC GEAR



MEDIA & PRESS



MOBILE APP



CLASSES & CHALLENGE



AMBASSADOR TRAINING

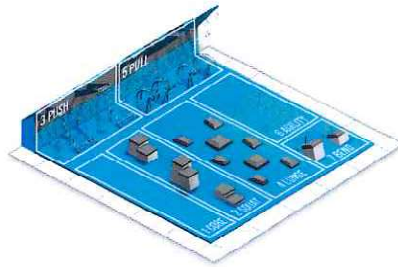
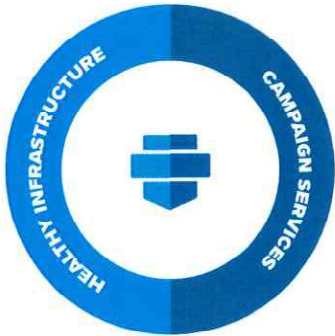


FITNESS SEASON



IMPACT STUDY

NFC : COMPREHENSIVE PROGRAM
CAMPAIGN SUMMARY



FITNESS COURT

21st Century Healthy Infrastructure

National Fitness Campaign's Fitness Court is the centerpiece to its holistic health and wellness initiative. The Fitness Court is an outdoor bodyweight circuit training center with functional fitness DNA. The best-in-class system provides a full-body workout to adults of all ability levels. With 7 functional fitness zones, the Fitness Court can be used in thousands of ways. The Fitness Court is the world's best outdoor gym!



7 Minutes 7 Movements



Strategic Planning Studies

Strategic Planning & Feasibility Study, Site Design Consulting



Campaign Funding Support

Sponsor Strategy, Best Practices, National Installation Team Support



Fitness Court App

Free digital App Delivering Programming, Workouts & Content



Ambassador Training

NFC Fitness Court Ambassador Training ACE Certified (*America Council of Exercise*)



Launch & Public Relations

Featured Stories Highlighted through Press and Local Media

FITNESS SEASON 2021

Annual Fitness Season

Spring/Summer/Fall national & local training, classes & challenges series

WORLD-CLASS TRAINING

SPRING

World-class training videos will be available on the Fitness Court App.

WORLD-CLASS TRAINING

SUMMER

World-class training videos will be available on the Fitness Court App.

CHALLENGE SERIES

FALL

The Fitness Season culminates with local, regional and national challenges for residents.

FITNESS COURT®

WORLD CLASS MATERIALS & SYSTEM

Made & Manufactured in the USA
 Designed by NFC in California.



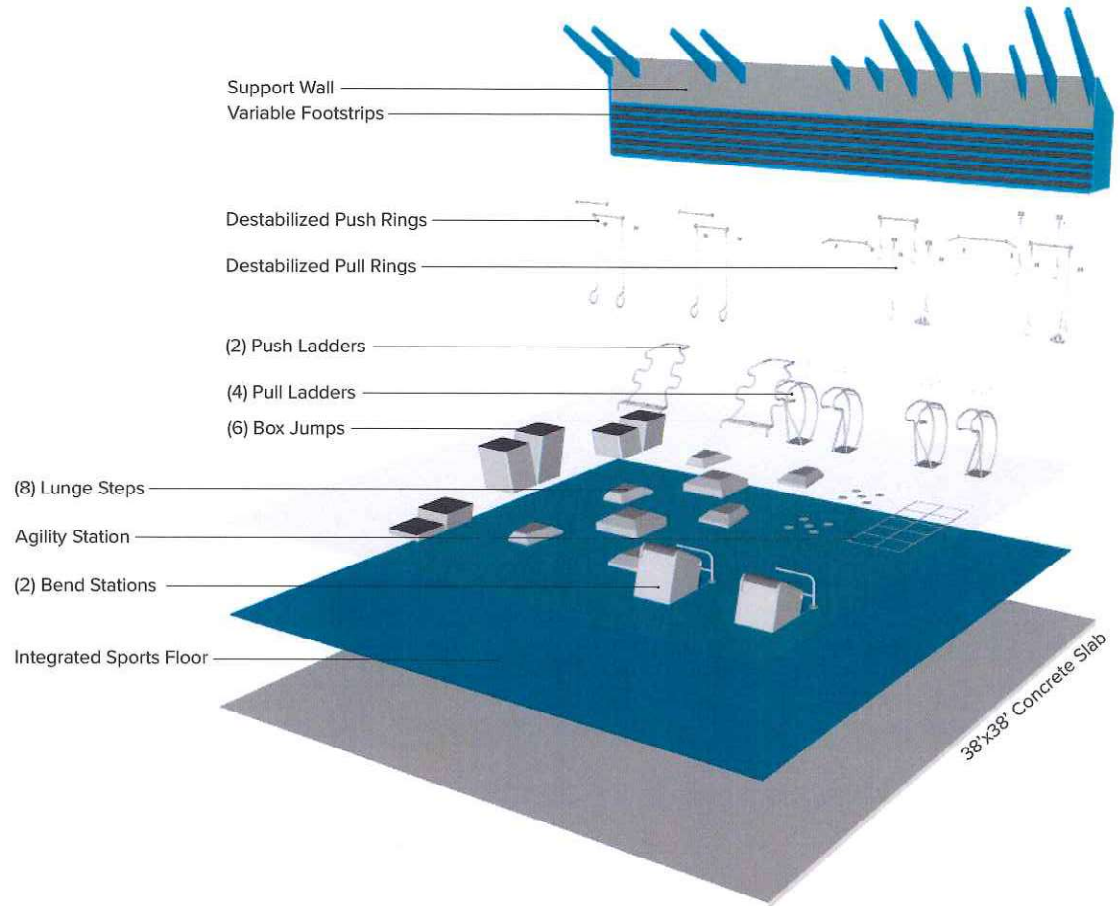
High Quality
 Dual-layer powder-coating
 carbon steel



Durable Materials
 Tamper-resistant,
 galvanized & stainless
 steel bolts and fittings.



Best In Class
 Anti-graffiti laminate vinyl
 decals



Each Fitness Court® includes an integrated sports floor made from durable 2'x2' tiles which adhere directly to the concrete slab. Available in our standard NFC Blue or Grey to match any custom design.



Top (Blue Option)



Top (Grey Option)



Bottom



Reducer with Tile



Reducer

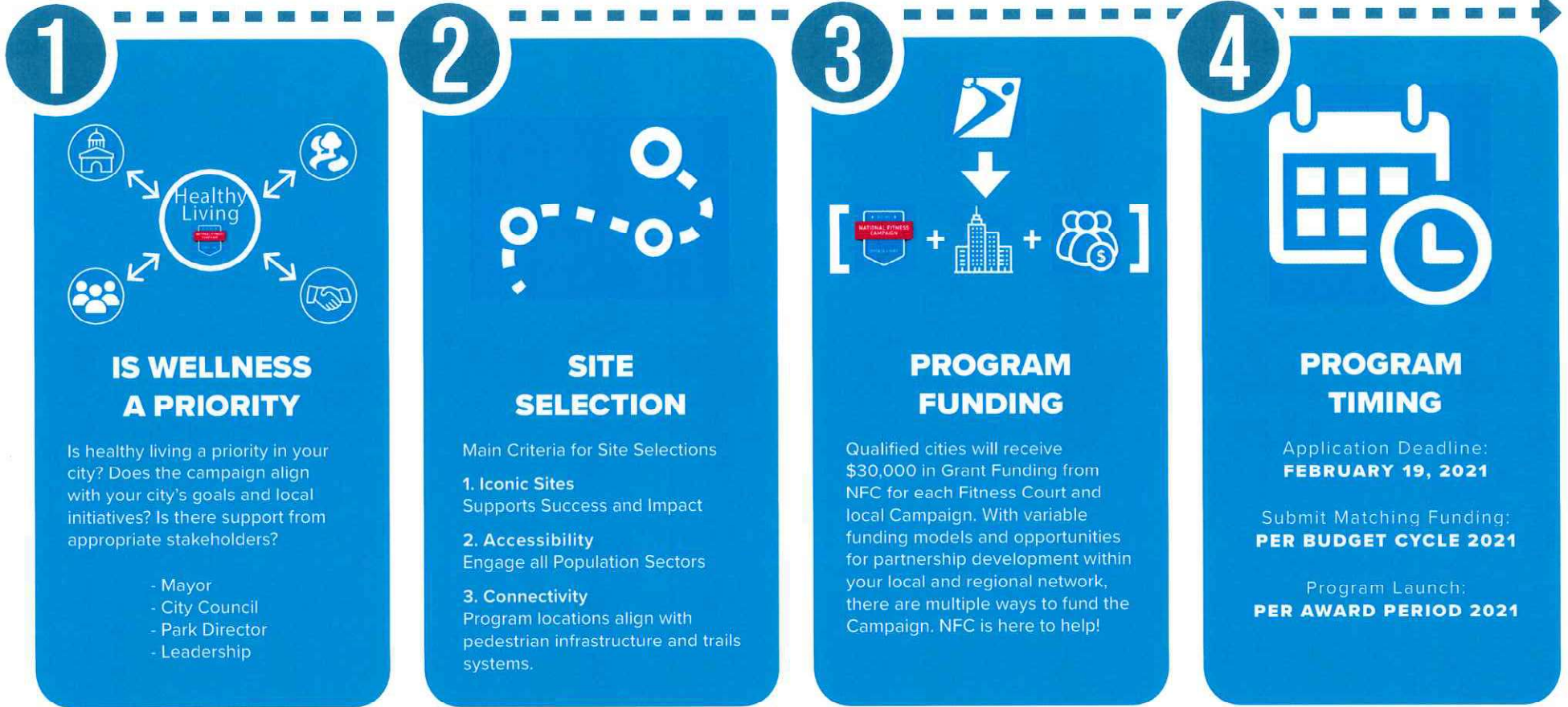
500 PARTNERS & SPONSORS

The new campaign is now operating in over 100 cities and colleges across the Nation. By the end of 2020, the program will be thriving in over 200 communities across 40 states. The Campaign's unique funding model brings partnerships and funding to cities and schools of all sizes.



GRANT FUNDING REQUIREMENTS

NFC 4-STEP PROGRAM ADOPTION PROCESS



PROGRAM ADOPTION PROCESS

GRANT FUNDING AWARD

REQUIRED FUNDING FOR EACH SITE



+



**FITNESS COURT &
CAMPAIGN ECOSYSTEM**

**TOTAL FUNDING
REQUIRED PER FITNESS COURT**

\$130,000

+

COURT INSTALL

=



\$30,000

GRANT FROM NFC



\$100,000

**LOCAL FUNDING MATCH
(PLUS INSTALLATION)**

INSTALLATION METHODS

CONCRETE SLAB + FITNESS COURT ASSEMBLY + GRAPHICS INSTALL

IN HOUSE OR IN KIND OR BID OUT

PROGRAM SUMMARY

NFC 2021 CAMPAIGN SPECIFICATIONS



2021 PROGRAM SUMMARY: All items and services below are delivered to approved partners as part of the 2021 Campaign.

HEALTHY INFRASTRUCTURE



FITNESS COURT®

Fitness Court® Description:

- 32'x35' outdoor bodyweight circuit training system with the following components:
- Seven station circuit training system providing full-body workout modules
 - Fitness Court body-weight training wall - 32'W x 2'D x 6' H with custom graphics
 - Thirty pieces of body-weight fitness elements for simultaneous use by 28 users at one time. Fitness Elements anchored and grouped within seven stations.
 - Bolts, attachments and anchors required for installation

Fitness Court Surface - Tile Surface Specifications

- Outdoor Sports Floor Size: 1,024 SF (32'x32')
- Color: NFC Blue
- Thickness: 1" Tiles
- ADA Border Included

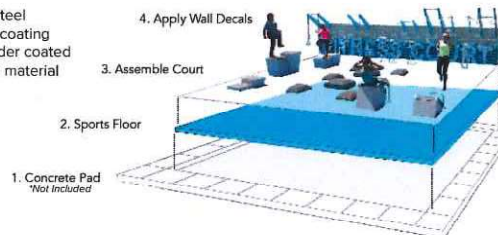
Fitness Court Specifications:

- All structural components are made from high-grade carbon steel
- Structural components receive high-grade dual layer powder coating
- All cladding (skins) made from high-grade aluminum and powder coated
- Graphics and signage printed with anti-graffiti over-lamination material
- Manufactured in the United States
- Resilient to heavy, repeated daily use
- Over 30 individual pieces of equipment
- Powder-Coated Structural Components
- Galvanized fittings and bolts - *Included*
- Stainless steel cables
- Full installation guide provided
- Warranty through NFC

Warranty + Maintenance

- Made for all climates
- Almost no moving parts (only cables)
- Equipment is anchor bolted into concrete
- Replacement parts available through NFC
- No requirement for disassembly in winter
- Maintenance guide, including touch-up paint & necessary tooling included

See Official Warranty for Full Coverage Detail



HEALTHY INFRASTRUCTURE DESIGN SERVICES

Strategic Planning & Feasibility Study

- City-wide impact analysis and master plan integration plan
- Site Design and Visibility Analysis

Custom Fitness Court Design Services & Construction & Installation Support

- Customized Fitness Court powder-coating and decal design - no two Fitness Courts are the same!
- stamped and certified design plans, concrete slab drawings, and contractor management are provided by the NFC Activation Team. With all ready-to-build plans included, most installations require less than 90 days to complete from ground-breaking to launch.
- NFC National Installation Partner Access - EIS (contracted separately)

GRANT FUNDING, CONSENSUS BUILDING, SPONSOR SUPPORT

NFC Grant Funding Qualification

- Access to qualify for NFC's Grant Funding through NFC's national partners to support seeding the program.

Consensus Building Consulting

- NFC has industry experts in project management, and from conception through execution, they will collaborate on an average of 2 intensive monthly planning calls to drive success.

Sponsor Strategy Consulting Support

- Up to 10 custom renderings provided by NFC Design Team to support outreach to local sponsors and partners. Up to 5 custom slide presentations provided for in-person meetings and internal stakeholder consensus-building.

CAMPAIGN SERVICES



FITNESS COURT® APP

The Fitness Court App

Free mobile app for iOS / Android teaches proper use, routines and challenges to all users

- **Classes:** schedule, run and track attendance using the Fitness Court App back-end scheduling tool, providing live class management through the OnSched platform. Training and basic setup provided by NFC within 30 days of launch event.
- **Learn:** video guides deliver workouts, and teach the basics for beginners on the Fitness Court. New content released quarterly, and updated by NFC National Training Team.
- **Train:** individual audio guides. New content released quarterly, updated by NFC National Training Team.
- **Challenge:** competitive tracking allows users to participate in timed, scored challenges, with an option to submit their scores to a national leaderboard. Acts as a regional and national event qualification tool.

CERTIFIED AMBASSADOR TRAINING

Programming and Training Tools

Fitness Court Ambassadors build and sustain a healthy culture around the Fitness Court ecosystem

- **Learn:** education modules provided by the NFC Training Team are eligible for a range of industry certifications, are offered both in-person and remote, and provide a range of class templates, coaching tips and more to qualified Ambassadors. Partnership includes program vouchers for up to 12 individual Ambassadors per Fitness Court, individually eligible for up to 3 continuing education credits (CECs), approved through the American Council on Exercise (ACE).
- **Train:** classes, clinics and challenges become the building blocks of a Fitness Season, led by Ambassadors, that engage all ages and fitness levels. These guided workout options expand the user community and increase long-term usage and adoption.
- **Share:** continuous online and print storytelling, engagement and social connection further build out a healthy culture on each Fitness Court. Up to five local Ambassadors are eligible to attend an in-person regional training event of their choice in 2020. *Regional training schedule provided May 2020

MEDIA, PRESS, & PROMOTIONS

Promotions and Marketing Package

Media support and community engagement materials excite users and strengthen program adoption

- **Custom Grant Announcement Kit:** promote the development of the program in your community with NFC support through traditional and social media channels - including a custom Press Release, site rendering, and outreach planning tools.
- **Launch Event Promotions Toolkit:** announce the launch of the Fitness Court on traditional media channels with a separate customized press release, outreach support and uniquely branded assets for social media.
- **NFC Website Feature Story:** NFC-hosted custom storytelling showcases the partnership and program development in your community.
- **Fitness Court Gear:** minimum \$750 credit towards the official NFC gear store - gear and giveaways (provided in part by national Campaign sponsor, Badger Sport®) nurture Ambassador relationships, honor stakeholders and excite event attendees, to amplify launch activities.
- **Opening Day Launch Support:** NFC provides event management templates, guidance for launch event planning, and custom promotional materials (flyers, media assets).

FITNESS SEASON 2020

Annual Activation Series: 2020 Fitness Season

Bring the Latest Events & Programs to Your Fitness Court® this Year!

- Spring 2020 : 18 new workout routines & video tutorials introduced to the Fitness Court App, featuring pro trainer, Mark Lauren.
- Summer 2020: Classes and Clinics support ongoing programming for group exercise and app-based class
- Fall 2020: Challenge series builds competition & strengthens community. Marks the success of year's activation program for all users.
- Healthy Infrastructure Awards: annual recognition program highlighting exceptional partners and leaders nationwide, winners receive custom awards, decals and press support to announce



Fitness Court

NATIONAL FITNESS CAMPAIGN

SAN FRANCISCO, USA
NATIONALFITNESSCAMPAIGN.COM
INFO@NFCHQ.COM
(415) 702-4919



National Fitness Campaign
Westport, CT
2021



WESTPORT CONNECTICUT

Partnership Stage 2 : Evaluation



A Note from the NFC Team:

The following overview of pedestrian activity for Westport is presented as part of NFC's services that provide support and guidance for building a healthy city network.

These data sets and resources have now been made available to cities and counties who are moving forward with city-wide campaigns and programs.

The following pages represent an executive summary of NFC's Urban Design and Planning services that assist active campaign partners in strategic planning efforts to build towards health impact in their community. In addition, this work assists your community in pre-qualifying for NFC Grant Funding. We look forward to working with you further to develop this strategic plan and partnership.

Please Note:

These materials are the property of NFC and are made available to qualified candidates who are being considered for funding and or participation in the NFC Model Cities and Healthy Infrastructure program.

Any reproduction or sharing of these materials is strictly forbidden and use of these materials is for work done in conjunction with NFC and its partners and sponsors.



QUALIFY YOUR SITE FOR FUNDING

SITE SELECTIONS

Westport, CT



1 **Iconic Sites**

Visibility plays a key role in bringing power and excitement to the Fitness Court.



2 **Accessibility**

To support the campaign's initiative of world class free fitness for all, the Fitness Court should be placed in a publicly accessible area.



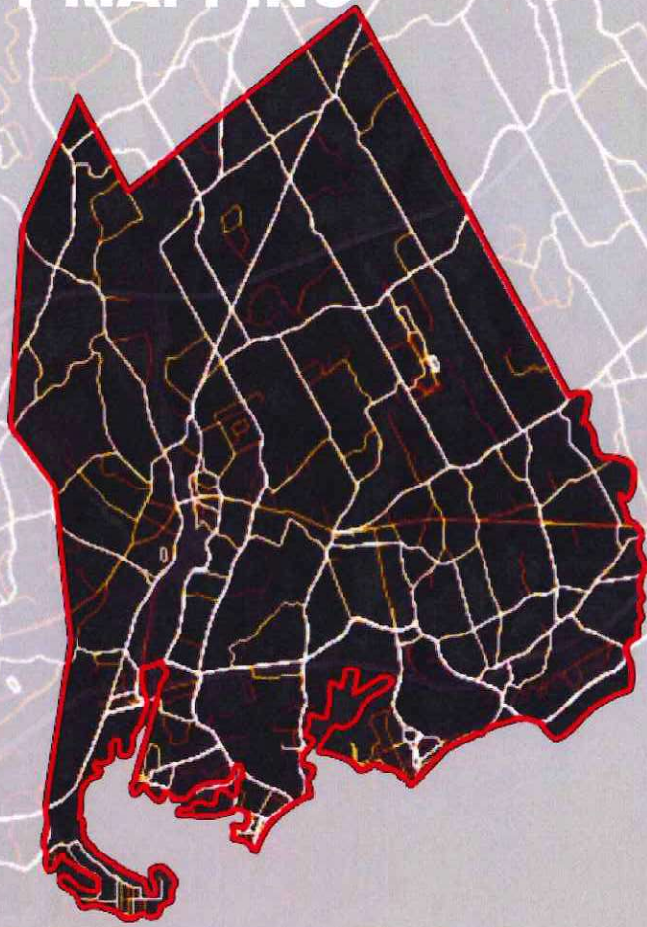
3 **Connectivity**

The Fitness Court is designed as a piece of healthy infrastructure that pairs with city parks, trails and pedestrian infrastructure.

NATIONAL FITNESS CAMPAIGN'S

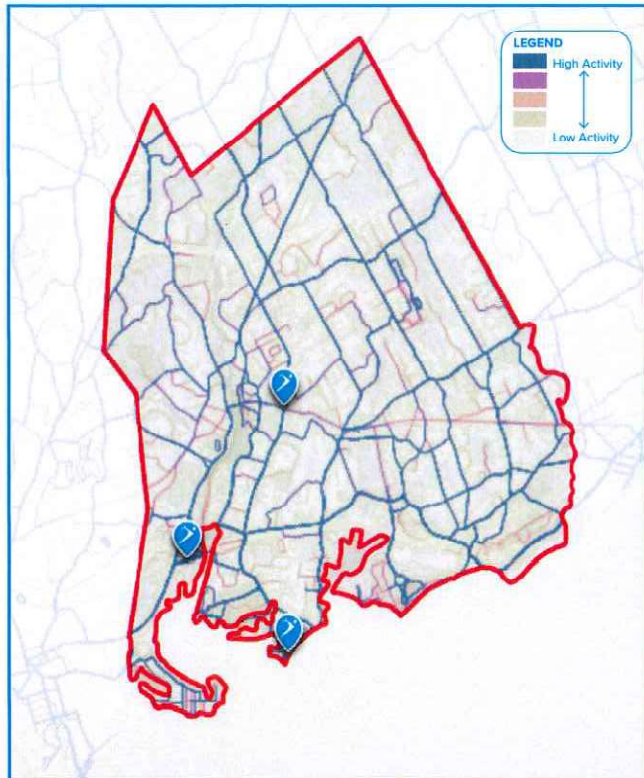
PEDESTRIAN ACTIVITY MAPPING

2021 Aggregated Anonymous Data Set



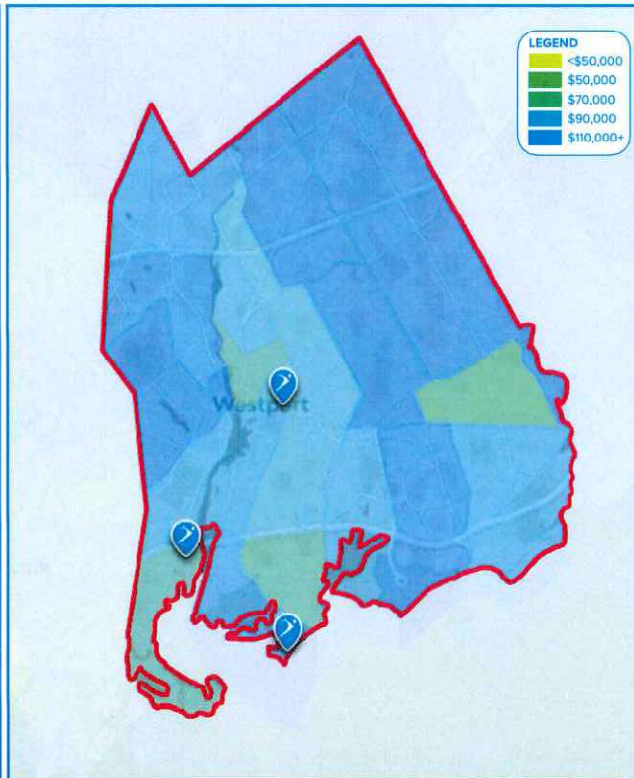
28,115
WESTPORT, CT POPULATION

SOCIAL DATA
CITY WIDE INVENTORY
Westport, CT



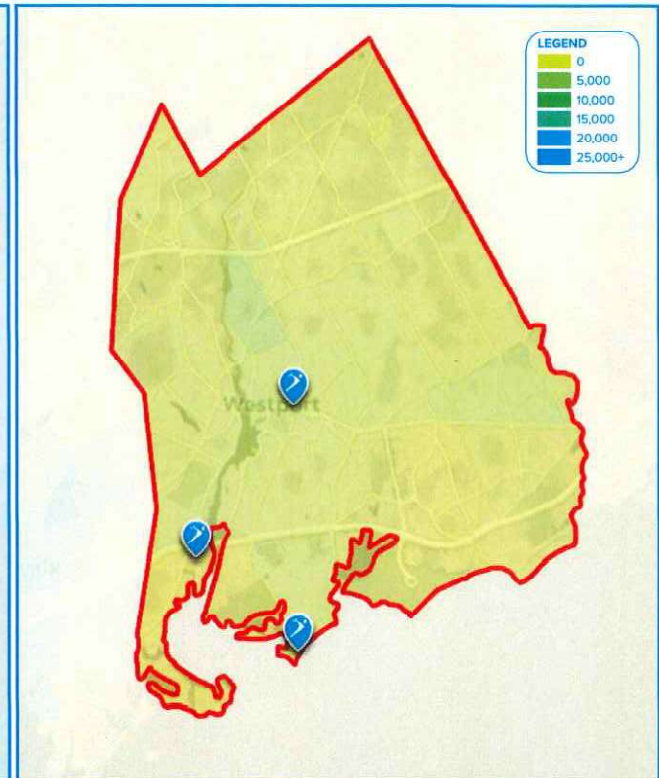
ACTIVITY NETWORK

Running, Biking, Walking



EQUITY MAP

Median Household Income



POPULATION DENSITY

People per sq. Mile

DATA COMPARISON

ACTIVITY ANALYSIS

Westport, CT

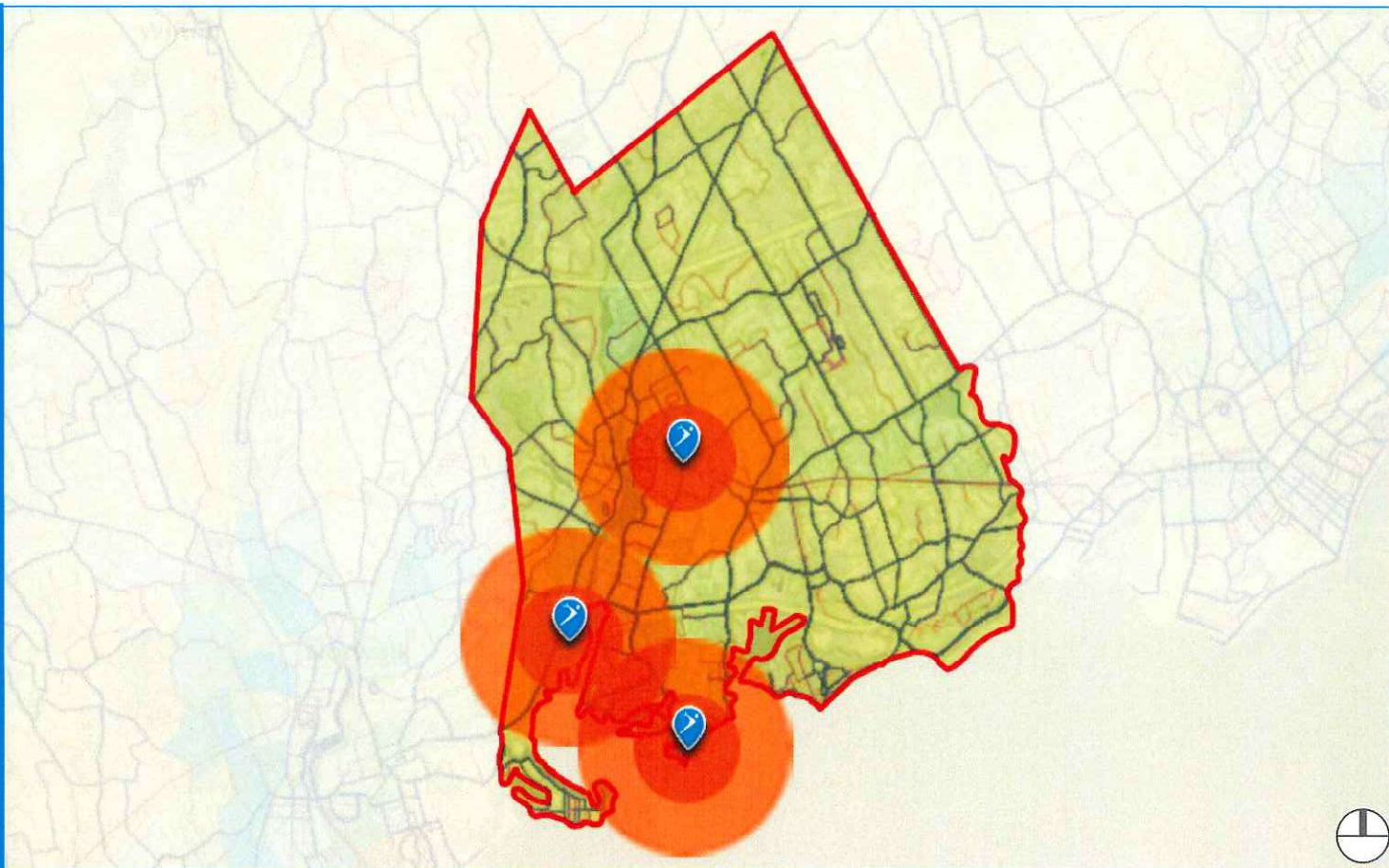


FITNESS COURT SITE
OPPORTUNITIES-TIER 1

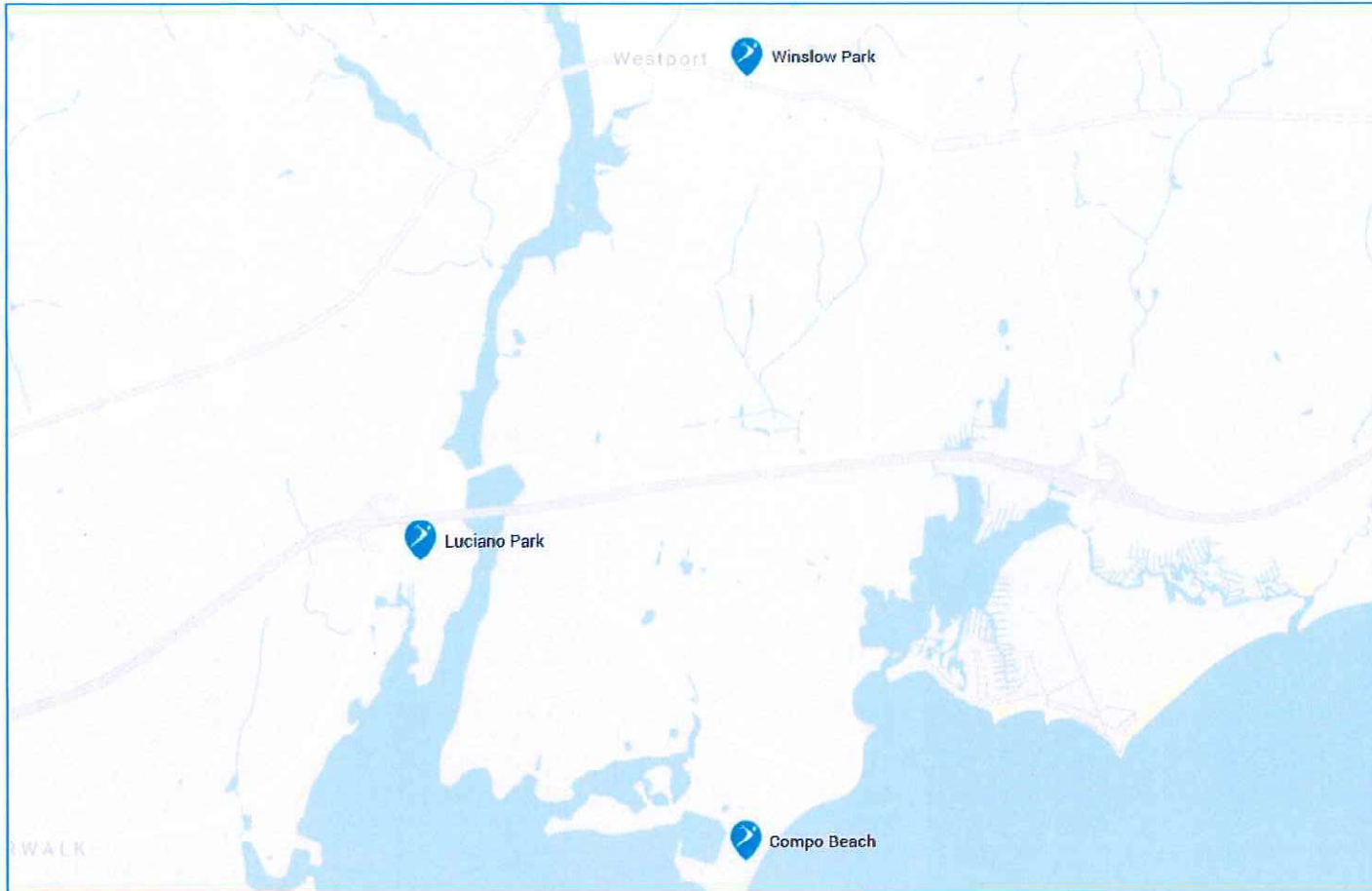


WALKABILITY

WALKING RADIUS
10 MINUTE = .5 MILE
20 MINUTE = 1 MILE



RECOMMENDED SITE OPPORTUNITIES
SITE MAP
Westport, CT



FITNESS COURT SITE OPPORTUNITIES

- Compo Beach
- Luciano Park
- Winslow Park

MOVEMENT & ACTIVITY IN THE CITY

DETAILED ACTIVITY ANALYSIS

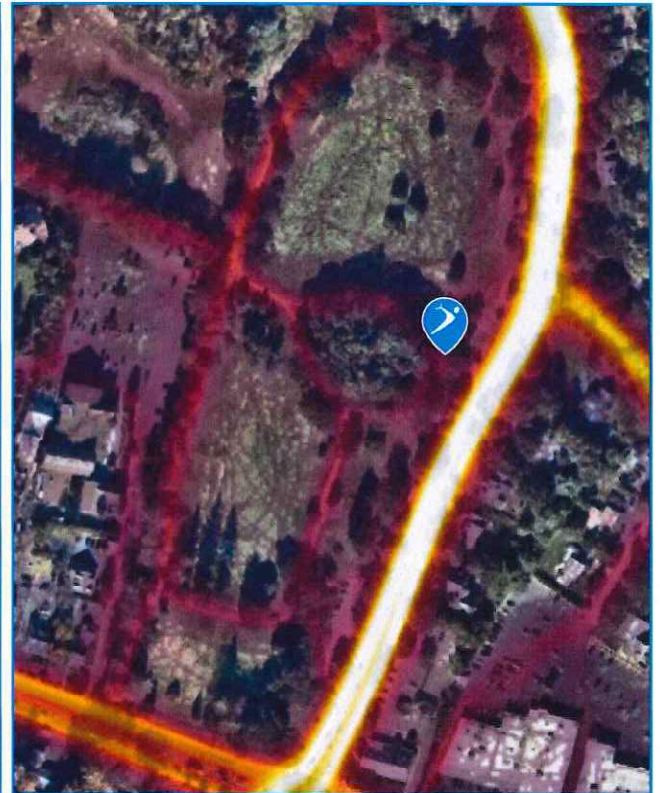
Westport, CT



COMPO BEACH



LUCIANO PARK



WINSLOW PARK

FUNDING PER LOCATION

REQUIRED PROGRAM FUNDING >

Westport, CT



+



**FITNESS COURT &
CAMPAIGN ECOSYSTEM**

**TOTAL FUNDING
REQUIRED PER FITNESS COURT**

\$130,000

+

COURT INSTALL

=



\$30,000
GRANT FROM NFC



\$100,000
LOCAL FUNDING MATCH

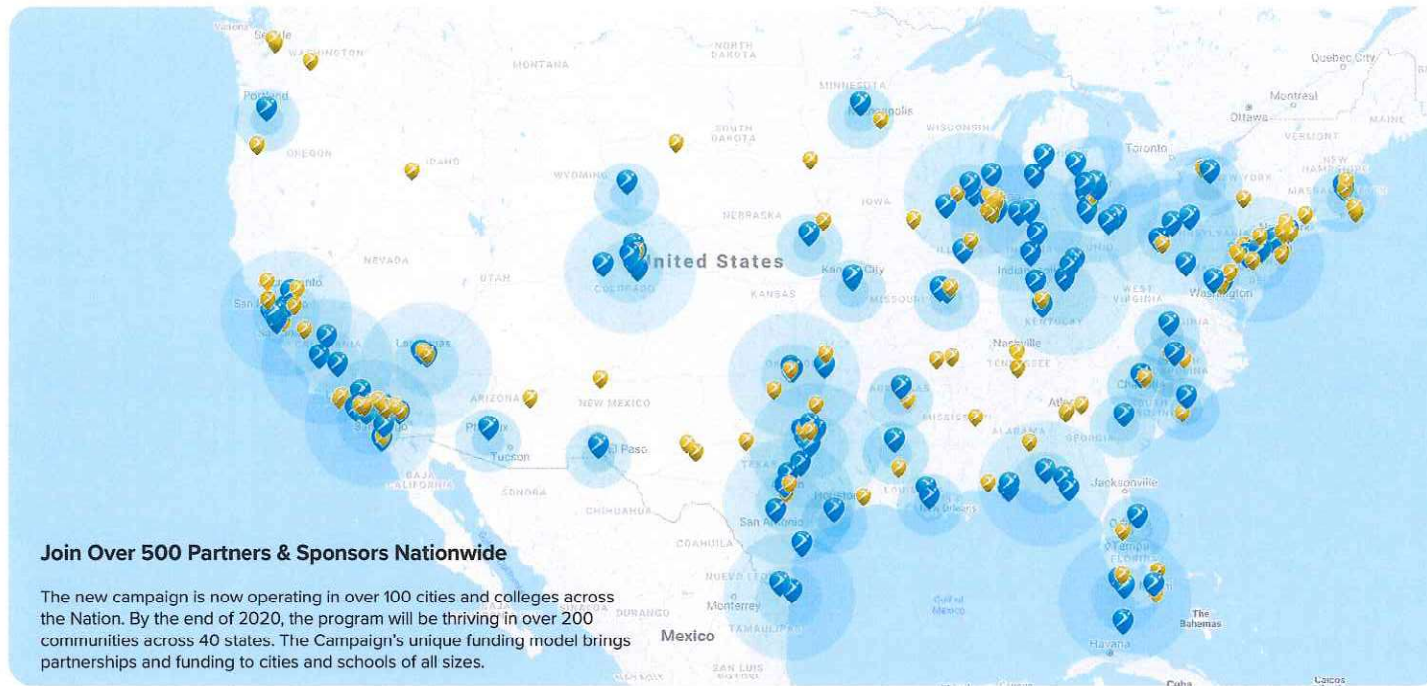
INSTALLATION
CONCRETE SLAB + FITNESS COURT ASSEMBLY + GRAPHICS INSTALL

IN HOUSE OR IN KIND OR BID OUT

NATIONAL FITNESS CAMPAIGN

CAMPAIGN NETWORK

Growing Network of Partners & Sponsors Nationwide



Join Over 500 Partners & Sponsors Nationwide

The new campaign is now operating in over 100 cities and colleges across the Nation. By the end of 2020, the program will be thriving in over 200 communities across 40 states. The Campaign's unique funding model brings partnerships and funding to cities and schools of all sizes.



STRATEGIC MILESTONES

PROGRAM TIMELINE & DATES

Westport, CT



2021 PROGRAM

APPLICATION SUBMISSION: **FEBRUARY 19, 2021**

PROGRAM LAUNCH: **PER AWARD PERIOD 2021**



NEXT STEPS

1

Feasibility

Share Video - Build Consensus

2

Strategic Plan Presentation

Qualification Stage

3

Partnership Qualification Application

NFC Releases Application if Appropriate

4

Program Award Selections

NFC Awards Partnership, Funding Development Begins

National Fitness Campaign Westport, CT 2021



San Francisco, USA | Nationalfitnesscampaign.com | info@nfchq.com | 415.702.4919



2021 HEALTHY CITY CAMPAIGN BUDGET OVERVIEW

This document is intended to provide an estimated total budget for developing and implementing the Fitness Court® program. This document gives a range of funding requirements needed for the Fitness Court®, Campaign and Installation.

NFC CAMPAIGN

PROGRAM COST

\$128,000

- The Fitness Court®
- 2020 Campaign: Healthy Infrastructure & Campaign Services

Highlights Include:

- Fitness Court Mobile App
- Fitness Season 2020 Access
- Promotions & Marketing Kits
- Ambassador Training
- Launch Day Kit

- The Fitness Court® Installation Kit

FREIGHT & PACKAGING *Continental United States Only*

\$2,000

NFC PROGRAM FUNDING

\$130,000

NFC HEALTHY CITY GRANT AWARD

(-\$30,000)

NFC 2020 CAMPAIGN TOTAL FUNDING REQUIRED:

\$100,000

DESIGN

Custom Fitness Court® Color & Design Options *See NFC Design Services Sheet for Additional Details*



Standard Tier
Included



Full Wrap Graphics
\$6,000



Custom Color
\$10,000



Custom Color & Full Wrap
\$12,500

INSTALLATION

SITE WORK & INSTALLATION

In-House External Team

• Concrete Slab

- Site prep and excavation
- 38' x 38' concrete slab (specs provided by NFC)
- Labor costs for concrete slab

\$0

**\$20,000-
\$40,000**

• Fitness Court Assembly *(NFC Preferred Install Team EIS Available)*

- 32' x 32' sport tile installation (tile provided by NFC)
- Assembly of bodyweight training wall
- Assembly of Fitness Court elements
- Floor markings paint installation
- Labor costs for Fitness Court Assembly

\$0

\$19,500

• Graphics Installation

- Labor Cost for Sign Wall graphics & decal installation

\$0

\$1,200

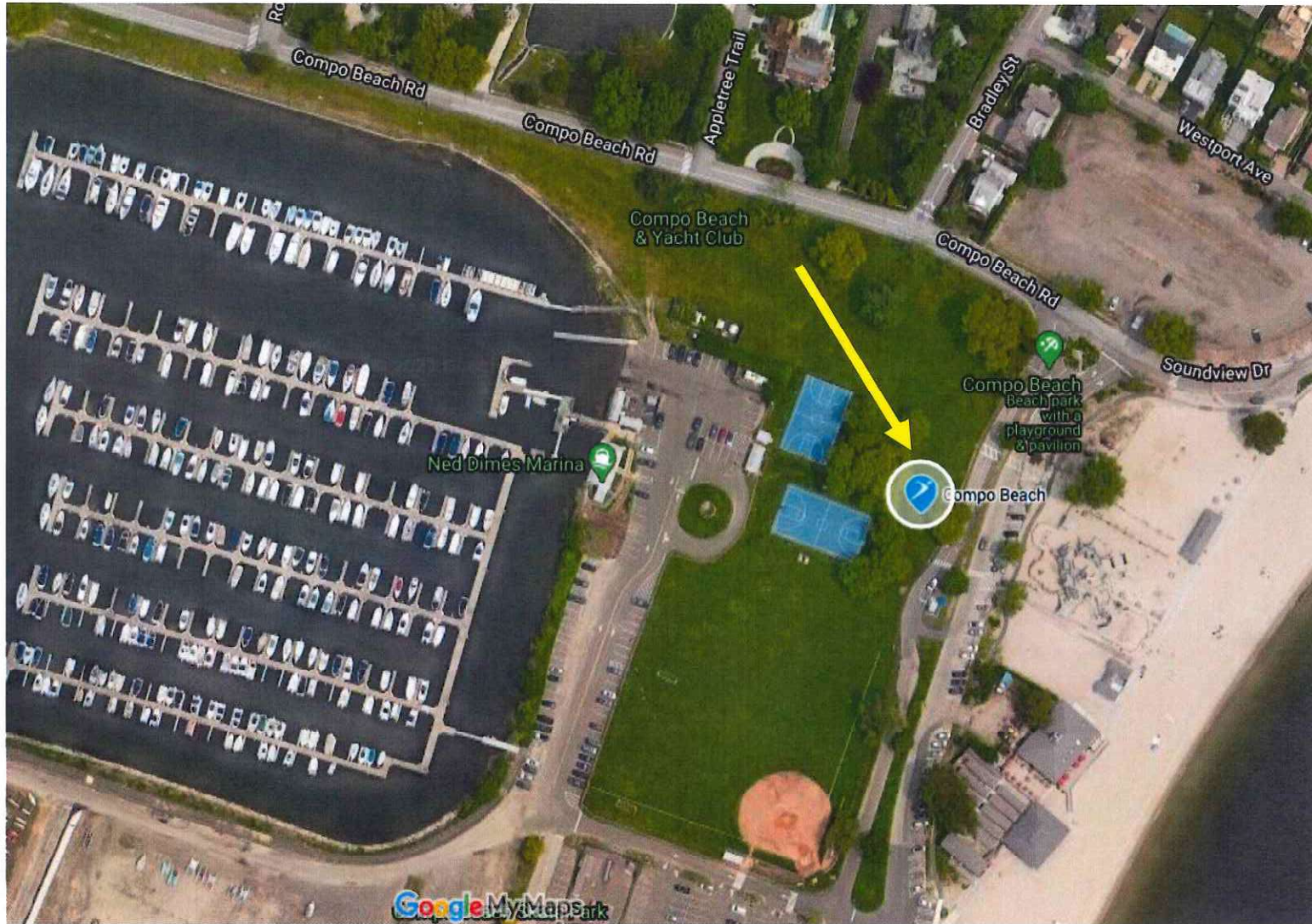
ESTIMATED INSTALL FUNDING REQUIRED:

\$0 - \$60,700

OVERALL TOTAL FUNDING NEEDED:

\$100,000 - \$160,700 * Tax

Proposed Location for NFC Fitness Court 2021



Parks and Recreation Commission

Meeting Date: February 10, 2021

Agenda Item: #7

To take such action as the meeting may determine to approve proposal of parking management system at Compo Beach.

Background Information:

The parking management system will provide analytical data as well as real-time information regarding the status of parking lots at Compo Beach. The proposed signage plays an important role in user notification of parking lot capacity.

Back-up Documents:

Memo from Jennifer Fava, Director of Parks and Recreation dated February 4, 2021

Parking Logix document titled Westport Equipment Layout

Staff Recommendation:

Staff recommends approval of the proposed parking management system signage at Compo Beach.

Resolution Format:

The Parks and Recreation Commission approves the installation of the proposed parking management system signage at Compo Beach.



WESTPORT CONNECTICUT

PARKS AND RECREATION DEPARTMENT

LONGSHORE CLUB PARK

260 SOUTH COMPO ROAD, WESTPORT, CT 06880

(203) 341-5090

MEMO TO: Parks and Recreation Commission

MEMO FROM: Jennifer A. Fava, Director of Parks and Recreation

DATE: February 4, 2021

RE: **Proposed Parking Management System Signage at Compo Beach**

Compo Beach is one of our most used facilities, yet we have very little data on usage. We are often asked for this type of data when before the Board of Finance and other town bodies. The Parking Management System (PMS) will be utilized to notify users when lots are full through signage as well as social media. The PMS will also collect data that will support future operational and financial decisions. Furthermore, the collection of volume of cars by the hour will allow us to better assess staffing patterns and re-allocate staff based on the data, potentially resulting in additional staff cost savings.

In its current state, we have no statistics as to how many visitors we have at Compo Beach. The only data we track is the number of beach emblems sold and our daily parking sales. This leaves all other usage unknown. This system will track the number of cars in the Compo Beach lots, the Soundview lot, and the Daily lot. It will provide historical data and analytical tools to track usage which will help in making operational decisions.

Additionally, the system allows notification of full lots through social media and signage that will indicate when the lots are full, which is important, especially for the Daily lot. The cloud based system can be turned off during the off season months for cost savings if we decide the information during that period is not needed. Other than the sign that would be placed at the main entrance, the repeaters will be solar powered.

Parking Logix has more than 500+ installations across five countries. Utilizing wireless technologies, Parking Logix provides the only plug and play parking occupancy platform on the market, that requires no regular maintenance or manual recalibration, and can publish real time occupancy data. Based on our discussions with Parking Logix representatives, the system seems to be easy to use and provides options as to how we may want to display the information to our users.

We believe the installation of this system, along with the signage, will be beneficial to our operations in real time, as well as for historical data.

attachments



PARKING SPACES	
L1	21
L2	109
L3	74
L4	56
L5	83



The Best Way To Keep Count

Westport Equipment Layout

What is Parking Counting Technology?



Communication Platform

Giving drivers real time information on signs and apps to make best possible parking decision.

Getting parkers to spaces faster and better use of facility.



Data Platform

Giving asset owners and managers real time updates and alerts to peak parking occupancy.

Historical data and analytical tools to track parking behaviour and usage over time to power operational and development decisions.

About Parking Logix

- Division of Logix ITS – Provider of Traffic Safety and Enforcement Solutions
 - Capabilities: Sensors, Camera, Radar, Sign Manufacturing, AI, SaaS
- Headquartered in Montreal (200 employees), with offices in Mexico City, Toronto, Ukraine and New Dehli
- Market share leader in parking guidance systems sold – over 300 sites installed in 5 countries in under 4 years
 - 100+ University sites
 - 50+ City and Municipal sites
 - Major Corporate Offices – MSFT, Boston Scientific, Progressive Insurance
 - Rest with Hospitals, Railway, Airport, Event, Casino, and Retail
- Main capabilities: Counting parking areas by zones, levels or @ garage/lot level using wireless sensors @ ingress/egress points.



Parking Wayfinding Mockup



Requirements:

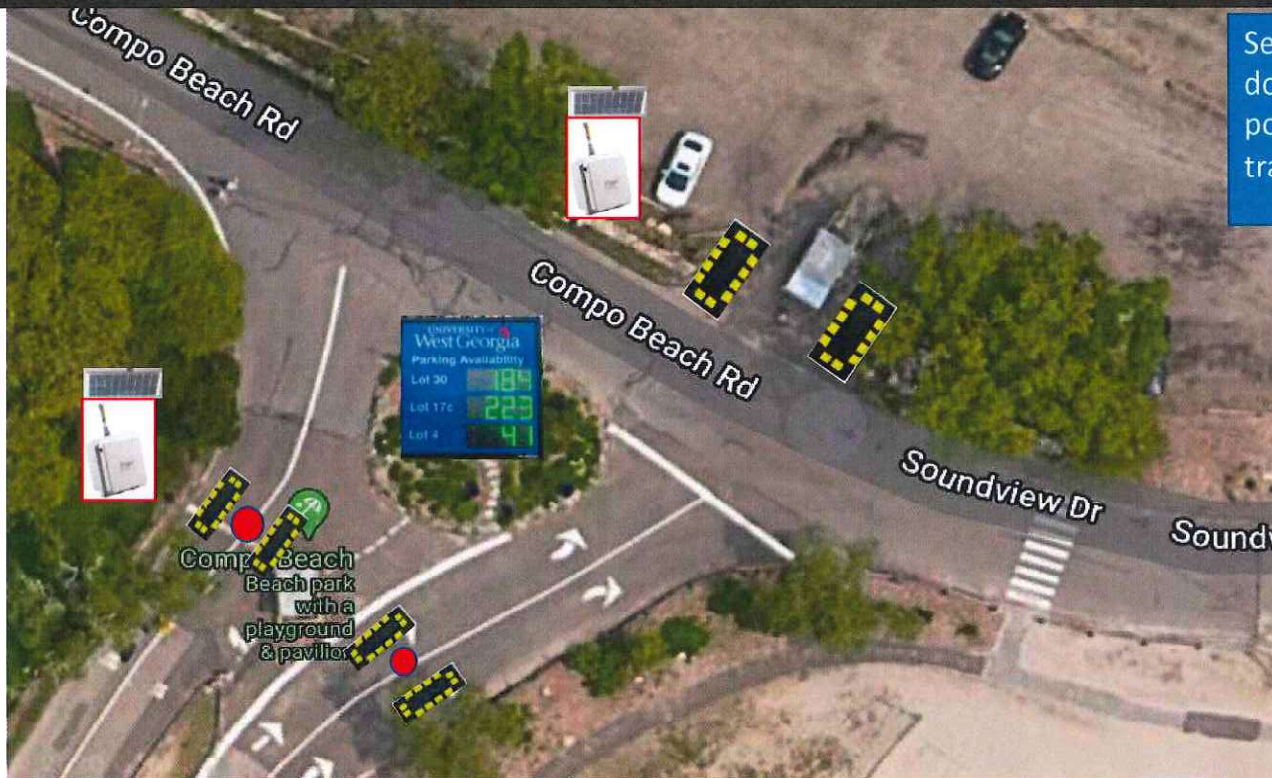
- Display parking availability at entrance choke point to direct visitor to available parking
- System is wireless, solar powered, easy to install
- Digital sign is fully customized to the customer's preferences

Parking Logix Counting System Mockup

Small solar powered repeater boxes required to collect sensor data and send to signs.



Lane delineators are recommended to separate incoming and outgoing traffic to ensure accurate counting.



Sensor humps are bolted down at entry and exit points to count car traffic.



Notes:

- Count traffic in and out of parking environment display to smart parking display
- Record car count statistics, send to cloud, send alerts when certain occupancy levels are reached
- AC power at smart parking display install site
- 6x Sensor Pods Sensor



This mockup shows the repeater layout for the parking environment and the sensor placement in the Daily Lot.

The repeaters will be solar powered.

I've placed two bi-directional sensors at each passageway of Daily Lot to count traffic both ways.

Environment requires 4 short range repeaters, mounting polls are included in the proposal

Solar Repeater



Image of Bolted Down Sensor Bump



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

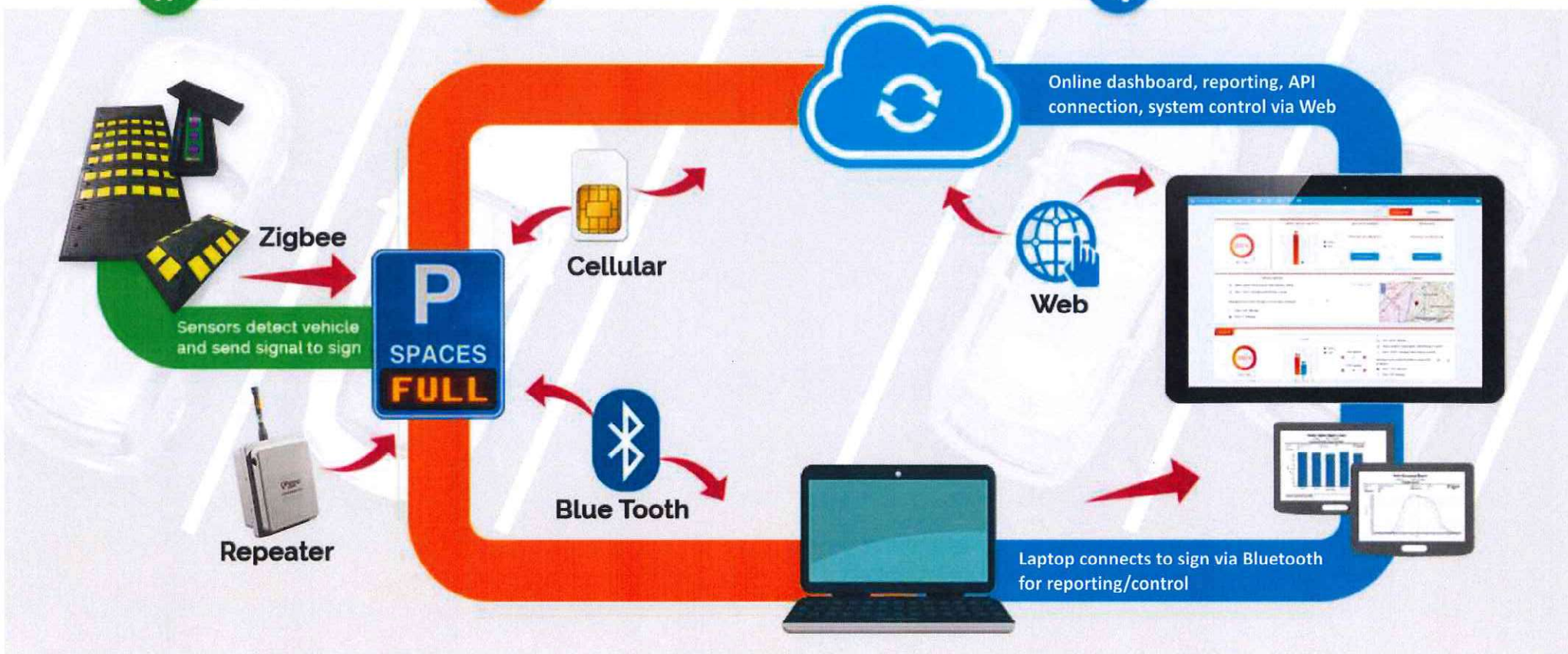
Parking™
LOGIX

OpenSpace Overview

Count

1234 Communicate

Control



Value Proposition

The Parking Logix Advantage



More Accurate

Sensors are more accurate than traditional loop-based or infra-red counting systems.



More Economical

Our solutions are 40% – 60% cheaper than any other standalone counting system on the market.

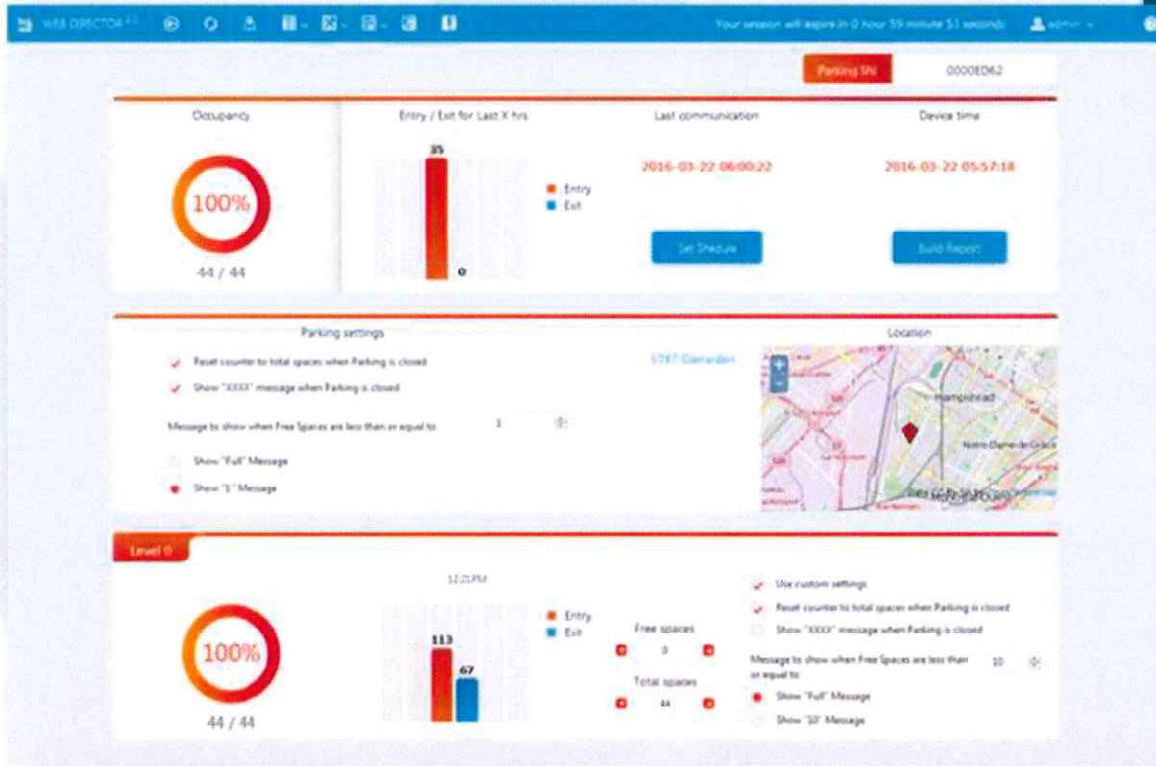


Easier to Install

Wireless sensors and solar powered digital signage allows for system to be installed in under 3-4 hours.



OpenSpace® Cloud



Multi Lot
Dashboard



Report
Generation



Sign
Reset



Sign
Scheduling



Single
Sign-On



Exportable
Data

