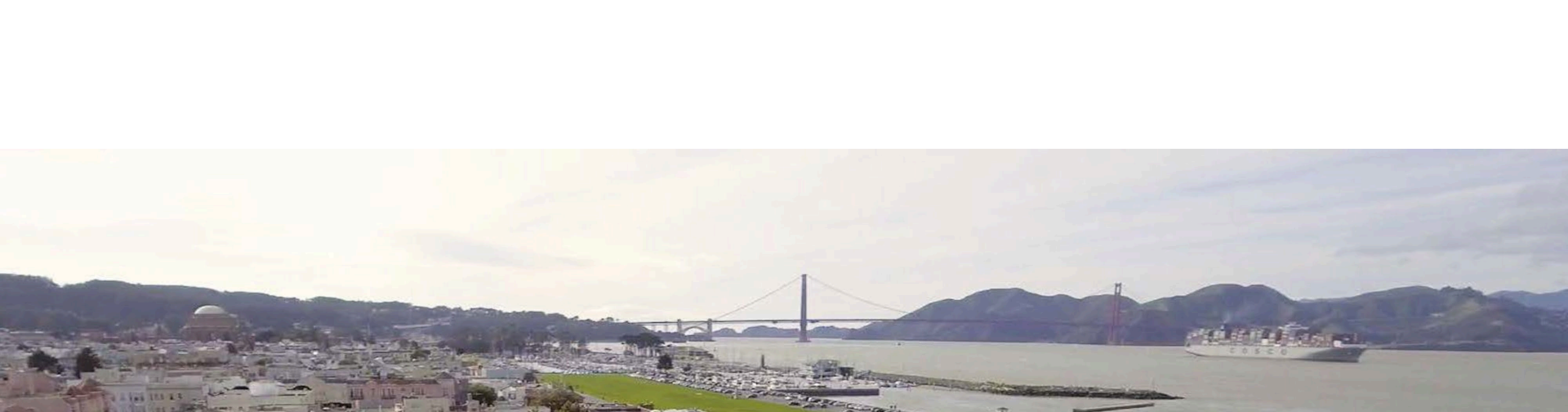






NATIONAL FITNESS CAMPAIGN CAMPAIGN BRIEFING





AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP

CELEBRATING 750TH
Healthy Community this Year



NOW FUNDED
to welcome 1000 Healthy
Communities by 2026

OUR MISSION : to Build Healthy Communities



HOUSTON METRO AREA

Current Status



Launching Soon

University of Houston



Open/ Launching Fitness Court Network

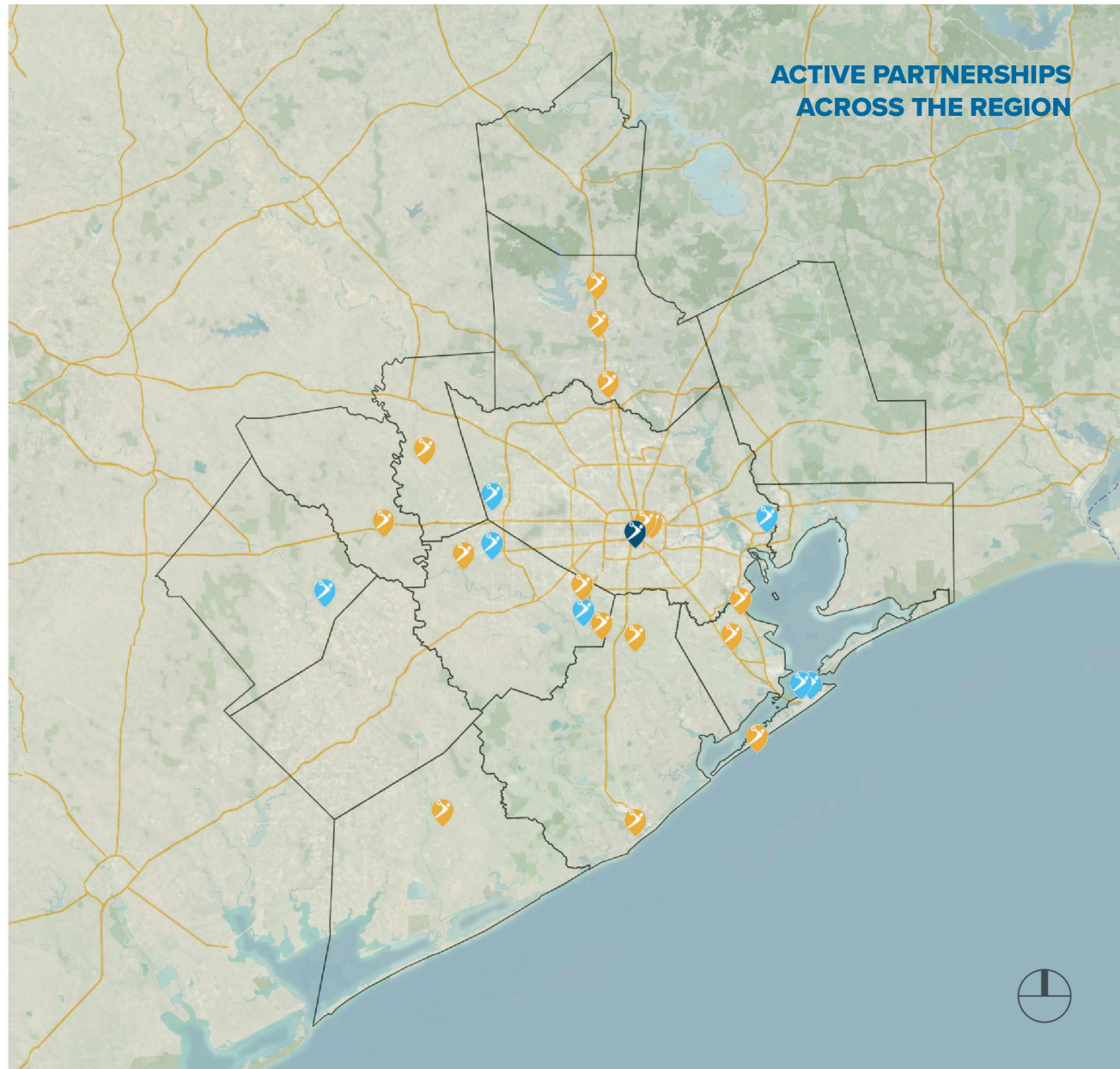
Eagle Lake, TX
Katy, TX
Cinco Ranch, TX
Fort Bend County, TX
Baytown, TX
Galveston, TX (x2)



Active Feasibility Studies

Waller County, TX
Montgomery County, TX
Harris County, TX
Fifth Ward Community Redevelopment
Willis, TX
Bay City, TX
Seabrook, TX
Fulshear, TX
Dickinson, TX
Jamaica Beach, TX
Freeport, TX
Sealy, TX
Manvel, TX
Arcola, TX
Oak Ridge North, TX
Missouri City, TX

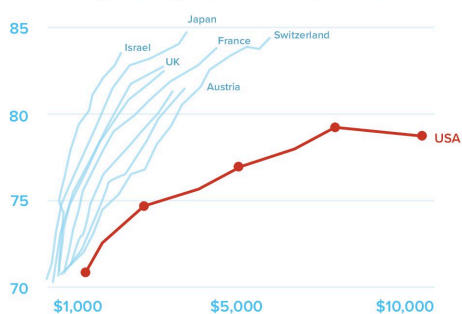
ACTIVE PARTNERSHIPS ACROSS THE REGION



WHY WE DO IT

TO MAKE WORLD CLASS FITNESS FREE

Life Expectancy vs Health Expenditure



UNDERSTANDING THE PROBLEM

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



BECOMING THE SOLUTION

WHEN COMMUNITIES ARE DESIGNED TO SUPPORT WELL-
BEING, HEALTH OUTCOMES CHANGE!



BROUGHT TO YOU BY





FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

MULTI-SITE FUNDING FOR HEALTH IMPACT



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



CAMPAIGN OVERVIEW

WHAT WE DO

**A COMPREHENSIVE COMMUNITY
WELLNESS PROGRAM**





FITNESS COURT | STUDIO

COMMUNITY WELLNESS HUB



OUTDOOR WELLNESS
CENTER CONFIGURATION:

**FITNESS COURT®
STUDIO**



HIIT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



TAI-CHI

**COMMUNITY
WELLNESS
PROGRAMMING**

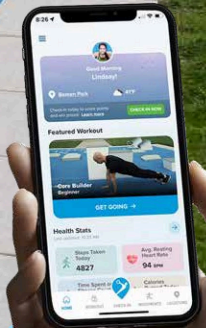
WELCOMES ENTIRE
COMMUNITY
MAYORS
WELLNESS SERIES



FITNESS COURT

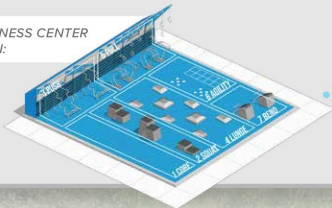
WORLDS BEST OUTDOOR GYM

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



OUTDOOR WELLNESS CENTER
CONFIGURATION:

**FITNESS
COURT™**



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND



FITNESS COURT | ART

EVERY FITNESS COURT IS A WORK OF ART



WORK WITH LOCAL ARTISTS
NFC DESIGN STUDIO

WORLD RENOWN ARTIST GALLERY
KEITH HARING | JEAN MICHEL BASQUIAT

FITNESS COURT ART OFFERINGS



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

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

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



Front Wall Unlocked for Additional Artwork



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

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



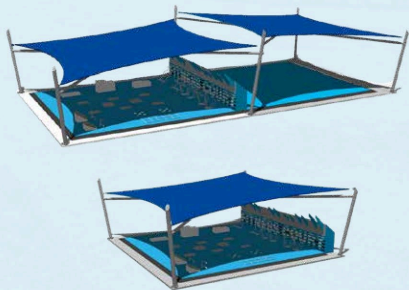
Fitness Court Art Unique design included in your state campaign

Actual Art:



NEW!

NOW AVAILABLE FOR
**FITNESS COURTS &
FITNESS COURT STUDIOS**



FITNESS COURT | SHADE
WORLDS BEST OUTDOOR GYM JUST GOT COOLER



EXTENDED
SEASONAL USE



UV & SUN
PROTECTION



INTEGRATED
DESIGN



ENHANCED
AESTHETICS



MADE IN
USA



LONG LASTING
MATERIALS

1. BE A PART OF THE NATIONAL FITNESS CAMPAIGN

AMERICA'S LARGEST PUBLIC PRIVATE WELLNESS PARTNERSHIP

2. HEALTH BENEFITS

MORE TIME OUTDOORS, IMPROVED MENTAL & PHYSICAL WELLBEING

3. HEALTHY INFRASTRUCTURE

PLACES DESIGNED FOR PEOPLE NOT CARS

4. BUILDING COMMUNITY

CREATING A WELLNESS CULTURE THAT IS SOCIAL, CONNECTED AND FUN!

5. REDUCED HEALTHCARE COSTS

HEALTHIER, HAPPIER, PEOPLE



CAMPAIGN IMPACT | **NFC**
BUILDING HEALTHY COMMUNITIES



TEXAS CAMPAIGN

PRESENTED BY



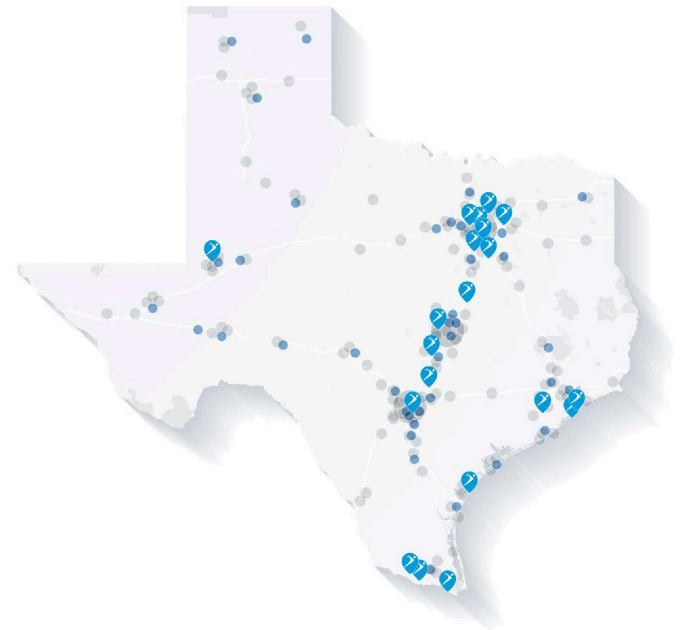
BlueCross BlueShield
of Texas



STRATEGIC PLAN ADOPTED FOR HEALTH IMPACT ACROSS STATE

\$1M in Funding Now Available
for Qualified Site Partners

Limited funding for **20 communities** this campaign year



Grant Qualification Process

Grant Program Requirements



NFC GRANT PROGRAM QUALIFICATION PROCESS

JOIN US

LET'S BUILD HEALTHY COMMUNITIES
TOGETHER



Discussion - Q&A

NEXT STEP

TO QUALIFY FOR A FEASIBILITY STUDY
TO JOIN THE REGIONAL PROGRAM
AND THE BCBSTX GRANT FUNDING
CONTACT:

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832.347.2157