



## Legislation Text

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**TO:** Margate CRA Chair and Members of the Board

**FROM:** Cale Curtis, CRA Executive Director

**DATE:** September 9, 2021

AUTHORIZING THE PURCHASE OF A FITNESS COURT AND ASSOCIATED EQUIPMENT FROM NATIONAL FITNESS CAMPAIGN, LLC., FOR AN AMOUNT NOT TO EXCEED \$114,265.00; APPROVING THE SOLE SOURCE PURCHASE FROM NATIONAL FITNESS CAMPAIGN, LLC.

### **BACKGROUND:**

The National Fitness Campaign (NFC), LLC, has offered a discount in the form of a grant in the amount of \$30,000 to the Margate Community Redeployment Agency (MCRA). The grant funds were initially offered to the City of Margate to be considered for a specific park location within the City. However, it was determined that an alternate site preferred by NFC would be at Serino Park, due to the park's proximity to State Road 7 as well as its extensive use and high visibility.

**Objectives 2 and 3 of Goal III** (on pages 25 and 26) under Part 3, PLAN GOALS AND OBJECTIVES of the **2017 Margate Community Redevelopment Plan** authorizes the MCRA to carry out improvements to Serino Park, one of the parks within the boundaries of the MCRA.

### **Goal III**

*Work with the City and County, as appropriate, to establish and improve parks, recreation, open-space, and beautification efforts to create an identifiable character for the Redevelopment Area that will reflect a pleasant appealing atmosphere for working, shopping, touring, and residing.*

### **Objectives:**

2. *The Agency will work with the City to implement recommendations contained in the 2016 Parks and Recreation Master Plan for the CRA District and will, when appropriate, improve existing parks and acquire land to develop new neighborhood parks.*
3. *The Agency will work with the City to pursue park and recreational opportunities on existing publicly owned lands.*

As a result, the discount grant funds were subsequently offered to the MCRA. These grant funds are in the form of a credit to be applied towards the purchase price of a Fitness Court and Campaign Resources, as shown on the attached quote from National Fitness Campaign.

National Fitness Campaign offers a unique outdoor fitness exercise area in the form of a fitness court platform with programmed equipment and varied fixed workout apparatus, suitable for all levels of fitness expertise. It has been determined that Serino Park is an ideal location for a NFC Fitness Court as the Park is used by several

visitors per day for walking, running, and other fitness activities. The Fitness Court through NFC provides a unique opportunity for the MCRA and the City to offer increased fitness exercises for the community and local visitors, as well as a fully integrated campaign featuring the physical fitness court, mobile application, and activation.

The NFC, LLC, is a sole-source provider of the Fitness Court due to the uniqueness of the product and consideration of their grant discount award/credit toward the purchase of the Fitness Court and National Fitness Campaign Resources. The City's Parks and Recreation Director and staff have exhaustively researched other companies and have not been able to locate any that offer the unique electronic features that allow users to interact with the specific equipment and layout of the fitness court.

The requirement of the MCRA is to accept, in the form of a Resolution of Adoption, receipt of the \$30,000 discount grant funds from the National Fitness Campaign toward the purchase the Fitness Court and National Campaign Resources, as well as to approve and authorize the direct (Sole Source) purchase of a Fitness Court and National Campaign Resources from National Fitness Campaign, LLC, in an amount not to exceed **\$114,265.00**, including \$8,500 for Custom Graphics (back wall sign design, which is available for future sponsorship), \$5,765 in 2021 Spring material price increases for raw steel, and \$2,000 for shipping and handling. This total amount of \$114,265.00 also includes the \$30,000 grant discount being offered.

The following Exhibits are included as part of the backup documents to this staff summary, for the Board's review.

**EXHIBIT-A:** National Fitness Campaign Notice of Award to MCRA

**EXHIBIT-B:** Fitness Court Price Quote from National Fitness Campaign

**EXHIBIT-C:** NFC 2021 Sole Source Letter and Fitness Court Appendix

**EXHIBIT-D:** Rendering Sample of Fitness Court Back Wall Design - for sponsorship opportunities

**RECOMMENDATION:**

1. Approve acceptance of the \$30,000 grant discount from the National Fitness Campaign (NFC), LLC via Resolution of Adoption.
2. Approve and authorize the direct (Sole Source) purchase of a Fitness Court and National Campaign Resources from National Fitness Campaign, LLC, in an amount not to exceed \$114,265.00.

**FISCAL IMPACT:** In an amount not to exceed \$114,265.00 from "Serino Park Renovations" budget line #340-0510-512.69-16

**CONTACT PERSON:** Cale Curtis, CRA Executive Director