



DOCUMENT APPROVAL FORM

THIS FORM MUST BE ATTACHED TO ALL DOCUMENTS SUBMITTED FOR THE MAYOR'S SIGNATURE, ROUTE AS LISTED BELOW.

THIS DOCUMENT RECOMMENDED FOR MAYOR'S SIGNATURE

ORIGINATOR OF DOCUMENT Mary Ann Westenhofer
SIGNATURE APPROVALS
AGENCY/DEPARTMENT DIRECTOR Seve Ghose <i>[Signature]</i> 2/25/16
CHIEF FINANCIAL OFFICER
COUNTY ATTORNEY
CHIEF OF STAFF

DOCUMENT NAME NRPA grant of \$22,500 for Senior Programming	
SUMMARY OF DOCUMENT Grant is a collaborative effort between NRPA, Humana and EcoMedia. It will support Metro Park & Recreation's Senior Wellness Programs at Beechmont & Sun Valley Community Centers.	
CONTACT PERSON Mary Ann Westenhofer	TELEPHONE 456-3270
DATE NEEDED	For Pick up To Be Mailed

DATE APPROVED BY MAYOR

INSTRUCTIONS FROM THE MAYOR



National Recreation and Park Association

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU), dated February 25, 2016 (Effective Date), is made between **National Recreation and Park Association**, a Virginia-based nonprofit 501(c)3 with a mailing address of 22377 Belmont Ridge Road, Ashburn, Virginia, 20148 (NRPA) and **Metro Parks and Recreation**, a provider of park, recreation, or community services in Louisville, Kentucky (Recipient).

1. Purpose

The purpose of this MOU is to confirm approval of the terms governing the acceptance and use of Twenty Two Thousand Five Hundred Dollars (**\$22,500**) made available to Recipient for the implementation of agreed upon senior programming (Program).

Made possible through the support of Humana in collaboration with EcoMedia, NRPA is managing the administration of this Program. Funding provided through this Program will support activities associated with Metro Park and Recreation's Senior Wellness Programs.

Having been selected as a recipient of funding through this Program, Recipient is required to accept the terms contained within this MOU in order to receive funding.

2. Program Funding

- A. Upon execution of this MOU, NRPA will send Recipient a check in the amount of Twenty Two Thousand Five Hundred Dollars (**\$22,500**)
- B. Funds will be distributed by NRPA
- C. No matching funds are required

3. Recipient Requirements

Recipient will:

- A. Provide agreed upon programming in submitted proposal (Attachment 1)
- B. Host a site visit(s) by NRPA, Humana, and/or EcoMedia representatives, if requested
- C. Incorporate into the Program donor recognition, to be mutually agreed upon in advance with NRPA
- D. Promote receipt of funding and success of Program through press release and potential celebratory event in collaboration with Humana and EcoMedia
- E. Submit a brief financial summary of how the funds were utilized upon completion of the Program by April 1, 2017 (date).
- F. If requested, submit a brief accounting of Program participation upon completion of the Program by April 1, 2017 (date).

4. Promotion

EcoMedia and Humana shall have the right to advertise, publicize and promote the support for the Program in any and all media. Recipient shall permit NRPA, Humana, and/or EcoMedia representatives to attend any and all promotional events (e.g., press announcements, events, parties, etc.) relating to the Program. NRPA, Humana, and/or EcoMedia shall also have the right to issue one or more press releases regarding the support for the Program. Recipient shall provide NRPA for review any statement or co-branded promotional materials related to Program in advance of its release to the public.

5. Limits of Liability

Neither NRPA, nor EcoMedia or Humana, or any of their respective parents, subsidiaries, affiliates, officers, directors or employees shall be liable to Recipient and/or its affiliates for any liability of any kind relating to or arising out of participation in this Program hereunder.

6. Term

The term of this MOU will commence on the Effective Date and shall continue until April 1, 2017 (date).

7. Termination

Either party may terminate this MOU at any time effective upon receipt of written notice by the other party of failure to perform. The non-performing party shall have sixty (60) days to cure its obligation. If the non-performing party fails to satisfactorily cure its obligation within this time this MOU will be terminated.

In the event this MOU is terminated due to Recipient's failure to perform, the Recipient shall repay to NRPA any portion of the support provided for the Program not already spent as of the effective date of such termination.

These parties have caused this MOU to be signed by their duly authorized representatives as of the date set forth.

**NATIONAL RECREATION AND
PARK ASSOCIATION**

**LOUISVILLE METRO GOVERNMENT
on behalf of METRO PARKS AND RECREATION**

By: _____
Printed Name: _____
Title: _____
Date: _____

By: _____
Printed Name: _____
Title: _____
Date: _____

Attachment 1

Proposal submitted by Metro Parks and Recreation – December 30, 2016

Location #1

**Beechmont Community Center
205 Wellington Avenue, 40214**

Sr. Fitness

Program description: Contracted instructor lead fitness program including strength training, low impact aerobics and weights.

51 weeks per year

Mondays, Wednesdays, Fridays

Average participants per class: 14

Total participants for the year: 2142

Total classes per year: 153

Walking Club

Program description: Outdoor staff lead walking club to promote cardiovascular health, stretching and social opportunities. Group walks local park sites and neighborhood. Weather permitting during March, April, May and Aug, Sept and Oct.

Wednesdays

Average participants per class: 5

Total participants for the year: 73

Total classes per year: 24

Location #2

**Sun Valley Community Center
6505 Bethany Lane, 40272**

Forever Fit

Program Description: A cardio fitness routine for seniors with floor work, weights and balls. Improving healthy heart, blood circulation and overall wellbeing.

Days of the Week: Tuesdays and Thursdays

How many weeks: 50

Average participants per class: 12-15

Total participants for the year: 2205

Total classes for the year: 110

Senior Arthritis

Program description: Exercises that help prevent arthritis and improve flexibility for those who have arthritis.

Improves dexterity and promotes balance.

Days of the week: Mondays and Wednesdays

How many weeks: 20

Average participants: 7-10

Totals participants: 320

Total classes per year: 40- we would like to expand this class

Walking Club

Program description: Generates socialization, promote blood circulation, healthy heart conditioning, and overall physical improvement.

Days of the week: Wednesdays

How many weeks: March, April, May, September, October-Outdoors. All year inside center and on treadmills.

Field trips planned for special walking days indoor and outdoor-mall, zoo, park, floodwall, waterfront and many other places around Louisville.

How many weeks-50

Average participants in class: 5-10

Total participants for the year: 225

Available Promotional Events

Sun Valley Senior Health Fair

Program description: Presentation of Healthy initiatives and vendors to promote healthy living choices for seniors.

Days of the Week: Wednesday

How many weeks- one time event

Average participants in class: 200

Total participants for year: 200

Southwest Festival

Program description: To provide a community festival of arts and crafts, food vendors, entertainment, senior health information tent along with bingo, youth competitions, car show, and much more.

Days of the week: Saturday

How many weeks: 1

Average participants: 20,000-25,000

Total participants for the year: 20,000-27, 000

Grant will Fund

- Instructors
- Fitness racks/Storage
- Fitness Equipment: Exercise balls, weights, bands, mats, etc.
- Advertising/Marketing/Promotional Materials (giveaways and t-shirts)



National Recreation and Park Association

February 25, 2016

Erika Nelson
Community Relations Administrator
Louisville Metro Parks & Recreation
P.O. Box 37280
Louisville, KY 40233

Dear Erika,

The National Recreation and Park Association (NRPA) is pleased to award Louisville Metro Parks and Recreation a \$22,500 grant. This funding, provided through the support of Humana in collaboration with EcoMedia, will support activities associated with Metro Parks and Recreation's Senior Wellness Programs. This funding is not the result of an application process, but awarded to support your known senior programs.

The funds are to be implemented as you see fit for the following expenditures that will support and enhance your senior wellness programming:

- Instructor fees
- Advertising/Marketing/Promotional Materials (giveaways and t-shirts)
- Equipment

The funding is provided to support programming starting April 1, 2016 and ending March 31, 2017.

Don't hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Marla O. Collum".

Marla O. Collum
Senior Manager of Programs

