

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** Jeremy Laurentowski, Parks and Recreation Director *SL*

**BY:** Jessica Sandifer, Management Analyst *J.S.*

**DATE:** November 8, 2013 (CC Meeting of 11/20/13)

**SUBJECT:** Consider Donation of Outdoor Exercise Equipment from TriActive America

**BACKGROUND & DISCUSSION**

The City is holding its First Annual 5K Fun Run and Fitness Challenge on December 14, 2013, to showcase the location of the proposed Recreational Trail improvements at Arroyo Vista Community Park (AVCP). A component of the trail improvements is the inclusion of outdoor exercise stations. During the course of soliciting exhibitors and sponsors for the event, TriActive America (TriActive), a major manufacturer of outdoor fitness equipment, has agreed to bring several pieces of outdoor fitness equipment to display during the activities. TriActive recently contacted staff and has offered to donate two pieces of the equipment to the City. Staff is recommending that the City Council accept this donation of exercise equipment and list TriActive as a premier sponsor for the event. In addition, staff recommends providing TriActive two participant entries to the 5K fun run, so that members of their company can participate in the event. The Parks and Recreation Commission shall make a recommendation to the City Council on the final location of the exercise equipment at a later date.

**FISCAL IMPACT**

The value of the outdoor exercise stations is \$4,030. The premier sponsorship package is a \$500 value and the two 5K fun run entries have a total value of \$50.

**STAFF RECOMMENDATION**

Accept donation of outdoor exercise stations from TriActive America and provide TriActive with a premier sponsorship package and two entries to the 5K fun run.

Attachment :

1 Letter from TriActive America

## ATTACHMENT 1



November 8, 2013

To Whom It May Concern:

TriActive America is interested in supporting the City of Moorpark for the first 5k Fun Run and Fitness Challenge. TriActive America is a local company that has been building and supplying Outdoor Exercise equipment out of San Luis Obispo County for over 10 years. We would like to supply the City of Moorpark with one or two pieces of Outdoor Exercise equipment to use on the mile loop for participants to use during the race or to show in a 10 X 10 booth space at the expo. At the end of the event, TriActive America will leave the one or two products with the City of Moorpark as a gift. We would like to encourage the City to use the donated equipment on the fitness trail that is to be constructed at the park. Your local TriActive America sales representative, Tyler Kyriopoulos from Great Western Park and Playground, will be able to advise and help the City of Moorpark with all future needs for equipment to complete the trail when the City is ready. In exchange for this donation, TriActive America would like a Premier Sponsorship for the event day and to be considered as a supplier for any future outdoor exercise equipment needs that the City of Moorpark may have. Thank you for your consideration.

Best regards,



Bruce Carson  
Co-Director of Sales  
TriActive America