

NFL PLAY 60 After-School Kickoff Grant Program

About the Program

Through a partnership between the NFL, NFL Network and the National Recreation and Park Association (NRPA), local park and recreation sites in 9 designated NFL markets may apply for the opportunity to receive funding support and/or equipment to complement their after school physical activity/health and wellness education programs.

The NFL PLAY 60 Grant - One local park and recreation site in each of the 9 designated NFL markets will be selected to receive an NFL PLAY 60 grant valued at \$7,500 to provide new equipment, curriculum, refurbished play spaces, additional staff to run physical activity-based programming, or support the start or growth of an NFL PLAY 60 program. The grant will be awarded to the 9 local park and recreation sites that best demonstrate how successfully they embrace the health and wellness values of NFL PLAY 60. Each grant recipient will participate in NFL PLAY 60 events and one PSA promoting the initiative, which will air on NFL Network's local cable affiliates.



Status

This grant is **closed**

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For more information about the NFL please visit these links:
[NFL.com](#) | [NFLhealthplaybook.com](#)

City of Milpitas, California

BUDGET CHANGE FORM

Type of Change	From		To	
	Account	Amount	Account	Amount
Check one: <input checked="" type="checkbox"/> Budget Appropriation <input type="checkbox"/> Budget Transfer	100-3586	7,500	100-163-4221	7,500

Accept a NFL Play 60 After-School Kickoff Grant from the National Football League in the amount of \$7,500 (Staff Contact: Renee Lorentzen, 586- 3409)

Background: The City of Milpitas applied for and won a NFL Play 60 After-School Kickoff Grant in the amount of \$7,500 from the National Football League (NFL). In addition to the \$7,500 cash award, the grant includes an event hosted by the San Francisco 49ers for youth enrolled in the After the Bell program. Players from the San Francisco 49ers (date/time to be announced in late April by NFL) will be in attendance and speak about the NFL PLAY 60 campaign, which encourages kids to be active for 60 minutes a day in order to help reverse the trend of childhood obesity.

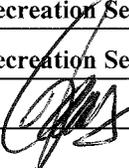
The 49ers will also lead a “mini-camp” style activity with the youth where they will get to participate in various non-contact, football agility drills. All participating students will receive a NFL Play 60 shirt at the end of the event. All NFL equipment used in the mini-camp will also be donated to the City of Milpitas Recreation Services department after the event.

Funds from the grant will be used for Youth Special Events such as After the Bell Olympics and new equipment for youth programs.

Fiscal Impact: No net impact to the General Fund. Expenditures will be offset by increase in grant revenue.

Recommendation: Accept the NFL Play 60 After-School Kickoff Grant from the National Football League in the amount of \$7,500.

Check if City Council Approval required. **Meeting Date:** May 3, 2016

Requested by:	Renee Lorentzen, Recreation Services Manager	Date:
Department Head:	Renee Lorentzen, Recreation Services Manager	Date:
Reviewed by:	Finance Director: 	Date: 5/22/2016
Approved by:	City Manager:	Date:
Date approved by City Council, if required:		Confirmed by: