

ORDINANCE NO. 2010 - 84

AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH MOTION FITNESS/EXERGAME FITNESS IN AN AMOUNT NOT TO EXCEED \$98,310 FOR THE MASON COMMUNITY CENTER RENOVATION PROJECT

WHEREAS, the City of Mason is currently renovating the Mason Community Center; and

WHEREAS, as part of the overall renovation project, video motion fitness activity games are included as part of the new renovations; and

WHEREAS, the City has contracted for motion fitness video games, equipment, training, and maintenance services from Motion Fitness/Exergame Fitness, in the amount of \$98,310.00, in accordance with the terms of the agreement, a copy of which is attached hereto and incorporated herein along with Exhibit "A" and Exhibit "B"; and

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Mason, Ohio, six members thereto concurring:

Section 1. That the proposal of Motion Fitness/Exergame Fitness in the total amount of not to exceed \$98,310.00 for motion fitness video games, equipment, training, and maintenance services for the Community Center are hereby accepted.

Section 2. That the City Manager is hereby authorized and directed to enter into a Professional Service Agreement with Motion Fitness/Exergame Fitness to provide motion fitness video games, equipment, training, and maintenance services for the Community Center according to the specifications set forth by the City.

Section 3. That the Finance Director is hereby authorized and directed to pay Motion Fitness/Exergame Fitness the not to exceed amount of \$98,310.00 in accordance with the terms of the proposal.

Section 4. That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed this 28th day of June 2010.


Vice Mayor

Attest:


Clerk of Council

Exhibit "A"

Exergaming – Partnership Agreement

Purchase of Equipment:

The City of Mason will purchase from Motion Fitness/Exergaming Fitness, MFEF; equipment, maintenance and training as noted in the attached quote, Exhibit "B", with details outlined in this "Partnership Agreement" and the attached design layout. Extended discount pricing (18 % discount on product and services) is available with future purchases as part of this partnership agreement. In addition, the Community Center, CM, will host and become a demonstration site for new equipment when it is designed and released for an agreed upon period of time at no charge to CM at a time and place convenient to and agreed to by the Community Center Director, Director.

Installation of Equipment:

MFEF will install all of the Exergaming equipment inside of the Vault room, per Exhibit "B" and the design layout, or as directed by the Director as part of this partnership once renovations are complete to the CM. Mason maintenance personnel will be present during the installation of the products. This also applies to future purchases when made by Mason.

Comprehensive Training:

After installation MFEF will provide training to the appropriate staff as determined by the Director. Training will include but not limited to how to use all the equipment located in the vault room, turning all products on and off, set up and break down of products, as well as basic program curriculum ideas. Staff scheduled as determined by the Director for the training will be available for the product training and or program training.

Preventative Maintenance:

After the installation MFEF will provide preventative maintenance training for the appropriate CM personnel. Training will include how to repair and protect the products installed in the Vault room. MFEF will also provide telephone technical support at no charge to maintenance staff on an as need basis.

Product Servicing:

If any product is unfixable at the location after phone technical support, MFEF will send repair technicians to correct any issues that need attention. Charges may be assessed for repair parts, however, labor will be provided at no charge under the warranty period. Once the warranty period expires, product servicing will be evaluated on a case by case basis.

Programming Services, MedPlay Technologies Free Programming:

As part of this partnership agreement, MFEF will provide to the CM medical based programming compliments of MedPlay Technologies. MedPlay is the industry leader providing medical programming to Exergaming centers around the USA. By combining the latest research in health and wellness with modern video game technology, such as Exergames, MedPlay has created highly effective exercise and nutrition programs that improve the future of wellness by the power of play. MFEF will use the services of Dr. Eric Medina/ Joel Peterson to review the medical plan for the facility at no charge. They will train the CM staff on site and help to implement the programming for the facility as part of this partnership agreement. CM will be responsible for feedback on this program as well as providing MFEF with any material/ data available for public viewing.

Motion Vault Equipment Testing and Research

MFEF as determined by the Director will use the CM as a demonstration site to test the quality of new and existing products. Product testing is the process used to identify the correctness, totality, security, and quality of a developed product. MFEF's goal is to always have the best quality equipment tested in the market.

Marketing - Pre-Opening Marketing Package/ Soft Opening Day

- A display easel of Motion Vault captured in a 3D design showing the conceptual renderings of the Motion Vault for clients at CM
- Social networking websites to be developed to help promote CM globally attracting attention to the facility
- Featured facility display area on exergamingfitness.com, motionfitness.com that will help explain the concept and highlight the facility on all major exergaming networks.
- MFEF will develop posters, postcards, and media discs for CM.
- Official press release will be written by MFEF, public relations writer formatted for media campaign as approved by the Director
- Video interviews with CM employees, CM partners and MFEF describing the concept and partnership of the room
- Video of clients in the exergaming room on the "soft opening day" as well as interviews of kids, teens, adults and parents as they use the equipment for the first time. This will be used as marketing materials to support all social networking websites and future press releases.
- Email campaign for up to 50,000 emails describing the new motion vault room
- A complete power point presentation of the room designed for marketing material

All Marketing plans, displays and videos will be reviewed and approved by the Director before becoming part of the CM.

Motion Vault Training Videos and Multimedia Marketing

As approved by the Director the Vault room will become a site to gather and create multimedia promotional material for all of the products in the room in order that MFEF can further support product vendors. Once proper City of Mason media release forms are completed, MFEF will do training videos, interviews with clients and industry leaders,

conduct Pod Casts and hold Exergaming workshops to help brand the concepts for clients.

Education Workshops:

With advanced notice, vault room educational seminars will be held at CM throughout the year for clients such as professional sports teams, schools, YMCA's, Jewish Community Centers, Park Districts, TriHealth, hospitals, health clubs and more. These workshops are crucial in developing product education, grant and funding assistance, 2D and 3D room design and medically based programming. Workshops are included in the partnership agreement at no charge to CM and are a great resource for learning about Exergaming and how it can enhance the success of the CM. MFEF is providing these workshops as way to promote the CM, provide clients for MFEF, and in return, CM will make a percentage of the profits for any sales that are made at the CM. Each workshop is unique based on attendance and time to prepare, therefore, the percentage of sale profits will be determined when the workshop is held. Scheduling and approval of workshops are at the discretion of the Director.

Income:

Exergaming sales generated from workshops, promotions, or educational seminars at the Community Center will promote the CM and will result in the sharing of profits between the MFEF and the CM. Percentage of profits given the CM will be determined before the workshop is held and will be based on staff time, room wear, equipment and utility usage.

CITY OF MASON, OHIO

SERVICE PROVIDER

Signed: _____
Printed: _____
Title: _____
Date: _____

Signed: _____
Printed: _____
Title: _____
Date: _____



Exergame Fitness Room
Mason Comm Center
Mason, Ohio
Layout v1
August, 30, 2010

Stations: 5
Active Users: 13+
Participants: 18+
Avg. # Users per Hour: 55+

- 1 Game Bike
- 2 Idance
- 3 Makoto
- 4 Lightspace
- Outlet

