



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**      **DATE: July 28, 2015**  
**FROM: OFFICE OF THE MAYOR**      **WARDS: ALL**  
**SUBJECT: FIT, FRESH, and FUN FORUM**

**ISSUE:**

For City Council to accept a report from Mayor's staff.

**RECOMMENDATIONS:**

That the City Council:

- 1) Receive and file this report and presentation.
- 2) Receive semi-annual updates from the Forum.

**BACKGROUND:**

In 2011, the American College of Sports Medicine's American Fitness Index ranking Riverside Metropolitan Area 36<sup>th</sup> out of the 50 largest metropolitan areas, and the community's desire to encourage healthier lifestyles, the Riverside City Council voted to form the Fit, Fresh, & Fun Forum in July 2011.

This forum is comprised of over 50 organizations from throughout Riverside including government agencies, non-profit groups, educational institutions and businesses. The forum has established goals pertaining to healthy youth, workplace wellness, reducing obesity, encouraging healthy industries, community gardens, and Farmers markets.

Today Fit, Fresh, and Fun partnering organizations would like to highlight recent key accomplishments and recognize the winners of the Mayor's 2015 Start RIGHT (Riverside is Getting Healthy Together) Challenge.

**FISCAL IMPACT:**

There is no fiscal impact.

Submitted by:

William R. "Rusty" Bailey III  
Mayor

Approved as to form: Gary Geuss, City Attorney