

An Overview of our FIT CITY

Mayor's Fitness Council Annual Report 2015

Message from San Antonio Mayor IVY R. TAYLOR



“For three years in a row, San Antonio has won the statewide It’s Time Texas Community Challenge; we’ve had hundreds of people join in on the Walk with the Mayor events; 50 elementary, middle and

high schoolers now serve as student health ambassadors in schools across the city; and more kids are taking part in the push to eat fruits and vegetables. Together, with all the efforts of the Mayor’s Fitness Council, San Antonio is becoming a healthier and more active community. I want to thank everyone involved for continuing to help connect our citizens to a life of wellness.”

-Mayor Ivy R. Taylor



Mayor's Fitness Council
City of San Antonio

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Mayor Taylor at the Super Foods Art Contest Press Conference

Our Purpose:

The San Antonio Mayor's Fitness Council (MFC) was founded in 2010 with the mission to lead San Antonio to be one of the healthiest cities in America. The MFC continues today with the guidance and leadership of Mayor Ivy R. Taylor and the support of the San Antonio Metropolitan Health District. It is comprised of hundreds of local participants, volunteers, partners, and supporters who are committed to fostering a more healthy and fit community through initiatives designed to create opportunities and remove barriers to encourage regular exercise and better nutritional habits throughout our community.



The MFC **Student Ambassador Program** allows students the opportunity to represent the Mayor's Fitness Council by promoting and encouraging healthy living at their campuses and in their communities.



FitCitySA.com serves as the community portal for health, fitness, and is the Mayor's Fitness Council's website.

86,233 visits in 2015

31% participation increase

66,583 individual/unique visitors in 2015

39% increase in visitors

31% increase in overall visits!

Student Ambassadors

50 student ambassadors, grades 5-12, were selected from **38** public and private schools in Bexar County

10 Alumni Ambassadors

13 Bexar County ISD's



Taking Fitness in the Park classes on the road, the Mobile Fit Van offers health screenings to requested locations.



209 appearances

186 different locations

3,100 health screenings conducted

8,780 fitness activity participants

Síclovia

Síclovia is a free semi-annual event that takes place in the Fall and Spring respectively. Selected streets in San Antonio are closed down for residents' recreational and sports activities.



YMCA OF GREATER SAN ANTONIO
COMMUNITY EVENT

1,500 October 2011 inaugural Síclovia attendance

60,000 March 2015 attendance

70,000 September 2015 attendance

MFC Resource Reclovia:

45 local organizations per event

Mobile Farmer's Market

7,727 families

24,080 individuals served

524,994 pounds of produce provided

59 total distributions

5 average distributions monthly between June 2014 to June 2015 to targeted areas here in San Antonio.



Fitness In The Park

Bringing FREE Fitness Classes to a City park near you! The City of San Antonio Parks and Rec Department provides instructor led group exercises classes at parks throughout San Antonio.

Classes include Zumba, boot camps, yoga, and many others.



5,788 classes annually

16% increase in class offerings

57,643 total attendees



A FREE interactive fitness scavenger hunt created by the San Antonio Parks and Rec department. Earn points for participating in wellness activities throughout our city to win big prizes.

12,208 distributed passports

5,580 completed passports

2,206 available events

VegOutSA!

Super Foods Art Contest:

20,000+ submissions

26 district Finalists

12 city-wide finalists, each received bikes and helmets.

1 city-wide winner who had her artwork displayed on 3 billboards across the city of San Antonio.

10 different organizations participated in the efforts to inform and support San Antonio's Campaign to increase fruit and vegetable consumption.

Walk with the Mayor

Walk with the Mayor kicked off in 2015 and will continue in all 10 City Council Districts during 2016.



San Antonio Business Group On Health (SABGH)

SABGH is the Mayor's Fitness Council's Committee on worksite wellness.

120 participating members

91 employers represented

Worksite Wellness Forums

The SABGH hosts quarterly meetings and forums on worksite wellness efforts.



For more info., visit www.fitcitysa.com/at-work/san-antonio-business-group-on-health-sabgh.html



23 billboards

40 bus Wraps

35,000 influential Facebook ads and **12,000** radio influences

Employer competition:

3 winners:

1st Valero

2nd VIA

3rd City of SA Metro Health

San Antonio Walks!

Encourages walking groups around the city.

3,500 participants

14% increase in participants

363 walking groups

34% increase in walking groups

28 scheduled events



Fit Family Challenge

A 12 week summer program offered by San Antonio Sports, designed to motivate families to get active, to eat better, and to learn about health and fitness.

7 school districts participated

4 city council districts partnered with San Antonio Sports for Fit Family Challenge 2015.

976 free health screenings were provided for participants.

iPor Vida!

Recognizes restaurants that help make healthier food choices by identifying menu items that meet strict nutritional guidelines.

135 restaurant locations in San Antonio serving iPor Vida! meals

385 combined menu selections





Mayor Taylor with Student Ambassadors during orientation.

Executive Committee

Kate Rogers, Chair	H-E-B
Jeff Skelton, Vice Chair	Altamira Benefits
Mary Ullmann Japhet, Past Chair	San Antonio Sports
Dolly Armstrong	Harlandale ISD
Tony Canty	Labatt Food Service
Eric Cooper	San Antonio Food Bank
Robert Ferrer, MD	UTHSCSA
Bonnie Hartstein, MD	Military Health System
Jennifer Herriott, MPH (Ex-Officio member)	SA Metro Health
Ashok Kumar, MD	UTHSCSA
Ruben Lizalde	Mayor's Office
Esteban Lopez, MD	Blue Cross Blue Shield-TX
Sandy Morander	YMCA-San Antonio
Vincent Nathan, PhD, MPH	Director, SA Metro Health
Stephen Paprocki	Food Policy Council
Amelie Ramirez, PhD	UTHSCSA
Jennifer Ramirez	City Managers Office
Nikki Ramos (Ex-Officio member)	SA Parks & Rec. Dept.
Jessica Rios	SA2020
Julie Tatum	Whataburger
Mandy Tyler	Region 20
Xavier Urrutia (Ex-Officio member)	SA Parks & Recreation
Peter Wald, MD	USAA
Annette Zaharoff, MD	The Non-Surgical Center of Texas

Special thanks to Shayda Dioun, MFC intern, for compiling this annual report.



Mayor's Fitness Council

City of San Antonio

2015 MFC Endorsements

- City Manager's 5K
- Community Gardens Program
- Fit Moms & Moms-to-Be-Mom's Night Out
- Get FIT Texas
- Girls Got Game
- Get Outdoors!
- Healthy for Humanity Yogathon
- HEB Alamo Run Fest
- Neyso Nights
- Project QUEST, Inc.
- Scout Strong Patriot Run
- SGTP Fitness Fair
- Síclovía 5K
- SícloVerde 2015
- Step Out: Walk to STOP Diabetes
- Thrill Seeker 5K stunt Run
- Total Health in Travis Park
- Walk to Cure Arthritis
- Walk to End Alzheimer's
- West Side Fair
- YOSA Beethoven 5K/10K
- 2015 American Heart Association Zumbathon
- 2015 poder 5k Walk/Run
- 4th Annual Family Fest
- 5th Annual Run for the Heights 5K, Kids Fun Run & Health Fair
- 4th Annual Witte Museum Boot Scoot & 5K

If you are interested in becoming a member,
please visit fitcitysa.com



Mayor's Fitness Council
City of San Antonio

Mayor

Executive Committee

MFC Membership

