

# Building a Healthy Community

YMCA OF SOUTH FLORIDA & BROWARD HEALTH



# Health and Wellness Center – Coming in 2027



## SERVING

- City of Ft Lauderdale – East of Federal Highway
- Growth in Density at Federal Highway & Sunrise Blvd

## CAPITAL FUNDING PARTNERS - \$50M INVESTMENT

- City of Ft Lauderdale Land Lease
- Broward Health - Physical Presence
- Private Donations and Fund Raising

**IMPACT** Over 25,000 children and families will be served

## FACILITY

- 60,000 sq. ft.
- YMCA – 46,000SF
- Broward Hospital – 12,000SF + 2,000
- 6 lane/25 meter swimming pool

**JOBS** 100+ People will be Employed



# Serving the Community



## YMCA BUSINESS MODEL

- Earned Revenue Model – Zero National Support
- Local Board Leadership
- Financial Assistance Program

## TARGET AUDIENCE

- Families, Children, Teen, Seniors
- **ONE STOP SHOP**

## PROGRAM OFFERINGS – COMPLEMENTARY SERVICES

- Health & Wellness for All Ages
- Aquatic Programs
- After School & Summer Camp
- Indoor Sports – youth and adult
- Enrichment
- Special Events
- Community Engagement
- Volunteerism

**FUTURE ...**

**HOLIDAY PARK**

**“Health & Wellness Center”**



# DOWNTOWN FTL PIPELINE

46+

PLANNED PROJECTS

17K+

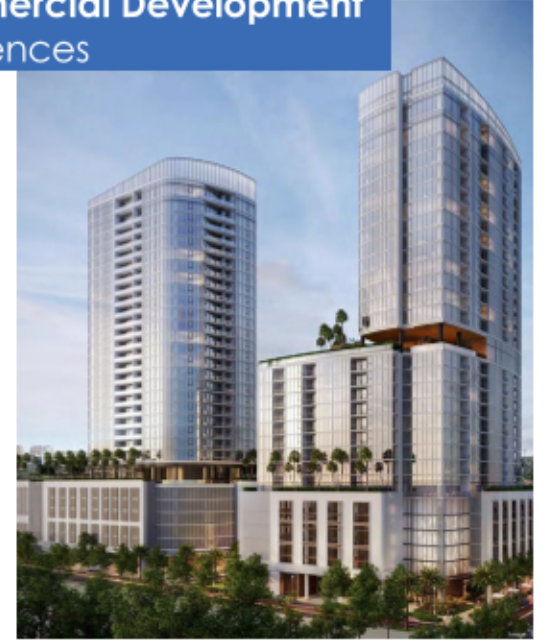
TOTAL UNITS

**BH3  
DNA**



## Just a few examples of growth ...

**Hudson Capital Group &  
Barron Commercial Development**  
Flagler Residences



**Naftali Group**  
201 N Federal Hwy



**Merrimac  
Ventures**  
317 N Federal



**Jefferson Apartment Group**  
Flagler Creative



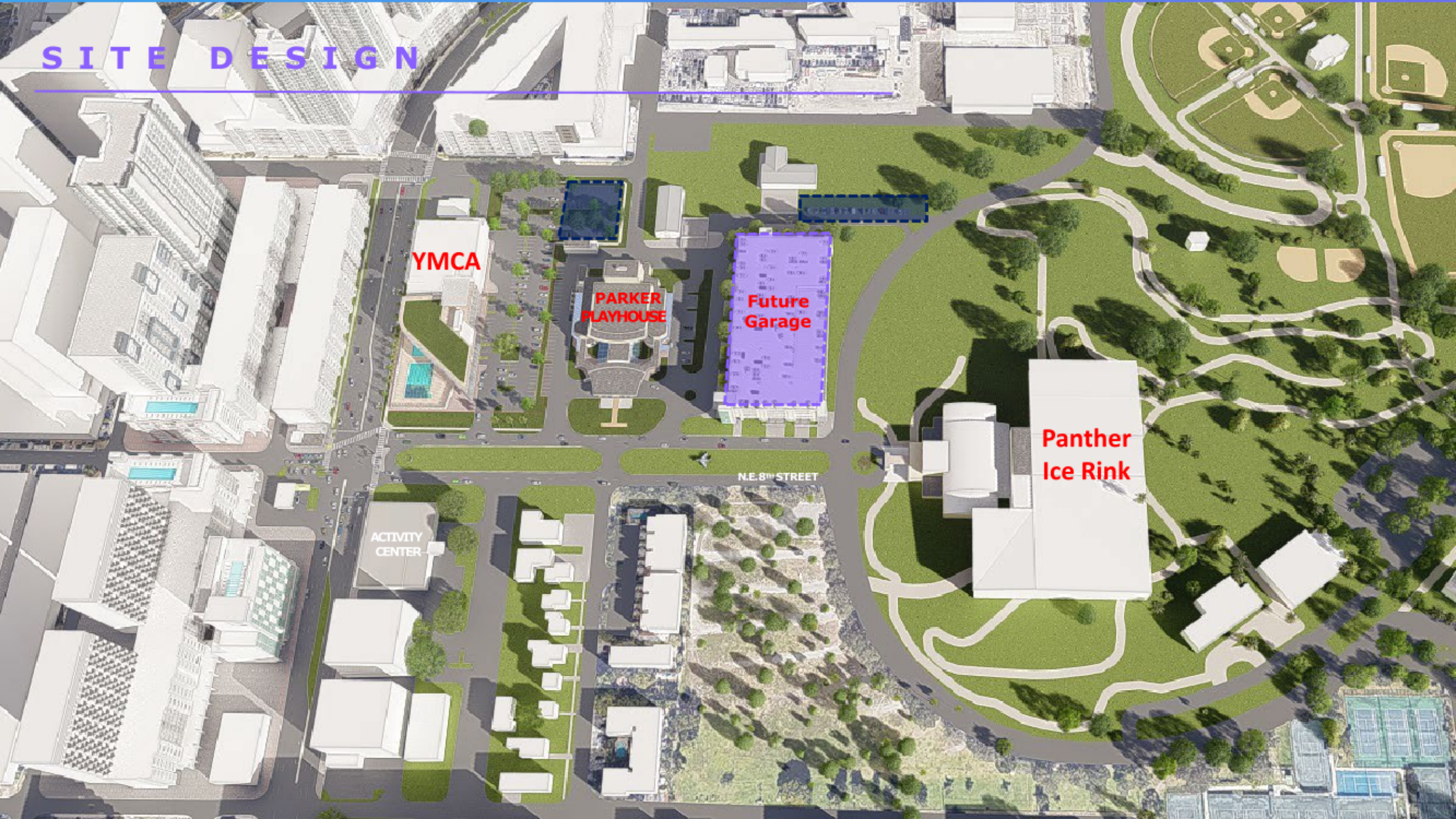
**Hines &  
Urban Street Development**  
T3 FAT Village



**Aimco**  
Searstown



# S I T E   D E S I G N



YMCA

PARKER  
PLAYHOUSE

Future  
Garage

Panther  
Ice Rink

N.E. 8th STREET

ACTIVITY  
CENTER





the Y MCA







Broward Health  
EMERGENCY

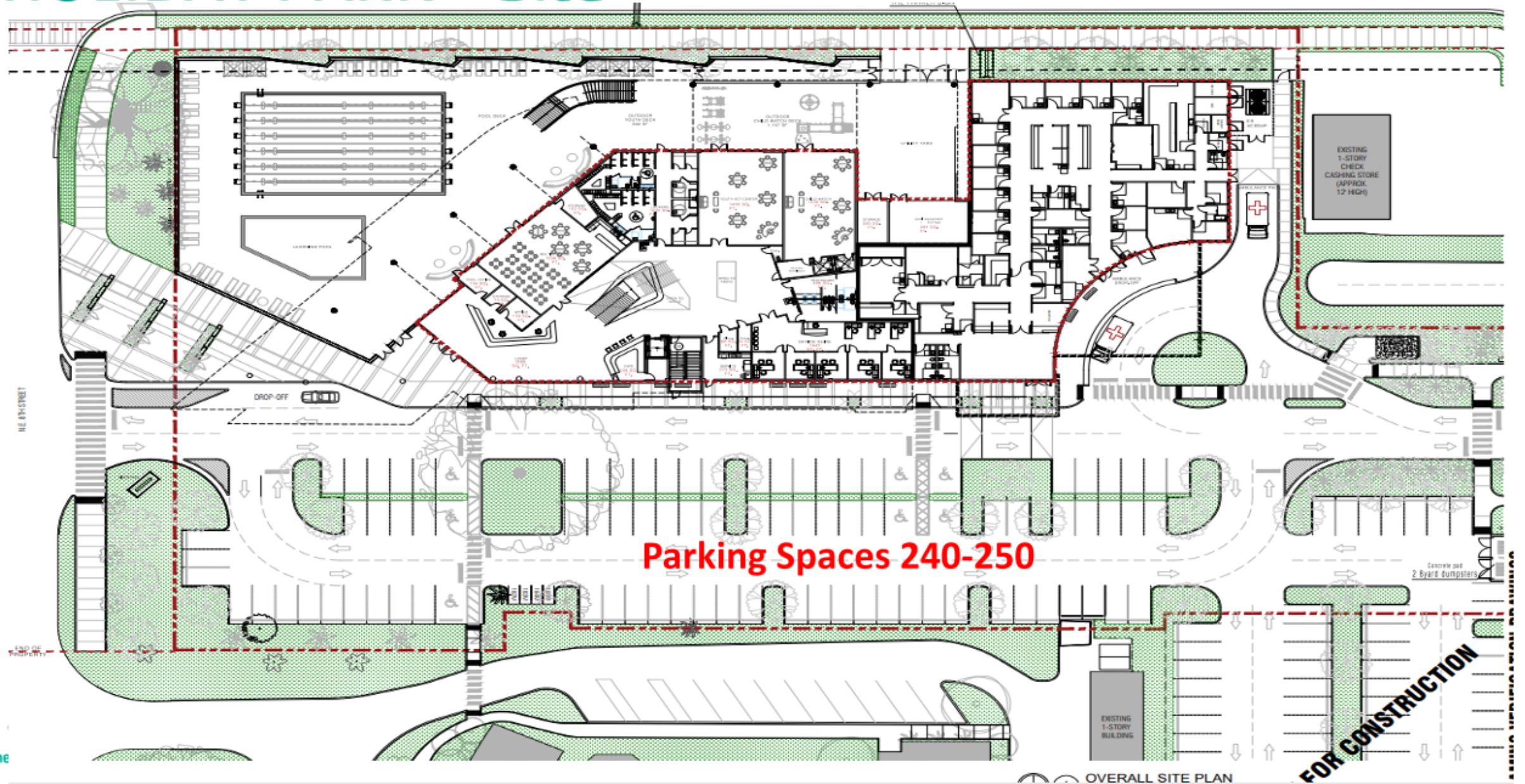
EMERGENCY

AVENUE





# HOLIDAY PARK – Site



# Holiday Park Aquatic Center – Program Priorities

Partnership Model that will benefit the community:

- Teach children to swim – water safety education programs
  - Provide **FREE swim lessons** two weeks each year – open to community
  - Swim Lessons for Children with **Special Needs**
  - **Press Conference** to educate the Community
- Water Exercise Programs for all Ages including our Active Older Adults
- Water Therapy Programs – partnership with Broward Health
- YMCA Swim Team
- Master Swim Program
- Open Swim – Lap Swim
- Special Events on Pool Deck – HOA; VIP's; Corp Partners



# WATER SAFETY / DROWNING PREVENTION

## DROWNING FACT SHEET



- » Florida leads the nation with the most child drownings
- » For every child who dies from drowning, another seven receive emergency department care for nonfatal submersion injuries
- » 64% of African American, 45% of Hispanic/Latino, and 40% of Caucasian children have little to no swimming ability



# Water Safety Drowning Prevention – Fact Sheet

- Children ages 1-4 had the highest rates of drowning and non-fatal drowning hospitalization (Florida Health)
- For every child who dies from drowning, another seven receive emergency department care for nonfatal submersion injuries (CDC)
- Child drowning increased by 20% since 2017 in Florida (PoolSafely.gov and CPSC)
- In Florida, 3 children die every day as a result of drowning (CDC)
- 88% of youth drowning incidents occur under adult supervision (National SAFE KIDS Campaign)
- Formal swimming lessons reduce the likelihood of childhood drowning by 88% (USA Swimming Foundation)
- If a parent does not know how to swim, there is only a 13 percent chance that a child in that household will learn how to swim (USA Swimming Foundation)

# Swim For Jenny Week



Who: Serving 2,500+ Children & Adults

What: 5 Days of FREE Water Safety Education/Swim Skill Test

- Distribute 5,000 Water Watcher Tags throughout South Florida
- Teach children to be comfortable and safe in water
- Provide families with water safety education and awareness



# Media Interest



## YMCA South Florida Free Swim Lessons

Colin Crilley, Vice President of Communications & Marketing for YMCA of South Florida talks about 'Swim for Jenny', a week of free swim & water safety lessons to prevent drowning, 3/25 - 3/29. <https://ymcasouthflorida.org/swimforjenny/>

March 18, 2024



## Rodney Interviews YMCA South Florida Free Swim Lesson for Adults & Kids March 25th to March 29th 2024

Rodney Baltimore interviews Mr. Colin Crilley Vice President of Marketing and Communications for the YMCA of South Florida for 'Project Jenny' a Free opportunity to learn to Swim and Water Safety. Project Jenny is will be held at 5 YMCA location in Broward County: Weston, Hallandale Beach, Fort Lauderdale, Hollywood, Pembroke Pines all swimming instruction is free between the hours of 1pm to 8pm. Free lesson from March 25, 2024 to March 29, 2024 Visit [www.YMCASOUTHFLORIDA.ORG/JENNY](http://www.YMCASOUTHFLORIDA.ORG/JENNY).  
March 26, 2024



## SunSentinel



YMCA swim instructor Oliver Custer teaches 9-year-old Layana Boston how to swim during "Swim for Jenny" week at the L.A. Lee YMCA Adult Community Center in Fort Lauderdale on Wednesday. The event is part of YMCA of South Florida's Water Safety and Drowning Prevention Program, named after Jenny, who lost her life because she did not know how to swim. CAROLINE JUAN/SOUTH FLORIDA SUN SENTINEL



# Water Safety Tips And Education

## Tip #1: Be a Water Watcher

Please watch this 60-second video and learn more.



### Tip: Reach, Throw, Don't Go

Please watch this 60-second video and learn the 3-step approach safely assist someone in need and not become a victim yourself.



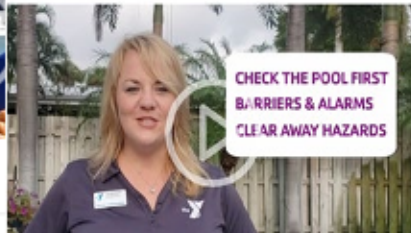
## Tip: Lifejackets

Please watch this 60-second video and learn more about lifejackets.



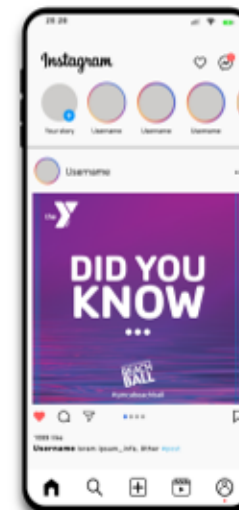
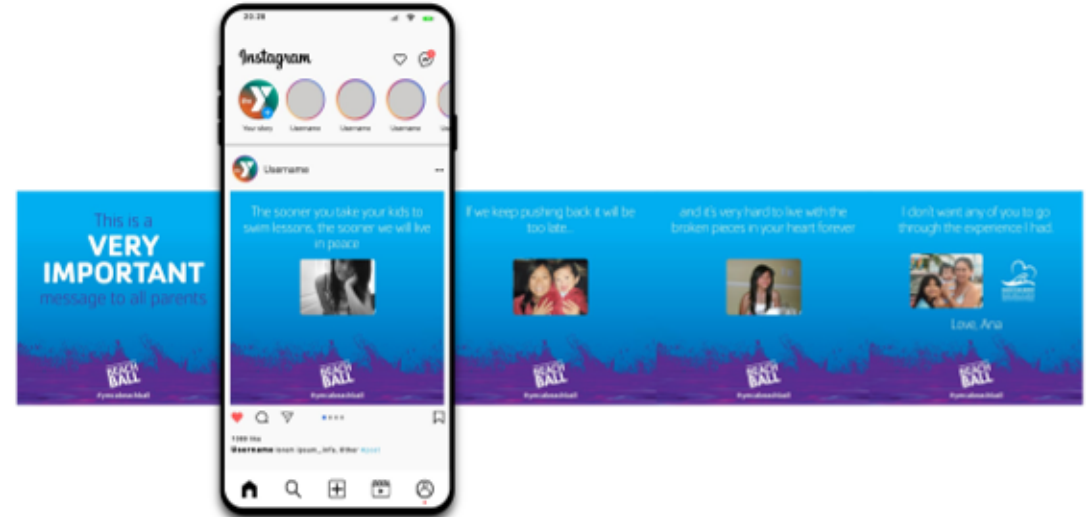
### Tip: Check the pool first

Please watch this 60-second video to learn more and let's keep our kids safe.

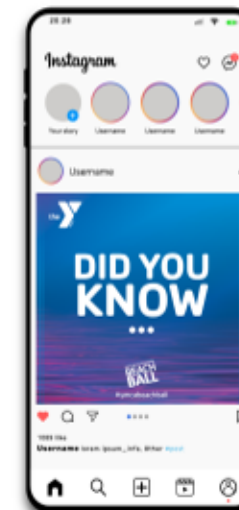


## Tip: Swim Lessons.

Watch this 60-second video and stay connected for more water safety tips.



## POST SET 1



## POST SET 2

# Improving Health & Wellness for ALL by .....

## Partnering with Broward Health



# PARTNERSHIP VISION

Improve the overall  
**Health and Well-Being**  
of the **Ft Lauderdale Community**

by creating  
**Healthy & Wellness Center**

to leverage the **Brand Presence and**  
**Expertise of the**  
**YMCA and Broward Health**  
by providing comprehensive health and  
wellness programs



# COMMUNITY BASED MODEL

## Dream Big?

Dedicated space on  
YMCA wellness floor/  
water therapy  
@ aquatic center







Broward Health  
EMERGENCY

EMERGENCY

AVENUE

# Comprehensive FSED capabilities?

- 24/7 Board Certified Emergency Medicine Physician
- Emergency Department equipped with cardiac monitors and comprehensive resuscitation room
- Full diagnostic imaging capacity including CT, US, Xray
- All emergency lab testing available on site
- Care for of all types of adult and pediatric conditions including cardiac, neurological, orthopedic, gynecology, respiratory, gastroenterology, and more.

***Why would I go to a FSED and waste time if I could go directly to the hospital?***

Because you'll save time. The faster you make the diagnosis, the faster you get the care.

***Hours of operation*** – 24/7/365, unlike urgent cares that typically are open 8 a.m. – 5/6 p.m. (business hours and closed on Sundays)

***Who are the doctors*** – board certified emergency physicians, unlike urgent care centers that typically have family medicine/internal medicine physicians who are not certified to care for emergency patients.

There will also be pediatric-specific teams of caregivers available, including pediatric-trained physicians.

***What can the FSED actually do/capabilities?***

Unlike an urgent care, a freestanding emergency department can do everything a hospital-based emergency department can, inclusive of diagnostics, imaging, lab and emergency services. (e.g. CT Scan, US, X-Ray)

***Timing*** – less patient volume = faster treatment time.

Patients are discharged within a significantly shorter time than if they visited a hospital ER.

# Timelines .....

# Holiday Park – Construction Timeline – Key Dates

Architect Selected

5/1/21

Contractor Selected

6/1/24

**City Approves Sublease**

**5/7/24**

Construction Loan Approval

12/1/24

City Commission Approvals

2/1/25

Break Ground

5/1/25

**Open for the Public**

**Q1 2027**

**Thank You !**

