

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

FUTURE ...

HOLIDAY PARK

“Health & Wellness Center”

DOWNTOWN FTL PIPELINE

46+

PLANNED PROJECTS

17K+

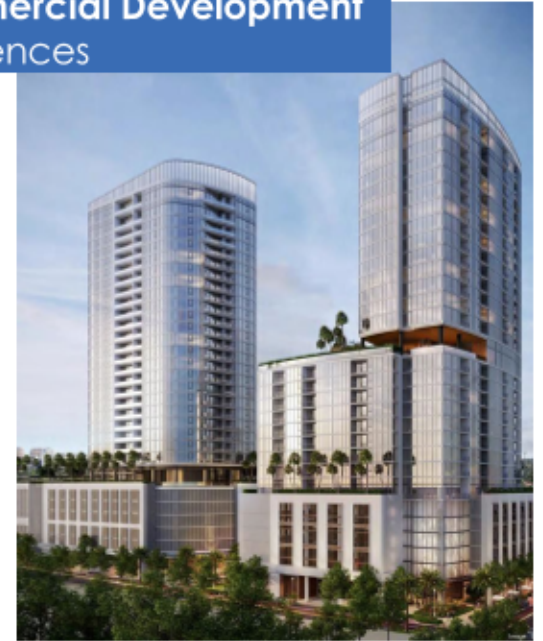
TOTAL UNITS

**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



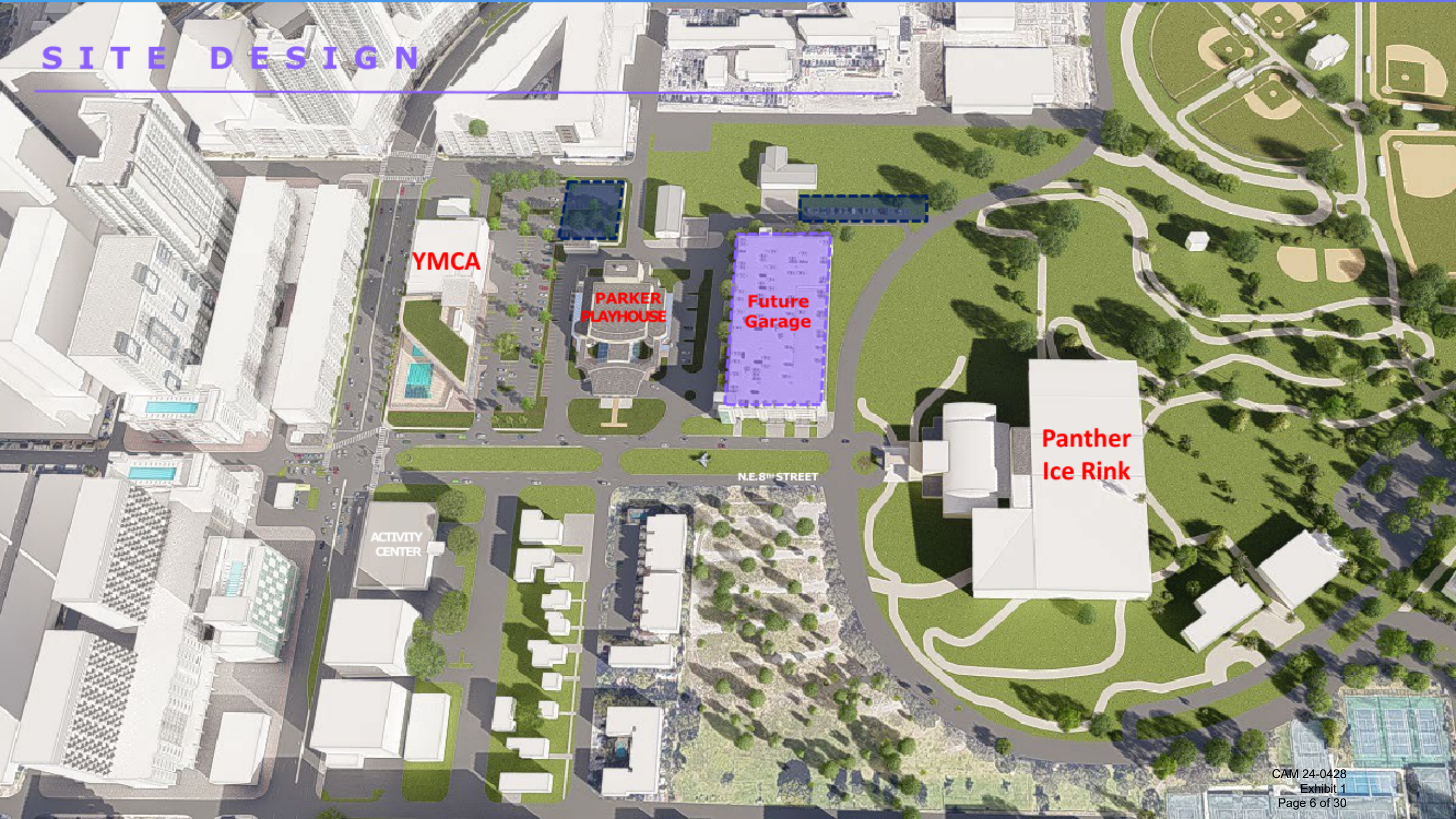
**Hines &
Urban Street Development**
T3 FAT Village



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







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 Crilly, 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 Crilly 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.
March 26, 2024



SunSentinel



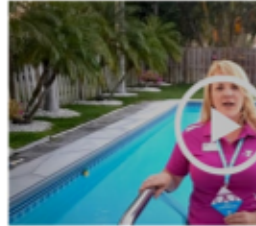
YMCA swim instructor Oliver Guzman teaches 11-year-old Leanya Gordon how to swim during "Swim for Jenny" week at the L.A. Lee YMCA Adult Community Center in Fort Lauderdale on Wednesday. The event is part of YMCA of South Florida's Water Safety and Drowning Prevention Program, named after Jenny, who lost her life because she did not know how to swim. CAROLINE JUAN/SOUTHFLORIDA SUN SENTINEL



Water Safety Tips And Education

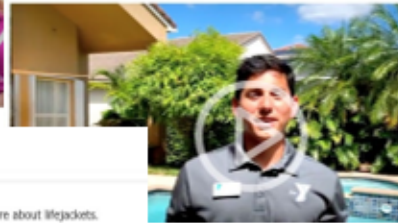
Tip #1: Be a Water Watcher

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.



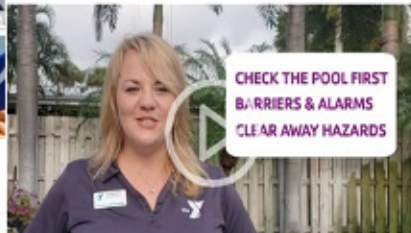
Tip: Lifejackets

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



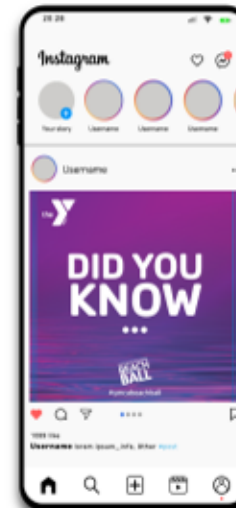
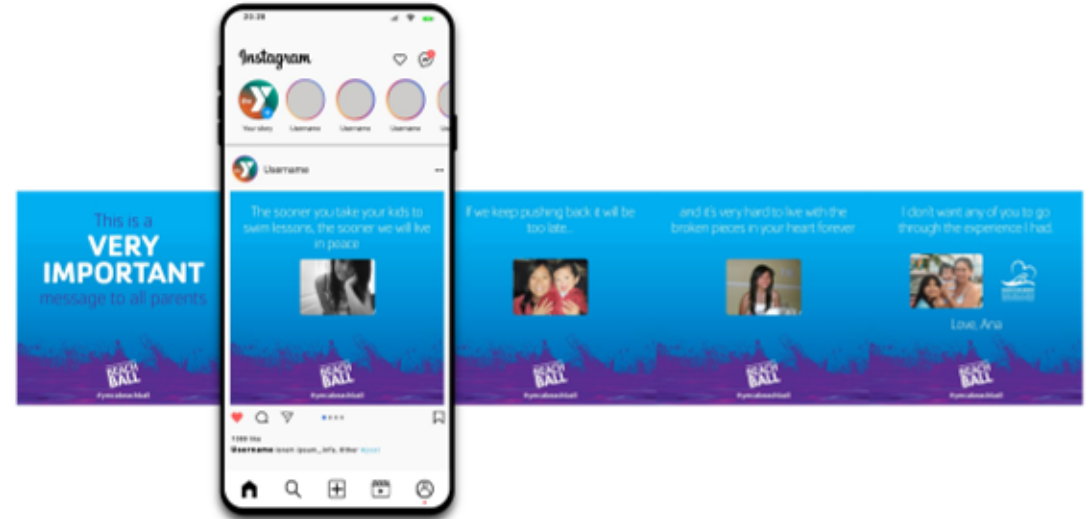
Tip: Check the pool first

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

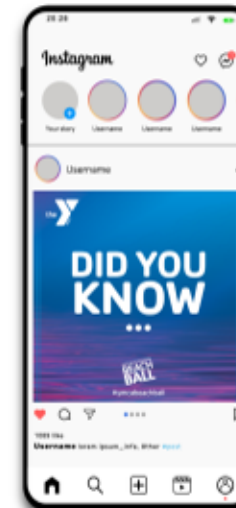


Tip: Swim Lessons.

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



First Floor

Federal Highway

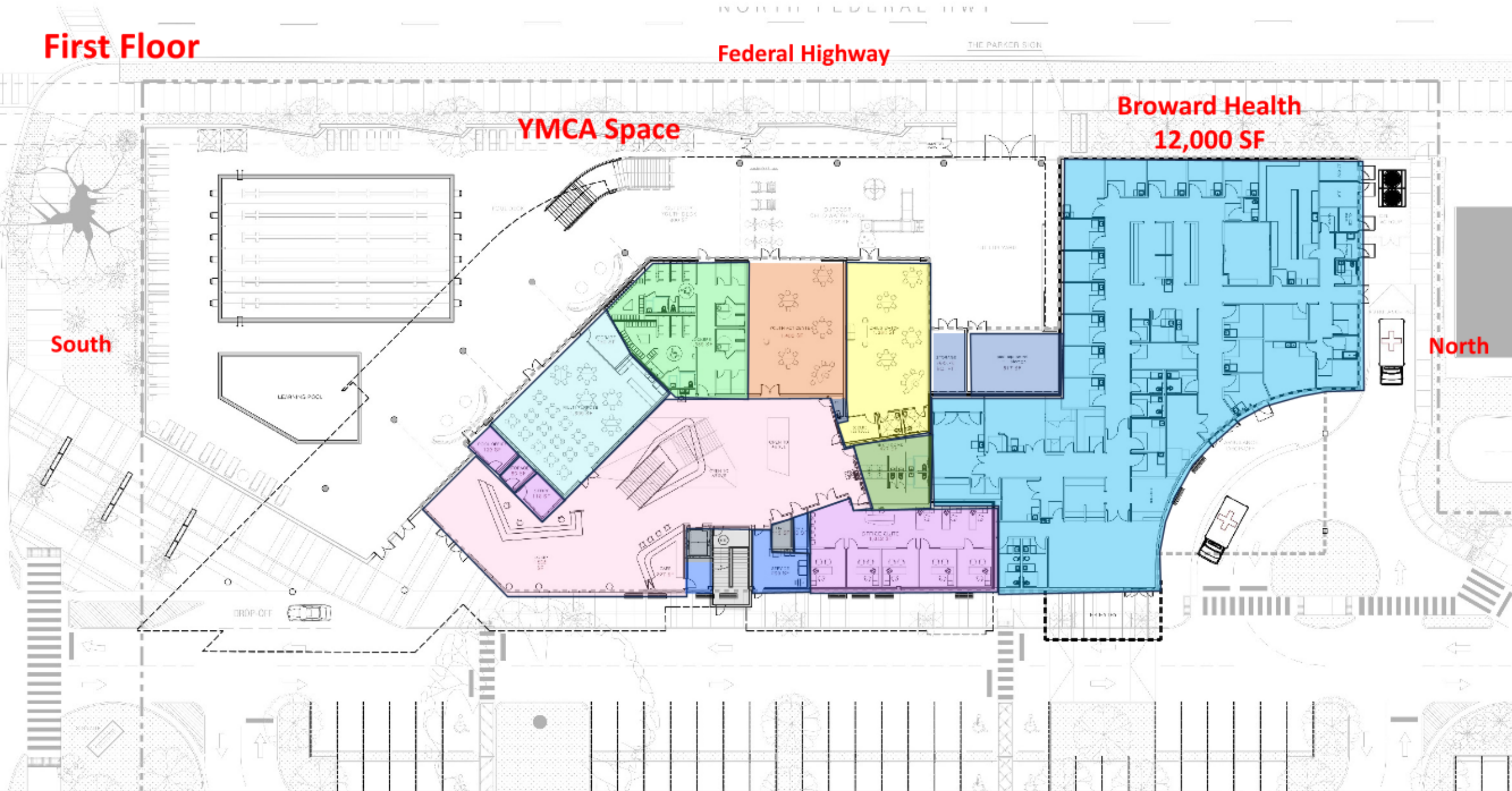
THE PARKER SIGN

YMCA Space

Broward Health
12,000 SF

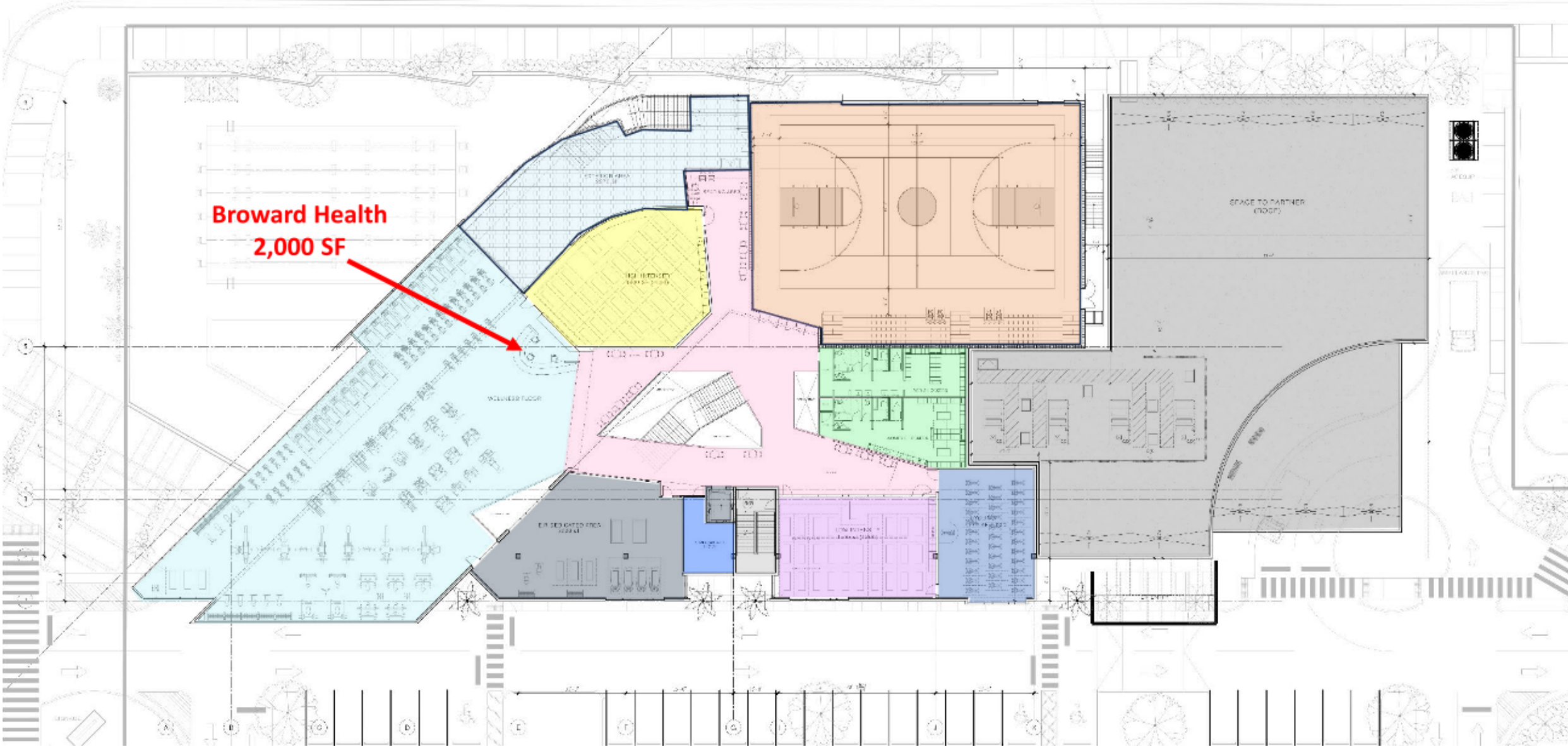
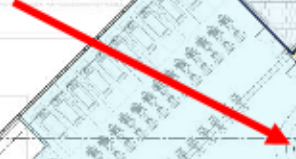
South

North



Second Floor

Broward Health
2,000 SF



HEALTH AND WELLNESS CENTER

AT

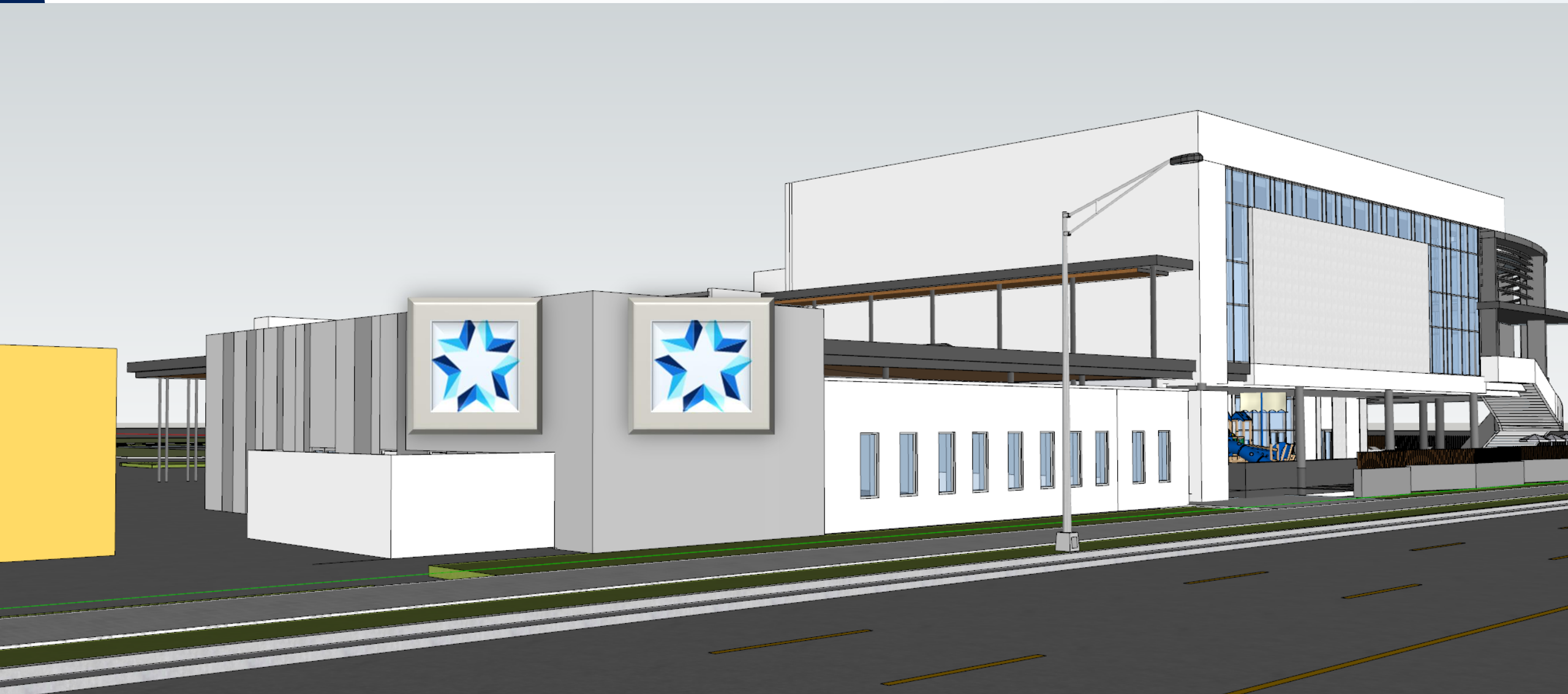
HOLIDAY PARK



City of Ft Lauderdale + YMCA + Broward Health







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

12/1/24

Permit Received

5/1/25

Break Ground

5/1/25

Community Announcement

Fall 2024

Open for the Public

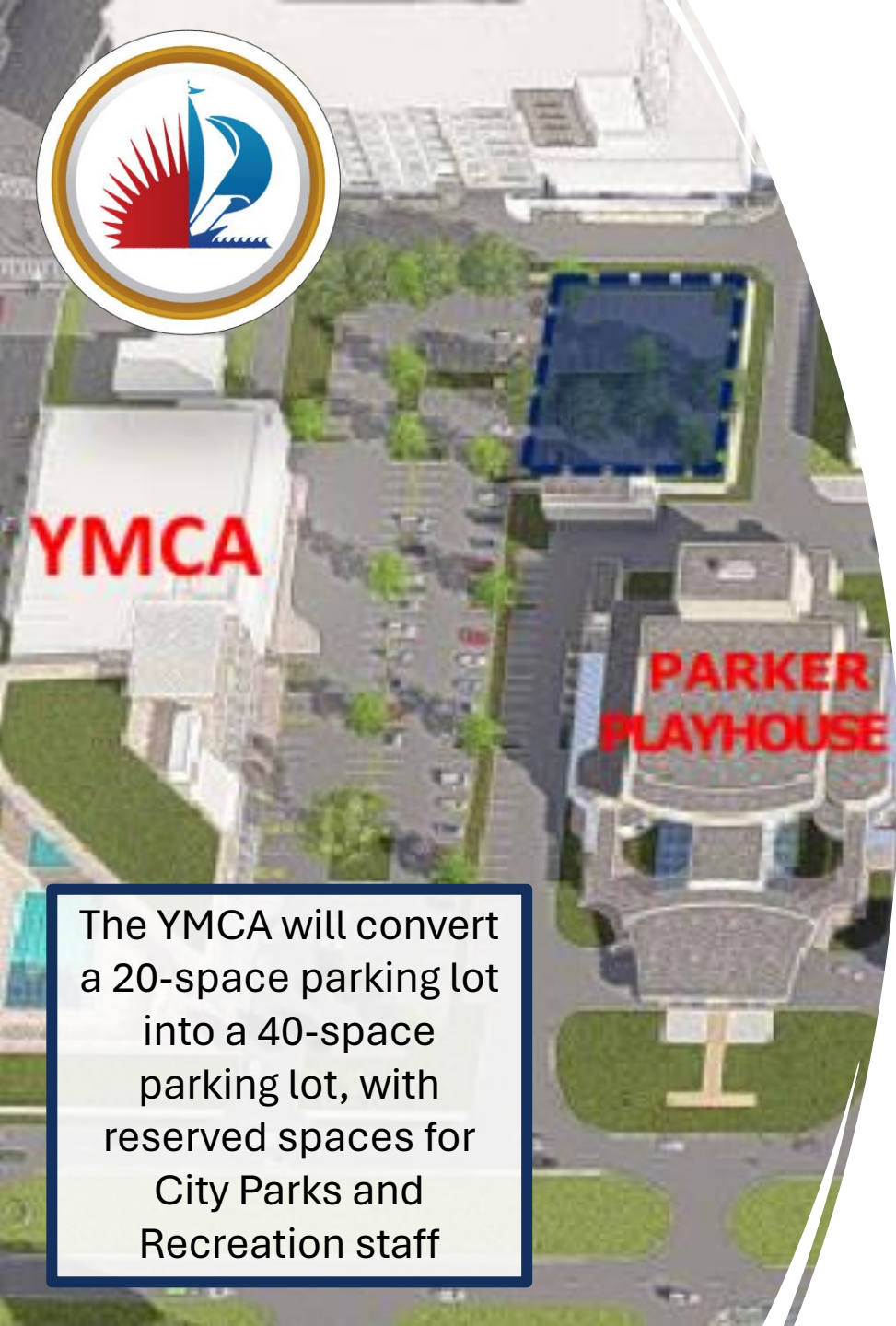
Q1 2027





Items for Future Consideration

- Use of \$2 million Park Bond land acquisition funds to construct YMCA Holiday Park pool (total pool project cost - \$3 million)
- Dottie Mancini Park long-term lease
- **Park Bond Fund Process** - Reallocating acquisition funds:
 - STEP 1 - Present to Parks, Recreation, and Beaches Advisory Board
 - STEP 2 - Draft funding agreement between City and YMCA with conditions
 - STEP 3 - Present reallocation of bond funds to City Commission for consideration & amend YMCA Holiday Park lease regarding pool and public use



Items for Future Consideration – Contd.

- **Shared Parking Agreement.**

- **Consideration** – Use of City-owned parking lot adjacent to YMCA facility

- **Funding** – YMCA will fund the improvement of the existing parking lot

- **Process** – Executing shared parking agreement:

- STEP 1 – City and YMCA draft shared parking agreement

- STEP 2 – Future shared parking agreement presented to

City Commission for consideration

The YMCA will convert a 20-space parking lot into a 40-space parking lot, with reserved spaces for City Parks and Recreation staff

Thank You !

