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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach Plans Extra Measures to Ensure a Safe Spring Break

— *With New Beach Programming Geared to Engage Visitors* —

Miami Beach, FL – As spring break 2020 approaches, Miami Beach is ready to welcome large numbers of new and returning visitors. In preparation, the city has a comprehensive and coordinated plan to ensure visitors and tourists can enjoy the beaches, while maintaining safety and residential quality of life.

For 2020, the city is producing free beachfront events designed for spring breakers in partnership with Miami Beach resident DJ Irie from March 6 - 8 and March 12 - 22 from 11 a.m. to 7 p.m. Beachfront programming will occur between 7 and 10 streets, west of Ocean Drive. Activities will kick off with daily morning beach cleanups, a series of energizing fitness classes, volleyball and basketball games, and two stages activated with a variety of entertainment, including live DJs weaving all forms of music. Sweet, salty and savory treats will be available for sale. The beachfront entry and security checkpoint will be on 10 Street and beach access will only be available at 5 Street and 10 Street.

Ocean Drive will be closed to all vehicular traffic and remain pedestrian only, the weekends of March 13 and March 20 from 7 a.m. Friday until the following Monday at 7 a.m. to provide a safe, open walkway for guests.

Based on 2020 spring break schedules, March 6- 8 and March 13-March 19, 2020 has been identified as a high impact period for Miami Beach, and the city is taking the following, but not limited to, measures:

- Coolers, inflatable devices, tents, tables and similar structures on the beach will not be permitted.
- The limitation of live or amplified music.
- Establish occupancy limits for different segments of beach property, and prohibit access to those areas that have reached those occupancy limits, to protect the health, safety, and welfare of the general public.

- The prohibition of any direct or indirect consumption of alcohol on beach property.
- Continued enforcement of the prohibition of smoking marijuana and consumption or possession of any illegal narcotics.
- The implementation of a license plate reader police detail, which may be utilized on eastbound traffic lanes of the MacArthur and Julia Tuttle causeways
- Depending upon crowd size and in the interest of public safety, the Miami Beach Police Department may close Ocean Drive or a portion thereof between 5 to 12 streets during peak hours.
- Deployment of Goodwill Ambassadors on the weekends to provide a warm welcome and information to beach residents, tourists and visitors.

“We look forward to hosting hundreds of thousands of visitors who choose to spend their vacation in our beautiful and welcoming international community, said City Manager Jimmy L. Morales. “We are confident that these proactive measures, coupled with tourists looking to have a positive and fun holiday, will ensure a safe and enjoyable experience for all.”

For more information, visit www.MBSpringBreak.com.

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