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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach to Impose Enhanced Safety Measures During Spring Break

— The Message is Clear, Vacation Responsibly or Be Arrested —

Miami Beach, FL – Spring break draws a large influx of visitors to Miami Beach each year, which places a burden on city services, staffing and resources. This year, these challenges are compounded by the public health threats associated with the coronavirus pandemic, as well as the resources required to ensure compliance with COVID-19 safety guidelines.

“To anyone who plans to visit our urban island this year, you should know that Miami Beach has a rich history of welcoming the world to our beautiful backyard,” shared Interim City Manager Raul J. Aguila. “But we have zero tolerance for street fights, theft of any kind and illegal drug use. That simply puts our visitors and residents at risk of serious injury, or worse. If you plan to vacation on Miami Beach, do so responsibly or be arrested.”

The city administration will be imposing a series of enhanced safety measures during the “High Impact Period” from Feb. 22 through Apr. 12, 2021. The measures are necessary to protect the public health, safety and welfare of residents and visitors.

HIGH IMPACT MEASURES FOR SPRING BREAK 2021

- All direct or indirect consumption of alcohol will be prohibited on public beaches.
- The limitation of live or amplified music, including suspension of the noise exemption in City Code Section 46-157 for those properties located from 9 Street to 11 Street on the west side of Ocean Drive.
- Local access restrictions will be enforced on some city streets to limit traffic to residents and people going to businesses.
- Capacity limits will be placed on high-traffic public beaches.

- Coolers, inflatable devices, tents, tables and similar objects will be prohibited from public beaches.
- License Plate Reader police details will be placed on access points to Miami Beach including the MacArthur and Julia Tuttle causeways.
- The suspension, or the issuance, of a business tax receipt (“BTR”) to promoters for any dance or entertainment events to be held at an alcoholic beverage establishment located in the in the Art Deco Cultural District (ADCD), pursuant to City Code Section 102-360.

The ADCD is also referred to as the [MXE District and CD-2 District](#), which encompasses parts of Ocean Drive, Collins Avenue and Washington Avenue between 5 and 16 streets, including Española Way.

- The suspension and closure of all or part of sidewalk café operations located in the ADCD, at 12 a.m. each night (including, without limitation, the removal of all or any sidewalk café furniture), pursuant to City Code Section 82-381(e)(1).

CURFEW AND PACKAGE LIQUOR SALES

A countywide curfew remains in place from 12 a.m. to 6 a.m. in response to the COVID-19 public health emergency.

All package liquor sales will cease citywide in Miami Beach after 10 p.m. and after 8 p.m. in the ADCD.

TRAFFIC PLAN

The Miami Beach Police Department will implement a traffic plan to reduce the instances of traffic that is merely cruising around the South of Fifth Street (“SOFI”) neighborhood. The traffic plan will be activated each weekend in March.

Motorists will be able to access the SOFI neighborhood only via Alton Road and Washington Avenue. Police officers will be assigned to the two designated SOFI entrances. Private security will be assigned to all other traffic posts.

A police License Plate Reader detail will be positioned along the 5 Street corridor each weekend to screen incoming traffic. If necessary, the MacArthur Causeway will be closed to incoming traffic.

PARKING

A flat parking rate of \$20 per vehicle will be imposed at all city parking garages in the Art Deco Cultural District (except for access card holders). This includes garages at 7 Street and Collins Avenue, 12 Street and Washington Avenue, 13 Street and Collins Avenue and the Anchor Garage on 16 Street.

These garages will operate at 50% capacity. No in/out will be permitted. The \$20 rate is good for a single entrance and exit. Once each garage reaches 50% capacity, security will limit

access to card holders, city residents, area hotel guests and area employees. ID will be required to prove eligibility.

On-street parking will be prohibited along Collins Avenue in the ADCD. On-street parking between Collins Avenue and Ocean Drive and 5 and 15 Streets will only be available to residents with a Residential Zone 5 parking permit.

ILLEGAL BOAT CHARTERS AND PARTY BOATS

In a continued collaborative effort with the U.S. Coast Guard (“USCG”), the Miami Beach Police Department’s Marine Patrol will be vigilant in enforcing local, state and federal laws with respect to vessel operations due to a proliferation of illegal charters.

CITY STAFFING

Staffing levels for Police, Code Compliance and Fire Rescue will be significantly enhanced throughout the duration of the High Impact Period. Goodwill Ambassadors will also be deployed on weekends to provide a warm welcome and safety information to visitors.

The city is launching a multi-tiered marketing campaign that includes geotargeted digital and social media advertising to communicate the enhanced measures in place during the High Impact Periods. For more information, visit www.mbspringbreak.com.

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