

MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

OFFICE OF MARKETING & COMMUNICATIONS, Tel: 305.673.7575

Melissa Berthier, E-mail: melissaberthier@miamibeachfl.gov

Matt Kenny, E-mail: mattkenny@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE

February 28, 2022

Miami Beach Announces Extra Measures to Ensure a Safe March 2022

— New programming adds music and wellness activations —

Miami Beach, FL – The City of Miami Beach is implementing a comprehensive plan to maintain resident quality of life while ensuring the safety of visitors who will be arriving this March.

“We want everyone to enjoy our beaches, restaurants and hotels as long as they can do so safely and responsibly while taking care of our city,” explained Miami Beach City Manager Alina T. Hudak. “In addition to enhancing security measures during peak periods, we are also providing new music, wellness and food experiences.”

“Miami Beach Live!” will activate the Lummus Park area of South Beach and the beachfront between 10 to 13 streets each weekend in March starting on Friday, March 4 through Sunday, March 27. The performances cover a range of musical genres from pop to international and symphonic Broadway. The entire month will feature daytime programming from Friday through Sunday, movies on Friday nights, Saturday evening concerts and Tasty Sundays with prix fixe menus at some of Miami Beach’s best-known restaurants. Visit www.MiamiBeachLive.com for details.

In an effort to protect the public health, safety and welfare of residents and visitors, the City Manager will implement a series of enhanced safety measures during the High Impact Period from March 3-29 in the South Beach High Impact Zone (MXE and CD-2 districts). The area is generally bounded by 5 Street to the south, 16 Street to the north, Pennsylvania Avenue to the west and the Atlantic Ocean to the east along with public beach areas. The following measures will be in effect:

- All direct or indirect consumption of alcohol will be prohibited on public beaches.
- The limitation of live or amplified music, except for city approved and permitted events.
- Coolers, inflatable devices, tents, tables and similar objects will be prohibited from public beaches.
- Local access restrictions will be enforced on some city streets to limit traffic in order to improve mobility for residents and anyone patronizing businesses.

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).

ALCOHOL HOURS

Per city ordinance, the sale and consumption of alcoholic beverages at all alcoholic beverage establishments located south of 16 Street shall terminate at 2 a.m. each night between March 7 - 21, 2022.

TRAFFIC PLAN

The Miami Beach Police Department will implement a traffic plan to reduce traffic around the South of Fifth Street (“SOFI”) and Flamingo Park neighborhoods each weekend in March. Motorists will be able to access the SOFI neighborhood via Alton Road, Washington Avenue, Collins Avenue and Ocean Drive. The Flamingo Park neighborhood can be accessed via Alton Road.

PARKING

A flat parking rate of \$20 per vehicle will be imposed at all city parking garages in the entertainment district (except for access card holders) from Thursday through Sunday each weekend in March. 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.

On-street parking will be prohibited along Collins Avenue in the South Beach entertainment district. 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 & PARTY BOATS

In a continued collaborative effort with the U.S. Coast Guard, 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, Fire Rescue and Code Compliance will be significantly enhanced throughout the month of March. Goodwill Ambassadors will also be deployed on weekends to provide a warm welcome and safety information to visitors.

MARKETING

With the help of a myriad of Miami Beach community leaders, including DJ Irie, Romero Britto, Michael Schwartz, Purple, Jessica Goldman, Johanna Gomez, Queen of Flipss, Lee Schragger and others, the city has launched a comprehensive marketing campaign titled “Take Care of Our City” that includes various out-of-home placements, geotargeted digital and social media advertising to educate visitors about local laws, while promoting all of the amazing things to do in Miami Beach. For more information, visit www.OurCityMB.com.

###