

FOR IMMEDIATE RELEASE
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Miami Beach Unveils New and Improved South Pointe Park Pier

Series of Events Leads Up to a Ribbon-Cutting Celebration on Friday, August 15, 6 p.m.

Miami Beach, FL – Miami Beach announces the re-opening of a historic landmark from the 1970s. Next week, Miami Beach officials will inaugurate the newly renovated South Pointe Park Pier located where the city begins at Government Cut.

“We’re happy to bring back an important historic landmark that has a special place in many people’s heart,” said City Manager Jimmy L. Morales. “Families and visitors will, once again, be able to fish, play, relax and make new memories at our pier.”

The new South Pointe Park Pier is an environmentally conscious structure that includes state-of-the-art fishing facilities with an artistic entrance.

The City of Miami Beach celebrates the completion of this yearlong project with a series of events leading up to the grand opening celebration. Events are free and open to the public, and will include art displays, giveaways, and refreshments as attendees get a first look at the renovated fishing pier, new shaded sitting areas, and unforgettable ocean views. Event dates are as follows:

- Free Yoga at the Pier (open to the public): Tuesday, August 12, 6 p.m. - 8 p.m.
- Media Day (closed to the public): Thursday, August 14, 10 a.m. - 12 p.m.
- Grand Opening (open to the public): Friday, August 15, 6 p.m. - 8 p.m.

The project included the demolition of the existing pier and construction of a new pier that telescopes out in a succession of honeycomb-patterned platforms extending 450 feet from the entrance for fishing, recreation and special occasions. Features include a new pedestrian plaza, shade structures and benches, the installation of viewing stations along the pier and turtle-safe lighting. Construction began in February 2013 and the cost of the project was \$4.8 million.

The inauguration of the renovated pier will also highlight world-renowned German artist Tobias Rehberger’s playfully designed gateway entrance. The piece, which he calls ‘Eloquent South Pointe Pier Gate’ pier features the pier’s name in his hallmark “speech bubble” paired with colorful abstract lines. The diversity, fun, and artistic style of Miami Beach reflected in this work perfectly accentuates the pier.

The original pier, built in 1979, was a gathering place for fishing, recreation and families in Miami Beach. In 2004, the structure exhibited significant deterioration and deemed to have reached the end of its service life.

The South Pointe Park Pier is located at 1 Washington Avenue, Miami Beach. The South Pointe Park pier is open daily from 7:30 a.m. to sunset.

Funding sources include the Miami-Dade County Interlocal Convention Development/Resort Taxes, South Pointe Capital funds, and the South Pointe Redevelopment Agency. The project also included grants from the Florida Intracoastal Navigation District (FIND) towards the design and construction phases of the pier. Partner agencies also included the U.S. Army Corps of Engineers, U.S. Coast Guard, Miami Beach Marine Authority, Florida Department of Environmental Protection, National Oceanic and Atmospheric Administration, Florida Fish and Wildlife Commission, and Miami-Dade County Regulatory and Economic Resources.

Refreshments and giveaways at the events will be provided by Whole Foods, Green Monkey Yoga Studio, Atkins of America, Weitz Company and Infinite Source Communications.

The community outreach contact is Jeannette Lazo, ISC PR Group, at 786.531.3798 or jeannette@iscprgroup.com.

For high-resolution photos/video footage of the event or more information, contact CIP Public Information Specialist Diana Fontani at dianafontani@miamibeachfl.gov or 305.673.7071.

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South Pointe Park Pier Project Fact Sheet

<http://web.miamibeachfl.gov/WorkArea/DownloadAsset.aspx?id=73688>

Photos

<http://www.flickr.com/photos/cityofmiamibeach/sets/72157632714504692/>

B-Roll of Timeline of Construction (coming soon)

www.youtube.com/cityofmiamibeach

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