



OFFICE OF THE COUNTY EXECUTIVE
Milwaukee County
CHRIS ABELE • COUNTY EXECUTIVE

For Immediate Release:

DATE: August 17, 2015

CONTACT: Nate Holton, Director of Communications

414.278.5281 Office

Nate.Holton@MilwaukeeCountyWI.gov

Twitter: @MkeCoExecPress

County Executive to Open New South Shore Terrace

MILWAUKEE – As the result of an ongoing partnership between Milwaukee County and MillerCoors, County Executive Chris Abele will be participating in a ribbon cutting ceremony on August 19th at 3:00 p.m. that marks the opening of the new South Shore Terrace, a new beachside concession area located in Bay View’s South Shore Park, 2900 S. Shore Drive. With a focus on Lake Michigan, the enhanced area will offer a new gathering place from spring through fall that celebrates Milwaukee and sustains community.

“I am grateful for MillerCoors’ continuing commitment to improving quality of life in Milwaukee County,” County Executive Abele said. “From supporting the rebirth of Bradford Beach to pitching in with water during the Courthouse fire, MillerCoors’ investment in the South Shore Terrace is the latest example of their extraordinary generosity, community leadership and willingness to partner on projects that make Milwaukee a better place.”

The design of the South Shore Terrace is intended to bring the community together in celebration of Milwaukee’s natural beauty and storied history. Site enhancements include the installation of gas fire pits for ambiance and warmth during fall evenings, a concrete and cedar counter nearly 30 feet long, a cedar pergola, and two stamped concrete stages.

A unique community draw at the space will be a new mural. The mural, which will incorporate new lighting fixtures, will depict a crowded historic beer garden as a working man’s respite. Local muralist Chris Vincent strives to create a more romantic look that does not get lost in details. A second mural, featuring Bay View’s rich history, will be added at a later project stage.

As a result of MillerCoors’ ongoing commitment, the opening of the South Shore Terrace is one stage of a multi-year effort to sustain the vitality and maximize the potential of one of Milwaukee County’s shining jewels. In addition to the Terrace enhancements, MillerCoors is supporting a series of projects that will improve the water and beach quality next to the park while providing a more enjoyable experience for visitors.

-more-

“One of the many reasons I am so excited about this project is because it manages to bring the community together while enhancing park sustainability through smart design.” Abele said.

“MillerCoors has an impressive record on water stewardship, and I am thankful that Milwaukee County has benefited so much from that commitment.”

The project has maintained a focus on using best management practices for storm water runoff in design changes. Crushed granite was used to increase water infiltration, which decreases the rate of flow and improves water quality. In partnership with the University of Wisconsin-Milwaukee School of Freshwater Sciences, Milwaukee County is focused on studying and continuously improving beach and water quality at the site, offering an educational opportunity for students that also improves the environment and the user experience. The partnership will continue through 2018.

South Shore Park offers a beautiful pavilion regularly used for wedding and family events, multiple picnic areas, access to the Oak Leaf Recreational Trail, boat launch ramps, sand volleyball, and a tot lot. The new South Shore Terrace will feature concessions that include snacks, Pepsi products, and a variety of Miller domestic and craft beers. Hours of concession operations will be Wednesday through Friday from 4:00 p.m. to 10:00 p.m. and Saturday and Sunday from 11:00 a.m. to 10:00 p.m., with last call at 9:00 p.m. Concession revenue will benefit the County Parks system.

#