



The Foreign Affairs Center applied to the State of Florida for the Florida Heritage Landmark designation. The project was approved with this distinction being awarded to just ten percent of historic landmarks in Florida. The project entitled "Pioneers Walk" @ PortMiami summarizes the historic and economic progress made possible through the innovation, dedication and optimism of the early "Pioneers" in the International Trade Transportation industry (ocean, rail, air, and trucking).

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## PROJECT DESCRIPTION

The history of the Port of Miami is filled with fascinating twists, moves and controversy. From finger piers in the Miami River to the world's premier passenger cruise port, the port has mirrored the development of Miami. Constantly facing the difficulties of shallow water and the need for dredging, the modern port of today reflects on its beginnings in a plan for further expansion and development. Located in the midst of beautiful, but very shallow Biscayne Bay, no pioneer could possibly have envisioned what the future held. (Chapman, 1993)

The “Pioneers Walk” @ PortMiami project recapitulates the historic rise of Miami as a strategic location for international trade and commerce. Today, PortMiami is Miami-Dade County's second most important economic engine contributing \$27 billion annually to the local economy and supporting more than 207,000 jobs in South Florida. It is recognized as the *Cargo Gateway of the Americas*. Miami's unique geographic position makes the Port easily accessible to Caribbean and Latin American markets, as well as those of Asia and Europe by way of the Panama Canal. PortMiami is also known worldwide as the *Cruise Capital of the World*, welcoming more cruise passengers to its terminals than any other port in the world. (Miami-Dade Government - Port Authority, 2014)

Such economic progress was made possible through the innovation, dedication and optimism of the early “Pioneers” in the International Trade Transportation industry (ocean, rail, air, and trucking). Their vital contributions led to the development of Miami's thriving international trade community and are the foundation for the Florida Heritage Landmark designation titled “PORT OF MIAMI”.

## PHYSICAL SITE



Figure 2 - Globe Sculpture @ PortMiami

symbolic of international commerce that sits atop the PortMiami sign and logo. This professionally lighted site affords 365/24/7 viewing and is surrounded by Florida flora and fauna (oaks, native shrubs and bismarkias) enticing pedestrians and drivers alike to explore the monument plaza area.



Figure 1 - Globe Sculpture with Freedom Tower in the background (Courtesy Bing Images)

The Miami Seaport entrance is a highly visible and frequently traveled route located on State Rd #5 at Port Blvd. and Biscayne Blvd. The Miami Downtown Development Authority estimates that nearly 200,000 cars travel daily throughout this area. In 2006, the Florida Department of Transportation approved a permit for the existing “Pioneer Memorial” where tribute is paid to 194 modern day pioneers. This project called for redesign of the PortMiami entrance site based upon extensive engineering, landscape and beautification plans including the Donte Fascell Monument & Founders Wall; engraved granite seat walls, sign walls and pavers, as well as the much photographed stainless steel Globe Sculpture

The site is adjacent to The **American Airlines Arena**, a sports and entertainment complex located in Downtown Miami along Biscayne Bay and home of the National Basketball Association team, The Miami Heat. To the south of the **PortMiami** site is **Bayside**, a festival marketplace that wraps along the banks of the Biscayne Bay and attracts fifteen million people annually. Resting on the northwest side of **PortMiami** is the historic **Freedom Tower**, known as a marvel not only for its rich history and structural beauty but also for what it symbolizes for so many in Miami today.



Figure 3 - American Airlines Arena (Courtesy Bing Images)



Figure 4- Bayside Marketplace (Courtesy Bing Images)

### PORT OF MIAMI - Marker Text

The **APPROVED** marker text below is written to illustrate the important role of the early pioneers in the development and expansion of **PortMiami**. History has documented the Port's evolution and has also authenticated the Port's commercial success due to significant collaborations with modern day transportation sectors.



Miami's waterfront location has played a critical role in its history. In 1895, landowners Julia Tuttle and William and Mary Brickell persuaded Henry Flagler to extend his Florida East Coast Railroad south and build a port city. Flagler's first passenger train reached Miami in 1896, and the city of 300 residents was then incorporated. In this area, Flagler dredged a 12-foot channel in 1897 and began regular passenger service between Miami and Key West. Flagler's Peninsula and Occidental (P&O) Steamship Company later began the first regular shipping service between Miami, Granada, and Nassau. In the post-World War II boom, Miami's geographic proximity as one of the closest U.S. ports to the Caribbean and South America, the city's transportation and international trade pioneers, and its connection with global commerce, have made it the "Cruise Capital of the World" and "Cargo Gateway of the Americas." The port accommodates the largest cruise ships in the world, and is one of an elite group of international ports that cater to both cruise ships and containerized cargo vessels.

#### MARKER #

2014

A Florida Heritage Landmark  
Sponsored by  
**FLORIDA EAST COAST INDUSTRIES**  
**FLORIDA EAST COAST RAILWAY**  
**FOREIGN AFFAIRS CENTER, INC**  
**FLORIDA TRADE ASSOCIATION**  
and the Florida Department of State

The Florida Heritage Landmark documents the shared history of Florida's international trade transportation industries, beginning with Henry Flagler, founder of FEC Railway over 100 years ago and also highlights the modern advances made by the passenger cruise, ocean transportation, air cargo and freight industries. It was the vision of these early "pioneers" that provided the framework for our organizations to forge successful enterprises today and position Florida as a competitive global business center.

A historic event of this magnitude is not possible without the involvement of our stakeholders. We have worked closely with the Florida Department of Transportation and PortMiami to ensure that industry and business interests are reflected in the marker text and supported in subsequent marketing efforts to promote the historic site to tourists and residents alike.

An official dedication ceremony unveiling the historic marker and luncheon event will be held at **PortMiami** on September 4, 2014. We believe this commemoration will promote positive relationships among our respective organizations as we continue the important work with the public and private sectors to further propel **PortMiami** and the business community.

We hope you will explore how your organization can become a permanent part of history. Your support and consideration of opportunities presented as a title sponsor or table sponsor at the upcoming luncheon event are appreciated.

### **Project Contacts**

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