

C7 Z A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, URGING VISIT FLORIDA TO PROMPTLY REINSTATE THE "LGBTQ TRAVEL" SECTION ON ITS WEBSITE TO CONTINUE SUPPORTING AND PROMOTING FLORIDA AS AN INCLUSIVE AND WELCOMING DESTINATION FOR LGBTQ TRAVELERS; AND FURTHER, DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE BOARD OF DIRECTORS OF VISIT FLORIDA, AND GOVERNOR RON DESANTIS; AND FURTHER, DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE GREATER MIAMI CONVENTION AND VISITORS BUREAU, URGING THEM TO JOIN THE CITY OF MIAMI BEACH IN THIS REQUEST.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: September 11, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, URGING VISIT FLORIDA TO PROMPTLY REINSTATE THE "LGBTQ TRAVEL" SECTION ON ITS WEBSITE TO CONTINUE SUPPORTING AND PROMOTING FLORIDA AS AN INCLUSIVE AND WELCOMING DESTINATION FOR LGBTQ TRAVELERS; AND FURTHER, DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE BOARD OF DIRECTORS OF VISIT FLORIDA, AND GOVERNOR RON DESANTIS; AND FURTHER, DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE GREATER MIAMI CONVENTION AND VISITORS BUREAU, URGING THEM TO JOIN THE CITY OF MIAMI BEACH IN THIS REQUEST.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Vice-Mayor Alex Fernandez, and co-sponsor, Commissioner Tanya K. Bhatt.

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

Citywide

**Is this a “Residents Right to Know” item,
pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond
Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481,
includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

Department

City Attorney

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Tanya K. Bhatt
Commissioner Laura Dominguez
Commissioner Joseph Magazine

Condensed Title

Urge Visit Florida to Reinstate the “LGBTQ Travel” Section on the State’s Travel Website.
(Fernandez/Bhatt/Dominguez/Magazine) CA

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, URGING VISIT FLORIDA TO PROMPTLY REINSTATE THE "LGBTQ TRAVEL" SECTION ON ITS WEBSITE TO CONTINUE SUPPORTING AND PROMOTING FLORIDA AS AN INCLUSIVE AND WELCOMING DESTINATION FOR LGBTQ TRAVELERS; AND FURTHER, DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE BOARD OF DIRECTORS OF VISIT FLORIDA, AND GOVERNOR RON DESANTIS; AND FURTHER, DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE GREATER MIAMI CONVENTION AND VISITORS BUREAU, URGING THEM TO JOIN THE CITY OF MIAMI BEACH IN THIS REQUEST.

WHEREAS, Visit Florida, created pursuant to § 288.1226 of the Florida Statutes, is the state's official source for travel planning, and is the premier sales and marketing organization that promotes tourism to Florida through sales, advertising, promotions, public relations and visitor services programs both domestically and internationally; and

WHEREAS, as the official tourism website for the State of Florida, VisitFlorida.com has included in the past a dedicated "LGBTQ Travel" section which provided valuable information on gay-friendly beaches, Pride events, and LGBTQ road trip ideas to promote the state's LGBTQ-friendly destinations, events, and attractions, thereby supporting and welcoming LGBTQ travelers and residents; and

WHEREAS, however, this "LGBTQ Travel" section, has been unceremoniously removed from the website at some point within the past four months, as indicated by archived versions of the site; and

WHEREAS, the removal of this section has caused concern among LGBTQ communities and allies, who view the deletion as a further step back from Florida's commitment to inclusivity and diversity; and

WHEREAS, VisitFlorida.com continues to provide travel information for other minority groups, including Black and Hispanic travelers, indicating that the removal of the "LGBTQ Travel" section is not part of a broader effort to streamline content but rather a specific exclusion of LGBTQ-related information; and

WHEREAS, Florida has faced broad criticism in the recent years for actions perceived as discriminatory towards the LGBTQ community, including controversial legislation and policies that have undermined LGBTQ rights and protections; and

WHEREAS, last year, the Human Rights Campaign, the nation's largest LGBTQ advocacy group, and the statewide LGBTQ nonprofit Equality Florida issued a travel advisory detailing the risks of traveling to the state and citing "the devastating impacts of laws that are hostile to the LGBTQ community;" and

WHEREAS, a recent survey of 2,300 LGBTQ Americans by the International LGBTQ+ Travel Association ("IGLTA") found that 52% of respondents indicated hesitancy or outright refusal to travel to Florida due to anti-LGBTQ legislation passed in recent years; and

WHEREAS, however, about 66% of respondents also said that they would be willing to visit LGBTQ-friendly cities within states that have anti-LGBTQ laws; and

WHEREAS, the previous "LGBTQ Travel" section played a significant role in highlighting LGBTQ-friendly cities and welcoming and inclusive destination for LGBTQ travelers, and its removal undermines this important message; and

WHEREAS, to remain a top state in the hospitality industry, Florida must remain committed to catering to diverse markets to secure a fair share of business from statewide, national, and international tourism.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby urge Visit Florida to promptly reinstate the "LGBTQ Travel" section on its website to continue supporting and promoting Florida as an inclusive and welcoming destination for LGBTQ travelers; and further, direct the City Clerk to transmit a copy of this Resolution to the Board of Directors of Visit Florida, and Governor Ron DeSantis; and further, direct the City Clerk to transmit a copy of this Resolution to the Greater Miami Convention and Visitors Bureau, urging them to join the City of Miami Beach in this request.

PASSED and ADOPTED this ____ day of _____, 2024.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Vice-Mayor Alex J. Fernandez and
Co-Sponsor Commissioner Tanya K. Bhatt)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney *fd* 9/4/2024
Date