

C7 AA A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ALLOCATING \$25,000 TO PRIDELINES, INC., A NOT-FOR-PROFIT CORPORATION OF THE STATE OF FLORIDA FOR THE DEVELOPMENT AND IMPLEMENTATION OF A SOCIAL MEDIA CAMPAIGN FOR LGBTQ YOUTH; AND AUTHORIZING THE CITY CLERK AND CITY MANAGER TO EXECUTE THE CITY'S STANDARD GRANT AGREEMENT WITH RESPECT TO THE FOREGOING.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: October 30, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ALLOCATING \$25,000 TO PRIDELINES, INC., A NOT-FOR-PROFIT CORPORATION OF THE STATE OF FLORIDA FOR THE DEVELOPMENT AND IMPLEMENTATION OF A SOCIAL MEDIA CAMPAIGN FOR LGBTQ YOUTH; AND AUTHORIZING THE CITY CLERK AND CITY MANAGER TO EXECUTE THE CITY'S STANDARD GRANT AGREEMENT WITH RESPECT TO THE FOREGOING.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Vice-Mayor Alex Fernandez

FISCAL IMPACT STATEMENT

Fiscal Impact shall not exceed \$25,000.

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-notices/>

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)

Condensed Title

Allocate \$25K for LGBTQ Youth Social Media Campaign - "Miami Beach Cares." (Fernandez)
CA

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ALLOCATING \$25,000 TO PRIDELINES, INC., A NOT-FOR-PROFIT CORPORATION OF THE STATE OF FLORIDA FOR THE DEVELOPMENT AND IMPLEMENTATION OF A SOCIAL MEDIA CAMPAIGN FOR LGBTQ YOUTH IMPACTED BY THE "PARENTAL RIGHTS IN EDUCATION" BILL; AND AUTHORIZING THE CITY CLERK AND CITY MANAGER TO EXECUTE THE CITY'S STANDARD GRANT AGREEMENT WITH RESPECT TO THE FOREGOING.

WHEREAS, in 2022, the state of Florida enacted the "Parental Rights in Education" bill, aimed to prohibit school districts from encouraging classroom discussion about sexual orientation or gender identity; and

WHEREAS, specifically, the Bill bans "classroom instruction by school personnel or third parties on sexual orientation or gender identity" in kindergarten through third grade, and to prohibit such teaching "in a manner that is not age appropriate or developmentally appropriate for students," which could be interpreted to extend to all grade levels; and

WHEREAS, by prohibiting this type of discussion in the classroom, many people believe that the Florida Legislature silenced gay children, their teachers, and education advocates by banning the discussion of sexuality and gender identification topics in Florida schools; and

WHEREAS, many of LGBTQ students are subjected to teasing, bullying, harassment, violence and internalized oppression that can lead to academic consequences, risky behavior and even suicide; and

WHEREAS, LGBTQ youth face unique challenges and recent studies show that during 2021 alone, 42% of LGBTQ youth seriously considered attempting suicide in the past year; and

WHEREAS, the Trevor Project estimates that at least one LGBTQ youth between the ages of 13–24 attempts suicide every 45 seconds in the U.S; and

WHEREAS, respectful, positive discussions on gender and sexuality helps LGBTQ youth feel safe, seen, valued, and respected, and decreases the educational, mental, and physical harms that they experience; and

WHEREAS, many people believe that the "Parental Rights in Education" bill sent a message to LGBTQ youth that their sexuality and identity are something that must be hidden, and prohibited, and severely restricted the activity of organizations in schools that provide companionship, emotional shelter and collegiality to teens in need of support; and

WHEREAS, with Florida schools and classrooms weaponized against the LGBTQ community and its youth, it is up to the parents and the surrounding community to encourage and normalize discussions regarding sexual orientation and gender identity; and

WHEREAS, the City of Miami Beach is a diverse and inclusive community and has demonstrated a long history of opposing discrimination based on sexual orientation and gender identity, among other categories; and

WHEREAS, the campaign, entitled "Miami Beach Cares" would be distributed through social media, digital banners, and the City trolley with the goal of getting interested persons to a website with information and resources for parents and youth who are dealing with issues related to sexual orientation and gender identity; and

WHEREAS, at the March 31, 2023 Finance and Economic Resiliency Committee meeting, the Committee unanimously supported providing a \$75,000 grant in the first year, with two additional \$25,000 grants for a second and third year; and

WHEREAS, at the April 28, 2023 City Commission meeting, the Mayor and City Commission accepted the recommendation of the Finance and Economic Resiliency Committee at its March 31, 2023 meeting; and

WHEREAS, on June 7, 2023, the City and Save Foundation, Inc. executed a grant agreement in the amount of \$75,000; and

WHEREAS, on March 12, 2024, the City and Save Foundation, Inc. executed a grant agreement in the amount of \$25,000; and

WHEREAS, after discussions with Save Foundation, Inc. and Pridelines, Inc., the City intends to execute the final \$25,000 grant agreement, pursuant to Resolution 2023-32591, with Pridelines, Inc.

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 allocate \$25,000 to Pridelines, Inc., a not-for-profit corporation of the State of Florida, for the development and implementation of a social media campaign for LGBTQ youth impacted by the "Parental Rights In Education" bill; and authorize the City Clerk and City Manager to execute the City's standard grant agreement with respect to the foregoing.

PASSED AND ADOPTED this _____ day of _____ 2024.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, Secretary

(Sponsored by Vice-Mayor Alex Fernandez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

 _____ 10/22/2024
City Attorney *SH* Date