

**RESOLUTION NO. 2024-33329**

**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 30 day of October 2024.

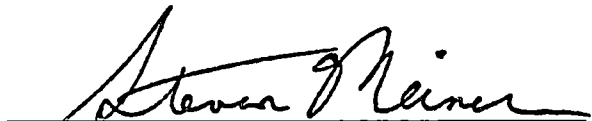
**ATTEST:**



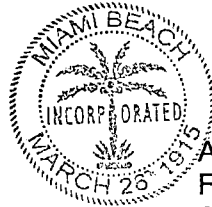
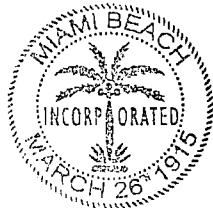
Rafael E. Granado, Secretary

(Sponsored by Vice-Mayor Alex Fernandez)

NOV 05 2024



Steven Meiner, Mayor



APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



City Attorney

10/22/2024  
Date

# 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