

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE NEIGHBORHOOD AND QUALITY OF LIFE COMMITTEE, AT ITS APRIL 28, 2021 MEETING, TO DEVELOP VIRTUAL TOURS TO PROMOTE THE MIAMI BEACH K-12 PUBLIC SCHOOLS TO FAMILIES CONSIDERING A MOVE TO MIAMI BEACH FOR THE 2021-22 SCHOOL YEAR, IN AN AMOUNT NOT TO EXCEED \$20,200; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE ANY REQUIRED AGREEMENTS AND DOCUMENTS TO IMPLEMENT THIS MARKETING PLAN.**

**WHEREAS**, in January 2008, the City of Miami Beach, Florida ("City") entered into an Education Compact with Miami-Dade County Public Schools ("M-DCPS") to enhance learning opportunities for youth; and

**WHEREAS**, the Education Compact reflects the desire of the Miami Beach community to support excellence in the City's public schools; and

**WHEREAS**, the Education Compact currently addresses and supports the following priority areas: Teacher Recruitment/Retention; Communication; Parental Involvement/Family Support; Youth and Community Engagement; Health and Well-Being; Student Achievement; Safety; and Technology; and

**WHEREAS**, in July 2020, the City developed an educational enhancement brochure to market Miami Beach public schools to new residents and continues to distribute this brochure to the real estate industry to share information about City funded educational enhancements at Miami Beach public schools; and,

**WHEREAS**, as a result of COVID-19, public school onsite tours have been suspended, making recruitment of potential students who may be considering alternate educational options a challenge; and

**WHEREAS**, on January 26, 2021, the Committee for Quality Education made a motion to urge the Mayor and City Commission to market the attributes of the public schools in Miami Beach with a focus on City funded enhancements and the development of virtual tours; and

**WHEREAS**, on March 17, 2021, the Mayor and City Commission referred to the Neighborhood and Quality of Life Committee a discussion item relating to the development of these virtual school tours, to promote the Miami Beach K-12 education system to families considering a move to Miami Beach; and

**WHEREAS**, the Youth Commission has indicated interest in supporting this initiative and hosting the virtual tours; and

**WHEREAS**, on April 28, 2021, the Neighborhood and Quality of Life Committee members recommended in favor of developing virtual tours to promote the Miami Beach K-12 public schools to families considering a move to Miami Beach for the 2021-22 school year.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the Neighborhood and Quality of Life Committee, at its April 28, 2021 meeting, to develop virtual tours to promote the Miami Beach K-12 public schools to families considering a move to Miami Beach for the 2021-22 school year, in an amount not to exceed \$20,200; and further authorize the City Manager and City Clerk to execute any required agreements and documents to implement this marketing plan.

**PASSED** and **ADOPTED** this \_\_\_\_ day of May 2021.

**ATTEST:**

\_\_\_\_\_  
Dan Gelber, Mayor

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Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



\_\_\_\_\_  
City Attorney

5-5-21

\_\_\_\_\_  
Date