

RESOLUTION NO. R2021-XXX

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF NORTH MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER OR DESIGNEE TO DEVELOP A MARKETING CAMPAIGN WITH LOCAL SCHOOLS AND A LITERACY INCENTIVE PROGRAM TO BOOST LITERACY IN ADULTS AND YOUTH IN THE CITY OF NORTH MIAMI BEACH; PROVIDING THE CITY MANAGER WITH AUTHORITY TO DO ALL THINGS NECESSARY TO EFFECTUATE THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, according to the United States Department of Education fifty-two percent (52%) of the population in Miami-Dade County lacks basic literacy skills and the necessary reading comprehension tools needed to understand the written English language; and

WHEREAS, the children with the lowest reading levels are usually the children in the lowest socio-economic bracket and whom are without access to reading materials or appropriate reading tutors; and

WHEREAS, there is a strong correlation between literacy and poverty and data has shown the poorest areas in the State of Florida have very high illiteracy rate; and

WHEREAS, research has also shown that families play an important role in building children's reading skills with studies finding that a child's vocabulary development is linked to exposure to books at home; and

WHEREAS, the Mayor and City Commission wish to develop a marketing campaign with local schools and a literacy support program in the City of North Miami Beach, which will provide incentives to local schools to tackle adult and youth literacy and directing the City Manager or designee to develop a marketing campaign with local schools and a literacy incentive program to boost literacy in adults and youth in North Miami Beach.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and City Commission of the City of North Miami Beach, Florida, that:

Section 1. Approves and incorporates the foregoing recitals in this Resolution.

Section 2. The Mayor and City Commission directs the City Manager or designee to create a marketing program with local schools and a literacy incentive program for adults and youth in the City of North Miami Beach to promote literacy in the City of North Miami Beach.

Section 3. This Resolution shall become effective immediately upon approval.

APPROVED AND ADOPTED by the City of North Miami Beach City Commission at the regular meeting assembled this **19th day of October 2021.**

ATTEST:

ANDRISE BERNARD, CMC
CITY CLERK

(CITY SEAL)

ANTHONY F. DEFILLIPO
MAYOR

APPROVED AS TO FORM, LANGUAGE
AND FOR EXECUTION

HANS OTTINOT
INTERIM CITY ATTORNEY

Sponsored by: Vice Mayor Daniela Jean