

City of Minneapolis

Request for Committee Action

To: Community Development & Regulatory Services
Date: 5/3/2016
Referral: Ways & Means
From: Community Planning & Economic Development
Lead Staff: Marie Larson, Industry Relations Manager
Presented by: Marie Larson, Industry Relations Manager
File Type: Resolution
Subcategory: Appropriation

Subject:

Contract with Hennepin County to receive funds to manage industry-specific and geographically-targeted job fairs in 2016.

Description:

1. Authorizing a contract with Hennepin County to receive \$30,000 to manage industry-specific and geographically-targeted job fairs in 2016; and
2. Passage of Resolution approving appropriation to Community Planning and Economic Development.

Previous Actions:

15-00761: Contract with Hennepin County to receive funds to manage industry-specific and geographically-targeted job fairs in 2015.

Ward/Address:

All Wards

Background/Analysis:

City of Minneapolis Employment and Training will provide the following services to Hennepin County Community Works Department: Plan and coordinate no fewer than five (5) industry specific and geographically targeted job fairs tailored to serve employer workplace needs in the City of Minneapolis. The target populations are low income and unemployed residents of Minneapolis and neighboring suburbs, particularly those greatest affected by racial unemployment disparities.

A significant aspect of the targeted job fair is the ability to deliver on demand applicants and talent acquisition for small to medium size businesses needing connection to labor supply but lack infrastructure to do sufficient outreach and recruitment. This contract will allow for the City of Minneapolis Employment and Training to have the flexibility to serve employers and job seekers most in need. The following describes the contracted services in more detail:

- Develop, plan and implement no fewer than five job fairs during the contract period.
- Coordinate with the Hennepin-Carver Workforce Investment Board on maximizing services to both employers and job seekers.
- Meet with stakeholders to determine appropriate steps for the events

- Contact and arrange for employers to be in attendance along with the community resource agency exhibitors, as determined appropriate
- Arrange for communication of event, including hard copy and e-mail flyers, notices and announcements (including the use of social media), and direct contact with key stakeholders
- Attend on the job fair days to assist in last minute preparations and ensure the quality of the event
- Develop a wage detail reporting tool to track employment and reporting wages for a yet to be specified period of time.

Based on previous years' partnership with Hennepin County, no additional funding is expected to be needed to support the five job fairs.

Financial Review:

Additional appropriation required.

Increase both the revenue estimate in fund/department 01600-8900610 (revenue code 322002) and the 2016 appropriation in fund/department 01600-8600610 by \$30,000.

Future budget impact anticipated.

Increased revenue after appropriation increase.