

RESOLUTION 16D-47

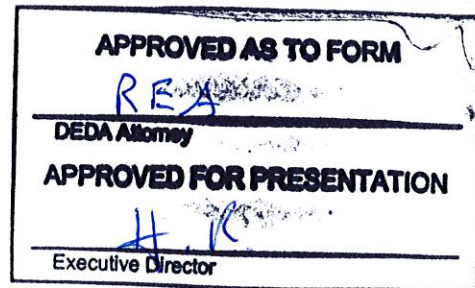
**RESOLUTION AUTHORIZING THE DEDA EXECUTIVE DIRECTOR TO ENTER INTO
A PROFESSIONAL SERVICES AGREEMENT WITH AREA PARTNERSHIP FOR
ECONOMIC EXPANSION (APEX) FOR MARKETING THE NORTHFORCE TALENT
COMMUNITY DATABASE**

RESOLVED by the Duluth Economic Development Authority (DEDA) that the DEDA Executive Director is hereby authorized to enter into a professional services agreement with the Area Partnership for Economic Expansion (APEX) for marketing the NORTHFORCE Talent Community database in an amount not to exceed \$ 10,000, payable from fund 860.

Approved by the Duluth Economic Development Authority this 26th day of October, 2016.

ATTEST:

Executive Director



STATEMENT OF PURPOSE: The purpose of this resolution is to authorize an agreement with APEX to promote and publicize the talent recruitment community database known as NORTHFORCE. Under the agreement, DEDA will reimburse APEX an amount not to exceed \$ 10,000 for professional services to assist in the Phase 2, Year 3 marketing of NORTHFORCE. APEX will carry out a print and electronic media campaign; exhibit, host and attend industry trade shows, expos, and job fairs; establish and execute a social media strategy via Facebook, LinkedIn, Twitter and other appropriate outlets; and create and share regional print handouts and promotional items to encourage job seekers and businesses to register on the NORTHFORCE.org site for the purposes of matching talented professionals with employment opportunities in Duluth.

Under the agreement, APEX and DEDA will also engage in continued conversations and cooperatively partner with Northspan (talent database manager) to support Duluth employers and their search for qualified employees. APEX will provide regular updates to DEDA, the Technical Steering Committee made up of regional partners, IRRRB and the City of Superior, Wisconsin, and the manager of the Duluth Workforce Center.