

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **3pm on Monday**.

Date of Request: 9/25/2017

Please mark one: Bill Request or Resolution Request

1. Has your agency submitted this request in the last 12 months?

Yes No

If yes, please explain:

2. **Title:** *(This is a concise, one sentence description – please include name of company or contractor, and clearly indicate the type of request: grant acceptance, contract execution, amendment, municipal code change, supplemental request, etc.)* Amends a revenue agreement between the Denver Office of Economic Development and the Chicago Cook Workforce Partnership that provided OED with a \$422,652 grant for retail industry career services, with the amendment adding additional funds of \$425,000 in an additional program year through March 31, 2018.

3. **Requesting Agency:** Office of Economic Development

4. **Contact Person:** *(With actual knowledge of proposed ordinance/resolution.)*

- **Name:** Dana Williams
- **Phone:** 720.913.1649
- **Email:** Dana.Williams@denvergov.org

5. **Contact Person:** *(With actual knowledge of proposed ordinance/resolution who will present the item at Mayor-Council and who will be available for first and second reading, if necessary.)*

- **Name:** Susan Liehe
- **Phone:** 720.913.1689
- **Email:** susan.liehe@denvergov.org

6. **General description of proposed ordinance including contract scope of work if applicable:**

Amends a revenue agreement between the Denver Office of Economic Development and the Chicago Cook Workforce Partnership that provided OED with a \$422,652 grant for retail industry career services to add additional funds of \$425,000 in an additional program year through March 31, 2018.

****Please complete the following fields:** *(Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field.)*

- a. **Contract Control Number:** OEDEV-201629261-01
- b. **Duration:** April 1, 2016 – March 31, 2018
- c. **Location:** City-Wide
- d. **Affected Council District:** City-Wide
- e. **Benefits:** Provision of retail industry career services & training
- f. **Costs:** This is a revenue agreement. No funds expended.

7. **Is there any controversy surrounding this ordinance?** *(Groups or individuals who may have concerns about it?)*
Please explain.

None known.

EXECUTIVE SUMMARY

Denver was one of 10 cities selected across the country to collectively form and implement new models of career services specific to retail – models that will serve as best practices for the approximately 550 Workforce Development Boards in the U.S. that provide career services, such as career coaching, soft skills training, specialized skills training and referrals to other resources. The funding is part of a \$10.9 million grant the Walmart Foundation made to the Chicago Cook Workforce Partnership in March 2016.

Approximately 325 people in Denver will benefit from the grant in this second program year. Targeting disadvantaged adults as well as disconnected youth age 16 to 24, the grant will support a wide variety of training programs, including formal education and certification training, as well as work-based learning opportunities such as on-the-job, incumbent worker training and paid work experiences.

As part of the grant, Denver has convened a retail sector partnership, bringing together employers, education providers and other stakeholders to develop and implement industry-driven solutions to talent development. The grant also aims to promote career ladder opportunities in retail, in which workers can advance into mid-level and advanced positions. Through the grant Denver has served over 300 employers and more than 150 jobseekers to date.

The Denver grant funding provides a variety of services to job seekers, including:

- Job readiness training customized to the retail sector, including helping jobseekers acquire the "soft skills" that are critical for workplace success such as teamwork, leadership, communication and conflict resolution
- Job placement assistance, resume writing help and interviewing skills workshops
- Post placement services to promote job retention

Among the services OED offers employers are:

- Serving as a point of contact for retail employers in the area for recruiting and training opportunities, including career tracks such as sales, customer service, logistics, merchandising/buying and management
- Customized recruiting and screening and assistance in writing job descriptions for new positions
- Employee retention assistance and improving the supply of qualified job candidates

Denver Workforce Services produced two short videos locally to promote these services to the public, one for [jobseekers](#) and one for [employers](#).