City of Duluth

411 West First Street
Duluth, Minnesota 55802

Legislation Details (With Text)

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Title: RESOLUTION APPROVING A TWO-YEAR (2022- 2023) PROFESSIONAL SERVICES AGREEMENT WITH SWIMCREATIVE LLC FOR AN AMOUNT NOT TO EXCEED $55,000.

Sponsors:

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Attachments: 1. Attachment A

Date	Ver.	Action By	Action	Result
11/22/2021	1	City Council	adopted	

RESOLUTION APPROVING A TWO-YEAR (2022- 2023) PROFESSIONAL SERVICES AGREEMENT WITH SWIMCREATIVE LLC FOR AN AMOUNT NOT TO EXCEED $55,000.

CITY PROPOSAL:
RESOLVED, that the proper city officials are hereby authorized to execute a professional services agreement with SwimCreative LLC, substantially in the form of the attached Attachment A, for an amount not to exceed $55,000, said funds payable from City Fund 110-121-121-5319.

STATEMENT OF PURPOSE: This resolution approves a professional services agreement with SwimCreative LLC to design and produce informational materials that will increase awareness and community involvement for the Duluth Public Library's Every Child Ready Duluth Initiative ("ECRD").

The ECRD initiative serves as a hub of information, training resources, events, and programs that will help our community equitably prepare children for kindergarten. Swim Creative's education and engagement campaign will specifically target parents, childcare providers, and the community of people raising children birth to kindergarten. The expertise and resources required for a campaign of this scope are beyond the capacity of the library's staff. Enacting Swim Creative's campaign will be a foundational step in raising awareness and integrating Every Child Ready Duluth into our community.

Every Child Ready Duluth is a multi-year initiative of the Duluth Public Library, funded in partnership with the Duluth Library Foundation and conducted in collaboration with the numerous foundations, nonprofits, preschools, and child care providers involved in preparing Duluth children for kindergarten.

The Duluth Library Foundation has committed to raise approximately $300,000 for the program. Community contributions to the Foundation campaign have thus far paid for early learning materials, an outreach van, an AmeriCorps Vista member, and the initial cost of a new Library outreach position.

As part of the partnership with the Foundation, the City committed to pay for the cost of marketing materials for the ECRD Initiative. This contract is in fulfillment of that commitment.