Regional Workforce Advisory Meeting:

Retail, Hospitality, and Tourism

April 16, 2021 9:00 AM - 12:00 PM





















Housekeeping

- Enable your video (optional)
- Please stay on mute unless you are called on to ask a question
- Submit all questions, technical difficulties, or other commentary to the Chatbox; or raise your virtual hand to be called upon
- This meeting will be recorded and will be provided as part of the post meeting materials

Welcome and Introduction



Josh Sweigert,
Regional Director,
Employer Engagement,
Retail, Hospitality, and Tourism,
North Far North

Welcome and Introduction



Renee John
Project Leader
21st Century Workforce
Valley Vision

Supported By



















Agenda

9:00 AM	Welcome & Introduction
9:05 AM	Keynote - Mike Testa, President and CEO, Visit Sacramento

9:25 AM Industry Insights Panel Discussion

10:30 AM Break

10:40 AM Industry Insights, Economic, Policy and COVID -19

11:10 AM Breakout Discussions

11:40 AM Share Discussion Highlights

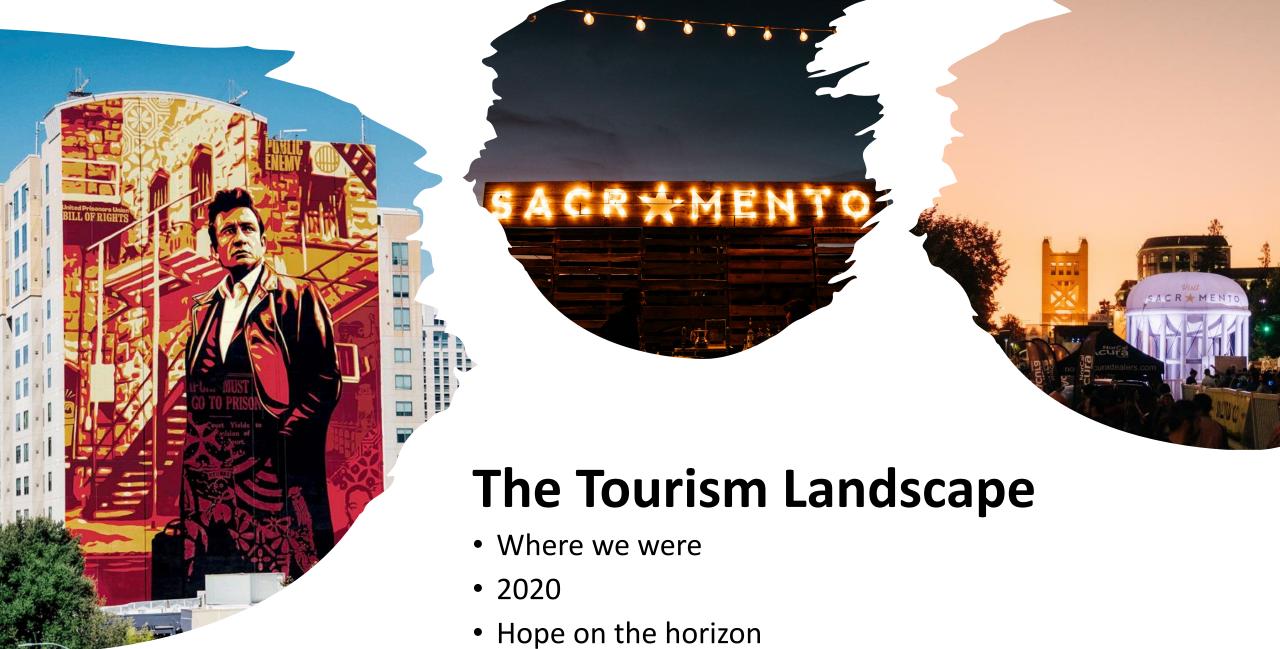
11:50 AM Introduction to Opportunities to Partner

Keynote



Mike Testa

President and CEO, Visit Sacramento



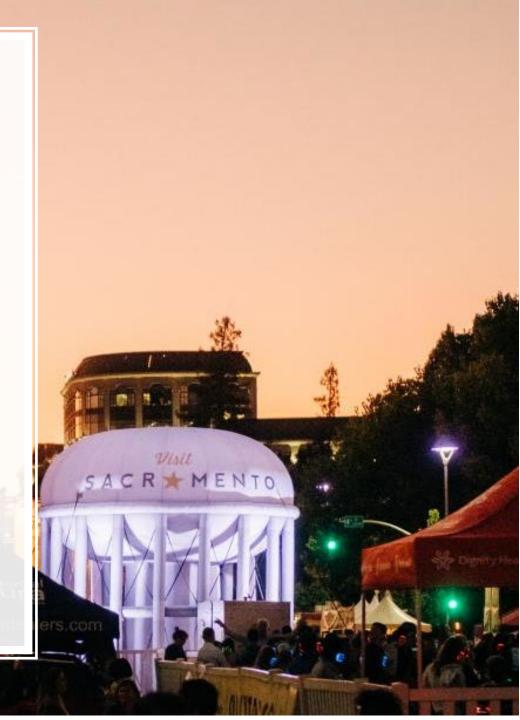
Who We Are

- The Sacramento region's premier Destination Marketing Organization (DMO)
- Responsible for generating tourism in the greater Sacramento area through sales and marketing
- Making Sacramento a better place for our residents



Visit Sacramento In "Normal Times"

- Booking major conventions and sports events
- Producing world-class special events
- Hosting travel journalists in Sacramento and pitching national media to inspire stories about our region
- Utilizing advertising, social media, podcasts and more to share Sacramento's personality and to tell the region's destination story
- Looking at what's next to generate new travel and visitor spending to our market

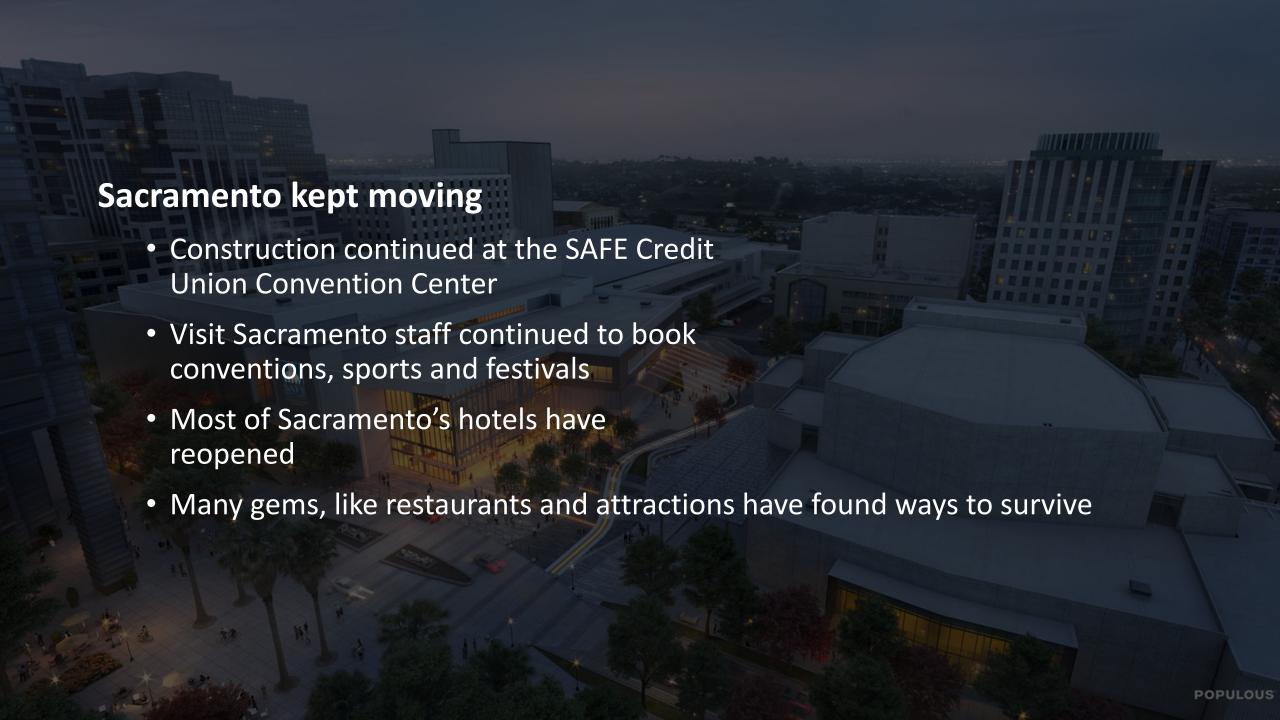






The pandemic and tourism

- More than 100,000 people employed in tourism and hospitality pre-pandemic
- Visit Sacramento & hospitality industry faced reduced budget, closures, loss of staff
- Local hospitality businesses forced to reinvent themselves and do more with less
- Visit Sacramento pivoted to target locals instead of visitors
- Travel in Place
 - TBD To Go
 - Dance Gavin Dance





The Return of Tourism

- Inviting visitors back
 - Re-opening conversations with conventions and sports clients
 - Launching multiple campaigns to drive leisure visitation
- All eyes on June 2021
 - WSM
 - Opening of the Safe Credit Union Convention Center
 - Conventions Booked
 - Farm-to-Fork Festival
 - Ironman
 - Aftershock
 - Junior Olympics



Excitement for What's To Come

- Destination development
 - Conventions in 2022 and beyond
 - Diversifying sports events
 - Expanding festivals
 - New hotels and attractions
 - Focus on DEI making tourism count for the whole community

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- Instagram @VisitSacramento, @SacFarm2Fork, @SacSportsCom, @Sacramento365



Industry Panel Discussion



Josh Sweigert,
Regional Director,
Employer Engagement,
Retail, Hospitality, and Tourism,
North Far North

Industry Insights with Q&A



Tim
Stallings
Vice President of Operations,
Sacramento

Republic FC



Bahar Abullarade Human Resources Business Partner, Raley's



Alycia
Harshfield
Executive Director,
California
Restaurant
Foundation



Bobbin
Mulvaney
Co-owner,
Mulvaney's B&L



Lynn
Mohrfeld
President and CEO,
California Hotel and
Lodging
Association

BREAK

10:30 am - 10:40 am

Industry Insights, Economic, Policy and COVID -19



Dr. Robert Eyler
President, Economic Forensics
and Analytics, Inc.



VALLEY VISION RHT ADVISORY COVID-19, RETAIL AND THE HOSPITALITY INDUSTRY



WEBINAR

APRIL 16, 2021

Robert Eyler, Ph.D.

President, Economic Forensics and Analytics Inc.

Professor, Economics, Sonoma State University eyler@econforensics.com

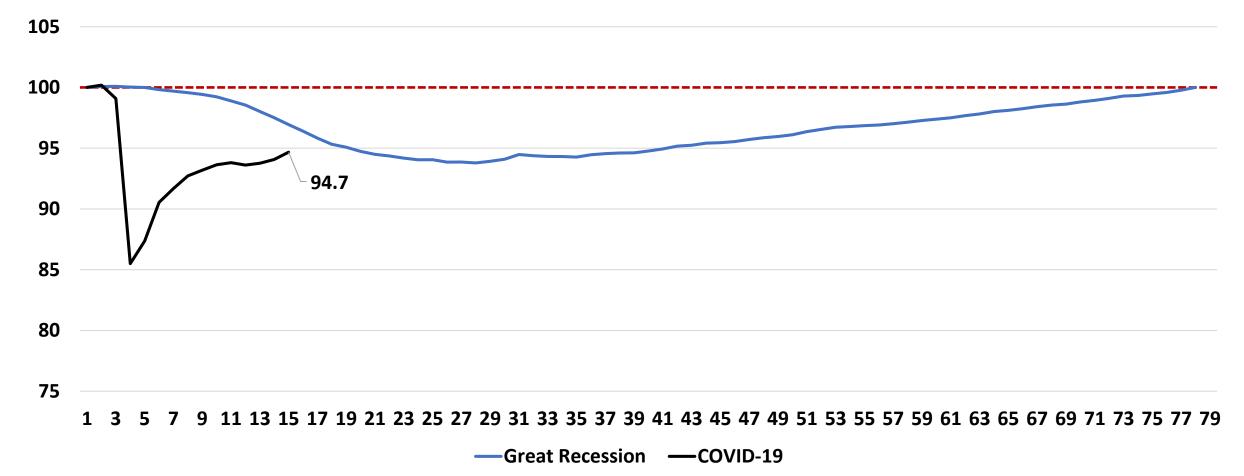
Agenda



- National and California Overview: general confidence indicators
 - Major economic variables and forecasts: outlook better than those in late 2020
 - For retail businesses: travel and local demand key to rebound
 - For hospitality businesses: good forecasts and want to travel across all socioeconomic groups
- California Economy, Retail and Hospitality
 - Additional state-level indicators: lagging a bit, but also good to 2022
 - Workforce Development: will a shadow remain over hospitality and labor demand?
- The future of retail and hospitality: Challenges and Opportunities

Employment Recovery Comparison, United States, Great Recession and COVID-19 Recession, Months from Peak, Index Nov 2007 and Jan 2020 = 100 to March 2021

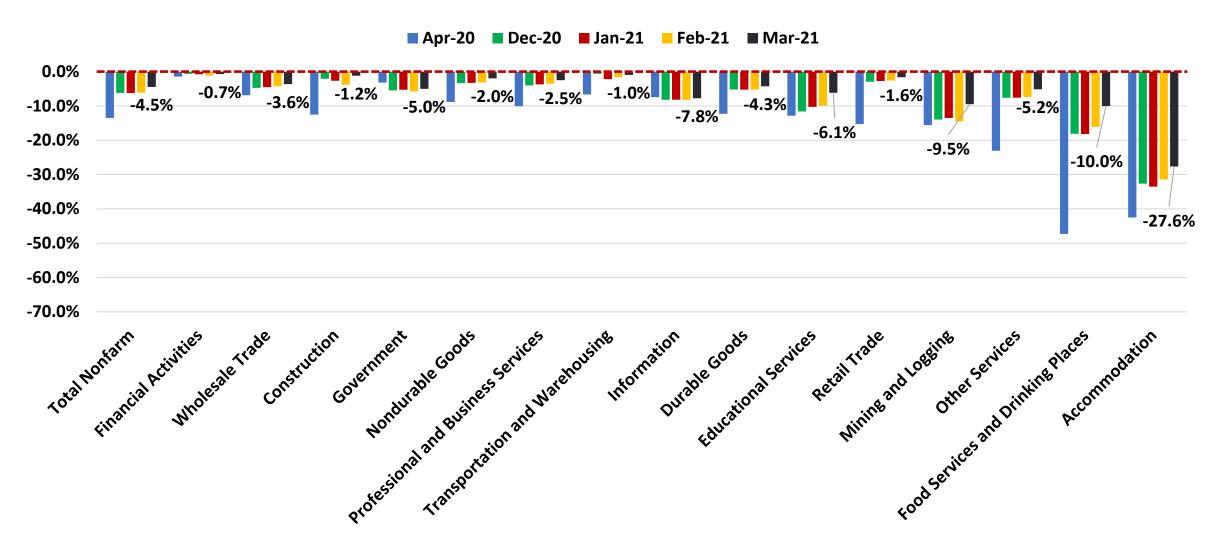




Source: BLS and EFA

Changes in Jobs, Selected Industries, % Change since previous year, April, December 2020 and Jan and Feb and Mar 2021, US







Real GDP (%)	Unemployment Rate (%)

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Federal Reserve Philadelphia Forecast, Survey of	Quarterly	Previous	New	Previous	New
Professional Forecasters	2021:Q1	3.2	3.2	6.7	6.3
	2021:Q2	3.5	5.0	6.5	6.1
Forecasted inflation between 2.1 and 2.5%	2021:Q3	3.5	5.3	6.1	5.7
per year to 2024: interest rates to remain	2021:Q4	3.3	4.0	5.8	5.4
low to 2023 minimum	2022:Q1	N.A.	3.7	N.A.	5.1
These data are from Jan 2021	Annual data (projections based on annual-average levels):				
This is now +6.5% for 2021	2021	4.0	4.5	6.3	5.9
as of March 17	2022	3.0	3.7	5.2	4.8
	2023	2.1	3.1	4.6	4.2
	2024	N.A.	2.5	N.A.	4.0

Source: Federal Reserve Philadelphia Branch

Household Spending (or Not) and Federal Stimulus % Saved, Spent, or Used to Pay Down Debt (Saved), 2020-21



How Households Use Their Stimulus Checks						
Stimulus Round	1	2	3			
Reporting month	June	January	March			
Average percentage spent	29.2	25.5	24.7			
Average percentage saved	36.4	37.1	41.6			
Average percentage toward debt	34.5	37.4	33.7			

Source: New York Fed Survey of Consumer Expectations (SCE).

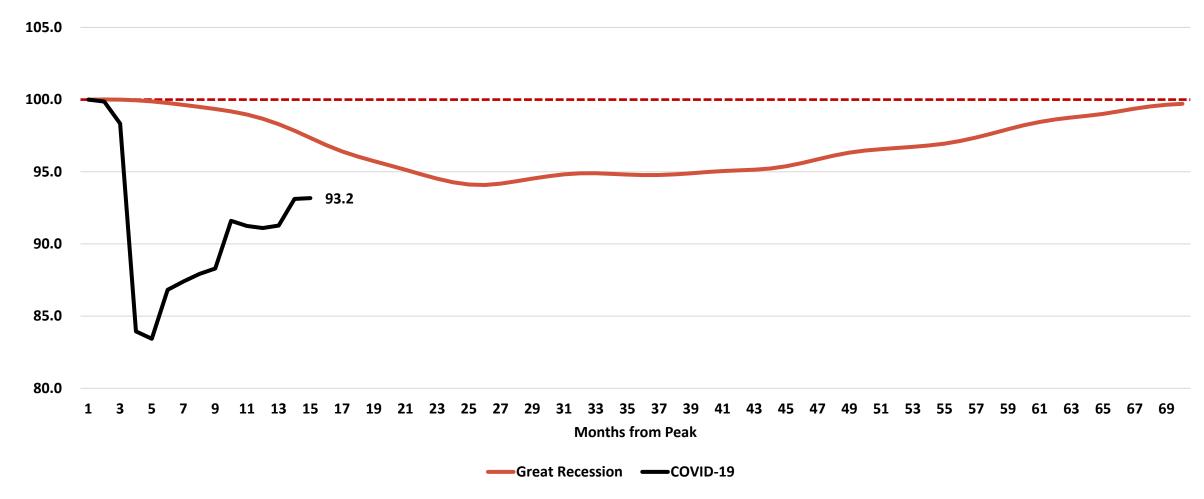
Inside these numbers:

- Potential spending on retail and travel
- A reduction in threat of major financial problems
- Slower growth
- Slower inflation pressure

Source: Federal Reserve Bank of New York

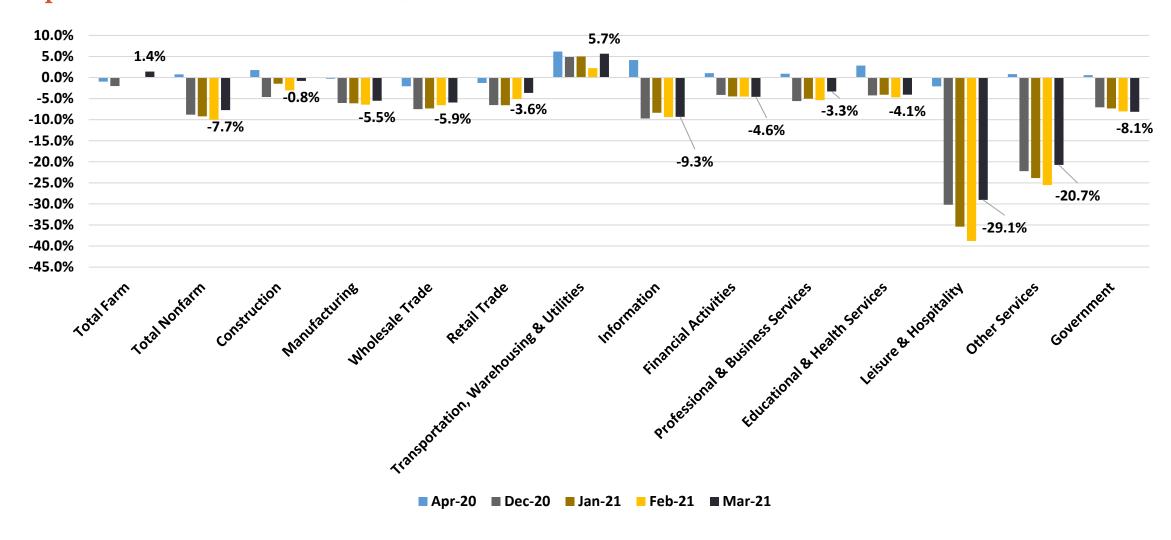
Employment Recovery Comparison, California, Great Recession and COVID-19 Recession, Months from Peak, Index Nov 2007 and Jan 2020 = 100 to March 2021





Changes in Jobs, Selected Industries, % Change since previous year, April 2020 to March 2021, California



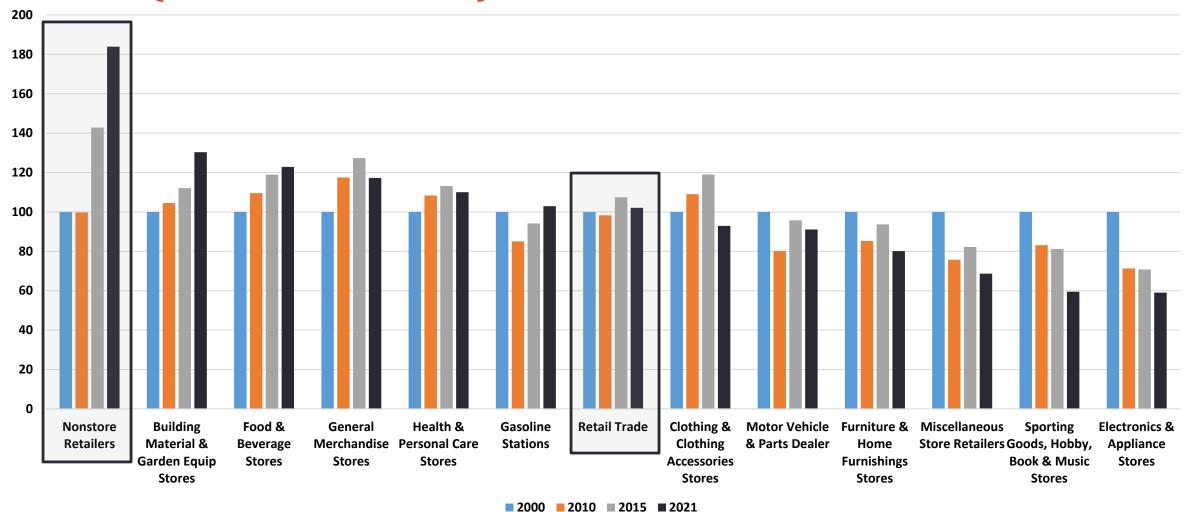




Retail and Hospitality: Workforce Development Jobs and the Future

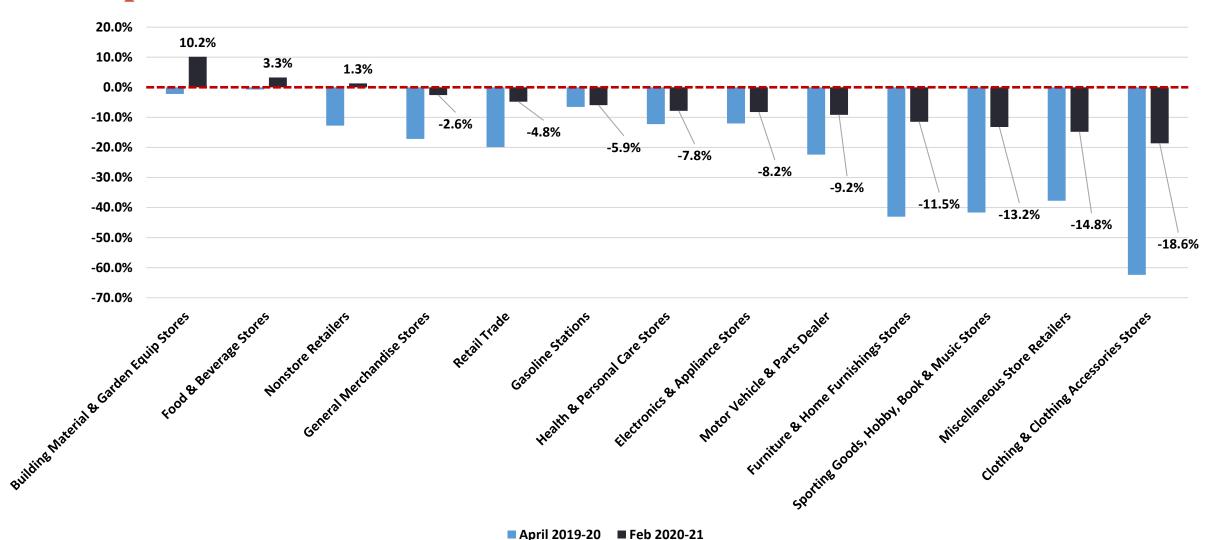
Evolution of Jobs in Retail in CA, 2000 to 2021 Index (Year 2000 = 100)





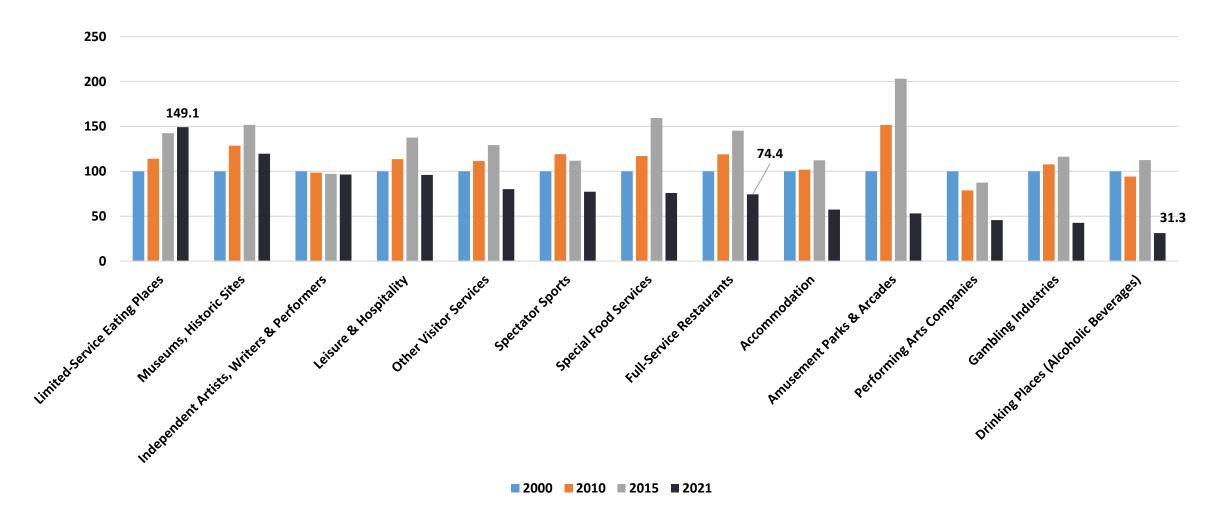
COVID-19 and Pain in Retail, % change Year on Year, April 2020 and Feb 2021, California





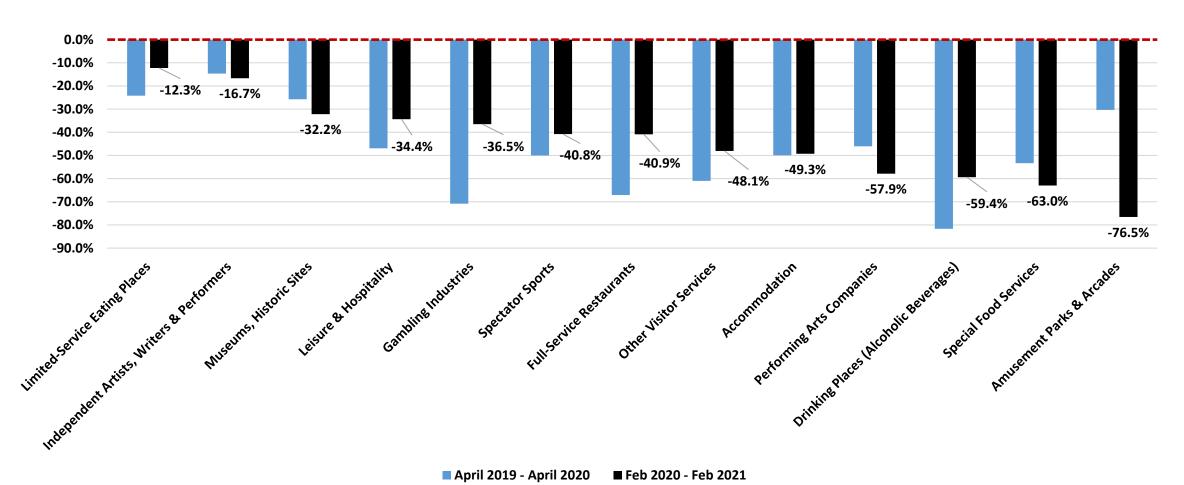
Evolution of Jobs in Hospitality in CA, 2000 to 2021 Index (Year 2000 = 100), January of Each Year





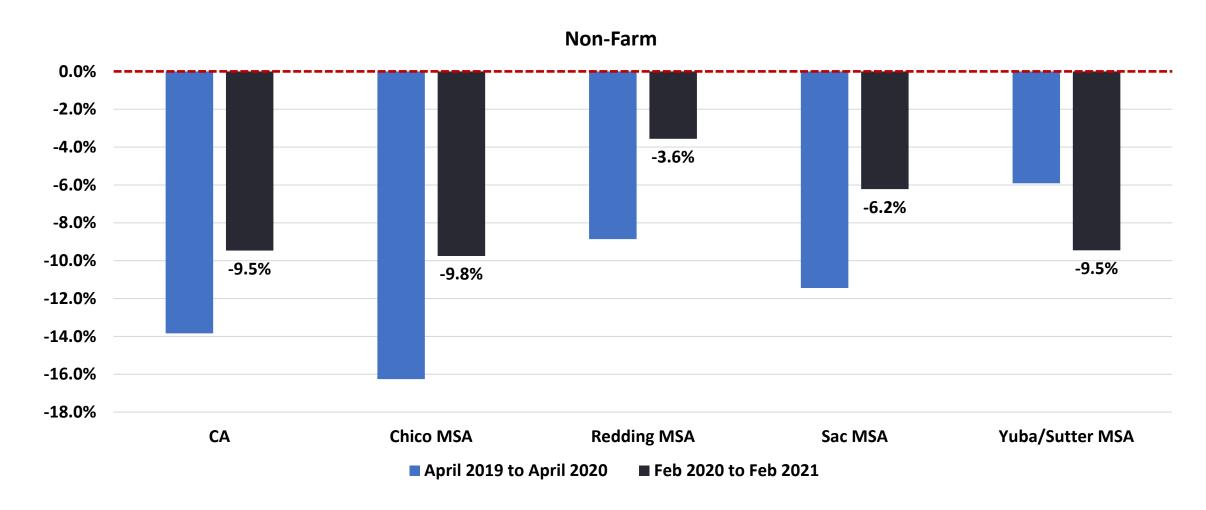
COVID-19 and Pain in Hospitality: % Change Year on Year, April 2020 and Feb 2021, California





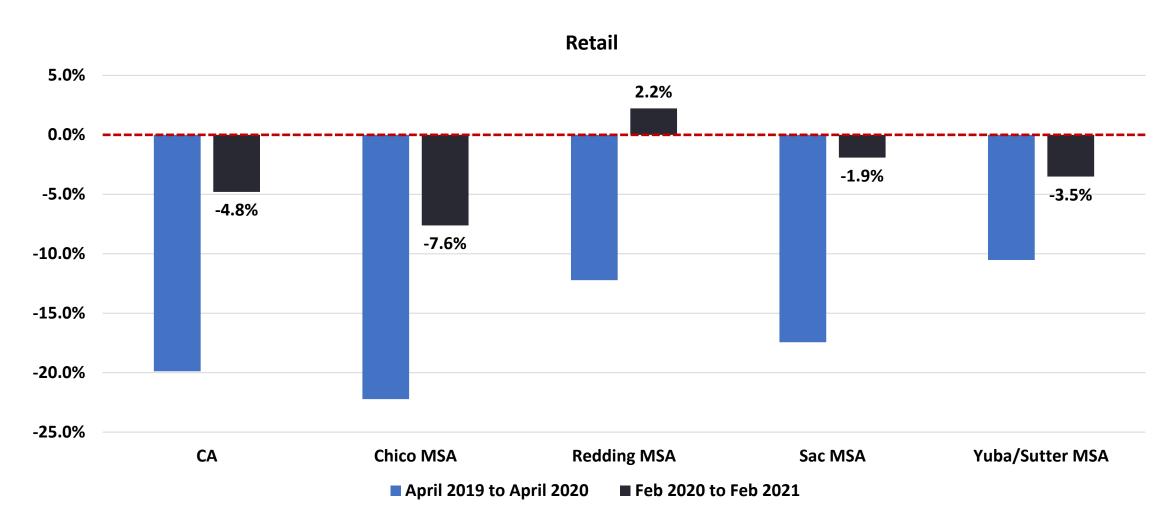
Non-Farm Jobs, Major MSAs in Valley Vision Region and CA, % change from Previous Year





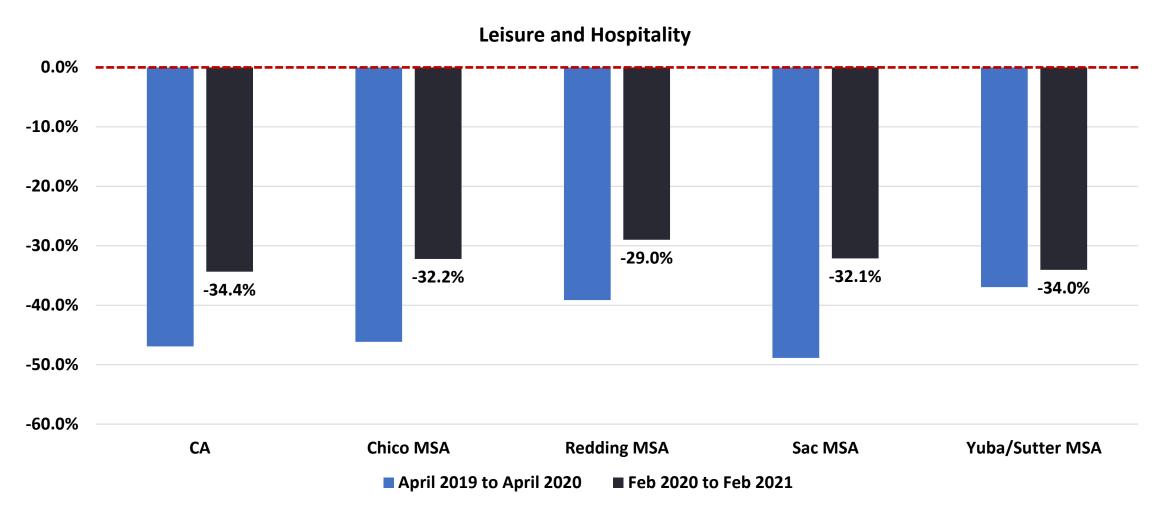
Retail Jobs, Major MSAs in Valley Vision Region and CA, % change from Previous Year





Hospitality Jobs, Major MSAs in Valley Vision Region and CA, % change from Previous Year

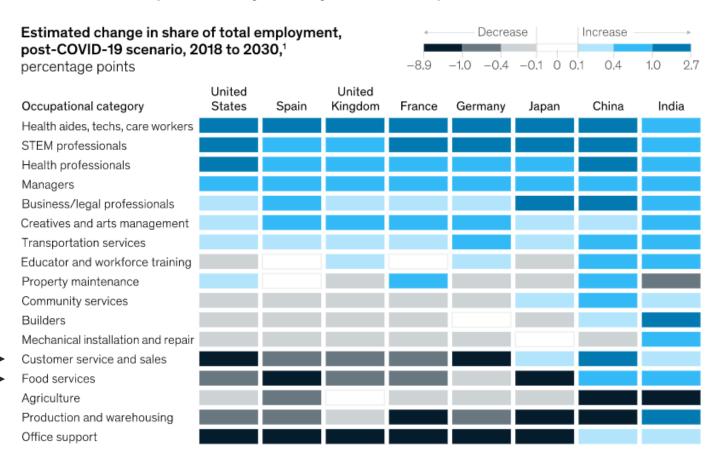






Shifting Occupations to 2030: Global Challenges

The mix of occupations may shift by 2030 in the post-COVID-19 scenario.



The pre-COVID-19 scenario includes the effects of eight trends: automation, rising incomes, aging populations, increased technology use, climate change, infrastructure investment, rising education levels, and marketization of unpaid work. The post-COVID-19 scenario includes all pre-COVID-19 trends as well as accelerated automation, accelerated e-commerce, increased remote work, and reduced business travel.

Source: McKinsey Global Institute analysis

Thinking about structural change:

- Will there be retail jobs that are eliminated because brick and mortar capacity falls?
- Will restaurant workers come back at the "old" capacity?
- Will drivers continued to be demanded at the same level?
- Will travel increase and will there be an urban/suburbanrural split?
- Will business travel return?

Looking Forward: Opportunities for Retail and Hospitality



- Retrain and Retool: Opportunity
 - Workforce development opportunity to retrain long-term unemployed for other industries
 - Construction and manufacturing: easy to retrain here?
 - Warehousing: the new brick-and-mortar retail workplace?
 - Challenge: Older workers using retail or restaurant as an income source
- Looking out toward 2030: Two major items
 - Automation in hospitality
 - Local brick and mortar retail focused on visitors as main "physical" employer



Thanks!
Questions?
eyler@econforensics.com
@bobby7007

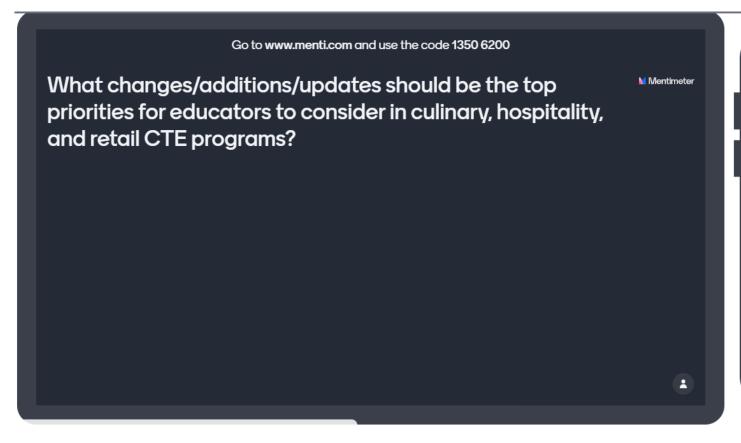
Breakout Sessions

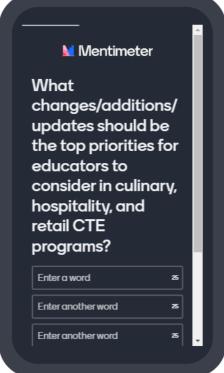
- Based on the information shared today, what changes/additions/updates should be the top priorities for educators to consider in culinary, hospitality, and retail CTE programs?
- What are some steps that RHT employers in California can take to incentivize and promote entry into and upskilling in their industry sectors?
- What other suggestions or feedback do you see as important to provide to K-12, Adult Education and Community College RHT programs in the Greater Sacramento region?

Breakout Discussions

Mentimeter Instructions

- In our Breakout Rooms, we will use Mentimeter to kick off discussion and keep track of feedback!
- You will go to <u>www.Menti.com</u> and input the code provided to you within the Breakout Room





Choose one person to share out from your group!

Break out Rooms in Session (11:10 - 11:40am)

Share Discussion Highlights

Follow -Up / Next Steps

- Opportunities to Partner:
 - O Curriculum Advisory
 - O Job-Shadowing, Internships, Apprenticeship

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Josh Sweigert
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(530) 541-4660, Ext. 672
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- Retail Hospitality Tourism website:
 - O https://careerreadycalifornia.com/
- ICAN (Infection Control for All Now) contextualized training modules

THANK YOU FOR JOINING For more information contact

Renee John - Valley Vision Workforce Manager Renee.John@valleyvision.org

Josh Sweigert - Regional Director, Employer Engagement, Retail, Hospitality and Tourism, North/Far North Region sweigert@ltcc.edu