

Regional Workforce Advisory Meeting:

Retail, Hospitality, and Tourism

October 22, 2021
9:00 AM - 11:30 AM



California
Community
Colleges



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

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COMMUNITY
COLLEGE DISTRICT



Golden Sierra



Agenda

- 9:00 AM** Welcome & Introduction
- 9:05 AM** 2021 State of the Restaurant Industry Mid-Year Update
- 9:20 AM** Industry Insights Panel Discussion
- 10:20 AM** Labor Market and Job Posting Insights
- 10:50 AM** Thank You & Opportunities to Partner

Industry Panel Discussion



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

Industry Insights with Q&A



DeVonni Terrell

General Manager,
Slim and Husky's



Bahar Abullarade

Manager of Talent
Acquisition,
Raley's
Supermarkets



Lynn Mohrfeld

President & CEO,
California Hotel &
Lodging
Association



Santana Diaz

Executive Chef,
UC Davis Health



Mike Guederian

Area Director,
Panera Bread

Labor Market and Job Postings Insights



Aaron Wilcher

Director
North Far North Center of
Excellence



C · O · E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

Month Day, Year

RHT Employer Panel

LMI review of hospitality and food service industries

FRIDAY, OCTOBER 22, 2021



Presentation Overview



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FOR LABOR MARKET RESEARCH

- COE overview
- Industry snapshot
- Workforce Snapshot
- Job Postings Data

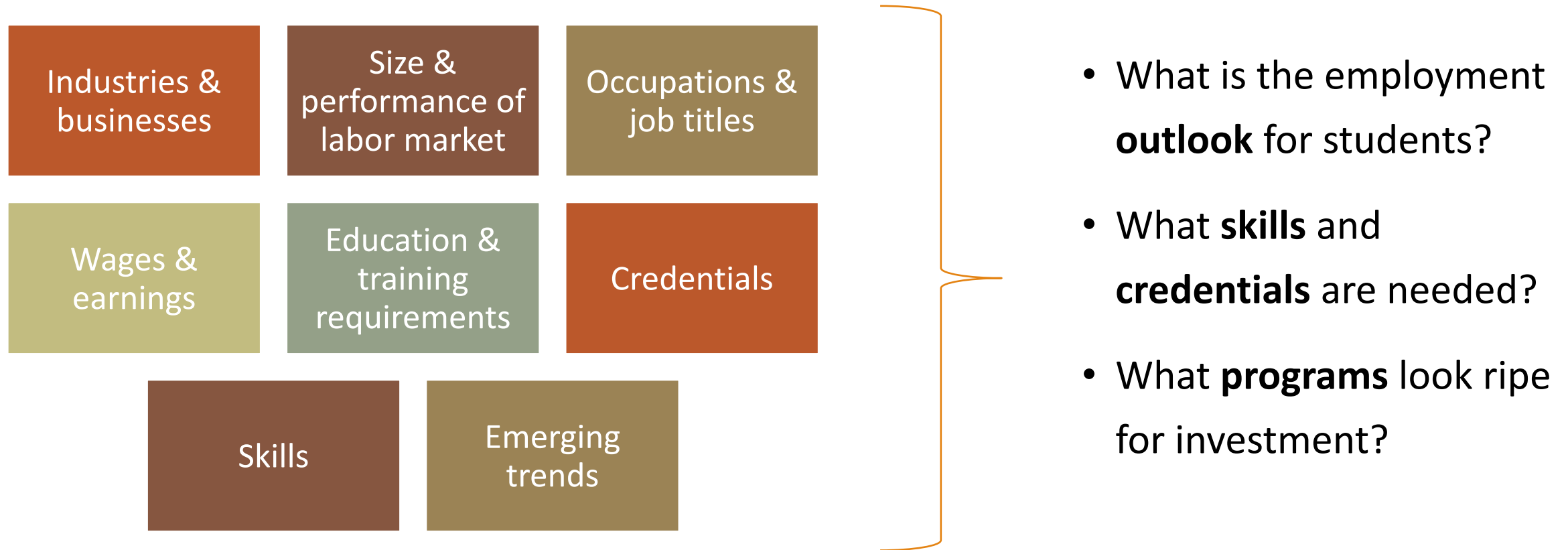


Centers of Excellence



Region	Director
North/ Far North	Aaron Wilcher (North)
	Sara Phillips (Far North)
Bay Area	John Carrese
Central	Nora Seronello
South Central	Adele Hermann
Los Angeles	Luke Meyer
Orange County	Jacob Poore
Inland Empire/Desert	Michael Goss
San Diego/Imperial	Tina Ngo Bartel
Statewide	Laura Coleman

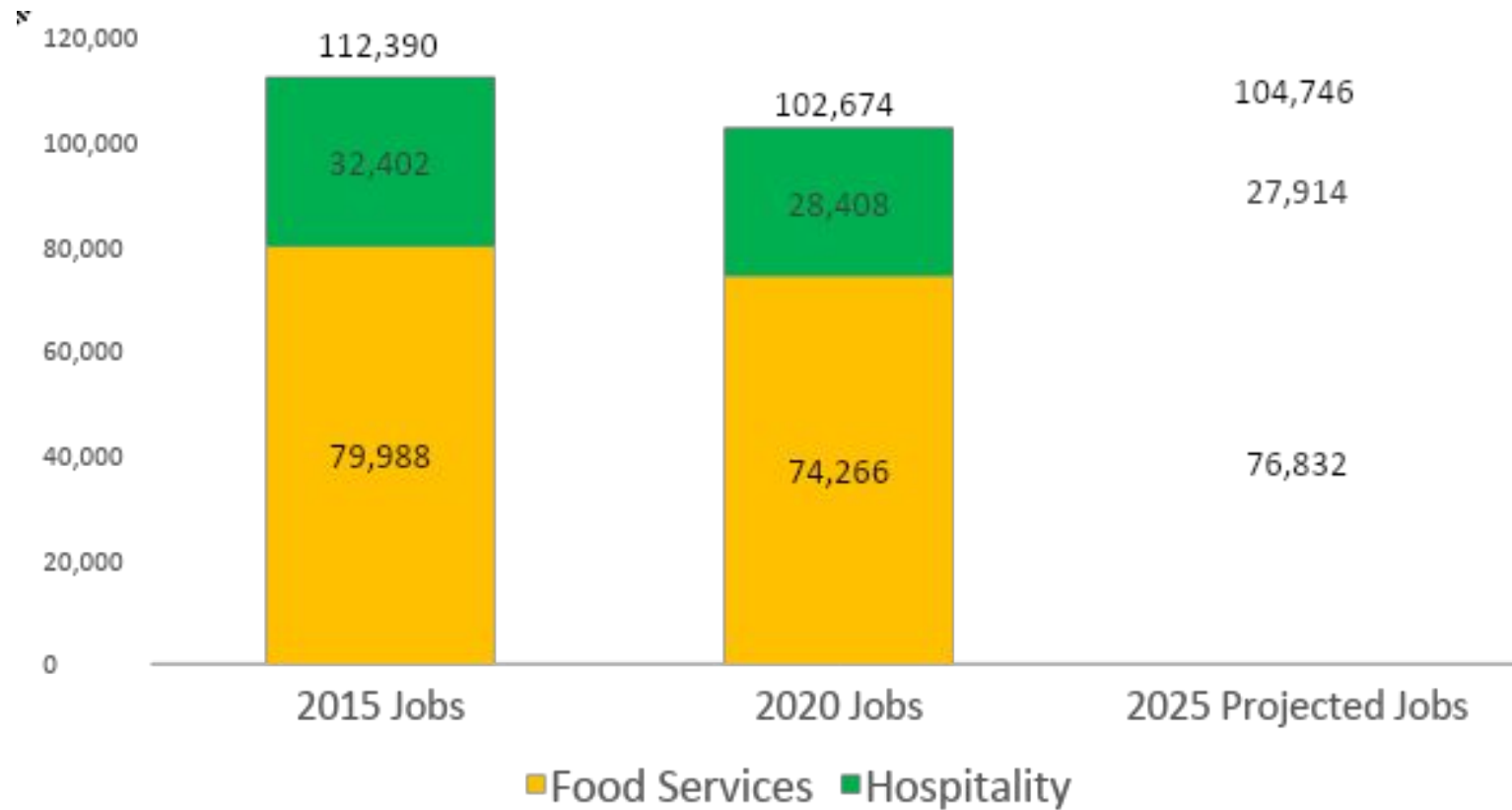
Typical COE Research Questions



Hospitality/Food Service Industry snapshot

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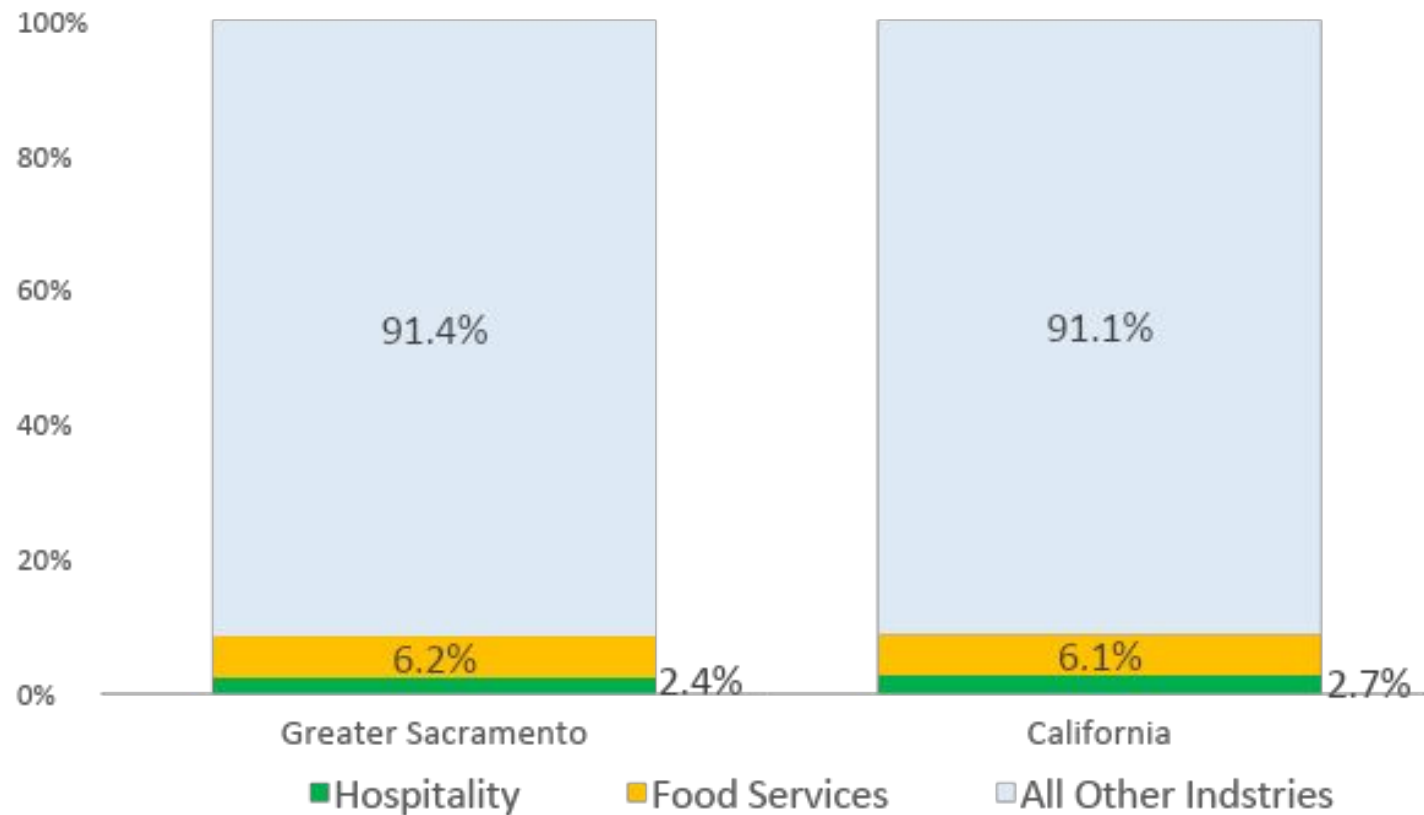
Hospitality-Food Service Industry Snapshot Greater Sacramento – total jobs



Source: Emsi 2021.2; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Hospitality-Food Service Industry Snapshot

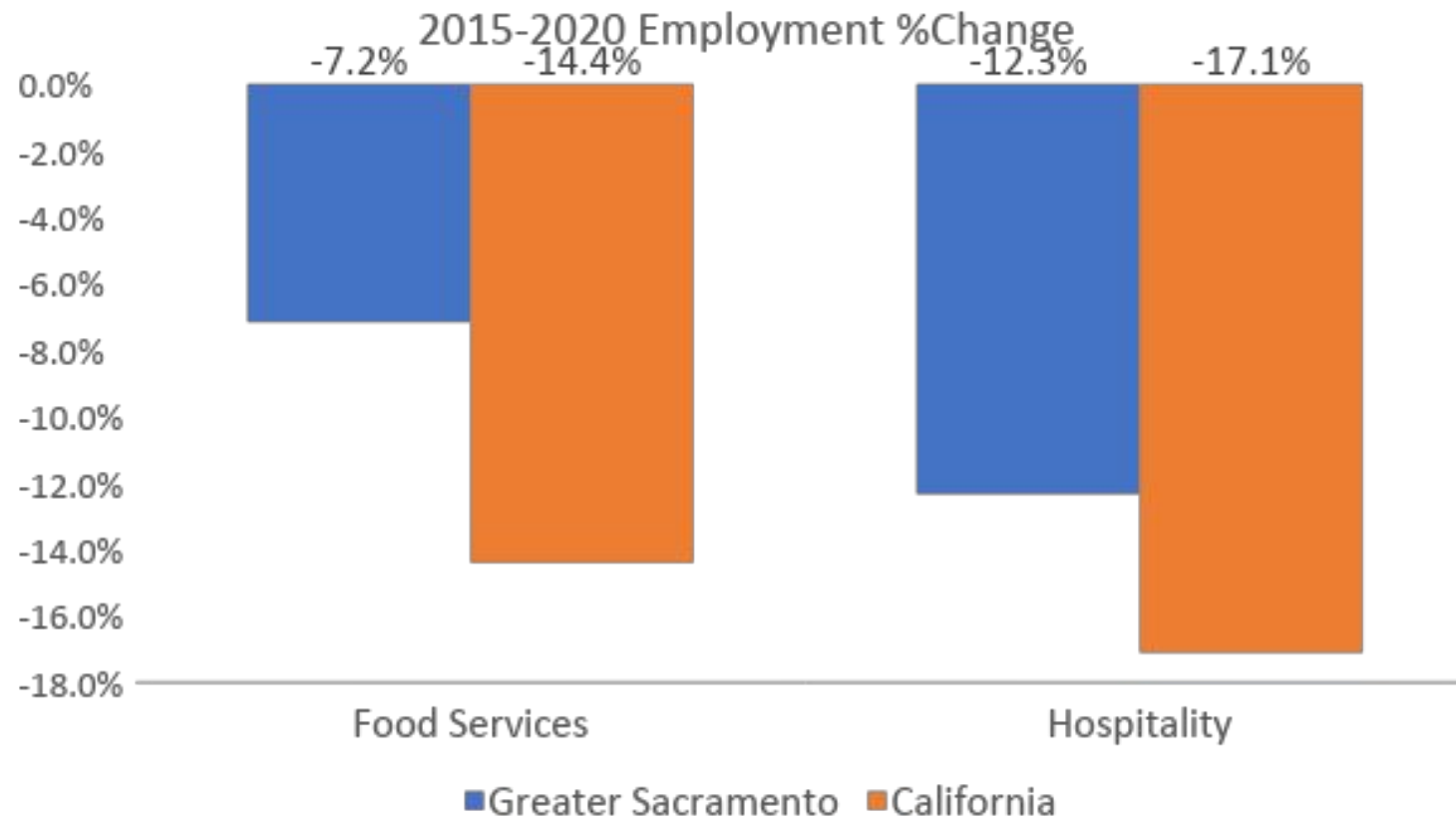
Greater Sacramento/CA – **share of economy**



Source: Emsi 2021.2; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Hospitality-Food Service Industry Snapshot

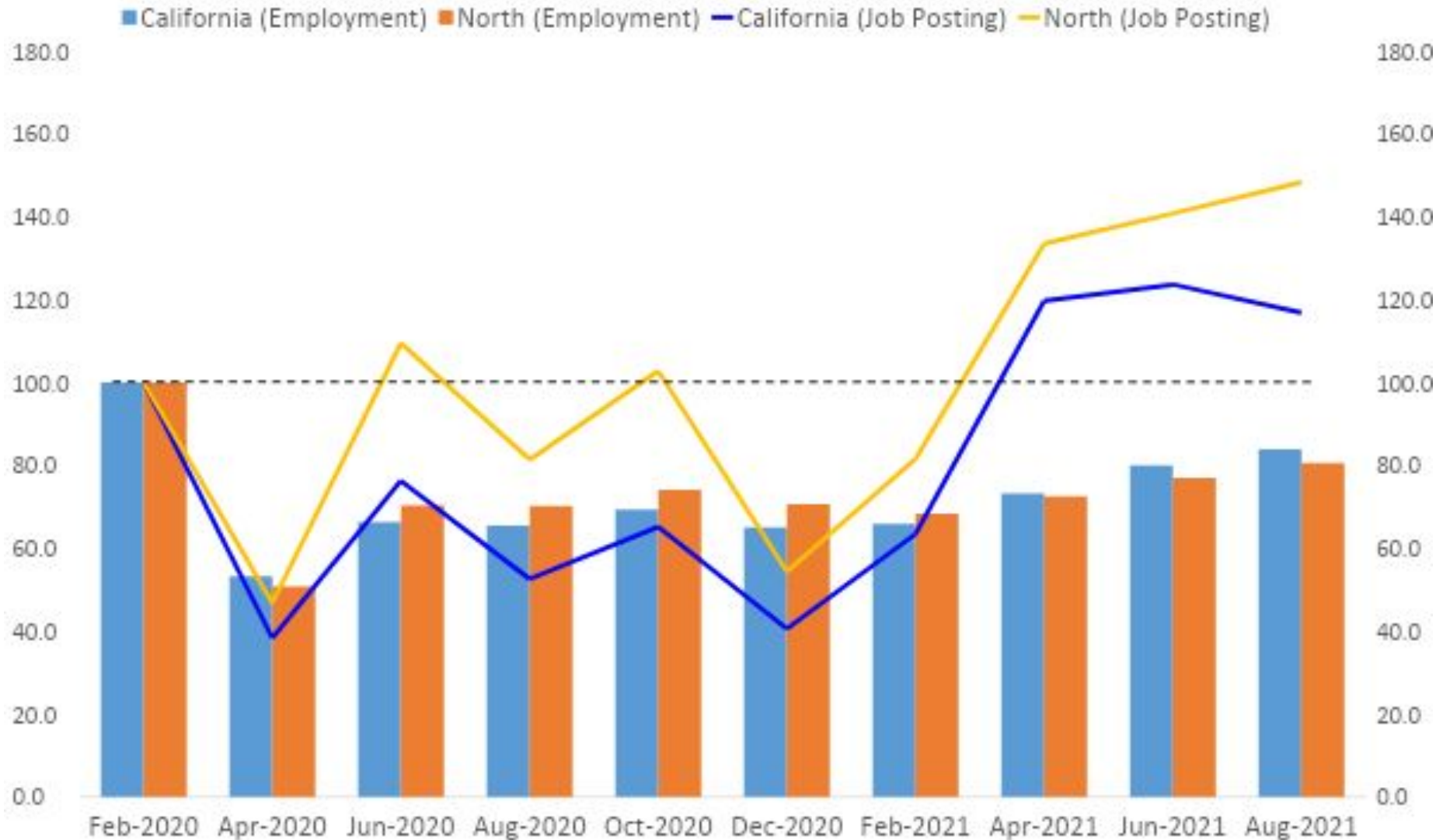
Greater Sacramento/CA – job trends



Source: Emsi 2021.2; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

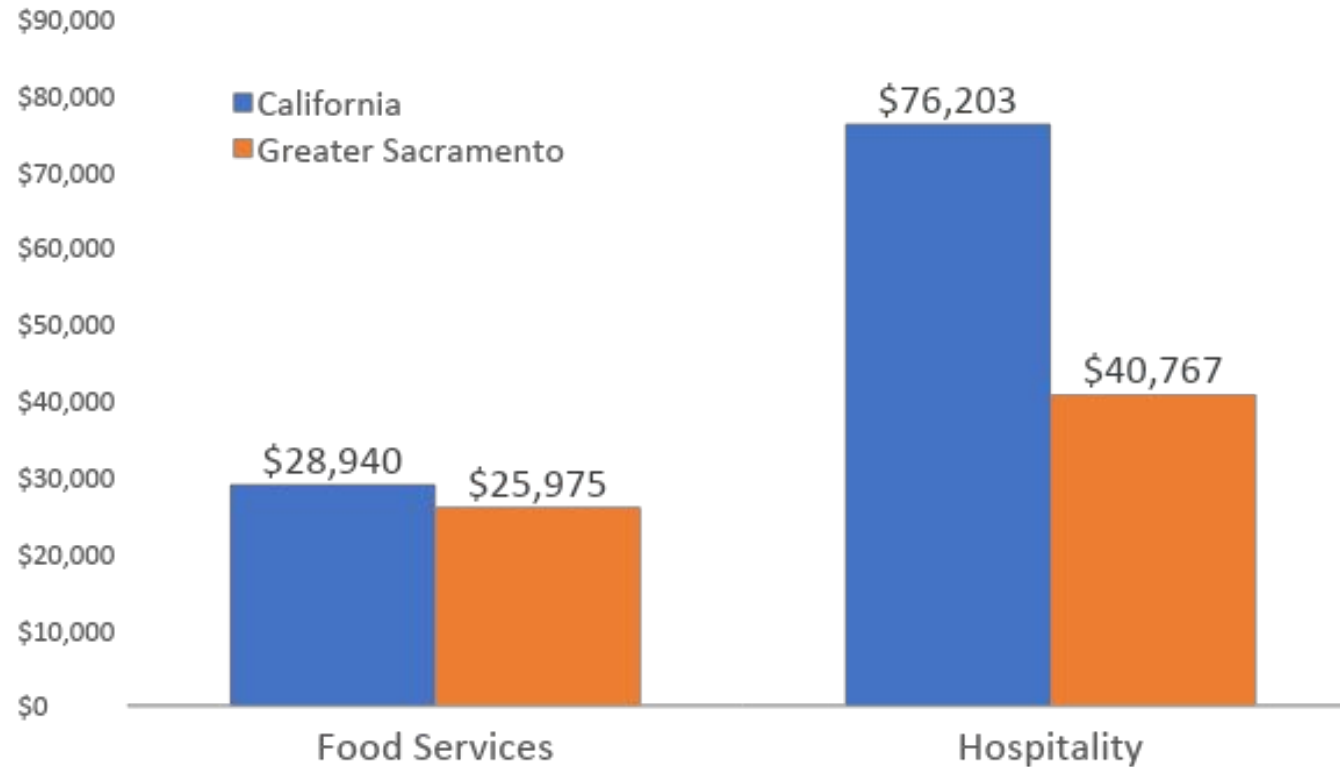
Hospitality Industry Snapshot

Greater Sacramento/CA – jobs & postings trends



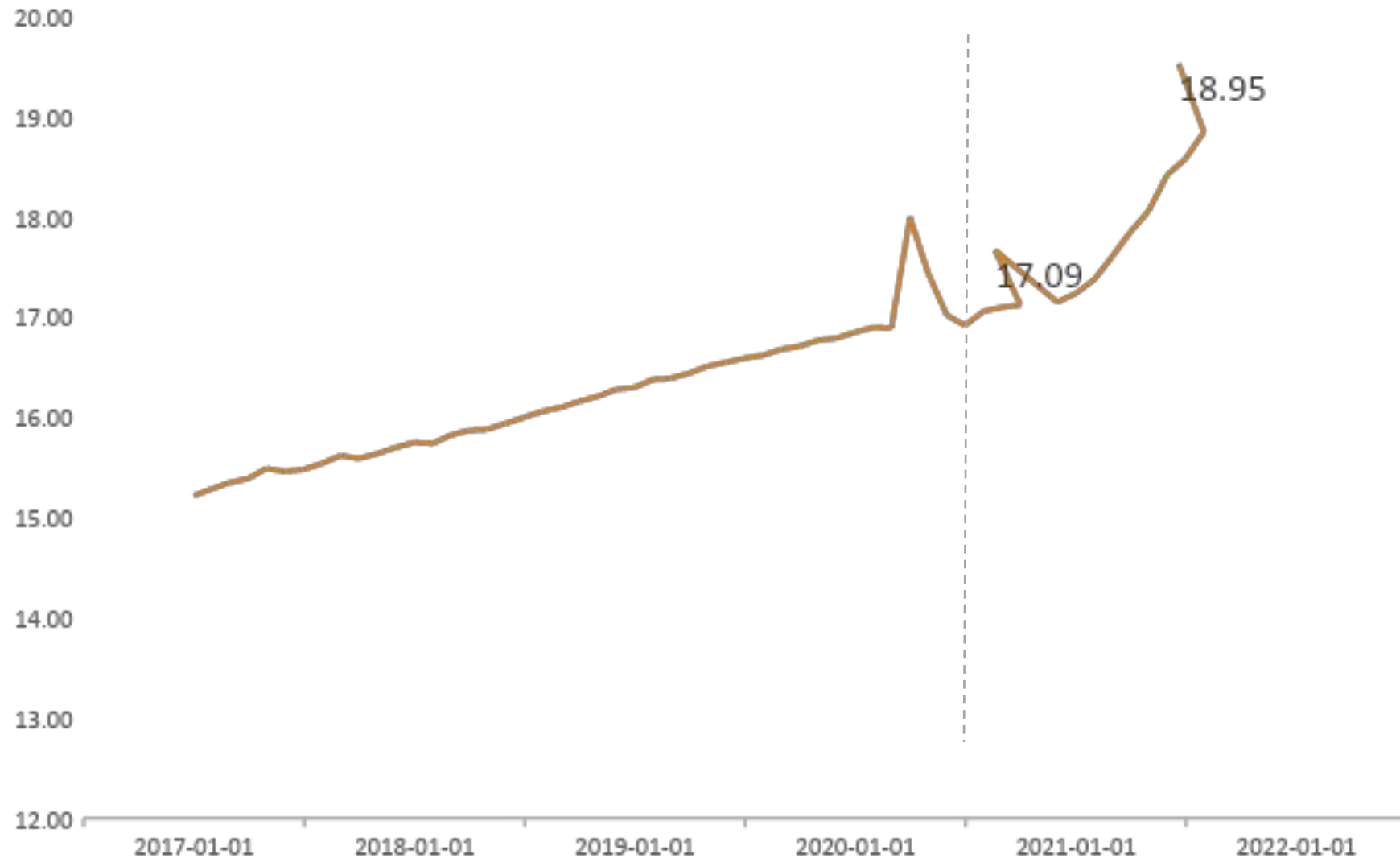
Hospitality-Food Service Industry Snapshot

Greater Sacramento/CA – 2020 average annual earnings



Source: Emsi 2021.2; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Leisure and Hospitality– Average hourly earnings – U.S.



Source: St. Louis Fed; BLS - <https://fred.stlouisfed.org/series/CES7000000003>

Hospitality/Food Service Workforce

Hospitality Industry Snapshot

Greater Sacramento/CA – top occupations

SOC	Description	Skill Type	Employed in Industry Group (2020)	Change (2015 - 2020)	Projected Annual Openings	% of Total Jobs in Industry Group (2020)	Median Hourly Earnings
39-3091	Amusement and Recreation Attendants	Below Middle Skill	2,190	(84)	871	7.7%	\$14.32
39-9031	Exercise Trainers and Group Fitness Instructors	Middle Skill	1,856	64	518	6.5%	\$24.11
35-3031	Waiters and Waitresses	Below Middle Skill	1,203	(390)	2,739	4.2%	\$14.24
43-4081	Hotel, Motel, and Resort Desk Clerks	Below Middle Skill	1,004	(233)	214	3.5%	\$14.22
27-2042	Musicians and Singers	Below Middle Skill	658	(117)	131	2.3%	\$27.37
27-3043	Writers and Authors	Above Middle Skill	556	(135)	105	2.0%	\$24.60
35-2014	Cooks, Restaurant	Below Middle Skill	549	(123)	1,403	1.9%	\$14.59
39-3011	Gambling Dealers	Below Middle Skill	530	(188)	278	1.9%	\$13.45
49-9071	Maintenance & Repair Workers	Middle Skill	516	(35)	895	1.8%	\$21.78
35-3011	Bartenders	Below Middle Skill	390	(155)	588	1.4%	\$13.63
39-9032	Recreation Workers	Middle Skill	380	(236)	495	1.3%	\$14.59
11-1021	General and Operations Managers	Above Middle Skill	374	(114)	1,432	1.3%	\$49.55

Source: Emsi 2021.2; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Food Service Industry Snapshot

Greater Sacramento/CA – top occupations

SOC	Description	Skill Type	2020 Jobs	Change (2015 - 2020)	Projected Annual Openings	% of Total Jobs in Industry Group (2020)	Median Hourly Earnings
35-3031	Waiters and Waitresses	Below Middle Skill	10,954	(3,287)	2,739	14.7%	\$14.24
35-2011	Cooks, Fast Food	Below Middle Skill	9,001	722	1,315	12.1%	\$13.49
35-2014	Cooks, Restaurant	Below Middle Skill	6,640	(546)	1,403	8.9%	\$14.59
35-1012	Supervisors of Food Prep.& Servers	Middle Skill	4,153	24	894	5.6%	\$18.05
35-2021	Food Preparation Workers	Below Middle Skill	2,500	(567)	880	3.4%	\$14.15
11-9051	Food Service Managers	Below Middle Skill	2,344	257	352	3.2%	\$24.66
35-3011	Bartenders	Below Middle Skill	2,006	(569)	588	2.7%	\$13.63
35-9031	Hosts and Hostesses	Below Middle Skill	1,784	(698)	510	2.4%	\$13.97
35-1011	Chefs and Head Cooks	Middle Skill	659	(187)	170	0.9%	\$22.90
51-3011	Bakers	Below Middle Skill	485	173	303	0.7%	\$15.29
11-1021	General and Operations Managers	Above Middle Skill	450	(31)	1,432	0.6%	\$49.55

Source: Emsi 2021.2; QCEW Employees, Non-QCEW Employees, and Self-Employed in the seven-county North (Greater Sacramento) region, which includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Hospitality-Food Service Jobs Postings

Greater Sacramento – July 18 – October 15

Top 10 Employers

- Starbucks Coffee Company
- Vail Resorts Management Company
- Hyatt
- Red Robin
- Squaw Valley Alpine Meadows
- Hard Rock Hotel & Casino Sacramento At Fire Mountain
- Marriott International Incorporated
- Cache Creek Casino Resort
- McDonald's
- Hilton Hotel Corporation

Top 10 Occupations

- Combined Food Preparation and Serving Workers, Including Fast Food
- Waiters and Waitresses
- Food Service Managers
- Cooks, Restaurant
- First-Line Supervisors of Food Preparation and Serving Workers
- Hotel, Motel, and Resort Desk Clerks
- Dishwashers
- Maids and Housekeeping Cleaners
- Baristas
- Bartenders

Top 10 Specialized Skills

- Scheduling
- Cleaning
- Customer Service
- Guest Services
- Cooking
- Food Preparation
- Cash Handling
- Restaurant Experience
- Budgeting
- Sales

Source: Burning Glass, Labor Insight. Note: Hospitality and tourism = NAICS 71-72.

Aaron Wilcher
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Follow-Up / Next Steps

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

Josh Sweigert

sweigert@ltcc.edu

(530) 541-4660, Ext. 672

- Retail Hospitality Tourism website:
 - <https://careerreadycalifornia.com/>
- ICAN (Infection Control for All Now) contextualized training modules

THANK YOU FOR JOINING

For more information contact

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Retail, Hospitality and Tourism, North/Far North Region**

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