



Hospitality, Culinary and Tourism Regional Industry Advisory Meeting



April 22nd, 2022 | 2:00 PM - 3:30 PM

Welcome & Introduction

Caitlin Blockus, Valley Vision, Project Manager



Welcome & Introduction

Michael Frigm, Cosumnes River College, Professor of Culinary
Arts Mangement



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Housekeeping



- ✓ Enable your video camera (optional)
- ✓ Please stay on  unless you are called on to ask a question
- ✓ Submit all questions and commentary using the chat function
- ✓ This meeting will be recorded and will be provided as part of the post-meeting materials

Agenda

2:00 PM

Welcome & Introduction

2:05 PM

Keynote Speaker

2:15 PM

**Labor Market & Job Posting
Insights**

2:35 PM

Industry Insights Panel

3:20 PM

Conclusion & Next Steps

➤ Keynote Address

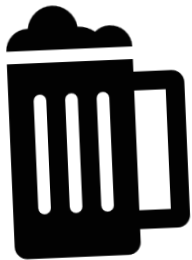


Marc Sapoznik
President & CEO
Rancho Cordova
Travel & Tourism

> Keynote Address



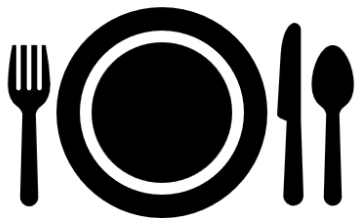
Travel supported one in 10 U.S. workers in 2019. Now, the leisure and hospitality (L&H) industry accounts for more than seven in 10 jobs still lost.



Go deeper: Hourly earnings for L&H workers are 18% above 2019 levels, yet the industry continues to face record job openings and quit rates are double that of the overall economy.

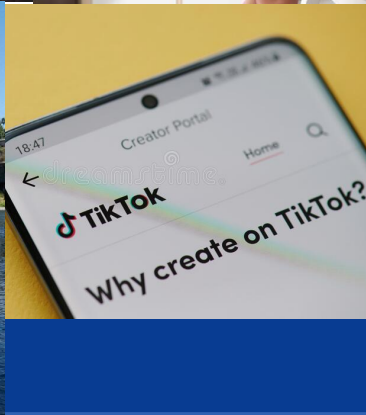


By the numbers: L&H overall is 9% below pre-pandemic employment. The accommodation sector fares the worst, sitting 21% below pre-pandemic employment levels as of February 2022.



Faring the 'best,' is food and beverage, clocking in at 7% below pre-pandemic employment levels. *Source: BLS*

Return of the Experience Creators



➤ Labor Market and Job Posting Insights and Analysis



Aaron Wilcher

Director

*California Community Colleges'
North/Far North Center of Excellence*

Hospitality, Culinary, Tourism Sector

LMI review of hospitality and food service industries

FRIDAY, APRIL 22, 2022



Presentation Overview

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



CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

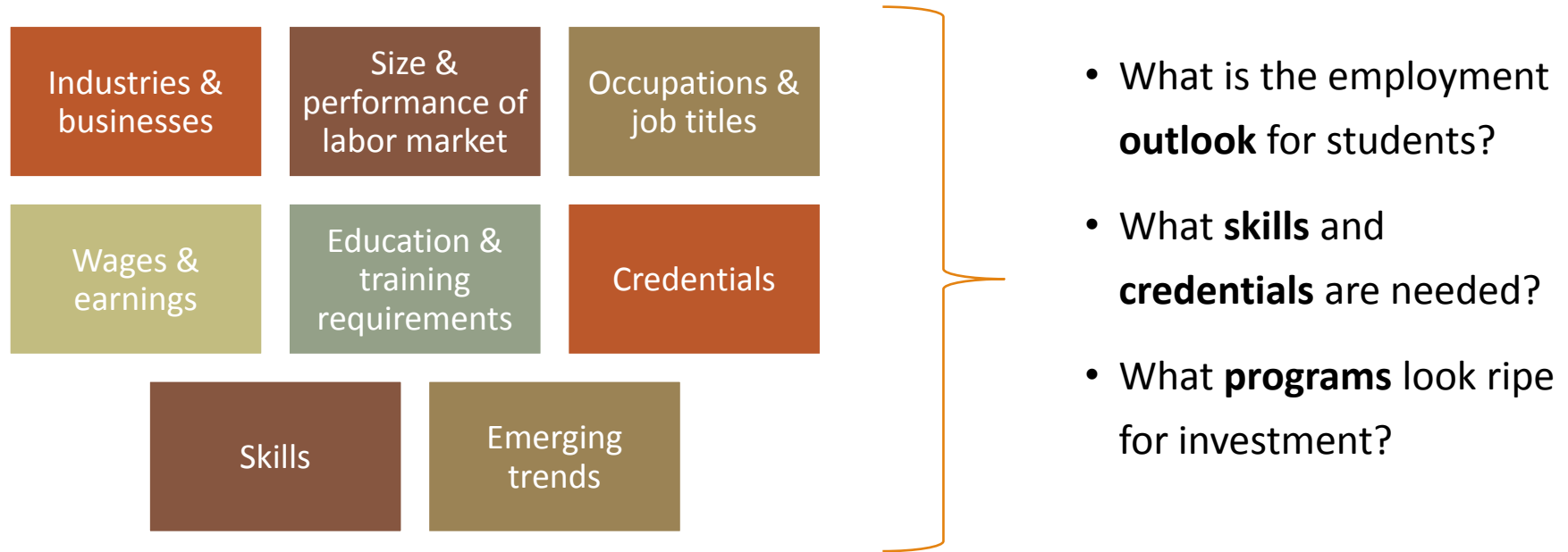


Centers of Excellence



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

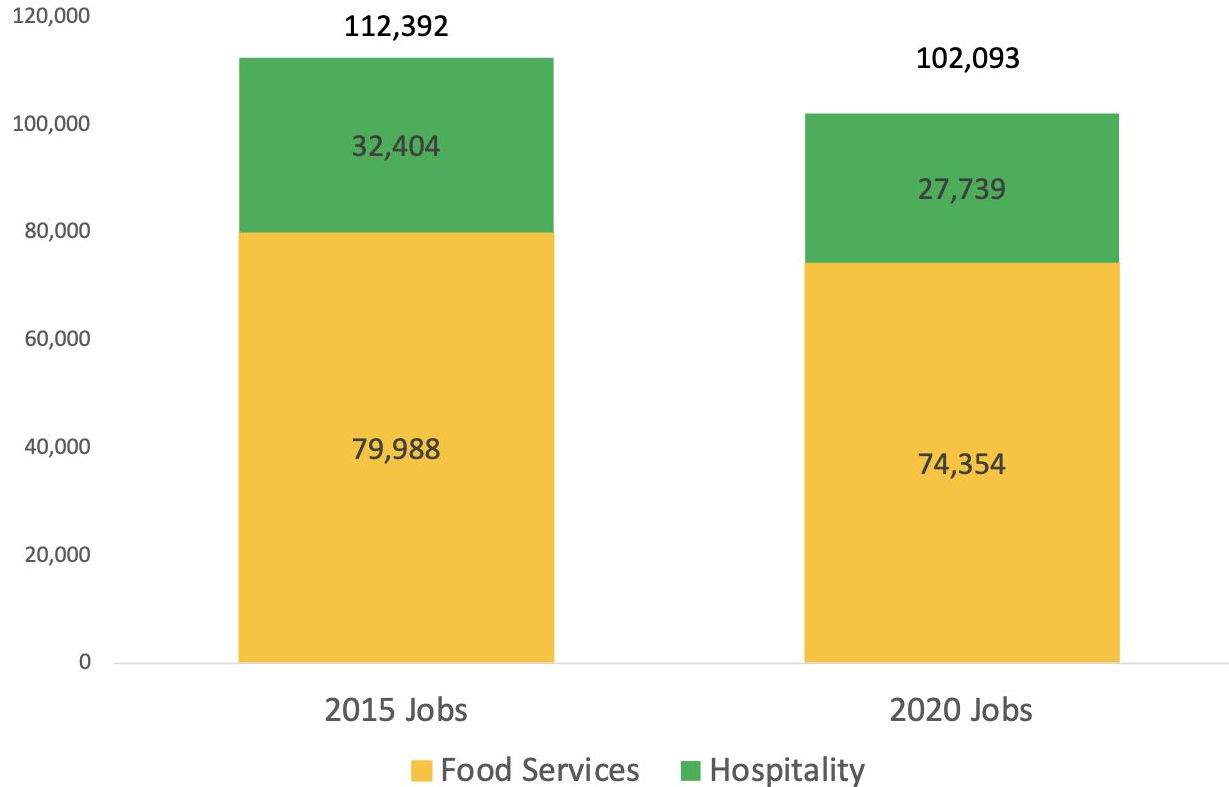
Typical COE Research Questions



Hospitality/Food Service Industry snapshot

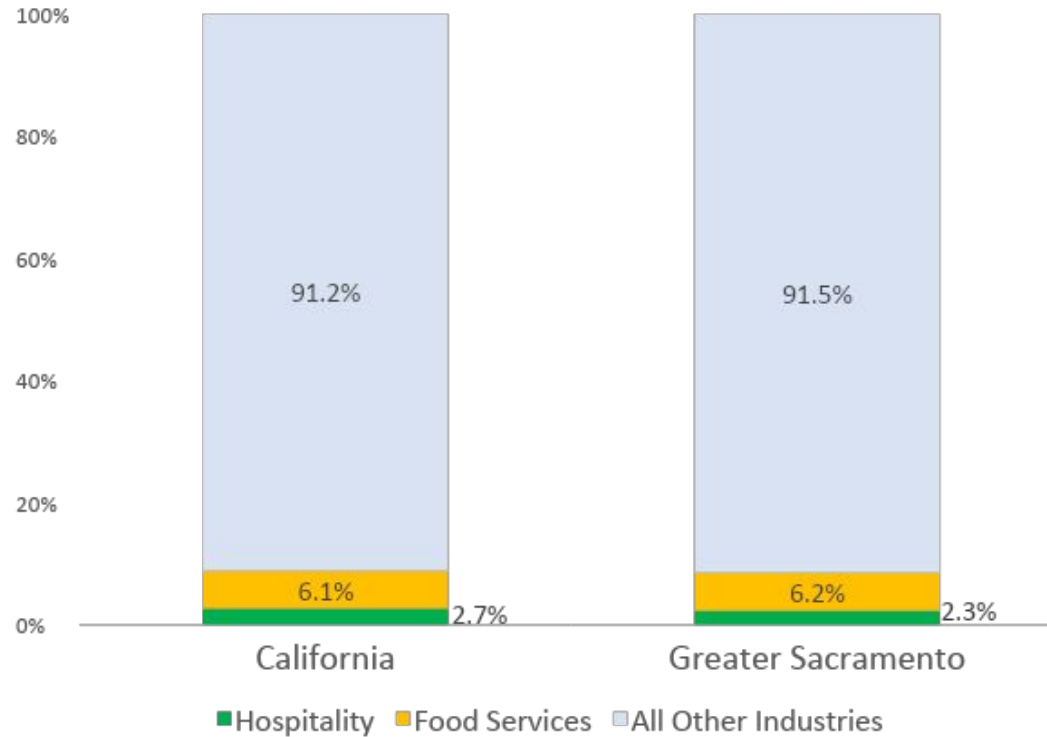
Hospitality-Food Service Industry Snapshot

Greater Sacramento – total jobs



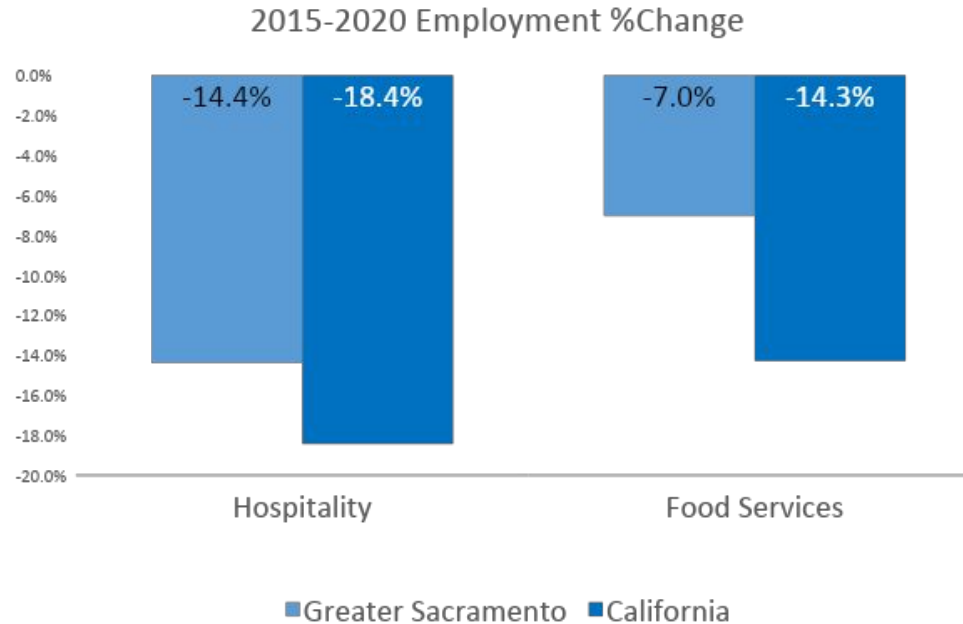
Hospitality-Food Service Industry Snapshot

Greater Sacramento/CA – **share of economy, 2020**



Hospitality-Food Service Industry Snapshot

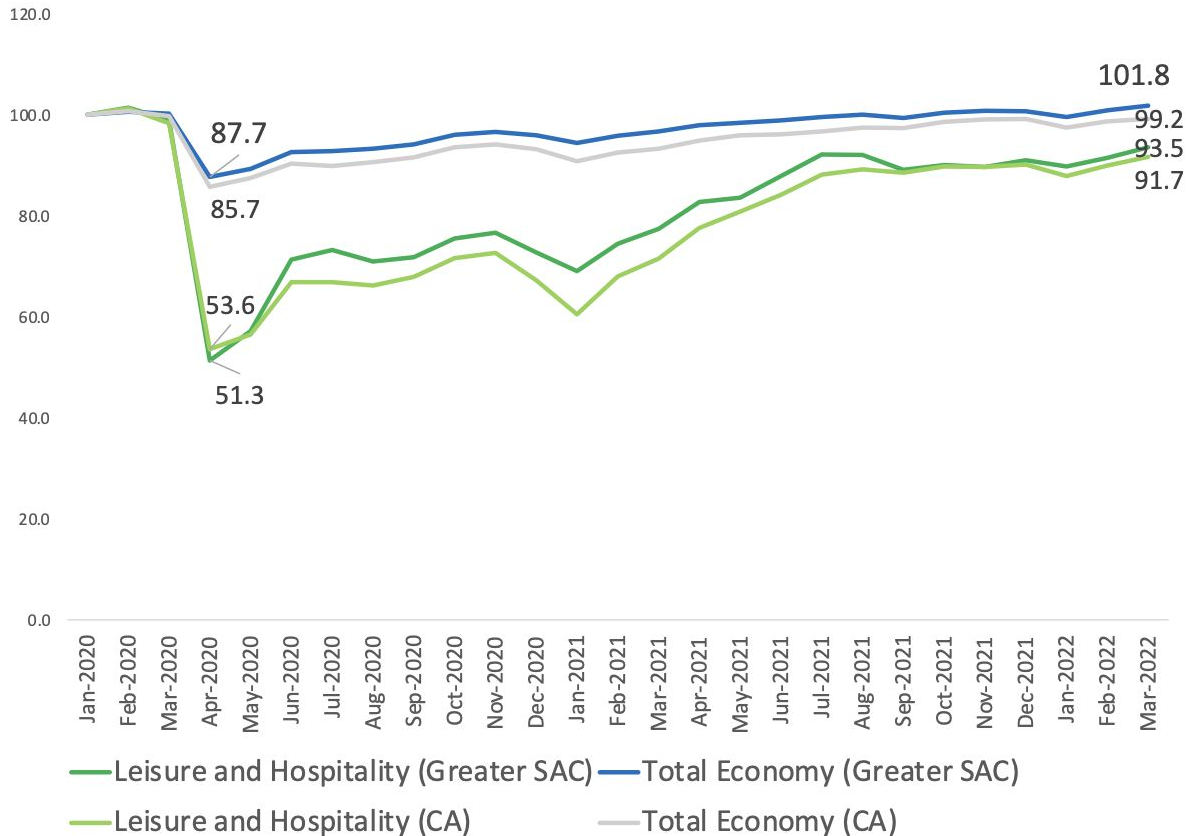
Greater Sacramento/CA – job trends



Source: Emsi 2022.1; 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.

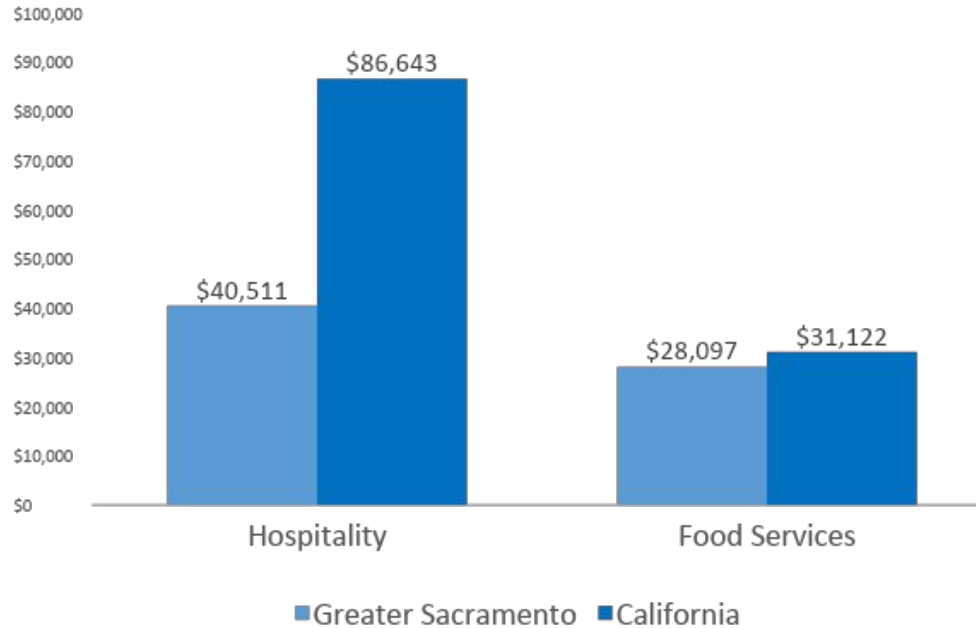
Hospitality Industry Snapshot

Greater Sacramento/CA – jobs trends



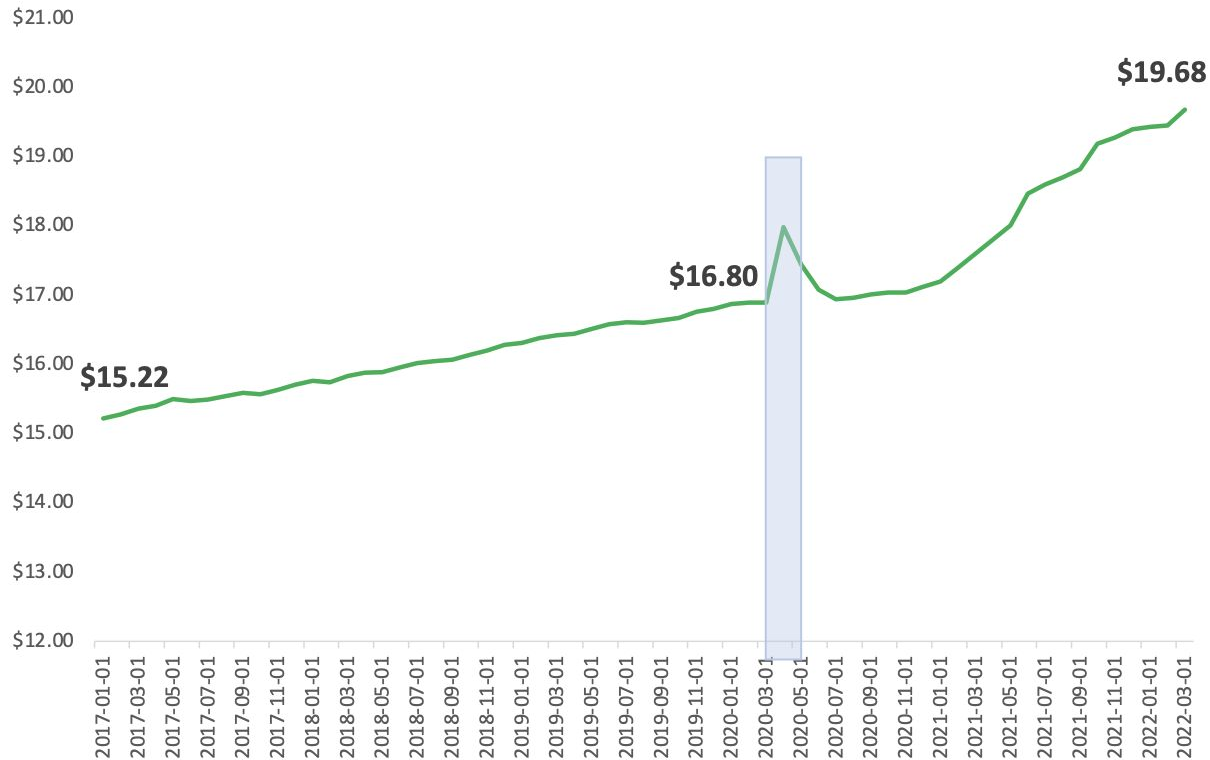
Hospitality-Food Service Industry Snapshot

Greater Sacramento/CA – **2020 average annual earnings**



Source: Emsi 2022.1; 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.



Hospitality/Food Service Workforce

Hospitality Industry Snapshot

Greater Sacramento/CA – top occupations

SOC	Description	Skill Type	Employed in Industry Group (2020)	Change Projected (2015 - 2020)	Annual Openings	% of Total Jobs in Industry Group (2021)	Median Hourly Earnings
39-3091	Amusement and Recreation Attendants	Below Middle Skill	2,179	(96)	740	8.0%	\$14.26
39-9031	Exercise Trainers and Group Fitness Instructors	Middle Skill	1,883	91	405	6.5%	\$23.86
35-3031	Waiters and Waitresses	Below Middle Skill	1,204	(389)	2,490	4.4%	\$14.24
43-4081	Hotel, Motel, and Resort Desk Clerks	Below Middle Skill	1,005	(232)	180	3.5%	\$14.25
27-2042	Musicians and Singers	Below Middle Skill	654	(121)	133	2.4%	\$26.54
35-2014	Cooks, Restaurant	Below Middle Skill	550	(123)	1,237	2.0%	\$14.58
49-9071	Maintenance and Repair Workers, General	Middle Skill	515	(37)	946	1.9%	\$21.77
39-3011	Gambling Dealers	Below Middle Skill	527	(191)	210	1.7%	\$13.51
35-3011	Bartenders	Below Middle Skill	391	(155)	522	1.4%	\$13.66
11-1021	General and Operations Managers	Above Middle Skill	371	(117)	1,605	1.3%	\$49.54
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	Above Middle Skill	297	41	696	1.1%	\$41.79
39-1098	First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling		261	10		0.9%	\$19.53

Food Service 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 (2021)	Median Hourly Earnings
35-3031	Waiters and Waitresses	Below Middle Skill	10,974	(3,267)	2,490	14.4%	\$14.24
35-2011	Cooks, Fast Food	Below Middle Skill	9,022	743	1,361	12.0%	\$13.49
35-2014	Cooks, Restaurant	Below Middle Skill	6,615	(572)	1,237	9.0%	\$14.58
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	Middle Skill	4,161	33	913	5.7%	\$18.06
35-2021	Food Preparation Workers	Below Middle Skill	2,491	(576)	900	3.3%	\$14.15
11-9051	Food Service Managers	Below Middle Skill	2,314	227	327	3.1%	\$24.74
35-3011	Bartenders	Below Middle Skill	2,009	(566)	522	2.7%	\$13.66
35-1011	Chefs and Head Cooks	Middle Skill	662	(184)	155	0.9%	\$23.42
35-2015	Cooks, Short Order	Below Middle Skill	565	(534)	121	0.8%	\$14.93
35-9099	Food Preparation and Serving Related Workers, All Other	Below Middle Skill	561	357	172	0.8%	\$13.70
51-3011	Bakers	Below Middle Skill	487	176	295	0.7%	\$15.26

Hospitality-tourism Jobs Postings – TOP EMPLOYERS

Greater Sacramento – Oct 1, 2021 – Mar 31, 2022

Employer	Job Postings
Marriott International Incorporated	621
Starbucks Coffee Company	549
Vail Resorts Management Company	470
Raising Cane's	263
Palisades Tahoe	260
Red Robin	249
Hilton Hotel Corporation	222
Chili's	216
Resort at Squaw Creek	207
Hyatt	203
Restaurant Depot	186
Cache Creek Casino Resort	181
Ritz Carlton	168
McDonald's	165
California Family Fitness	165
Hard Rock Hotel & Casino Sacramento	160
Hard Rock Cafe	154
Aramark	142
Boston Market	136
Burger King	135

Hospitality-tourism Jobs Postings – **TOP OCCUPATIONS**

Greater Sacramento – Oct 1, 2021 – Mar 31, 2022

Occupation	Job Postings
Combined Food Preparation and Serving Workers, Including Fast Food	1,486
Waiters and Waitresses	1,461
Food Service Managers	1,380
Cooks, Restaurant	941
Hotel, Motel, and Resort Desk Clerks	790
First-Line Supervisors of Food Preparation and Serving Workers	753
Dishwashers	715
Maids and Housekeeping Cleaners	614
Baristas	551
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	514
Bartenders	460
Dining Room and Cafeteria Attendants and Bartender Helpers	396
Cashiers	394
Chefs and Head Cooks	367
Maintenance and Repair Workers, General	327
Food Preparation Workers	265
Customer Service Representatives	257

Hospitality-tourism Jobs Postings – **TOP SKILLS**

Greater Sacramento – Oct 1, 2021 – Mar 31, 2022

Skill	Skill Postings
Cleaning	3,670
Customer Service	3,421
Scheduling	3,330
Guest Services	2,889
Cooking	1,927
Food Preparation	1,787
Cash Handling	1,587
Sales	1,235
Restaurant Experience	1,181
Customer Checkout	1,155
Staff Management	1,110
Repair	1,096
Budgeting	1,093
Food Safety	891
Retail Industry Knowledge	870
Lifting Ability	841
Restaurant Management	734
Customer Contact	728
Safety Training	723

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coeccc.net

> Industry Panel Discussion



Shelly Moranville

General Manager

*Residence Inn by Marriott
Sacramento Downtown at
Capitol Park*



Brittany Claypool

Brand Strategist

Oak Park Brewery



Andrew Moret

Director of Culinary

Oakmont Management Group



Jonathan Modrow

Owner

Bottle & Barlow

Vice President

*California Restaurant
Association: Sacramento
Chapter*



Marc Sapoznik

President & CEO

*Rancho Cordova
Travel & Tourism*

New Assistant Director of Employer Partnership

Josh Sweigert
Assistant Director of Employer Partnership
Retail, Hospitality, Tourism / Ag. & WET
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Thank you for joining!

For more information, please contact:

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