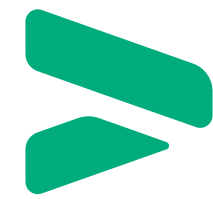




Hospitality, Culinary and Tourism



May 11, 2023



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



Bathroom is located just outside the event space doors



Parking on Redding

Welcome & Introduction

Hilary Tellesen, Valley Vision
Project Leader

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



Agenda

11:00 AM: Welcome and Introduction

11:10 AM: Labor Market and Trend Analysis

11:40 AM: Five Minute Break

11:45AM: Keynote

12:00 PM: Panel Discussion

12:55 PM: Conclusion and Contacts

Thank you

to all of our supporters



Labor Market & Trend Analysis

Aaron Wilcher, Research Manager North/Far North
Center of Excellence Los Rios Community College
District



Hospitality, Culinary, Tourism Sector

LMI Review of Hospitality and Food Services Industries

May 11, 2023



Presentation Overview

- COE Overview
- Industry Snapshot
- Workforce Snapshot
- Job Postings Data



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH



valley vision

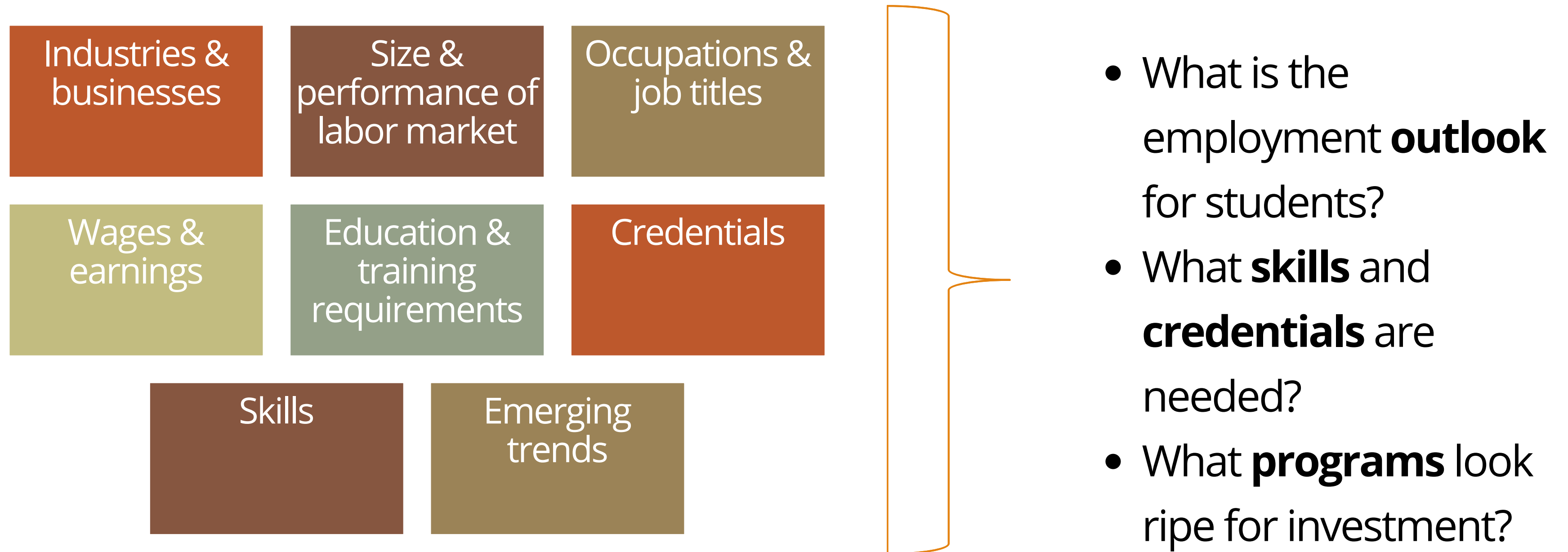
COE Overview

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	Jesse Crete
Inland Empire/Desert	Michael Goss
San Diego/Imperial	Tina Ngo Bartel
Statewide	Laura Coleman

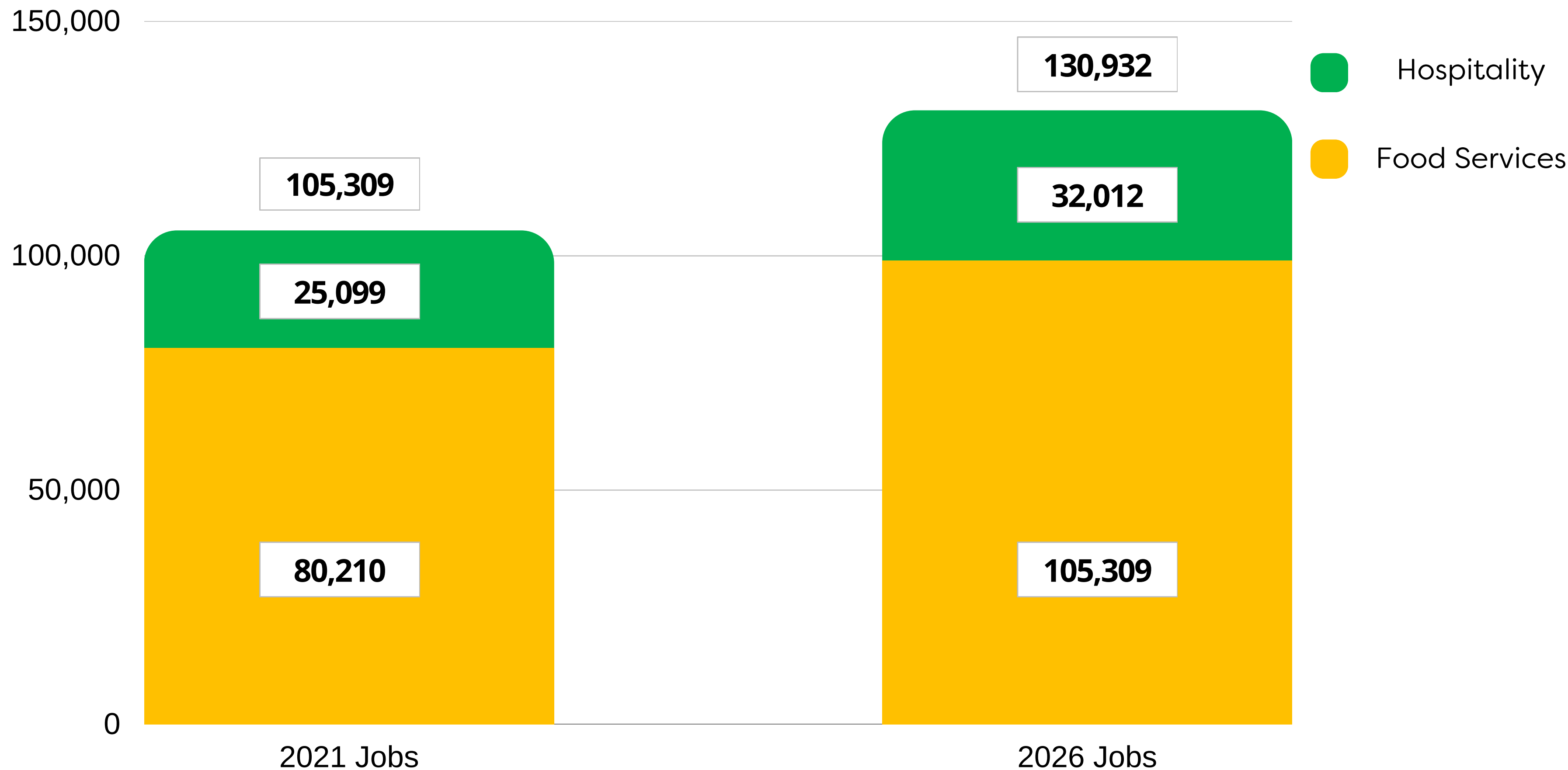
Typical COE Research Questions



Hospitality and Food Services Industry Snapshot

Hospitality and Food Services Industry Snapshot

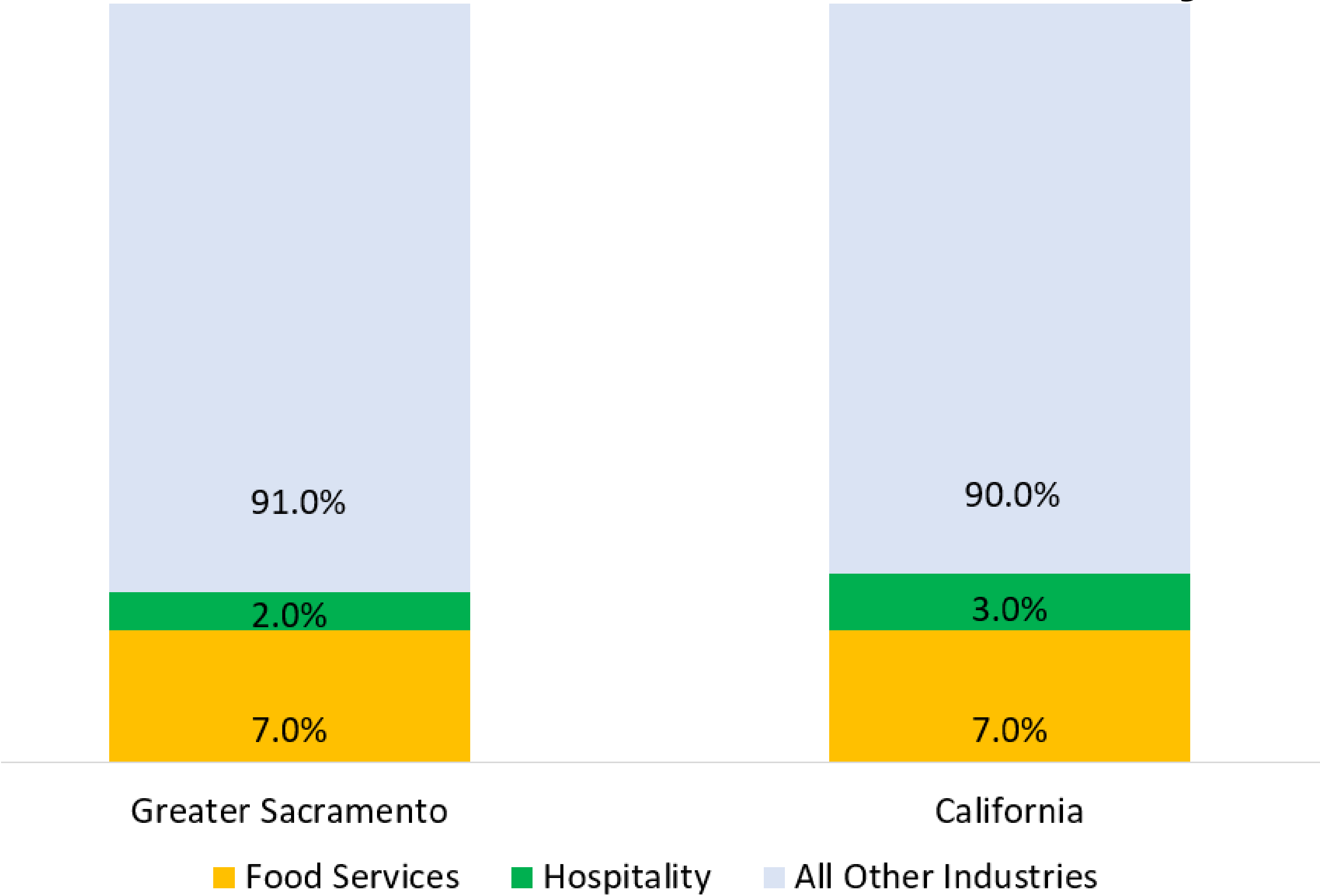
Greater Sacramento – Total Jobs



Source: Lightcast 2023.1; 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.

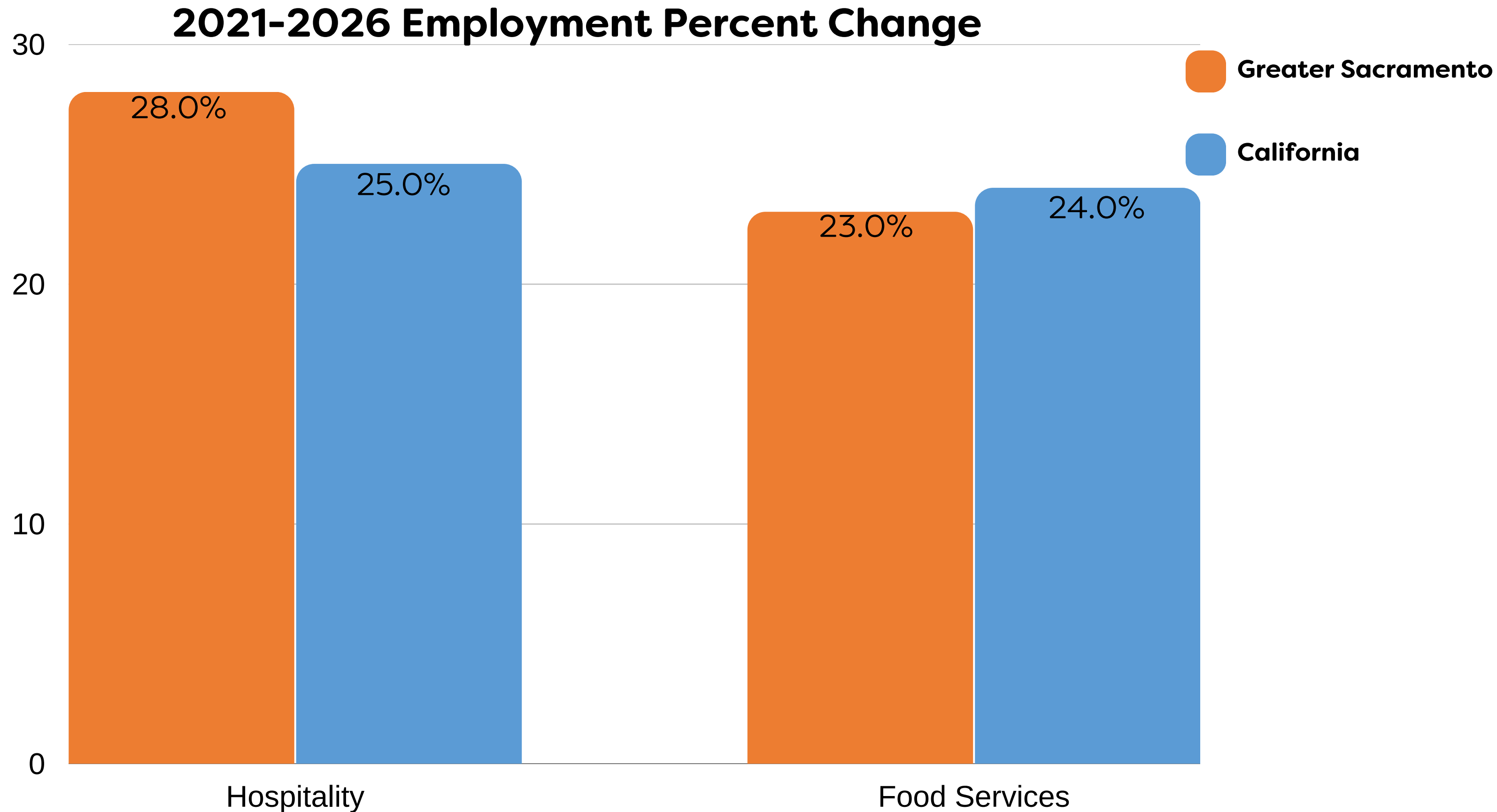
Hospitality-Food Services Industry Snapshot

Greater Sacramento/CA – **share of economy, 2021**



Source: Lightcast 2023.1; 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 and Food Services Industry Snapshot Greater Sacramento and CA – Job Trends



Source: Lightcast 2023.1; 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-Food Services Industry Snapshot

Greater Sacramento/CA – job trends

Exhibit 5. Percentage change in employment, North/Far North subregions, January 2020–December 2022

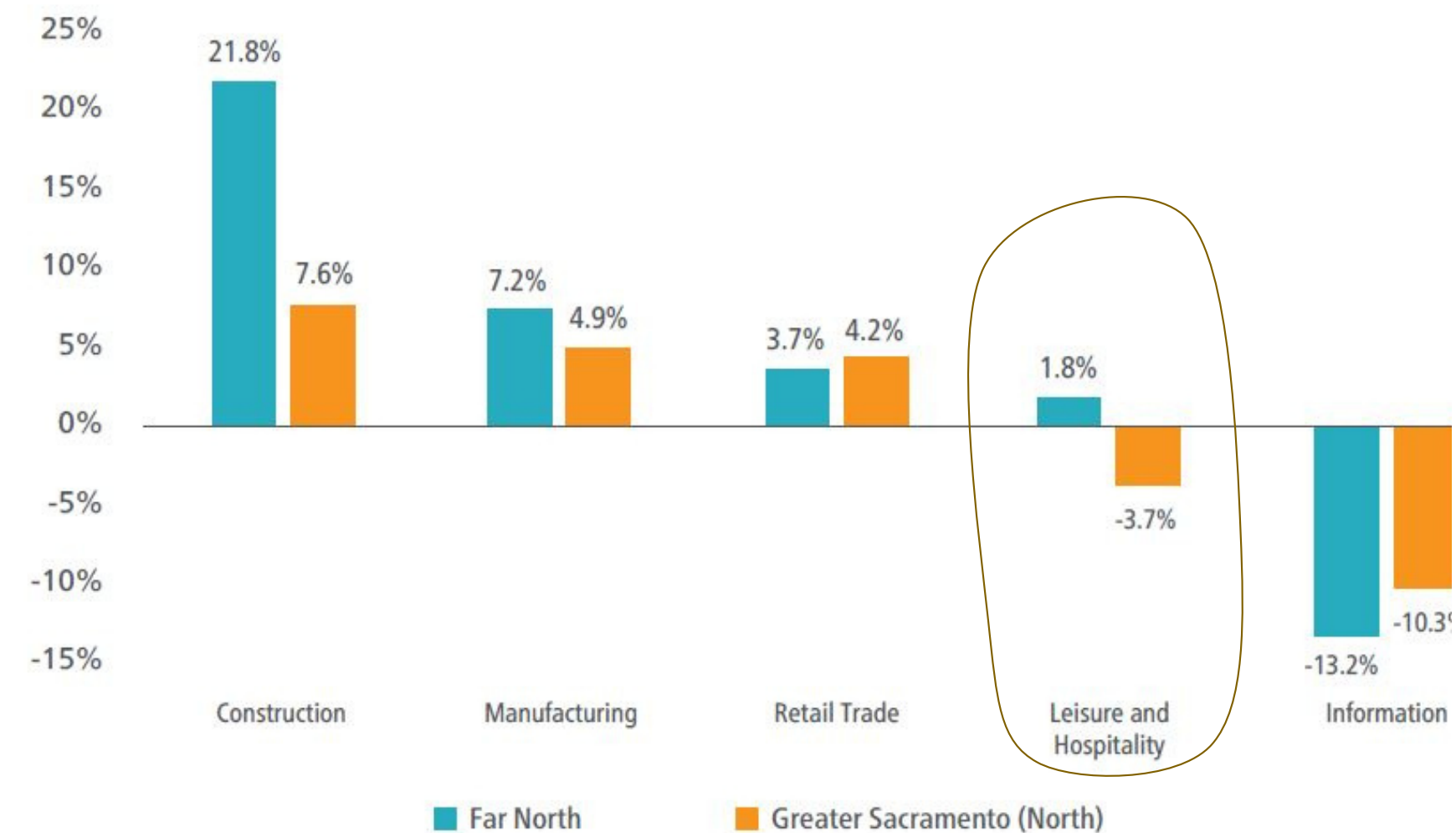
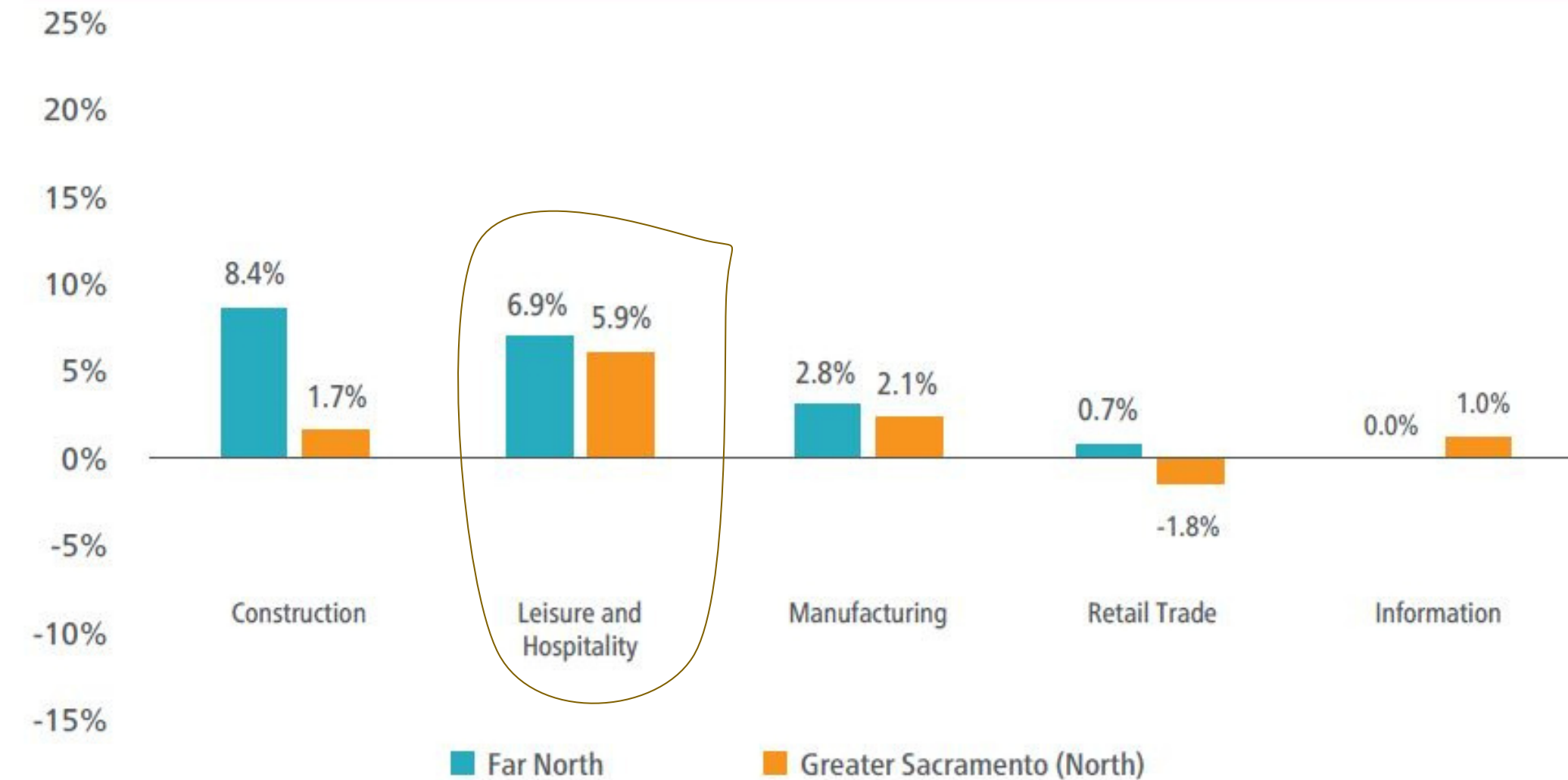
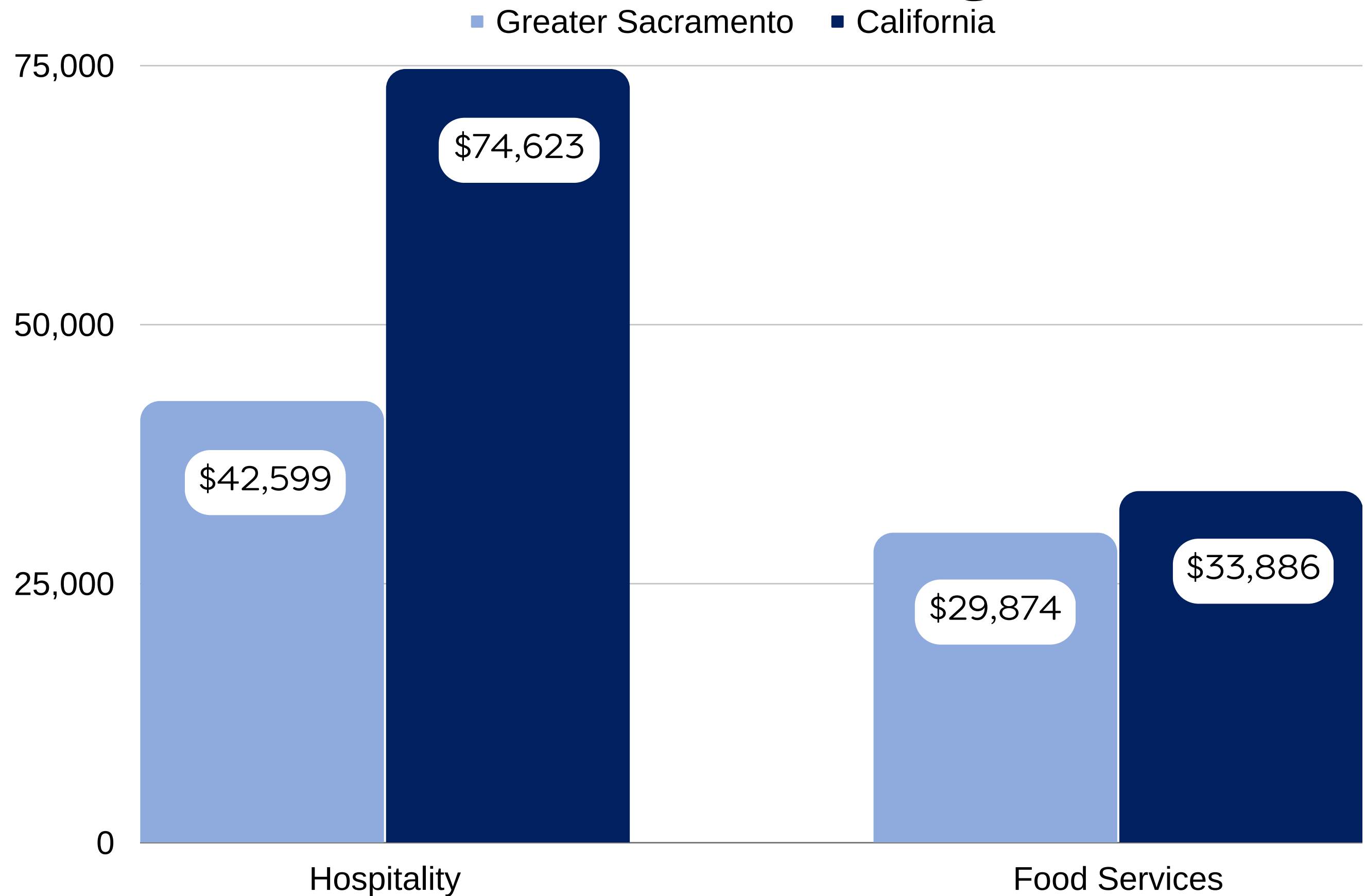


Exhibit 6. Percentage change in employment, North/Far North subregions, December 2021–December 2022



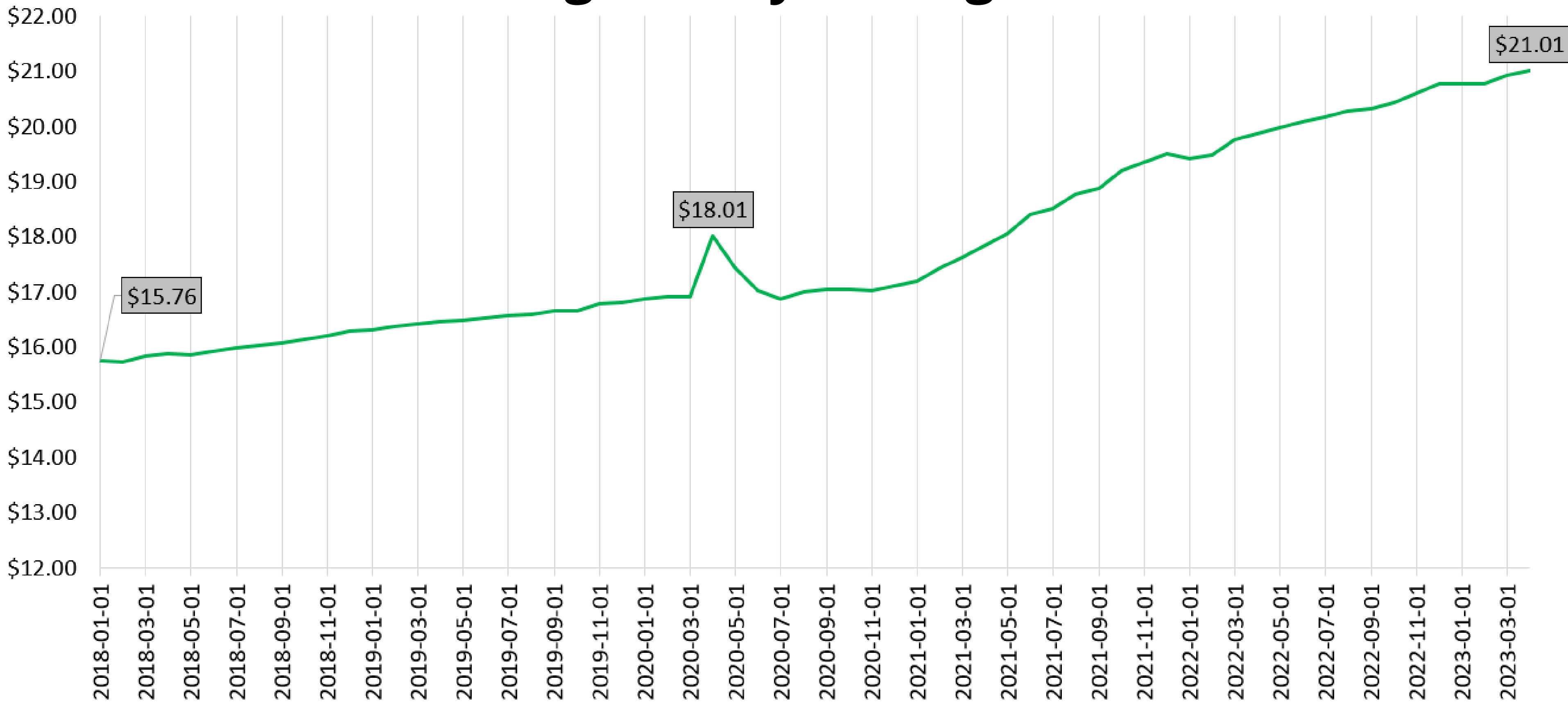
Hospitality and Food Services Industry Snapshot

Greater Sacramento and CA – Average Annual Earnings



Source: Lightcast 2023.1; 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 and Food Services Workforce

12,781
Total Jobs

Hospitality Key Facts

**Jobs in
2021**

**Median Hourly Earnings
(Annual Earnings)**

**Notable
Occupations**

1

Above Middle-Skill
Occupation
5% of all jobs

620

\$49.04
(\$102,003)

- General and Operations Managers

2

Middle-Skill Occupations
17% of all jobs

2,128

\$22.47 - \$23.13
(\$46,738 - \$48,110)

- Exercise Trainers and Group Fitness Instructors
- Maintenance and Repair Workers, General

9

Entry-Level Occupations
78% of all jobs

10,032

\$14.09 - \$17.79
(\$29,307 - \$37,003)

- Maids and Housekeeping Cleaners
- Amusement and Recreation Attendants

Hospitality Industry Snapshot

Greater Sacramento and CA – Top Occupations

Skill Level	Occupation	Employed in Industry Group (2021)	Change (2021 - 2026)	% Change (2021 - 2026)	% of Total Jobs in Industry Group (2022)	Median Hourly Earnings
Below Middle-Skill	Maids and Housekeeping Cleaners	2,417	491	20%	9.4%	\$15.50
Below Middle-Skill	Amusement and Recreation Attendants	1,858	466	25%	7.3%	\$14.87
Below Middle-Skill	Hotel, Motel, and Resort Desk Clerks	1,331	305	23%	5.2%	\$15.70
Below Middle-Skill	Taxi Drivers	1,380	313	23%	5.2%	\$14.09
Below Middle-Skill	Landscaping and Groundskeeping Workers	996	267	27%	3.9%	\$17.79
Below Middle-Skill	Waiters and Waitresses	837	257	31%	3.3%	\$14.50
Below Middle-Skill	Cooks, Restaurant	446	166	37%	1.8%	\$17.52
Below Middle-Skill	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	388	113	29%	1.6%	\$15.81
Below Middle-Skill	Bartenders	378	114	30%	1.5%	\$14.68
Middle-Skill	Exercise Trainers and Group Fitness Instructors	1,396	325	23%	5.8%	\$23.13
Middle-Skill	Maintenance and Repair Workers, General	732	241	33%	3.0%	\$22.47
Above Middle-Skill	General and Operations Managers	620	217	35%	2.6%	\$49.04

75,562
Total Jobs

Food Services Key Facts

	Jobs in 2021	Median Hourly Earnings (Annual Earnings)	Notable Occupations
1 Above Middle-Skill Occupation 1% of all jobs	982	\$49.04 (\$102,003)	<ul style="list-style-type: none">General and Operations Managers
3 Middle-Skill Occupations 12% of all jobs	8,822	\$18.11 - \$28.58 (\$37,669 - \$59,446)	<ul style="list-style-type: none">First-Line Supervisors of Food Preparation and Serving WorkersFood Service ManagersChefs and Head Cooks
11 Entry-Level Occupations 87% of all jobs	65,758	\$14.50 - \$17.57 (\$30,160 - \$36,546)	<ul style="list-style-type: none">Fast Food and Counter WorkersWaiters and WaitressesCooks, Fast Food

Food Services Industry Snapshot

Greater Sacramento and CA – Top Occupations

Skill Level	Occupation	Employed in Industry Group (2021)	Change (2021 - 2026)	% Change (2021 - 2026)	% of Total Jobs in Industry Group (2022)	Median Hourly Earnings
Below Middle-Skill	Fast Food and Counter Workers	20,413	4,006	20%	24.7%	\$14.74
Below Middle-Skill	Waiters and Waitresses	10,088	2,803	28%	13.1%	\$14.50
Below Middle-Skill	Cooks, Fast Food	9,446	633	7%	11.1%	\$14.74
Below Middle-Skill	Cooks, Restaurant	7,079	3,030	43%	9.4%	\$17.52
Below Middle-Skill	Cashiers	4,144	475	11%	5.0%	\$14.50
Below Middle-Skill	Dishwashers	3,080	663	22%	3.9%	\$14.57
Below Middle-Skill	Bartenders	2,500	923	37%	3.3%	\$14.68
Below Middle-Skill	Food Preparation Workers	2,628	645	25%	3.3%	\$15.29
Below Middle-Skill	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,579	666	26%	3.3%	\$14.63
Below Middle-Skill	Dining Room and Cafeteria Attendants and Bartender Helpers	2,321	620	27%	3.0%	\$14.70
Below Middle-Skill	Driver/Sales Workers	1,480	442	30%	1.8%	\$17.57
Middle-Skill	First-Line Supervisors of Food Preparation and Serving Workers	5,449	1,516	28%	6.8%	\$18.11
Middle-Skill	Food Service Managers	2,548	519	20%	3.1%	\$28.58
Middle-Skill	Chefs and Head Cooks	825	228	28%	1.1%	\$23.18
Above Middle-Skill	General and Operations Managers	982	278	28%	1.2%	\$49.04

Hospitality and Food Services Job Postings Data

Hospitality-Tourism Jobs Postings – TOP EMPLOYERS

Employer	Unique Postings (Oct 2022 - Mar 2023)
Starbucks	807
Marriott International	481
Domino's Pizza	308
Taco Bell	297
Hyatt	282
California Family Fitness	250
Hard Rock International	246
Panda Express	194
Chili's Grill & Bar	194
Buffalo Wild Wings	194
Cache Creek Casino Resort	175
Burger King	155
Aramark	141
Thunder Valley Casino Resort	135
Vail Resorts	127

**Greater
Sacramento
Oct 1, 2022 to
Mar 31, 2023**

Source: Lightcast, Hospitality and Tourism=NAICS 71-72

Hospitality and Tourism Jobs Postings – TOP OCCUPATIONS

Occupation (SOC)	Unique Postings (Oct 2022 - Mar 2023)
Fast Food and Counter Workers	1,627
Food Service Managers	1,066
First-Line Supervisors of Food Preparation and Serving Workers	772
Waiters and Waitresses	659
Cooks, Restaurant	428
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	345
Hotel, Motel, and Resort Desk Clerks	332
Maids and Housekeeping Cleaners	313
Dishwashers	302
Bartenders	295
Cashiers	270
Customer Service Representatives	268
Dining Room and Cafeteria Attendants and Bartender Helpers	259

**Greater
Sacramento
Oct 1, 2022 to
Mar 31, 2023**

Hospitality-Tourism Jobs Postings – TOP SKILLS

Skills	Postings
Restaurant Operation	3,514
Cash Handling	1,404
Food Safety And Sanitation	932
Marketing	779
Cooking	675
Customer Complaint Resolution	642
Food Preparation	631
Housekeeping	620
Food Services	513
Safety Training	505
Retail Operations	501
Guest Relations	497
Restaurant Management	483
Auditing	398
Accounting	382

**Greater
Sacramento
Oct 1, 2022 to
Mar 31, 2023**

Source: Lightcast, Hospitality and Tourism=NAICS 71-72

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<https://lp.constantcontactpages.com/su/3k594KE>

Aaron Wilcher

COE Director, Greater Sacramento
wilchea@losrios.edu

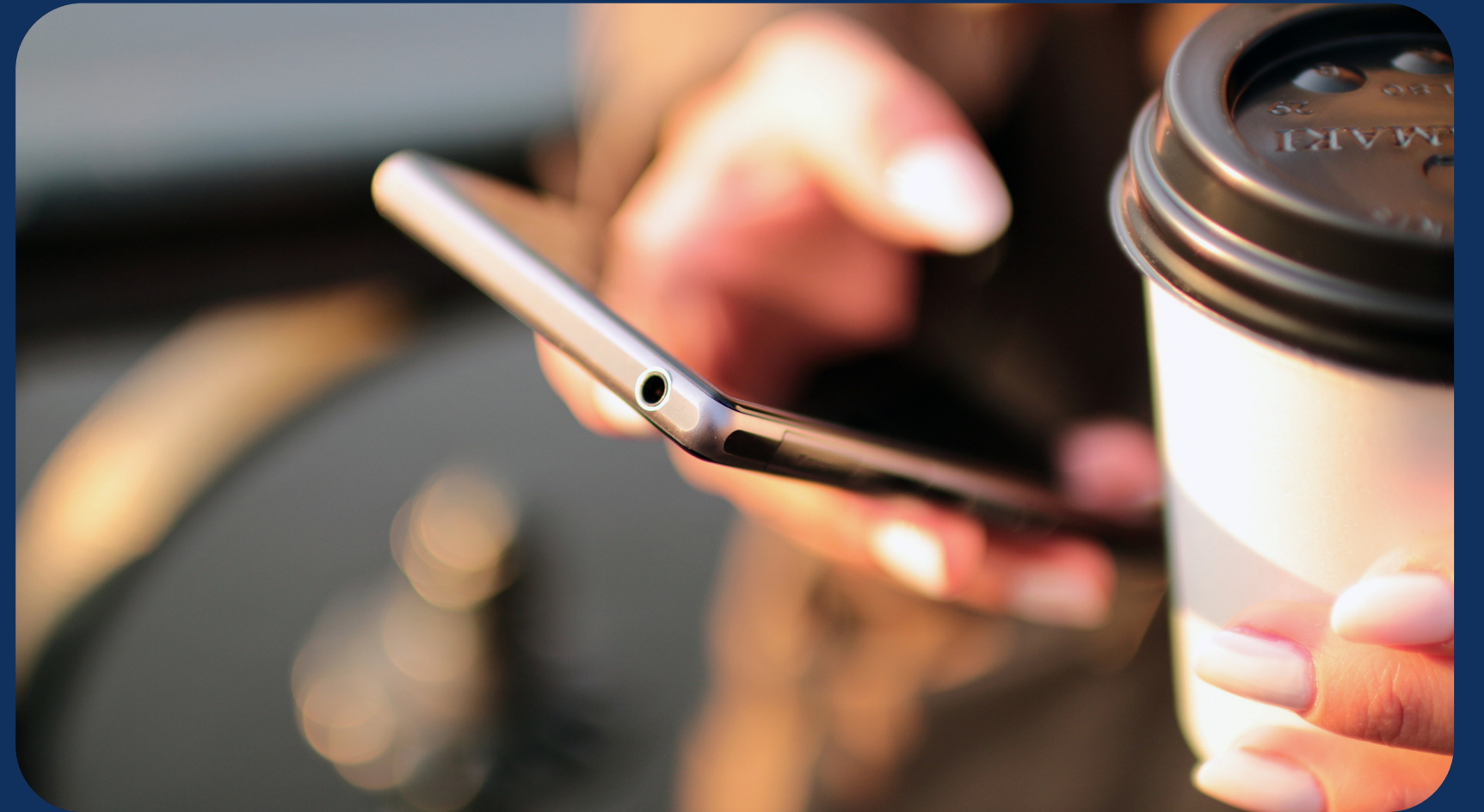


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Break



Keynote

Preparing the Next Generation of Hospitality, Culinary and Tourism Industries through Innovation and Technology

Margaret Wong, Entrepreneur & Restaurateur, McWong Enterprises and
Yue Huang Restaurant



➤ Industry Panel Discussion



Diana Flores

Executive Director
Nutrition Services,
Central Kitchen &
Distribution Services



Juan Barajas

Owner and Operator of
Savory Café in
Woodland



Brad Cecchi

Executive Chef and
Partner of Canon



Joel Moore

V.P. of Hotel Operations,
CRDE, CHE



Jody Franklin

Executive Director of
Tourism El Dorado
County Chamber of
Commerce



Margaret Wong

President & CEO, McWong
International, Inc.
President & CEO, Golden
California, Inc.
President & CEO, College
E-Sports International

Thank you to our Committee Members



Abhijeet Shirsat



Michael Frigm



Aaron Wilcher



Joshua Sweigert



Before you go please complete this Evaluation Form





➤ Thank you for joining!

For more information, please contact:

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Liz.Kilkenney@valleyvision.org

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