

Retail|Hospitality|Tourism

Joy Hermsen, MBA
Statewide Director, R|H|T



Your Connection Resource

RETAIL • HOSPITALITY • TOURISM TEAM



We cultivate connections between California's Community Colleges and RHT industries to develop and advocate for innovative programs to launch students into a career they love.



CCC VISION FOR SUCCESS • ASSOCIATE'S DEGREES
GUIDED PATHWAYS • CERTIFICATES & SKILLS
STRONG WORKFORCE

YOUR
R·H·T
TEAM

INTERNSHIPS • APPRENTICESHIPS
WORK-BASED LEARNING
ONGOING TRAINING & DEVELOPMENT



POWERED BY
California Community Colleges



RETAIL • HOSPITALITY • TOURISM
CAREER READY CALIFORNIA



Greater Antelope Valley Key Industries

GAVEA/socalleadingedge.org

- Aerospace/Aviation
- Education/Learning
- Government/Corrections
- Healthcare/Healing
- Manufacturing/Mining
- Retail



Greater Antelope Valley Economic Alliance

GAVEA/socalleadingedge.org

Stat/Area	Low Greater Antelope Valley	Very High Los Angeles County	Very High San Francisco	Very High Silicon Valley	High Orange County	High San Diego County	Average Inland Empire
Facility Costs \$	1.20	2.24	3.34	3.04	2.09	2.11	1.52
Room to Grow Available Acreage	<12,500	>2,000	>3,200	>2,700	>700	<10,000	<38,000
Housing Costs \$	298,750	616,200	953,788	1,375,000	725,300	592,800	359,750
Cost of Living	114%	184%	230%	271%	191%	173%	136%
Labor Costs \$	1,036	1,177	1,444	2,573	1,157	1,137	868
Available Workers	7.9%	4.6%	2.5%	2.8%	2.8%	3.2%	3.9%

Source: Cumulative comparisons of selected California regions, January 2019

Santa Clarita Valley EDC + College of the Canyons hosted SCV Economic Forecast

2019 Economic Forecast is “...a repeat of last year’s”

- Mark Schniepp, Director of California Economic Forecast shared:
 - a continued low unemployment rate of 4.8 percent
 - nearly 2,000 jobs created
 - income growth of almost 6 percent
 - inflation rate drop of 3.9 to 3.2 percent
 - an increase in housing production

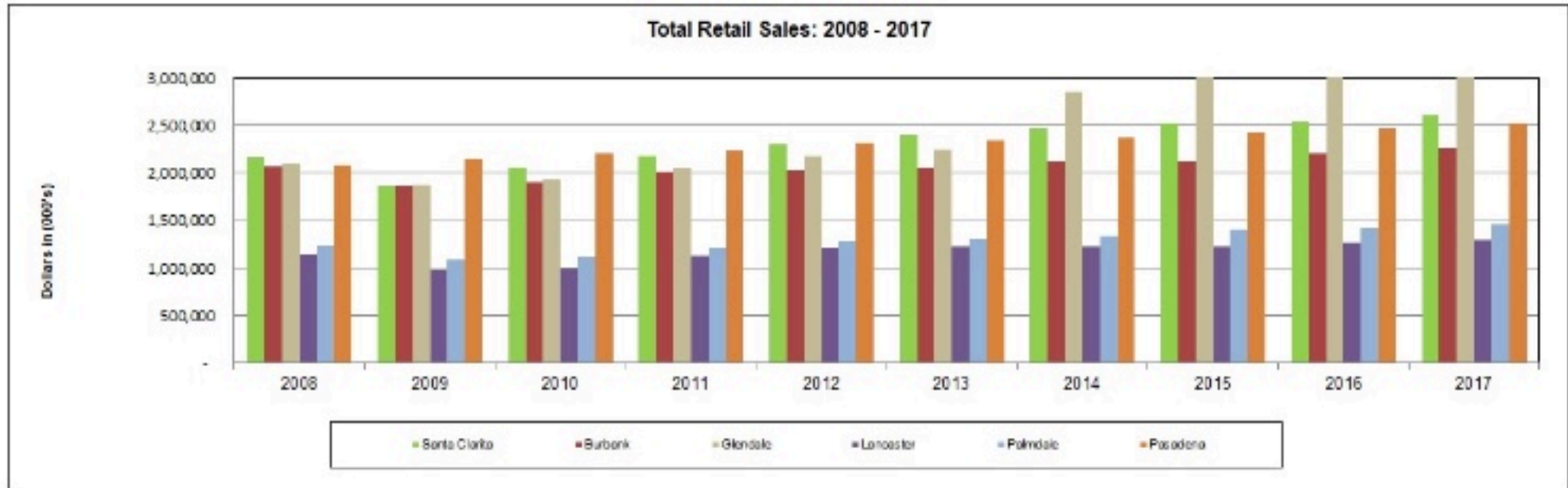
RANK	COMPANY	# OF EMPLOYEES
1	Six Flags Magic Mountain	3200
2	Princess Cruises	2177
3	College of the Canyons	2115
4	Henry Mayo Newhall Hospital	1982
5	William S. Hart Union School District	1923
6	Saugus Union School District	1612
7	US Postal Service	1010
8	Boston Scientific	900
9	City of Santa Clarita	879
10	Newhall School District	785
11	The Master's University	765
12	Wal-Mart	705
13	California Institute of the Arts	700
14	Woodward HRT	680
15	Quest Diagnostics	660
16	Advanced Bionics	581
17	Scorpion	533
18	Wesco Aircraft	500
19	ITT Aerospace Controls	475
20	US Healthworks	451
21	Contractors Wardrobe	450
22	Q2 Solutions	405
23	Landscape Development Inc.	400
24	Aerospace Dynamics International	398
25	Pharmavite	371

- SCV's top employers:
- Six Flags
 - Princess Cruises
 - College of the Canyons
 - Mayo Newhall Hospital
 - school districts
 - Boston Scientific
 - Wal-Mart

RETAIL SALES

The California Retail Survey which compares retail sales activity for each of California's 58 counties and 482 cities ranked the City of Santa Clarita 22nd in retail sales in the 2018 California Retail Survey. Santa Clarita is one of only 42 cities with a retail market above \$2 billion and was again ranked higher in the survey than Beverly Hills, Burbank and Pasadena.

The following graph illustrates the trends in activity.



HOTEL ENVIRONMENT

Santa Clarita's hotel market remained strong throughout 2018. Average year-to-date occupancy percentage and average daily room rates for the year were 85% and \$144.

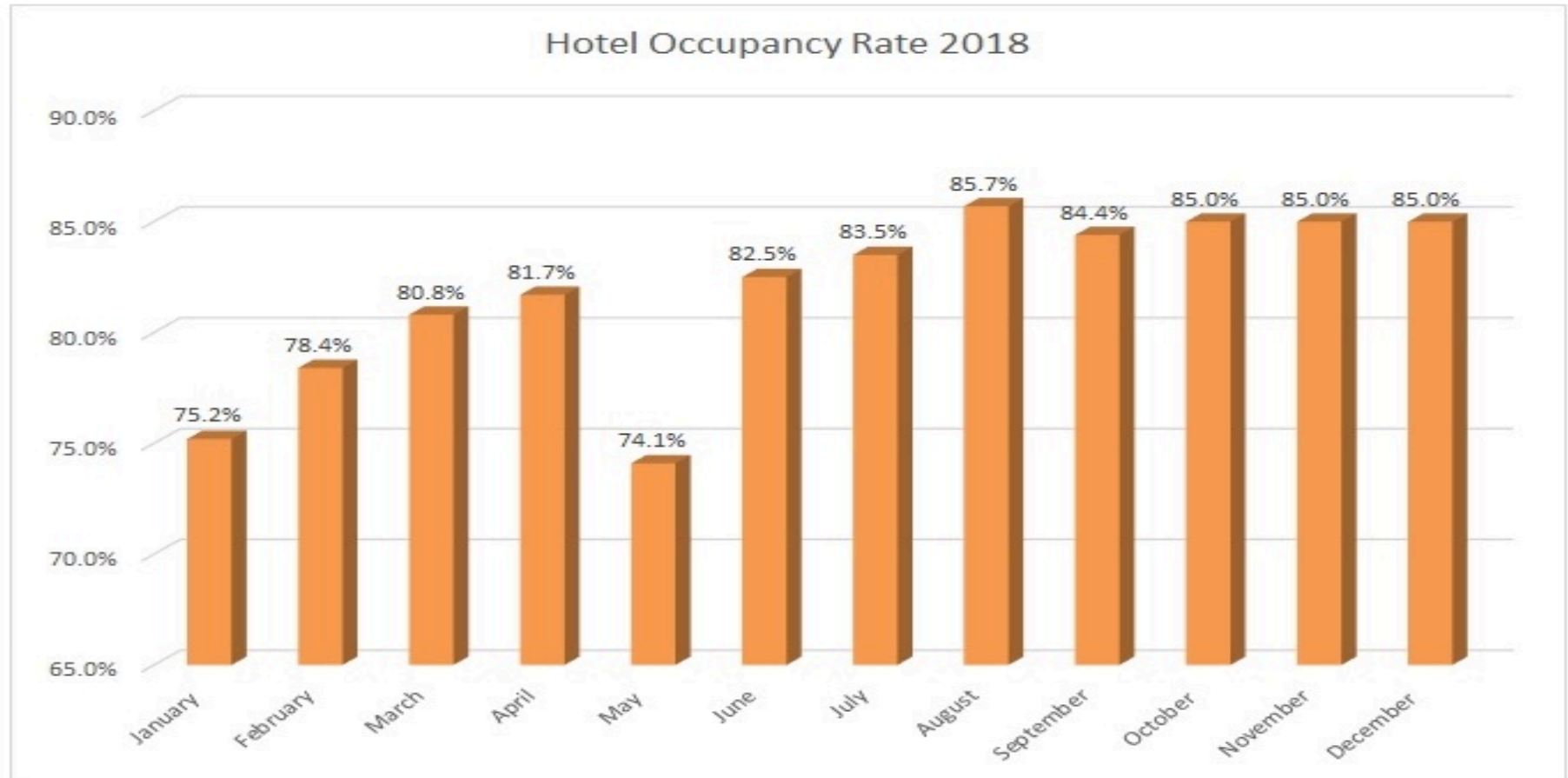


Table 3 - Jobs Forecast by Economic Sector, Santa Barbara County 2017-2050 (thousands)

	2017	2025	2030	2035	2040	2045	2050
Farm	21.5	23.9	24.1	23.4	23.7	23.0	22.3
Natural Resources and Mining	0.9	1.1	1.1	1.2	1.2	1.2	1.3
Construction	8.4	10.7	11.3	11.8	12.4	13.1	13.9
Manufacturing	13.1	12.4	12.4	12.4	12.4	12.5	12.6
Wholesale Trade	5.1	5.3	5.4	5.6	5.8	6.0	6.3
Retail Trade	18.9	19.3	19.5	19.7	19.8	19.8	19.8
Transp, Warehousing and Util	3.3	3.9	4.0	4.0	4.1	4.1	4.2
Information	5.0	5.6	5.8	6.0	6.3	6.6	7.0
Financial Activities	6.6	7.1	7.2	7.3	7.4	7.4	7.5
Professional and Business Services	21.4	26.9	27.9	28.9	30.0	31.4	33.0
Educational and Health Services	27.5	32.8	34.5	36.3	38.5	40.1	42.2
Leisure and Hospitality	27.7	29.5	30.5	31.5	32.6	33.3	34.0
Other Services	6.0	6.4	6.6	6.7	6.9	7.0	7.2
Government	38.9	41.9	42.7	43.5	44.4	45.5	46.6
Self Employed	18.0	19.2	19.9	20.6	21.4	22.1	22.9
Total Jobs	222.3	245.9	252.8	259.0	266.9	273.4	280.7

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Table 4 - Jobs Change by Economic Sector, Santa Barbara County 2017-2050 (thousands)

	2017-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	2017-2050
Farm	2.4	0.3	-0.7	0.3	-0.7	-0.7	0.8
Natural Resources and Mining	0.2	0.0	0.0	0.0	0.1	0.1	0.4
Construction	2.3	0.5	0.6	0.6	0.7	0.8	5.5
Manufacturing	-0.7	0.0	0.0	0.0	0.1	0.1	-0.5
Wholesale Trade	0.2	0.2	0.2	0.2	0.2	0.2	1.2
Retail Trade	0.4	0.2	0.2	0.2	0.0	0.0	0.9
Transp, Warehousing and Util	0.6	0.1	0.1	0.1	0.0	0.0	0.9
Information	0.6	0.2	0.2	0.3	0.3	0.3	2.0
Financial Activities	0.5	0.1	0.1	0.1	0.0	0.0	0.9
Professional and Business Services	5.5	1.0	1.0	1.1	1.5	1.5	11.6
Educational and Health Services	5.3	1.7	1.8	2.2	1.6	2.1	14.7
Leisure and Hospitality	1.8	1.0	1.0	1.1	0.7	0.7	6.3
Other Services	0.4	0.1	0.2	0.2	0.2	0.2	1.2
Government	3.0	0.8	0.8	0.9	1.1	1.1	7.7
Self Employed	1.2	0.7	0.8	0.8	0.7	0.7	4.9
Total Jobs	23.6	6.9	6.2	7.9	6.5	7.2	58.4

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INDUSTRY CLUSTERS

BUILDING, DESIGN & CONSTRUCTION Q4 2018

10,981

No. of Employees
▲ 119 from Q3 2018

\$67,915

Avg. Annual Wage
▲ \$5.2k from Q3 2018

HEALTH CARE Q4 2018

16,466

No. of Employees
▲ 253 from Q3 2018

\$55,138

Avg. Annual Wage
▲ \$7.2k from Q3 2018

KNOWLEDGE & INNOVATION Q4 2018

8,007

No. of Employees
▲ 237 from Q3 2018

\$70,463

Avg. Annual Wage
▲ \$-371 from Q3 2018

ENERGY Q4 2018

3,758

No. of Employees
▲ 100 from Q3 2018

\$147,641

Avg. Annual Wage
▲ \$36k from Q3 2018

UNIQUELY SLO Q4 2018

24,047

No. of Employees
▼ -1.2k from Q3 2018

\$27,780

Avg. Annual Wage
▲ \$1.1k from Q3 2018

SPECIALIZED MANUFACTURING Q4 2018

3,808

No. of Employees
▼ -28 from Q3 2018

\$63,156

Avg. Annual Wage
▲ \$-404 from Q3 2018

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SLO EVC
Dashboard
sloevc.org





CLUSTER SUBCATEGORY: UNIQUELY SLO

<p>WINE & BEER Q4 2018</p> <p>2,630 No. of Employees ▲ 48 from Q3 2018</p> <p>\$48,717 Avg. Annual Wage ▲ \$37k from Q3 2018</p>	<p>TOURISM Q4 2018</p> <p>18,498 No. of Employees ▼ -748 from Q3 2018</p> <p>\$23,736 Avg. Annual Wage ▲ \$675 from Q3 2018</p>
<p>AGRICULTURE Q4 2018</p> <p>2,919 No. of Employees ▼ -542 from Q3 2018</p> <p>\$34,548 Avg. Annual Wage ▲ \$1.2k from Q3 2018</p>	

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WORKFORCE PREPAREDNESS

<p>K-12 PROFICIENCY: MATH 2018</p> <p>43.0% no change from 2017</p>	<p>K-12 PROFICIENCY: ENGLISH 2018</p> <p>55.0% no change from 2017</p>
<p>UC/CSU ELIGIBLE HIGH SCHOOL GRADUATES 2017</p> <p>40.7% ▲ 3.3 points from 2016</p>	<p>AGE 25+ SHARE: GRADUATE OR PROFESSIONAL 2017</p> <p>12.9% ▲ 0.5 points from 2016</p>
<p>AGE 25+ SHARE: BACHELOR'S 2017</p> <p>21.2% ▼ -0.5 points from 2016</p>	<p>AGE 25+ SHARE: HIGH SCHOOL DIPLOMA 2017</p> <p>19.1% ▲ 0.5 points from 2016</p>

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Ventura County Economic Vitality

vcevsp.org

Strategy A



Maximize
Potential of Key
Assets

Strategy B



Maximize
Workforce
Readiness

Strategy C



Maximize
Growth of Key
Industry
Clusters

Strategy D



Focus Marketing
& Branding
Efforts

Strategy E



Review
Infrastructure
Needs

Strategy F



Address Key
Threats to
Economic
Progress

Strategy Group F: Address Key Threats to Economic Progress in the County

- ▼ **F.1 Address housing affordability**
- ▼ **F.2 Continue to address homelessness, as both a social and business-impact issue, throughout Ventura County**
- ▼ **F.3 Promote business-friendliness in the regulatory/permitting environment**

SCCRC Major Themes

- Housing
- Farm Growth – Cannabis Industry
- SCCRC – Tourism is big
- Need for Industry Partnerships – support existing sectors



Travel Jobs outpace Mfg. and Healthcare in Future Wages

U.S. Travel Study, May 2019

- **Travel is #1 first job (4 in 10)**
 - skills, confidence and experience that are essential to successful careers in a broad spectrum of occupations
 - Opportunities: dual enrollment(aka early college) opportunities, internships



2018 data from Visit California

Travel Jobs outpace Mfg. and Healthcare in Future Wages

U.S. Travel Study, May 2019

- **Individuals who began their career in travel have gone on to earn a peak average salary of \$82,400 by 50 years of age**
 - higher than those who started in manufacturing, health care and other industries.
 - Opportunity: highlight careers and pathways in R|H|T



2018 data from Visit California

Travel Jobs outpace Mfg. and Healthcare in Future Wages

U.S. Travel Study, May 2019

- **31% re-entering the workforce do so through a job in the travel industry**—compared to just 12% in manufacturing and 8% in health care
 - Flexibility, availability, diversity, focus on practical skills
 - Opportunity: work with Workforce Boards and ED Boards and Community Groups to connect CCC to re-entry workers



2018 data from Visit California

R|H|T Initiatives

- Cross-sector Programs:
 - BIW/Hospitality
 - IT-Tech/Retail
 - Global Trade –Retail & Tourism
 - Business/Entrepreneurship
 - Biotech
 - Ag/Environmental Sciences
 - Regional Needs:
 - Tasting Room Associate
 - Fermentation Expert
- Early College Programs
- Formerly Incarcerated Programs
- Tours/Internships/Apprenticeships
 - Convention Centers/Arenas
 - Retail/Operations
 - Sustainability (SB 1383)
- Tourism Ready - Pilot
- Adult Ed programs and broad outreach

We welcome your input and collaboration

- Cross-sector collaboration in your region
- Website by 12/31/2019: careerreadycalifornia.com
- Community of Practice
 - Quarterly webinars and newsletters
- Statewide Connections (EDPAC & Statewide Advisory)
- Student and College Success Stories
- Ideas/Hopes for CCC and R|H|T
- CCCAOE Pre-Conference 3/9/20 Golden One Center
R|H|T + Cybersecurity + Public Safety

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California
Community
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