

Denver Office of Economic Development

# Re-IMAGINE RETAIL



**Business, Arts, Workforce and Aeronautical Services Committee  
October 4, 2017**

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Denver Workforce Services**

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## **BACKGROUND: RE-IMAGINE RETAIL**

### **Walmart Foundation – Chicago Cook Partnership**

**Awarded to Denver Workforce Services - April 1, 2016**

**One of 8 cities (LA, San Diego, Minneapolis, Indianapolis, Baltimore, Connecticut, Philadelphia)**

**Goal: “To strengthen the public workforce system’s retail sector focus, and to improve the perception of careers in retail, both locally and nationally.”**

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## FUNDING: RE-IMAGINE RETAIL

<b>Two-year grant period</b>	<b>4/1/16 – 3/31/17</b>	<b>\$422,652</b>
	<b>4/1/17 – 3/31/18</b>	<b><u>\$425,000</u></b>
		<b>\$847,652</b>

**RFP/Proposal - 8 cities selected; total grant from  
WalMart Foundation to Chicago Cook was \$10.9M**

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## BACKGROUND – RE-IMAGINE RETAIL

### Employer Focus

- Traditional Retail/Small Business
- Food & Beverage Establishments
- Hospitality/Accommodations
- DEN Concessionaires

### Job Seeker Focus

- Disadvantaged Adults
- Disconnected Youth
- Veterans

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## YEAR ONE GOALS – RE-IMAGINE RETAIL

Total participants

**Goal – 150**

**Actual - 170**

Received training

**Goal – 150**

**Actual - 170**

Entered employment

**Goal – 90**

**Actual - 93**

Wages

**Goal – \$12.50/hr**

**Actual - \$12.58/hr**

Employers served

**Goal – 250**

**Actual - 300**

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## YEAR TWO GOALS – RE-IMAGINE RETAIL

Total participants

**Goal – 150**

Receive training

**Goal – 92**

Enter employment

**Goal – 102**

Wages

**Goal – \$16.00/hr**

Employers served

**Goal – 325**



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## STRATEGIES – RE-IMAGINE RETAIL

### Metro Denver Retail Partnership

- Industry-driven
- Action teams
  - Talent Development/Career Pathways
  - Branding/Communication

### Building Talent Pipelines

- Preferred training providers
- Customized training
- Special projects/partnerships
- Recruitment and connection events

## CASE STUDY: RE-IMAGINE RETAIL

### Culinary Quick Start:

20 employers and 25 supporting organizations

### Goal:

Expanding and strengthening the food worker talent pipeline

Denver Workforce Services has funded THREE cohorts to date





# OUTREACH

**AND WE HAVE AN EXCITING GRANT TO BUILD THIS SECTOR!**

## The Denver Retail Sector Initiative Grant

Did you realize that Denver has received a two-year grant from Walmart Foundation that aims to strengthen the public workforce system's retail sector focus and to improve the perception of careers in retail?

Over a two-year period, the goal is to train over 350 individuals for careers in retail. In our first year, the grant served 170 participants through work-based training programs.

- The grant allows Denver to build retail talent pipe
- ◆ connecting with employers to understand work
  - ◆ working with education and training institutions
  - ◆ identifying and training job seekers

Want to learn more? Reach out to [RelmagineRetail](#)



[Job Seeker Video 2017](#)

[Employer Video 2017](#)

**Big Opportunities at Denver International Airport!**

# DEN FALL JOB FAIR

We're bringing together Denver International Airport concessionaires and retail-ready jobseekers to explore opportunities for career-building this fall at DEN!

**Monday, September 25, 2017 9 - 11 a.m.**  
**City Conference Room, Main Terminal - Level 6**  
**8500 Peña Blvd, Denver 80249**

*Click anywhere in this blue box for details on employers, open positions, and jobseeker registration*

# DISCUSSION

