#### **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



#### **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."



#### **FUNDING: RE-IMAGINE RETAIL**

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



#### **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



#### 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



#### 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



#### 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



http://www.bizjournals.com/denver/news/2016/12/28/colorado-restaurant-industry-offering-free.html

#### Colorado restaurant industry offering free schooling in search to Dec 28, 2016, 12:45pm MST

Worker shortages have grown so severe at Denver restaurants that industry leaders have partnered with Emily Griffith Technical College to offer a free four-week course to anyone interested in learning how to become an entry-level line or prep cook.

Launching in January, the Culinary Quick Start program hopes to attract hundreds of potential workers, teach them the basics of cooking and kitchen management before offering them to a group of more than 100 restaurants currently looking to fill job openings.



Zach Meier, garde manger or pantry chef at The

Sage Hospitality and EatDenver, the local industry group for independent restaurants, have teamed with Emily Griffith to develop Nickel, prepares food in the open kitchen. the curriculum, and a cadre of some 30 chefs have already volunteered to help teach the classes, EatDenver executive director Adam Schlegel said Wednesday.

Offering such a course tuition-free is unprecedented as far as Schlegel knows, but the constantly swelling numbers of eateries in the metro area are also reaching new levels of desperation, Schlegel said. With more than 250 restaurants a year coming online in Denver each of the past two years and only a small percentage of locations closing, cook salaries are rising at 20 percent a year and causing some restaurants to get into bidding wars to try to find back-of-the-house employees.

"It's not going to be able in four weeks to make you go out and become an executive chef," Schlegel said of the program, for which classes will be offered on weeknights at the technical college's downtown location. "But it will be able to give you the know-how to be able to work in a kitchen where workers are so

The program (further information available here) sprang from a grant the city of Denver received from the Walmart Foundation and Chicago Cook Workforce Partnership to attack pressing issues in its retail



### **OUTREACH**

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

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 retail. In our first year, the grant served 170 particip work-based training programs.

The grant allows Denver to build retail talent pipe

- connecting with employers to understand worl working with education and training institution
- 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**

