

## Re-Imagine Retail Denver

# Overview

### Denver Retail Sector Initiative Grant (Retail Grant)

- This is a three-year grant (Denver was awarded and additional year) from the Walmart Foundation that aims to strengthening the public workforce system's retail sector focus and to improve the perception of careers in retail
- The grant will allow the city to build retail talent pipelines by:
  - ❖ connecting with employers to understand workforce needs
  - ❖ working with education and training institutions, and
  - ❖ identifying and training job seekers

# Where We Work

### Retail Sector in Denver – Changes in Demographics

- **Highest in-migration of generation Y (25 to 34-year old)**
  - ❖ Walkable neighborhoods, enhanced retail and entertainment increases local market
- **Destination of Baby Boomer population**
  - ❖ 4<sup>th</sup> highest growth rate of people 65+
  - ❖ More time and money for discretionary spending on dining, entertainment and travel
- **Ethnically more diverse**
  - ❖ Increase in demand for a wide variety of products and retail formats
- **Historic Neighborhoods attract new residents and new developments**
  - ❖ Increase in demand for new retail options
- **Infill housing boom**
  - ❖ Increase in demand for new retail space
- **Denver's In-migration**
  - ❖ 103,875 domestic migrants from 2010 to 2014 (Forbes.com "The cities Americans Are Thronging To And Fleeing")

# Who We Work With

### Metro Denver Retail Sector Partnership

- 54 Employers (Retail, Accommodations, Food, Beverage, Hospitality)
- 79 Community Organizations
- Two action teams
  - ❖ Talent Development/Career Pathways
  - ❖ Branding/Communication

# What We Are Currently Doing

## Scope of Work

- **Apprenticeships and Pre-Apprenticeships**
  - ❖ Prodigy Coffee House
    - 8-day apprentice training
    - 1-year apprenticeship (OJTs and WE placements in neighboring coffee house networks)
    - Certified Barista/Roaster position
  - ❖ American Hotel and Lodging Association, Stonebridge companies and Johnson and Wales – Lodging Manager Apprenticeship
    - 126 hours of related training and instruction
    - Certified Hospitality Supervisor Certification Exam
    - 1-year Lodging Manager Apprenticeship Position
- **Entrepreneurship Start-Up Challenge**
  - ❖ Mentorship Series, Industry Panel, Shark Tank Pitch
- **NRF Certifications**
  - ❖ DEN Concessions, British Airways, Community Based Organizations

# How We Do It

## Training & Outreach

- **Community Based**
  - ❖ Dress for Success, Hope Communities, Cross Purpose, Denver Public Schools, etc.
- **Employer Driven**
  - ❖ DEN Concessions, National Restaurant Association, British Airways, etc.
- **Value Add**
  - ❖ NRF, Serve-Safe, Fork-Lift, Digital Literacy, Conover, Kenexa