

South Lake Tahoe Business Walk

Presentation to the El Dorado County
Board of Supervisors
March 28, 2017

Michael Ward, Chief Strategy & Innovation Officer,
HighBar Global, South Lake Tahoe

South Lake Tahoe Business Walk Summary

Survey Teams of Volunteers Visited 251 Businesses in Multiple South Lake Tahoe Locations on March 15 and 16, 2016 and Utilized the QuickTap Survey App to Interview Businesses for the Purpose of Assessing the Current State of Workforce Strengths and Gaps.

This Project Is Sponsored by:



Prepared in Support of the Tahoe Chamber, El Dorado County, Lake Tahoe Adult Education ADVANCE Consortium and the Tahoe Prosperity Center by:



*Michael Ward, Chief Strategy & Innovation Officer,
HighBar Global Consulting*

17-0338 C Page 2 of 17

Business Walks

Tuesday, March 15:

<http://www.tahoechamber.org/events/details/south-shore-business-walk-11883>

Wednesday, March 16:

<http://www.tahoechamber.org/events/details/south-shore-business-walk-11877>



GRAB YOUR FRIENDS & VOLUNTEER FOR THE **SOUTH SHORE BUSINESS WALK**

Your participation will help gather the information necessary to develop strategies to ensure our community has a workforce trained to meet the needs of today and tomorrow's employers.

VOLUNTEER FOR ONE OR BOTH DAYS

TUESDAY MARCH 15TH

Orientation 12:30-1:15pm @LTCC Aspen Room
Light Lunch
Walk 1:15pm-4:15pm
Debrief 4:30pm-5:00pm w/Refreshments

WEDNESDAY MARCH 16TH

Orientation 8:30am-9:15am @LTCC Aspen Room
Continental Breakfast
Walk 9:15am-12:15pm
Debrief 12:30-1:00pm w/Refreshments

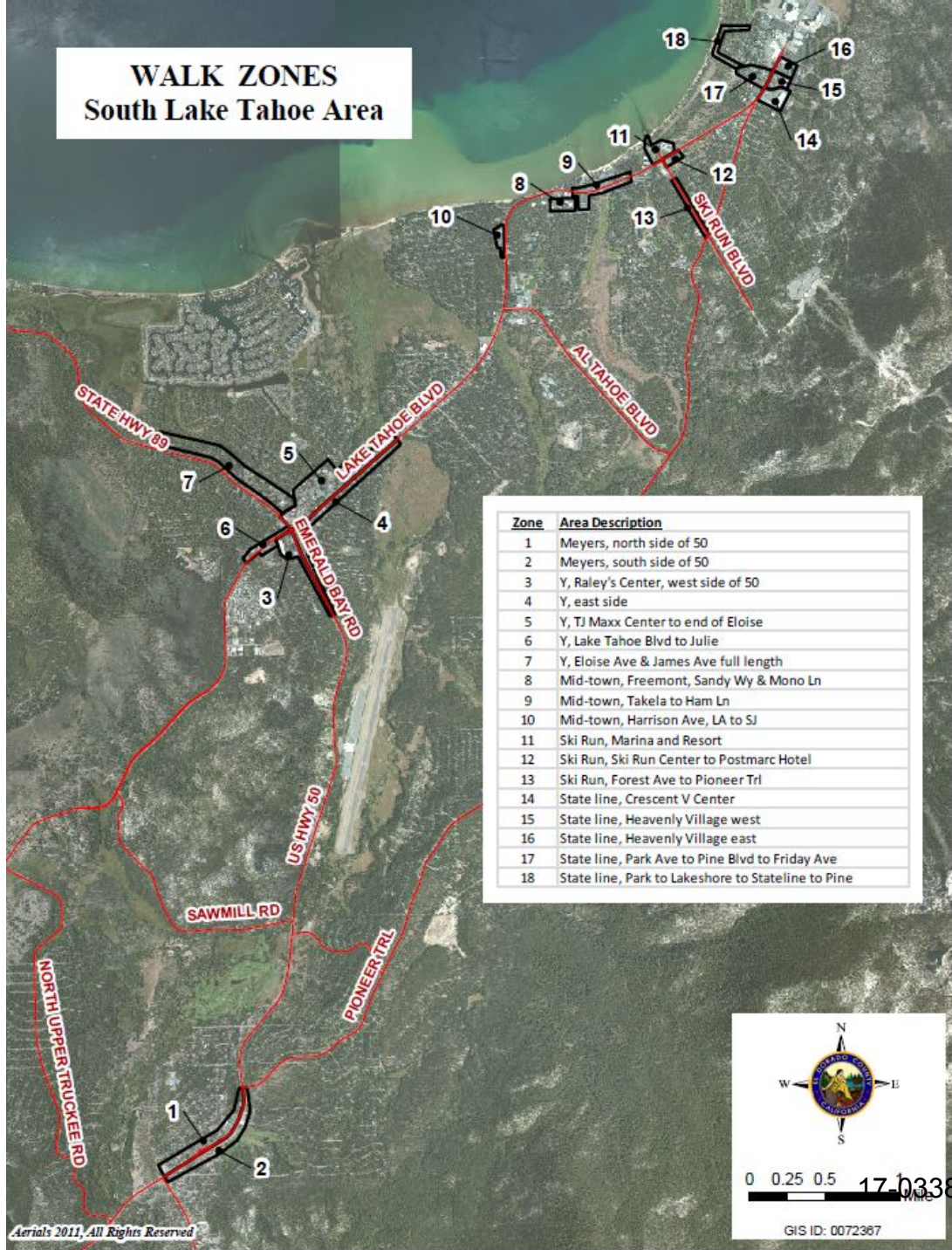
LEARN MORE & REGISTER TO WALK AT

WWW.TAHOECHAMBER.ORG

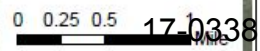
FOR MORE INFORMATION CALL: 775-588-1728
BGORMAN@TAHOECHAMBER.ORG



WALK ZONES South Lake Tahoe Area

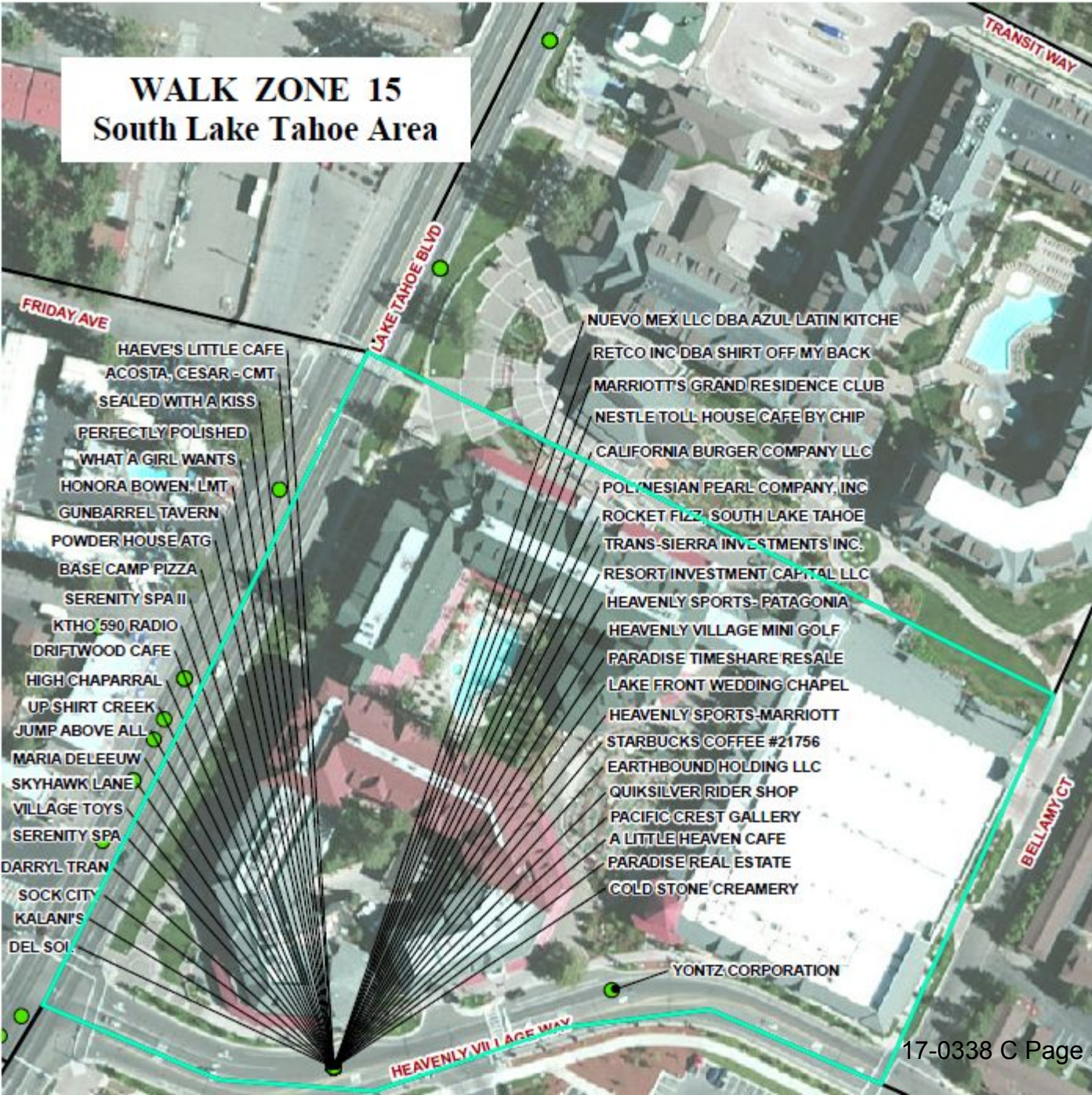


Zone	Area Description
1	Meyers, north side of 50
2	Meyers, south side of 50
3	Y, Raley's Center, west side of 50
4	Y, east side
5	Y, TJ Maxx Center to end of Eloise
6	Y, Lake Tahoe Blvd to Julie
7	Y, Eloise Ave & James Ave full length
8	Mid-town, Freemont, Sandy Wy & Mono Ln
9	Mid-town, Takela to Ham Ln
10	Mid-town, Harrison Ave, LA to SJ
11	Ski Run, Marina and Resort
12	Ski Run, Ski Run Center to Postmarc Hotel
13	Ski Run, Forest Ave to Pioneer Trl
14	State line, Crescent V Center
15	State line, Heavenly Village west
16	State line, Heavenly Village east
17	State line, Park Ave to Pine Blvd to Friday Ave
18	State line, Park to Lakeshore to State line to Pine



WALK ZONE 15

South Lake Tahoe Area



- HAEVE'S LITTLE CAFE
- ACOSTA, CESAR - CMT
- SEALED WITH A KISS
- PERFECTLY POLISHED
- WHAT A GIRL WANTS
- HONORA BOWEN, LMT
- GUNBARREL TAVERN
- POWDER HOUSE ATG
- BASE CAMP PIZZA
- SERENITY SPA II
- KTHO 590 RADIO
- DRIFTWOOD CAFE
- HIGH CHAPARRAL
- UP SHIRT CREEK
- JUMP ABOVE ALL
- MARIA DELEEUW
- SKYHAWK LANE
- VILLAGE TOYS
- SERENITY SPA
- DARRYL TRAN
- SOCK CITY
- KALANI'S
- DEL SOL

- NUEVO MEX LLC DBA AZUL LATIN KITCHEN
- RETCO INC DBA SHIRT OFF MY BACK
- MARRIOTT'S GRAND RESIDENCE CLUB
- NESTLE TOLL HOUSE CAFE BY CHIP
- CALIFORNIA BURGER COMPANY LLC
- POLYNESIAN PEARL COMPANY, INC
- ROCKET FIZZ SOUTH LAKE TAHOE
- TRANS-SIERRA INVESTMENTS INC.
- RESORT INVESTMENT CAPITAL LLC
- HEAVENLY SPORTS-PATAGONIA
- HEAVENLY VILLAGE MINI GOLF
- PARADISE TIMESHARE RESALE
- LAKE FRONT WEDDING CHAPEL
- HEAVENLY SPORTS-MARRIOTT
- STARBUCKS COFFEE #21756
- EARTHBOUND HOLDING LLC
- QUIKSILVER RIDER SHOP
- PACIFIC CREST GALLERY
- A LITTLE HEAVEN CAFE
- PARADISE REAL ESTATE
- COLD STONE CREAMERY

YONTZ CORPORATION

Sample Business List in Walk Zone 15

<u>Zone</u>	<u>Label</u>	<u>Business Name</u>
15	A	A LITTLE HEAVEN CAFE
15	A	ACOSTA, CESAR - CMT
15	A	BASE CAMP PIZZA
15	A	CALIFORNIA BURGER COMPANY LLC
15	A	COLD STONE CREAMERY
15	A	DARRYL TRAN
15	A	DEL SOL
15	A	DRIFTWOOD CAFE
15	A	EARTHBOUND HOLDING LLC
15	A	GUNBARREL TAVERN
15	A	HAEVE'S LITTLE CAFE
15	A	HEAVENLY SPORTS- PATAGONIA
15	A	HEAVENLY SPORTS-MARRIOTT
15	A	HEAVENLY VILLAGE MINI GOLF
15	A	HIGH CHAPARRAL
15	A	HONORA BOWEN, LMT
15	A	JUMP ABOVE ALL
15	A	KALANI'S
15	A	KTHO 590 RADIO
15	A	LAKE FRONT WEDDING CHAPEL
15	A	MARIA DELEEUW
15	A	MARRIOTT'S GRAND RESIDENCE CLUB
15	A	NESTLE TOLL HOUSE CAFE BY CHIP
15	A	NUEVO MEX LLC DBA AZUL LATIN KITCHEN
15	A	PACIFIC CREST GALLERY
15	A	PARADISE REAL ESTATE
15	A	PARADISE TIMESHARE RESALE
15	A	PERFECTLY POLISHED
15	A	POLYNESIAN PEARL COMPANY, INC
15	A	POWDER HOUSE ATG
15	A	QUIKSILVER RIDER SHOP
15	A	RESORT INVESTMENT CAPITAL LLC
15	A	RETCO INC DBA SHIRT OFF MY BACK
15	A	ROCKET FIZZ, SOUTH LAKE TAHOE
15	A	SEALED WITH A KISS
15	A	SERENITY SPA
15	A	SERENITY SPA
15	A	SERENITY SPA II
15	A	SKYHAWK LANE
15	A	SOCK CITY
15	A	STARBUCKS COFFEE #21756
15	A	TRANS-SIERRA INVESTMENTS INC.
15	A	UP SHIRT CREEK
15	A	VILLAGE TOYS
15	A	WHAT A GIRL WANTS
15	B	YONTZ CORPORATION

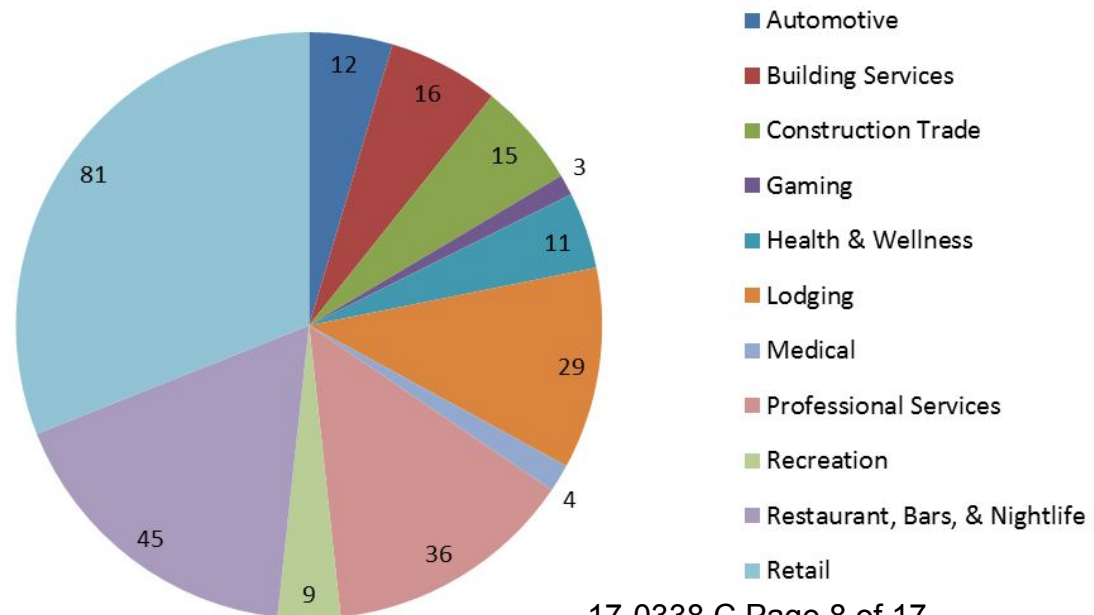
Business Walk Survey (app)

- Type of Business (Checklist: restaurant, lodging, automotive, construction, service...)
- How is business? (Drop down: 1=Great, 3= OK, 5=Poor)
- Are you finding the talent (employees) you need to operate effectively? Yes/ No
 - If “yes”: What is working well with regards to finding and keeping talent?
 - If “No”: Where are you experiencing challenges?
- What skills will you need from your employees in the next 3 to 5 years to keep your business fully operational and competitive?
- Broadband Inquiry: How important is internet and/or wireless connectivity to your business?
 - Scale: 1= Very important, 3= Somewhat Important, 5= Not important)
 - If “Important”: Does your current internet and wireless access meet your needs? Yes/No
- Open Question: What systems, tools, resources, or infrastructure would enable you to grow or maintain your business in the next 3 to 5 years? _____
 - Drop down choices via the app
- Other comments worth recording: _____

Type of Businesses Visited

South Shore Business Walk	Day 1	Day 2	Total
Number Businesses Visited	114	137	251
Businesses by Type:			
Automotive	6	6	12
Building Services	5	11	16
Construction Trade	6	9	15
Gaming	2	1	3
Health & Wellness	3	8	11
Lodging	13	16	29
Medical	1	3	4
Professional Services	21	15	36
Recreation	4	5	9
Restaurant, Bars, & Nightlife	20	25	45
Retail	33	48	81
* HTRR Sectors Subtotal	63%	69%	66.5%
* Hospitality Tourism Recreation Retail			

Businesses Visited by Type



Survey Question: How is Business?

South Shore Business Walk	Day 1	Day 2	Total
How is Business?			
Great	61.40%	62.77%	62%
OK	33.33%	28.47%	31%
Poor	5.26%	8.76%	7%

Survey Question: Are You Finding the Talent You Need?

Finding the talent needed?			
Yes	60.91%	58.96%	60%
No	39.09%	41.04%	40%

What is Working in Finding Talent?

If "Yes" (Finding Talent Needed): What is working well with regards to finding and keeping talent? (+)	
Day 1	Day 2
<p>Summary – Working Well:</p> <ul style="list-style-type: none"> + Word of mouth referrals (family and friends) + Depend on long term stable employees + Family run, low turnover + Good pay/ benefits + Going through a lot of applicants + Offer positive, flexible work environment 	<p>Summary – Working Well:</p> <ul style="list-style-type: none"> + Word of mouth + Hire right, train right, treat right + Family run business model + Competitive wages/ benefits + Flexible scheduling + Provide a positive/ fun place to work
<p>Details – Working Well:</p> <ul style="list-style-type: none"> + Good relationships, very well paid/ family + Word of mouth. Referrals. We do our own research. + Same employees for 20 years. We treat them well and pay them good wages. + Through the high school previously, internships. Family and friends. + Mostly part time employee, good hour + Taking talent for public sector/ head hunted 	<p>Details – Working Well:</p> <ul style="list-style-type: none"> + "Selective flexible and take care of employees - buy a meal while working, sense of family, camaraderie, schedulefly.com helps with flexible scheduling, works great for part time employees. + Hire right, train right, treat right. + Attitude is #1, create great environment, fun place to work. Vision is live music in the New Orleans of Tahoe. Employees stay to listen,

What is Challenging in Finding Talent?

If "No" (Finding Talent Needed): Where are you experiencing challenges? (△)	
Day 1	Day 2
<p>Summary Challenges:</p> <ul style="list-style-type: none"> △ Mid-Level Talent △ Applicable job skills for positions △ Reliability △ Work readiness △ Work ethic △ Showing up/ commitment △ Seasonal economy/ transiency △ Affordable housing △ Cost of living △ Unrealistic wage expectations (Millennials) △ Drug, alcohol, hygiene issues △ Lack of customer service skills △ Transportation △ Inadequate labor pool △ Lack of experienced applicants △ Undocumented workers not reliable 	<p>Summary Challenges:</p> <ul style="list-style-type: none"> △ Lack of labor pool, available talent △ Lack of relevant experience △ Reliability △ Can't find people who want to work △ Work ethic △ Lack of basic skills △ Seasonal economy/ transiency △ Affordable housing △ Cost of living △ Unreliable workforce – don't want to work hard △ Drug and alcohol issues △ Lack of customer service skills

What skills will you need from your employees in the next 3-5 years to keep your business fully operational and competitive?

Hard Skills: Day 1	Hard Skills: Day 2	Soft Skills: Day 1	Soft Skills: Day 2
Tech skills Smart phones Social Media Master mechanic Basic skills: read, write, math Culinary skills Trade skills Home improvement Bilingual Housekeeping Gardening Sales Marketing Graphic design Dental skills Clerical Business knowledge Firefighter Paramedic Safety	Computer Skills Social media Car tech skills Basic skills (read, math) Culinary arts Trade skills: Concrete Framing Carpentry Mechanical Heating Construction Plumbing Sales Safety Vet tech Medical terminology Massage Management skills Product knowledge Merchandising Cash Handling	Customer service Guest services Loyalty Interpersonal skills Work ethic Honesty Reliability Responsibility Outgoing Problem solving Critical thinking Ability to multitask Self-starter Adaptability Upbeat personalities Business savvy Innovative Motivated Follow instructions Meet deadlines Detail oriented Teachability People skills Artistic ability Work readiness Confidence On time Ambition	Customer service Communication Loyalty Interpersonal skills Work ethic Professional skills Reliability Competent Friendly Willing to learn Passion Multi-tasking Self-starters Phone skills Team players Attitude Punctuality No drinking problem Follow directions Work efficiently Trust Dependable Consistency Well-groomed/ appearance Teamwork

What skills?

A word cloud on a light blue background. The word 'skills' is the largest and most prominent. Other significant words include 'customer', 'service', 'work', 'technical', 'training', 'experience', 'know', 'Quality', 'Culinary', 'Attitude', 'time', 'hiring', 'trade', 'Other', 'personal', 'safety', 'more', 'solving', 'Same', 'online', 'math', 'lack', 'better', 'social', 'ago', 'honest', 'marketing', 'phones', 'works', 'Outgoing', 'writing', 'Willing', 'Tahoe', 'skill', 'schooling', 'soft', 'savvy', 'new', 'Nothing', 'able', 'follow', 'Good', 'business', 'high', 'school', 'needs', 'big', 'oriented', 'great', 'Less', 'interpersonal', 'etc', 'keeping', 'about', 'Product', 'job', 'Doing', 'media', 'Need', 'Part', 'notes', 'ambition', 'ability', 'staff', 'ethic', 'reli', 'important', 'tech', 'really', 'Being', 'trained', 'Com', 'license', 'Problem', 'Family', 'loyalty', 'community', 'people', 'market', 'Specialized', 'adaptability', 'creative', 'reliability', 'Guest', 'working', 'Sales', 'basic', 'technology', 'employee', 'clientele', 'professional', 'background', 'communication', 'specific', 'knowle', 'education', 'patience'.

A word cloud on a light green background. The word 'skills' is the largest and most prominent. Other significant words include 'service', 'employees', 'computer', 'Customer', 'reliability', 'willingness', 'Basic', 'technology', 'Grooming', 'investment', 'house', 'knowledge', 'train', 'operators', 'learn', 'environment', 'regulations', 'willing', 'want', 'changes', 'Drive', 'employee', 'problem', 'sales', 'tech', 'good', 'like', 'fast', 'industry', 'Summer', 'product', 'Kitchen', 'online', 'trained', 'team', 'go', 'Lift', 'business', 'hard', 'most', 'new', 'part', 'lot', 'key', 'bring', 'trade', 'friendly', 'able', 'part', 'all', 'ca', 'feel', 'work', 'move', 'managerial', 'car', 'management', 'LTCC', 'grow', 'Strong', 'job', 'here', 'math', 'staying', 'culinary', 'well', 'years', 'needs', 'based', 'keeping', 'Great', 'ongoing', 'Finding', 'because', 'media', 'follow', 'special', 'time', 'need', 'office', 'level', 'more', 'ethic', 'Just', 'motivated', 'customers', 'retail', 'find', 'date', 'Education', 'better', 'family', 'Hospitality', 'training', 'transportation', 'communication', 'experience'.

What skills?

A word cloud on a light blue background. The word 'skills' is the largest and most prominent. Other significant words include 'customer', 'service', 'work', 'technical', 'training', 'experience', 'know', 'Quality', 'Culinary', 'Attitude', 'time', 'hiring', 'trade', 'Other', 'personal', 'safety', 'more', 'solving', 'Same', 'online', 'math', 'lack', 'better', 'social', 'ago', 'honest', 'marketing', 'phones', 'works', 'Outgoing', 'writing', 'Willing', 'Tahoe', 'skill', 'schooling', 'soft', 'savvy', 'new', 'Nothing', 'able', 'follow', 'Good', 'business', 'high', 'school', 'needs', 'big', 'oriented', 'great', 'Less', 'interpersonal', 'etc', 'keeping', 'about', 'Product', 'job', 'Doing', 'media', 'Need', 'Part', 'notes', 'ambition', 'ability', 'staff', 'ethic', 'reli', 'important', 'tech', 'really', 'Being', 'trained', 'Com', 'license', 'Problem', 'Family', 'loyalty', 'community', 'people', 'market', 'Specialized', 'adaptability', 'creative', 'reliability', 'Guest', 'working', 'Sales', 'basic', 'technology', 'employee', 'clientele', 'professional', 'background', 'communication', 'specific', 'knowle', 'education', 'patience'.

A word cloud on a light green background. The word 'skills' is the largest and most prominent. Other significant words include 'service', 'employees', 'computer', 'Customer', 'reliability', 'willingness', 'Basic', 'technology', 'Grooming', 'investment', 'house', 'knowledge', 'train', 'operators', 'learn', 'environment', 'regulations', 'willing', 'want', 'changes', 'Drive', 'employee', 'problem', 'sales', 'tech', 'good', 'like', 'fast', 'industry', 'Summer', 'product', 'Kitchen', 'online', 'trained', 'team', 'go', 'Lift', 'business', 'hard', 'most', 'new', 'part', 'lot', 'key', 'bring', 'trade', 'friendly', 'able', 'part', 'all', 'ca', 'feel', 'work', 'move', 'managerial', 'car', 'management', 'LTCC', 'grow', 'Strong', 'job', 'here', 'math', 'staying', 'culinary', 'well', 'years', 'needs', 'based', 'keeping', 'Great', 'ongoing', 'Finding', 'because', 'media', 'follow', 'special', 'time', 'need', 'office', 'level', 'more', 'ethic', 'Just', 'motivated', 'customers', 'retail', 'find', 'date', 'Education', 'better', 'transportation', 'family', 'Hospitality', 'training', 'communication', 'experience'.

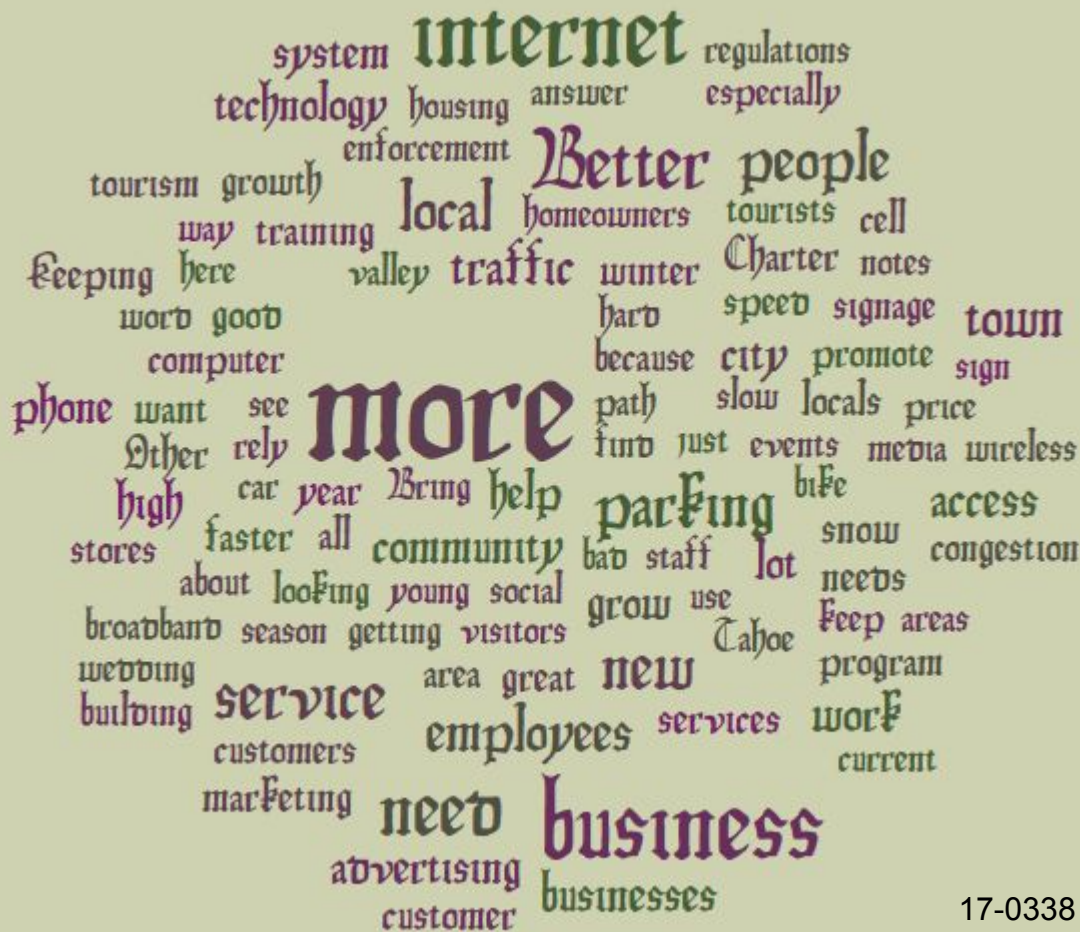
How Important Is Internet and/or Wireless Connectivity to Your Business?

How important is internet and/or wireless connectivity to your business?	Day 1	Day 2	Total
Very Important	86.49%	71.97%	78.60%
Somewhat Important	5.41%	15.91%	11.11%
Not Important	8.11%	12.12%	10.29%

Survey Question: If "Important"- Does Your Current Internet & Wireless Access Meet Your Needs?

If "Important": Does your current internet and wireless access meet your needs?			
Yes	Not Recorded	65.60%	65.60%
No	Not Recorded	34.40%	34.40%

What Systems, Tools, Resources or Infrastructure Would Enable You to Grow or Maintain Your Business in The Next 3-5 Years?



Questions?

THANK YOU!