



**Training Proposal for:
360 DG OCLA, LLC dba 360 Destination Group**

Small Business \leq \$50,000

ET15-0235

Panel Meeting of: July 25, 2014

ETP Regional Office: San Diego

Analyst: K. Campion

CONTRACTOR

- Type of Industry: Services
 - Number of Full-Time Employees
 - California: 44
 - Worldwide: 60
 - Number to be trained: 44
 - Out-of-State Competition: Competitors Outside CA
 - Special Employment Training (SET): Yes No
 - High Unemployment Area (HUA): Yes No
 - Turnover Rate: 10%
 - Repeat Contractor: Yes No
- Priority Industry: Yes No
- Owner Yes No

FUNDING

- Requested Amount: \$30,976
- In-Kind Contribution: \$59,867

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100	Business Skills, Commercial Skills, Computer Skills Continuous Impr.	44	8-60	0	\$704	\$16.25
				Weighted Avg: 32			

- Reimbursement Rate: \$22 SB Non-Priority
- County(ies): Orange, San Diego, Riverside, Los Angeles, San Francisco
- Occupations to be Trained: Admin. Staff, Operations Staff, Sales Staff, Supervisor/Manager, Owner
- Union Representation: Yes
 No
- Health Benefits: N/A

SUBCONTRACTORS

- Development Services: Training Funding Source (TFS) in Seal Beach assisted with development for a flat fee of \$2,800.
- Administrative Services: TFS will also provide project administrative services for an amount not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

OVERVIEW

Founded in 1978, 360 DG OCLA, LLC dba 360 Destination Group (360 DG) is a full-service destination management company that provides everything from transportation to entertainment for events across the United States. 360 DG's core services include arranging customized event-design and development; providing unique décor and theme concepts; arranging activities, hospitality and registration; providing shuttle services; and providing professional speakers and VIP services. 360 DG's customer base includes all types of companies and/or groups needing planning events services.

Headquartered in Irvine, the Company has offices in San Diego, Palm Springs, San Francisco and Los Angeles. It is also located in Chicago and Florida. All California locations will participate in the proposed training.

In order to compete against other event management companies, and retain and add new clients, 360 DG must continue to update in the latest event planning trends and technologies, including Customer Relationship Management (CRM) software. Therefore, the Company has

developed strategic goals to achieve over the next 18 months. This includes improving workers' skills in all facets of sales and operations, improving customer service and negotiation skills of workers, and increasing all employees' computer efficiencies and knowledge to help the Company stay current with the latest trends in destination events.

Training Plan

360 DG requests ETP funds to train its workforce, including Owners, in Continuous Improvement, Business, Computer, and Commercial Skills. The majority of training will be delivered via class/lab; however, to ensure that training is provided consistently across all of its California facilities, a small percentage of training will be delivered via "virtual classroom" e-learning. Training will improve worker job skills, ultimately making staff more productive and efficient. This will help the Company to be more competitive and grow its business.

Business Skills – Training will be provided to Operations Staff, Sales Staff, Supervisor/Managers and Owners to improve customer service and negotiation skills.

Commercial Skills – Training will be provided to Sales Staff, Supervisors/Managers and Owners. Trainees will include the newest event planning trends in the industry.

Computer Skills – Training will be provided to all occupations. All trainees will learn application skills to navigate and input in the Company's CRM software for processing, proposals and contract phases. Administrative Staff will be provided enhanced knowledge of financial/accounting software for greater efficiencies in day-to-day operations. Based on job functions, trainees will learn MS Office, MS Project and Adobe Application Skills.

Continuous Improvement – Training will be provided to all occupations. This training will provide skills for staff to learn to work in teams to improve communication, and learn to apply process improvement techniques to day-to-day operations.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum

Class/Lab and E-learning Hours

8 – 60 Trainees may receive any of the following:

BUSINESS SKILLS

- ✚ Accounting/Payroll Skills
- ✚ Business Development/Sales/Marketing
- ✚ Client Relationships
- ✚ Communication Tools
- ✚ Conflict Management
- ✚ Superior Guest Services/Customer Service
- ✚ Negotiation Skills
- ✚ Finance Skills for Non-Financial Workers
- ✚ Operations Workflow
- ✚ Writing Techniques
- ✚ Time Management & Effective Meetings Skills

COMMERCIAL SKILLS

- ✚ Travel Industry Trends
- ✚ Creative Events
- ✚ Corporate Travel
- ✚ Finance Industry
- ✚ International Tourism

COMPUTER SKILLS

- ✚ Customer Relationship Management Application Skills
- ✚ Adobe (Acrobat, Dreamweaver, Illustrator, Photoshop)
- ✚ Big Data
- ✚ Database Administration
- ✚ Financial/Accounting Skills
- ✚ MS Office
- ✚ MS Project
- ✚ MS Dynamics
- ✚ Web Development and Management

CONTINUOUS IMPROVEMENT

- ✚ Teambuilding Skills
- ✚ Coaching/Mentoring Skills
- ✚ Problem Solving/Decision Making
- ✚ Goal Setting/Planning
- ✚ Leadership Skills
- ✚ Managing Change
- ✚ Process Improvement

-  Performance and Project Management
-  Quality improvement

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.