



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

Small Business ≤ \$50,000

ET16-0221

Approval Date: October 30, 2015

ETP Regional Office: San Diego

Analyst: K. Campion

CONTRACTOR

- Type of Industry: Services
- Priority Industry: Yes No
- Number of Full-Time Employees
 - California: 21
 - Worldwide: 61
 - Number to be trained: 21
 - Owner Yes No
- Out-of-State Competition: Customers Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 0%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$14,784
- In-Kind Contribution: \$23,990

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, Improvement	21	8 - 60	0	\$704	\$16.25
				Weighted Avg: 32			

- Reimbursement Rate: Job #1: \$22 SB Non-Priority
- County(ies): San Diego, Orange, Los Angeles
- 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 at no charge.
- Administrative Services: TFS will also provide project administration services for an amount not to exceed 13% of earned funds.
- Training Vendors: To Be Determined.

OVERVIEW

Founded in 1978, 360 DG OCLA, LLC dba 360 Destination Group (360 DG) (www.360dg.com) is a full-service management company that provides everything from transportation to décor to entertainment for destination events across the United States. The Company's core services include: customized design and development of unique décor and theme concepts; arranging activities, hospitality and registration; providing shuttle services; and providing professional speakers and VIP services. The customer base is highly diverse, reaching any business or group that needs event planning services. The Company has three California locations: San Diego, Irvine and Los Angeles. All three locations will participate in the proposed training.

In its first ETP Agreement, (ET15-0235), 360 DG needed to upgrade workers' skills in sales and operations, customer service and negotiation skills, and increase all employees' computer efficiencies and knowledge. ETP training was a catalyst for adding structure and discipline to training at the Company.

According to the Company, the destination management industry has consolidated, and the Company is now competing against much larger competitors. This necessitates additional training in order to maintain and gain new market share.

360 DG's goal is to expand revenue by 25%, especially through a stronger market presence in the Santa Barbara area. To accomplish this, the Company recently created new sales training programs and has rolled out new accounting, payroll and network computer systems. Therefore, 360 DG requests ETP funding to train 21 full-time workers in the new skills needed for this initiative.

Training Plan

The majority of training will be delivered via class/lab; however, to ensure that training is provided consistently across its three California facilities, a small percentage of training may be delivered via "virtual classroom" e-learning. Training will improve job skills, ultimately making staff more productive and efficient, which will help the Company to be more competitive and grow its business.

Business Skills – This training will be provided to all occupations. Trainees will learn how to improve relationships with clients and vendors to maximize opportunities for increased business. Topics include Business Development/Sales/Marketing skills, Client Relationship Skills, Vendor Management Skills, and Client Proposal Skills.

Commercial Skills – This training will be provided to Sales Staff, Supervisor/Managers, and Owners who must learn how to stay current in travel industry trends, new Creative Events trends, and how to explore new client opportunities in Destination Management.

Computer Skills – This training will be provided to all occupations relevant to job duties. Some trainees will be trained in the Company's new Payroll and Accounting Software, and MS Access. All trainees need to keep current in new CRM software skills, which are used for all customer proposals and contracts.

Continuous Improvement – This training will be provided to all occupations to help improve teamwork, leadership and project/process management skills.

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

The following table summarizes performance by 360 DG under an ETP Agreement that was completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET15-0235	Irvine, San Diego, Los Angeles, Palm Springs, San Francisco	8/04/14 – 8/03/15	\$30,976	\$22,148 (72%)

Exhibit B: Menu Curriculum

Class/Lab and E-Learning Hours

8 – 60

Trainees may receive any of the following:

BUSINESS SKILLS

- ✚ Business Development/Sales/Marketing Skills
- ✚ Client Relationship Skills
- ✚ Communication Tools
- ✚ Presentation Skills
- ✚ Vendor Management
- ✚ Client Proposal Skills
- ✚ Negotiation Skills
- ✚ Payroll/Accounting Skills

COMMERCIAL SKILLS

- ✚ Creative Events
- ✚ Corporate Travel
- ✚ Explore New Opportunities (Venue Sites, Etc)
- ✚ Hospitality Market Trends
- ✚ Travel Industry Trends

COMPUTER SKILLS

- ✚ Payroll Software Application Skills
- ✚ MS Access
- ✚ Drop Box Systems Application Skills
- ✚ Customer Relationship Management (CRM)
- ✚ Accounting Software Skills
- ✚ Template and Proposal Design

CONTINUOUS IMPROVEMENT

- ✚ Performance Management
- ✚ Leadership Skills
- ✚ Managing Change
- ✚ Operations Workflow
- ✚ Process Improvement
- ✚ Project Management
- ✚ Teambuilding and Team Skills

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