



**Training Proposal for:
7th Inning Stretch LLC dba Stockton Ports**

Small Business

ET17-0187

Approval Date: August 11, 2016

ETP Regional Office: Sacramento

Analyst: W. Sabah

CONTRACTOR

- Type of Industry: Multimedia/Entertainment

 - Number of Full-Time Employees
 - California: 12
 - Worldwide: 12
 - Number to be trained: 12

 - Out-of-State Competition: No OSC
 - Special Employment Training (SET): Yes No
 - High Unemployment Area (HUA): Yes No
 - Turnover Rate: 1%
 - Repeat Contractor: Yes No
- Priority Industry: Yes No
- Owner Yes No

FUNDING

- Requested Amount: \$11,880
- In-Kind Contribution: \$22,000

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 SET HUA	Business Skills, Commercial Skills, Computer Skills, Continuous Improvement	12	8-60	0	\$990	*\$11.70
				Weighted Avg: 45			

*It will be made a condition of contract that the trainees in this Job Number will never be paid less than the State or local minimum wage rate as in effect at the end of retention (Final Payment) regardless of the wage expressed in this table. The highest minimum wage rate will prevail.

- Reimbursement Rate: Job #1: \$22 SB Non-Priority
- County(ies): San Joaquin
- Occupations to be Trained: Administration Staff, Ticketing Sales Staff, and Marketing Staff
- Union Representation: Yes
 No
- Health Benefits: N/A

SUBCONTRACTORS

- Development Services: Strategic Business Solutions, LLC of Visalia assisted with development services for a flat fee of \$832.
- Administrative Services: Strategic Business Solutions will also provide administrative services for a fee not to exceed 13% of payment earned.
- Training Vendors: Bill Guertin dba Stadium Gorilla of Illinois will deliver Business Skills training for a flat fee of \$5,000.

OVERVIEW

Founded in 1946 and located in Stockton, 7th Inning Stretch LLC dba Stockton Ports (Stockton Ports) (www.stocktonports.com) owns and operates the Stockton Ports, a Class A baseball farm team affiliated with the Oakland Athletics Major League Baseball franchise. In 2005, the baseball team began to play at the Banner Island Ballpark in Stockton. The venue also provides professional baseball entertainment, high school playoffs, concerts, charitable events and other

community activities. Under this ETP contract, Stockton Ports plan to train administration, sales and event employees.

Need for Training

As the baseball industry becomes more complex and automated, local Baseball Farm Team affiliates are being required to maintain and comply with Major League Baseball standards while striving to be more efficient. In addition, local entertainment entities such as the Stockton Ports must create a balance between providing a professional entertainment venue that is affordable to both sponsors as well as an average family. Stockton Ports strives to reach this goal by providing staff with the necessary skills to utilize their Customer Relationship Management software and ensuring staff can communicate effectively with sponsors and customers.

To maximize the value in products offered to the community and to increase market share, the Company will implement a comprehensive training plan to cross-train employees on computer and ticketing software, facility equipment, sales, marketing and social media. Stockton Ports also plans to improve employee professionalism to promote a cohesive corporate culture through leadership and teambuilding training.

Training Plan

Stockton Ports will deliver 8-60 hours of Classroom/Laboratory training. Training will be delivered by a combination of in-house trainers and outside vendors.

Business Skills: Training will be offered to all occupations to improve employee skills on marketing strategies, social media tools, promotion and packages, charitable presence and broadcast/print media. Training will increase sales and allow the organization to obtain a larger fan base.

Commercial Skills: Training will be offered to all occupations to insure staff is prepared and organized for game day and special events. Trainees will receive training on preparation processes, quality control, time management, scheduling, vendor presentation, sound and lighting, ticketing processes, vendor requirements and set-up to insure fluidity of events.

Computer Skills: Training will be offered to all occupations on internal software programs such as Glitnir Software and Property Port to improve customer database, contact management, and sales functions. Training will also focus on increasing efficiency between customers and vendors and to improve ticket tracking, smartphone ticketing and ticket swap functions.

Continuous Improvement: Training will be offered to all occupations to provide a cohesive workforce and promote a team environment. Select trainees will also receive leadership training to lead teams, coach, motivate and mentor staff to provide a better work environment and increase team morale.

SET/HUA

Under Special Employment Training (SET), the participating employer is not required to demonstrate out-of-state competition. To qualify under SET, trainees must be earning at least the statewide average hourly wage at the end of the retention period.

However, all trainees work in a High Unemployment Area (HUA) exceeding the state average by at least 25%. The Company's location in San Joaquin County qualifies for HUA status under these standards. Stockton Ports is requesting a HUA wage modification to \$11.70 per hour.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum

Class/Lab Hours

8-60

Trainees may receive any of the following:

BUSINESS SKILLS

- Sales and Marketing
- Social Media Marketing
- Ticketing Processes

COMMERCIAL SKILLS

- Game Day Staff Management
- Special Events Management

COMPUTER SKILLS

- Glitnir Software
- Microsoft Office Suite (Intermediate/Advanced)
- Property Port
- Website Development and Management

CONTINUOUS IMPROVEMENT

- Coaching and Mentoring Skills
- Leadership
- Teambuilding

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