



Training Proposal for:
Mr. C Manager, LLC
Agreement Number: ET15-0272

Panel Meeting of: August 22, 2014

ETP Regional Office: North Hollywood

Analyst: M. Reeves

PROJECT PROFILE

Contract Attributes:	Retrainee	Industry Sector(s):	Services
			Priority Industry: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Counties Served:	Los Angeles	Repeat Contractor:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Number of Employees in:	CA: 221	U.S.: 228	Worldwide: 228
<u>Turnover Rate:</u>	6%		
<u>Managers/Supervisors:</u> (% of total trainees)	10%		

FUNDING DETAIL

Program Costs	-	(Substantial Contribution)	(High Earner Reduction)	=	Total ETP Funding
\$91,080		\$0	\$0		\$91,080

In-Kind Contribution:	100% of Total ETP Funding Required	\$163,944
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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	Business Skills, Computer Skills, Continuous Imp.	138	8 - 200	0	\$660	\$16.25
				Weighted Avg: 44			

Minimum Wage by County: \$16.04 per hour for Los Angeles County.

Health Benefits: Yes No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: Yes No Maybe

Although employer provides health benefits, they are not being used to meet Post-Retention Wage.

Wage Range by Occupation

Occupation Titles	Wage Range	Estimated # of Trainees
Housekeeping Staff		42
Customer Service Staff		23
Support/Office Staff		27
Food Service Staff		32
Manager/Supervisor		14

INTRODUCTION

Founded in 2011, Mr. C Manager, LLC (Mr. C) is a luxury hotel located in Los Angeles. Mr. C (www.mrchotels.com) is a 137-room property that caters to out-of-state and international upscale leisure travelers.

As a relatively new hotel located near the Beverly Hills area of Los Angeles, Mr. C is looking to establish exceptional guest services and increase its brand awareness by attaining the highest ratings levels from leading hospitality industry evaluation firms. The Hotel will be gauging its success through key measurement factors such as guest retention and food/service revenue.

Mr. C has determined that its employees must receive training to support the Hotel's improvement and growth initiatives. All occupations require enhanced training in the areas of interpersonal skills and communication, conflict resolution, advanced customer service skills, upselling, and hospitality industry software solutions.

PROJECT DETAILS

Training Plan

Business Skills (50%) – Training will be offered to all occupations. The Hotel has identified positive client interaction as being one of the key elements to exceeding the expectations of guests. The proposed business skills topics will teach all employees how to establish and maintain a customer-centric focus during the performance of their daily tasks.

Computer Skills (30%) – Training will be offered to all occupations. Specifically, Customer Service Staff must be proficient in the use of reservation system software and various networking applications to assist guests with their modern technology concerns (Internet, Smartphones, etc.). Office/Support Staff must be current on business software solutions and reporting systems. Housekeeping and Food Service Staff need to learn how to navigate point-of-sale and related customer-managed relationship software.

Continuous Improvement (20%) – Training will be offered to all occupations. Mr. C must streamline its operations to continue providing seamless service and an engaging atmosphere for guests. The Hotel will be implementing Lean concepts to reduce waste in its operations by standardizing work, resolving process issues, and developing stronger frontline leadership.

Commitment to Training

Mr. C spends approximately \$150,000 annually on training. The Hotel currently provides new hire orientation training, mandated training, and some on-the-job training. Safety training is provided in accordance with all pertinent requirements under state and federal law.

➤ Training Infrastructure

An internal project coordinator will oversee class scheduling and training documentation. In addition, the Hotel has retained an outside administrative consultant to ensure that all training records adhere to ETP requirements.

RECOMMENDATION

Staff recommends approval of this proposal.

DEVELOPMENT SERVICES

Kirkpatrick Enterprises International (KEI) in Valencia assisted with development of this proposal at no charge.

ADMINISTRATIVE SERVICES

KEI will perform administrative services for a fee not to exceed 10% of payment earned.

TRAINING VENDORS

KEI will also provide Continuous Improvement training for an amount to be determined.

Exhibit B: Menu Curriculum

Class/Lab Hours

8 – 200

Trainees may receive any of the following:

BUSINESS SKILLS

- Advanced Customer Service Skills
- Hotel Business Processes
- Guest Services
- Exceeding Customer Expectations
- Upselling with Customer Focus
- Dealing with Difficult Clients
- Menu Preparation Skills
- Resolving Complaints
- Interpersonal Skills
- Hospitality & Advanced Communication Skills

COMPUTER SKILLS

- Reservation System
- Sales Reporting
- Point-of-Sale Applications
- Internet and Smart Technology

CONTINUOUS IMPROVEMENT

- Lean Process Skills
- Standard Work Procedures
- Team Building
- Frontline Leadership
- Conflict Control
- Problem Identification and Resolution

Note: Reimbursement for retraining is capped at 200 total training hours per trainee, regardless of the method of delivery.