



**Training Proposal for:  
The Crew Source, LLC**

**Small Business  $\leq$  \$50,000**

**ET15-0274**

**Panel Meeting of:** August 22, 2014

**ETP Regional Office:** North Hollywood

**Analyst:** E. Fuzesi

**CONTRACTOR**

- Type of Industry: Multimedia/Entertainment  
Technology/Other  
Priority Industry:  Yes  No
- Number of Full-Time Employees  
California: 5  
Worldwide: 5  
Number to be trained: 6  
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: \$7,800
- In-Kind Contribution: \$6,827

**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 Priority Rate	Business Skills Computer Skills	6	8-60	0	\$1,300	\$17.50
				Weighted Avg: 50			

- Reimbursement Rate: \$26 SB Priority
- County(ies): Los Angeles
- Occupations to be Trained: Client Services, Owner
- Union Representation:  Yes  
 No
- Health Benefits: N/A

**SUBCONTRACTORS**

- Development Services: Christine Bosworth, Ed.D in Los Angeles assisted with development for a flat fee of \$1,500.
- Administrative Services: Christine Bosworth, Ed.D will also provide administrative services for an amount not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

**OVERVIEW**

Founded in 2009, The Crew Source, LLC (TCS) ([www.thecrewsource.com](http://www.thecrewsource.com)) provides highly skilled audio-visual (AV) technicians and engineers for live events and productions nationwide. Through repeat business and client referrals, TCS has expanded over the years and now serves a broad range of clients in 34 cities throughout the US. Headquartered in Burbank, TCS operates with five full-time employees, along with about 500 contracted labor force nationwide. TCS fulfills work orders for various live entertainment events, from professional presentations and private parties, to award shows such as The Oscars, movie premieres or Hollywood TV and film sets. TCS meets ETP’s out-of-state competition requirements and is a Panel priority industry.

As a result of the economic downturn, full-time staffing in the AV industry has diminished. Many highly skilled AV technicians and engineers were laid-off from production companies, most of which became AV freelancers. TCS services meets this new staffing model by contracting these freelancers to staff live events per client requests and requirements. TCS staff interview

their prospective AV technicians and engineers to ensure they have the skill sets their clients requested.

As Client Services Staff coordinates shows or events, their knowledge of crew's capabilities is crucial in order to more effectively fulfill client job orders. As the Company and the number of work orders are growing, staff needs training to provide the right AV technicians and engineers. As clients require specific highly-skilled labor, staff needs to be able to efficiently assess client needs, evaluate their production plans, and ensure that they are provided with exceptional customer service throughout the pre-planning of the event, during the event, and post event raps and recaps. Due to the nature of how TCS attracts business, client retention is key to sustain growth.

### **Training Plan**

**Business Skills (85%)** - Training will be offered to all staff to improve business performance in all customer facing areas. Communication Skills in combination with additional business skills training, will create greater efficiencies in business management practice to increase employee retention and client satisfaction. Staff will learn how to efficiently, and accurately, communicate with clients when conducting needs assessments and job requirement evaluations. Staff will improve in managing client projects to deliver timely and skilled technicians, whom they have measured and selected for each job order.

**Computer Skills (15%)** - Training will be offered to all staff to service clients efficiently by utilizing automated office processes. Staff will learn managing client relationships by effectively operating R2, the Company's new Client Relationship Management software for the Audio Visual industry, integrating all aspects of the business from customer relationship management to accounting. Upon completion of training, staff will increase productivity, address operational roadblocks, and manage technicians' professional development and certification database.

### **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**

- Business Performance
- Coaching
- Communication Skills
- Customer Service
- Leadership
- Motivation
- Project Management
- Sales
- Team Building

**COMPUTER SKILLS**

- MS Office
- R2 Client Relationship Management (CRM)

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