



CREATE
BRIDGES





Stands for:

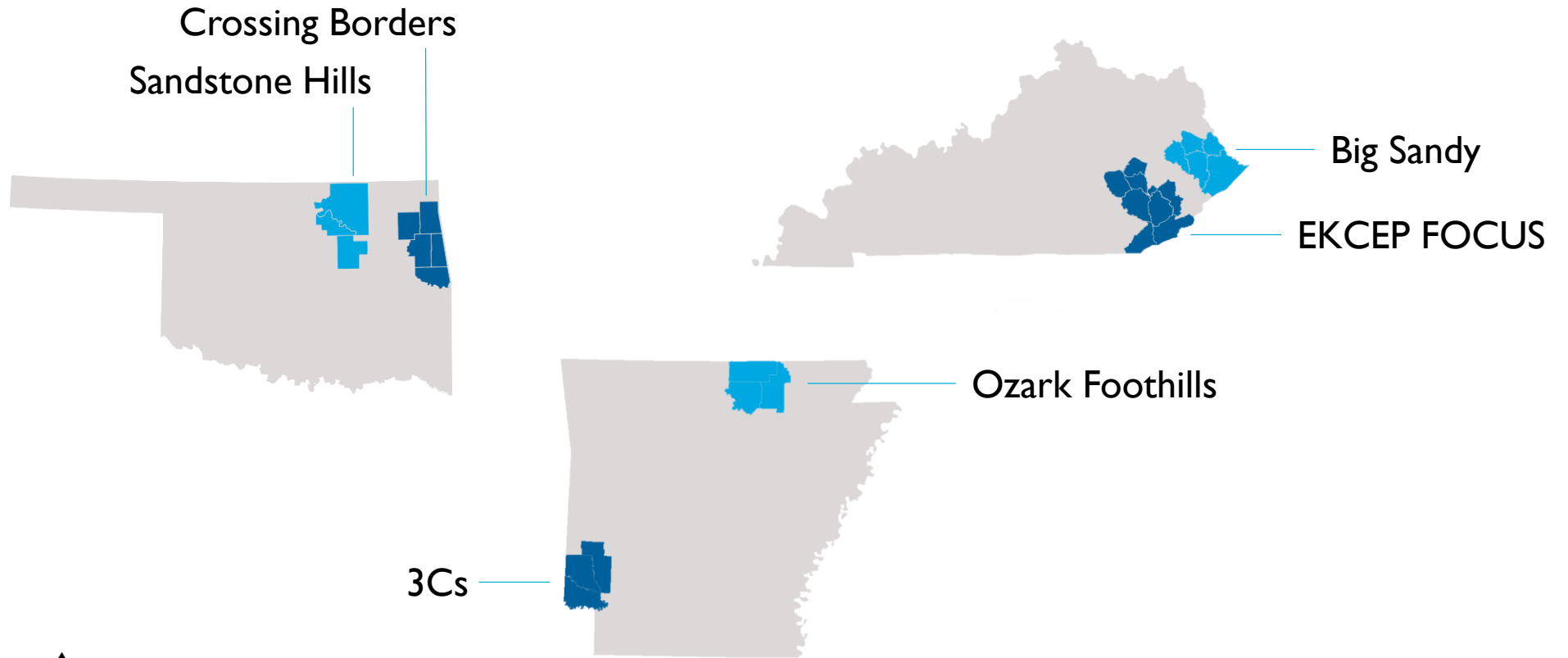
Celebrating **RE**tail, **A**ccommodations, **T**ourism,
and **E**ntertainment

by

Building **R**ural **I**nnovations and **D**eveloping
Growth **E**conomies



CREATE BRIDGES Partnership



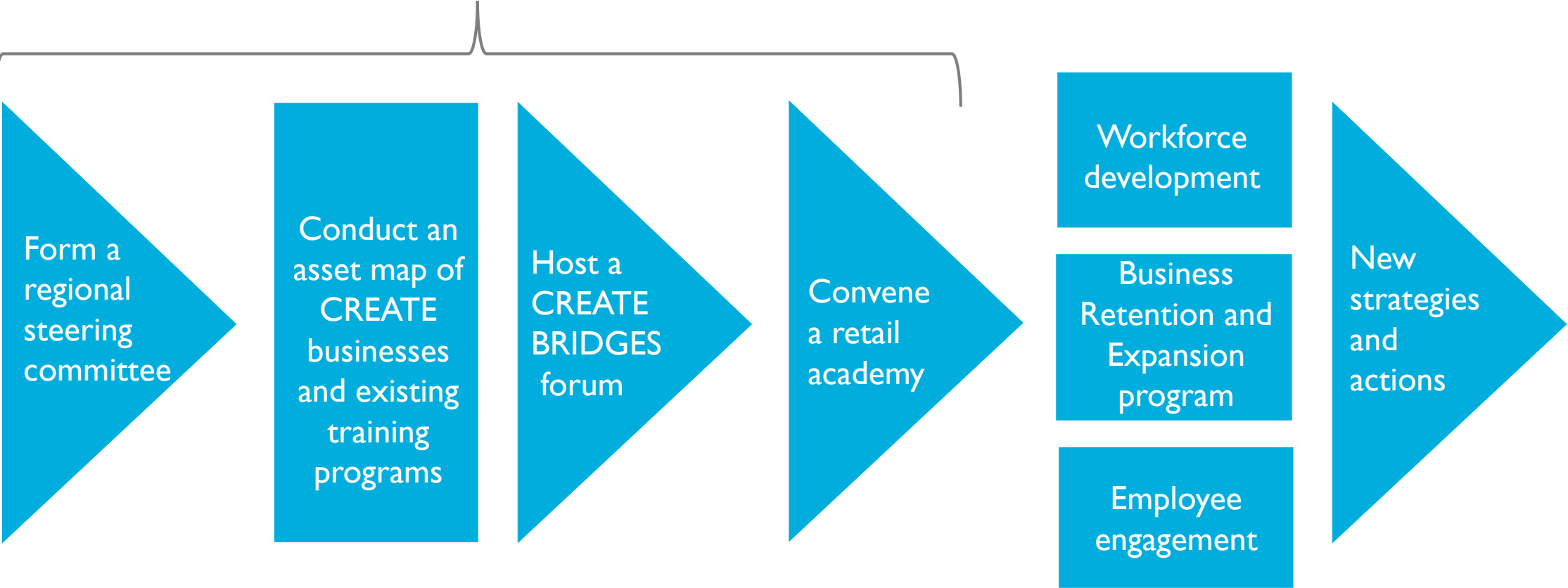
Purpose of CREATE BRIDGES



- 1. Raise awareness**
- 2. Determine challenges, barriers, and opportunities**
- 3. Develop and implement strategies**



December – April



Regional Connections



What do you shop for in other counties?

Food
Women's Clothing
Men's Clothing
Children's Clothing
Fast Food
Nice restaurants
Hardware
Mechanics

Drug stores
Recreation
Entertainment
Medical Services
Furniture
Appliances
Retail supplies



Commuting Patterns



Commuting Patterns



Data Source: On The Map



Retail Industry



EMPLOYMENT



1,768

Regional employment
16,599,715 in the nation

WAGES



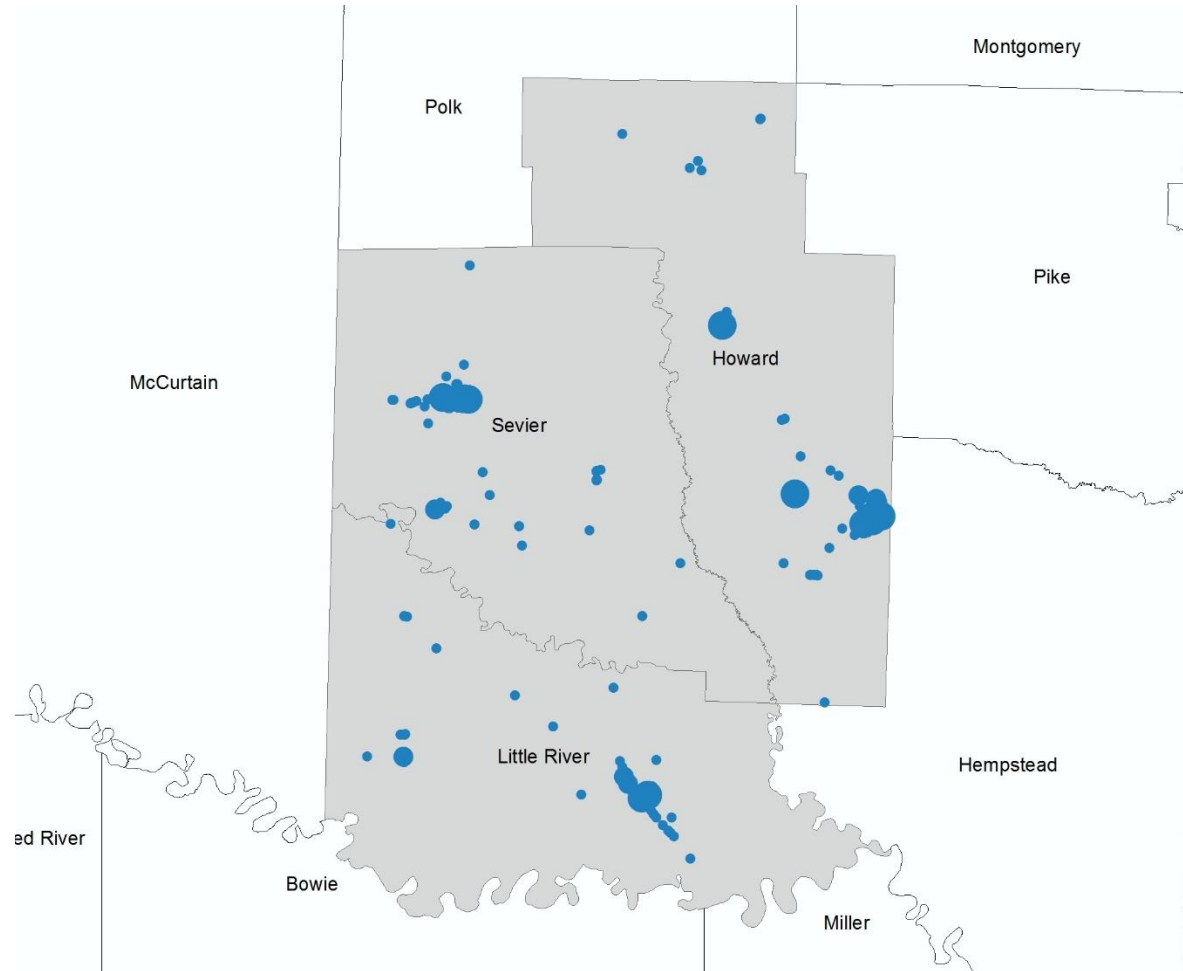
\$26,288

Avg. Wages per Worker
\$32,324 in the nation

Data Source: JobsEQ, 2018



Retail Businesses



Legend

Business Employment

- 1 - 10
- 11 - 25
- > 25

Data Source: ESRI/BA, 2016



Retail: Top Occupations



Occupation	Employment	Avg. Ann. Wages	Annual Demand
Cashiers	421	\$20,000	76
Retail Salespersons	315	\$23,100	47
First-Line Supervisors of Retail Sales Workers	169	\$36,100	18
Stock Clerks and Order Fillers	148	\$22,700	20
Automotive Service Technicians and Mechanics	49	\$34,600	4

Data Source: JobsEQ, 2018



Entertainment* Industry



EMPLOYMENT



12

Regional employment
1,125,926 in the nation

WAGES



\$17,842

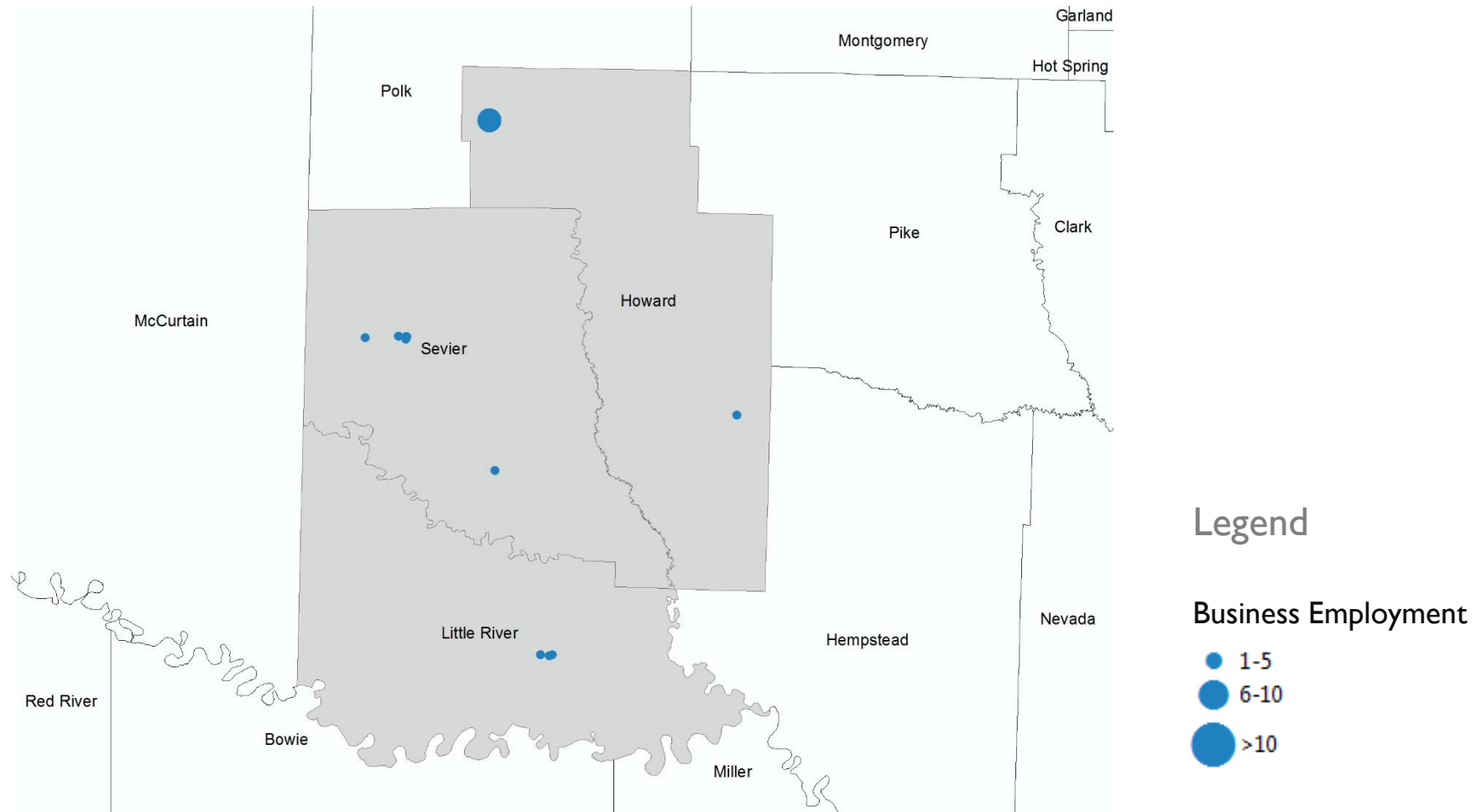
Avg. Wages per Worker
\$58,680 in the nation

Data Source: JobsEQ, 2018

* Includes Arts



Entertainment Businesses



Data Source: ESRI/BA, 2016



Entertainment: Top Occupations



Occupation	Employment	Avg. Ann. Wages	Annual Demand
Writers and Authors	1	\$46,900	0
Musicians and Singers	1	\$45,000	0
Landscaping and Groundskeeping Workers	1	\$21,500	0
Coaches and Scouts	1	\$43,800	0
Gaming Supervisors	1	\$39,500	0

Data Source: JobsEQ, 2018



Accommodation* Industry



EMPLOYMENT



817

Regional employment
14,182,666 in the nation

WAGES



\$13,842

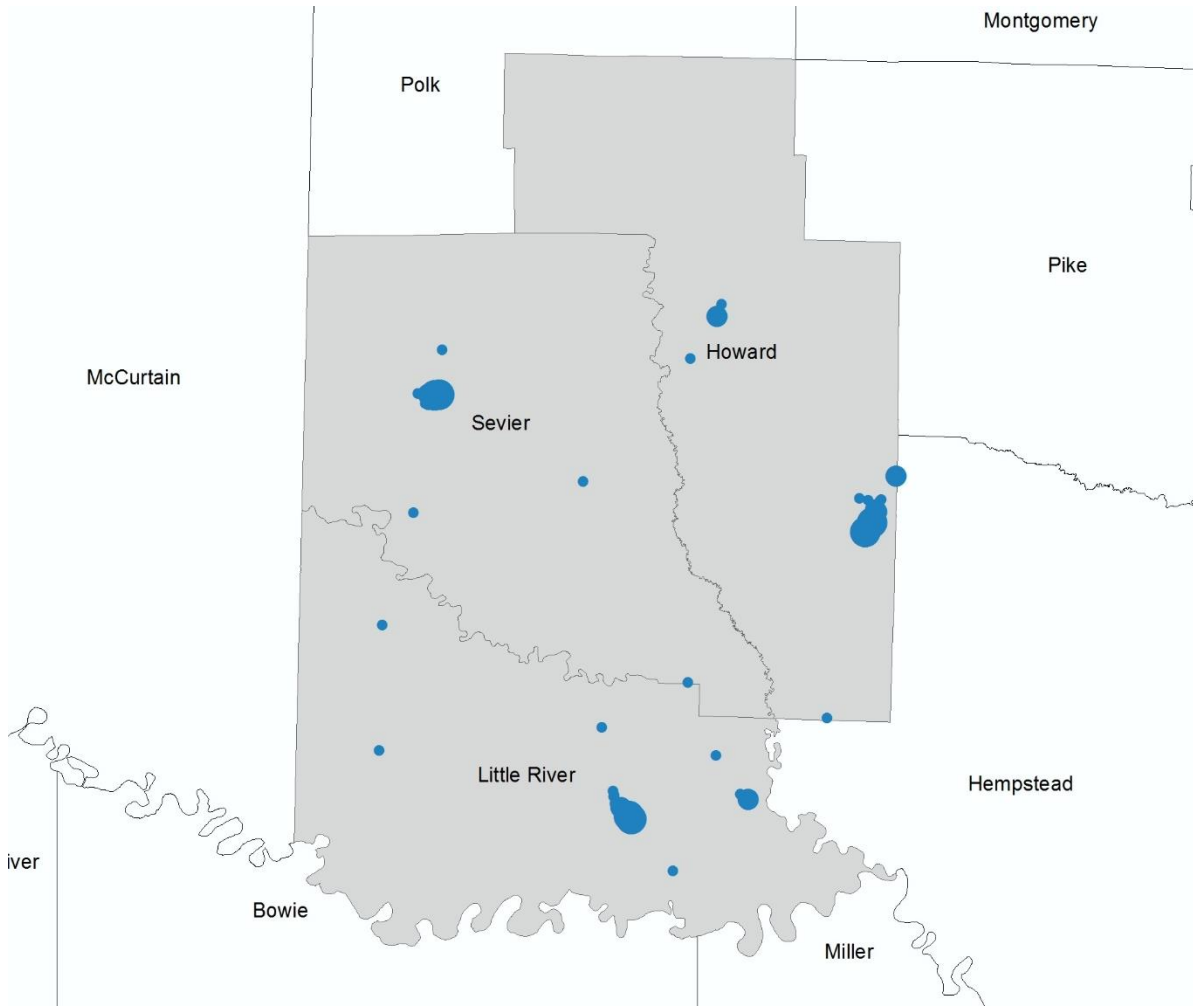
Avg. Wages per Worker
\$21,796 in the nation

Data Source: JobsEQ, 2018

* Includes Food Services



Accommodation Businesses



Legend

Business Employment

- 1 - 10
- 11 - 25
- > 25

Data Source: ESRI/BA, 2016



Accommodation: Top Occupations



Occupation	Employment	Avg. Ann. Wages	Annual Demand
Combined Food Preparation and Serving Workers, Including Fast Food	306	\$20,100	59
Waiters and Waitresses	101	\$20,000	19
First-Line Supervisors of Food Preparation and Serving Workers	64	\$27,300	9
Cooks, Restaurant	55	\$20,800	8
Cooks, Fast Food	43	\$20,000	5

Data Source: JobsEQ, 2018



Tourism Industry

EMPLOYMENT



26

Regional employment
2,258,140 in the nation

WAGES

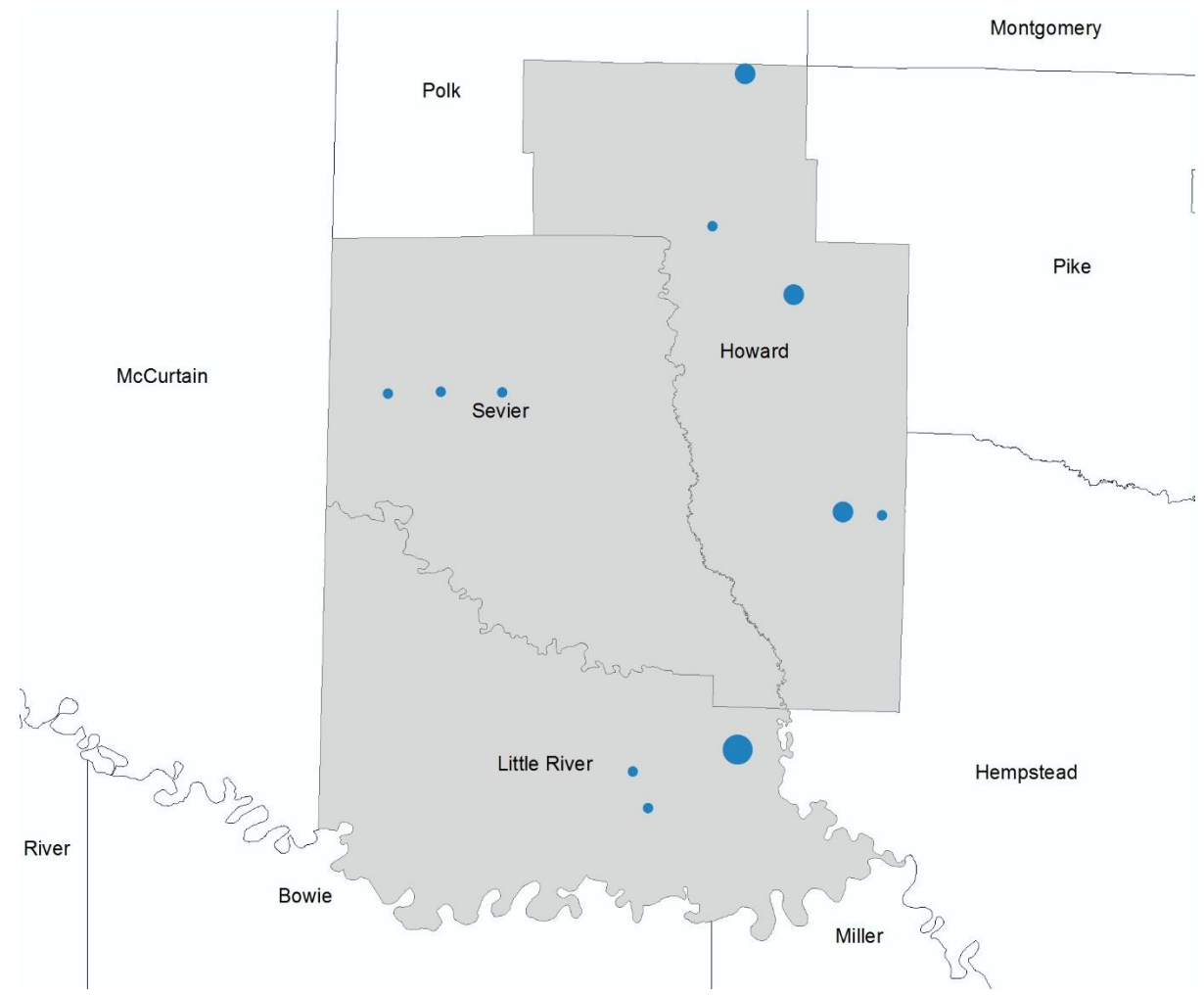


\$18,285

Avg. Wages per Worker
\$28,618 in the nation

Data Source: JobsEQ, 2018

Tourism Businesses



Legend

Business Employment

- 1-5
- 6-10
- >10

Data Source: ESRI/BA, 2016

Tourism: Top Occupations

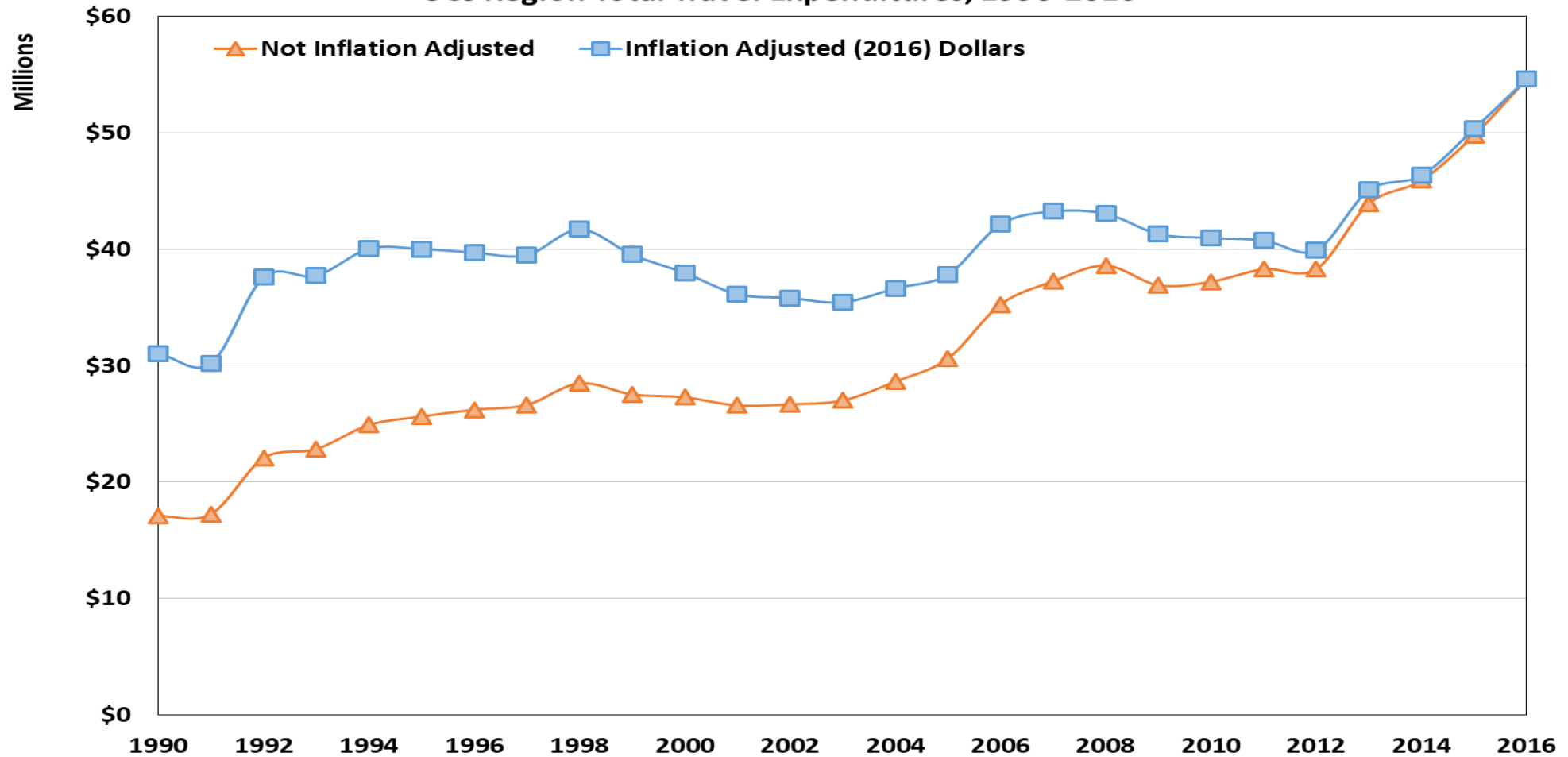
Occupation	Employment	Avg. Ann. Wages	Annual Demand
Landscaping and Groundskeeping Workers	4	\$21,500	0
Amusement and Recreation Attendants	4	\$20,700	1
Fitness Trainers and Aerobics Instructors	2	\$35,100	0

Data Source: JobsEQ, 2018

Tourism Industry



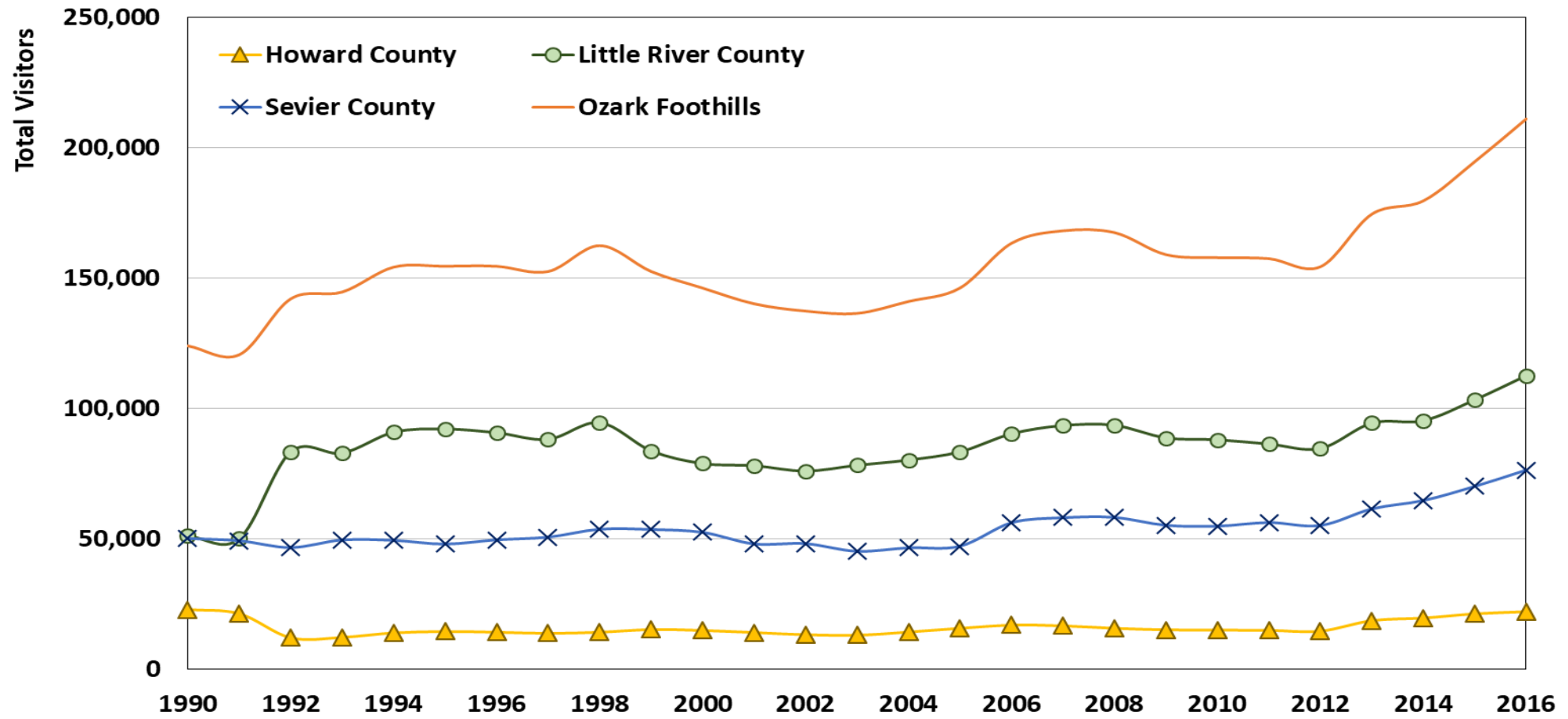
3Cs Region Total Travel Expenditures, 1990-2016



Tourism Industry



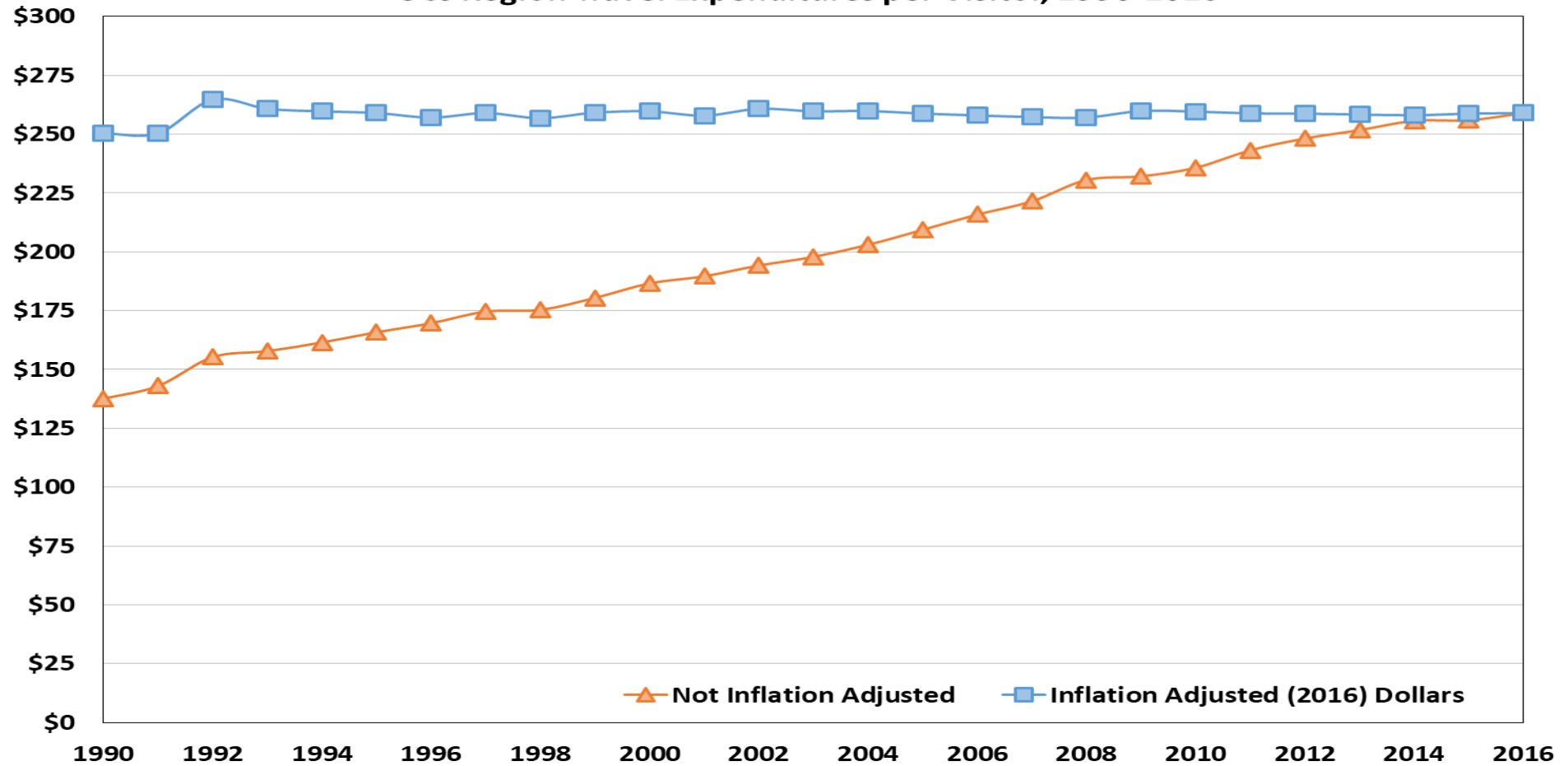
3Cs Region Visitors by County, 1990-2016



Tourism Industry



3Cs Region Travel Expenditures per Visitor, 1990-2016



Top Five Skills Needed



Retail

Customer and Personal Service
Mechanical
Sales and Marketing
Administration and Management
Oral Expression

Entertainment

English Language
Customer and Personal Service
Instructing
Writing
Oral Expression

Accommodation

Customer and Personal Service
Food Production
Public Safety and Security
Oral Comprehension
Oral Expression

Tourism

Customer and Personal Service
Stamina
Gross Body Coordination
Instructing
Administration and Management

Data Source: JobsEQ, 2018



The Role Businesses Play



What employee support are you providing?



The Role Businesses Play



How has training helped businesses?

How can it help your business?



Business Retention and Expansion

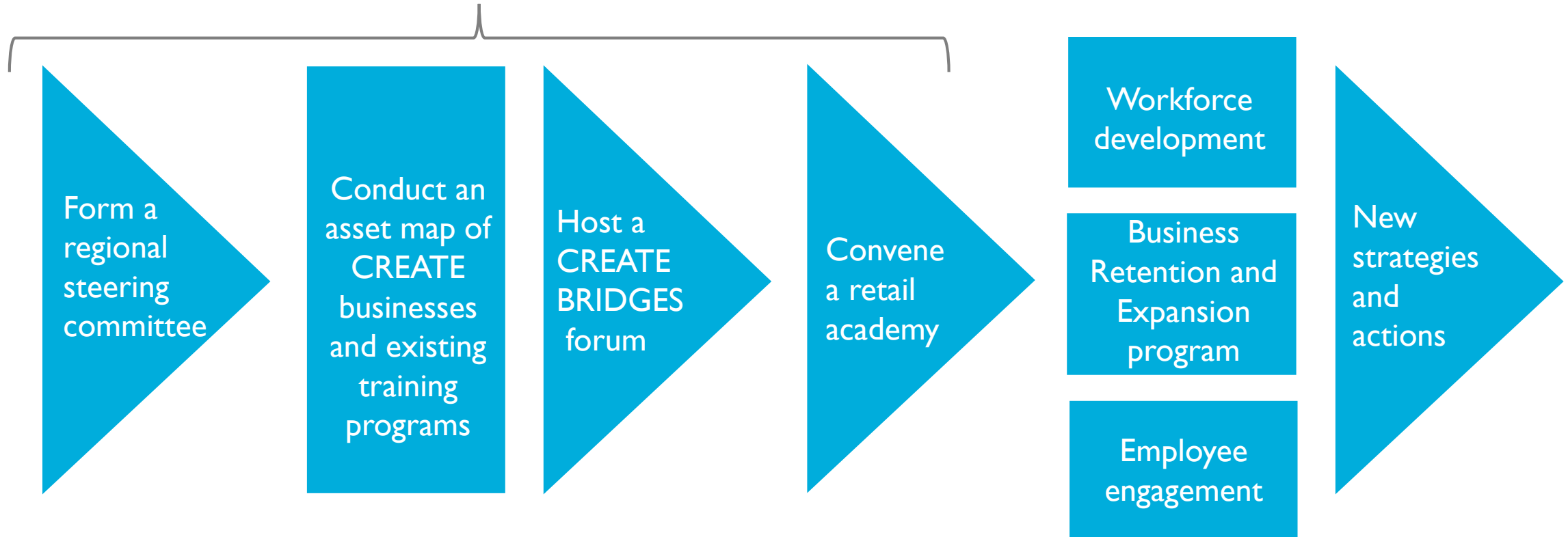


Business Retention and Expansion



Next Steps

You are here



Business Retention and Expansion Roundtables



May 7, 7:30 am – 9:30 am, De Queen

May 20, 5:30 pm – 7:30 pm, Nashville

May 21, 7:30 am – 9:30 am, Ashdown



Sources



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Questions?

3Cs Region Contacts



www.uaex.edu/createbridges

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Retail: Top Subsectors



Subsector	Employment	Avg. Ann. Wages	Forecast Ann. Growth
General Merchandise Stores, including Warehouse Clubs and Supercenters	615	\$26,024	0.5%
Gasoline Stations with Convenience Stores	280	\$16,905	-0.1%
Supermarkets and Other Grocery (except Convenience) Stores	155	\$22,442	-0.7%
New Car Dealers	127	\$44,904	0.8%
Automotive Parts and Accessories Stores	88	\$28,305	-1.0%

Data Source: jobsEQ, 2018

College of Agriculture,
Food and Environment
CEDIK - Community & Economic
Development Initiative of Kentucky
cedik.ca.uky.edu



Entertainment: Top Subsectors



Subsector	Employment	Avg. Ann. Wages	Forecast Ann. Growth
Independent Artists, Writers, and Performers	4	\$23,880	0.1%
Nature Parks and Other Similar Institutions	4	\$19,500	0.8%
Spectator Sports	3	\$9,083	0.1%

Data Source: JobsEQ, 2018



Accommodation: Top Subsectors



Subsector	Employment	Avg. Ann. Wages	Forecast Ann Growth
Restaurants and Other Eating Places	764	\$12,797	0.2%
Hotels (except Casino Hotels) and Motels	22	\$17,793	-0.4%
Food Service Contractors	21	\$14,997	0.8%
RV (Recreational Vehicle) Parks and Recreational Camps	2	\$26,878	0.6%
Rooming and Boarding Houses	2	\$20,799	0.0%
Caterers	2	\$8,945	0.1%
Mobile Food Services	2	\$9,251	0.2%



Data Source: JobsEQ, 2018
 College of Agriculture,
 Food and Environment
 CEDIK - Community & Economic
 Development Initiative of Kentucky
cedik.ca.uky.edu



Tourism: Top Subsectors



Subsector	Employment	Avg. Ann. Wages	Forecast Ann. Growth
Golf Courses and Country Clubs	17	\$20,749	0.2%
Fitness and Recreational Sports Centers	7	\$11,557	0.2%
Travel Agencies	1	\$24,933	0.0%
All Other Amusement and Recreation Industries	1	\$19,072	0.0%

Data Source: JobsEQ, 2018

