

# The Restaurant Industry

An exploration of the pandemic's impacts on employment, the characteristics of critical industry jobs, and promising entry points into the recovering Restaurant Industry in Ramsey County

## The Pandemic's Impacts on Employment in the Restaurant Industry

### Large Pool of Unemployed & Underemployed

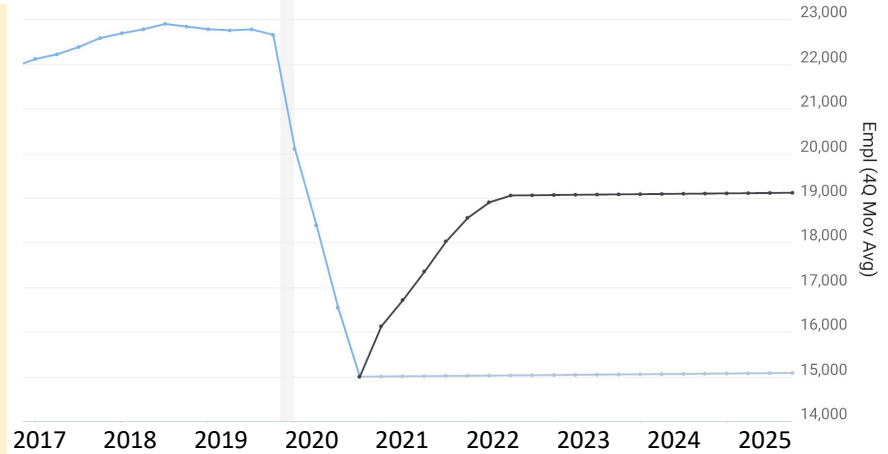
- Employment dropped about 34% since March 2020 to just under 15K employed in the industry as of 2021Q1
- Unequal impact on BIPOC, youth, women, and people without a college degree
- Unlikely employment rebound by 2025

### Talent Exiting the Industry

- Not enough workers to meet demand
- Significant business losses, may not return

### Inefficient Labor Market

- Persistent employment disparities
- Low job satisfaction and high turnover
- Ineffective means of finding talent

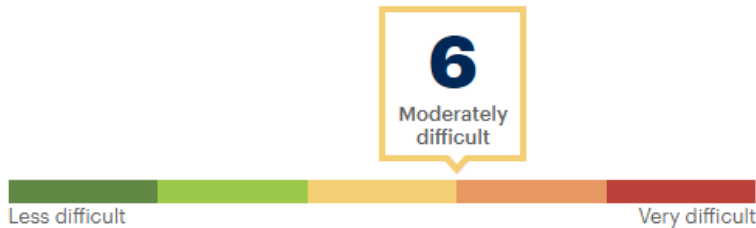


**Black Line:** Optimistic 5-Year Forecast

**Blue Line:** Baseline Employment Outlook (Pre-COVID model)

## Food Service Careers Advertised in Ramsey County

### Hiring Difficulty



**Current Relative Supply**  
**High**  
155 candidate per opening

**Typical posting duration**  
**Average**  
66 days

**Your competition**  
**Increasing**  
10.34% higher

**Competitive concentration**  
**Dispersed**  
More minor employers

Top In-Demand Occupations	2021Q1 Empl. In the Industry	Postings June – Aug 2021	Advertised Wage	In-Demand Skills
Fast Food & Counter Workers	5,086	115 (-29%)	\$25 - \$29K	Cooking, Cashiering, Bending, Serving, Communication
Waiters & Waitresses	2,430	60 (+13%)	\$26 - \$31K	Serving, Friendliness, Lifting, Making Recommendations
Restaurant Cooks	1,569	119 (+164%)	\$30 - \$37K	Cooking, Grilling, Supervision, Portioning, Cleanliness
Supervisors of Food Prep & Servers	1,072	239 (+76%)	\$41 - \$60K	Leadership, Supervision, Operations, Scheduling

September 2021



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## Youth and Diverse Talent in the Restaurant Industry

### Key Issues for BIPOC Employees

- Turnover rates highest among Black workers (24.4%)
- New BIPOC hires are earning 5% to 13% less than all new hires together

### Key Issues for Youth Employees

- Turnover rate highest among youth ages 14 to 24, ranging between 22.6% to 29.4%
- New hires of youth ages 14 to 21 are earning 21% to 71% less than adult new hires

### Key Issues for BIPOC Businesses

- Unequitable banking, lending, investing, and purchasing practices<sup>1</sup>
- Nationally, BIPOC business owners have three times less wealth than their white counterparts<sup>2</sup>
- Black business owners nationwide named credit availability as their primary pandemic-related challenge<sup>3</sup>

Race / Ethnicity	Ave. Turnover per Qtr.	Stable Jobs <sup>4</sup>	New Stable Jobs <sup>5</sup>
White	18.1%	\$24.0K	\$17.4K
Black	24.4%	\$20.2K	\$16.0K
American Indian	17.9%	\$20.3K	\$17.0K
Asian	21.1%	\$21.7K	\$16.0K
Native Hawaiian or Other Pacific Islander	17.1%	\$24.3K	\$19.5eK
Two or more races	23.3%	\$19.8K	\$14.9K
Hispanic/Latino	17.8%	\$23.1K	\$16.8K
<b>Restaurant Industry</b>	<b>19.3%</b>	<b>\$23.2K</b>	<b>\$16.9K</b>
<b>All Industries</b>	<b>9.1%</b>	<b>\$68.9K</b>	<b>\$41.7K</b>

## Who's Hiring and What's Next in Ramsey County

### Top Employers Advertising Opportunities (By Volume)

Compass Group  
 Domino's Pizza  
 Coffee and Bagel Brands  
 Subway  
 Sodexo Inc.  
 Panera Bread  
 Arby's  
 Target Corporation  
 Red Robin  
 Taco Bell

### Promising Practices

- Provide training technical assistance, pro bono resources, or a digital platform for micro/small businesses to adapt customer experience online or create websites to stay competitive in new digital environment [6] [7] [8] [9]
- Lay out the path to career advancement clearly for employees
- Offer scheduling options and benefits menu for people on the margins of work allowing them to avoid a benefits cliff
  - Employee could choose to be hourly, full-time, part-time with standard shift, or part-time with flexible shifts
- Collaborate with high schools to integrate industry job openings into learning management platforms, such as Schoology, and offer scholarship benefits to student employees
- Increase affordable access to capital for microbusiness (< 10 employees) and practical assistance to start and scale by:
  - Creating grant opportunities with growth ambitions[10]
  - Designing regional collaborative fund for support loans[11]

# The Hotel Industry

An exploration of the pandemic's impacts on employment, the characteristics of critical industry jobs, and promising entry points into the recovering Hospitality Industry in Ramsey County

## The Pandemic's Impacts on Employment in the Hotel Industry

### Large Pool of Unemployed & Underemployed

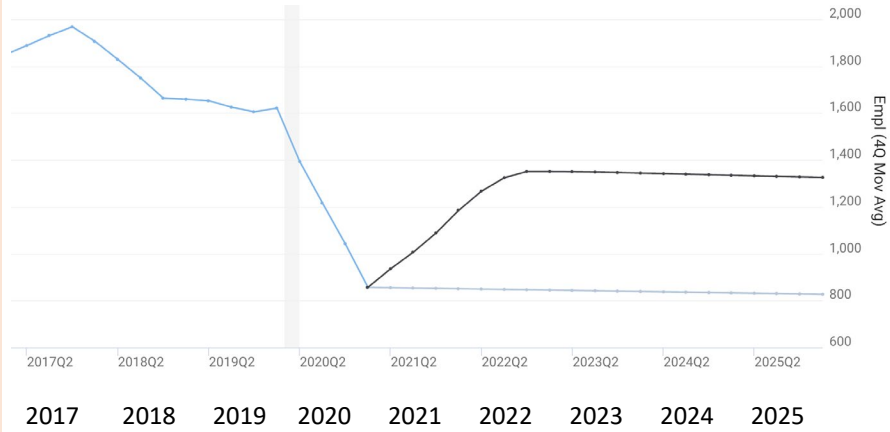
- Employment dropped 47% since March 2020
- Unemployment in hotel and lodging function roles at 10.7%
- Unequal impact on BIPOC, youth, women, and people without a college degree

### Talent Exiting the Industry

- Hotels are busy again but hiring and training remain difficult
- Metro hotel occupancy is back up to 53% (still 26% less than 2019)<sup>1</sup>

### Inefficient Labor Market

- Shortage of talent with basic computer skills
- High turnover rate: 15.9% compared to 9.8% in all Industries



**Black Line:** Optimistic 5-Year Forecast  
**Blue Line:** Baseline Employment Outlook (Pre-COVID model)

## Hospitality Careers Advertised in Ramsey County

### Hiring Difficulty



Less difficult

Very difficult

**Current Relative Supply**  
**High**  
284 candidate per opening

**Typical posting duration**  
**Average**  
61 days

**Your competition**  
**Increasing**  
15.93% higher

**Competitive concentration**  
**Slightly dispersed**  
Mix of minor and major employers

Top In-Demand Occupations	2021Q1 Empl. In the Industry	Postings June – Aug 2021	Advertised Wage	In-Demand Skills
Maids and Housekeeping Cleaners	231	271 (-28%)	\$28 - \$33K	Writing, Communication, Cleanliness, Friendliness, Polishing
Hotel, Motel, and Resort Desk Clerks	131	105 (+5%)	\$26 - \$31K	Courteous, Friendliness, Detail-oriented, Customer Service
Maintenance and Repair Workers	38	41 (+8%)	\$42 - \$51K	HVAC, Preventive Maintenance, Carpentry, Monitoring
Lodging Managers	32	12 (0%)	\$46 - \$65K	General Management, Operating Systems, Supervision

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## Youth and Diverse Talent in the Hotel Industry

### Key Issues for BIPOC Employees

- Turnover rates highest among Native American (22.5%) and Black workers (19.9%)
- New BIPOC hires are earning 14% to 28% less than all new hires together

### Key Issues for Youth Employees

- Turnover rate highest among youth ages 14 to 24, ranging between 29.1% to 35.9%
- New hires of youth ages 14 to 24 are earning 51% to 92% less than adult new hires

### Key Issues for BIPOC Businesses

- Unequitable banking, lending, investing, and purchasing practices<sup>1</sup>
- Nationally, 57% percent of firms characterized their financial condition as “fair” or “poor.” This figure jumps to 79% for Asian-owned firms and 77% for Black-owned firms<sup>2</sup>

Race / Ethnicity	Ave. Turnover per Qtr.	Stable Jobs <sup>3</sup>	New Stable Jobs <sup>4</sup>
White	15.3%	\$35.9K	\$27.9K
Black	19.9%	\$26.9K	\$20.3K
American Indian	22.5%	\$21.9K	\$22.7K
Asian	11.4%	\$33.2K	\$29.4K
Native Hawaiian or Other Pacific Islander	0.0%	\$27.2K	n/a
Two or more races	17.6%	\$26.9K	\$22.5K
Hispanic/Latino	16.4%	\$25.6K	\$19.5K
<b>Hotel Industry</b>	<b>15.9%</b>	<b>\$33.4K</b>	<b>\$26.0K</b>
<b>All Industries</b>	<b>9.1%</b>	<b>\$68.9K</b>	<b>\$41.7K</b>

## Who's Hiring and What's Next in Ramsey County

### Top Employers Advertising Opportunities (By Volume)

Aimbridge Hospitality
Compass Group
Treasure Island Resort & Casino
Great Wolf Lodge Minnesota
Intercontinental Minneapolis – St. Paul Airport
Drury Hotels
TPI Hospitality
Best Western
Hampton Inn
Doubletree

### Promising Practices

- Increase affordable access to capital for microbusiness (< 10 employees) and practical assistance to start and scale<sup>[5]</sup><sup>[6]</sup>
- Lay out the path to career advancement clearly for employees
- Connect short housekeeping training courses <sup>[7]</sup><sup>[8]</sup> with a path to apprenticeship for youth or vocational ESL students <sup>[8]</sup>
- Create publicly funded gig work platform to support flexible roles in hospitality <sup>[9]</sup>
- Consider transportation support for hospitality workers
  - Initiate partnership between public transit and ride-sharing services for enrolled hospitality workers who work after-hours or in remote areas of the county <sup>[10]</sup>
- Offer scheduling options and benefits menu for people on the margins of work allowing them to avoid a benefits cliff
  - Employee could choose to be hourly, full-time, part-time with standard shift, or part-time with flexible shifts
- Consider a wage subsidy to transition hospitality workers back into the workforce