

# HOSPITALITY WORKFORCE DEVELOPMENT INITIATIVE





# INTRODUCTION

Located in the heart of Downtown Battle Creek, the newly renovated Doubletree by Hilton hotel is expected to bring a cultural and economic boon to the city. The space will feature 239 guest rooms, a new restaurant, beer garden and kitchen; and a renovated ballroom and conference facilities . Along with these updates, this project is expected to bring over 165 new jobs in the hospitality sector to the space. To prepare for this influx of openings, we have drafted a plan to build an ongoing talent pipeline and training opportunities within the hotel space.



# OPPORTUNITIES

- 1/3 of the 3.5 million people who left the workforce during the "Great Resignation" were in the hospitality industry.
- Perception of a lack of career pathways in the traditional hotel industry lead to a lukewarm reception to new career opportunities.



# PROJECT GOALS AND PROJECTED IMPACT



- Minimum of 160 Full-Time Equivalent Jobs-60% of which are Battle Creek residents and which reflect our diverse population
- Partnerships that are established locally
- Increased number of community members who (a) participate in partner programs and (b) hold a certificate or degree
- Job placement results for students who participate in training programs associated with the hotel
- An upskilled current and future workforce living, working, and enjoying Battle Creek

# A UNIQUE BATTLE CREEK EXPERIENCE

These are just some of the ways that we have made this a unique Battle Creek experience that will meet the needs of experienced professionals, career seekers, and the community alike:

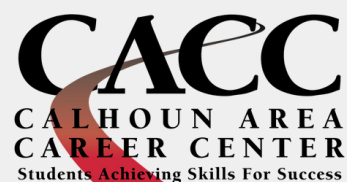
Dedicated Classroom Space On Hotel Property

A Career Development Professional On Staff

New Programs Being Built by Educational Partners



# WORKING WITH PARTNERS



# PARTNER PROGRAMS

Through strategizing and working together with local and industry partners, we are currently building the following new programming: unique to the Battle Creek Doubletree Hotel and created with the community and career mobility in mind:



NEW Hospitality Work-Based Learning Programs at the High School Level



NEW Hospitality Undergrad Degree Options



Internship and Work Experience Opportunities at all levels



# CAREER PATHWAYS

The goal of this initiative is to present hotel staff as well as our future workforce in hospitality with career pathways that support growth and an increase skills.



Front Desk to Hotel Management



Server to Head Chef



Housekeeper to Event Planner



# LOCAL IMPACT

What can hospitality professionals bring to Battle Creek? Like the various career pathway opportunities available, the effect of both building and attracting more hospitality professionals in Battle Creek are vast.

An upskilled population earning more income in a rewarding career

A first-class and unique hotel experience for locals and visitors alike

Entrepreneurs bringing new experiences and businesses to the city

A more vibrant downtown feel, culture, and identity



# SUPPORTING LOCAL



Our goal is to provide both guests and locals a first-class experience that they can't get anywhere else, and we know that supporting our local businesses will help us achieve just that. Our plan is to weave local business into what we offer in many ways to encourage guests at the hotel to explore our city while also offering them an experience on location that exposes them to all that Battle Creek has to offer. As we move closer to the hotel's opening date, we will work with local small businesses, artists, and entrepreneurs to explore the best ways to incorporate them into the hotel.

# EXPLORE

An exciting career in hospitality, right here in Battle Creek, MI. Whether you're looking to grow professionally or explore new horizons, we are here to help you get there.



## LEARN *and earn*

Wherever you might be in your professional journey, discover an exclusive opportunity to learn and earn. We, along with our partners, offer guidance that covers a wide range of options - from work-based learning and certifications to internships and degree programs.



## ENDLESS *opportunity*

The hospitality industry presents a wealth of career possibilities. Whether you envision yourself as a leader, event organizer, restaurant entrepreneur, or globetrotter, working in hotel and lodging offers a vast array of options to explore and grow your career.



## LOCAL *impact*

You'll be a part of something big-growth and revitalization. A one-of-a-kind learning experience compliments a guest experience that puts Battle Creek on the map. Work in a premier hotel in the heart of downtown - supporting local business, events, and culture.

## INTERESTED IN LEARNING *more?*

We'd love to hear from you! programming is set to begin in 2024. contact us today for more information: [IGNASH@BCUNLIMITED.ORG](mailto:IGNASH@BCUNLIMITED.ORG)



# WHAT HAPPENS NEXT?

- Work with local partners will continue prior to and beyond the hotel's opening
- Key roles for the hotel will be filled
- Marketing will begin to prospective participants and students
- Monitor progress and adjust as needs arise



Early stage marketing flyer to get the public excited about what is coming to Battle Creek.

# CONTACT



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