

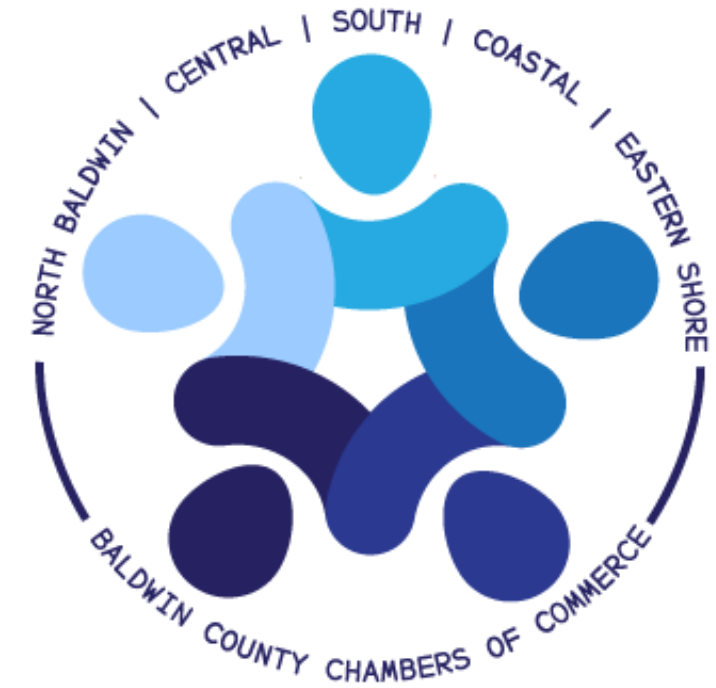


# GSOBT TOURISM SUMMIT

A Workforce Development Update







# GATEWAY INITIATIVE

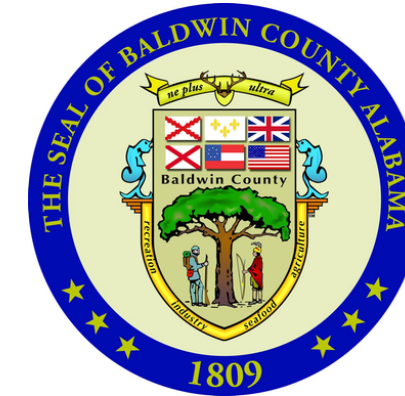
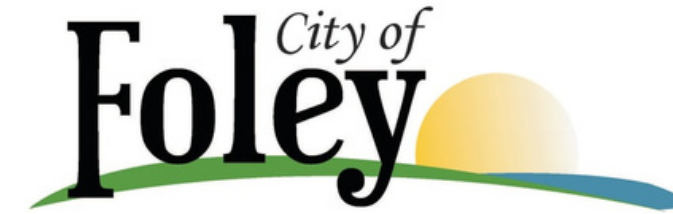


**Confused Yet?**

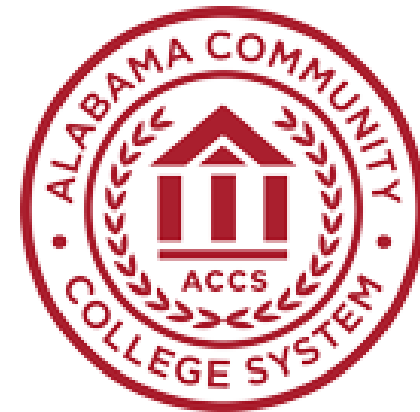
# WHAT IS THE GATEWAY INITIATIVE?

The Gateway Initiative is a rapidly-evolving workforce development and pro-business advocacy organization leader in South Baldwin County. The initiative is recognized and highly respected within the State of Alabama, having a foundation based on a collaboration between the South Baldwin and Coastal Alabama Business Chambers of Commerce. Initiative.

Supported by contributions from over 80 Investors



# Industry and Educational Partners



- **Recruitment**
- **Retention**
- **Career Pathing**
- **Grant Opportunities**
- **Advocacy**
- **Curriculum Development**








- **Gateway to Great Customer Service**
- **Professional Development**
- **Micro-credentials for leadership positions in tourism**
- **585 individuals trained, representing 49 businesses**
- **\$214,000 in grants allocated to investors in 2022 alone**



# Hospitality & Tourism Industry: Career Facts You Should Know

Baldwin County	Baldwin County	Alabama	Alabama
2021 7.9 Million Visitors <b>Spent \$7.3 Billion</b>	 <b>Supports more than 63,000 jobs</b> \$2.4 Billion in Wages	2021 28.2 Million Visitors <b>Spent \$19.7 Billion</b>	<b>Tourist Spending \$1.1 Trillion</b> 9 Million Jobs \$277 Billion in Wages
US Bureau of Labor Statistics	US Bureau of Labor Statistics	US Bureau of Labor Statistics	US Bureau of Labor Statistics
Americans whose first job was in hospitality obtain a career salary of \$81,900. More than manufacturing, healthcare, construction etc.	 Nearly 40% of workers who began a career in hospitality reach an annual career salary in excess of \$100,000	Those with a high school education reach an average career salary of \$73,400 in the industry	 That is 50% higher than the average salary of those who started a career in any other industry

# Hospitality & Tourism Industry: Salary Comparison

## Average Annual Salaries in Baldwin County

	2021	2022	
General Manager	\$123,125	\$167,716	+ 27%
Human Resources Manager	\$86,235	\$111,061	+ 23%
Director of Sales	\$88,765	\$107,433	+ 17%
Front Office Manager	\$45,926	\$52,117	+ 12%
Executive Housekeeper	\$66,135	\$67,280	+ 2%
Director of Maintenance	\$86,200	\$99,631	+ 14%
Executive Chef	\$95,716	\$137,431	+ 30%
Pastry Chef	\$63,515	\$74,077	+ 14%
Sous Chef	\$74,380	\$82,798	+ 10%
Director of Food & Beverage	\$102,287	\$94,097	- 9%
Restaurant Manager	\$65,356	\$64,102	- 2%



Through advocacy efforts, ARHA has agreed to administer Gateway's Wage & Benefit Survey throughout the state.



# THE GATEWAY EDUCATION. CAREER. LIFESTYLE.

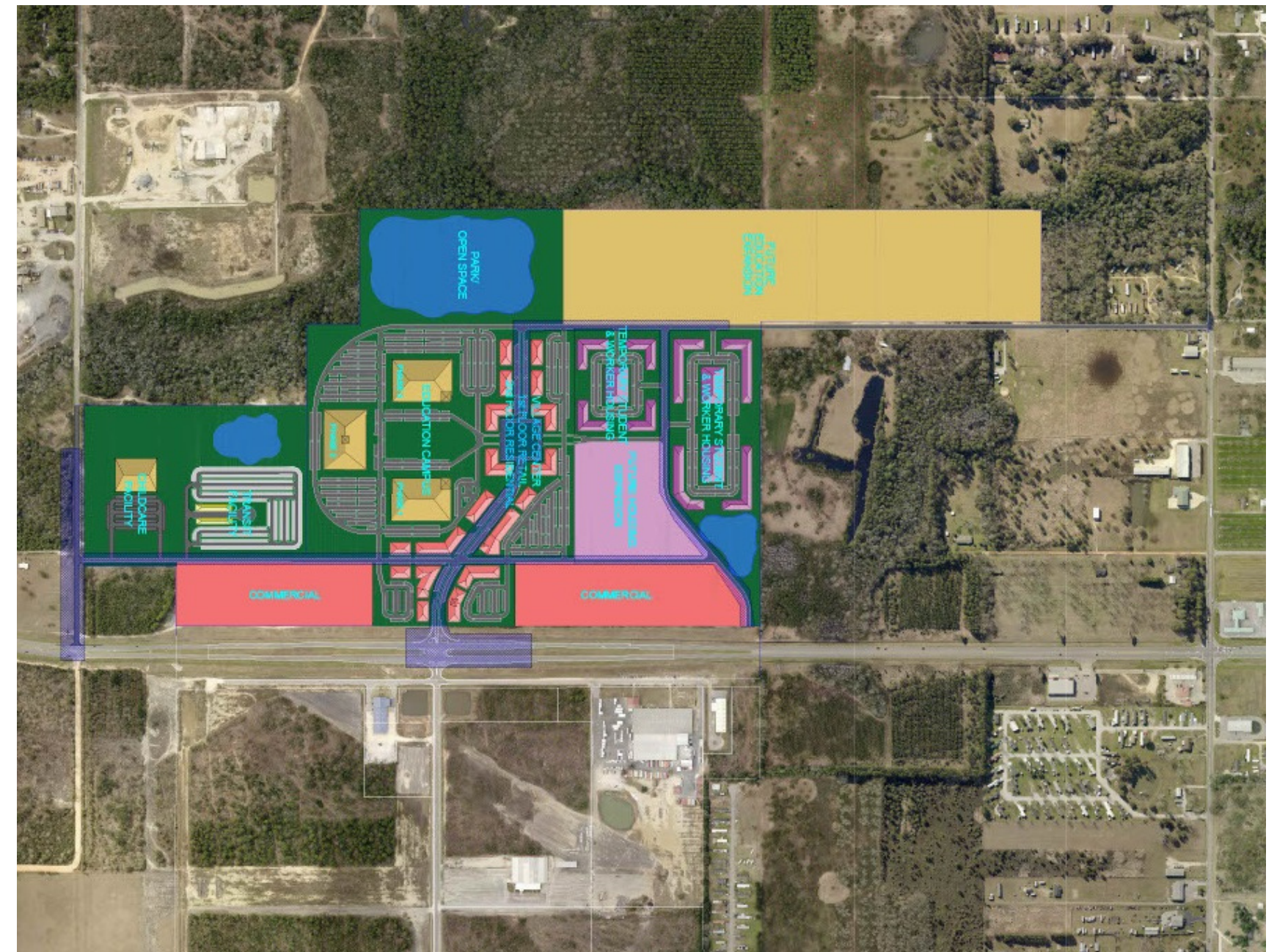
**State & Federal Request - \$25 Million (8%)**

**Foley Land Donation - \$7.6 Million (2%)**

**Private Development - \$296.6 Million (90%)**

**Total = \$329.2 Million**

- Two & Four Year Colleges through Coastal Alabama Community College, University of South Alabama, Auburn University Technical Assistance Center
- Extended Hour Pre-k through K5 Childcare Center
- Transportation Hub
- Student and transient housing for 2,000
- Pediatric Care Center





# What Gateway Can Do For Your Business Today?

1. Meet with your business to discuss opportunities for recruitment, retention, and professional development.
2. Grant writing development to fund all training needs.
3. Make connections for your business with school career fairs and high school speaking opportunities.
4. Connect your business to resources available through ARHA, SAWDC, and the Career Center
5. Register your business on Gateway to Career Connections job board: **[www.gatewaycareerconnections.org](http://www.gatewaycareerconnections.org)**