



October 10, 2016

The Honorable Brian Sandoval
Governor of Nevada
101 North Carson Street
Carson City, Nevada 89701

Dear Governor Sandoval:

On September 19, 2016, The Governor's Workforce Development Board (GWDB) Industry Sector Council on Tourism, Gaming, and Entertainment held its first meeting since the reorganization of the Industry Sector Councils authorized by [Executive Order 2016-08](#).

The first meeting was informational. Therefore, no recommendations were proposed and no actions were taken. The meeting provided members with context of the Sector Council's purpose, duties, goals and objectives. Tourism, gaming, and entertainment labor market data was shared, focusing on top occupations, industry trends, state and national economic comparisons to serve as a foundation for future meetings when members will provide data-driven recommendations and insights. A common meeting structure was also shared to promote effective and efficient meetings.

The attached page below contains key takeaways from the Sector Council meeting. The Council will revisit issues on occupations, skills, and educational needs of Nevada's tourism, gaming, and entertainment sector in December 2016. I will provide a report and share any recommendations and insights from the Council members following the December meeting.

While minutes of the meeting are not finalized, I have prepared a summary of key takeaways below. No action is required. The meeting summary below is condensed for succinctness. Thus, the summary may include additional content that I overlooked, but such changes will be transmitted in the final meeting minutes.

On behalf of the Council members, thank you for providing Nevadans with this forum.

Respectfully submitted,

Manny Lamarre

Executive Director
Governor's Office of Workforce Innovation

Key Takeaways from September 2016 Tourism, Gaming, and Entertainment Council Meeting

- A chair and vice chair was elected
- A common meeting structure was established

Data Presented by DETR and GOED

- Employment in tourism, gaming, and entertainment is projected to grow from 408,860 jobs in 2016 to 432,750 jobs in 2024.
- Top three tourism, gaming, and entertainment industry occupation groups based on GOED consensus rankings:
 1. Business Operations Specialists
 2. Computer Occupations
 3. Information and Record Clerks
- Six occupations ranked in the top 25 high demand occupations list by GOED's consensus ranking also appeared in the top 25 when sorted by "jobs below national average".

Sector councils discussed in-demand occupations, emerging industry trends, and human capital needs as it relates to education, skills, and experience:

- Members discussed high demand and difficult to fill positions in the tourism, gaming, and entertainment industry. Specific positions discussed included:
 - Operations managers
 - Food and beverage/restaurant managers; human resources and other administrative managers; entry level management; middle management
 - Culinary workers; market researchers; information technology positions
- Members expressed a need for a variety of certain skills including:
 - Leadership and administrative skills
 - Communication skills
 - Basic written and verbal communication
 - Bilingual
 - Business acumen
 - Project management
- Members expressed significant concerns with finding talent for middle level management positions, particularly those with an understanding of cultural diversity as well as talent that understands technology and business.
- Members discussed challenges and barriers to finding qualified candidates for high demand, hard to fill positions. These challenges and barriers included:
 - Language barriers
 - Long hours for certain positions that deter promotion internally
 - Wages
 - Rebranding Las Vegas and Reno as a place to live and raise a family in recruiting and talent acquisition out of state

Next steps

OWINN will share an *Industry Occupations Insight survey* with Sector Council members and a broader list of employers. The survey will focus on top consensus occupations and skills within the industry and capture information that complements the Sector Council meeting discussions. Recommendations will be developed from that reported information for the Council's consideration during a meeting tentatively scheduled for early December.