HOW DID WE GET HERE?

1. Walmart funds “Reimagine Retail” through Chicago Workforce Board, Denver a subgrantee
2. Gov. Hickenlooper harps on Walmart execs to invest in CO
3. Feb. 2018: Walmart team visits CO to learn, meets with CWDC, Denver WDB, and WLP
4. CWDC invited to submit Letter of Intent, we went big with a large ask
5. LOI approved, full application developed
6. Aug. 2018: grant approved and contract signed
7. Dec. 2018 Colorado becomes first state to receive $4M Walmart investment to scale retail opportunities
8. Walmart funds Earn Dallas, includes partnership Dallas WDB and I&E
Retailer: A company whose core business is to sell consumer goods directly to the end consumer via storefront, catalog, television or online. Chain restaurants, grocers, and convenience stores are included in this definition. The company must own the merchandise it sells and be able to provide a business license confirming their status upon request. nec.

-National Retail Federation
Retail in Colorado

- 285,920 jobs (10.1%)
- 265,044 people employed
- 8th fastest growing state for retail jobs
- From 2012-2017, 11.1% growth in retail (6.2% nationally)
- From 2012-2017, 51 of 64 counties saw an increase in retail jobs
- Nearly ⅓ of jobs are in retail. 16 yrs old is average age of employees first job in retail

Data for retail trade comes from Emsi 2018.2: Retail Trade, Employees, and Self Employed. Data for retail trade also comes from Emsi 2018.2: Retailing of Clothes and General Merchandise, Employees and Self Employed. Maps and charts come directly from the pulled EMSI reports for Colorado.
Lives Empowered Overview

- $4.1M grant from Walmart, Sep 2018-Sep 2021
- Infrastructure grant focused on scale & sustainability
- Retail as springboard to opportunity
- Output metrics: people & businesses served
- Develop model for scaling retail opportunity nationally
- 2 statewide convenings
- Retail toolkits, case studies, pilots
LIVES EMPOWERED DELIVERABLES

01 Statewide Landscape Analysis

02 Develop Community Empowerment Score & Regional Talent Dashboards

03 Launch & Support 3-10 Retail Sector Partnerships with (150 total businesses)

04 Career Pathways for Incumbent workers & upskilling pilots (1,125 people served)

05 Retail Tool-kit & Case Studies to Drive Adoption of Upskilling Models

Impact Report
BUILDING ON EARLY SUCCESS

METRO DENVER RETAIL SECTOR PARTNERSHIP

The MDRSP was formed during the launch of the Re-imagine Retail Sector Initiative Grant in September of 2016. Denver was one of eight cities awarded a 2-year grant to improve the perceptions around the retail sector, build talent pipelines, provide education and awareness around pathways, and to increase the skill sets of incumbent workers in industry.

EARN DALLAS

The mission of Earn Dallas is to support economic advancement for incumbents within retail and adjacent sectors. The Vision of Earn Dallas is that by providing a framework to employers (assess, hire, train, advance), employers will have a more valid method to identify entry level talent with the skills and competences for advancement. At the same time, incumbents will know the skills and competencies they need for advancement and will have access to multiple learning opportunities and a knowledge of pathways within retail and adjacent sectors.
Project Phases

Planning Phase, January 2019 – March 2019

Launch and Execution, April 2019 – September 2019

Scaling, monitoring, and continuous improvement – October 2019 through August 2021

Project Closure – September 2021
Opportunities to Support

• Champion to businesses in retail, hospitality and food & beverage
• Encourage regional stakeholders to engage
• Leverage Walmart grant to attract new funding
• Help identify training partners & incumbent workers
• Amplify stories of success

Learn more: January 29th, 9a-10a
Lives Empowered Team

Senior Consultant:
Renise Walker | renise.walker@state.co.us

Sector Partnership Associate:
Colleen Wohnoutka | colleen.wohnoutka@state.co.us | 720.297.3454

Career Pathways Associate:
Jean Dougherty | jean.dougherty@state.co.us | 218.343.7728

Grant Administrator:
Jayneah Jackson | jayneah.Jackson@state.co.us | 720.495.1752