



CULINARY CAREERS COLLABORATIVE

A Workforce Development Program

June 2024



Program Catalyst

- Addressing a challenge and need that stemmed from the pandemic.
- Geographic positioning and workforce landscape.
- Sustainable economic development solutions—helping to build resiliency in our local economy.
- Continuing excellence in economic development initiatives, strategies, and programming across jurisdictions.



Partnership Team

To successfully, execute this pilot program, Fairfax City Economic Development and the Town of Vienna Economic Development are partnering with:

- George Mason University
- Virginia Restaurant, Lodging & Travel Association (VRLTA)

This collaborative and strategic initiative aims to strengthen the food and beverage industry within our communities.



Program Structure

The Culinary Careers Collaborative (CCC) is a comprehensive 4-day program designed for local and regional residents to upskill or foster career opportunities in the food industry. The CCC offers three distinct tracks to empower individuals at varying stages of their careers.

- Track One: Foundational Skills for Beginners
- Track Two: Beverage Arts Training
- Track Three: Advanced Management for Culinary Professionals

State-of-the-art Facility

Training will occur in George Mason University's College of Public Health Nutrition Kitchen.

Program Goals

The Culinary Careers Collaborative (CCC) provides workforce support through education and job placement.

- Provide a pool of skilled and trained food and beverage personal to restaurants in Fairfax City and the Town of Vienna.
 - Certify graduates that participate.
 - Facilitate job placement for program graduates.
- Implement regular feedback and evaluation processes.



Example Track: Foundational Skills

Foundational skills, knowledge, and techniques for those without culinary experience to utilize in various food and beverage careers.

	Content & Hours
Day One	<ul style="list-style-type: none">• Introduction (2 hours)• Safety and Sanitation (1 hour, hands-on)• Knife Skills (90 minutes, hands-on)• Culinary Techniques and Food Prep I (90 minutes, hands-on)
Day Two	<ul style="list-style-type: none">• Food Prep II (90 minutes, hands-on)• Ingredient ID and Selection (90 minutes/1 hour hands-on)• Presentation and Plating (1 hour)• Kitchen Management (1 hour)
Day Three	<ul style="list-style-type: none">• Food Prep III (2 hours, hands-on)• Basics of Nutrition (1 hour)• Menu Planning (90 minutes)• Cost Control (90 minutes)
Day Four	<ul style="list-style-type: none">• Food Prep IV (90 minutes, hands-on)• Front of House Operations (30 minutes)• Dealing with Customers (1 hour)• Human Resources and Front of House Simulation (3 hour, role-play)

Track Example: Beverage Arts

Specialized course in beverage creation (alcoholic and non-alcoholic) and bar management.

	Content & Hours
Day One	<ul style="list-style-type: none">• Introduction to Beverage Management (90 minutes)• Hygiene and Safety (90 minutes)• Licensing and Regulations (90 minutes)• Customer Service, Sales, and Presentation (90 minutes, role-play)
Day Two	<ul style="list-style-type: none">• Beverage Production and Types (90 minutes)• Presentation Basics (90 minutes, hands-on)• Wine Appreciation and Service (3 hours, hands-on)
Day Three	<ul style="list-style-type: none">• Cocktail Crafting (2 hours)• Cocktail Build (2.5 hours, hands-on)• Beverage Pairing (90 minutes)
Day Four	<ul style="list-style-type: none">• Bar Operations (90 minutes, hands-on)• Beers, Ciders, and Malt Beverages (2.5 hours)• Tasting and Pairing Techniques and Non-Alcoholic Beverages (90 minutes)

Track Example: Advanced Management

Provides established service workers with advanced tools, insights, and guidance on navigating restaurant management and hospitality operations.

	Content & Hours
Day One	<ul style="list-style-type: none">• Overview of Food & Beverage Management (1 Hour)• Consumer Markets and Consumer Buying Behavior (1 Hour)• Inventory and Production Management (1.5 Hours)• Beverage Management (2 Hours)
Day Two	<ul style="list-style-type: none">• Front-of-house and back-of-house operations (1.5 Hours)• Food and beverage cost control (1.5 Hours)• Marketing (1.5 Hours)• Sales (1.5 Hours)
Day Three	<ul style="list-style-type: none">• Human Resource Management (2.5 Hours)• Customer Service and Communication (1.5 Hours)• Sustainability in Food & Beverage (2 Hours)
Day Four	<ul style="list-style-type: none">• Building a Company Culture (2 Hours)• Leadership Skills (2 Hours)• Best Practices for an Inclusive Work Environment (2 Hours)• Public Relations (2 Hours)

Budget Overview

Program	Cost for instructor, facility use, and kitchen supplies
Program 1: Beginner Culinary Track	\$8,080
Program 2: Beginner Beverage Track (Barista or Bartender)*	\$6,720
Program 3: Advanced Managerial Track	\$2,800
Prerequisites for All Tracks	\$3,600
Administration Fees	Cost
Administrative Support Personnel	\$12,295 for all tracks
Program and Course Development, Materials and Certificates of Completion,	\$11,675 (one-time fee)
Miscellaneous Costs (Marketing & Food)	\$16,330
Sub Total: First Iteration	\$61,500

*The Beverage Track will alternate each time the program is offered between a barista or bartender focus. The goal is to offer both programs twice.

**Based on 16 students per track. City of Fairfax and Town of Vienna will provide marketing support and lunch for all students in the program.

Culinary Careers Collaborative Benefits

- Cultivate a dedicated and skilled food and beverage workforce—connecting businesses directly with qualified employees.
 - Offer students technical and practical skills for various career phases.
 - **Provide a certificate program that is accredited by a state-wide organization and state university.**
- Sustain the growth and reputation of the culinary communities in Fairfax City and the Town of Vienna.

Program Features

- Four-Day Certificate Course
- Six hours daily
- **24** hours of total combined technical and practical training

Promotion, Progress & Measuring Impact

Promotions will leverage social media and other communication channels to reach the desired audiences in northern Virginia.

The Town of Vienna and Fairfax City will measure project engagement and success using key performance indicators.

- Applicant engagement: Number of applicants per track
- Business engagement: Number of participating restaurants
- Industry demand: Number of open positions in Food and Beverage
- Economic impact: Salary of restaurant workers
- Workforce placement: Hiring numbers of matched graduates with local businesses
- Social Media

Next Steps

- ✓ Build a solid network of participating businesses.
- ✓ Establish an agreement for business and student participation.
- ✓ Establish a branding and marketing strategy and timeline.
- ✓ Confirm the application process for students and restaurants as partners.
- ✓ Get ready to launch in Summer 2024!





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