



Legislation Text

File #: 24-4449, **Version:** 1

Subject:

Approve Two Agreements to Execute Culinary Careers Collaborative Workforce Program (MOA & MOU)

DATE(S) OF PRIOR COUNCIL CONSIDERATION OF THIS ISSUE:

January 2024: The Town Council was briefed on the concept during the new initiatives work session.

February 2024: The Town Council received a memorandum providing details about the workforce development program.

EXPLANATION AND SUMMARY :

The request to the Town Council's is for the Town Manager to be authorized to sign **1) a Memorandum of Understanding (MOU)** with the City of Fairfax to disburse funding for the Culinary Careers Collaborative and **2) a Memorandum of Agreement (MOA)** to initiate the Culinary Careers Collaborative, a workforce development program in partnership with George Mason University (GMU) and the Virginia Restaurant, Lodging & Travel Association, aimed at addressing persistent challenges faced by the food and beverage industry in the Town of Vienna since the pandemic.

Overview:

During the height of the pandemic, the food and beverage industry faced unprecedented challenges including workforce shortages and adapting to new health protocols. Now, in the post-pandemic era, the challenges from the pandemic have remained-including in the Town of Vienna.

To meet the immediate needs of the food and beverage industry, the Town of Vienna and the City of Fairfax are proposing to launch a pilot workforce development in partnership with GMU and the VRLTA.

The initiative includes an accredited certificate program and in-person training for up to 48 individuals living in the Town Vienna, the City of Fairfax, and the surrounding area. The program has three distinct tracks that individuals can choose from to meet a range of career phases-beginner to advanced:

- **Track One :** Foundational Skills for Beginners

This course focuses on foundational skills such as knife skills and food prep. This session is ideal for individuals without significant culinary experience (from 0 to 1 year).

- **Track Two :** Beverage Arts (Barista or Bartender Training)

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

- **Track Three** : Advanced Management for Culinary Professionals

Provides established service workers in the Town of Vienna or the City of Fairfax with advanced tools, insights, and guidance on navigating restaurant management and hospitality operations.

The program will be held at GMU's City of Fairfax location. VRLTA and GMU will facilitate instructors and oversee the execution of each track.

This program will be funded through the American Rescue Plan Act and can run for up to two iterations. The Town would provide up to \$61,500 to fund the initiative and support the Town's business recovery and retention efforts.

Memorandum of Understanding with City of Fairfax

As the Town does not have an economic development authority, the Town of Vienna and the City of Fairfax have created an MOA to formalize the partnership and clarify the use of funding for the project -authorizing the disbursement of funds through the City of Fairfax Economic Development Authority to appropriate partners and on behalf of the Town of Vienna.

The total cost of the program will be shared between the Town of Vienna and the City of Fairfax. In addition, the Town of Vienna's portion is up to \$61,500 and will be funded through the American Rescue Plan Act as a business recovery initiative.

Memorandum of Agreement with George Mason University (GMU), City of Fairfax, and Virginia Restaurant, Lodging, and Travel Association (VRLTA)

To implement the workforce initiative, an MOA has been created to formalize the roles of the Town of Vienna, the City of Fairfax, GMU and the VRLTA in executing this program.

Departmental Recommendation : The Economic Development Director recommends approving the MOA and the MOU.

Finance Recommendation : Recommend approval.

Purchasing Recommendation : Recommend approval.

Town Attorney Recommendation : The Economic Development Department has worked with the City of Fairfax Economic Development Authority, George Mason University and the Virginia Restaurant Lodging and Travel Association to develop a workforce training program. The proposed Memorandum of Understanding and Memorandum of Agreement set out the roles and responsibilities of the respective partners. The Town's contribution is limited to the amount stated. The Town Council may approve the proposed partnership and expenditure of funds at its discretion.

Town Manager's Recommendation : I recommend that the Town Council approve the MOU between the City of Fairfax and the Town of Vienna for the Culinary Careers Collaborative pilot program.

I also recommend that the Town Council approve the MOA between Town of Vienna, the City of Fairfax George Mason University (GMU) and the Virginia Restaurant Lodging and Travel Association (VRLTA) to implement the Culinary Careers Collaborative pilot program.

Cost and Financing: \$61,500

Account Number: ARPA Project

Prior Funding Approval: *ARPA - Economic Development Department & Marketing Support*

Decision Needed by This date: June 2024

PROPOSED/SUGGESTED MOTION

"I move to approve the 2024 Memorandum of Understanding between the City of Fairfax and the Town of Vienna to implement the Culinary Careers Collaborative pilot program.

I also move to approve the Memorandum of Agreement between the Town of Vienna, the City of Fairfax George Mason University (GMU) and the Virginia Restaurant Lodging and Travel Association (VRLTA) to implement the Culinary Careers Collaborative pilot program."

Or

Other action deemed necessary by Council.