



Case Study Assessment of

Culinary & Hospitality Program Review

Data for Consideration for a Coachella Valley-Based Program

September 2, 2022



Conventions Sports & Leisure

September 2, 2022

Mr. Scott White
President & CEO
Visit Greater Palm Springs
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Rancho Mirage, CA 92270

Dear Mr. White:

Conventions, Sports & Leisure International (CSL) has completed a presentation report summarizing a Case Study Assessment of Culinary and Hospitality Programs Relevant to Potential Future Programs in Coachella Valley. The attached summary presents our research, and findings and is intended to assist educational and visitor industry stakeholders in Coachella Valley with their evaluation of various aspects of a new culinary and hospitality program, potentially to be housed at the College of the Desert.

In preparing this summary, we have conducted a review of hospitality programs nationally, focusing available degrees and certificates, presence of on-site teaching hotels and/or restaurants, enrollment levels, geographic location and other primary considerations. Based on this initial review, we have identified several programs that appear to have particular relevancy to a potential hospitality program for Coachella Valley.

We sincerely appreciate the assistance and cooperation we have been provided in the compilation of this report and would be pleased to be of further assistance in the interpretation and application of our findings.

Very truly yours,

CSL International

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INTRODUCTION

The purpose of this summary is to develop directional recommendations as to a supportable culinary and hospitality program for Coachella Valley, likely to be housed at the College of the Desert (COD). Hospitality is the number one industry in the Valley, creating thousands of jobs and generating millions of dollars in economic impact and tax revenue.

Based on research conducted by Tourism Economics, the Coachella Valley hospitality industry supported 53,572 jobs in 2019, and 37,254 jobs in 2021. The tax revenue generated from the hospitality also reduces the tax burden on local residents and provides critical revenue for the cities, county and state.

With new demand generating projects being developed in the Valley (new Arena, Montage/Pendry, Thompson Hotel, PS Surf Club etc.), the importance of supporting a well-trained hospitality workforce only increases. A prominent culinary and hospitality program would support employment growth in the sector, help support hospitality business growth, and create opportunities for underserved communities in the region.

In preparing this summary, we have reviewed culinary and hospitality programs throughout the country, focusing on enrollment, facilities, degrees and certificates, staffing and budgets. Given the international prominence of Coachella Valley within the visitor industry, a fairly prominent program should be considered.



INTRODUCTION

Current COD culinary and hospitality plans encompass several teaching kitchens/labs, hospitality program space, a multi-use dining room and various support spaces, in addition to a demonstration kitchen/theater, café, retail space and two shared classroom spaces.

The targeted recommendations presented herein assume a focus on a vision for growing the current program in terms of enrollment and staffing, with targeted space elements including dedicated restaurant, banquet and support space.

Efforts to market the program to prospective students, high schools and other community entities would be required and Visit Greater Palm Springs is committed to partnering with COD on marketing the program and career opportunities available in hospitality and culinary. The hospitality community has expressed support for growing the program, and would likely participate in providing internships, fund raising and awareness.

Given the international prominence of the destination, this larger vision could reflect a supportable pattern of growth, and should be reflected in overall program aspirations. This vision includes a robust set of state-of-the-art facilities, student-supported restaurant and banquet space that is inviting to the community, and a highly talented professional staff and adjunct faculty. Significant long-term program growth to the culinary and hospitality student population over time is assumed.



Research Approach: Overview of Program Identification

Hospitality Management Methods

Step 1

35 Total Hospitality Programs Identified

Our assessment started with a process of identifying U.S. based colleges and universities that currently offer some form of culinary and hospitality program. For each program, we reviewed factors including enrollment levels, degrees and certificates offered, on-campus teaching facilities, and geographic location relative to high-end visitor industry markets. A total of 35 programs were evaluated as part of this process.

Step 2

16 Schools Targeted for Additional Outreach

Based on the initial review of 35 national hospitality programs, 16 were identified for a more detailed level of research. This research included a focus on unique hospitality school assets, greater detail on physical space and program amenities, overall campus acreage, specific areas of relevance to a potential hospitality program for Coachella Valley and other factors.

A total of 16 programs were identified as particularly useful in understanding the key elements that could be considered for a new Coachella Valley program. Results of this review are presented herein.

Step 3

8 In-Depth Case Studies Prepared for Most Notable and Transferable Elements To the College of the Desert

Based on the further review conducted in Step 2, we have identified programs that are deemed particularly relevant to a potential hospitality program for Coachella Valley. For each of these programs, we conducted case study research based on direct outreach to program administrators.

Each of these programs have particular relevance to or similarities to the Coachella Valley hospitality industry, the College of the Desert (COD), and/or relationships with the private sector hospitality community that may be particularly applicable to the market.

Step 1 Assessment: Overview of National Programs

Full List of Considered Programs

	University Name	Market	CBSA Population	Total Enrollment (Student)	Number Of Degrees	Number Of Certifications	On-Campus Hotels	On-Campus Kitchen Labs
1	Grand Canyon University	Phoenix, Arizona	4,948,203	58,997	1	0	Yes	No
2	Valencia College	Orlando, Florida	2,608,147	45,000	4	11	No	Yes
3	College of Southern Nevada	Las Vegas, Nevada	2,266,715	44,088	0	4	No	Yes
4	Cal State University Northridge	Los Angeles, California	13,214,799	39,816	4	0	No	No
5	Virginia Polytechnic Institute	Roanoke, Virginia	313,222	30,598	1	3	Yes	No
6	West Virginia University	Morgantown, West Virginia	139,044	28,776	1	0	Yes	Yes
7	Mt. San Antonio	Los Angeles, California	13,214,799	28,393	1	6	No	Yes
8	Drexel University	Philidelphia, Pennsylvania	6,102,434	25,595	1	0	Yes	Yes
9	Metropolitan State University	Denver, Colorado	2,967,239	23,789	4	0	Yes	Yes
10	Cuyahota Community College	Akron, Ohio	703,479	23,655	3	0	Yes	Yes
11	Montgomery College	Rockville, Maryland	6,280,487	20,037	2	3	No	Yes
12	Bunker Hill Community College	Boston, Massachusetts	4,873,019	19,000	4	4	No	Yes
13	Kirkwood Community College	Cedar Rapids, Iowa	273,032	18,456	2	0	Yes	Yes
14	Nassau Community College	Garden City, New York	2,833,525	17,406	4	2	No	Yes
15	Cypress College	Los Angeles, California	13,214,799	16,214	1	2	No	Yes
16	Florida Gulf Coast University	Fort Myers, Florida	770,577	14,673	1	0	No	Yes
17	Alamo College, Philip's College	San Antonio, Texas	2,550,960	12,962	1	1	No	Yes
18	Indiana University of Pennsylvania	Indiana, Pennsylvania	84,073	12,316	2	0	Yes	Yes
19	Del Mar College	Corpus Christi, TX	429,024	12,008	1	1	No	Yes
20	Farleigh Dickinson University	Morristown, New Jersey	19,216,182	11,619	3	0	No	No
21	Middlesex County College	New Brunswick, New Jersey	2,379,977	10,894	2	1	No	Yes
22	South Dakota State University	Brookings, South Dakota	35,077	9,976	1	0	No	Yes
23	Stockton University	Atlantic City, New Jersey	263,670	8,846	4	1	No	Yes
24	Kapiolani Community College	Honolulu, Hawaii	974,563	7,816	2	5	No	No
25	Scott Community College	Davenport, Iowa	379,172	7,644	2	2	No	Yes
26	The University of New Orleans	New Orleans, Louisiana	1,270,530	6,895	3	0	No	Yes
27	University of San Francisco	San Francisco, California	4,731,803	5,852	1	0	No	Yes
28	Colorado Mountain College	Glenwood Springs, Colorado	134,774	5,823	2	6	No	No
29	Endicott College	Boston, Massachusetts	4,873,019	3,269	3	0	Yes	Yes
30	Madison Area Technical College	Madison, Wisconsin	664,865	3,622	1	0	No	No
31	Niagara University	Niagara Falls, New York	1,127,983	3,300	7	0	No	Yes
32	Lasell University	Boston, Massachusetts	4,873,019	2,092	2	5	No	No
33	College of the Ozarks	Lookout Point, Missouri	470,300	1,489	3	0	Yes	Yes
34	Kauai Community College	Kauai, Hawaii	974,563	1,486	2	4	No	Yes
35	Cal State Polytechnic	San Luis Obispo, California	283,111	1,400	2	2	No	Yes
Average			3,441,148	16,680	2	2		
Median			1,270,530	12,316	2	1		
A	College of the Desert	Ontario, California	4,650,631	15,000	0	0	No	No

The 35 programs initially identified for review represent only a sample of the many programs nationally and are listed to the left. Data were collected as to metro-area population, geographic location, total collect/university enrollment, number of degrees and certificates offered, and whether the program offers on-site hotel or food service assets to support the curriculum.

The following slide presents a review of our initial grading of each program with respect to applicability to a potential new program for Coachella Valley housed at College of the Desert.



Step 2 Assessment: Identifying Targeted Programs

Focusing on Relevant Programs

The following grid places a “score” (high, mid or low) to each of the programs initially identified, focusing on similarities to the Coachella Valley market in terms of its extensive hospitality industry, and whether or not the program has applicable or noteworthy elements that could be incorporated into a new program at College of the Desert. We have also identified three programs that while not fully applicable, do have unique elements that could be considered for a new College of the Desert program. Based on this assessment, 16 programs were selected for future consideration. Step 3 case studies for several of these programs are presented as an appendix to this summary.

University Name	Market	Similarities to the Coachella Valley Market	Applicable/ Noteworthy Program Elements
Grand Canyon University	Phoenix, Arizona	High	High
Valencia College	Orlando, Florida	Mid	High
College of Southern Nevada	Las Vegas, Nevada	High	High
Cal State University North Ridge	Los Angeles, California	High	Low
Virginia Polytechnic Institute	Roanoke, Virginia	Low	Mid
West Virginia University	Morgantown, West Virginia	Low	High
Mt. San Antonio	Los Angeles, California	Low	Low
Drexel University	Philadelphia, Pennsylvania	Mid	Mid
Metropolitan State University	Denver, Colorado	High	High
Cuyahoga Community College	Akron, Ohio	Mid	High
Montgomery College	Rockville, Maryland	High	High
Bunker Hill Community College	Boston, Massachusetts	Mid	Mid
Kirkwood	Cedar Rapids, Iowa	High	High
Nassau Community College	Garden City, New York	Mid	High
Cypress College	Los Angeles, California	High	High
Florida Gulf Coast University	Fort Myers, Florida	Mid	High
Alamo College, Philip's College	San Antonio, Texas	High	High

University Name	Market	Similarities to the Coachella Valley Market	Applicable/ Noteworthy Program Elements
Indiana University of Pennsylvania	Indiana, Pennsylvania	Mid	Unique
Del Mar College	Corpus Christi, Texas	High	High
Farleigh Dickinson University	Morristown, New Jersey	Mid	Unique
Middlesex County College	New Brunswick, New Jersey	Low	Low
South Dakota State University	Brookings, South Dakota	Low	Mid
Stockton University	Atlantic City, New Jersey	Mid	High
Kapiolani Community College	Honolulu, Hawaii	High	High
Scott Community College	Davenport, Iowa	Mid	High
The University of New Orleans	New Orleans, Louisiana	High	High
University of San Francisco	San Francisco, California	Low	Low
Colorado Mountain College	Glenwood Springs, Colorado	Low	Unique
Endicott	Boston, Massachusetts	Low	High
Madison Area Technical College	Madison, Wisconsin	Low	Mid
Niagara University	Niagara Falls, New York	Mid	High
Lassell	Boston, Massachusetts	Mid	Mid
College of the Ozarks	Lookout Point, Missouri	High	High
Kauai Community College	Kauai, Hawaii	Mid	High
Cal State Polytechnic	San Luis Obispo, California	Mid	High

CASE STUDY TAKEAWAYS

The program outreach conducted for this project has facilitated the development of several key observations or takeaways. The development and evolution of a culinary and hospitality program at COD could incorporate many of these findings, tailored to the unique industry, climate and location in Coachella Valley. Specific program observations are summarized below.

- There is a wide variety to culinary and hospitality programs nationally in terms of staffing, offered degrees and certificates, and program space. Some programs encompass 3 or less staff, very limited space and low operating budgets. Others can span 50,000+ square feet of space, over a dozen staff, and a robust adjunct facility.
- Hospitality-oriented markets (Orlando, Las Vegas) tend to operate with larger programs, with extensive linkages to local hotels, restaurants and other hospitality businesses.
- Culinary program spaces will often include numerous kitchen labs (with some focusing on pastry & chocolate, wine, beer and spirits), demonstration kitchen, on-campus restaurant, and banquet space.
- Several programs have on-campus teaching hotels, with room counts as low as 18. Other programs utilize mock spaces (lobby/registration, sleeping rooms, etc.). In markets with a significant hospitality presence, off-campus learning opportunities mitigate the need for an on-campus hotel.
- Students typically take classes in nutrition, business, sustainability and other areas outside of the culinary and hospitality program.
- Operating costs for larger programs can be significant in order to pay for staff and supplies. Funding for culinary and hospitality programs comes from a wide variety of sources, including tuition, fund raising, other program-based revenue, governmental funding, and corporate donations and grants.
- Programs reviewed have undertaken creative community outreach efforts to local high schools and other colleges, nursing and assisted living homes, and the agriculture community. These efforts help establish the program as a valuable entity beyond the hospitality sector.
- Some programs offer classes for youth instruction (ages 9 to 12) and for adults outside the program, as well as evening and weekend classes for students.
- Many programs work very closely with area hotels as part of the hospitality program, placing students in properties at various positions. At the same time, hotel management often serve as adjunct faculty for the program.
- Some programs sponsor community-wide cook-offs and other events, creating a culinary-based festival type event that benefits the local community and serves as a fund raiser.

PROGRAM RECOMMENDATION TARGETS

Based on the comparative research conducted, we have developed targeted recommendations for a new Coachella Valley culinary and hospitality program. These recommendations provide broad direction for physical spaces, degrees and certifications, staffing targets, potential budgets and examples of funding sources, and opportunities to interact with the community.

Based on the culinary and hospitality program case study research conducted, we have prepared several broad recommendations for culinary and hospitality program development in Coachella Valley. Our case study research focused available degrees and certificates, culinary and hospitality spaces and facilities, enrollment levels, budgets, staffing, community engagement, geographic location and other primary considerations.

There are very large college and university programs nationally and internationally, as well as many small programs in markets that are not highly hospitality focused. For a College of the Desert program, a balance should be struck between the international reputation of the Coachella Valley region in the hospitality industry, and the overall enrollment and infrastructure at the College of the Desert.

Program Vision

A newly expanded culinary and hospitality program housed at COD and serving the Coachella Valley region has the potential to play a significant role in sustaining and growing the area hospitality industry.

The program could represent a close partnership with the hospitality industry, providing faculty endowments,, a source of expert adjunct faculty, and a significant internship/employment pipeline for program graduates. The hospitality industry can also assist in marketing the program to prospective students, helping to elevate the profile, enrollment and staffing for the program.

Done right, investment in needed culinary and hospitality learning space, under the direction of COD and hospitality industry leadership, could become a major contributor to economic growth, reducing wage gaps, and creating critical employment opportunities.

PROGRAM RECOMMENDATION TARGETS

Culinary Primary Program Facilities

The descriptions below summarize key physical spaces and amenities that should be targeted to support a high-profile, mid-sized culinary and hospitality program.

- 3-4 culinary labs/kitchens with adjoining classroom space.
- One demonstration kitchen
- 2-4 classrooms (25-40 students)
- Restaurant (100 to 250 capacity)
- Banquet Room (100-250 capacity)
- Bakery/Café
- Creamery
- Wine and Beer Cellar Management Lab

As noted, recommended space targets include multiple culinary labs/kitchens, classroom space (largely shared space with other programs, with potentially one to two rooms dedicated to the culinary and hospitality program), banquet space for up to 250 with a catering kitchen, and a student staffed restaurant (100–250 person capacity).

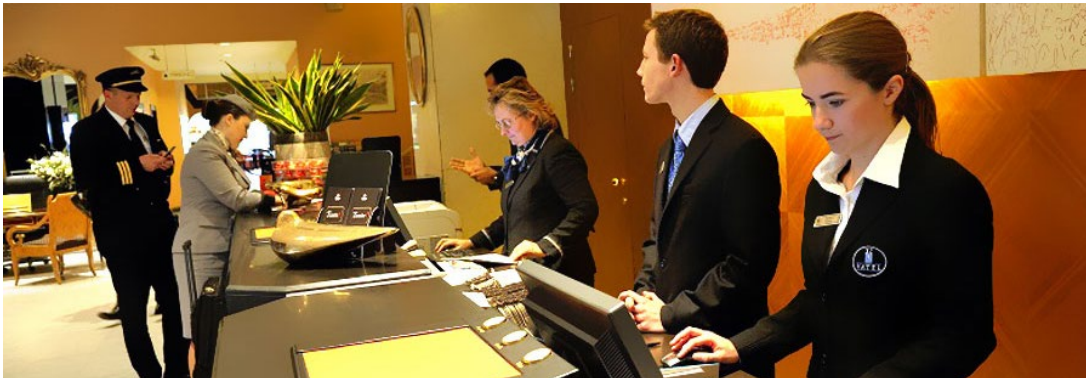
The proposed café as part of current COD plans does include many of these elements. To support the desired program, dedicated restaurant, banquet space and supporting kitchen should be included. Other smaller elements including wine/beer cellar labs, charcuterie prep space, meat aging space and other amenities should be planned for. The plan should also emphasize student participation in food preparation and sales for the proposed café.

PROGRAM RECOMMENDATION TARGETS

Hospitality Program Amenities

The hospitality programs reviewed utilize facilities that include mock hotel spaces (lobby/registration, rooms, concierge, laundry, housekeeping, etc.) and support classroom space. Programs in high profile leisure destinations (including Valencia College and College of Southern Nevada) do not operate an on-site teaching hotel. Instead, very close partnerships are created with area hotels and resorts, placing students in real-world conditions throughout the market. This approach should be used for a new hospitality program in the Coachella Valley.

Relationships with area hotels, resorts, restaurants and attractions can also be used to secure a wide variety of adjunct professors to support the program.



Square Footage

Square footage for the culinary and hospitality program at COD should target approximately 30,000 assignable square feet, with additional space for circulation, general storage, staff offices, loading docks and other back of house support. The program targets should include culinary kitchen/labs, wine cellar lab, a demonstration kitchen, banquet space and support kitchen, restaurant, mock hotel components and classroom space.

Current plans for the COD program appear to provide for space to accommodate a foundation culinary skills kitchen, a restaurant & technology kitchen, a pastry & bakery kitchen, a confection/packaging lab, a demonstration kitchen, mock hotel space and various support spaces.

The program does not include a dedicated restaurant, banquet space or support kitchen. These features, as well as various other specialty spaces should be included in the desired target program for the culinary and hospitality program.

These targeted amenities and square footages reflect a high-profile culinary and hospitality program that could eventually cater to 600 to 750 students and would represent a significant community asset.

PROGRAM RECOMMENDATION TARGETS

Degrees & Certifications

The areas of focus for degrees and certificates often offered by culinary and hospitality programs are summarized below.

- Hospitality Management
- Baking and Pastry Management
- Tourism Management
- Culinary Management
- Event Management
- Food and Nutrition
- Resort Management
- Luxury Hospitality Management

For a Coachella Valley program, a robust certificate and associate degree program tied to the needs of area hotels and resorts of all scales will be important.

Staffing

The full-time teaching staff at programs throughout the country varies significantly. Very small programs can operate with only 2 full-time teaching professionals, with several adjunct staff. Mid-scale high-end programs (reflecting a reasonable target for a Coachella Valley program) can operate within a wide range of eight to twelve full time staff, and a wide variety of adjunct teaching staff.

Larger-scale programs can operate with 15 to 18 full time teaching staff, and 30 to 40- part-time/adjunct staff. Culinary and hospitality students typically have access to classes in other departments focusing on nutrition sciences, sustainability and general business programs.

PROGRAM RECOMMENDATION TARGETS

Budgets

Budgets for the high-end programs can be off-set with creative fundraising and partnerships. Funding sources for culinary and hospitality programs can include:

- Direct revenue from restaurants and other food/beverage outlets
- Revenues from events held in on-campus banquet facilities
- Fundraisers and donations generated within the local hospitality community
- Tuition/other college support
- Corporate support from area hospitality, retail and other sectors
- Local restaurants and lodging associations
- Local, state and national grants

Other Program Components

There are numerous other operational components that could be considered as part of a new Coachella Valley culinary and hospitality program. These are summarized on the following page.

Community Engagement

Many programs have very active outreach initiatives to local high schools, hospitals, senior living complexes and community kitchens. Program students gain real-world insight into culinary and nutritional needs that are sometimes outside of the mainstream hotel and resort sector. These initiatives create important, close ties between the program and the community. A new Coachella Valley program could also create partnerships with area agriculture businesses to support farm to fork initiatives for the program.



PROGRAM RECOMMENDATION TARGETS

Domestic and International Program Coordination

The large-scale culinary and hospitality programs can have working relationships with culinary schools from throughout the world, sharing staff, and creating opportunities for students to learn in other states and countries. A new program in a very high-profile leisure destination such as Coachella Valley could support and benefit from these types of relationships.

Students in Need Efforts

Some programs will operate with a focus on attracting students in historically disadvantaged communities. This type of focus can significantly help address income gaps, supporting economic development throughout the region.

Sustainable/Regenerative Practices

In order to align with industry trends, many programs are focusing on sustainable practices and operations. Regarding culinary programs, this entails working with local farmers for ingredient sourcing, equipment and systems with lower water usage, and use of renewable energy. These initiatives better prepare students for real-world current and emerging industry conditions. These initiatives also help to broaden the employment opportunities for graduating students.



PROGRAM RECOMMENDATION TARGETS

Leveraging Industry Connections

Many culinary and hospitality programs employ industry professionals on their adjunct educational staff. These individuals are well-connected in their respective industries, possess a comprehensive understanding of their particular specialty, and help to create an employment pipeline for graduating students. Industry professionals are also useful in the design and renovation/updating of culinary and hospitality spaces.



Appendix 1 – Case Study Summaries

Step 3 Assessment: Targeted National Programs

Programs for Further Review

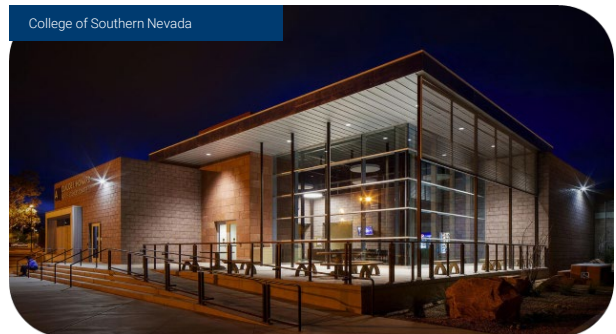
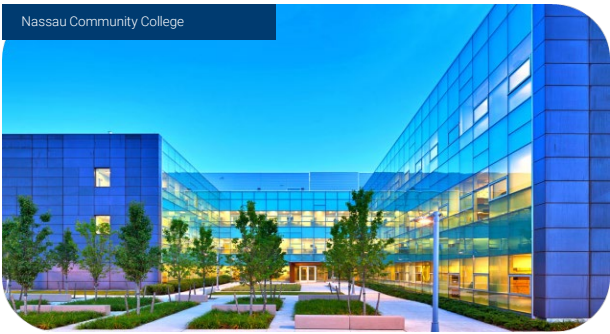
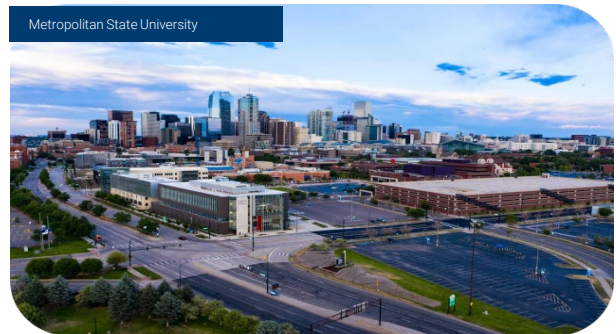
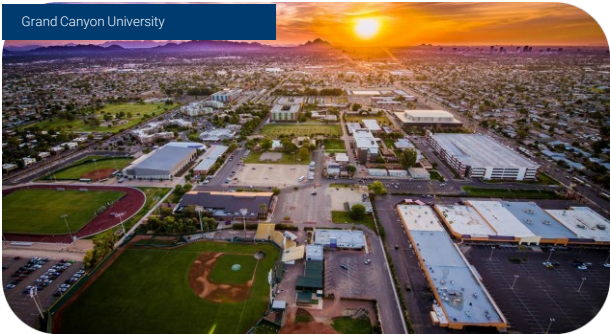
The following programs have been identified for further case study research. This research includes analysis of existing published data, and in some cases, direct outreach to program administrators. Eight programs in particular have been identified for direct outreach. Program elements to be considered include funding sources, staffing levels, staff/student ratios, details as to learning experience opportunities (class, field, etc.), placement statistics, and space type and square footage.

The following pages summarize the research conducted for selected programs.

Programs Identified for Further Research

Alamo College, Philip's College
College of Southern Nevada
College of the Ozarks
Grand Canyon University

Grand Rapids Community College
Metropolitan State University
Nassau University
Valencia College



CASE STUDIES: Grand Rapids Community College



Degree And
Certificates

1. Associate Degree in Culinary Arts
2. Associate Degree in Pre-Hospitality Management
3. Baking and Pastry Arts Certificate
4. Culinary Arts Certificate
5. Personal Chef Certificate
6. Craft Brewing, Packaging & Service Operations Certificate



Hospitality
School

The Secchia Institute for Culinary Education is housed on the GRCC campus in the Applied Technology Center. The program was supported by a grant from the Secchia family, and is aggressive in applying for federal assistance from programs such as the Strengthening Career and Technical Education for the 21st Century Act (Perkins V).



Hospitality
Facilities

The program operates with four kitchen labs hosting 18 students each, one fast food restaurant and one fine dining restaurant with a capacity of 60, a demonstration kitchen with a capacity of 55, four classrooms, and a brewery and taproom.



Unique
Features

The brewery and taproom is tied to the significant craft brewery industry in the Grand Rapids area. A partnership has been created between the College and Ferris State University that allows students with an Associate Degree in Pre-Hospitality Management to progress directly to the University to obtain a four degree.



This is a very well established program, well staffed and offering a significant array of dedicated spaces.



The market does not offer the very significant hospitality industry infrastructure available in Coachella Valley.



Enrollment

Total University Enrollment: ~14,285



Key Features

Nine professor, associate professor and instructor personnel, in addition to Program Director, Associate Director, 9 adjunct faculty and 2 support staff.

Year Opened

1914

Location

Grand Rapids, MI

Market Population

1,077,370

Relevance to
Coachella
Valley

Source: Facility management, industry resources, CSL, 2022.

CASE STUDIES: Valencia College



Total University Enrollment : 45,000



- 1. The west campus lies on 180 acres of land in central Florida
- 2. The college offers over 130 programs.

Year Opened

1967

Location

Orlando, Florida

Market Population

2,608,147



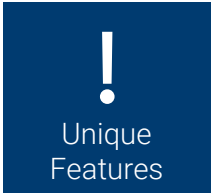
- 1. Baking and Pastry Management Associates Degree in Science
- 2. Culinary Management Associates Degree in Science
- 3. Hospitality and Tourism Management Associates Degree in Science
- 4. Restaurant and Food Service Management Associates Degree in Science
- 5. Eleven additional certifications are offered by Valencia



The Culinary Management program is housed in a 51,000-square-foot facility that includes banquet rooms, a high-tech demonstration kitchen with 20 fully equipped workstations, and a state-of-the-art production kitchen.



Program space includes six culinary labs, one mixology lab, classrooms adjacent to each lab, high-tech demonstration kitchen, modern production kitchen, banquet rooms, student collaboration rooms, and mock hotel lobby.

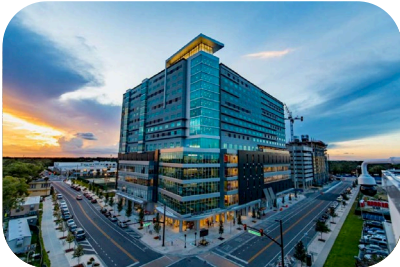


A significant partnership with Disney, helping to fuel a very strong internship program (internships required to earn degree), and a pipeline used by Disney for new employees. The College benefits from training provided by Disney managers.



Impressive facilities with direct participation from professionals in the local hospitality sector (particularly Disney). This creates an important talent pipeline for industry.

The scale of the Disney participation is unique. (Consideration could be given to a teaching and employment opportunity pipeline at COTD through Disneyland.)



Source: Facility management, industry resources, CSL, 2022.

CASE STUDIES: College of Southern Nevada

DRAFT



Degree And
Certificates

1. Casino Management Tourism, Convention, and Event Planning: Certificate of Achievement
2. Culinary Arts: Certificate of Achievement
3. Pastry Arts: Certificate of Achievement
4. Food and Beverage Management: Certificate of Achievement
5. Hotel Management: Certificate of Achievement



Hospitality
School

The University operates with an extensive advisory board representing surrounding casinos, culinary and pastry, hotel, and food/beverage companies and representatives . Large amounts of sq ft. for hospitality department including artificial casino space and hotel spaces.



Hospitality
Facilities

On-campus facilities include 3 kitchen/lab spaces, a separate test kitchen, 8 classrooms, full sized gaming lab, student run restaurant.



Unique
Features

College of Southern Nevada offers a very thorough and intense hospitality management program, supported by a 20+ member board drawing from hospitality industry throughout Las Vegas.



Major hospitality market.



The magnitude of the gaming focus for the destination is unique.



Enrollment

Total College Enrollment: 44,088



Key Features

1. The campus spans 80 acres and is the largest public university in Nevada
2. The campus is just located south of Las Vegas

Year Opened

1971

Location

Las Vegas, Nevada

Market Population

2,266,715

Relevance to
Coachella
Valley

CASE STUDIES: Metropolitan State University





Enrollment

Total University Enrollment : 23,789



Key Features

- 1. Over 170 different degrees spanning multiple schools
- 2. Program works with local hotels to provide students with Industry experience
- 3. The campus is 127 acres in size

Year Opened

1965

Location

Denver, Colorado

Market Population

2,967,239



Degree And Certificates

- 1. Bachelor Degree in Hospitality Leadership
- 2. Bachelor Degree in Brewery Operations
- 3. Bachelor Degree in Event and Meeting Management
- 4. Bachelor Degree in Hotel Management



Hospitality School

Hospitality academic building includes learning labs equipped with a working kitchen and digital resources. The facilities also contain sensory analysis labs for wine, beer and spirits classes. The program space includes “The Degree”, a programmed managed restaurant.



Hospitality Facilities


The Metropolitan State University works with Springhill Suites Denver Downton by Marriot to use meeting spaces. Program space includes classrooms and training laboratories.



Unique Features

The hotel partnership allows for real-world forms of teaching. The on-campus restaurant is fully run by students, providing management and culinary skills.

Relevance to Coachella Valley

 Student-run restaurant allowing for hands-on opportunities for students to manage and cook in a hands-on experience.

 Located in a major metropolitan area



Source: Facility management, industry resources, CSL, 2022.

CASE STUDIES: Nassau Community College



Degree And
Certificates

1. Food Service Administration Restaurant Management: AAS,
2. Hotel Technology Administration: AAS
3. Food and Nutrition: AS
4. Culinary Arts: AOS
5. Dietary Management Certificate,
6. Food Service Technology Certificate



Hospitality
School

An entire building is devoted to the Hospitality department, including classrooms, culinary laboratory and computer labs. The building is approximately 14,000 sq. ft and allows for students to utilize hands on teaching in labs staffed by both professors and industry professionals.



Hospitality
Facilities

In addition to on campus learning, Nassau promotes a mandatory internship for its students using Disney's College Hospitality and Tourism Program as its main program. The program allows students to work with industry professionals along side fellow interns from across the US and world.



Unique
Features

Nassau Community College has a wide variety of certificates as well as a building and facility devoted to hospitality management and culinary arts.

Relevance to
Coachella
Valley

Location relative to NYC (one hour) is similar to the Coachella Valley location relative to Los Angeles. The tourism sector on Long Island is robust.

The leisure market and climate are unique to the area.



Enrollment

Total University Enrollment : 17,406



Key Features

1. The College is east of New York City in a suburban location.
2. The College places a high focus on sustainability and regenerative practices.

Year Opened

1959

Location

Garden City, New York

Market Population

2,833,525

CASE STUDIES: College of the Ozarks



Total University Enrollment: 1,489



- 1. A private 4-year university
- 2. A total of over 30 academic majors in Bachelor degree programs.

Year Opened

1956

Location

Point Lookout, Missouri

Market Population

470,300



- 1. Culinary Arts Major, B.S.
- 2. Event Management Major, B.A.
- 3. Hospitality Management Major, B.S.



The Keeter center includes a teaching restaurant, 15 upscale hotel rooms, a culinary lab, a bakery and creamery, catering and banquet services and state-of-the-art conference facilities.



Both the restaurant and hotel are on campus, allowing culinary and hospitality students to shadow and actively participate in the business.



The restaurant, banquet and lodging spaces on campus are relatively high-end, providing unique hands-on learning experiences for students.

Relevance to Coachella Valley

Has a full functioning hotel and restaurant on campus that is staffed by hospitality management students as well as complete center for teaching.

Geographically located in central U.S. with a clientele that differs significantly from Coachella Valley.



Source: Facility management, industry resources, CSL, 2022.

CASE STUDIES: Alamo College, Philip's College



Degree And
Certificates

- 1. Hospitality Management, A.A.S.
- 2. Hospitality Management Fundamentals Level 2 Certificate



Hospitality
School

Graduates from the program often leave to work in the local and regional hospitality sector. Past internships and close relations between the university and surrounding hotels allow for seamless transitions post-graduation into the hospitality industry.



Hospitality
Facilities

Seven on-campus kitchens, designated hospitality classrooms, furniture and amenities reflective of an actual hotel setting.



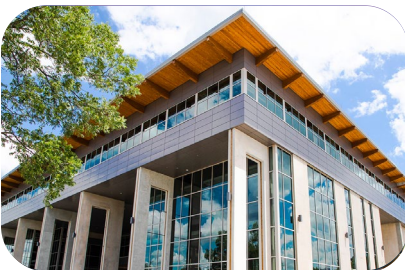
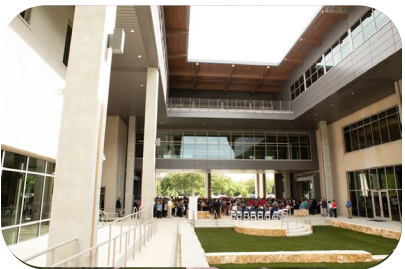
Unique
Features

While the college doesn't have an on-campus restaurant, it utilizes seven kitchens and simulated hotel spaces on campus as part of the teaching program. The school uses many of the surrounding hotels and restaurants as ways in which students can learn hands on through field trips or internships from existing partnerships.

Relevance to
Coachella
Valley

Has numerous on-campus, and a strong track record of placing program graduates within the local and regional hospitality industry. The market is a leading visitor destination.

Less of a resort destination.



Enrollment

Total University Enrollment: 11,590



Key Features

One of multiple schools associated with
Alamo College

Year Opened

1898

Location

San Antonio, Texas

Market Population

2,550,960

CASE STUDIES: Grand Canyon University





Enrollment

Total University Enrollment: ~59,000



Key Features

- 1. 20,000 students attending on campus, with a large student body participating online
- 2. Size of the campus is 100 acres

Year Opened

1949

Location

Phoenix, Arizona

Market Population

4,948,203



Degree And Certificates

- 1. Bachelor of Science in Hospitality Management



Hospitality School

Grand Canyon University offers its degree in hospitality management through its business school, Colangelo College of Business. The major can both be achieved in person or online. No specific building, yet classrooms in the business school are used for the program.



Hospitality Facilities

GCU has both a hotel and golf course as facilities for students to work, learn and shadow. The hotel and golf course are adjacent to the campus and employ interns from the hospitality program. The University requires internships to achieve degrees.




Unique Features

The university has in person teaching and classes as well as the ability for online education designed specifically for hospitality degrees.

The hospitality program requires a certain number of hours in internships, unpaid or paid, which can be filled by internships at the campus golf course and hotel owned by the University.

Relevance to Coachella Valley

 Hotel and golf course facilities, both of which are also key Coachella Valley assets, offer students real world experience opportunities.

 Located in major metro area and significant portion of student body is comprised of online students.



Source: Facility management, industry resources, CSL, 2022.