



TO: Hyun Kim, City Manager
FROM: Council Member Kristina Walker and Christina Caan, Policy Analyst
COPY: City Council and City Clerk
SUBJECT: Resolution – Council contingency fund request to sponsor the “NextGen GM Sports Executive Internship” pilot program
DATE: June 3, 2026

SUMMARY AND PURPOSE

A resolution authorizing a Council contingency fund request to sponsor the “NextGen GM Sports Executive Internship” pilot program.

COUNCIL SPONSORS

Council Member Kristina Walker, Council Member Jamika Scott, Council Member Olgy Diaz, and Council Member John Hines

Council Contingency Fund Request: We ask for your support for a Council contingency fund expenditure of \$20,000 to sponsor the “NextGen GM Sports Executive Internship” pilot program. This pilot program is a unique collaborative effort between the Isaiah Thomas Foundation, the Stemtac Foundation, and the Tacoma Rainiers, designed to provide invaluable career exploration opportunities in sports management and related fields for local students.

- This pilot program will expose local students to the business side of professional sports, offering hands-on experience in high-growth fields like sports analytics, marketing, contract administration, and facility operations. By providing direct connection to the front office at Cheney Stadium, this pilot program will also help flip the script on traditional sports management pipelines, empowering Tacoma’s youth to become the future executives, decision-makers, and innovators of the industry.
- This pilot program will help serve a diverse and historically underserved student population in Tacoma. Furthermore, by working with youth who qualify for free or reduced-price lunch, this program actively advances equity by providing critical career-readiness opportunities to low-income students and those who need them most.

The NextGen GM Sports Executive Internship would expose students to a variety of roles within the sports industry, allowing them to gain a comprehensive understanding of the field. Specific tasks include:

1. **Event Coordination:** Assisting with planning and executing game day events. Students will work closely with the Event Manager and Community Relations Director to learn about logistics and community engagement.
2. **Marketing and Promotions:** Participating in marketing campaigns and social media content creation. The Marketing Director and Social Media Manager will provide insights into effective strategies for reaching fans.
3. **Operations and Facility Management:** Learning about daily operations of the stadium. The Operations Manager and Facilities Manager will explain the logistics behind running a successful venue.



4. **Public Relations and Media:** Assisting with press releases and media inquiries. The Public Relations Manager and a Sports Journalist will share their expertise in managing an organization's image.
5. **Player Development and Coaching:** Observing training sessions and workshops on athlete wellness. Students will engage with the Head Coach and Athletic Trainer to understand player development.
6. **Sales and Ticketing:** Learning about ticket sales strategies and customer service. The Ticket Sales Manager and Customer Service Supervisor will instruct students on effective fan engagement techniques.

The City's sponsorship of the NextGen GM Sports Executive Internship would help provide the following items:

- **Stipends:** To compensate students for their time and commitment during the program, ensuring that participation is accessible to all.
- **Food:** Providing meals during workshops and activities to foster a supportive learning environment.
- **Transportation:** Covering travel costs to and from internship locations and events, ensuring students can fully participate without financial burden.

The NextGen GM Sports Executive Internship would include the City of Tacoma logo on advertising and programming materials and City Council Members are invited to join the graduation celebration for the students in the program. The City of Tacoma's funding for the NextGen GM Sports Executive Internship would also contribute to helping young people explore good jobs, which is a key goal of the 2035 Strategic Plan and the City's Community and Economic Development Strategic Plan.^{1,2} Many young adults, including a high concentration of men and Black and Multicultural Youth, in Pierce County face robust barriers to finding employment, especially following High School, suggesting that programs that focus on early-career exploration are needed.³

FUNDING REQUESTED: \$20,000

COMMUNITY ENGAGEMENT

Council Member Kristina Walker hears frequently from community about concerns regarding young people's ability to find good jobs and continue to live in Tacoma. In addition, Council Member Walker has engaged with several early-career exploration programs and seen the positive benefits students accrue firsthand.

2025 STRATEGIC PRIORITIES

Equity and Accessibility: Reflecting the broad, multiracial demographics of Tacoma, the program expects to engage a student base that is roughly 19 percent African American, 10 percent Hispanic/Latino, nine percent Multiracial, seven percent Asian, and five percent Native American or Pacific Islander. In addition, by providing stipends, food, and transportation, this internship program would be accessible to low-income youth.

Economy/Workforce: *Equity Index Score:* Moderate Opportunity
Increase positive public perception related to the Tacoma economy.

¹ [2026-2030 community and economic development strategic plan \(1\).pdf](#)

² [Tacoma Strategic Plan | City of Tacoma](#)

³ [Pierce County Young Adults: Disconnection & Opportunity - 2026 Report - WorkForce Central](#)



Education: *Equity Index Score:* Moderate Opportunity

Increase the number of quality out of school time learning opportunities distributed equitably across the city.

Civic Engagement: *Equity Index Score:* Moderate Opportunity

Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.

Livability: *Equity Index Score:* Moderate Opportunity

Increase positive public perception of safety and overall quality of life.

ALTERNATIVES

| Alternative | Positive Impacts | Negative Impacts |
|---|---|--|
| Do not support the pilot program. | Council would preserve the full amount of contingency funding for other priorities. | The City would miss a unique opportunity to help a diverse range of low-income students explore future career pathways. |
| Support the pilot program at a higher amount. | The NextGen GM Sports Executive Internship might be able to expand the number of involved students. | Additional funding has not been requested and providing a higher amount would further deplete contingency funds for other City Council priorities. |

EVALUATIONS AND FOLLOW UP

The City of Tacoma will provide information on how to apply for Special Events Funding to maintain the program in future years.

SPONSOR RECOMMENDATION

Sponsors recommend providing \$20,000 in Council contingency funds to sponsor the NextGen GM Sports Executive Internship.

FISCAL IMPACT

| Fund Number & Name | COST OBJECT (CC/WBS/ORDER) | Cost Element | Total Amount |
|------------------------------------|-------------------------------|--------------|--------------|
| 1. 1030 – Council Contingency Fund | 660000 | 5412010 | \$20,000 |
| TOTAL | | | \$20,000 |

What Funding is being used to support the expense?

Council Contingency Funds

Are the expenditures and revenues planned and budgeted in this biennium’s current budget?

The Council Contingency Fund provides an established amount of funding each year for unbudgeted Council sponsored initiatives.



City of Tacoma

City Council Action Memorandum

Are there financial costs or other impacts of not implementing the legislation?

NO

Will the legislation have an ongoing/recurring fiscal impact?

NO

Will the legislation change the City's FTE/personnel counts?

NO

Contingency Commitments 2026

| Resolution Number | Funding Amount |
|---|---------------------|
| Resolution 41859 | |
| Oasis Center | \$30,000.00 |
| Council Contingency Fund request of \$30,000 to fund the Oasis Youth Center's HIV and STI self-testing for LGBTQ+ youth ages 14 and older in Pierce County. | |
| Resolution 41864 | |
| True Vine Community Church of God in Christ | \$25,000.00 |
| Council Contingency Fund request of \$25,000 to sponsor the 5th Annual Citywide Block Party. | |
| Resolution 41881 | |
| Northwest Immigrant Rights Project 2026 Gala Sponsorship | \$15,000.00 |
| A Council Contingency Fund expenditure of \$15,000 to sponsor the Northwest Immigration Rights Project's 2026 Gala and make a public declaration of solidarity with Northwest Immigrant Rights Project's values | |
| Resolution 41904 | |
| Tacoma Film Task Force Sponsorship | \$10,000.00 |
| Council contingency fund expenditure of \$10,000 to sponsor the Tacoma Film Task Force. | |
| To Council June 9, 2026 | |
| Ride Transit Month Sponsorship | \$10,000.00 |
| Resolution authorizing the one-time use of Council Contingency Funds, in the amount of \$10,000, to sponsor Downtown on the Go's Ride Transit Month. | |
| To Council June 9, 2026 | |
| NextGen GM Sports Executive Internship | \$20,000.00 |
| A Council contingency fund expenditure of \$20,000 to sponsor the "NextGen GM Sports Executive Internship" pilot program. | |
| Starting Balance | \$259,328.56 |
| Allocated Funding | \$110,000.00 |
| Remaining Balance | \$149,328.56 |