



**CITY OF TACOMA, WASHINGTON
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST**

TO: Mayor & City Council
FROM: Council Member Kristina Walker and Christina Caan, Policy Analyst
COPIES TO: Hyun Kim, City Manager; Chris Bacha, City Attorney
SUBJECT: **Resolution – Council contingency fund request to sponsor the “NextGen GM Sports Executive Internship” pilot program.**
DATE: May 27, 2026

We ask for your support for a Council contingency fund expenditure of \$20,000 to sponsor the “NextGen GM Sports Executive Internship” pilot program.

LEGISLATIVE INTENT

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 Tacoma Boys and Girls Club, 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 highly 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. 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.¹² 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

DESIRED RESOLUTION DATE: June 9, 2026

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.

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](#)

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.

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

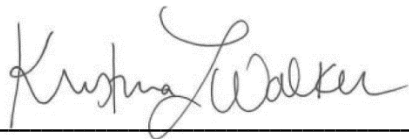
Sponsors recommend providing \$20,000 in Council contingency funds to sponsor the NextGen GM Sports Executive Internship.

FISCAL IMPACT


\$20,000 from Council contingency funds.

If you have a question related to the Council contingency fund request, please contact Christina Caan, Policy Analyst, at (253) 219-0679 or ccaan@tacoma.gov.


SUBMITTED FOR COUNCIL CONSIDERATION BY:


Council Member Kristina Walker

SUPPORTING COUNCIL MEMBERS SIGNATURES

1.  POS#_1_

2.  POS#_7_

3.  POS#_3_

Mayor Initials: _ Andez Ibsen _