



# Agenda Report

August 26, 2019

TO: Honorable Mayor and Pasadena City Council  
FROM: Rose Bowl Operating Company  
SUBJECT: Rose Bowl Stadium Internship Program-Informational Item

## **RECOMMENDATION:**

Informational Item only

## **BACKGROUND:**

The Rose Bowl Stadium, on occasion, offers college-level students, looking to pursue careers in the sports and entertainment industries, the opportunity to learn about stadium and venue operations through a variety of internship opportunities. Individuals selected as interns, are generally college age, and as Rose Bowl Stadium interns, have the opportunity to obtain stadium management experience. Event management, stadium operations, Pavilion Concierge, finance and marketing are the specific areas at the Rose Bowl Stadium where an intern can obtain stadium management experience. The Rose Bowl Stadium currently averages about 25-30 interns annually who participate in these hands-on learning opportunities provided to students by the RBOC.

Former Rose Bowl Stadium interns have been successful in securing full time positions with NBA, MLS and MLB, as well as with the NCAA. Current Rose Bowl Stadium employees started as interns with the RBOC, with our Operations Manager, Event Managers and Director of Sales, all starting their sports/entertainment careers as interns at the Rose Bowl Stadium.

The Rose Bowl Stadium hosts a variety of sports and entertainment events throughout the year and the number of internship opportunities available varies based on event and operational needs.

Coordinating with local colleges and universities, such as UCLA, USC, Pasadena Community College, Long Beach State, Cal State Northridge and other LA area schools, the Rose Bowl Stadium has been able to announce internship opportunities and encourage young adults to consider internships at the Rose Bowl Stadium as a way to gain experience in sports and entertainment.

Pasadena Community College has recently developed a hospitality program, and we have partnered with them this July to have interns work and learn in/through our Event Department in Guest Services.

As interest in the Rose Bowl internship program continues to grow, the Rose Bowl Human Resources Department, along with stadium department managers, are currently working to further develop and structure the program. A review and grading process has been developed to provide the stadium with a roadmap of how to grow the program; with the ultimate goal being that the Rose Bowl Stadium Internship Program help as many individuals as possible develop work skills and a potential career path

Typically, Rose Bowl Stadium Interns receive college course credit for their experience as the internships are not paid positions. Opportunities are, at times, available to receive compensation for those who work on event days.

A more detailed presentation will occur at the City Council meeting that will go into further detail concerning the Internship Program.

**FISCAL IMPACT:**

There is no fiscal impact associated with this item.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Darryl Dunn', with a long horizontal line extending to the right.

Darryl Dunn  
General Manager