

## **SMG / BOOTH AMPHITHEATRE– INTERNSHIP PROGRAM**

### **INTRODUCTION**

#### **SMG & Koka Booth Amphitheatre at Regency Park: Who We Are**

SMG was created in response to a growing need for professionally managed public assembly facilities including arenas, stadiums, theaters, convention, exhibition and trade centers. Today, more than 150 facilities operate under SMG's banner. SMG is the only facility management company that offers comprehensive service in areas of facility design, operations, building systems, furniture, fixtures, equipment specifications and purchasing, insuring the most economical building and renovations and the most functional and efficient operations.

Organizationally SMG has two separate operating divisions, one for convention centers and another for stadiums and arenas, providing the same effective business principles to distinctly different business segments. Our facilities host everything from rock concerts to circuses, World Cup Soccer to the Commonwealth Games, over 30 million people take their seats at SMG facilities each year and generate over \$950 million in ticket sales.

Cary's Booth Amphitheatre is one of the many public facilities managed by the SMG professionals. At Booth Amphitheatre, enjoyment is as much about atmosphere and the environs as it is about the entertainment. When the Town of Cary decided to undertake this multi-million dollar project, they were committed to creating a world-class venue consistent with the high quality of life that is the community's hallmark, and they did!

Built in 2001, Booth Amphitheatre is unlike any other venue in the area. Designed by architect William Rawn Associates of Boston the park has been described as truly magnificent. Located among 14 acres of stately hardwoods and pines and beautifully situated next to Symphony Lake, the Amphitheatre blends nicely with its natural setting. With the capacity for 7,000 people, patrons can enjoy a seat on our spacious lawn or specially designed crescent deck.

The Amphitheatre's performance season runs April through October and features an eclectic mix of entertainers which includes live music concerts and festivals, the North Carolina Symphony Summerfest Series and Movies by Moonlight movie nights.

### **SMG: Our Future**

#### **Internship Program Mission Statement**

Standing at the forefront of public facility management, SMG is committed to the continuing contribution of its unparalleled expertise, experience and leadership to the industry. Our success is dependent upon our employees, as our employees have embraced the challenge of meeting the high standards that we demand, and in turn, they continue to provide new ideas and fresh approaches to our business. In keeping with this commitment to innovation, SMG recognizes the need to encourage and foster the skills and talents necessary in the facility management field. To that end, the SMG Internship Program has been designed to encourage undergraduate and

graduate students interested in pursuing careers in our industry. Our internship program is an investment in our company, the facility management industry and, most importantly, the program is an investment in those students who represent the future of both. SMG's Internship Program also serves a symbol of our ongoing commitment to the communities and citizens that support our business. SMG stresses the seriousness of our responsibility to our local communities, and we encourage our employee to participate actively in their communities.

### **The Education of Experience**

Through our program, we intend to provide our students with hands-on, labor-intensive experience encompassing the many facets of facility management. We require of every intern, as we require of every employee, the willingness to stretch and expand their abilities to meet the demands of our business.

In addition, each intern will be required to complete one special project to include planning, implementation and evaluation.

## **PHILOSOPHY**

The intent of the SMG Internship Program is to recruit and foster those students intending to pursue careers in facility management, sports and entertainment, and related fields. As a company we feel that intensive, intimate experience on every level of operation at our facilities is the single most productive way to learn the industry.

From the first day of their term, our interns are expected to delve into each and every aspect of facility, sports and entertainment management. While some internships may focus on one facet of our management program (i.e. marketing), a vast majority of the student who participate in our internships will engage in extensive cross training. During the course of their internships, these students will divide their time in areas such as

- Finance
- Operations
- Box office
- Concessions
- Merchandising
- Human Resources
- Marketing

This cross training will help the students grasp the breadth of our industry. Our goal, as a company, is to work towards and achieve the highest levels of customer satisfaction and operating efficiencies in the business. By offering interns the chance to work in many of these areas, we give them a greater knowledge of our industry, heightening their potential to succeed as future industry professionals.

## **PROGRAM OFFERINGS**

### **Summer Internships**

All summer internships require a minimum commitment of 300 hours. The summer program begins in mid-May and continues through Mid-August.

### **Areas of Concentration**

#### Marketing

Intern will assist General Manager and Publicist in all aspects of marketing including the maintenance of the calendar of events, creating news releases, reviewing artist ad plans, venue branding, creating e-newsletter, and street marketing. This person will attend staff meetings and participate in the planning, implementation, and evaluation of venue events. This individual will also be exposed to all areas of venue management including finance, box office, concessions, merchandising, and facility operations.

#### Facility Operations

Intern will assist the Operations Manager in all aspects of operations including housekeeping, event staffing, set-ups and changeovers, ADA compliance, fire and safety, and customer service. This person will attend staff meetings and participate in the planning, implementation, and evaluation of venue events. This individual will also be exposed to all areas of venue management including finance, box office, concessions, merchandising, and marketing operations.

## **PROGRAM DETAILS**

### **Eligibility Requirements**

Students desiring to participate in these programs must meet eligibility requirements set forth by SMG, Booth Amphitheatre and any partner educational institution. In general, eligible students will have attained junior standing and maintain a GPA of at least 3.0, or will have otherwise shown exceptional ability and promise. Preference will be given to those students majoring in an industry-related field.

Students must have the ability to fulfill all requirements of the internship, including daily travel to and from the facility and the ability to maintain the required schedule. The ability to work nights and weekends will be required.

Students must maintain a good standing at their institute of higher learning. Failure to do so could result in termination from the program.

### **Compensation & Academic Credit**

Interns may either earn a monetary stipend, college credit or a combination of the two, depending on the structure of the internship. Students desiring to earn academic credit must seek approval from their academic institution and coordinate the terms of the credit award with both the school and Booth Amphitheatre. For all credit internships, the student must provide approval from his or her school.

## **To Apply**

All applicants for SMG's internship program must complete and submit the following. Deadline to apply is **5:00 p.m. on March 12, 2010.**

### Application

All students must fill out the standard Booth Amphitheatre Internship Application. This form may be downloaded from our website at [www.BoothAmphitheatre.com](http://www.BoothAmphitheatre.com) or may be requested from the Human Resources administrator by email at [hr@rpk.com](mailto:hr@rpk.com).

### Personal Statement

The personal statement addressing goals and expectations should accompany the resume and take the place of a standard cover letter.

### Resume

All applicants should include a current resume.

### Two letters of recommendation (one professional and one academic)

The letters of recommendation should reflect the student's abilities in both professional and academic environment. A second academic reference may be submitted in place of the professional if the student does not have applicable work experience.

### Official Transcript

A copy of the student's current transcript must be submitted.

## **General Information**

Please submit application, additional information and questions to

Booth Amphitheatre Internship Coordinator

101 Wilkinson Avenue

Cary, NC 27513

Fax: 919-462-2026

[hr@rpk.com](mailto:hr@rpk.com)