



## *College Internship Program*

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### *Who We Are*

The Virginia Beach Field House, at 175,000 square feet, is the largest ESM indoor sports facility located in Virginia Beach, Virginia. On the ground floor, we operate four indoor synthetic turf fields (90' x 180'), eight regulation volleyballs courts and four regulation basketball courts, as well as a full lounge with concessions. Upstairs are two smaller turf fields (45' x 90'), party rooms, a children's playground and an arcade. In 2015, outdoor sand courts were added on to the existing facility, which allows us to operate 8 regulation sand volleyball courts as well as sand soccer & flag football.

Our party rooms enable us to host a wide variety of special events. Events such as birthday and team parties take place at the Field House on a weekly basis. However, because of the size of our facility, we can also accommodate larger events, such as graduation parties and corporate events.

We offer leagues in indoor soccer, basketball, volleyball, flag football, baseball, softball, lacrosse, and field hockey during all five seasons throughout the year, with each season lasting approximately 8 weeks. We also offer social sports, such as dodgeball, kickball, and whiffle ball. In addition to our own leagues and programs, we also open our facility to vendor tournaments, camps, and clinics.

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### *Our Mission*

The Virginia Beach Field House is grounded in three core concepts. These concepts are captured in the facility mission statement and are the foundation on which we operate the organization:

1. To provide the most complete guest service experience in the local area and in the sports facility industry. We refer to people only as our guests, never customers, because the facility is our home and we only invite guests into our home.
2. We operate, facilitate, and supervise sports leagues & tournaments. This is our area of expertise. Our leagues are well organized, scheduled properly, have all necessary personnel and equipment, and allow our guests to enjoy the games, concerning themselves only with having fun.
3. We increase sales for our sponsors. We view our sponsors as employers and treat their business as if it were our own. Being responsible for our sponsor's business leads to exciting and creative ways to sell more products for them.



## *The Internship Program*

Most students will complete a 400-hour internship to satisfy graduation requirements. This equates to 40 hours per week for 10 weeks. Some students will need to stay longer and some will have shorter practicum requirements with less time commitment. These cases will be addressed individually. We do not require a set intern schedule, but will be flexible to accommodate any individual requirements. We offer 7 areas of specialization: Sports Manager, Marketing, Sponsorships, Business Administration, Food & Beverage, Youth Services, and Camps/Clinics & School Year Programs. In addition to specific tasks, interns may be required to help out during special events and additional projects that are not related to their specific area. Below is a brief description of each position:

**Sports Manager** - Interns work directly with an assigned Sports Director. These managers are responsible for the promotion and operation of all sports leagues, camps, clinics, tournaments, and other special events. They are immersed in the scheduling, execution, and management of these programs.

**Marketing** - Interns work with the Marketing & Special Events Director to allocate marketing dollars for different media outlets, maintain & improve ongoing marketing strategies, and promote, coordinate and plan special events.

**Sponsorships** - Interns work alongside the Director of Sales & Guest Services to develop advertisements, seek out & research prospective sponsors, prepare material for meetings with possible clients, and negotiate deals & contracts with potential sponsors.

**Business Administration** - Students learn the administrative details of a sports business, including human resources (staff recruiting, hiring, firing, records, etc.), payroll, profit & loss reports and analysis, guest management, and inter-office communications.

**Food & Beverage** - Interns work with the Food and Beverage Manager to ensure that the department runs smoothly. Tasks include helping with inventory, daily operations, and special event catering and party preparations. Concessions account for over 20% of the facility budget and is vital to the success of the organization.

**Youth Services** - Interns work with the Director of Youth Services to plan and execute youth programs, which focus on either child or skill development, assist in party scheduling preparations, execution of activities, and staff scheduling.

**Camps, Clinics & School Year Programs** - Interns will work directly with the Director of Camps & Clinics. Tasks may include ensuring licensing procedures are adhered to, interacting with campers, scheduling staff & a variety of programs, marketing & executing programs, and handling participant paperwork.



## *Program Training*

In addition to each specific position, every intern is trained in several departments of the organization. We require training in these areas so that interns can easily understand organizational procedures, as well as make acculturation easier. The areas that students are exposed to include: Facility Management, Front Desk (Guest Services & Sales), Field Marshaling, Food & Beverage, Youth Services, and Camps/Clinics & School Year Programs.

Below are some of the experiences that students are exposed to:

**Front Desk (Guest Service & Sales)** – Interns will see the front desk operations. The front desk acts as the communication center for all of our guests; it is a crucial component in all guest service operations and the front line of our business. Responsibilities include guest relations, assisting in league registrations and rental bookings, providing information to our guests, managing the computer system, and proper telephone etiquette.

**Facility Management** – Students will see the maintenance and cleaning of the property as well as how our 175,000 square feet facility is maintained on a daily basis. In this state-of-the-art facilities, students will be exposed to high tech audio/visual components, state-of-the-art HVAC, and complex security systems.

**Field Marshaling** – Interns will have the opportunity to be the eyes and ears of the sports leagues. The field marshals patrol the courts and fields, sign guests in at the games and pose as authoritative representatives of the facility. The responsibility of the field marshals is important to the running of the leagues, tournaments, etc.

**Youth Services** – Students will work in our youth programs designed for our younger guests that focus on helping children build strong physical, intellectual, and emotional skills that will help them be successful on and off the field/court. Additional experiences include managing special events (i.e. birthday parties), and supervision & maintenance of our indoor playground.

**Food and Beverage** – Interns will experience the operation of our food and beverage department where they will be further exposed to guest service, as well as to logistical operations, such as ordering, preparation, and inventory management.

**Camps, Clinics & School Year Programs** – Interns will view a typical day during camp or before and after school care. Interns will watch the daily tasks of a camp counselor during that program. They will view the sign in and sign out procedures, transportation procedures, daily policies and procedures of camp and before and after school care.



## *Our Partnership with Colleges and Universities*

The Virginia Beach Field House Internship Program traces the success of the organization back to the many interns we have had over the years. Therefore, we welcome students and support our interns in any way possible. We will comply with all of the processes and procedures required by your institution. We will maintain an open line of communication to make this the best internship experience for your students.

## *Application Deadlines*

Below are the deadlines for resume submissions. Those who apply after the deadlines will still be considered, although those who applied by the proper deadline will be considered first before additional candidates are reviewed.

<b>Spring Semester</b>	<b>October 15<sup>th</sup></b>
<b>Summer Semester</b>	<b>February 15<sup>th</sup></b>
<b>Fall Semester</b>	<b>June 15<sup>th</sup></b>

## *Gratitude*

Thank you for considering our program. Our goal is to be a true partner with your school and help you provide your students with the most positive experience possible. We are currently accepting resumes and are looking to fill these positions immediately. We can house students from out of town. If you have any questions, comments, or resumes, please contact:

Courtney Davis: [cdavis@beachfieldhouse.com](mailto:cdavis@beachfieldhouse.com)

Please note when you will be available for your internship.

Thank you!