



Seeking applicants for the position of

CHIEF EXECUTIVE OFFICER

Sonoma-Marin Fairgrounds & Event Center
4th District Agricultural Association (DAA)
175 Fairgrounds Drive
Petaluma, CA 94952



\$7,937 - \$9,717 Monthly Salary

Final Filing: Thursday, September 9, 2021

www.sonoma-marinfair.org

Mission Statement

The Sonoma-Marin Fair promotes and showcases agriculture, while displaying the diverse talents, interests and accomplishments of the residents of California, especially the youth of Sonoma and Marin Counties. This is achieved by providing educational, entertainment and recreational opportunities for the general public, while continually striving towards enhancing the promotion and preservation of California's agricultural heritage.



The Position

The Board of Directors of the Sonoma-Marin Fairground & Event Center is seeking an experienced administrator to continue its strong traditions and to identify opportunities to expand its annual Fair and other community events. The Chief Executive Officer of the 4th DAA is an officer appointed by, and reporting to, the Board of Directors. Under the direction of the Board, the Fair CEO plans, organizes implements and administers the development and utilization of fairground facilities, which provides the public with a variety of entertainment, social, educational, cultural, and recreational activities; directs the work of the staff of the 4th DAA; and does other work as required. Emphasis is on administration and management, financial accounting, planning, marketing, facility enhancement, community outreach and public relations.

The Fair CEO has the key responsibility of implementing the vision of the Fair Board and assuring the financial success of the fairgrounds. The latter involves booking interesting, viable events throughout the year that attract attendance and maintain the reputation of the fairgrounds, while ensuring compliance with State law, rules and regulations. The Fair CEO develops marketing strategies to attract maximum use of the facilities and participation; attends all Board meetings and arranges for the development of agendas and minutes; solicits the donation of funds or services.



The fairgrounds are located on property leased from the City of Petaluma, due to expire in 2023. The pending expiration of the current lease presents challenging land issues. The Fair CEO will work jointly with the Long Range Planning committee to implement a plan to resolve land issues and usher in a new chapter for the 4th DAA.

The Ideal Candidate

The CEO of the Sonoma-Marin Fair must be a highly skilled individual with extensive management and administrative skills, and have a strong understanding of the various practices and principles of fair and/or other business event management; including public relations, personnel and financial administration, contract negotiation and administration, and property management practices. The ideal candidate is a strategic thinker capable of implementation through teamwork and collaboration and must be able to communicate effectively with



people from all walks of life, including community representatives, elected officials, Board members, executive team members, other State department staff and press. The Fair CEO must be willing to work irregular hours and weekends, to perform personally at any job level, and to participate in community activities and organizations; be creative, resourceful, flexible, objective, cooperative, and personable. In addition, he or she must possess or be able to obtain a valid California motor vehicle operator's license and reside in or be willing to relocate to Sonoma or Marin County within 90 days after hiring.

Minimum qualifications include five years of experience managing a fair, exposition, convention center, arena, stadium, coliseum, or other multiuse entertainment or multipurpose facility; or supervising a major program or organizational component at one of the above facilities; or fairs and expositions; or as a managerial level administrator in an entrepreneurial capacity for a private or public sector organization responsible for activities such as marketing and promotions, fostering local community contacts, providing customer-oriented service, developing revenue generating alternatives, identifying efficiencies to reduce costs, and developing and managing a significant budget. (A college degree in business administration, agricultural business, or a related field may be substituted for two years of the required experience.)

Disqualifications:

Any applicant who attempts to contact directly individual board members or members of the Selection Committee with the intent of influencing the decision of the Board or Committee will be disqualified as a candidate for the position.



Applicants should be aware that prior to employment with the 4th District Agricultural Association, a thorough background investigation will be conducted. The investigation may consist of credit check, driver history, and inquiry into local, state, and federal files to disclose criminal records. The prospective employee will also be required to complete a health questionnaire and/or pass a physical examination.

Overview

There are many aspects of Fairground activities and Fair CEO functions that make this an exciting opportunity for a qualified candidate in this field.

- A Class III+ Fair with an annual budget of almost 1.9 million and an annual attendance of approximately 60,000.
- The well-attended annual five day Fair held in the month of June represents the diversity of the community, showcases agriculture, local art and crafts, junior livestock competitions, award-winning local wines, the internationally famous World's Ugliest Dog ® Contest and first-rate entertainment for the entire family.
- Well-maintained facilities on 60 acres with easy access from Highway 101, unique indoor/outdoor spaces and convenient parking to accommodate a variety of events.
- Major interim events including Chili Cook-off, 4th of July Fireworks, Petaluma Music Festival, RIP City Riders Car and Motorcycle Show, Latin Music Festival, RV and Auto Shows, Dog Shows and Agility Trials, Festivals & Community Events, etc.
- The annual "North of the Gate Wine Competition" features Gold Medal award winning wines from more than 300 entries.
- The Petaluma Speedway features stock car racing from March through October and is known nationally as the fastest 3/8-mile oval dirt track in racing.
- The annual Petaluma Youth Ag Day affords 1,000 local K-4th grade students the opportunity of a hands-on agricultural experience.
- The Fair CEO enjoys a collaborative working relationship with the Fair Board, a variety of agencies, such as the City of Petaluma, the Department of Food and Agriculture, the Western Fairs Association, and the International Association of Fairs and Expositions and is encouraged to belong to or participate in a wide variety of community organizations and activities as the representative of the District Agricultural Association.
- The support and contributions of an experienced and competent staff (4 permanent employees)



Additional Information:

The Sonoma-Marin Fairgrounds are located in Petaluma, California. The 4th DAA covers both Sonoma and Marin Counties. Located just West of Highway 101 in Petaluma, take the Washington Street Exit, go West and turn Left on Fairgrounds Drive. Sonoma and Marin Counties are rich in agriculture, with the highest concentration of Organic Dairy Farms anywhere in the Country. Wine grapes and many other agricultural commodities are also produced in the region. The County is also home to the maker movement, has a rich local artisan culture and is experiencing tremendous growth.

Additional DAA Information:

- * 65 acres
- * 10+ buildings
- * 2000 seat grandstand
- * 3/8-mile clay racetrack
- * Parking: 850
- * Horse stalls: 0
- * RV hook-ups: 0 (public)

DAA Operation Facts:

- * 2018 budget: \$1.9M
- * Current full-time staff: 3
- * 2017 fair attendance: 61,794
- * 2018 fair dates: June 20 to 24, 2018
- * Major annual events: 6+
- * 2017 interim attendance: 100K
- * Number of 2017 interim events: ~100

Community Facts:

- * County population: 503,070 (Sonoma)
- * Elevation: 30' feet above sea level
- * Climate: 34 to 86 (avg) degrees Fahrenheit
- * Unemployment: 3.2%
- * Industry: Healthcare, Manufacturing, Retail Trade, Agriculture
- * Recreation: Hiking, Boating, etc.
- * County school: 40 Districts
- * Median family income: \$61,807



Required Applicant Materials:

These items will be thoroughly evaluated in order to determine the most suitably qualified applicants to continue in the selection process.

- **Completed Application:** Application available on-line <https://jobs.ca.gov/pdf/std678.pdf>
- **Resume**
- **Letters of Reference:** Three (3) letters of reference that demonstrate your qualifications for this position.
- **Demonstrated financial management experience:** Please provide copies of at least three-years of financial information from the organization or fair from your most recent employment. Acceptable information may be pages 1 and 2 of the Statement of Operations from a fair or year-end balance sheet for the past three years of operations and the year-to-date profit or loss.
- **Supplemental Question:**
Explain how a fairgrounds is an important and integral part of the community. Please describe your views and provide examples. Please limit your response to no more than one (1) page total.

The Process

The selection process will consist of the following:

Application Packets Due: **Thursday, September 9, 2021, 5:00 PM**

- A screening committee will evaluate each applicant's personal resume, supporting materials and application.
- The applicants considered to be the best qualified for the position will be referred to the DAA board of directors for further consideration.
- Personal interviews will be scheduled with a selected number of the most qualified candidates during the week of **September 20, 2021**.
- The applications of all candidates will be held in strict confidence.
- The fair board or its representative reserves the right to contact selected individuals who are familiar with the accomplishments of applicants.
- The fair board or its representatives may wish to visit the home community of the final applicant(s).
- It is anticipated that the Board of Directors will make its final determination on or before **October 1, 2021**

*Questions regarding application or selection procedures may be directed to:
CEO Search; Dr. Lois Moore @ lmoore@sonoma-marinfair.org*

Compensation & Benefits

Salary: \$7937 – \$9717 monthly.

The salary within the range will be based on the qualifications of the successful candidate.

- Public Employees Retirement System (PERS)
- Annual Leave
- Health Plan
- Dental Plan
- Vision Plan
- Life Insurance
- Holidays
- Deferred Compensation Plan

To Apply

If you are interested in pursuing this exciting career opportunity, please mail the required application and information to:

Attn: Dr. Lois Moore, Board President
Sonoma-Marín Fairgrounds & Event Center
175 Fairgrounds Drive
Petaluma, CA 94952

Please mark the outside of the envelope: **Confidential - 4th DAA**

If you have any questions or need clarification, in regard to this position, please contact Board President, Dr. Lois Moore at lmoore@sonoma-marinfair.org

Application can be found at: <http://www.sonoma-marinfair.org/employment/>

