



# **20 22** CEO CAREER ANNOUNCEMENT



## THE BIG FRESNO FAIR & FACILITY

The Big Fresno Fair (21st District Agricultural Association), founded in 1884, is the fourth largest fair in the State of California with an average annual attendance of approximately 600,000 during its 12-day event, featuring competitive exhibits, live music, community performers, live horse racing, carnival rides, livestock exhibitions, attractions, Fair food and more. The Big Fresno Fair represents the 15 incorporated cities of Fresno County and draws attendance from the region and beyond to the Fresno Fairgrounds.

The Fresno Fairgrounds is a year-round rental facility spanning 165 acres held under a 50-year lease with the County of Fresno, hosting over 250 events annually – which range from large public events to business conferences and family events. It operates a year-round satellite wagering facility, The Starting Gate, and is home to two award-winning Museums – The Big Fresno Fair Museum and the Fresno County Historical Museum. Annual fairgrounds attendance is approximately more than 1.7 million.

The Big Fresno Fair is far more than the Central Valley’s largest annual event providing affordable entertainment for the entire family. It is an economic stimulator for the community, contributing more than \$77.1 million in economic impact to Fresno County annually, according to an independent report from 2015 – a figure that surely has increased over time.

The Fresno Fairgrounds derives its annual income from these main sources: the annual Big Fresno Fair event, including Sponsorships; weekly Satellite Wagering; and interim events. The largest interim events include the weekly Swap Meet, the annual Hmong New Year Celebration and the Home & Garden Shows. The Friends of The Big Fresno Fair, the non-profit arm of the Fair works to support key educational programs and facility improvements through fundraising efforts.



## THE ORGANIZATION

The policy-making body for the 21st District Agricultural Association consists of nine Board Members who are appointed by the Governor to serve four-year terms. The Board jointly empowers the Chief Executive Officer (CEO) to implement all policy decisions. Current Board Members are:

Chuck Riojas, President; Terry Gonsalves, Vice President; Gary Chahil, Secretary/Treasurer; Linda Mae Balakian Hunsucker; Frank Flores; Jerry Pacheco; Annalisa Perea; Larry Serpa; and Lawrence Salinas.



## THE POSITION

The Board of Directors of The Big Fresno Fair (21st DAA) is seeking an administrator to continue its strong traditions and to identify opportunities to expand its annual fair and year-round operations. The Chief Executive Officer (CEO) will report to a 9-member Governor Appointed Board of Directors and will be responsible for the annual Fair, implementing and administering the development and utilization of Fresno Fairground facilities, directing the work of staff of the 21st DAA. The CEO will manage the annual budget and build strategic relationships with agricultural, business and local communities, maintain the reputation of the Fresno Fairgrounds and The Big Fresno Fair, and ensure compliance with State law, rules and regulations. The CEO must be willing to work irregular hours and weekends, and to participate in community activities and organizations when applicable.

## THE IDEAL CANDIDATE

The ideal candidate will be a skilled individual with management and administrative experience. The ideal candidate will have a strong understanding of the various practices and principles of the fairgrounds and fair operations, public relations, personnel and financial administration, contract negotiations and horse racing. The ideal candidate will have demonstrated success in collaborating with various stakeholders, including the community, elected officials, board members, executive team members and staff.

**Additionally, the ideal candidate will possess the following experience and competencies:**

- ★ Minimum of 15 years' experience in the fair industry
- ★ Minimum of a Bachelor's Degree
- ★ Minimum of 10 years of live horse racing and satellite wagering experience.
- ★ Successful completion of the International Association of Fairs and Expositions (IAFE) Institute of Fair Management and be a Certified Fair Executive.
- ★ Knowledge and experience developing and managing a \$11M+ budget; fiscal responsibility.
- ★ Demonstrate knowledge and experience of facility management and maintenance, including compliance with ADA requirements.
- ★ Working knowledge of Fire, Life Safety, EEOC, OSHA and ADA rules and regulations.
- ★ Demonstrate industry participation by serving on the Western Fair's Association Board of Directors or a similar regional industry organization.
- ★ Participation in leadership and/or community stewardship programs.
- ★ Experience working with agriculture and livestock industries.
- ★ Demonstrates the ability to develop and foster a cross-functional work relationship between direct-report departments, other departments and sub-contractors within the organization.
- ★ Ability to effectively exercise full management responsibility and oversight for the administrative functions, which include: Accounting, Financial Planning and Analysis, Purchasing, Contracts, Risk Management, Crisis Management, Asset Management, Human Resources, Admissions, Ticket Sales and Technology, and hold responsibility for the operational efficiencies of the organization.
- ★ Be well-versed in and completed Consumer Protection Program training. Have the ability to create, maintain and grow an extensive health and safety program.
- ★ A leader that understands problems, thinks critically, considers alternatives and devises solutions. Uses sound judgement and effective monitoring to guide team.
- ★ Knowledge and experience in fundraising, grants and sponsorship development.
- ★ Excellent communication, facilitation and negotiation skills.



**COMPENSATION**

A competitive monthly salary starting at \$10,064.00 to \$12,336.00, is offered for the position. The benefit package offered by the 21<sup>st</sup> District Agricultural Association includes:

- ★ Health, Dental, and Vision plan – Employee plus family coverage
- ★ Annual Leave – Vacation and Sick Leave
- ★ Life Insurance
- ★ California Public Employees Retirement System

**TO APPLY**

This is a confidential recruitment process and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established.

Interested candidates should apply submitting a compelling cover letter, comprehensive resume, State application (STD 678), and five professional references via email to the Board President, Chuck Riojas at [BoardPresident@FresnoFair.com](mailto:BoardPresident@FresnoFair.com).

The first review of resumes will begin shortly after the closing date of March 30, 2022.

All qualified candidates are strongly encouraged to submit career credentials for review and consideration.

Candidates should be aware that the Board reserves the right to determine the best combination of education, professional development and experience required for this position.

If you have questions or would like to discuss the position further, please contact Board President, Chuck Riojas at [BoardPresident@FresnoFair.com](mailto:BoardPresident@FresnoFair.com).