



**SOUTHERN
CALIFORNIA
— FAIR —**

SOUTHERN CALIFORNIA
FAIR AND EVENTS CENTER

**Chief
Executive
Officer**



UNIQUE OPPORTUNITY

The Southern California Fair and Events Center is seeking an energetic, hands-on, collaborative, and innovative facility management professional to serve as its Chief Executive Officer. This is a wonderful opportunity to manage a vibrant venue in Southern California. From a large fair to livestock shows, concerts, banquet hall, auto speedway, go-cart facility, motorcycle riding academy, and sports facility, this venue has it all!

THE VENUE

The Southern California Fair and Event Center (46th District Agricultural Association), originally opened in 1918 and relocated to the City of Perris in the late 1980's. The Center has an average annual attendance of approximately 40,000 during its annual 4-day fair event, featuring competitive exhibits, live music, community performers, carnival rides, livestock exhibitions, attractions, fair food and more. The Center represents western Riverside County and draws attendance from the Inland Empire and beyond with over 100 events annually – which range from large public events to business conferences and family events. It leases a year-round satellite wagering facility, The Derby Room, and is home to several successful motorized racing operations, including the Perris Auto Speedway, a half mile dirt oval hosting a variety of stock car races. Annual fairgrounds attendance is more than 300,000.



The Southern California Fair is one of the Inland Empire's largest annual events, providing affordable entertainment for the entire family. It is an economic stimulator for the community, contributing more than \$20 million in economic impact to Riverside County annually, according to studies by the State Department of Food and Agriculture. The Southern California Fair and Events Center derives its annual income from these main sources: the annual fair event, satellite horse racing activities and interim events, including Perris Auto Speedway and the Toro Wapo concert venue. The Friends of the Southern California Fair, the non-profit arm of the Fair works to support key educational programs and facility improvements through fundraising efforts.

Although the COVID 19 pandemic caused delays in serving the community, the Center is ready to ramp up with fun events.

The Center is in the southwest portion of Riverside County. It is located 71 miles east-southeast of Los Angeles and 81 miles north of San Diego. The adjacent City of Perris' current population is 79,291. It is known for Lake Perris State Park, which hosts a variety of flora and fauna. The city is most widely recognized for having many choices involving aerial activities, such as sky-diving and hot-air ballooning. Perris's climate features long, hot summers and short, mild winters. The fairgrounds are within the Inland Empire metropolitan area of Southern California. The Riverside County area used to be primarily an agriculture area, but there are an increasing number of farms being replaced by logistics and distribution centers.



Mission Statement

The purpose of the Southern California Fair and Events Center is to provide and promote agricultural activities, entertainment, education, recreation, and service opportunities for all people in Riverside County.

VENUE GOVERNANCE

The Southern California Fair and Event Center is governed by a nine-member Board of Directors. The Board Members are appointed by the Governor of California. The Board Officers include a President, a first Vice-President, and Secretary/Treasurer. The Board meets on the fourth Wednesday each month.

The Center is officially the 46th District Agricultural Association – Southern California Fair, a state agency of the California Department of Food and Agriculture's Division of Fairs and Expositions.

THE POSITION

The Chief Executive Officer is responsible for planning, directing, and overseeing the operations of the Center. The CEO develops policies and procedures that impact the Center and the staff as well as manages the day-to-day operations. The CEO is responsible for all hiring and human resource decisions relating to the venue staff. Some of the other critical duties include the following:

- » Provides leadership in board development and board member responsibilities.
- » Recommends and carries out a long-term strategic plan.
- » Oversees the post-pandemic strategic plan focusing on facility and businesses improvements.
- » Represents the Center in meetings with other state agencies, fairs, facilities, local government, media, various community organizations, and industry trade associations.
- » Develops and oversees the annual budget and capital improvement plan (approximately \$2.5 million annually) and provides regular financial updates.
- » Oversees the Annual Fair, and the Annual Livestock Show.
- » Directs the care and maintenance of all facilities and equipment and promote the use of the facility to generate additional revenues and improve relations with the community.
- » Serves as a partner to the community, delivering events and fundraisers for community-members and businesses.

To learn more, go to: www.socalfair.com



THE IDEAL CANDIDATE

The Southern California Fair and Event Center is seeking a highly skilled individual with extensive management and administrative skills and a strong understanding of the various practices and principles of fair and/or business event management, including facility management, tenant relations, public relations, personnel and financial administration, contract negotiation and administration, and property management practices. The ideal candidate will:

- » Have the ability to communicate and listen effectively with diverse groups of people, including community representatives and volunteers, elected officials, board members, other team members, state department staff and the press.
- » Have a good temperament, who is personable, warm, trustworthy, professional, and knows how to nurture the community.
- » Be passionate about fair management and willing to make a long-term commitment.
- » Have the ability to work irregular hours and weekends at times, to perform at any job level, and to participate in community activities and organizations.
- » Be a strategic thinker capable of implementation through teamwork and collaboration.
- » Have experience in capital planning and understands land use planning and development.
- » Be innovative and results-driven with a track record of successful leadership of an organization.
- » Be a skilled leader and negotiator, with the ability to manage and negotiate a variety of complex leases and contractual agreements.
- » Be looking for a long-term position to develop and grow with the facility and community.

Education and Experience

In order to find the most suitable candidate, the 46th District Agricultural Board will consider a broad range of talented individuals from various backgrounds. A bachelor's degree from an accredited four-year college or university is required, as well as a minimum of 5 years increased responsibility in a management role. Significant and responsible senior-level experience with a demonstrated track record of success in a public or private enterprise that is deemed comparable in size, scope and complexity is desirable. Qualifying experience may be drawn from a) fair or event planning experience; b) public sector generalist experience (i.e. City Manager or County Chief Executive Officer); c) private sector, or non-profit executive leadership experience in an organization with similar size and complexities that includes experiences working with Board of Directors and a thorough understanding of the Board of Directors to CEO relationship; or d) a combination of executive-level experience that effectively demonstrates an understanding of the mission of the Center.

Possession of a California Driver's License by the time of the employment start date is required. Incumbents must pass a thorough background investigation.



COMPENSATION AND BENEFITS

The salary range for the position is **\$8,724 – 10,692 per month** depending on qualifications and experience. Salary is complemented by an attractive benefits package that includes:

Retirement: California Public Employee Retirement System

Deferred Compensation: Multiple options available.

Insurance: Medical, dental, vision insurance offered to employees and dependents. Various insurance plans are offered.

Paid Leave: Vacation and Sick Leave

Paid Holidays: 13 per year

APPLICATION AND SELECTION PROCESS

This position is open until filled. To be considered for this exceptional career opportunity, submit your resume, cover letter, and a list of six work related references (two supervisors, two direct reports, and two colleagues).

Please submit by July 18, 2022. Resumes should reflect years and months of employment including beginning/ending dates.

Please go to our website to submit your application: <https://www.cpshr.us/recruitment/2042>

CPS HR CONSULTING

Maricarmen Peoples

mpeoples@cpshr.us

916-471-3365

David Niemeyer

dniemeyer@cpshr.us

(916) 471-3366

Email: resumes@cpshr.us

Website: www.cpshr.us/search

Résumés will be screened in relation to the criteria outlined in this brochure. Candidates deemed to have the most relevant qualifications will be invited to interview with the consultant, following which the most qualified candidates, as determined by the 46th District Agricultural Board, will be invited for interviews. The Board anticipates making an appointment to the position following final interviews and the completion of comprehensive reference and background checks.

