



The Humboldt County Fair Association is seeking qualified applicants for the position of Humboldt County Fair General Manager. Located in Ferndale, CA, the Fair is seeking an innovative individual to continue the historic activities of the community facility as well as develop relationships with community members that result in increased utilization of the Fairgrounds.

The ideal candidate will have current Fair or Events Center Management experience and a proven record of working with diverse elements of the community in the promotion of a wide range of events and programs.

A detailed summary of the Fair and the General Manager position requirements can be found at [www.humboldtcountyfair.org](http://www.humboldtcountyfair.org)

Applications will be accepted through November 30<sup>th</sup>, 2021  
Position will start in January 2022.

# THE HUMBOLDT COUNTY FAIR ASSOCIATION

*Is seeking a Leader to serve as:*

**General Manager of the  
Humboldt County Fair & Event Center**

*Become part of a Team and  
“Make a Difference”*



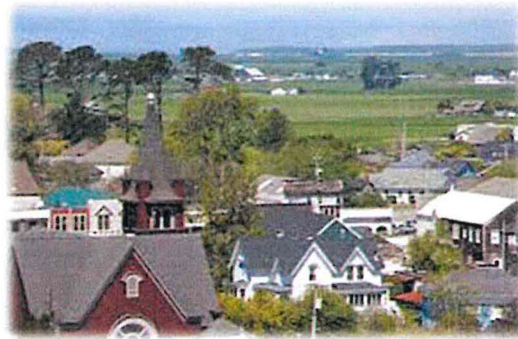
Accepting Applications through  
November 30, 2021

## Location and Information



**H**umboldt County is on the North Coast of California, about 200 miles north of San Francisco and 125 miles from the Oregon border. Humboldt County, situated along the Pacific coast in Northern California's rugged Coast Range, is a rural county with dense forests, mountains, and over 110 miles of coastline (more than any other county in the state). It is best known for its magnificent coastal redwoods. The county also includes dozens of parks, forests, beaches and preserves making it a paradise for every kind of outdoor recreation.

Nestled between the California Redwoods and fabled Lost Coast, the Victorian Village of Ferndale is a hidden oasis of small-town charm, spectacular architecture, enchanting natural beauty and welcoming Humboldt County culture. This wonderful village has a vibrant Agricultural Community and hosts the Annual *Humboldt County Fair* in August as well as other year-round events.



## Humboldt County Fair Mission Statement

*The Humboldt County Fair and Event Center serves its community by preserving traditions of the people and promoting agriculture while providing everyone a place to learn, have fun, gather together in celebration, be entertained, enjoy economic viability and be safe from potential natural disasters or crisis.*



## Humboldt County Fair and Event Center

*Humboldt County Fair and Event Center* is operated by the Humboldt County Fair Association (HCFA), a 501(c)(3) organization. The Fairgrounds is located in the town of Ferndale and includes approximately 65 acres of housing exhibit buildings, livestock barns, historic grandstands, horse racing track, midway and carnival lot. Included on the property is a year-round Recreational Vehicle Park with 60 site hookups and campground facilities.



Established in 1896, The Humboldt County Fair fosters the tradition of showcasing Agriculture, Livestock, Horseracing, Home Arts and Fine Arts as a living celebration of the Community. The events at the ten-day fair are a reflection of the diverse Humboldt community, adding \$6-8 million to the local economy.

### General Manager's Role

The General Manager of the Humboldt County Fair and Event Center will provide a critically important service and visionary perspective to the County's Event Center at the Fairgrounds.

The General Manager will report to a 15-member Board of Directors and will be responsible for the annual fair as well as developing and implementing programs that enhance the Humboldt County Fair and Event Center's role in the County's economy.

The General Manager will work to develop both private and public sector fundraising sources, prepare and manage the Fair budget and build strategic relationships with the agricultural, business, and local communities. The General Manager will develop marketing and fundraising plans that effectively attract and enhance attendance at the various community events held at the Humboldt County Fair & Event Center.



## **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 event center and/or fair operations, public relations, personnel and financial administration, contract negotiations, and administration. 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:

- Experience in management, business administration, marketing, and public relations.
- Experience in developing business and increasing revenues through increased facility usage for public events and activities.
- Knowledge and experience in budgeting, fiscal policy, and preparing financial reports.
- Ability to work cooperatively and communicate effectively with staff, the Board of Directors, governmental agencies, businesses, and community.
- Demonstrate knowledge and experience of facility management and maintenance, including compliance with ADA requirements.
- Experience in identifying and securing a broad range of public and private funding sources.
- Compliance with the Ralph M. Brown Act (the HFCA is required to comply with the Brown Act).

### **Selection Process and Key Tentative Dates**

- Accepting application submissions through November 30, 2021
- Submittals will be reviewed for desired qualifications listed herein
- Candidate assessment interviews of the most qualified candidates beginning December 2021
- Ideal Start Date early 2022

*This is a tentative time line and adjustments may be necessary.*

**Salary:** Salary negotiable depending on experience.



# How To Apply

To be considered for this exciting career opportunity, please forward the following:

1. Cover letter
2. Resume
3. References



4. WRITTEN RESPONSES TO THE FOLLOWING QUESTIONS:

- a. Please describe why you are the ideal candidate for the position, providing any detail on your experience in fair and event center management.
  - b. Describe your experience as it relates to public board management under the Brown Act, and your philosophy as to how executive staff works with a volunteer board to achieve the organizational mission.
  - c. The Humboldt County Fair and Event Center has an opportunity to grow and bring more large-scale events into Humboldt County. Please describe any experience related to this opportunity and how you would find and develop event partners for this venue?
  - d. Please describe your experience in developing relationships with various segments of the community such as business, agriculture, and non-profits.
  - e. Please describe your experience with fundraising activities and your success at developing partnerships with sponsors. Include an example of a time when you took a particularly creative approach or handled a particularly challenging situation related to fundraising with sponsorship development.
5. Please return all your required information with one submission by November 30, 2021 to:

Humboldt County Fair  
General Manager Search  
1250 5<sup>th</sup> Street  
Ferndale, CA 95536

or email the information to: [humcofair@frontiernet.net](mailto:humcofair@frontiernet.net)  
with **General Manager Search** in Subject Line

In addition, the successful candidate must reside in or be willing to relocate to Humboldt County after hiring.

NOTE: Submittals without the written response to the above questions will result in disqualification from consideration. In addition, any applicant who attempts to contact individual board members directly with the intent of influencing the decision of the Board or Committee will be disqualified as a candidate for the position.