



The 3rd District Agricultural Association "Silver Dollar Fair" is now accepting applications for its Secretary Manager III position. This job posting is based on the Duty Statement – available upon request. The Silver Dollar Fairgrounds, established in 1950, stands as a cherished community asset in Butte County. Spanning 60 acres of state property nestled in the picturesque Chico, CA.

Chico, with a population just over 100,000, is nestled between the Sierra Nevada foothills and the Sacramento River. Features include Bidwell Park, one of the nation's largest municipal parks, offering extensive trails for outdoor activities; a vibrant downtown with diverse shops, restaurants, and cultural events; and a strong community and college town atmosphere that fosters local businesses and the arts. Other highlights are its bike-friendly environment, a notable craft beer culture led by Sierra Nevada Brewing, and a relatively affordable cost of living compared to other California cities.

The CEO will also produce and direct community-relevant programs, entertainment activities, facility rentals, and social events, as well as develop and implement marketing plans and strategies. Knowledge of purchasing, facility maintenance, project management, public relations, contracting, and technology is also required. The candidate must possess strong interpersonal skills, including the ability to work cooperatively and communicate effectively with staff, volunteers, the board of directors, governmental agencies, local businesses, the media, and the community.

The ideal candidate will have demonstrated expertise in developing and managing budgets, maintaining sound fiscal policy, and handling day-to-day record-keeping. They will also be responsible for preparing board and government-required reports, planning and restructuring the organization, and developing initiatives to fully utilize the facilities. Additionally, the candidate will be involved in grant and sponsorship development, recruiting, training, and supervising employees and volunteers.

In addition to an annual fair, the facility serves as a vibrant year-round venue for over 100 events, including trade shows, races, concerts, quinceañeras, weddings, youth programs, and emergency response operations.

With an operating budget of approximately \$2.5 million and a dedicated staff of 5 full-time employees and 200 seasonal workers, the Fairgrounds generates a significant economic impact of more than \$15 million annually. This financial success supports agriculture education, community pride, and cultural community inclusion. A multi-million-dollar construction effort is currently underway to modernize the facility and add an event center.

The Chief Executive Officer (CEO) is appointed by and reports to the nine-member Board of Directors, all of whom are appointed by the Governor of California to serve four-year terms without pay.

As a state entity under the oversight of the California Department of Food and Agriculture's Division of Fairs and Expositions, the CEO is responsible for planning, directing, and overseeing the operations of the District Agricultural Association (DAA).

Some of the critical duties include:

- Providing leadership in board development and member responsibilities.
- Recommending and implementing a long-term strategic plan, including post-pandemic recovery focused on facility and business improvements.
- Representing the DAA in meetings with state agencies, other fairs, local government, media, community organizations, and industry trade groups.
- Developing and overseeing the annual budget (approximately \$2.5 million) and capital improvement plan, providing regular financial updates.
- Promoting year-round facility use to generate revenue.
- Overseeing the annual fair, community events, races, and emergency response as needed.
- Directing the care and maintenance of all facilities and equipment.
- Develops and maintains policies and procedures for the DAA.
- Working closely with the Governor-appointed board to ensure alignment with organizational vision and goals.

The CEO must demonstrate strong abilities in administration and management, financial accounting, strategic planning, marketing, facility improvements, community outreach, and public relations while fostering a culture of safety, integrity, stewardship, excellence, and community engagement.

The Board seeks a passionate leader with:

- Experience in Business, Public Administration, Agriculture, Recreation, Communication, Marketing, or a related field.
- With management experience, preferably in an executive role
- Experience in municipal, county, or state government settings, serving on a board or elected body.
- Proven expertise in business development, fiscal management, risk management, grant writing, and public administration.
- Experience in event production, facility operations, and community programming, with a track record of driving revenue growth and community impact.

- Excellent communication, negotiation, and conflict management skills, coupled with the ability to inspire teams and build collaborative relationships with other government agencies.
- Ability to work with and integrate organized employee bargaining units.
- A commitment to transparency, ethical leadership, understanding of audits and financial reporting, and a commitment to professional development.
- An understanding of the industry of Agriculture and specifically a working knowledge of agricultural youth programs like FFA, 4-H, and the Grange.
- Ability to work within the FEMA Incident Command System and coordinate with CAL Fire, the CA Highway Patrol, CAL OES, and other emergency response organizations.
- An understanding of CA Alcohol Beverage Control and CA food safety regulations.
- Knowledge of Microsoft Office and technology tools, along with a willingness to work flexible hours, including evenings and weekends, and occasional travel.
- Bachelor's degree or higher preferred.
- Must be able to pass a background check.

COMPENSATION AND BENEFITS

The Board of Directors determines the monthly salary for the Chief Executive Officer based on the candidate's qualifications and experience. The current salary range is \$8,889.00 to \$10,884.00.

The 3rd District Agricultural Association offers the following benefits:

- Health, dental, and vision plans for employees and their families.
- Annual leave, vacation, and sick leave.
- Life insurance.
- California Public Employees' Retirement System (CalPERS).
- Paid holidays.
- The position is classified as exempt under CalHR guidelines.

HOW TO APPLY

This position is open until filled, with an initial review scheduled to commence on October 27, 2025. To be considered for this exceptional career opportunity, submit a compelling cover letter, a comprehensive resume (including education and years and months of employment, starting and ending dates, and locations), a statement of qualifications, and a list of five professional references.

Electronic submissions via email are strongly encouraged. Please send your application to:

ATTN: Silver Dollar Board
sdfboard@silverdollarfair.org

Hand-delivered or mailed applications can be sent to:

3rd DAA – Silver Dollar Fair Board of Directors
2357 Fair St.
Chico, CA 95926

Upon review, candidates may be requested to complete written responses. Finalists will be invited to interviews, during which in-depth background checks will be conducted and references will be contacted. The Board aims to select the new CEO by January 2026 to ensure a seamless transition.

Requests for accommodation or additional information can be directed to sdfboard@silverdollarfair.org or (530) 343-3595. This is a confidential process handled accordingly.

www.silverdollarfair.com

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As a agency of the State of California, the 3rd District Agricultural Association "Silver Dollar Fair" is an equal opportunity employer to all, regardless of age (40 and over), ancestry, association with a member of a protected class, bereavement leave, cannabis use, color, disability (physical, intellectual/developmental, or mental health/psychiatric.), Family Care and Medical Leave (CFRA) related to serious health condition of employee or family member, child bonding, or military exigencies, gender identity or expression, genetic information or characteristic, marital status, medical condition (cancer or genetic characteristic), military and veteran status, national origin (includes language restrictions), participation in an EEO protected activity, pregnancy, childbirth, breastfeeding, or related medical conditions, Pregnancy Disability Leave (PDL), race (includes hairstyle and hair texture), religious creed (includes dress and grooming practices), reproductive health decision making, reproductive loss leave, sex/gender, and sexual orientation.