



## *Mission Statement*

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The Cloverdale Citrus Fair (a 501(c)(3) non-profit organization) is located in the picturesque Alexander Valley wine region of Sonoma County, just off Northern California Highway 101 about 15 miles north of Healdsburg. With good proximity to urban centers (30 miles north of Santa Rosa and within easy driving distance to Marin County/San Francisco, or north to Arcata/Eureka), Cloverdale is evolving as a smart growth city while maintaining its small-town charm.

The Cloverdale Citrus Fair began as a typical small county fair in 1892 and still remains the earliest fair held in California each year. This event has blossomed into a major community effort, resulting in one of the most memorable and entertaining events in California, featuring 3-D exhibits made of citrus fruit, the crowning of The Citrus Fair Queen, gourmet food, arts, crafts, a carnival and parade.

The Cloverdale Citrus Fairgrounds are also home to a variety of year-round events such as non-profit fundraisers, celebrations, motorcycle training, a renowned wine competition, among other ongoing programs and festivals. The fairgrounds also provide top rate building and facility rentals.

The Cloverdale Citrus Fair promotes and showcases agriculture, while displaying the diverse talents, interests and accomplishments of the citizens of California. This is achieved by providing educational, entertainment and recreational opportunities for the public, while continually striving towards enhancing the promotion and preservation of the second largest Citrus Fair on the West Coast!

## *The Position*

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The Cloverdale Citrus Fair Board 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 is appointed by and reports to the Board of Directors. Under the direction of the Board, the 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 and does other work as required. Emphasis is on administration and management, financial accounting, planning, marketing, facility enhancement, community outreach and public relations.

The 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 and local policies, rules and regulations. In addition, the CEO develops marketing strategies to attract maximum use of the facilities and participation in the activities presented; attends all Board meetings and arranges for the development of agendas and minutes; solicits the donation of funds or services.

## *The Ideal Candidate*

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The CEO of the Cloverdale Citrus 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 and press. The CEO must be willing to work irregular hours, weekends and holidays, to perform personally at any job level, and to participate in community activities and organizations; be creative, resourceful, flexible, objective, cooperative, and personable.

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.)

The prospective employee must also obtain a valid driver's license and will be required to complete a health questionnaire and/or pass a physical examination.

## *Overview*

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

- The well-attended annual four-day Fair held in February represents the diversity of the community, showcases agriculture, local art and crafts, junior livestock competitions, award-winning local wines and first-rate entertainment for the entire family.
- The Citrus competition is a well-beloved annual tradition. In the beginning, the exhibits and displays included little more than wooden frameworks with a few oranges affixed to the structures. Today, visitors are greeted by elaborate, three dimensional citrus exhibits, some as high as eighteen feet. The judges consider the overall effect and appropriateness to the theme, but the real focus is upon technique and workmanship.
- The fairgrounds facility has undergone some major renovation projects including building enhancement, landscaping, access and path of travel, RV hookups, shower facilities and spacious restrooms to provide the best rental facilities in the area, unique indoor/outdoor spaces and convenient parking to accommodate a variety of events.



- The fairgrounds are host to many interim events throughout the year, including private events like weddings and baptisms, Redwood Regional Motorcycle Training, Cloverdale Chargers Cheerleading, dance and theater productions, concerts, comedy shows, craft fairs, safety expos, dance recitals, crab feeds, toy drives, a weekly food distribution and much more!
- The San Francisco Chronicle Wine Competition is the Largest Competition of North American Wines in the World. Each year there are over 7,000 entries competing against each other, with judges coming in from all over the country to taste and rate wine.
- The Citrus Fair is the community gathering place in times of celebration and in times of need. The CEO and staff support the City's emergency preparedness efforts and serve as a critical facility for shelter and care during an incident.
- The CEO enjoys a collaborative working relationship with the Fair Board, a variety of agencies, such as the City of Cloverdale, 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 organization.



## *Compensation and Benefits*

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**Salary:** Range is equivalent to District Agricultural Association Secretary-Manager III position (\$7,592-\$9,294 monthly); flexibility in building this total package (salary + benefit costs) will be addressed during the final selection/negotiation stage. The salary within the range will be based on the qualifications of the successful candidate.

### **Benefits:**

- Vacation, Holiday and sick leave
- Health Plan
- Dental Plan
- Vision Plan
- Retirement through PERS
- Business/ Travel budget
- Cell Phone stipend
- Technology including smart phone, internet access and other tools as needed
- Use of an automobile for business and personal (taxable) use

The Board will negotiate a mutually agreed upon employment agreement, which may include reimbursement for moving and relocation expenses. The employment agreement will be an initial three-year term with an option to extend by mutual agreement. The CEO will be expected to reside in the greater North Bay area, offering an array of housing for either rental or purchase.

## Required Documents and Information

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Cover letter, resume, three letters of reference that demonstrate your qualifications for this position, proof of demonstrated experience with management of finances in a fair or organization and your answer to the supplemental question below are required and will be thoroughly evaluated in order to determine the most suitably qualified applicants to continue in the selection process.

***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:***

*How would you grow Fair attendance to assure continued sustainability for the Cloverdale Citrus Fairgrounds? Please describe your views and provide examples of how best, in your opinion, this task can be successfully accomplished.*

## The Process

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Application Packets Due: **Friday, July 16, 2021**

Applications reviewed the week of July 19<sup>th</sup>.

Competitive documents and supplemental information requested will be appraised to determine the most suitable, qualified candidates to participate further in the process. Most suitably qualified candidates will be invited to an oral interview by the Cloverdale Citrus Fair Board or an appointed subcommittee.

## To Apply

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If you are interested in pursuing this exciting career opportunity, please mail or email the required documents and information (see list above) by end of business on Friday, July 16<sup>th</sup>.

If mailing, send to:

Cloverdale Citrus Fair Board  
c/o Dylan Davis, President  
1 Citrus Fair Drive  
Cloverdale, CA 95425

*Please mark the outside of the envelope: Confidential*

If emailing, send to: [info@cloverdalecitrusfair.org](mailto:info@cloverdalecitrusfair.org)

*Please mark the email header as: Confidential*

If you have questions or need clarification in regard to this position, please contact Mr. Davis at:  
(707) 894-3992 or [info@cloverdalecitrusfair.org](mailto:info@cloverdalecitrusfair.org)