

Chief Executive Officer
28th District Agricultural Association/San Bernardino
County Fair



FUN STARTS HERE!

Career Employment Opportunity Announcement

Overview

SBC Fair



SBC Fair is located in Victorville, CA and is a part of the Network of California Fairs. In addition to the annual care of the facility, building and grounds, the 28th District Agricultural Association (DAA) produces the annual San Bernardino County Fair. The Fair is a vital part of the community and region by offering the public an opportunity to gather annually to celebrate achievement, participate in unique events and enjoy entertainment as

well as special attractions. The rich tradition of the Fair, while influenced by agriculture and a rural life style, provides the public an opportunity to learn and experience new and different things. The 84-acre fairgrounds currently features four (4) major buildings which provide more than 38,000 square feet of public assembly area and offers on-site parking for over 3,000 vehicles. The Fair's largest multi-use exhibit building was destroyed by fire, and is currently in the process of being rebuilt, increasing usability to five (5) buildings with over 54,000 square feet of indoor space.

In addition to hosting the annual Fair, the facility serves as a multi-use, public assembly facility hosting over 400 days of various year-round events including weddings, quinceaneras, banquets, community events, conferences, workshops, horse shows and a meeting location for service clubs as well as youth and educational organizations. The fairgrounds serves as an emergency evacuation center and staging area for personnel and equipment from various public agencies supporting the community in time of need.

Through production of the annual Fair and support of year-round events at the fairgrounds, the 28th District Agricultural Association provides tangible benefits to the region's economy of over \$25 million dollars annually by generating spending activity both on the fairgrounds and in the community, creating jobs to produce the annual Fair, creating jobs to support year-round events produced at the fairgrounds and generating business tax revenue through state and local sales taxes, transient occupancy taxes, possessory interest taxes and other fees to public agencies. The revenue generated from these taxes and fees further the development of programs that benefit the community.

Fair and Facility Governance:

The San Bernardino County Fair & Fairgrounds, located in Victorville CA, known as the 28th District Agricultural Association is governed by a 9-member volunteer Board of Directors. Board members are appointed by the Governor of California. The 28th District Agricultural Association, is an independent agency/institution of the State of California with policy oversight provided by the California Department of Food and Agriculture/Fairs and Expositions Branch.



Fair/Fairgrounds Facts:

- Class Size: Class IV (4)
- 2019 Fair Dates: May 25th – June 2nd 2019 (Closed Tuesday and Wednesday)
- 2018 Fair Attendance: 150,000
- District Annual Operating Budget: \$2,655,788
- Staff: There are currently 4 Civil Servants (including the CEO) employed by the District. Additionally seasonal employees are hired as needed to support year-round events and the annual Fair.
- Major Year-Round Events: High Desert Home Show, Lucas Oil Off Road Regional Race Series, Wheel 2 Wheel Raceway, California Fight League, Orange Empire Dog Show, So Cal Gun Shows (twice yearly, and home to Maclin Markets Outdoor Market 50 weekends each year)
- Fairgrounds Acreage: 84 acres
- Number of Event/Public Assembly Buildings: 4 with over 38,000 square feet of usable event space (1 Building with 16,000 square feet of space is in design and construction is expected to begin around August 2019)
- Horse Stalls: 24 barn stalls
- Outdoor Arena: 197' x 270'
- Grandstand Arena Seating: 4,500 –
- RV Campground: 128 spaces with full hookups (water/power)

High Desert Region of San Bernardino County

Sitting on Highway 15 which is the main corridor between Southern California and Las Vegas, the High Desert Region is ideally located approximately halfway between Los Angeles and Las Vegas. With over 500,000 residents within a 35 mile air radius, and a short drive to the beach or mountains, major entertainment and sports the High Desert Region of Southern California is an ideal location to live, work and play. Additionally SBC Fair is the only continually operating Fair on Historic Route 66, making it a fantastic stopping point for visitors from around the world.



- Fishing (Stream, River and Lake) and Hunting
- Hiking, Rock-Climbing and Mountaineering
- Camping and Backpacking
- Hang Gliding and Paragliding
- Boating, Water Sports, Off Roading and Jeeping
- Mountain and Road Biking
- Snow Sports - Skiing, Snow Boarding, Snowmobiling and Cross-Country Skiing
- Horseback Riding and Pack Trips

The region's commercial air service is served by Ontario International Airport.

The Position

The 28th District Agricultural Association Board of Directors is seeking a qualified individual to serve as Chief Executive Officer that desires to be part of a valuable community asset, oversee the day to day operations of the District, interface closely with the Board of Directors and provide strong leadership both in the organization and community.

The CEO is an officer of the State of California appointed by the Board of Directors and reports directly to the Board. Under direction of the Board, the CEO is responsible for planning, organizing and producing the annual San Bernardino County Fair. In addition, the CEO is responsible to ensure appropriate and maximum utilization of the fairgrounds on a year round basis to provide the community and public a variety of social, cultural, recreational, entertainment and educational events. The responsibilities of the CEO include directing and guiding the work of the District's full-time, part-time and volunteer staff to fulfill the goals and objectives of the organization as well as the vision of the Board of Directors. It is vital and required by the Board

that the CEO must demonstrate effective leadership, have the ability to develop and foster meaningful relationships, understand the value of team, can articulate and explain the goals and objectives of the organization as well as the vision of the Board of Directors, have the ability to administer and manage a multi-faceted operation, have the ability to assess the needs of a public event facility as well as implement necessary maintenance and improvement projects, have full understanding of and the ability to perform financial accounting review and prepare required financial reports, understand sound business practices and principles, understand the importance of strict compliance regarding state and public agency reporting requirements, embrace community outreach, value positive public relations and customer service, recognize as well as appreciate the importance of the community and stakeholders of the fairgrounds to the District.

The CEO, as directed by the Board of Directors, is responsible to perform other work and assignments as necessary. The CEO has key responsibility to implement the policies and vision of the District's Board of Directors and ensure the financial success of the organization. This entails:

- Ensure the success of the annual Fair and recognize the importance of responsible stewardship of the Fair and fairgrounds
- Recognize the Fair and fairgrounds as a valuable year-round community asset
- Provide effective and passionate leadership for all operations of the organization including approved project development and implementation as well as organizational development focusing on building staff capacity and supporting staff professional development
- Provide leadership in board policy development and support the Board to ensure its vision is achieved by assisting the Board with the development of Strategic, Business and Long-Range Plans
- Oversee all financial components of the organization focusing on revenue generation and cost control as well as identify measures to achieve cost efficiency
- Provide guidance and support for staff development and training as well as staff's professional development by setting reasonable performance expectations, monitoring performance and provide feedback through routine performance evaluation and appraisal
- Oversee development for Board approval the annual Operating Budget and Capital/Major Projects Budget
- Oversee and implement Board-approved facility improvement projects
- Oversee and guide fairgrounds operations which not only support the annual Fair but provides critical support to year round events to show organizers the benefits of having their events produced at the fairgrounds
- Serve as the prime liaison for the organization with the community, District stakeholders, public agencies, elected officials, the public and fair associations
- Ensure transparency with the Board, staff, public agencies, community and the public regarding all aspects of the District and hold the District including oneself to a high standard of accountability. Create a positive and supportive work environment for staff, volunteers and others so they can achieve excellence through the CEO's inspirational leadership and example setting ways.

The Ideal Candidate

- In addition to the responsibilities identified in the prior section, the CEO of the 28th District Agricultural Association must be an individual desiring to become an integral part of a valued community asset that provides benefits to many by offering an opportunity to gather at the fairgrounds and experience its many social, cultural, educational, entertainment and recreational activities. The ideal candidate must embrace the strong traditions of the Fair through its commitment to junior livestock and agriculture.
- In addition to embracing the traditions of the Fair the ideal candidate must be equally embracing and passionate about the many year round events produced at the fairgrounds.
- The ideal candidate must have a general understanding of how to address routine maintenance projects and, when necessary, assist by being hands-on and willing to get it done.
- The ideal candidate must have an understanding of sound business practices and principles including information technology, social media, marketing, promotions, advertising, public relations, personnel, financial administration, contract negotiation and administration as well as new business and sponsorship development.
- The ideal candidate must not only understand the importance of fundraising but must be able to implement strategies to generate additional funds to support programs and projects that benefit both the Fair and fairgrounds. It is desirable for the ideal candidate to have a general understanding of fairs, events and public event/assembly facilities.
- The ideal candidate must be a strategic thinker capable of fostering teamwork, collaboration and communication with many individuals such as staff, volunteers, Board members, elected officials, agency representatives, media, community stakeholders and the public.
- The ideal candidate must appreciate the need to build capacity within the staff and volunteers working both the Fair and other fairgrounds events. The workload and responsibilities of the CEO requires working irregular hours and weekends.
- The ideal candidate must demonstrate the ability to balance and manage the challenges of a multi-faceted work environment and adjust to shifting priorities. The ideal candidate must be organized and have the ability to multi-task assignments and projects. In order for the CEO to be successful they must be inclusive, exercise diplomacy, appreciate and understand diversity, inspire others to achieve the goals and objectives of the District and be creative as well as a problem solver knowing that many times there are limited resources available.

The CEO is the public representative and leader of the organization. The CEO must exhibit the highest moral character and integrity at all times for they are the face of the organization. The CEO must comply with filing requirements of the annual Conflict of Interest Form 700 with the California Fair Political Practices Commission and have a valid California Drivers License or have the ability to qualify for and obtain a valid California Drivers License.

Desirable Experience, Education and Knowledge The ideal candidate will have the following desirable experience and education. For those items listed below that the ideal candidate does not have direct experience performing, they must then demonstrate knowledge as well as an understanding of these key functions in order to convey to the Board of Directors they have the ability to perform them consistent with the duties and responsibilities of the Chief Executive Officer.

- Experience in a management role or serving in an executive leadership capacity with a business, fair, festival, outdoor/indoor event facility, recreation agency or public organization. While having event experience is desirable, commensurate and relevant experience with a business or organization demonstrating the ability to perform the tasks and duties identified in the sections titled THE POSITION and THE IDEAL CANDIDATE will be considered and evaluated by the Board of Directors.
- Experience working with a board of directors, a commission, a governing body or elected officials
- An Associate or Bachelors Degree is desirable however relevant work experience and education will be considered in the overall evaluation of the candidate Experience with project development and implementation relating to facilities as well as facility maintenance
- Experience guiding or a general understanding of how to guide an organization and its Board of Directors through development and implementation of various aspects of planning such as Master Plan, Long Range Plan, Business Plan and Strategic Plan
- Experience working with the public, public agencies and local as well as regional government
- Experience with public speaking and presentations

The Board of Directors recognizes that many factors and considerations will impact, shape and influence their decision to select the ideal candidate however the Board will remain open-minded in order to evaluate all relevant and pertinent factors in order to determine how they affect a candidates ability to perform the duties and responsibilities of the CEO before arriving at a decision.

The goal of the Board is to select a suitably qualified candidate based on experience, education, real-life experiences and the ability to be an effective leader that will position the organization for success and embrace the strong tradition of the San Bernardino County Fair and the Fairgrounds as well as the community.



CEO Profile

The Board of Directors believes the ideal candidate will exhibit the following management style and characteristics:

- A solid, passionate leader and role model who initiates decisions based on good judgement, treats others with respect, is open and approachable, follows through, follows up, is collaborative, is supportive and openly communicates with the Board, staff, stakeholders, public agencies, community and the public
- Values the importance of being an effective communicator
- A good listener who is able to build trust with others
- A problem solver who anticipates and responds to problems in a timely manner, develops and seeks out alternative solutions and is able to bring resolution to issues through a collaborative process
- Values relationships and demonstrates the ability to develop and foster meaningful relationships with the Board, staff, community, elected officials, outside agencies, Fair and fairgrounds stakeholders as well as the public. Fully understands and values the importance of involving not only the immediate community but others in the surrounding region.
- An effective leader who inspires achievement with staff, provides timely performance feedback to staff including ways to improve and supports professional development of staff
- Values and understands the importance of positive customer service both for internal and external customers
- Understands that the annual Fair embraces celebration of achievement and is participatory in nature



COMPENSATION AND BENEFITS

Salary:

Annual salary range of: \$96,744 - \$118,572

(\$8,062.00 - \$9,881.00 SECRETARY-MANAGER IV – DISTRICT AGRICULTURAL ASSOCIATIONS).

Placement in the annual salary range is commensurate with relevant experience and education in order to perform the duties and responsibilities of Chief Executive Officer.

Benefits: Public Employee Retirement System (PERS), Annual Leave, Health Plan, Dental Plan, Vision Plan, Life Insurance, Holidays and Deferred Compensation Plan



APPLICATION & SELECTION PROCESS:

Interested persons should submit the following:

- Completed Employment Application - See link to State Examination/Employment Application @ SBCFAIR.com
- Resume detailing employment and career experience, community involvement, professional development and participation in the applicant's industry
- Statement of Interest & Qualifications - Submit a statement that answers the following question:
- Why do you believe you should be considered for this opportunity and how has your work experience, education and other relevant life experiences prepared you for the role of Chief Executive Officer?
- Business and Personal References - Candidates selected for the final round of interviews will be required to submit personal and business references. References for candidates selected as Finalists will be contacted by the Board of Directors or its representative to review accomplishments and abilities as well as capabilities of the candidate in order to assess the candidate's fit for the position and organization. Contacting references will be coordinated with the candidates.

The application review process and reference checks for those selected to be considered Finalists will be held in the strictest of confidence.



FORWARD APPLICATION PACKAGE TO:

**CEO Selection Committee
SBC Fair Board of Directors
C/O Geoff Hinds
14800 7th St
Victorville CA 92395**

Please direct all inquiries or questions to Geoff Hinds,
GHinds@sbcfair.com or 760 628 7118

THE FINAL FILING DATE IS:

June 14th, 2019

Applications will be reviewed, screened and evaluated based on the criteria and information outlined in the CEO Career Employment Opportunity Announcement to determine the most suitably qualified candidates to be considered for an interview with the San Bernardino County Fair& Fairgrounds Board of Directors. Upon completion of the first round of interviews, the Board of Directors will determine candidates to be invited for a second round of interviews with the Board of Directors. Future rounds of interviews are at the sole discretion of the Board of Directors. Finalists will be required to sign a release for the District or it's representative to contact previous employers of the candidate to verify employment information and learn more about the candidate's job performance. Applicants should be aware that prior to appointment with the District the finalist will be required to sign a release for the District or it's representative to conduct a thorough background check and investigation of the finalist which may consist of a credit check, review of driver history and inquiry into local, state, and federal files to disclose criminal records. Upon appointment by the Board of Directors employment processing of the appointee will be coordinated through the California Department of Food and Agriculture/Fairs and Expositions Branch.

It is the desire and interest of the Board of Directors to offer an appointment for the CEO position as soon as practical in order to assist with a smooth transition of organizational leadership.

DISQUALIFICATION STATEMENT:

Applicants who contact or attempt to contact members of the Board of Directors to influence decision making for any purpose other than for information regarding the position will be disqualified as a candidate. Persons representing a candidate who contact or attempt to contact members of the Board of Directors to influence decision making other than for information regarding the position will result in the candidate being disqualified.