



Sonoma County Event Center At The Fairgrounds

Chief Operating Officer

Annual Salary
\$92,125 - \$111,994



Accepting Applications
Through Monday, November 27, 2017

The County Of Sonoma

Sonoma County offers a rare and compelling array of scenic, recreational, and geographic characteristics – including over 200 award-winning wineries, inspiring coastline and beaches, the Russian River, and majestic redwoods. The County encompasses over one million acres of land and water, rich with agriculture, parks, campsites, lakes, and open space. Sonoma County is also home to a wide variety of art and music festivals, farmers’ markets, and concert venues. Local schools continually rank high on California’s Academic Performance Index. Santa Rosa Junior College and Sonoma State University offer higher education opportunities. Sonoma County encompasses 1,600 square miles and is home to approximately 500,000 residents.

Sonoma is a general law county, governed by a five-member Board of Supervisors. The Board is fully committed to a mission and vision that values high quality services to support and enrich the community, strong leadership, engaged citizen participation, transparency and accuracy in information, and efficient and fiscally sustainable government.



The Sonoma County Fair & Exposition, Inc.

Under an agreement with the County of Sonoma, we act as the County’s agent to operate the County Fair and year-round management of the Sonoma County Event Center. The Event Center at the Fairgrounds is centrally located in the heart of Sonoma County at highways 101 and 12 in Santa Rosa. The 165 acre multi-use complex is Wine Country's most extensive and versatile event facility boasting six exhibition halls, an open air grass amphitheater, an open-air dirt arena, ten acres of parking facilities, an RV Park, equestrian event facilities including barns and horse race track, an approximate 7 acre grass carnival/concert area, and a golf course. Home every July to the Sonoma County Fair, the complex hosts a multitude of events year-round such as concerts, tradeshow, music, art and cultural festivals, and events highlighting Sonoma County agriculture and viticulture.

Thriving since 1936, the Sonoma County Fair is a cherished tradition showcasing agriculture, livestock, and arts as a living celebration of the community. The Fair has grown to become one of the most popular in the state, famous for its top quality horse racing, stunning flower show, and constant innovations in family entertainment. Sonoma County Fair and Exposition, Inc. has a budget of over \$9.6M for the 2017 calendar year. Our department is staffed by 35.75 full-time equivalent employees and almost 600 temporary employees who mainly work the annual Fair.



The Chief Operating Officer (COO)

The COO works closely with the Chief Executive Officer (CEO), on the day to day operations and implementation of long range plans, to assure the financial success of the Fairgrounds. Many aspects of the Fair's activities, and the COO's functions, make this position an exciting opportunity for a qualified candidate in this field. COO functions include:

- Oversight of operations for the region's largest annual event, the Sonoma County Fair, as well as the Annual Harvest Fair
- Management of the Interim Event department, which encompasses over 111,000 square feet of exhibit space, equestrian facilities, and an RV Park; perfectly located for travelers seeking to enjoy one of California's top tourist destinations
- Oversight of the Jockey Club, an off-track Horse racing facility featuring simulcast horse racing from the nation's premier race tracks
- Coordination of facility sales, marketing, publicity, and sponsorship



The Ideal Candidate

The COO must be a highly skilled individual with management and administrative experience, possessing a strong understanding of the various management practices of a Fair and/or other event facility. Additionally, the ideal candidate will:

- Possess expertise in sales and marketing of event rental facilities
- Be a skilled contract negotiator and manager
- Have experience overseeing food concessionaires and product vendors and creation of commercial exhibit layout
- Be adept at public relations and public speaking
- Possess superior budget management and cost accounting skills
- Have the willingness to work evenings, weekends, and be on call for emergencies
- Be a strategic thinker
- Posses experience as a capable collaborator and team builder
- Be a skilled communicator

The minimum requirements of the position include significant academic coursework in business management, fair management, marketing, economics, or a closely related field and at least three years of managerial experience overseeing the operations of a fair, arena, convention, large event center, horse racing program, or other multi-year entertainment facility, or other closely related experience in a private or public sector organization responsible for business management, event planning, marketing, contract management, and/or fiscal management activities. The classification title for this position is Deputy Fair Manager.



