



Basque Heritage

Old country charm, cuisine and culture



Sand Dunes

More than 40 miles of OHV adventures



Winnemucca Hospitality

Welcome to the friendliest town in Nevada



Special Events

Tri-County Fair, rodeos, car shows, and more



Bike Trails

Winnemucca's biggest secret: The Bloody Shins



Director Opportunity

Winnemucca Convention & Visitors Authority

Agricultural District No. 3

Winnemucca Convention Center
Winnemucca Events Complex
Winnemucca Event Center
Tri-County Fair & Stampede
Annual Events | Special Events

www.winnemucca.com

DISCOVER

Winnemucca, Nevada

Halfway between Salt Lake City
and San Francisco on Interstate 80
The ♥ of Northern Nevada

Overview

Humboldt County, Nevada is seeking to fill the position of Director. The Director is responsible for all administrative, operational, financial and marketing activities of convention-, event- and tourism-related activities in Humboldt County, specifically with regard to the Winnemucca Convention Centers and the Winnemucca Events Complex (Fairgrounds). The Director leads out in supervising permanent staff members, temporary workers, and volunteer staff to produce the Tri-County Fair & Stampede, as well as numerous annual in-house events, a variety of incoming events, and facility rental and use. This position is hired by the Humboldt County Commission in coordination with the Board of Directors of the Winnemucca Convention & Visitors Authority and the Agricultural District No. 3.



The Community

Humboldt County is located in north-central Nevada at the crossroads of Interstate 80 and US Highway 95. The county covers nearly 10,000 square miles and is home to approximately 18,000 people whose livelihoods are largely tied to hospitality and the region's natural resources: ranching, farming and mining.

Over a century ago, the town of Winnemucca was a stopover point for weary travelers, offering water and supplies to the thousands who would wend their way through the treacherous routes of the Great Basin. Today, this high-desert hub continues to be a gateway of sorts to the Great Basin, with Idaho and Oregon to the north, Salt Lake City to the east and Reno and the Bay Area to the southwest. Winnemucca is the seat of Humboldt County and approximately 9,000 people live within the city limits.

Winnemucca has five major casinos with exciting 24-hour gaming action, including slots, table games, live keno and sportsbooks. Over 1,150 rooms can accommodate any kind of traveler, and a full menu of restaurants can appease any appetite, including two that serve up traditional Basque fare.



Winnemucca includes one high school, one junior high school, one middle school and three elementary schools. In addition, rural Humboldt County has one combined K-12 school and four rural remote K-8 schools. Winnemucca is also served by Humboldt General Hospital, a 25-bed Critical Access Hospital with an accompanying 34-bed long-term skilled nursing and memory care unit.

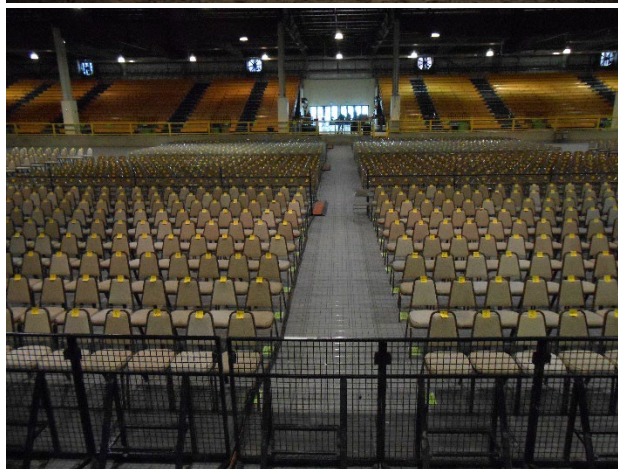
Humboldt County enjoys four distinct seasons with approximately 223 sunny days per year. Average high/low in January is 42° F and 17° F; average high/low in July is 93° F and 51° F.

The Facilities

Winnemucca Events Complex. The Winnemucca Events Complex (WEC) is located minutes from downtown Winnemucca. Formerly the Humboldt County Fairgrounds, the WEC is northern Nevada's most well-equipped special events complex, boasting 94 acres configured to accommodate every type of event, from small, informal gatherings to large events and expositions.



Winnemucca Event Center. At the heart of the Winnemucca Events Complex is the 93,000-square-foot Winnemucca Event Center. The temperature-controlled venue features a 150' x 244' dirt floor arena for rodeos, ropings, horse shows, barrel races, dog trials, monster truck shows and more; the arena can also be covered with a mosaic-like hard plastic floor for a multitude of activities, including wrestling tournaments, basketball tournaments, concerts, banquets, and graduations. The Winnemucca Events Complex also includes a 60' x 280' covered outdoor preparation area; a 32' x 210' concrete concourse; two 28' x 150' mezzanines with elevator access; retractable bleacher seating for 2,800; two show offices; one ticket booth with interior and exterior sale windows; a state-of-the-art sound system and electronic video score board; Wi-Fi capabilities; a fully equipped commercial kitchen/concession stand; ample restrooms; and, strategically located power sources.



Multi-Purpose Pavilion. The 54,400-square-foot Multi-Purpose Pavilion also forms part of the Winnemucca Events Complex. The 170' by 320' indoor, climate-controlled facility can be configured for a variety of needs, with ample room for bleacher seating along the 140' x 263' arena, and state-of-the-art LED lighting and sound systems. The facility can also be equipped with roping boxes, stripping chutes, and alleyways to work with the strategically placed entry doors.



Leighton Arena – Outdoor Main Arena. Leighton Arena is the outdoor main arena at the Winnemucca Events Complex. It encompasses a 2,300-seat grandstand with a concession stand and rest rooms, lighted 134' x 300' arena, two announcer stands with sound systems, permanent setup for team roping and rodeos, livestock holding pens and loading chute. Immediately adjacent to the main arena is an additional 133' x 300' lighted outdoor arena and a half-mile dirt perimeter track.



Kirk Day Exhibit Hall. The Kirk Day Exhibit Hall includes 11,862 square feet of enclosed indoor space that can easily accommodate meetings, receptions, banquets or small trade shows. The building comes complete with its own kitchen, a 1,862-square-foot conference room, and ample rest rooms. The spacious open area can easily accommodate up to 50 (10' x 10') vendor booths. The large roll-up service door provides easy access for loading in and out.



Campground. The Winnemucca Events Complex has 320 full hook-up campsites on the facility along with a dump station. Each campsite space contains water, a 30 and/or 50 AMP electrical outlet, and frost-free hydrants and sewer hook-ups; shower and restroom facilities are also available for campers. In addition, dry/tent camping is virtually unlimited throughout the Winnemucca Events Complex.



Horse Stalls. The Winnemucca Events Complex has 1,092 horse stalls, including 288 fully enclosed box stalls with rubber mats, 550 permanent covered horse pens/stalls, 254 open air pens, and six wash racks.



Winnemucca Convention Center. The Winnemucca Convention Center facilities are located approximately one mile from the Winnemucca Events Complex, serving as an excellent satellite facility for additional meetings and activities. The **West Hall** offers versatility and flexibility with more than 8,600 square feet of space which can be configured using fully operable, four-inch insulated walls that can

create five separate rooms or one large area. Each room has its own independent, integrated lighting and sound system. The **East Hall** includes 17,400 square feet of meeting/exhibition space. The unique open area on the ground level offers flexibility and can accommodate large banquets, receptions and trade shows. The meeting rooms on the upper level are ideal for conferences, meetings and workshops.



Tri-County Fair & Stampede

Humboldt County's facilities play host to a long list of outside and in-house events, including the annual Tri-County Fair & Stampede, which has drawn together residents from Humboldt, Lander and Pershing counties for more than 100 years.

The end-of-summer celebration provides area residents with the opportunity to compete in more than 20 divisions and contents, including best-decorated, scavenger hunt, and "biggest home-grown" events. Free entertainment is available for the entire family throughout the weekend while paid events include truck and tractor pulls, a Mexican-style Jaripeo, and a bulls and broncs rodeo. The fun also includes barrel racing, a four-day carnival and the longstanding Labor Day Parade.



Definition

Under general direction, serves as primary staff support to the County Manager, Winnemucca Convention and Visitors Authority (WCVA) and the Agricultural District No.3 Boards of Directors and as general manager of the facilities, events and program operated by the two Boards; and performs other work as assigned. The Director is responsible to the County Manager and boards for all administrative, financial, marketing, and operational activity of the facilities, including the convention center and events center.

Distinguishing Characteristics

This position serves as a function of Humboldt County as a County department head. The employee in this position is appointed by the County Board of Commissioners and serves at the pleasure of the Board of Commissioners. The employee shall represent Humboldt County interests while honoring the Winnemucca Convention and Visitors Authority (WCVA) and Agricultural District No. 3 governance.

Salary Range

The salary range for the position is \$109,509.00 – 152,614.52.

Essential Functions

The duties listed below are examples of the work typically performed by employees in this class. An employee may not be assigned all duties listed and may be assigned duties which are not listed below.

1. Works closely with the boards and offices of the Comptroller and County Manager to prepare and manage annual operating, marketing, facility maintenance, and capital projects budgets. Review and approve all AP and AR transactions associated with the facilities and events.
2. Develops goals and objectives and implements policies and procedures of Humboldt County and the WCVA and Ag 3 Boards for the Winnemucca Convention Center and the Winnemucca Events Complex, including preparation of reports and correspondence for the boards.
3. Implements long-term facility improvements while managing day-to-day operations of the Winnemucca Convention Center and the Winnemucca Events Complex.
4. Solicits, negotiates and administers contracts and agreements for the use of the facilities, events and sponsored activities with show promoters, licensees, business owners, and the general public.
5. Prepares bids and RFPs for contract services and major capital purchases; meets with contractors and vendors to facilitate program needs.
6. Collaborates with the community, sponsors and staff to develop and manage major events like the Tri-County Fair & Stampede, the Run-A-Mucca Motorcycle Rally, and the Ranch Hand Rodeo, to promote a robust economy.
7. Scheduling and preparation of Winnemucca Convention and Visitors Authority (WCVA) and Agricultural District No.3 board meetings, including preparation of agendas and board packets.
8. Provides advice and consultation to the Agricultural District No. 3 Board of Directors and the Winnemucca Convention and Visitors Authority (WCVA) Board of Directors, and the County Board of Commissioners; investigates and resolves complaints and concerns regarding services and facilities; acts as liaison among the Boards and with cities, other counties, and with regional, state and other agencies with regard to tourism development and agriculture promotion

activities.

9. Promotes and markets the use of community facilities for a broad range of conventions, rodeos, and other events which promote visits to the community; develops and implements advertising materials; maintains contacts with organizations that may assist in promotion of facilities and those who may conduct events in the community; assists those who may wish to conduct events in planning facilities use and in acquiring information about community resources; directs and participates in sales activities and event development.
10. Manages the activities and programs of the Winnemucca Convention and Visitors Authority (WCVA); manages the scheduling of events; monitors conditions of facilities and other assets of the City and County; develops goals and objectives for operation consistent with policies of the boards; plans and organizes work to be done by staff; schedules and coordinates activities of staff; coordinates activities with County and City departments, and develops standards and evaluates performance and level of service.
11. Estimates budget needs for programs, operations, and facilities; writes justifications for funding requests; monitors expenditures to assure compliance with budgets; accounts for variances between projected and actual expenditures; prepares and presents information in written and oral form to the Boards, the County Manager, officials of other agencies, and members of the public.
12. Consistent with the Winnemucca Convention and Visitors Authority (WCVA) Board policy direction, administers the County and City room tax: coordinates with County staff and Comptroller to collect, invest and account for room tax revenue; directs the periodic auditing of those paying room tax; prepares or directs the preparation of comprehensive financial statements to the appropriate boards.
13. Works closely with Humboldt County Human Resources for recruiting and onboarding of staff. Selects, directs and evaluates staff; instructs staff in the requirements of jobs; trains staff in work procedures; advises staff on resolution of problems; hears and responds to employee problems, concerns and complaints; responds to formal grievances; issues warnings and reprimands for inadequate performance and improper behavior; imposes or effectively recommends disciplinary actions with guidance from Humboldt County Human Resources.
14. Responsible for developing and implementing safety standards for the operation of facilities, equipment, work practices and projects; ensures all staff, contractors and volunteers are trained and adhere to safety standards.
15. Performs, instructs, and oversees staff in the more complex and difficult tasks encountered with projects and activities including, but not limited to, the operation of specialized tools and heavy equipment and, as necessary, operates equipment and performs maintenance and repair work to assist staff and to respond to emergencies.
16. Functions as the liaison for the Winnemucca Convention & Visitors Authority and Agricultural District No. 3 with the Humboldt County Commission, Winnemucca City Council, local organizations, businesses and members of the community; investigates and resolves issues and concerns regarding the facilities and services.
17. Responsible for the appropriate care and maintenance of all organization-owned or controlled equipment and facilities; develops procedures for and maintains records, and inventory of materials, supplies, equipment and implements loss control measures.
18. Determines the need for repair and maintenance of facilities and equipment; determines when purchase of new equipment or construction of new facilities is needed.
19. Supports UNR Cooperative Extension and programs such as youth 4-H and Future Farmers of America (FFA).

20. Prepares reports and correspondence for various boards, government agencies, funding sources and the community.

Qualifications for Employment

Knowledge, Skills, and Abilities: (KSAs are the attributes required to perform a job; generally demonstrated through qualifying experience, education, or training.)

Knowledge of:

- Managing and understanding management of large events and fairs
- Principles and practices of convention and event facilities operations and use
- Facility and event promotion techniques
- Tourism promotion
- Marketing and event promotion for sales/use of City and County facilities
- Personnel management and supervision principles
- Budgeting, financial accounting and contract management
- Methods, materials, equipment, and tools used for the convention center and events center operations and maintenance
- Agriculture-related industries and events like those found in the County
- Working with and understanding the building trades, including electrical, plumbing, general construction, and HVAC
- Multi-agency leadership
- Laws and regulations which pertain to convention and events center funding and operations

Ability to:

- Effectively administer projects and operations consistent with board policies and goals
- Supervise staff; plan, direct and evaluate the work of contractors, staff and volunteers
- Work effectively under the pressure of deadlines, conflicting demands, and emergencies
- Work effectively with staff, representatives of the business community and organizations from outside the County, members of elective and appointive bodies, and the general public
- Work alongside facility staff in the setup, teardown, and maintenance of events and general facility maintenance
- Establish and maintain effective working relationships with all levels of employees
- Gain cooperation through discussion and persuasion
- Collect, interpret and evaluate narrative and statistical data pertaining to policy, fiscal, and operation matters
- Analyze policies, regulations, projects, activities, and methods
- Select alternatives, project the consequences of proposed actions, implement administrative policies and work programs consistent with regulations and board policies and goals
- Present findings, recommendations, and policies to individuals and groups in an understandable and persuasive manner
- Contract with entities including entertainment, marketing, donors, sponsors, and contractors
- Communicate effectively in writing on matters related to department policies, funding, and operations

- Competency in safely operating construction and farm equipment, including water trucks, tractors, and skid steers

Experience and Training

Any combination of training, education and experience that would provide the required knowledge and abilities. A typical way to gain the required knowledge and ability is:

Four (4) years of progressively responsible convention sales and events promotional work, two (2) years of which includes responsibility for maintenance and operation of a convention and/or events center facility and for full supervision of both staff and projects, or an equivalent combination of education and experience. A minimum of two (2) years of college level education, including course work in the principles of marketing and business administration, is highly desirable.



Required Certifications and Licenses

Possession of a current driver's license.

OSHA 30-Hour Construction Training certification within 15 days of the date of employment in accordance with NRS 618.983(2).

Physical and Mental/Intellectual Requirements

The physical and mental/intellectual requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Strength and stamina to sit at a desk and to walk to various locations within facilities and at the fair and rodeo grounds; vision to read reports, financial data, and maps; strength and stamina to drive long distances and to perform occasional light lifting, bending, stooping, climbing, crawling, squatting and periods of standing.

In compliance with applicable disability laws, reasonable accommodation may be provided for qualified individuals with a disability who require and request such accommodation. Applicants and incumbents are encouraged to discuss potential accommodation with the employer.

Working Conditions

Work is performed under the following conditions:

Works inside and outside; outside work occurs on a frequent basis and requires exposure to dust, fumes, foul odors, adverse weather conditions, high noise levels. Frequently travels to destinations outside of the County and the State. Work schedule varies and work hours generally exceed 40 hours per week.

This job description has been approved by all pertinent levels of management.

The Boards

The Winnemucca Convention & Visitors Authority and the Agricultural District No. 3 jointly hire the Director to carry out the policies established by both boards and to oversee the daily operations of their joint facilities, events and staff. The Director reports monthly to both boards during their respective board meetings. In addition, the Director and the chairperson of the Agricultural District No. 3 meet annually with the Humboldt County Board of Commissioners to arrive at the next fiscal year budget for the Winnemucca Events Complex.

Winnemucca Convention & Visitors Authority (WCVA). The WCVA is responsible for promoting and attracting conventions, meetings and gatherings to utilize the Winnemucca Convention Center facilities. The WCVA is funded by and administers the 12% room tax from the City of Winnemucca and Humboldt County. The five-member WCVA board includes one county commissioner, one city council member, one hotel operator representative, one motel operator representative, and one commercial interest member.

Agricultural District No. 3. The Agricultural District No. 3 exists under Nevada law, which provides for the formation of a district to promote “agricultural, horticultural, viticultural, mechanical, manufacturing and domestic” industries within Humboldt County. One of the board’s main functions is to produce each year’s Tri-County Fair, which has taken place each Labor Day weekend for more than 100 years. The board is comprised of eight members, all residents of Humboldt County, who work to provide recreation, promote tourism and expand the county’s economic base. Agricultural District No. 3 board members are appointed by the Humboldt County Commission.

Culture and Recreation

Humboldt County boasts some of the best fishing holes in the West as well as world-class hunting, from mountain lions and the famous Desert Bighorn to the elusive chukar. The Bloody Shins Mountain Biking System sports 36 miles of some of the West's best biking terrain, while the Winnemucca Sand Dunes offer a great place to 4x4 and ATV close to town.

In addition, Winnemucca maintains four city parks, tennis courts, basketball courts, pickleball courts, a skateboard park, and indoor swimming pool. A very popular 9-hole golf course is also open to the public as is a recently developed shooting park.

Winnemucca is filled with remembrances of its past. The town is still home to many historic buildings. A church built in 1907 has become the Humboldt Museum; the beautiful Humboldt County Courthouse, built in 1919, has been likened to Thomas Jefferson's Monticello; and the site of Butch Cassidy's infamous robbery of the First National Bank of Winnemucca still stands at the corner of Fourth and Bridge streets. Just outside Winnemucca, wagon wheel ruts can still be seen near the Humboldt River, and a surprising number of ghost towns are one or two hours away in any direction.

Winnemucca is also home to a rich Basque heritage. The Basque immigrated here from Spain and France during the 19th and 20th centuries. Today, Old World customs and language are still practiced daily and celebrated annually during each June's Basque Festival.



Application Process

To be considered for this exceptional career opportunity as the Visitors and Events Bureau Director, please apply [here](#) with a cover letter, application and resume.

Humboldt County is an Equal Employment Opportunity Provider in the services it offers.

Application deadline is: **October 9, 2025.**

