

General Manager
Salinas Sports Complex
Job Description

Basic Job Description:

The current General Manager is retiring. This new General Manager will report to the President of the Board and work closely with the Executive Committee of the California Rodeo Association, a 501C4, which has a long-term lease for the entire Salinas Sports Complex. This 80-acre facility includes not only a 17,000-seat rodeo stadium, horse stalls, meeting, and entertainment rooms, but also a state-of-the-art 5,000 seat soccer, football, and softball complex. The hired individual will oversee a 12-person full-time staff who are all responsible for driving sales, marketing, and operations of this venue.

The facility is best known for hosting the California Rodeo, one of the country's top 10 professional rodeos, a monster truck show, and outdoor rock concerts with such A-list artists as the Eagles, Aerosmith, and Blake Shelton. The selected candidate will be responsible for building upon this facility's success by attracting additional events, broader tourism engagement and upgrading and maintaining the grounds acceptable for a world-class entertainment facility. The annual budget is currently around \$8 million.

Ideal candidate background:

The Association is seeking an individual who has the following background and experience:

- Previous successful experience managing a staff, budget and operating and marketing an entertainment or sports venue, OR
- Previous successful experience managing a staff, budget and operating and marketing a minor league sports team with responsibility and oversight of sales, marketing, booking, and facility operations.
- Successful experience in managing a budget from \$6 - \$20 million.
- Experience in reporting to a board and/ or multiple stakeholders.
- Strong commitment to want to be a member of and positively affecting and being part of a community.
- A commitment to a western lifestyle and/or this regional agricultural area of California.
- With such a small team, the successful hire will be accustomed to not only engaging in strategy and financial sessions with local community business leaders who are acting in a volunteer yet leadership role, but also can pitch in and help the paid staff from time to time in handling day-to-day items such as customer complaints, parking issues, grounds clean up, to assisting with sponsorship or partnership negotiation.
- The successful individual will be even-tempered, a good problem-solver, self-motivated, personable (the face-of-the organization in the community), up to date on the latest trends in sports and entertainment marketing and comfortable presenting reasonable expenditures or processes that can improve this facility to the board of directors, a group of community-minded members.

- Preferably a bachelor's degree and 10+ years of overseeing a sports venue or team.

Reporting Relationships:

The General Manager will report to the board of the California Rodeo Association. Direct reports will be to the President of the board and work closely with a 15-member executive committee who in turn represent a 52-member board. The board members are organized around committees responsible for such things as overseeing public safety, rentals, sponsorship and ticketing, facility capital improvements, and investment.

The General Manager hires, trains, evaluates and oversees a full-time paid staff of 12 including staff responsible for sponsorship sales, facility rentals, grounds crew, marketing, and office management.

Background on the facility:

This 80-acre Salinas Sports Complex situated in Salinas, California, 30 minutes northeast of Monterey, California, is the site of a sprawling outdoor professional and recreational sports facility and concert venue in the robust agricultural and western lifestyle area of California.

It is best known for hosting the California Rodeo, one of the top 10 ranked Professional Rodeo Cowboys Association rodeos in the country and showcased on a 17,000-seat outdoor stadium. The stadium not only hosts rodeo and sports events; it can be converted into hosting monster truck shows, motorcycle racing and concerts such as the Eagles, Aerosmith, and Blake Shelton. The Salinas Sports Complex is operated by the California Rodeo Association, Inc., a 501C4 not-for-profit organization that gives back upwards of \$500,000 to the local community each year.

The California Rodeo is a 4 day 113 – year-old, fully-engaged community event with parades and other events that involve the entire family. Over 1,400 volunteers out of a local population of 160,000+, lead Rodeo activities. Folks within town and out of town come to this event.

The grounds also include Rabobank Stadium, a state-of-the-art facility that features a bowl design with the playing surface 11 feet below the natural elevation. The field itself is synthetic pro level playing turf surface and is built to NCAA regulations. It has a capacity of about 5,000 and is home to football and soccer events. It has a 3,000 square foot field house, a barbecue and concession area, full color video scoreboard and announcer and coaches' booth.

Salinas is best known as the country's "salad bowl." This western and agrarian region is home to such produce producers as Taylor Farms, which is one of the world's largest salad and fresh cut vegetable processors. Salinas was also the hometown of writer and Nobel laureate John Steinbeck, who set many of his stories in the Salinas Valley and Monterey. Salinas has a large Hispanic population.

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Buffy Filippell is leading this search. Questions? Contact buffy@teamworkonline.com