

CEO CAREER ANNOUNCEMENT
37th DISTRICT AGRICULTURAL ASSOCIATION
SANTA MARIA FAIRPARK

Final Filing Date: *Open Until Filled*

Contact: Dan Jacobs, Interim CEO

CEO@santamariafairpark.com

Santa Maria Fairpark • 937 S. Thornburg Street • Santa Maria, CA 93458

OVERVIEW

The 37th District Agricultural Association, known as the Santa Maria Fairpark, is governed by a nine-member volunteer Board of Directors appointed by the Governor of California. Operating under the oversight of the California Department of Food and Agriculture, Fairs & Expositions Branch, the Fairpark serves as a major community hub for agriculture, entertainment, and education in northern Santa Barbara County.



FAIR & FAIRGROUNDS FACTS

Category	Details
Class Size per CA State	Class IV
Fair Attendance	40,000
Annual Operating Budget	\$3,000,000
Fairgrounds Acreage	33
Ownership	State of California property
Facilities	Multiple exhibit buildings, livestock barns, show arena, and outdoor event areas supporting year-round rentals and community use.



THE POSITION

The Board of Directors seeks a highly qualified and motivated individual to serve as Chief Executive Officer of the 37th DAA.

The CEO serves as the Chief Executive Officer, reporting directly to the Board, and is responsible for leadership, planning, and oversight of all Fairpark operations.

Primary Responsibilities

- Oversee daily operations of the District and implementation of Board policies.
- Plan, organize, and produce the annual Santa Barbara County Fair.
- Maximize utilization of the fairgrounds for a wide range of community events.
- Ensure fiscal accountability, facility stewardship, and compliance with State policy.
- Serve as the primary public representative of the organization.
- Provide leadership in strategic planning and staff development.



THE IDEAL CANDIDATE

The ideal candidate will be an experienced, visionary leader with a passion for community engagement, fiscal responsibility, and the event industry.

Key Qualities

- Strong management, budgeting, and public administration experience.
- Knowledge of marketing, sponsorships, and business development.
- Ability to work collaboratively with staff, volunteers, and public agencies.
- Excellent communication and interpersonal skills.
- Creative problem-solving and ability to lead through challenges.
- Integrity, diplomacy, and commitment to public service.

Desirable Experience:

- Minimum 5 years of management experience in fairs, public venues, or comparable business operations.
- Experience working with boards, commissions, or elected bodies.
- Bachelor's degree preferred; equivalent professional experience considered.
- Experience in facility operations, maintenance, and event production.
- Familiarity with strategic, business, and master planning processes.

CORE COMPETENCIES

- Demonstrated leadership and team-building skills.
- Effective communicator, active listener, and transparent decision-maker.
- Ability to balance operational and strategic priorities.
- Commitment to high-quality customer service and community inclusion.
- Values collaboration with staff, Board, and regional stakeholders.

COMPENSATION AND BENEFITS

The compensation package will be offered based on experience and qualifications, including:

- Salary Exempt State Classification of Secretary Manager IV, with a starting salary of \$9,771 per month, with advancement up to \$11,976.00.
- CalPERS Retirement.
- Health, Dental, and Vision Insurance (employee and family).
- Annual leave, holidays, and sick leave.
- Life insurance and deferred compensation plan.

APPLICATION PROCESS

This is a confidential recruitment handled directly by the 37th District Agricultural Association Board of Directors.

Interested candidates should submit the following materials:

1. Completed State of California Employment Application ([STD 678](#))
2. Comprehensive resume
3. Statement of Interest & Qualifications — Describe why you are interested and how your experience prepares you for the CEO role.
4. Five (5) professional references

Send all application materials electronically to:

Dan Jacobs, Interim CEO

CEO@santamariafairpark.com

Applications will be reviewed as received, and interviews will be scheduled by the Board of Directors. All inquiries and submissions will remain confidential until finalists are selected.

ABOUT THE COMMUNITY

The Santa Maria Fairpark is located in the heart of California's Central Coast wine country, serving as a key venue for agricultural showcases, festivals, and community gatherings. The Fairpark's mission is to celebrate the area's rich heritage through education, entertainment, and innovation.



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Expected Interviews: As Needed

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