



## The County Of Sonoma

Sonoma County offers a rare and compelling array of scenic, recreational, and geographic characteristics that include over 200 award-winning wineries, majestic redwoods, inspiring coastline and beaches, and the vibrant Russian River. Encompassing over one million acres of land and water, rich with agriculture, parks, campsites, lakes, and open spaces, the County is home over 500,000 residents and offers 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.

The County of 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 Board has also created the Sonoma County Office of Equity, which recognizes and celebrates our powerful role in unseating racial inequity in our communities.



### 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 August 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 \$10.4M for the 2022 calendar year. Our department is staffed by 25 full-time equivalent employees and almost 600 temporary employees who mainly work the annual Fair. In 2021, we operated a smaller fair with most of the activities taking place outdoors. However, we are excited for 2022 as we are looking at over 75% of our regular events returning and we are on our way back to resuming our normal activities.

## 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 and equestrian facilities
- 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
- Possess 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.



# Room to Move. Room to Grow.

## What We Offer

Sonoma County offers a total compensation package that is both attractive and competitive. Salary for the COO position is \$106,880 to \$128,357\*, depending upon the qualifications of the selected candidate. In addition, Sonoma County offers:

- An annual Staff Development/Wellness Benefit allowance up to \$1,700 and ongoing education/training opportunities
- Paid Time Off: Competitive vacation accrual and additional management leave annually; 12 holidays per year; generous sick leave accruals and 100% of accrual balance converted to service credit at retirement
- Health Plan: Choice of three health plans (PPO, EPO, two deductible HMO's) with a County contribution toward the monthly premium
- Excellent dental, vision, disability, life insurance, professional development, and more. Additional details on employment for management employees may be found at: <http://sonomacounty.ca.gov/HR/Employee-Relations/Labor>
- Retirement: County Employees Retirement Law of 1937. Retirement is fully integrated with Social Security. With the recent pension reform, new employees as defined and eligible will receive a 2.5% at 67 formula, or for those individuals who meet certain criteria, including establishing reciprocity eligibility pursuant to PEPRA, will receive 3% at 60
- Defined Contribution Plan: 3% County contribution up to an additional 1% match of employee 1% contribution, for up to a total of 5%
- Retiree Medical: County contribution to a Health Reimbursement Arrangement to help fund post-retirement employee health insurance/benefits

Important Note: The annual base salary range for the position is \$99,680.85 - \$121,157.32. In addition to the base salary, the position receives a cash allowance of approximately \$600 per month. Combined, the annual salary is \$106,880 - \$128,357. Salary is negotiable within the established base salary range. Benefits described herein do not represent a contract and may be changed without notice.

## Selection Process & Key Tentative Dates

- Accepting submissions through Monday, February 7, 2022
- Submissions will be reviewed for desired qualifications listed herein
- Panel Interviews tentatively scheduled for Tuesday, February 22, 2022
- Final Selection Interviews tentatively scheduled for Wednesday, February 23, 2022

Please be mindful of the timeframe established above. Although it may be subject to some change, it would be wise to plan availability around these dates.

## To Apply

To be considered for this exciting career opportunity, please submit an online application, cover letter, resume, a minimum of five professional references (who will not be contacted until mutual interest is established), and your response to the supplemental questions to [www.yourpath2sonomacounty.org](http://www.yourpath2sonomacounty.org) by Monday February 7, 2022. Your materials should focus on your experience as it relates to the "Ideal Candidate" profile and necessary requirements listed herein.

Questions can be directed to:

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For additional information about the Sonoma County Fair & Exposition, please visit:  
<http://www.sonomacountyfair.com>

*The County of Sonoma is an Equal Opportunity Employer.  
We value diversity and are committed to having a workforce that is  
representative of the communities we serve.*